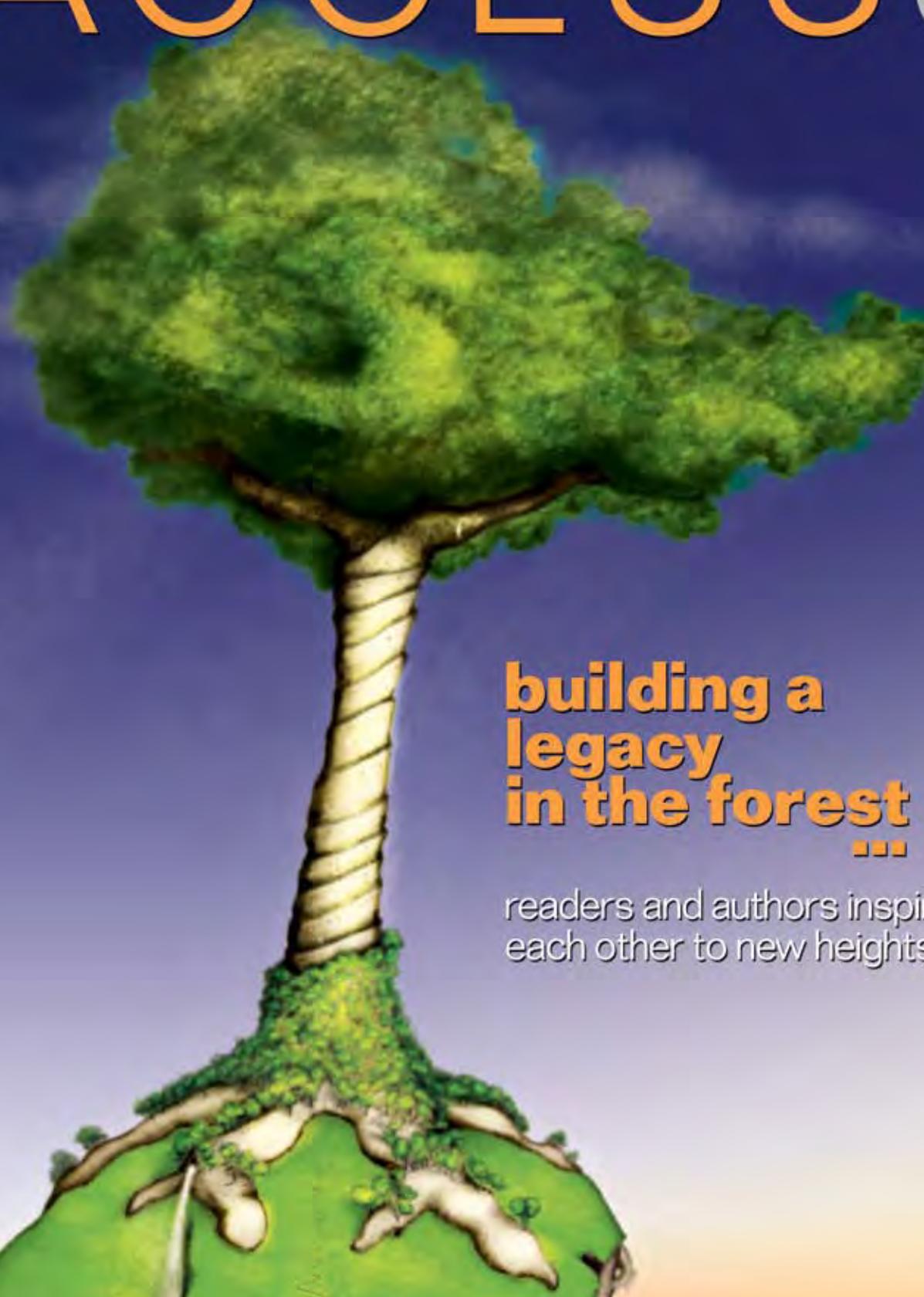


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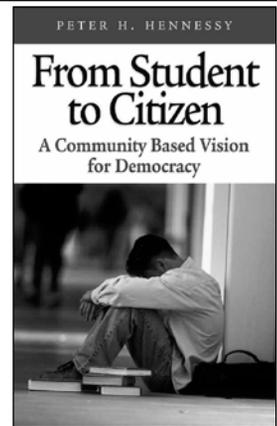
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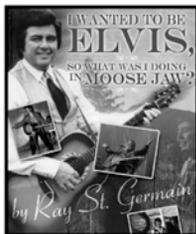
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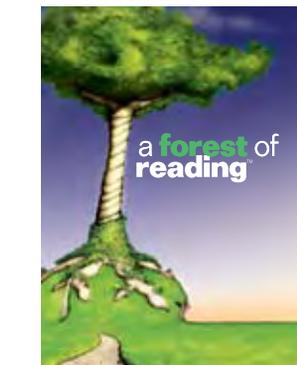
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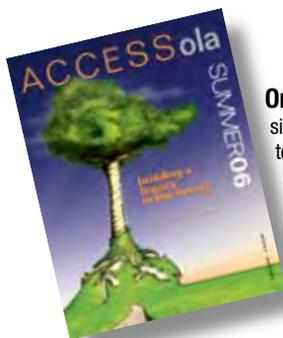
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**On The Cover:** : Close to 200,000 took part in OLA's six reading programs this year. Ranging in age from five to fifty-five, they voted for their favourite books and gave the authors their Awards in five ceremonies that inspired readers and authors alike. See page 24. Cover design: Andrew J. Ryther.

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# Ontario Snapshot

LIBRARY NEWS, PROGRAMS AND RECOGNITION

## Trenton's Claim To Fame

Trenton High School's White Pine Reading Group visited the RCAF Museum in Trenton for an information session on the Halifax aircraft portrayed in *B for Buster*. Once the group realized its community is home to the only intact and almost completely restored Halifax in the world, the book took on a new meaning! Visit [www.rcafmuseum.on.ca](http://www.rcafmuseum.on.ca) to discover the story behind this amazing project.



## Gravenhurst Receives Trillium Funding

Thanks in part to a \$20,000 grant from the Ontario Trillium Foundation, the Gravenhurst Public Library has upgraded its library automation system from Dynix to Horizon.

This \$20,000 grant comes on top of an additional \$50,000 in savings realized by Gravenhurst Public Library's membership in the Muskoka Library IT Consortium, a consortium of the four public libraries in Muskoka – Gravenhurst, Bracebridge, Huntsville and Muskoka Lakes.

The Consortium enables resource sharing among the four Muskoka libraries by providing Muskoka residents with simultaneous access to the library catalogues of all four library systems from each library's Web site.



Gravenhurst Public Library officials receive \$20,000 grant from the Ontario Trillium Foundation.

## Brant Library Provides Focus For Community

The opening of the County of Brant Public Library's reconstructed Scotland-Oakland Branch has brought a new focus to this small rural community. The 2800-square-foot, fully accessible building offers a community meeting room, welcoming children's department, quiet reading area and student study centre. The building is given a feeling of spaciousness by the use of natural light and open design.

