



# Straight*talk*

News For And About The Libraries Of Northeast Nebraska

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Kathy Ellerton - System Administrator/Editor

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## Fundraising by Letter

Many librarians and trustees are looking at raising funds for major capital projects. One way to do this is by writing a fundraising letter.

First of all, keep in mind that the letter you write is not great literature. The function of the letter is to catch the reader's attention and hold it just long enough for a person to make a decision about whether or not to give. It may take you over two hours to write it, but it will take your reader less than five minutes to read it!!

Think about the people you are writing to. Are they coming home from work, checking though the day's mail, fixing supper, answering the phone, etc. or are they a small business person who tries to read the letter between helping customers, answering phone calls, or eating lunch at their desk. The readers are different but both do not have much time to make a decision about whether to give.

The mood of the local area,

region or country may factor in on the reader's mood. Are people worried about losing their jobs? Has a tornado wiped out this year's crop? On top of all that, your letter may arrive with a dozen other fund raising requests.

A fundraising letter has a very difficult job and little power to achieve its goal. Keep in mind the following three premises of letter reading before you put pen to paper.

1. Adults subconsciously ask two questions to themselves when they are reading, watching TV or listening. The first is "so what?" What does this have to do with me, my problems or the people I care about? Once the letter answers that question, it needs to answer the second question, "now what"? Does this sentence offer a solution?

2. In today's society, people have very short attention spans. A reader should be able to read every sentence in your letter in six to fifteen seconds. Each sentence must be provocative enough for the reader

to read the next sentence.

3. People love to read about themselves. Your reader wants to be treated personally. A successful letter should refer to the reader at least twice as often and up to four times as often as it refers to the organization sending it. You have to draw the reader into your cause by using such phrases as "You may have read", "I'm sure you join me in feeling", or "If you are like me". When writing to solicit another gift, be sure to mention what he/she has done.

People read fundraising letters in a specific order: the opening paragraph, the closing paragraph, and the postscript. Up to 60% will make their decision



Northeast Library System welcomes Shelia Cermak as the new administrative assistant. Shelia has a background in human services plus experience in office management and bookkeeping. Welcome Sheila!



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based on those three sentences. Given this pattern of letter-reading, you should spend most of your writing time on the sentences that are most read.

The opening paragraph should tell a story. People buy with their heart first and then their head. The story should be about someone your group has helped or some situation. You can make the writer part of the story. For example, *When I was a child I went to the library every day after school. When I needed a job, I wrote my resume on the library's computer. When I needed to do research...* This letter went on to invite the reader to join the Friends of the Library.

The last paragraph of the letter tells people what to do. It is very specific and straightforward.

The postscript ties people back into the letter by telling another story or adding an additional incentive for acting immediately.

The rest of the letter is used to tell more stories, provide backup statistics, describe philosophy and stress the need for money. The letter needs to be two to three pages long so that the readers feel you have enough to say, and that all the information they might want is in the letter. The letter should be easy to read with wide margins, decent sized type and space between paragraphs.

Only a small percentage of your readers will respond, but the letter does educate your public and plant the seed that your library deserves to be supported.  
(taken from Grassroots Fundraising Journal, Sept/Oct 2004)



**Gates-like Training** will be held on October 25-26 and November 17-18. Both sessions are located at the Holiday Inn Express & Convention Center in Norfolk. Topics covered include troubleshooting, building web pages, etc. For more information, contact Pam Scott at: [pscott@nlc.state.ne.us](mailto:pscott@nlc.state.ne.us).

**Curious about copyright?** For a quick reference on what you can and cannot do in the classroom, check out the website: [www.mediafestival.org/downloads.html](http://www.mediafestival.org/downloads.html). A chart (which is a .pdf files so it can be easily reproduced) lists the medium, what you can do and the fine print.

## New Board Member Orientation



Orientation of new library board members should be as fun as it is educational. You want the new board member to be informed, but you also want the trustee to enjoy his or her early months on the board. Consider the following:

- \* A guiding principle for the orientation involves pacing of the presentation of information. Don't overwhelm the new board member with one 4-hour orientation. Stretch the orientation out over 3 or 4 meetings of no more than an hour and a half per session.
- \* Don't rely too heavily on the person reading policy manuals, old board meeting minutes or anything else. You want the person to understand and value the role of a trustee, not simply memorize it. Involve several people in the orientation process.

- \* Proemtatopm can be a golden opportunity for the new trustee to learn about the people he or she will be working with - from the head of children's services to the reference librarian...
- \* It also would be beneficial in many ways to have the current board president involved in at least one of the orientation sessions.
- \* Whenever possible, conduct the orientation session where the staff actually work, rather than always meeting in the director's office or the board room. This way the new board member can become more familiar with the physical layout of the library, as well as who works in those areas.
- \* When discussing board activities and duties, explain why the board made certain decisions rather than just saying what the board decided. For instance, if the board recently changed its strategic plan, give background information about how the change evolved. Was it board or staff driven? What were the pros and cons of the changes the board approved?
- \* The orientation should also address what the new trustee can expect in the first year. How many board and committee meetings will the trustee likely be asked to attend? What committees might the person serve on during the year? What critical issues will the board address in the coming months?

