



Rural Library Services Newsletter

January/February 2003

Addressing trends, challenges & current issues facing rural libraries.

Volume 14 Issue 1

JOIN NOW!!

Association of Rural & Small Libraries

<http://arsl.clarion.edu>
Phone: 814-393-2383

The mission of the Association of Rural and Small Libraries is to enhance the development of libraries on a global scale.

The objectives of the Association of Rural and Small Libraries include:

- To organize a network of individuals concerned with the development of rural and small libraries
- To provide an opportunity for the continuing education of those involved
- To provide an ability for individuals to exchange ideas and to meet on a sustaining basis
- To enable individuals to act together for mutual goals
- To provide a source of current information for those involved
- To collect and disseminate information that is critical to this network.

The ARSL is supported by annual membership dues of thirty nine dollars (\$39).

The ARSL is supported by the Center for the Study of Rural Librarianship, Clarion University of Pennsylvania in cooperation with the H. W. Wilson Foundation, Bronx, NY.

**2003
Caldicott
Newbery
Awards
Announced!
See back page.**

THE CRACKER BARREL

The Library Image *A New Year... Another Look*

How does the public “see” your rural public library? Before you answer, consider the following: How do **you** feel when you walk into your county courthouse? If your courthouse is an original from the 1800s, there is probably a feeling of awe. The architecture and design likely draws the eye upward. A visitor to the courthouse may contemplate who in the history has walked the corridors? They might imagine all who have come before. There is a sense of history, wisdom, tradition and respect. Secondary to the initial awe-inspiring experience is the feeling of authoritativeness. There is automatically a feeling of life changing decisions being made within rooms. This is the place where a person’s life can be changed and laws interpreted. That is powerful.

Now, what happens when a person walks into your public library? There should be a similar response. A customer should assume they are entering an awe-inspiring place with authoritative information.

Of course, this process is off on the right foot if the library environment is suitable. It helps to be housed in an original Carnegie building with architectural details and character. It also helps if the library is organized

and arranged in a logical manner. And, the staffing should appear authoritative and interested, not distant and detached. No matter what your library facility looks like, the feeling of respect should be there.

Another way to infuse the image of awe and authoritative-ness to citizens is to stay in the public’s eye. Signature ads in newspapers, full cover ads for special publications, bold and catchy telephone yellow page ads and plenty of press releases help reinforce the library message. Repetitious consistency in the message is crucial.

The public is bombarded with media events and messages. The public library message must be included in the fray, but be a strong and consistent reminder of what is good and worthy about the library.

Continued on next page...

Quotable

“Foolish consistency is the hobgoblin of little minds. Sometimes I worry that there is a librarian gene.”

— Susan Kent,
Librarian of the Year 2002

Cracker Barrel, continued from page one

Why is all of this important? The rural public library must establish and maintain the position of "the" place of information professionals in the community. The community must see the library as irreplaceable. They must not be able to imagine their lives without the public library. Our message must be one that is ingrained in the psyche of citizens. It is only when we have achieved this level of respect and honor in the community that we can be assured that our levies will pass, citizens will remember the library with tangible gifts after they pass away, corporations will fund special events, and organizations will readily partner.

Take a hard look in the mirror and see yourself and your library the way customers see you. If you are not pleased with what you see, change it. Now. There will never be a second chance to make a first impression.

Working With Others

Play nice in the New Year

Your Co-Workers Expect You To:

- Come to work in a civil mood
- Do your job and do not slack off
- Pitch in and take the initiative when you see a job that needs to be done
- Not gossip or spread gossip
- Be nice

It is really not too difficult to focus on how you come across to others. Your co-workers are your partners in delivering quality customer service. If the team is not strong, then it is the customers who lose out in the long run.

EDITOR'S PET PEEVE: OUTDATED WEBSITES

Look at your library's website. Do you still post a calendar from 2000? What about staffing, programs and services. Have they changed? If you are going to maintain a presence on the World Wide Web, it is important to keep all information up-to-date.