The branch has achieved a 75% increase in circulation since it opened in March 2005.

Further extending the role of the library as a central part of the community, the South Brant Legion honoured the branch by placing the local Roll of Honour in the entranceway of the new facility.

## Federation Releases Market Survey

The Federation of Ontario Public Libraries has published the *Ontario Public Libraries Market Survey 2005*. This document updates survey results from 2000 completed under the auspices of the Strategic Directions Council.

Ontario's public libraries require current research to inform decision-making, to develop new services and to allocate resources to meet changing community needs, both on an individual library basis and for the broader library community.

Do users know of our e-resources? Are libraries important as physical places? Do young tech-savvy Internet users value libraries? This document provides the type of detailed research necessary for planning success.

The *Survey* was delivered to all Federation members as a benefit of membership, and is now also available for purchase. Please contact Angela Thomas at the Library Services Centre, 800-265-3360 x 641 or [athomas@lsc.on.ca](mailto:athomas@lsc.on.ca).

# Ontario Snapshot

## Bradford's Volunteer Appreciation

The staff of the Bradford West Gwillimbury Public Library hosted their Annual Volunteer Appreciation Evening in late April. In keeping with this year's theme 'Volunteers Grow Community', each guest was handed an oversized puzzle piece and instructed to add their piece to the giant puzzle at the front of the room. Once assembled, the image of a hand-painted flower was revealed, demonstrating how each individual contributes to the greater whole.



*Gwillimbury PL's giant puzzle.*

## Youth Job Fairs Attract Hundreds

"I was thrilled when 230 youth and 20 agencies attended our first annual North York Central Library volunteer fair for high school students," says Toronto Public Library youth services specialist Sharon Moynes. "Hundreds of enthusiastic Toronto youth have benefited from attending youth fairs at libraries across the city. Youth Advisory Group members helped with planning and delivery of these successful fairs. Community partners' involvement, such as the local Social Service office was essential," said Moynes.



## Waterloo's New Kid On the Block

For the first time in 30 years, a new high school has been built in Waterloo Regional District School Board. With 200,000 square feet on three floors, Sir John A. Macdonald Secondary School has natural lighting, wide stairwells, two-storied ceilings, three open-concept foyers, and innovative subject classroom 'pods'. The library feels more like a sun-drenched cathedral than a library. With more than 7,500 square feet and seating for 150 students, this spacious room has a 30-computer lab, a classroom area, numerous private study carrels, large tables for group work, a 'living room' area for comfy reading, student artwork display areas, and, of course, lots of wooden shelving. <http://sjam.wrdsb.on.ca/library.html>

# Ontario Snapshot

## Markham Village Library: Renewing for the Future

Work is well underway on the \$10.8 million renovation and expansion of the Markham Village Library. The Shoalts and Zaback Architects Ltd. design includes renovation as well as a new addition. Expected to reopen in early 2007, the renewed library will include a computer training facility, study rooms, an expanded children's area, a teen area and will be the new home of Markham Public Libraries' Administrative and Technical Services offices.



*Markham Village's renovation.*

## Peel Turns Off Those Screens

From March 31 - April 7, the Region of Peel Public Health and Mississauga Library System sponsored 'Turn Off the Screens Week'. Through its partners, the program encouraged kids to turn off their TVs, video games and computer screens (except for homework of course!).

## King Township's Digital Database

As a member of the Ontario Library Consortium, King Township Public Library jumped at the chance to purchase shared access to the SirsiDynix Hyperion Digital Media Archive platform. The database offered an information management solution that would address the needs of not only the library and other community groups, but also the township's municipal government. With the ability to handle everything from text and photographs to streaming video, Hyperion offered a unique opportunity for a community of just 20,000 residents.

The library has partnered with the Township of King and the King Township Archives to provide the public access to King Township's local history, archives and municipal bylaws.

The library sought a way to better promote our extensive collection of local history, while the Township sought a way to grant greater access to its municipal by-laws. The Hyperion system has provided us with this opportunity. By digitizing and cataloguing the collection on Hyperion, citizens of the township will be able to access more than 150 years worth of material from the comfort of their home, school or office.

By partnering with municipal government, the library is also able to assist the Township by helping to digitize local by-laws so that the public and other decision-makers will have electronic access to these materials. The partnership benefits the Township in other ways, as they are able to draw upon the skills and expertise of the library when it comes to cataloguing and describing the subject and scope of the government documents. The challenge was in maintaining consistency while ensuring that the material provided by our partners was entered to their satisfaction. The solution to this challenge was to work closely with our partners through meetings and training sessions to ensure that quality and consistency was maintained. This has resulted in a successful partnership and the high quality of work produced by all parties.

Materials that are being included in the King database include historical photos of natural disasters, old family photographs, photos of various sports teams as well as government documents and papers. These materials are just the starting point. Over the course of the next few weeks and months, residents of the King Township are being invited to share their historical photos and materials with the King Township Public Library so these materials can be catalogued and digitized for future public display. The Hyperion system is also robust enough to allow for planning documents to be scanned and loaded on the system – something that the library will try in the coming years. Politics and history will come together during the next municipal election where digital video of municipal elections could also be hosted on this expansive digital archive. Imagine students twenty years from now being able to understand what issues shaped their community and hear the voices and speeches of local leaders!

Supported by a generous grant from the Ontario Ministry of Culture, this pilot project promises to test drive all the various features of the Hyperion database with the understanding that King will share its expertise with other libraries and their municipalities. The project will reinforce the high level of contribution public libraries can and do make to their communities. The Library is very appreciative of the assistance provided by Katherine Slimman of the Ontario Library Consortium and the Sirsi team, who have worked with us to sort through the various challenges that accompany a project of this scope.

Timeless King Online can be accessed through King Township Public Library's Web site at [www.king-library.on.ca](http://www.king-library.on.ca).

*Mark Cornell – Electronic Services Librarian, King Township Public Library*

# Ontario Snapshot

## Hanover's 100

A collage of photos from the Hanover Public Library's Centennial Open House on April 6, 2006 — 100 years to the week that Hanoverians voted to support a free public library with their tax dollars.



## Oshawa Joins the Battle

This year Oshawa Public Library joined area libraries in the Battle of the Books. Six junior (grades 4 to 6) teams from local schools entered. Students spent months reading and practising sample questions about Battle booklist titles in categories such as Humour, Canadiana and Silver Birch.



## Ottawa's Library of the Future

In conjunction with its centennial anniversary, the Ottawa Public Library opened its new South Central District Library on June 1. In addition to being a portal to the entire OPL collection, this Library of the Future has a drive-thru bookdrop, a teen room designed by teens, wireless Internet, self-checkout, a quiet study and tutorial room, computer training facilities and user-friendly displays.