Too often new board members spend the first year saying "since I'm new on the board I don't feel I know enough about this issue to comment." The orientation should give the person the basics of all issues coming before the board so the new trustee never feels the need to make that statement.

At the end of the orientation process, the board member should feel comfortable in asking questions about any issue coming before the board. Then the trustee should feel equally comfortable in expressing his or her opinions about this issue before voting. (Taken from Rural Library Services Newsletter, vol. 15, no. 2 by David Miller)



## "Censorship in Schools & Libraries" Exhibit

The Long Island Coalition Against Censorship (LICAC) has published the 2004 edition of their exhibit "Censorship in Schools and Libraries". This exhibit is available for display during Banned Books Week in September or at another time during 2004-2005. The exhibit presents 30 illustrations of censorship each one approximately 11" x 14" with accompanying text that is 11" x 14". Included are descriptions of the censorship of Adventures of Huckleberry Finn, In the Night Kitchen, The Catcher in the Rye and the novels of Judy Blume and Robert Cormier. The new edition includes efforts to censor the popular Harry Potter's children's books and the installation of filtering software in all the computers in the Loudoun County, Virginia Public Library. Quality copies of the exhibit have been reproduced which may be readily presented in the library on poster boards and retained as a reference source. If your space is limited, it is suggested that the panels be rotated during the time the exhibit is on display. If you are interested in having a copy, the cost including mailing charges is \$38.00 postpaid. An e-mail order to: coalcen@juno.com is acceptable or a purchase order or letter to LICAC, P.O. Box 296, Pt. Washington, NY 11050.



### Siouxland Unidad Latina Website

Siouxland Unidad Latina recently announced the opening of its new bilingual (Spanish-English) website at: [www.siouxlandunidadlatina.org](http://www.siouxlandunidadlatina.org). The organization's purpose is to empower, promote and develop the Latino community in Siouxland. The website includes several articles on the upcoming celebration of Latino Heritage Month (September 15 - October 15) in Siouxland.



### Rural Libraries

The system office is happy to announce the arrival of a new journal, "**Rural Libraries**", from the Center for the Study of Rural Librarianship. This volume's articles include: Free Online Government Resources for the Small Library; The Politics of Public Library Boards; Meeting the Challenge: an Overview of the Information Needs of Rural America and Rural Library Services to Minority Populations: Case Studies in the United States. If you would like to get on the mailing list for this journal, call the office at 1-800-578-1014.

## Ways to Construct an Evaluation Pre-Conference

Don't forget the Nebraska Regional Library Systems 2004 preconference at NLA/NEMA on October 6th from 10am to 3pm. Lynn Bradman, PhD student at ISU and Social Science Instructor for Metro Community College in Omaha will be the presenter. Lynn will provide you with the best practices in constructing an evaluation. Information will be useful for program evaluations, long range planning and for staff evaluations. See you there!

**Registrations due Friday, September 24.** The registration fee is \$25. Mail registration to: Southeast Library System, 5730 R St, Ste C-1, Lincoln, NE 68505. Email questions to: [jenip@alltel.net](mailto:jenip@alltel.net).

## Future Trustee Survey

A survey of the Nebraska Library Trustees will be conducted in the fall. All trustees are encouraged to participate. Each trustee will receive two (2) hours of continuing education credit that can be applied toward board certification. Lynn Bradman, a social science professor at Metropolitan Community College and a PhD student, is conducting the survey. Lynn is also a member of the Eastern Library System Board of Directors. Results of the survey will be used to plan activities and workshops that would be most helpful to trustees.



**Straight-Talk** is published ten times per year by the Northeast Library System. Contact Kathy Ellerton or Rosemae Schafer at the Northeast Library System Office from 8:00 a.m. to 5:00 p.m. C.S.T. at 1-800-578-1014 (402)- 564-1586 (Voice) (402)-564-7977 (FAX).

Mailing Address:  
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### Q: What's better than chocolate?



A: NOTHING!

If you love chocolate, or even remotely like it, don't miss an opportunity to buy raffle tickets (and to support your Regional Library System in the process!) for a huge Chocolate Basket. The basket, which includes lots of items including: Godiva chocolates, chocolate-making books, chocolate-themed calendar, chocolate pecan cheesecake mix, chocolate shower gel, fudge brownie candle, *Chocolat* DVD, chocolate covered espresso beans, chocolate gravy and lots more melt-in-your-mouth luxurious chocolate items.

Raffle tickets are on sale RIGHT NOW; the cost is \$3 each or \$5 for two. Contact NELS (or any of the other system offices) to buy your raffle tickets for a chance at this decadent collection of goodies!