TIP: Assign an employee the duty to update the site at least once a week. Or, if you are the director, maybe now is the time to assume this responsibility...

Editor/Director
Distribution
Subscriber Database
Clerk/Treasurer
Production

Susan N. Hill
Vicky Hull
Sallie Dingus
Wilma Mullins
Staff

ISSN 1520-8761

© *Rural Library Services Newsletter* is published by the Paulding County Carnegie Library, 205 South Main Street, Paulding, Ohio 45879. Articles within this publication reflect trends and current issues which may concern rural libraries and do not necessarily represent the official position of the Paulding County Carnegie Library. All rights reserved.

Permission is granted to non-profit organizations to use information from this newsletter with the following attribute: [Used with permission, *Rural Library Services Newsletter*, Paulding County Carnegie Library, 205 S. Main St., Paulding, OH 45879.]

Direct all inquiries and editorial correspondence to:
Rural Library Services Newsletter
Paulding County Carnegie Library
205 South Main Street
Paulding, OH 45879
(419) 399-2032 hillsa@oplin.lib.oh.us
<http://www.pauldingcountylibrary.org>

Volume 14 Issue 1

Rural Library Services Newsletter
January / February 2003

Subscription Information

2003 rates:

Yearly cost for single subscription: \$30.00

Multiple subscriptions:

2-10 copies to the same address:	\$25.00 each
11-25 copies to the same address:	\$22.50 each
26 or more copies to the same address:	\$20.00 each

Send the following information:

Name

Library

Mailing Address

along with a check made out to the

Paulding County Carnegie Library to:

Rural Library Services Newsletter

Paulding County Carnegie Library

205 S. Main Street

Paulding, OH 45879

Focus on Trustees

David Miller
State Library of
Ohio Board Member



David Miller is a past president of the State Library of Ohio Board, the Ohio Library Trustees Association and the Wood County District Public Library Board. He is editor of the *Sentinel-Tribune* newspaper in Bowling Green, Ohio.

Comments on columns or suggestions for future columns may be sent to him at: dcmiller@wcnnet.org or by calling (419) 352-4611.

The Library as an Active Component in Community Leadership

Library boards should strive to make a difference in their communities

I have long felt that public libraries are the true community centers of American villages and cities. They are the "village greens" under a roof. Sometimes, however, it seems that library trustees are reluctant to think of their libraries in that light.

Library trustees should not just sit back and let others come up with ideas on how the library can be more involved with the community. Trustees should see every community challenge as a potential opportunity for the library to play a role in community leadership.

Trustees need to stop thinking of their libraries only in the context of books and Internet access. They need to continually ask themselves "what can our library do to make a difference in our community?"

For some that might be as an educational partner in economic development. For other communities the library may play the role of an unbiased facilitator of public discussions of community problems. And there are times when the library might want to shed its unbiased image and become an open advocate for change.

One approach that a library board might want to adopt is to take on an annual challenge that is outside the traditional mold of library services. For example, the trustees might decide that they want the library to be an instrument of change in improving the cultural diversity of their community in the coming year. The trustees can commit staff time, trustee time and dollars to this cause.

The dollars could pay for public programs, including bringing in speakers from communities that have made progress in this area in recent years. The dollars could pay for youth programming to foster diverse groups of young people working together, reading together and discussing what they learned from what they read. The dollars could pay facilitators to conduct focus groups on the topic. The dollars could pay for . . . whatever the trustees think would work in their town.

The trustees might decide that they should promote options to meet public transportation needs in their community, regardless of how small the community is. Again, they could pay to bring in people from communities of similar size that have been successful in meeting their respective transportation needs. The library might serve as a conduit to bring all the local transportation "players" together, or to bring advocacy groups together to seek consensus on prioritizing the needs.