## TALES from the FRONT LINES

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# Flashpoint

CURRENT ISSUES AND PROGRAMS AT THE ONTARIO LIBRARY ASSOCIATION

## Knowledge Ontario

This fall, the OLA Board of Directors will host a constitutional convention for Knowledge Ontario (previously known as the Ontario Digital Library). The convention will allow the library community to approve the constitution under which this all-library project will operate.

The Ontario Digital Library came out of an invitational meeting called by OLA Presidents Liz Hoffman (2000) and Michael Ridley (2001) in April 2000. Enthusiastic support at the meeting led to a large three-day OLA Leadership Forum in 2001 at the Ontario Science Centre where agreement was reached on a plan for moving the project ahead. Using a grant from the Ministry of Culture, the resulting ODL 'Spark' Committee worked with PricewaterhouseCoopers and Whitmell & Associates to produce a formal Business Plan in 2003. The Plan led to dozens of government and agency meetings. However, it was not until 2005 that the first investment by government could be said to take place. \$700,000 was



## Knowledge Ontario

### Business Case

January 2006

allotted by the Hon. Madeleine Meilleur to develop a more pointed business case that she could use in championing the project with her fellow cabinet members. OLA held a think-tank that led to the repositioning of the library-centric Ontario Digital Library to the publicly-oriented Knowledge Ontario. The rest of the \$700,000 was used to begin updating the project. Visibly growing confidence was rewarded with an additional \$8,000,000 coming to Knowledge Ontario this spring. Since the announcement, regular meetings of representatives from all library sectors in Ontario have been held to create an implementation plan. The analysis is leading to some parts morphing into newer and better ideas consistent with the times and with the uneven ability of libraries to respond. The entire project should be up in serious form by Super Conference 2007. OLA's constitutional convention this fall will give Knowledge Ontario formal decision-making structure for the work ahead.



## School Library Research: First Phase

The OLA Board of Directors publicly received *School*

*Libraries and Student Achievement* in Ontario at a press conference this spring held by People for Education. OLA funded the \$40,000 study done by Dr. Don Klinger and Dr. Lyn Shulha from the Assessment and Evaluation Group at the Faculty of Education at Queen's University, in which data compiled by EQAO (Education Quality and Accountability Office/Ministry of Education) and by People for Education was correlated to see if provincial test scores could be seen

to be affected by the existence of school libraries in schools.

While there is much international research on the impact of school libraries on student achievement, there is no comparable work in Canada. What also makes this study unique is, unlike most international studies, the conclusions are drawn from sources totally separate from school libraries themselves. While this represented a huge risk for the OLA, it put our belief in libraries on the line. The report, which can be found on the OSLA Web site [www.accessola.com/osla](http://www.accessola.com/osla), found that students in schools where trained library staff existed were more likely to like to read and achieved level 4 or better on grade 6 reading texts. Conversely, there was no trained library staff, students tended to have lower achievement on both the grade 3 and the grade 6 tests.

Dr. David Booth from the Ontario Institute for Studies in Education

when asked at the press conference whether students going on to university would fare better, he said that it was students not going on to college that you had to care about. The functional literacy that our society needs is all about liking to read and having trained librarians to foster that is essential.

Dr. Klinger is bringing forth plans for a daring and expansive study of classroom teaching, student achievement and library program. The OLA Board has indicated its interest in investing in the next stage of the school research.

## Office Space

By the time you receive the next issue of *Access*, OLA will have a new address in Toronto at 50 Wellington Street East. The move is expected to take place in late July. Watch the listservs and the *Headline Stories* on the OLA Web site for details.

## OLA Education

OLA has signed an agreement with the Professional Learning Centre of the Faculty of Information Studies of the University of Toronto. A 12% discount on FIS PLC courses is being offered as part of the agreement. Some joint programming is anticipated. The bulk of the agreement surrounds cross-promotion of the PLC and Education Institute programs.

After a very busy and successful spring, the Education Institute program for the fall is well along. There is something for everyone in the offerings suggested to-date. Close to 200 sessions are expected to be presented over the next twelve months.



### An E-journal for OLA members through The Partnership

The e-journal is to be called Partnership: the Canadian Journal of Library and Information Practice and Research. The first deadline for peer-reviewed submissions is July 1st, 2006. Additionally, the expected date of publication for the

first issue to be offered to OLA members as a new service is October. The e-journal is being edited by Jennifer Richard, past President of the Atlantic Provinces Library Association from Acadia University. It will be in OJS and be based at the University of Guelph.

## Special Extension of OLA Annual General Meeting is Electronic

On September 29, the OLA Board of Directors will re-open the business of the 105th Annual General Meeting held in February. Members will be asked to approve audited statements from 2004 and 2005 and to name an auditor for 2006. What makes this meeting different is, while it is possible to attend it live in Toronto, it will also be possible to attend it as a Web cast. "Most people find it difficult to pay travel and accommodation to come to the OLA's AGM but can afford to pay phone charges to do the same," said OLA President Janet Kaufman. "We hope the change leads to increased participation over coming years."



## Copyright Reform

The Ontario Library Association agreed to be a signatory to a letter and background paper issued by a new Privacy and Copyright Coalition on copyright reform, emanating out of the Faculty of Law of the University of Ottawa. The action was taken in concert with a similar set of actions by the Canadian Music Creators' Coalition in which the government is being told to stop penalizing users, in their case music fans downloading music. A number of privacy commissioners across Canada including Ann Cavoukian here in Ontario also joined the protest.

## AODA Public Service Committee Very Active

OLA 2005 President Cynthia Archer, University Librarian for York University, is representing OLA on the thirty-member Public Service Committee for developing rules and regulations that will see the Access for Ontarians with Disabilities Act actually implemented. OLA's breadth of coverage of libraries led to her appointment. All divisions have provided Cynthia with an advisory person to react to legislation and regulations that are being put forward. The OLA Board is lobbying the government to have libraries also represented on the Technology Committee, which is yet to be formed.



### The Forest of Reading age groupings realigned

Board approval has been received by the Forest of Reading Co-ordinators' Committee to realign the grade/age groupings for the Blue Spruce and the Silver Birch Award programs. Blue

Spruce will now be for children in Kindergarten through Grades 2. A third stream is being added to Silver Birch in a combined fiction/non-fiction list that will be chosen for children in grades 3 to 4. To be called Silver Birch Express, it may be chosen by any child in the new Grades 3 to 6 range who feels that the regular fiction and non-fiction lists are too difficult.

The problem of Grade 3 has been discussed at length over the last two years. Different solutions were proposed including Silver Birch becoming Grades 3-5 and Red Maple becoming Grades 6-8. However, K-6 schools were perceived as penalized and there was a desire to maintain the relationship to EQAO testing. OLA objected to a seventh program being created just for Grades 3 and 4. Silver Birch Express is the compromise. The decision will be revisited after one year.