The proceeds will go toward continuing education opportunities for the six Nebraska Regional Library Systems.

The winner of the chocolate basket will be drawn and announced at the NLA/NEMA conference in Grand Island on October 8, 2004. Need not be present to win!



"The wheels on the bus go 'round and 'round . . ."

Okay, we promise you won't have to sing if you're riding to Colorado with us on the chartered bus! Through grant monies from the Nebraska Library Commission, the Systems are chartering a bus to take all the Nebraskans who would like to attend the Mountain Plains Library Association/ Colorado Association of Libraries conference from October 20<sup>th</sup>-24<sup>th</sup> in Denver.

We'll be able to provide transportation at no cost to you to help encourage participation in this terrific national conference. You will need to make your own arrangements for hotel, and for registration at the conference. You can find that information at: [www.cal-webs.org/conference.html](http://www.cal-webs.org/conference.html). The Nebraska Regional Library Systems will send out more specific information on departure times and pick-up locations along I-80 a bit later. We are planning to leave on October 20<sup>th</sup>, which would allow for those who wish to attend a pre-conference, and then leave following the keynote on Sunday, October 24<sup>th</sup>.

Please contact your System office at 1-800-578-1014 for more information.

"We'll be coming 'round the mountain . . ."



## National Library Week Grant Available

U.S. libraries of all types are invited to apply for the 2005 Scholastic Library/Grolier National Library Week Grant. The grant will awarded \$5,000 to a single library for the best public awareness campaign during National Library Week (April 10-16, 2005) that uses the National Library Week theme of "Something for Everyone@your library."

The grant is sponsored by the Scholastic Library Publishing and its publishing imprint Grolier and is administered by the Public Awareness Committee of the American Library Association (ALA). This year's application deadline is October 18, 2004.

All proposals must use the "Something for everyone @ your library" theme, which incorporates the Campaign for America's Libraries @ your library brand, on any and all promotional and publicity material supporting the National Library Week activities. The theme was chosen by the ALA's National Library Week Subcommittee for its broad appeal and ability to be adapted by different libraries. Guidelines for using the@ your library brand are available on the campaign Web site at [www.ala.org/@yourlibrary](http://www.ala.org/@yourlibrary) under the "Download logos" section.

A grant application form and guidelines are available on The Campaign for America's Libraries Web site at [www.ala.org/@yourlibrary/nlwgrant](http://www.ala.org/@yourlibrary/nlwgrant). Information also is available from the ALA Public Information Office.

The winner will be notified the first week in January and announced at the 2005 ALA Midwinter Meeting in Boston. Information on last year's winner, the St. Mary Parish Library in Franklin, LA., and the winning application can be viewed at: [www.ala.org/ala/pr2004/prjan2004/stmaryparish.htm](http://www.ala.org/ala/pr2004/prjan2004/stmaryparish.htm).



## We the People Bookshelf Grant

In 2003, the National Endowment for the Humanities (NEH) collaborated with the American Library Association to inaugurate the We the People Bookshelf, a program to encourage young people to read and understand great literature while exploring themes in American history.

Applications are now being accepted for the second year of the program. The theme for 2004 is "Freedom".

School and public libraries are invited to apply to receive the We the People Bookshelf, which consists of 15 thematically related books and supplemental materials to help with publicity and the organization of public programs. The titles selected for inclusion in the program were chosen with the help of librarians and a blue-ribbon panel of historians and authorities on children's literature. Titles are grouped by age ranges from kindergarten to 12th grade A list of selected titles is available on the NEH We the People Bookshelf Web site, <<http://www.neh.gov/wtp/bookshelf/index.html>>.

Guidelines and applications are available online for the first round of the We the People Bookshelf until October 20. Libraries wishing to apply should go to <<http://www.ala.org/wethepeople>>. Please note that the online submission process must be completed in ONE session. Applicants will not be able to return at a later time to update or alter the application.

Kate Ostenrude, Neligh Public Library, has successfully received this grant and will be happy to answer any questions. Contact her at: 1-402-887-5140 or at [nelighpub@frontiernet.net](mailto:nelighpub@frontiernet.net).



## Mark Your Calendar

September - **Library Card Sign-up Month** - See [www.ala.org](http://www.ala.org) for program ideas.

September 10 - **Nebraska Library Commissioner's Meeting** at the Nebraska Library Commission from 9:30-12pm. Contact: Maria Medrano-Nels at the NLC if you wish to attend.

September 15 - **Northeast Library System Board Meeting** at St. Edward Public Library, St. Edward at 10 am.

September 17-18 - **Thirteenth Annual Nebraska Book Festival** at the University of Nebraska - Kearney. E-mail Jeanne Saathoff at [jsaathoff@kearneygov.org](mailto:jsaathoff@kearneygov.org) for more information.

September 21 - **RGLG Meeting** at Stanton Public Library from 10am - ?

Sept 25-Oct 2 - **Banned Books Week**. For program ideas see [www.ala.org/bbooks](http://www.ala.org/bbooks).