The beauty of the libraries being more proactive in the community is that the library trustees should be experts on what issues their communities need to do a better job of addressing. Unless there might be some professional conflicts of interest given the subject matter, the trustees should have nothing to gain from promoting community causes.

The projects could be as diverse as helping to start a local Habitat for Humanity chapter or youth soccer league. Maybe some trustees feel its time to try again to establish a community theater group or a youth symphony or orchestra. Or maybe there is a need for the community to deal with local rises in teenage suicides or drinking.

Each public library should play an active role in exploring ways to meet the needs of their communities. Each public library should strive to make a difference in their respective communities.



Y.S.

PEANUT BUTTER LOVER'S PROGRAM FOR TEENS

In November, Swanton Public Library (OH) held a peanut butter lover's program for teens to celebrate National Peanut Butter Month. Some of the activities and games included: peanut butter trivia, "Guess the brand of peanut butter", peanut on a chopstick relay race, peanut toss, "count the number of peanut M & M's in the jar", "how much does the jar of peanut butter weigh?", Nutty bingo (regular bingo with peanut butter prizes), and peanut butter play dough sculpting (regular peanut butter dough cookie recipe minus the egg). They also had peanut butter snacks and drinks. Teen specialist Brenda Hauck contacted the Georgia Peanut Commission and they sent little bags of peanuts for all the teens along with pamphlets about peanuts and peanut butter.

"The program was great fun for all" reported Ms. Hauck, "the teens particularly enjoyed the peanut butter sculpting." Some of the sculptures made were: a cat, a castle, turtles, a crab and a snowman. The teens voted for their favorite sculpture---the cat.

In conjunction with the program, the library sponsored a Peanut Butter Lover's contest in the teen area throughout the month of November. Teens were invited to guess each staff member's favorite kind of peanut butter. The teen with the most correct guesses won a peanut butter prize. When asked about the difficulty of putting together such an event, Ms. Hauck replied, "It was a fun, easy program to do. And most importantly, the teens really enjoyed it."

If you missed National Peanut Butter Month, it's not too late to plan an event during National Peanut Month, held in March. For more info check out: www.peanutbutterlovers.com.

Program Partners

Consider partnering with local agencies to provide informative and potentially life-saving topics to your young library users. Enhance programs with age-appropriate stories.

- **Fire Department:** Fire safety and stop, drop and roll lessons
- **Police Department:** Stranger danger and other age-appropriate topics
- **Dog Warden and/or Humane Society:** Pet safety and care in the winter
- **Health Department:** Healthy habits to keep you well during the winter

Have you seen?

Club Space Place: A cooperative effort between NASA and ALSC (Association of Library Service to Children, a division of the American Library Association.) Club Space Place offers discovery-based curriculum and online activities focusing on space sciences and technologies that NASA is pioneering through space exploration. Check out the web site at:

<http://www.ala.org/alsc/nasa/clubspace.html>

The Public Library Association (PLA) and ALSC Preschool Literacy Initiative — This initiative provides reproducible resources to help public library connect children with ways they can be better prepared for the learning process. Explore the resources at:

<http://www.pla.org/projects/preschool/preschool.html>

The ALA and Young Adult Library Services Association (YALSA, a division of ALA) list of resources to help teens, parents and teachers cope with the events of September 11th, 2001. Available online at:

<http://www.ala.org/yalsa/professional/traglist.html>

Ideas for Winter Events

- Children's Art Show
- Greeting Card Make-and-Take
- Teddy Bear story time
- Stuff Animal and Pajama story time

Feed the Birds

Make bird feeders (ex: pine cones smeared with peanut butter and rolled in bird seed) and hang from library bushes.

Strings of popcorn and cranberries make a festive display on outside trees. Consider serving hot chocolate with whipped cream as a snack. Provide handouts with bird facts, trivia, jokes, etc. Visit a local wild-bird supply store for possible donations.



Consult the world wide web for a wealth of ideas!

Great Idea!!