## CAP is Back

Negotiations with Industry Canada for OLA to deliver the youth program again in Ontario were successful. The Community Access Program was given a 6-month reprieve by the Harper Government. A new twist is that the youth will be paid closer to market value in this edition of the program. With a little luck the new Government will continue to see this program as valuable and renew it for more than this six-month period.

## OLA Membership Database to be Rebuilt

Major changes to OLA's computerization are under way. The Association's membership database is to be rebuilt from the ground up to create more flexibility and more streamlined management. A content management system is part of the software in the contract with Calgary-based Clarity. OLA's current database has proved to be remarkably sturdy for a product that was conceived for the Association in the '80s. It has gone through many changes since to keep it relevant and useful but the needs generated by OLA's business restructuring have outstripped its capability.

# Social Discovery - A Leading R

*In March, the OLA Board approved funding for a province-wide research initiative to assess risks and opportunities for Public Libraries in the Age of the Social Web. The research will build upon a pilot phase that was conducted by BiblioCommons and Oakville Public Library earlier this year. In this article, Beth Jefferson, the founder of BiblioCommons and Gail Richardson, Web Service Manager for OPL discuss findings that emerged from this first phase of research, potential implications and outline further areas for exploration and study.*

*Many public libraries are reporting that virtual visits to the library are now actually exceeding in-person visits. There are many challenges and possibilities for public libraries in this new era of service delivery, but for the purposes of this article we'd like to focus on those that relate to the issue of discovery.*

## Discovery Means Use

Discovery has always been at the heart of the library experience. Ranganathan's third law, "Every Book its Reader," captures this function.

"The majority of readers do not know their requirements, and their interests take a definite shape only after seeing and handling a well-arranged collection of books."

Discovery plays several roles in a successful library experience, the first is in building patron satisfaction.

"All the surveys we've seen, conducted by librarians as well as non-librarians, indicate that there is virtually no service library users value more highly than the ability to match a book with a reader or to answer the question, 'What do I read next?'

Discovery and selection also make essential contributions to literacy and a culture of reading. There is always a right book for any reader, which this blog entry captures:

"If only we could find the books, music, movies we like, I know that we would be consuming a lot more of them. ... Sometimes people just give up....But ...when I discover music or books that I love, I know that I'm right back to listening or reading avidly."

Nor is the value of discovery limited to fiction or recreational borrowing. As Elaine Toms of the Faculty of Information Studies at the University of Toronto relates ... discovery is also key to successful research.

"...Although largely ignored in information systems development and research, serendipitous retrieval complements querying and browsing, and together they provide a holistic, ecological approach to information acquisition. ..."

## Discovery in the Bricks-and-Mortar Library

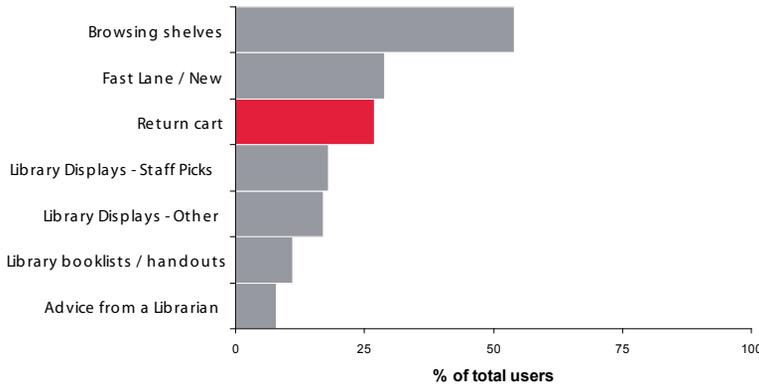
Discovery is why we opened library stacks to our readers, providing the opportunity to examine the book collection with as much freedom as in one's own private library.

"Tales abound from library users about the happy find, the unexpected, almost magical appearance of an item whose existence they had not suspected but that turns out to be exactly the resource they need...."

# ole for Libraries Online



**Q: How do you usually DISCOVER new materials while in the library?**



The return cart is also a surprisingly popular place for serendipitous discoveries. Like shelves that feature “books worth looking into, books of the hour, interesting books recently unearthed...etc.,” sometimes helping to narrow the basis of selection in a world of overwhelming choice is all that is needed.

Ranganathan recommended profuse cross-referencing to aid discovery.

If the cross-references are not made sufficiently full, the library may have to turn away many readers unserved, while the materials sought by them are standing silently on the shelves.

The need for good discovery tools today is greater than ever. In 1931, Ranganathan wrote:

“When books are added in the hundreds, week by week, however retentive may be the memory, one loses track of the accessions and the mind cannot hold all the titles.”

Seventy-five years later, new titles are published in the thousands every week.

The trend toward non-library discovery tools becomes more focused when we look at those patrons who are most familiar with online bookstores (roughly one-third of the Oakville Public Library respondent base). They are significantly more likely to find that online bookstores are better along every dimension than online library sites.

This is not surprising when we consider that up to 75% of public library circulation is fiction or entertainment. Library OPACs have been designed primarily for finding titles, not browsing them. While the main tool we provide online for discovery is hyperlinked subject headings, both research and intuition tell us that subject headings offer limited utility to patrons for fiction, film, or music. The physical cues used for discovering titles in the bricks-and-mortar library, such as the return carts and shelf browsing, are typically absent in the online library.

Online book, music and film retailers tuned in early to the need

for discovery tools, and have invested considerable resources in designing these opportunities. The resulting tools, in the words of Jeff Bezos – the founder of Amazon – “accelerate serendipity”. These tools range from user ratings and reviews to “other readers who purchased this book...”

**Will Libraries Take a Back Seat?**

Our findings point to the future library user who get all their cues for what’s worth reading or watching from external discovery environments and end up only using the library as a cheap fulfilment mechanism. Patrons may do all of the fun, engaging “value-added” activities – discovery, browsing, conversations and connections with like-minded readers, viewers and listeners – elsewhere on the Web. In this light, the library’s traditional role as a “window on the world” is greatly diminished.

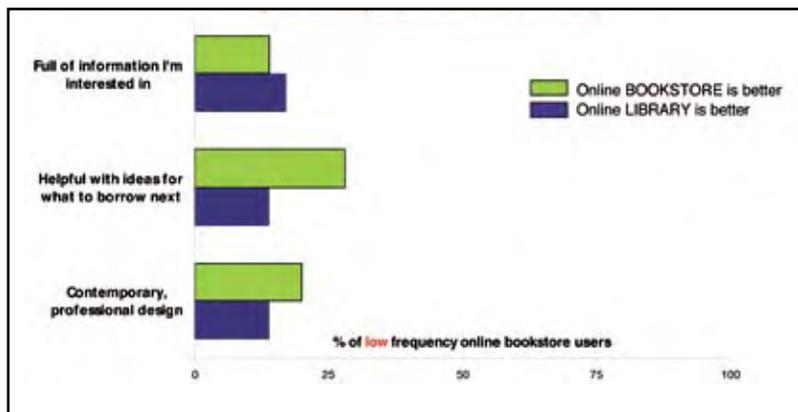
The divergent objectives of retail Web sites and public libraries also present a serious concern for the future of libraries. For example, commercial sites often want to promote popular high volume titles. However, this concentration of demand is counter-productive for public libraries, where it can only exacerbate bottlenecks with new and popular titles.