September 30 - **Association for Library Service to Children 2004 National Institute** at Hilton Minneapolis, MN.

October 6 - Nebraska Regional Systems Preconference **"Ways to Construct an Evaluation"**

October 7-8 - **"Virtual**

**Places, Physical Spaces - Nebraska Libraries Now"**, NLA/NEMA Conference in Grand Island.

October 17-23 - **IT'S ALIVE@your library** is this year's theme for Teen Read Week.

October 22-23 - **Gates-like Training** at Norfolk Holiday Inn Express.

October 20-24 - **Colorado Library Assn./Mountain Plains Library Conference**, Denver, CO.

November 2 - **Read Aloud Nebraska presents Mem Fox**, Peter Kiewit Conference Center, Omaha.

November 16 - **Basic Skills: Public Library Administration** at NECC Lifelong Learning Center from 10am - 3pm.

November 17 - **Northeast Library System Board Meeting** at South Sioux Public Library, South Sioux City, at 10 am.

November 17-18 - **Gates-like**

**Training** at Norfolk Holiday Inn Express.

November 22 - **Egret to Cattle: Thanks for the Ride! -- Unlock the Keys to Employee Appreciation** at the Cornhusker Hotel, 333 South 13th St, Lincoln from 9am - 4pm. Cost is \$25. Registration required by November 8th; payment by November 15. Contact: Jacque Crocker (1-800-307-2665) at the Nebraska Library Commission for more information.

November 23 - **Basic Skills: Public Library Administration** at NECC Lifelong Learning Center from 10am - 3pm.

November 25 - **Thanksgiving**. System office closed.

November 26 - **Day following Thanksgiving** - System office closed.

November 30 - **Basic Skills: Public Library Administration** at NECC Lifelong Learning Center from 10am - 3pm.



### Quality Library

- Bookcases and Shelving
- Circulation Desks
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*For more information contact us at:*  
800 Pioneers Blvd., Lincoln, NE 68502  
Phone: 402-471-4597 or 800-348-7537



## RGLG Meets September 21

RGLG (Really Good Library Group) meets on September 21 at 10 am at the Stanton Public Library. Topics covered will be the new Medicare Cards, web filtering policies, and the Public Library Comparison Tool. Please bring a copy of your filtering policy. See you there!

### \$Fundraising Idea\$ Where Has Dolly Been?

For this you need a new doll, preferably one dressed in holiday clothes. Any dressed, appealing doll will do. Get one in a box as it seems to draw in the buyers. Then you need a load of holiday brochures and a plastic wallet so that you can make a book up. Use about 100 pictures cut out of the holiday brochures and stick them in the booklet with the name of destination and country. Use a pad to record the names and telephone numbers of buyers who are asked to look through the destination book and make a guess.

Charge \$1.00 a guess. If you have the space you could use a large board instead of a book. Bit of work involved due to cutting out and sticking - also the buying of the doll, but a bit different from the name the

doll and of course the book/board can be used over and over again.

### CD Cleaning Tips

If the disc needs cleaning, remember these tips:

- Use an air puffer to blow off dust.
- Use a soft cotton cloth or chamois to wipe the disc.
- Try cleaning with a dry cloth first, before using any cleaning - solutions.
- Do not wipe in a direction going around the disc.
- Wipe from the center of the disc straight toward the outer edge.
- Avoid using paper products, including lens paper, to wipe the disc.
- Avoid using anything abrasive on the surface of the disc.
  - If the disc has a heavy accumulation of dirt, try rinsing it with water first.
- Use commercially available water-based detergent formulated for cleaning the surface of optical discs.
- Use isopropyl alcohol or methanol, as an alternate to water-based detergents, to clean the disc surface.



For more information regarding CD/DVD care, check out this website: [www.clir.org/pubs/reports/pub121/contents.html](http://www.clir.org/pubs/reports/pub121/contents.html). In addition to cleaning tips, this guide contains information regarding disc longevity, conditions that affect life expectancy and how to care for optical media.

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**I Was Stumped: A Dozen Mysteries for Middle-Graders**

**Ahlberg, Allan. *The Cat Who Got Carried Away*, 2003. Gr. 2-4**

The marvelous and peculiar adventures of the hapless Gaskitt family take on a mysterious tinge in this third volume, wherein pets are disappearing all over town.

**Banks, Kate. *Howie Bowles, Secret Agent*, 1999. Gr. 2-4**

Pretense turns to reality when third-grader Howie, who's been claiming to be a secret agent, must solve a genuine mystery in this accessible chapter book.

**Byars, Betsy. *Death's Door: A Herculeah Jones Mystery*. 1997. Gr. 4-7**

This volume sends Herculeah and her sidekick, Meat, off to solve the attempted murder of Meat's Uncle Neiman.