The Bellingham Public Library (WA) offers "Parent Express". This program, sponsored by the Children's Library staff, finds information on any topic for parents and/or their children. If the patron calls ahead, the books can be ready for them when they arrive.

Editor's Observations — We are SCARE-REAM-ING for a Makeover!

Attending a recent state conference I put myself on assignment – to see if our profession fits the stereotype of yesterday's librarian. I saw what the public sees – the state of our profession's image. Many library staff looked great — but many did not. I looked around the room and saw female library staff that appeared dowdy and frumpy with unwashed/unstyled hair; no makeup; no foundation garments and trendy out-fits – and these library staff members were at their state's professional conference! It occurred to me that maybe, to them, they **were** dressed up. The men, on the other hand, with maybe a few exceptions all look professional, with suits and ties.

This conference was scheduled near Halloween and it was interesting to see how many women had decided to wear holiday-theme ensembles. The ghost and black-cat sweatshirts didn't bother me as much as the lady in the gray polyester suit with dangly skeleton earrings. Perhaps it was all in fun; perchance they were all children's librarians; maybe I need to lighten up. Consider the following:

Females:

- Are you wearing the same navy blue polyester suit that you were wearing ten years ago? If so, consider a shopping trip to at least see what the latest "dressing for success" or business style is. You may be surprised to find that suits are not all the rage anymore for business women.
- Why is it that women seem to think they have to dress like a man to be accepted as a professional? Why is it that women seem to think they should dress how a man would dress if he were a woman?
- If you are a bit overweight, be cautious when wearing clingy knits, especially if you have no intention of wearing any foundation garment. Layers are popular with good reason.
- Solid colors are a safe bet. Black is always chic in any situation (guests are even wearing black to weddings). Black slacks with solid color tops portray a professional image. Anyone who visited the Gates Foundation in Seattle recently for training can tell you what trainers wore: solid top, black bottom – simple, classy, professional.
- If the last time you visited a hair salon was last year, last decade or when you were a teenager, make another appointment. Today. Throw caution to the wind and ask the stylist to use her own judgment. Cut, color, perm, gel, mousse and spray your hair into a new style... with the operative word being style. You may add the one or two caveats of no shaving and no spikes.

Men:

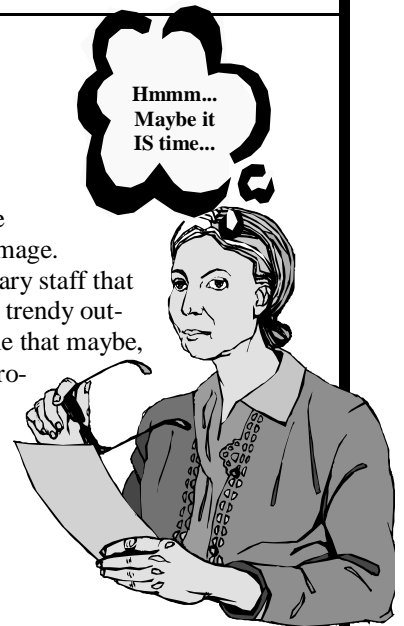
- You have it so easy. Throw on a pair of khakis and a polo top and you're good to go. Just be sure to keep any facial hair trimmed. Nothing is more distracting to a patron than to be trying to figure out what is crawling around in your beard while you are trying to answer a question.
- If you wear a suit with tie, keep an eye out for aging... your suit that is. A classic will never go out of style, but eventually it may need to be replaced. Shiny elbows are a sure tip-off. Make it a point to visit your dry-cleaners on a regular basis.
- Aren't ties fun? Be careful. Enough said.

A note to directors:

So, how do you tell Ms. Smith that her body isn't really suited to that thin polyester jumper that is two sizes too small; and her hair should really be washed and perhaps a bit of color would help; and that maybe she should try a bit of makeup to take away that ashen half-corpse look she carries around; and while she's at it why doesn't she stand up straighter and smile once in a while?