**Social Discovery Brings Online Libraries to Life**

As more users begin to select materials online, two questions face libraries: How can we maintain the level of discovery and selection that shelf-browsing users enjoy? And

**Who is Providing Discovery Tools to Library Patrons Online?**

The adoption of online library technologies is still evolving, but the usage profiles of today’s remote OPAC users offer a striking portrait of how online patrons differ from their offline counterparts. High frequency remote OPAC users typically make shorter visits, seldom use the OPAC for browsing, and make extensive use of non-library discovery tools.



what opportunities do online technologies present to go beyond those services, and to exceed other online offerings?

The shape of discovery in the online world is still unfolding. But what seems clear is that its most successful aspects will be social. Like all online systems that work well, social discovery simply enables a process that we all engage with anyway in our offline worlds.

Several years ago, after spending a great deal of money on research, the American Booksellers Association announced the not very startling fact that by far and away the most common reason for choosing a book is that we have heard about it from our friends.

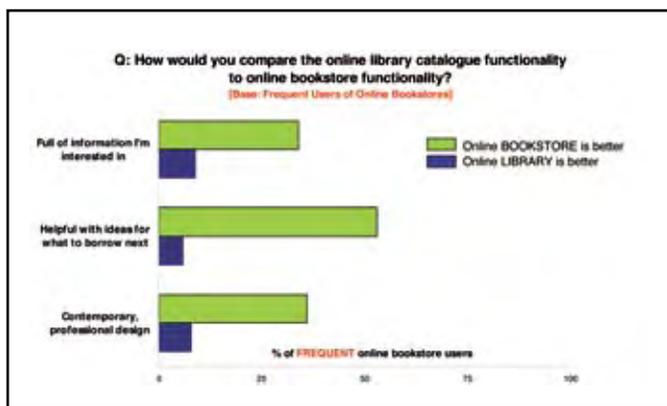
Social discovery is a system that connects like-minded individuals for recommendations that they can trust. Cross-referencing titles will still be key, as Ranganathan predicted, but it will be multifaceted, relying on a network of links within a library community.

Internet users are increasingly turning to the Web, not just as a gateway to information and services, but for rich, community-based experiences. These experiences are often organized around the information and cultural products that are at the heart of the Library's collections—books, current events, movies and music. Many Web users spend a large proportion of their leisure time engaging with each other, rating, reviewing, discussing, tagging, and exploring new titles.

Commercial players on the Web have recognized this trend, and are rapidly adapting their product offerings:

“... Yahoo will dive head first into social search, letting users participate in the discovery, categorization and sharing of indexed Web sites,” said Jeff Weiner, Yahoo’s senior vice president of search.

“While search is currently focused on indexing and retrieving Web documents, the future of the market lies in tapping the knowledge and information that people possess and that isn’t found on Web pages...”



And Adam Bosworth, VP of Engineering of Google, writes:

“As things play out, I’d suggest we will see ... the social network employed as a filter ... people coming together to rate, to review, to discuss, to analyze, and to provide 100,000 Zagat’s, models of trust for information, for goods, and for services.”

Social discovery has played a central role in the discovery processes of businesses like Amazon for some time. And recently, we’re seeing expansion of these ideas with innovative offerings like that provided by LibraryThing.com. Central to both is a belief that if you can tell a book reader by his covers, then perusing another member’s purchases or collection might go a long way toward predicting compatibility.

## Conclusion

The potential of what could be is as exciting as the risks are daunting. The public library has always been about both community and discovery — helping our patrons navigate the cultural and information landscape. And the emerging domain of “Social Knowledge Discovery” on the Web

creates an opportunity to bring these together in powerful new ways.

How is the OLA engaging this brave new frontier? Research is just the first phase. The findings from this research will be presented to the community in September, in a workshop format that will allow participants to interactively explore the implications of the research to their own constituencies.

In addition, the OLA’s Knowledge Ontario Project is actively monitoring and building upon these trends through its Connect Ontario and OurOntario.ca modules. Stay Tuned.

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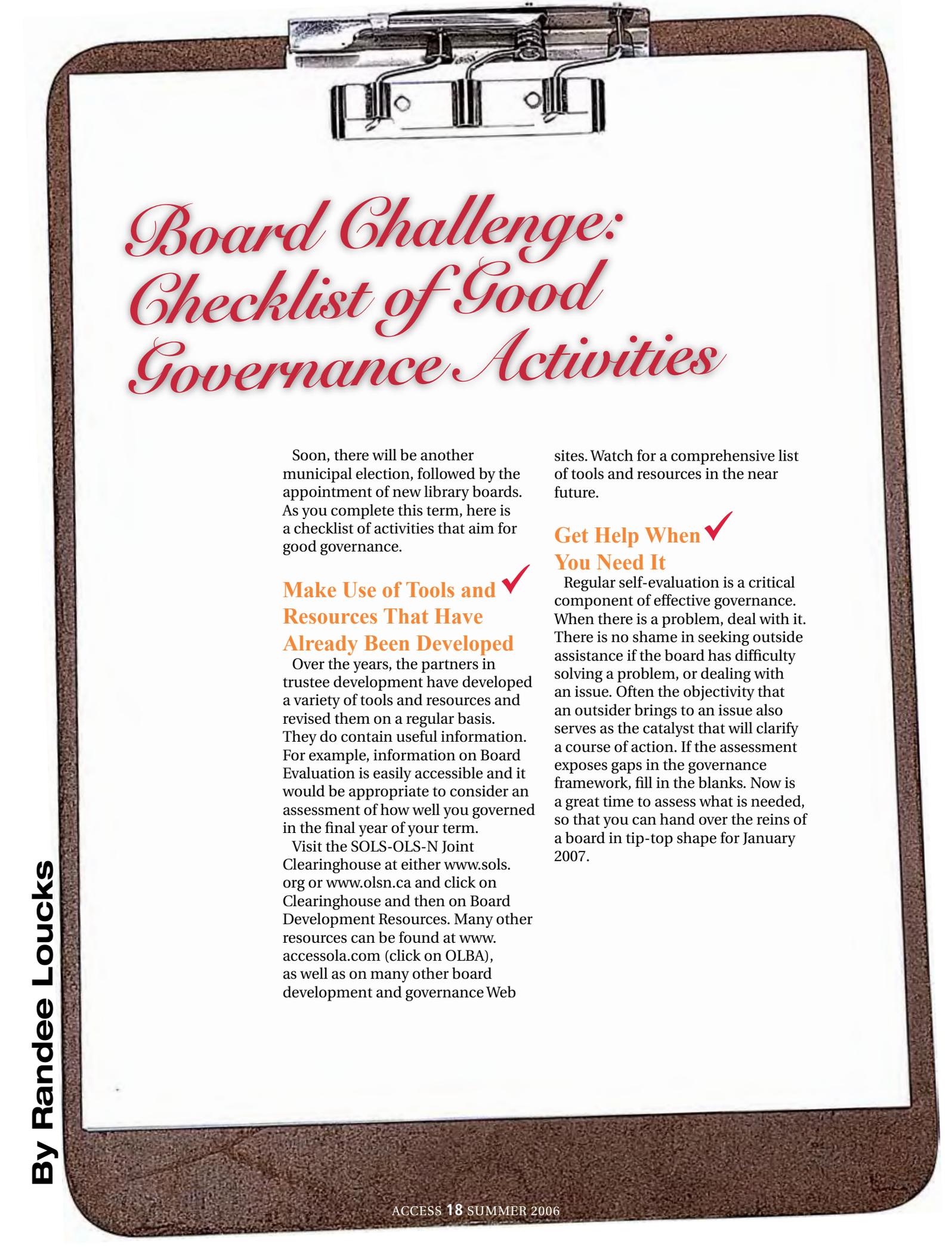