**Hale, Bruce. *The Chameleon Wore Chartreuse: From the Tattered Casebook of Chet Gecko, Private Eye*, 2000. Gr. 3-5**

The deadpan monosyllabic style and drollily drafted drawings imbue this story of a fourth-grade lizard gumshoe with ample humor.

**Keller, Holly. *Angela's Top-Secret Computer Club*, 1998. Gr. 2-4**

In this breezy mystery, Angela

must follow through after recklessly bragging that she and her computer club can find out who's breaking into the school computer.

**Levin, Betty. *Shoddy Cove*. 2003. Gr. 4-8**

Clare's work in the living museum brings her face to face with two contemporary runaways and an unsolved nineteenth-century mystery.

**Maynard, Bill. *Pondfire*. Putnam, 2000. Gr. 4-7**

Fire-shy Jed is the son of the local fire chief, and the misguided results of his attempts to overcome his fear lead people to suspect him when a series of arson fires blaze around town.

**Naylor, Phyllis Reynolds. *Bernie Magruder & the Bats in the Belfry*. 2003. Gr. 4-7**

Bernie and his intrepid companions must save the citizens of Middleburg from an infestation of bats in the belfry—and everywhere else.

**Rector, Rebecca Kraft. *Tria and the Great Star Rescue*. 2002. Gr. 4-7**

Mystery meets sci-fi in this action driven story of sheltered Tria's excursion to the dreaded Outside in order to rescue her kidnapped mother.

**Stanley, Diane. *The Mysterious Matter of I. M. Fine*, 2001. Gr. 4-8**

A slyly satiric portrait of R. L. Stine adds enjoyment to this solid mystery, wherein Franny and her best friend investigate the strange effects of a popular author's books.

**Stenhouse, Ted. *Across the Steel River*, 2001. Gr. 5-8**

The local police brush off the beating of a Siksika Indian war hero in small-town 1950s Canada, but Will Samson goes after the real story to prove his loyalty to his Siksika best friend, Arthur.

**Stewart, Linda. *The Big Catnap*, 2000. Gr. 5-9**

This feline homage to Raymond Chandler has enough catty humor and genre play to appeal to a wide variety of young readers.

**Basic Skills Class Coming !**

Public Library Administration is the next course in the Basic Skills series. This course covers Governance and Cooperation; Planning; Policies and Procedures; and Personnel. Participants who are not taking the course to fulfill the requirement for certification can take this as a refresher. They will earn six hours of Continuing Education (CE) credits.

**Where:** NECC - Lifelong Learning Center

**When:** November 16, 23, 30  
**Registration Due by November 2nd.**

**Cost:** \$35 - lunch is not included

Classes run from 10am to noon, 1pm -3pm.

Send registration information to:

Jacque Crocker  
Nebraska Library Commission  
1200 'N' Street, Suite 120  
Lincoln, NE 68508  
or call 1-800-307-2665



## Access in the Future Tense

IMAGINE THAT THE year is 2104. You have just walked into—or logged on to—your library for research material. You're looking for an electronic copy of a journal published on the Web by a small learned society in 2005. You soon find out that the journal ceased publication in 2017, the library deaccessioned its print copies more than 80 years ago, and the digital back files were never transferred to a third-party repository. The Internet Archive has no record of the journal because it was available by subscription only. Next, you search for a news broadcast from 2001 on your topic of interest. You find that it is inaccessible; the video

had degraded and the library did not have a video preservation program until many years later. Resigned, you search the catalog for a book on your subject. You identify a reference to a book that was published in 1942. The volume is retrieved from storage but it is badly embrittled. Pages are missing. The copy, which had last been consulted in 1956, is no longer fit for use. You are advised to seek it in microform, but are unable to find an index of microform holdings in the United States dating back that far. It also appears that this book was never digitized because of copyright reasons. This scenario evokes the foreboding of Dickens's *Ghost of Christmas Future*. Yet it would not be far-fetched if our imagined scholar of the next century were working in an environment where the preservation infrastructure had evolved little from that of today. Surely, the needed infrastructure will evolve. It must. But how?

## Redefining Preservation and Access

This question was the topic of a meeting of librarians, technologists, scholars, legal experts, and funders convened by CLIR in May 2003. A new report from CLIR, based on that meeting and entitled *Access in the Future Tense* has just been published. The report, which consists of papers presented at the meeting and a synthesizing essay, examines the shortfalls of the current preservation infrastructure and identifies the factors that will determine the abilities of libraries to ensure long-term access to information—whether kept in the library or elsewhere.

Meeting participants had far-ranging experience in and views on preservation, but by design, none was a practicing conservator or preservation manager. This was not to overlook the crucial contributions of those who have created technical and administrative solutions to preservation, from the development of preservation metadata to the archiving of recorded sound. Rather, it was to focus the meeting on the larger infrastructure that supports preservation, including the economic models, policy and legal sanctions, human and financial resources, and tools that make it possible to ensure long-term access to cultural and intellectual resources.