Good question. This is one of the most difficult parts of human resource management. Your library should have a dress code. But, enforcing it can be open to interpretation. Remember that scene from the movie *Erin Brockovich* when Erin's boss tells her she may want to "rethink" what she's wearing? Erin replies that she thinks she looks good. Yikes. How do you answer that? Well, you could have a board approved dress code with specifics "spelled out", but a code is still open to interpretation.

One strategy might be a staff makeover at your next staff meeting. You could ask for volunteers, but the ones who volunteer will probably not be the ones who need the makeover. What will probably happen is you will make copies of this article, attach them to all paychecks with certain parts highlighted, wait for complaints and lawsuits and then just drop the whole thing. Why bother you ask? Because as much as you think you might be beating a dead horse (see Nov/Dec issue 2002), it is important to continuously stress that how the public "sees" us impacts how they might trust us as information professionals. Don't give up.



• Points to Ponder •

Lessons in Defeat

So, you just ran a levy on the local ballot for the second time, and it was defeated — again. A defeat can teach you more lessons about your community than a victory. When a levy or bond issue is passed, it will reflect that the majority of your users are on the same wave as you. The reason of why the funding is important – whether the reason is a special construction project or operation expenses – and is acknowledged by the community via their positive votes. Winning is the easy part. You will know you have gotten the message out and the voters validate the need.

In defeat, the message you send the voters after the election is more important than any you sent before. Many times they are already speaking their minds with their vote, and the last thing a director wants to do is chastise them for making a bad decision. Consider the following:

- Do not threaten the voters with poor library service. This will alienate your customers and could turn out to be a public relations nightmare.
- Do not take it personally. If anything, look at a defeat as a way to regroup and rethink the issue. Personally attacking voters will draw a wedge between the library and the community and that wedge will leave scars that are not soon forgotten.
- Do not write letters to the editor scolding voters. Instead, thank those voters who supported the effort and re-dedicate your efforts in to trying to continue to provide the best possible service to all patrons.
- Do not threaten to put the issue on the ballot again and again until the voters are weary of seeing it and finally pass it. In other words, don't beat them over the head.
- Do analyze your entire campaign, from the initial stages through to the very end. Take a clear look as to why you were asking for funding. Can the project be administered without using additional dollars? Is there any way services can be modified to meet shrinking budget dollars? Did you do everything in your power to solve the problems before going to the voters? If the community sees wasted space, antiquated library services, poor collections, no modern services such as Internet access, DVDs, etc., will they be willing to pay for a larger space just to receive more of the same?

Look at the overall image of your library, from the Director to the Page. Is the library seen as an institution of respect and authoritativeness? Do patrons recognize that the library is an integral part of the community? (See related article on Page 1). Until this happens, levies and additional taxes for operation will nose-dive come Election Day. Take a hard look in the mirror and try to see what your customers see. The truth may hurt, but it may also set you on a new and exciting course for the future.

“Swoop and Kill” Weeding

“I can't get my fingers in between the computer books,” exclaims an employee. Uh oh – red flag. Computer books are actually quite simple to weed, but this example spotlights a continuing dilemma in rural public libraries – that of the weeding process in general.

Why not consider what we have termed, “Swoop and Kill” weeding. The process is simple: a staff member will swoop in to a specific section of the non-fiction – pull old, ratty, torn, dusty titles (those meeting the criteria for weeding) – and swoop back out. Kind of like a hawk, swooping down on its kill. By dealing with a small subject section at a time, it is not as overwhelming as tackling the entire collection.