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# *Board Challenge: Checklist of Good Governance Activities*

Soon, there will be another municipal election, followed by the appointment of new library boards. As you complete this term, here is a checklist of activities that aim for good governance.

## **Make Use of Tools and Resources That Have Already Been Developed** ✓

Over the years, the partners in trustee development have developed a variety of tools and resources and revised them on a regular basis. They do contain useful information. For example, information on Board Evaluation is easily accessible and it would be appropriate to consider an assessment of how well you governed in the final year of your term.

Visit the SOLS-OLS-N Joint Clearinghouse at either [www.sols.org](http://www.sols.org) or [www.olsn.ca](http://www.olsn.ca) and click on Clearinghouse and then on Board Development Resources. Many other resources can be found at [www.accessola.com](http://www.accessola.com) (click on OLBA), as well as on many other board development and governance Web

sites. Watch for a comprehensive list of tools and resources in the near future.

## **Get Help When You Need It** ✓

Regular self-evaluation is a critical component of effective governance. When there is a problem, deal with it. There is no shame in seeking outside assistance if the board has difficulty solving a problem, or dealing with an issue. Often the objectivity that an outsider brings to an issue also serves as the catalyst that will clarify a course of action. If the assessment exposes gaps in the governance framework, fill in the blanks. Now is a great time to assess what is needed, so that you can hand over the reins of a board in tip-top shape for January 2007.

## Cultivate Relationships Between Your Library and Your Municipality and Your Council and Board

Developing solid collaborative relationships with the municipal staff and the council will produce far better results. It is crucial to strive for what is best for your library, but this can only be attained if the plans and agendas of the library fit well with those of the municipality. This entails regular communication between both the municipality and the library and a mutual understanding of roles and responsibilities. The importance of a collaborative relationship cannot be overstressed.

## Get Out Into Your Community

Bringing the message of the library to those in the community who are unaware of what the library has to offer, is a key task for library board members. Public profile is a must for a successful library, and is a powerful tool for building support. Reinforce the library's identity at community events and forums, on the radio and television and in newspapers. When the library is successful and receives support or kudos, donations be sure to demonstrate your appreciation.

## Always Think Strategically

Strategic thinking is a skill that board members must have. The library's mission should be integrated throughout everything the library does. Your library's mission should be foremost in your mind, but the focus must always be on the future. Boards must utilize every opportunity to explore ways in which the library might contribute to solving community problems. This will require regular assessment of the environment and the risks and challenges facing the library, as well as listening to the many voices in the community.

## Attend To Your Own Succession Planning

November 2006 will bring another municipal election in Ontario. As you prepare for the next term, what skills will the board need next term? Plan to review the board's current skills and connections this spring, so that you can let council know the expertise you will need in 2007. Encourage citizens whom you feel would make a valuable contribution to apply when the announcements are published in local papers.

## Never Be Complacent

There have been many challenges to library boards over the years. Chances are, there will be many more, either to individual boards or to independent library boards in general. It is easy to slip into complacency. Be prepared to prove your worth to the council and the community on a regular basis and continually seek new methods to demonstrate the library's value in the community.

## Do Your Job Well

Every board member shares the responsibility of ensuring that the board functions effectively. Today's library boards cannot afford members who do not prepare, attend meetings, participate or believe in the importance of public libraries. If you are appointed to a library board and you cannot or do not want to

do the work required, then please consider stepping down.

## Choose Leadership

Effective governance is more than simply complying with laws and regulations, monitoring finances and strategic planning. Libraries need trustees who are willing to take up the mantle of leadership. Leadership, the ability to guide, direct and lead the way, requires vision and the skills that will inspire others to action. Leadership requires continuous learning, self-improvement and the knack of encouraging the same in others. Leaders must also ensure that their followers have the necessary tools to meet challenges and effect change.

## Join OLBA

Finally, for those boards not belonging to OLBA – you should join. OLBA is your organization, your voice and your support system.

*Randee Loucks is a facilitator and consultant in governance and strategic planning. As a consultant, Randee has worked on governance and strategic planning projects with a number of Ontario public libraries, including Kingston-Frontenac, Markham, Mississauga, Ottawa and Windsor and as an advisor on governance processes to the SOLS board.*  
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# The Future of Libraries:

## *Turning Students*

Historically we have focused much of our effort on reaching out to very young children and their families. There is no question such programs play an important role in emergent literacy and introducing children to the library, but it is a relatively easy task to convince parents of the importance of bringing a preschooler to the library. A more challenging task is to get older children to keep coming on their own; yet it is only when a trip to the library is *their* idea that the profile of a lifetime library user begins to emerge.

Traditionally there has not been a strong attempt to program for students because they are in school. We roll out March break and summer activities but concentrate our attention elsewhere during the rest of the year. In order to make a positive connection with these young users, we need to focus on making the library a welcoming environment for them year round.



By Amy Caughlin

# *Into Lifelong Patrons*

A woman with dark hair, wearing a green top, is shown in profile from the chest up. She is holding a stack of several books in her left hand and is looking down at an open book held in her right hand. The background is a plain, light-colored wall.

## **Establish an aggressive program to bring classes to the library and be ready to bring the library to the classroom if necessary.**

Many libraries focus on a particular grade and 'blitz' every school to ensure each child is given a library card. Grade 3s or Grade 4s are commonly targeted, since at this age children begin reading chapter books independently and often lose interest in reading if someone doesn't step in to encourage a love of reading. If your library system serves schools in a regional board, you may want to partner with other library systems in the same region. In the Durham region, the Ajax and Pickering public libraries joined in a program called PLUS! (Public Libraries United with Schools) in order to aggressively market the library to Grade 3 and Grade 8 students in both municipalities. According to statistics from this program, only 16% of the children in Grade 3 already have a library card. Upon receiving a card through this program, 42% continue to use the library. This is one of the best ways we can reach out to non-library users in such large numbers.