## New Models for a New Environment

For years, U.S. libraries have relied on a decentralized, locally oriented, ownership-based model for preserving imprints. In this model, libraries acquire information in order to provide access to it, and preserving a physical object is tantamount to preserving information. This model will not hold up in the digital realm, where many key research publications, for instance, are licensed. Nor is it holding up for analog audio and visual resources, such as recorded sound and moving images. With these resources, the complex bundles of rights that comprise performance copyrights, together with the



extension of copyright protection under the Sonny Bono Act, effectively force the burden of preservation back on the owners, who are often unaware of it or are unable to provide for the preservation of their resources. In the moving-image community, the sheer expense of archiving film means that only a few large institutions preserve original materials on behalf of many, while the many rely on cheap and rapidly outmoded consumer formats such as videotapes and DVDs. In both cases, the economic incentives and wherewithal for libraries to preserve materials, not just provide access to them, are virtually nonexistent.

Economic incentives to preserve the millions of books and journals now in libraries—books that are of research value but that are not rare per se and that are seldom if ever used—are also virtually nonexistent. It is this situation that gives rise to the vigorous discussion about shared print repositories among some large research libraries. Old media, as well as the new, demand business models that result in economies of scale. And those business models must be built upon a foundation of coordination, mutual trust, and interdependence among libraries and between libraries and the institutions in which they are housed.

Libraries do have models on which to build these strategic alliances. In the last two decades, Congress has mandated national efforts,

such as the National Film Preservation Board and the National Recording Preservation Board, to promote and coordinate preservation of analog audio and moving-image collections. Under the aegis of the Library of Congress (LC), these efforts are making significant progress. Similarly, the Congress has charged LC to develop a national strategy to ensure long-term access to digital resources of cultural and intellectual significance under the National Digital Information Infrastructure and Preservation Program. All three national plans are built around partnerships between public- and private-sector stakeholders.

### **Libraries Retain Key Role in Stewardship**

Libraries are uniquely capable of maintaining their leadership role in the stewardship of analog and digital resources, but they must be aggressive in positioning themselves to do so. They must build institutional capacity by investing in the recruitment, retention, and professional growth of their staff members. They must gain the support of their key stakeholders, from faculty to provosts to chief financial officers and others who allocate resources. Libraries must also join in public advocacy for rationalizing copyright incentives and privacy protections. This does not mean fighting the last copyright battles or trying to patch the failing publishing models inherited from the world of print journals, videotapes,

and image libraries. It does mean engaging seriously and publicly in a policy debate about information as a public good and investing in new models of cooperation with information creators and distributors. The needed infrastructure will depend on the commitment of libraries and their home institutions to build centralized services that are necessary for all, but so capital-intensive that they are prohibitive for most. Such services include repositories for digital content as well as for rarely used analog formats, from original LPs to early-twentieth-century imprints. They also include sophisticated preservation facilities, research and development efforts, and the ability to meet the education and training needs of staff. We are seeing promising initial steps in meeting the challenges of preservation and access in the twenty-first century, from productive partnerships between libraries and publishers such as HighWire Press to growing attention to intellectual property issues on the part of faculty, academic administrators, and various creative communities. These developments provide encouraging examples for others. Just how quickly they are adopted will determine how much will be lost without a trace between now and 2104.

(Taken from an article by Abby Smith, CLIR (Council on Library & Information Resources), March/April 2004)



## The Reviewer's Chair

### **Skinny & Fats, Best Friends** by Cari Meister

Fats and Skinny are best friends sharing fun times and difficult times. The story line is based on friendship. This is a simple chapter book that would be appealing to young children. With a reading level for very young children to middle elementary, I would recommend this book for school or public libraries--Sharon Kinnan, Oakdale Public Schools.

### **Utterly Me, Clarice Bean** By Lauren Child

A young girl, Clarice Bean, narrates this story through daily diary entries. Clarice and her best friend, Betty, are working on a project for school about their favorite books about a girl detective. Betty failed to return from a family vacation and after being absent for a week, Clarice is teamed up with Karl, the worst boy in class. Clarice discovers Karl isn't such a bad guy and has wonderful 'spy gadgets' to add to their display. Right before the school fair, Karl is accused of stealing the winner's trophy cup. Clarice turns detective using ideas from her favorite detective books. This would be an excellent book for reluctant readers. Readers from age 8 and up would enjoy this book. It would be an excellent addition for

school and public libraries.--  
Richa Perkins, Schuyler Public Library.

### **Climbing the Rainbow** by Joy N. Hume

Dora Cookson and her family had moved from Utah to homestead in New Mexico. The family has five years to make the required improvements and Mother charts their progress by drawing a rainbow picture. After the local doctor discovers that Dora is tongue-tied, he clips her tongue and she enters school for the first time. This is an enjoyable story as one reads of the adventures, pranks, and struggles of a large family at the turn of the century. Readers from 3rd grade up would enjoy reading this adventure. I would highly recommend this book for public, school and private libraries. -- Pat Thompson, Wayne State College.