- **Computer books:** Do you have any with those larger floppy disks attached? If so, they are outdated. Visit a local bookstore like *Borders* or *Barnes & Noble* or their websites to see what titles are featured and determine the top sellers. Rural libraries do not have the staff to research consumer needs, the larger companies do. Take advantage of their knowledge.
- **Cookbooks:** Consider weeding anything that is older than five years. It is not that those books may not still be helpful, but this process keeps the collection fresh and new. Chances are, the older workhorses need replacing anyway. Consider the possibility that most kitchens will own the “comprehensive” titles. What customers may be looking for are the specialty cookbooks, or more specific subjects.
- **Crafts:** A good bet for crafts is keeping an eye, once again on the market. Visiting local hobby/craft stores like *Joann's Fabrics*, *Michaels*, or *Hobby Lobby* will clue you in to the most popular crafts projects and books. Keep your eye on such media sites as *Martha Stewart* and *Home Matters* on the Discovery Channel. Many web sites have ideas of books and craft projects. The following might be helpful:

www.joann.com

www.marthastewart.com

www.discovery.com

(Browse the site for the program, *Home Matters*)

www.hobbylobby.com

www.michaels.com

When you use our “Swoop and Kill” method of weeding, it is quick, painless and before long, your collection will start looking brighter and more appealing. Put your prey... er... your discards, on a small book truck near your circulation desk and hold an ongoing book sale.





Ask Gayle

*S. Gayle Hazelbaker, Director, Swanton (OH)
Public Library, www.swanton.lib.oh.us*

Dear Gayle,

Recently a patron asked me to withdraw a book because she was offended by it. At first I told her I would move it to the adult collection (it was a juvenile book), but she got really angry and demanded I take it out of the collection. To be honest, I felt scared and to make her go away, I did as she asked. Now I feel I handled the situation unprofessionally. I still have the book.

Should I put it back into the collection?

Signed,

Embarrassed in Indiana

Dear Em,

No one likes to be confronted with an angry patron. Heck, most of us don't like conflict---period. While I can't condone what you did, I can imagine how it happened. Before I give you my opinion on whether you should re-enter the book, allow me to tell you how I think you could have handled that situation.

Someone (forgive me dear colleagues for not doing the research to find out who did) once said a good collection must have something to offend everyone. As professionals we know this to be true. (Believe me, there are materials in my library that offend me.) We serve a broad cross-section of humanity in our communities. It is necessary to represent all sides of an issue. But you know that already.

My advice to you is although it can be difficult (especially if you are responsible for collection development) realize the patron's anger isn't personal. Listen to what he has to say, sometimes that's all they want. If action does need to be taken, start the process.

I would suggest you have a form for the reconsideration of material. Ask the patron to fill it out. After reviewing the form, re-view your collection policy to determine the reason the item was purchased. Based on those two steps, get back to the person and let them know your decision. If they still insist the book be removed---take it to the Board of Trustees. They have the final decision.

As to whether you should re-enter the book into your collection, it depends. Can you defend its inclusion in the collection with your policy? Then by all means put it back.

As a matter of courtesy and professionalism, I would let the patron know what you are doing. If you own up to your misstep, I believe the patron will respect you whether or not they agree with your decision. Be prepared to re-enact the conflict again. But at least this time you'll feel better about how you handled the situation.

Best of Luck,
Gayle

Editor's Note:

A Caution Against Censorship

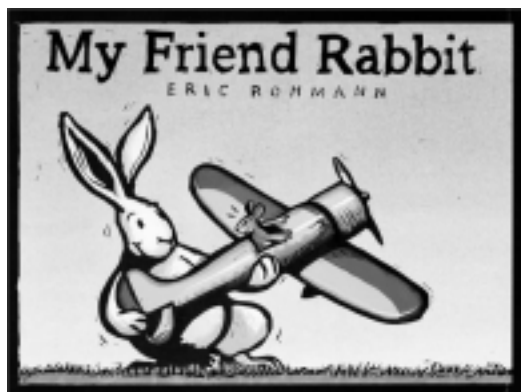
Most, if not all rural public libraries face the dilemma of where to shelve titles, whether or not to purchase titles that may be "edgy", and how to stand up to the censors, especially if the censors are friends, neighbors or even family of the staff. Be careful.