## **Develop a strong partnership with local schools and teacher librarians.**

Teachers and teacher-librarians can be strong library advocates, but they're busy people and need to be reminded. Send material on class visits every year with a list (see Top 10 Reasons...) to jog their memory. Try and set up meetings with the teacher-librarian at each school to discuss ways in which you might be able to work together. Go to at least one meeting of the teacher-librarian association

every year to talk about the library and make contacts.

## **Investigate cooperative programming with schools.**

Many libraries have partnered with schools to present a Battle of the Books. The library creates the booklist, prepares the questions, and coordinates the competition. The winning school even gets a trophy to keep in their school trophy case! Sharing the work across several library systems can help.

Currently, the Ajax, Whitby, Pickering and Oshawa public libraries are involved in a cooperative 'regional' Battle of the Books, with local schools participating at both junior (Grade 4, 5 and 6) and senior (Grade 7 and 8) levels.

The OLA's annual Forest of Reading programs give libraries another great opportunity to work with their local schools. Take advantage of such wonderful opportunities!

## **Develop an after-school club.**

This can take many different shapes depending on your time and resources. If you are really strapped for staff and time, you may want to consider volunteers — though I would recommend at least one regular staff person, if you want to make the best connection with the students. Some libraries run a more formal 'homework club' but this carries a number of complications: many children don't have homework on a daily basis; the people running the program need to know enough to assist in a broad range of subjects; parents will force their children to come when they may not want to (thus forging a negative connection); and attendance may vary greatly on a day-to-day basis since many of these programs are 'drop in'.

An after school club can include time for homework but many other activities as well, thus it has a lot more flexibility. The objectives of a good after school club could be as follows:

- to be fun
- to appeal to both children & parents
- to keep them coming back
- to be age appropriate
- to provide a safe environment
- to provide positive community role models
- to provide an opportunity for children to grow in the following areas: research skills, computer skills, homework completion, making friends and teamwork
- to promote library collections & services and foster a lifelong appreciation of what the library has to offer.

## **TOP 10 REASONS YOU SHOULD BRING YOUR CLASS TO THE LIBRARY:**

1. It's free.
2. It's fun.
3. It has something for everyone.
4. It encourages them to get excited about books and reading.
5. It builds good homework & research skills.
6. It helps them visit new worlds; both real and imaginary.
7. It provides students with free access to computers and the Internet.
8. It introduces students to fun programs at no cost.
9. It helps create life-long learners who have the tools to help themselves.
10. Without your help they might miss out on this wonderful resource!

Pickering Public Library has embodied these ideas in the WiseGuys After School Club. The club is for 8-11 year olds, and runs twice a week from 3:30 to 5:30 pm. 'WiseGuys' includes homework time, snacks, computer training, stories and a 'game show' style challenge. A total of 60 children (20 in each session) participated in the club last year. Many of these children had not previously been library users, but are now at the library several times a week. They know the librarians and the librarians know them all by name.

Not everyone can put this much energy into a program, no matter how rewarding the outcome. Fortunately, the variations are unlimited as long as you adhere to

the main idea of making it fun for the children. Smaller libraries can run this as a shorter program with a smaller group of children or approach local businesses to get a sponsor to assist.

## **Develop computer-related programs for students.**

Courses in homework research skills allow you to showcase your library's online resources. If you have a computer lab you can offer other useful classes related to word processing or spreadsheet programs. Don't worry about typing. Start with an unformatted file with lots of text and concentrate on formatting, adding pictures, changing fonts and making a table of contents. Proper use of these programs can drastically affect presentation and grades for students. Other popular topics for students are Web design, email and educational online games to help with math and literacy. Computer programs have the added benefit of attracting more non-library users. If you want to reach out even more, lean toward the most popular leisure activities for students. Host a LAN party for a popular online game or a Dance Revolution party.

## **Experiment with other programs once you have built a following.**

Once you have managed to get students to accept the library as a fun and useful place to go, you will find that they have an endless appetite. You can experiment with things like a junior book clubs, science programs, and craft-related programs. If your staffing limits don't allow for as much as you would like to do, consider approaching someone from the community to do a program or partner with a community centre.

## Give them what they want.

The easiest way to make students feel comfortable in the library is to show them that the library can answer more than just their educational needs. Consider adding video games to your collection: Pickering Public Library has a very popular circulating collection of GameCube, PS2 and Xbox games for children and teens. Markham Public Library has a movie collection designated for teens in the teen area of their Angus Glen branch.

Another way of developing a link with student users is to give them an online space. If that space includes resources that teachers can use; you get even more of an advantage because the teachers will encourage student use even during school hours. The PLUS! (Public Libraries United with Schools) Web site, developed by Pickering and Ajax public libraries, ([www.myplus.ca](http://www.myplus.ca)) has logged an impressive 8,947 visits in the past six months. One of the most popular aspects of the site continues to be the 'Book Genie', an interactive program that allows students to find books suitable for their age and interests. The PLUS! Web site also has an active book review page for students to share their opinions of books they're reading at home or at school. The Pickering Public Library Web site ([www.picnet.org](http://www.picnet.org)) hosts another powerful reader's advisory tool for students in their 'Teen Reads' database. Teens can search for novels using special subject headings like 'Gang Violence', 'Guy Stuff' or 'Grrrl Power'.

## Make students feel welcome.

One of the simplest ways to give students a good experience of the library is simply to be nice to them. Too often, library staff see adult patrons as being 'more important' than students and children. In reality, this is very far from the truth. Most adult patrons have already formed a relationship with the library and will likely continue to come with or without your reinforcement. Students are still deciding and every interaction weighs heavily with them. It helps if you keep in mind that for a child or teenager, approaching an adult is nerve-racking. Some try to balance these nerves with an overly 'cool' or diffident exterior. Don't be fooled by appearances.

It is important to accept that serving this age group is not just the responsibility of the children's department or the teen librarian. Everyone in the library system, including administration, needs to acknowledge the importance of this group. As hard as it may be to imagine, these awkward young people will shortly be adults: perhaps parents and professionals. We'll be awfully lonely behind the desk in 20 years if they're not still coming to the library.

*Amy Caughlin is Manager of Service Development, Pickering Public Library.*

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# a forest of reading™

**200 OLA MEMBERS, 75 AUTHORS AND HUNDREDS OF LIBRARIANS MOTIVATE 200,000 CHILDREN AND YOUNG PEOPLE TO READ**

The OLA's Forest of Reading is so called because the six reading programs run by the OLA are all named after trees. The success of this program has spawned yet more trees across the country in British Columbia, Saskatchewan and the Atlantic provinces. The ceremonies chronicled over the next pages announce the Award winners chosen by a cross-province vote of the readers in each of the OLA's Forest of Reading programs.