### **The Moon Ring** by Randy DuBurke

This story is about a young girl called Maxine who on the Night of the Blue Moon experiences many strange and wonderful adventures. However, Maxine becomes quite sad when she realizes Grandman is not able to join in these fantastic travels. I thought this book was an interesting story because it showed the power of belief in oneself and what one can do. With a reading level for Kindergarten through 2nd grade, I would recommend this book for both public and school libraries. --Margaret Driscoll,

Wayne State College

### **An Elm Tree & Three Sisters** by Norma Sommerdoft

Three pioneer sisters, Mable, Molly, and Mary live on the flat prairie. The girls decide what the farm needs is a tree and go down to the creek to dig one up. As the years pass, the tree plays an important role in the girls lives. A wonderful story that kept the story hour kids listening closely and watching the story unfold. Carol Tramp, Wynot Public School Library.

### **The Leopard Sword** by Michael Cadnum

Squires, Hubert and Edmund, their masters, Sir Nigel and Sir Rannulf, return to England after being a part of King Richard the Lionheart's crusade in the Holy Land. The trip home and re-entry into a politically unstable England is fraught with many dangers. The sea voyage itself is unpleasant with sea sickness, crowding, individual vengeance and enemy ships. Written in 'proper' language that often is found in novels for this age group, this helps to give an accurate depiction of the time in history. With a reading level for ages 12 and up, I would recommend this book for both public and school libraries. -- MeMe Smith, Schuyler Public Library.





Ardis Von Seggern recently announced her retirement as librarian for the **Newman Grove Public Library** and will be moving to Papillion, NE. Thank you Ardis for all your support and assistance to the Northeast Library System. We wish you all the best but will miss you!!

**Hartington Public Library** is displaying six of *Nebraska Life's* featured artists in a special exhibit. Participating artists are Molly Anderson (Nov/Dec 2003); Myron Heise (Nov/Dec 2002); Wendy Hall (Jan/Feb 2003); Jolene Steffent (May/June 1999) and Nick Suing (numerous covers). The exhibit will be at the Arlo and Anne Wirth Gallery inside the library during the months of September and October. The library will host an open house Saturday, September 11 from 11am - 1pm.

Congratulations to Tonia Vavra for being the new librarian at the **Ulysses Township Library**. Tonia wears two hats as she is a trustee for the Gresham Public Library in the Southeast System. Welcome Tonia!

The **Lied Pierce Public Library Board** proudly announced the unveiling of the murals hanging in the library's circulation area. The murals were done by Dan Gutzmann and his associates of Mural Mural Graphics of Lincoln, NE. They depict notable people from the world, things from Nebraska and from Pierce County.

A Cream Can supper was held on August 22nd to help raise funds for the **Battle Creek Public Library**. Steve "Snorkle" From, a bullrider and rodeo clown, spoke about his rodeo life.

Marilyn Schuele, **Cedar Rapids Public Library**, reported that her summer reading program for the senior center a success. Subjects included Lewis & Clark and birding. When the reader finished the Lewis & Clark section, they received a Sacajawea dollar!

Dr. Andy Thundercloud spoke at the Grand Opening Ceremony for the **Little Priest Tribal College - Winnebago Public Library** on September 2nd. Following his talk, there was a Cedar Blessing Ceremony. The day began with a special groundbreaking ceremony for the new Liberal Arts Building followed by a Bison Feed.

The next time you stop in at the **Raymond Whitwer Tilden Public Library**, be sure to view the seed picture Tilden children put together as part of their summer reading program and Tilden's Prairie Days celebration. The children glued various seeds to depict the prairie with a meadowlark and sunflower.

Weeding and cleaning up the card catalog has kept Joyce Sullivan and her staff busy at the **Elgin Public Library**. Our users can locate a book on the shelf now and circulation is growing. Another project has

been weeding the juvenile collection.

We're taking a few weeks off said Kate Ostenrude of the **Neligh Public Library**. We hit the summer running by receiving a 'We the People Bookshelf' Grant and that led into our summer reading program on July 4th. Fall programming kicks off with a quilt class led by Barb Peitzmeir of Wayne State College.

A new reading program that focuses on hispanic families will begin at the **Schuyler Public Library** on September 13. Along with a library card, families are given three children's books a week to take home and read together. Then they go to the Prime Time session where a light dinner is served followed by a literature discussion. Both a storyteller and a discussion leader are present at each session to get the discussion started.

No dinner plans for September 18th? Wander over to the **Stanton Public Library's** BBQ and Band for Books fundraiser. The BBQ is from 5-8pm and the band plays from 6-10pm. A free will donation is encouraged.





**Are you looking for another way to learn more about the following areas:**

- \* **Library Privacy & Confidentiality: Law & Policy**
- \* **Managing Difficult Patrons with Confidence!**
- \* **Providing Excellent Customer Service in a Multicultural Environment**

Now you can without having to leave your home/library and earn 2 hours of continuing education credits!!