Many titles, especially titles written for the complex lives of young adults, are addressing issues that were unheard of a decade ago. Evidence of this is with the latest award-winning titles chosen at ALA Midwinter in Philadelphia. *Annie on My Mind*, by Nancy Garden, is this year's winner of the Margaret A. Edwards Award. This author has written a lesbian love story with a positive ending. This is the stuff of ground breaking news in literature for youth. Today's literature for young adults does not sugar coat the world of our youth. It deals face to face with the realities of everyday life.

Rural public libraries should plan on purchasing this title. But, in doing so, beware the censor. They will come. You must be ready to defend owning this title as you would any other. If you cannot, then perhaps it is time to change professions, because as long as our children are facing complex challenges, authors will address them. SH

2003 Caldicott & Newbery Winners!

Announced January 27, 2003 at the ALA Midwinter Conference in Philadelphia



The 2003 Caldicott was awarded to “My Friend Rabbit”, written and illustrated by Eric Rohmann and published by Roaring Brook Press, a division of The Millbrook Press. In the book, Mouse shares his brand-new toy airplane with his friend Rabbit, and no one can predict the disastrous — but hilarious — results. When the airplane lands in a tree, the chaos only builds as Rabbit drags, pushes and carries the whole neighborhood, including Elephant, Hippo, and Crocodile, to the rescue. It’s a lighthearted celebration of a friendship that will last — even if whatever Rabbit does and wherever he goes, trouble follows.

Three Caldicott Honor Books were also named: “The Spider and the Fly,” illustrated by Tony DiTerlizzi, written by Mary Howitt and published by Simon & Schuster Books for Young Readers; “Hondo & Fabian,” illustrated and written by Peter McCarty and published by Henry Hold & Company LLC; and “Noah’s Ark,” illustrated and written by Jerry Pinkney and published by SeaStar Books, a division of North-South Books, Inc.



Avi, author of “Crispin: The Cross of Lead,” was awarded the **Newbery Award**. Published by Hyperion Books for Children, this winning title is an action-filled page-turner set in 14th-century England. “Asta’s son” is the only name the 13-year-old title character has ever known when he is suddenly orphaned and stripped of home and possessions. Accused of murder and wanted dead or alive, Crispin flees his village and falls in with a juggler, Bear, who becomes his protector and teacher. Relentlessly pursued by Crispin’s enemies, the pair flees to solve the mystery of his identity and fight the injustices of feudalism.

Five Newbery Honor books were named: “The House of the Scorpion,” by Nancy Farmer, a Richard Jackson Book/Atheneum Books for Young Readers, an imprint of Simon & Schuster children’s Publishing Division; “Pictures of Hollis Woods,” by Patricia Reilly Giff and published by Wendy Lamb Books, an imprint of Random House Children’s Books, a division of Random House, Inc.; “Hoot,” by Carl Hiaasen and published by Alfred A. Knopf, an imprint of Random House Children’s Books, a division of Random House, Inc.; “A Corner of the Universe,” by Ann M. Martin and published by Scholastic Press, a division of Scholastic, Inc.; and “Surviving the Applewhites,” by Stephanie S. Tolan and published by HarperCollins Children’s Books, a division of HarperCollins.

Nikki Grimes, author of “Bronx Masquerade,” and E.B. Lewis, illustrator of “Talkin’ About Bessie: The Story of Aviator Elizabeth Coleman,” are the 2003 **Coretta Scott King Award** winners honoring African-American authors and illustrators of outstanding books for children and young adults.

Aidan Chambers is the winner of the 2003 **Michael L. Printz Award** for his novel, “Postcards From No Man’s Land,” published by Dutton Books/Penguin Putnam Inc. James Cross Giblin, author of “The Life and Death of Adolf Hitler,” was named the winner of the 2003 **Robert F. Sibert Informational Book Award** for most distinguished informational book for children. For a comprehensive list of 2003 award winners visit the American Library Association website, http://www.ala.org/pio/media_awards.html.