The Nebraska Library Commission in cooperation with the Regional Library Systems will provide you with another learning opportunity through one of three online classes being offered through the Library Education @ Desktop program from the University of North Texas School of Library and Information Science. More specific information about each course is available at: <http://www.leadonline.info/>

Normally the costs of the courses are \$ 7.00 each but the Nebraska Library Commission is purchasing ten open slots for 10 different individuals within each Regional Library System area. This means that there is no cost for each participant.

**What if I have never participated in an online course?**

That's ok. Your Regional Library System office staff will provide you with assistance as a facilitator in the course.

**Can completion of any of the courses be applied toward the Public Librarian Certification program or the Public Library Board Certification program?**

Yes. If a participant has applied for the applicable certification program, the person will receive 2 hours toward the appropriate certification program.

**When will the class start?**

Any of the classes listed above will begin October 18, 2004. You will have until November 30, 2004 to complete the course.

**When and where can I sign up?**

As soon as you can! There are just 10 individuals in each Regional Library System area that can participate in a course without any individual cost to them. If you are interested in registering for one of the courses listed above, contact your Regional Library System office before October 13, 2004.

**What if I have more questions?**

If you have any other questions pertaining to this opportunity, contact Pam Scott, Continuing Education Coordinator, NLC, via email: [pscott@nlc.state.ne.us](mailto:pscott@nlc.state.ne.us) or via phone: 800-307-2665.



**Egret to Cattle: Thanks for the Ride!  
- Unlock the Keys to Employee Appreciation**

**Library Administration & Management Association Institute 2004**

Sponsored by Nebraska Library Commission with the Public Library Resource Group (PRLG), University of Nebraska Council of Libraries (UNCL) and the Regional Library Systems.

Who: Karen Purves

Where: Cornhusker Hotel, 333 South 13th Street

When: November 22, 2004 from 9am - 4pm CT

Registration from 8:30am - 9:00am

How Much: \$25.00 (includes morning refreshments, morning & afternoon breaks, lunch and parking)

Feeling valued is a key factor in employee satisfaction, retention and productivity. In this engaging, valuable program, you'll discover how easy it is to create and implement a realistic appreciation program that is uniquely suited to your organization. Along the way you'll learn about the importance of appreciation, uncover some unexpected 'do's and don't's, and expose myths about employee appreciation. Woven throughout the program are innovative and engaging activities, including a brainstorming session to generate superb ideas customized to the library.

The workshop format includes lecture, facilitated discussion, and brainstorming. Participants will be challenged to commit to a specific plan to implement ideas from the workshop and boost morale.

Participants will acquire the knowledge and skill to:

- \* Determine what works with appreciation and what doesn't
- \* Develop and implement specific ideas for no or low cost appreciation
- \* Engage in different types of appreciation

Please register by November 8: contact: Jacque Crocker, Nebraska Library Commission at 1-800-307-2665 or by email: [jcrocker@nlc.state.ne.us](mailto:jcrocker@nlc.state.ne.us).

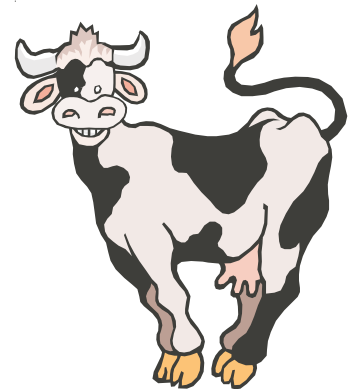
Make a check payable to: Nebraska Library Commission and send to Nebraska Library Commission, c/o Jacque Crocker, 1200 N Street, Suite 120, Lincoln, NE 68508-2023, **payment required in advance by November 15, 2004.**

Reimbursement Guidelines if participants must travel more than 200 miles one way or 400 miles round trip to attend the Institute:

\* Participants who require overnight accommodations will be reimbursed for one night's lodging if reservations are made through the Nebraska Library Commission. Please contact Maria Medrano-Nels at 1-800-307-2665 or by email: [mnels@nlc.state.ne.us](mailto:mnels@nlc.state.ne.us).

\* Participants that will travel more than 200 miles one way or 400 miles round trip to attend will be reimbursed for mileage at \$.0375 per mile.

If special accommodations are needed to attend this workshop (including interpreters for the hearing impaired) contact Doreen Kuhlmann at 1-800-307-2665 or by email: [dkuhlmann@nlc.state.ne.us](mailto:dkuhlmann@nlc.state.ne.us).



**The Northeast Library System serves the following counties:  
Antelope, Boone, Boyd, Butler, Cedar, Colfax, Dakota,  
Dixon, Holt, Knox, Madison, Merrick, Nance, Pierce, Platte, Polk,  
Stanton, Thurston, Wayne and Wheeler.**

**"Things turn out best for those that make the best of the way things turn  
out." ~ Art Linkletter**



**Northeast Library System  
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