A year's worth of work goes into getting to this point. Ten committees use two hundred members in the selection of the titles to be read and in the operation of the program. Over 1500 schools and libraries take part. Members and non-members in these institutions add to the army of professionals giving Ontario one of its most praised literacy initiatives.

For the Canadian publishing industry and for Canadian authors, there is recognition and extraordinary newfound sales that make a significant impact.

For a complete list of 2006 Award winners and Honour Books, go to page 33.

1. Leyana Sararanaparan introduces Anne Renaud, author of *Bloom of Friendship*
2. The Non-Fiction authors ready to hear their fate.
3. Rosa Jordan's book, *Lost Goat Lane*, was an Honour Book in the Fiction category

4. Kevin Sylvester was a Non-Fiction finalist (Honour Book) for *Sports Hall of Weird*.
5. Helaine Becker took the 2006 Non-Fiction Silver Birch Award for her hugely popular book, *Boredom Blasters*.

# Silver Birch™



The Silver Birch Awards for grades 4 to 6 children are celebrating their thirteenth year.

6. Robert Sutherland signs copies of his book, *Greysteel's Ghost*, a finalist and Honour Book in the Fiction category.

7. Vicki Grant was a Fiction finalist (Honour Book) for *Quid Pro Quo*.

8 & 9. Over 1,500 young people hung on the words of thirty-five of their peers who introduced and talked about the books of the twenty-one authors present. When the last envelope was opened, Edo van Belkom had won the Silver Birch Award for his novel, *Wolf Pack*.

10. Deborah Ellis' book, *Three Wishes*, was a finalist and Honour Book in the Non-Fiction category. She polled well in spite of withdrawal of the book by six school boards in a heated controversy brought on by the Canadian Jewish Congress that lasted through most of the program (see the last issue of *Access*). The children gave her a warm reception.



**BLUE SPRUCE AWARD**

Junior Kindergarten to Grade 3 age children  
105,754 voters who read or had read to them  
the nominated books. First Award given in 2002.



1. George Elliott reads his 2006 Blue Spruce Award winning book, *The Boy Who Loved Bananas*, to the rapt audience.  
2. Sean Cassidy, author/illustrator of *Gummytoes*, with one of his fans.

3. Lorenzo Berardinetti, MPP Scarborough South East presented special certificates to the winning author and illustrator.  
4. Ruth Ohi, illustrator of *Beneath The Bridge*.  
5. They may be young but Lin, Joel and Hayley know how to announce the Blue Spruce winner for 2006 – Geooorge Elliott

6. George Elliott and Andrej Krystoforski, author and illustrator of *The Boy Who Loved Bananas* share the prize.  
7. TVO Kids host Milton presents Matthew Elliott, who was the inspiration for his father's winning book.



# LIBRARY now

## On Track with Audiobooks and Large Print



*This is the third article in a series produced by S & B Books. This series is designed to highlight the working relationship between school and public libraries, and the full-service book wholesaler.*

### On Track with Audiobooks and Large Print

Gabriele Schreiber, Audio Specialist  
John Aloe, Large Print Selection Manager



First, some data:

**\$832,000,000** Estimated size of audiobook market in 2004 (Audio Publishers Association)

**3,430** Number of new audiobook titles published in 2004 (APA)

**273** Number of audiobook publishers listed in AudioFile Reference Guide

**635,000** Record-breaking first “printing” of *Harry Potter and the Goblet of Fire* audiobook

**1,500,000+** Record-breaking sales of *The Seven Habits of Highly Effective People* audiobook

**1.14** Number of hours of recording space on standard CD

**16** Number of hours of recording space on 1 MP3-CD

First there was the word, and the word was spoken.

Many of us have favourite memories of being read to as children, everything from fairy tales and Greek myths to Bible stories and the *Arabian Nights*. Even when I could read on my own I still loved listening to stories, on the

radio or spun by others about their lives and adventures. Perhaps this reflects the ancient human need for storytelling – the wish to be transported to other worlds by the human voice. We have always had minstrels and troubadours, singers, poets, and actors.

Today’s technologies bring us stories in many formats, both print and non-print. Audiobooks originated in the 1930’s as long-playing records created for men blinded in World War I and distributed by agencies servicing the blind. Eventually this free “Talking Books” service became available to anyone with a visual, motor, or learning disability. The record as format was followed by tape, cassette, compact disc, and now, digital downloading.

Demand for audiobooks has boomed as a highly mobile population discovers new ways to multi-task. Listening to an audiobook is a way to enrich time spent “doing” (driving, exercising, walking, gardening) or “not-doing” (sitting in waiting rooms, recuperating in hospital, relaxing by a campfire). The community of

audiobook listeners is now large: students, English as a Second Language learners, aging boomers, those troubled by reading and learning disabilities. Data show that audiobook users are well-educated, have higher incomes than others, are over 30, and pay attention to reviews and bestseller lists.

### A Bit of History

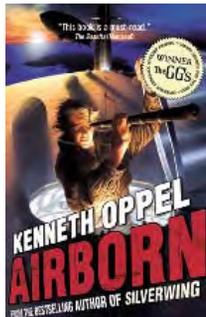
Caedmon Records became the first commercial audiobook publisher, presenting authors reading their own works, when they recorded Dylan Thomas reading *A Child’s Christmas in Wales* in 1955. Books on Tape arrived in 1957, followed by Blackstone in 1979. Others joined the field in the 1980s (Brilliance in 1984, Bantam and Random in 1985, Audio Partners in 1987) and the 1990s (Penguin in 1993, Recorded Books in 1997, Clipper in 1999). In Canada, Between the Covers Audiobooks began in 1997 as a collaboration between Goose Lane Editions and CBC Radio. Rattling Books, another Canadian company, was founded in 2003.

The Audiobook Publishers Association reports overall sales growth from 2002 to 2004 at 9.1%. A recent *Library Journal* survey shows that circulation of adult audiobooks in libraries increased 13.5% in two years. Children’s audiobook circulation climbed by 10.7%. Library budgets rose 6.1% for adult audiobooks and 4.8% for children’s. A 2005 AudioFile survey reveals that 41% of audiobook users borrow from their libraries, 25% buy their own copies, and 22% download.



## RECOMMENDED LIST

## Audio Selections



**Airborn**

By Kenneth Oppel

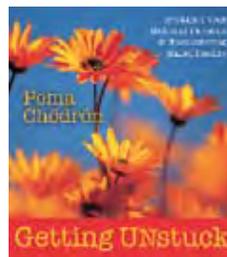
Read by David Kelly and the Full Cast Family  
1-933322-53-5 10 CD Economy Case \$57.95

1-933322-54-3 10 CD Binder \$73.95

10.5 hours Ages 10 to Adult

Full Cast Audio (YA/Can) Unabridged

In this richly detailed and wildly exciting adventure we fly with cabin boy Matt Cruise and society girl Kate de Vries as they match wits with the most ruthless pirates ever to sail the skies. Performed by a full cast of talented voices.



**Getting Unstuck**

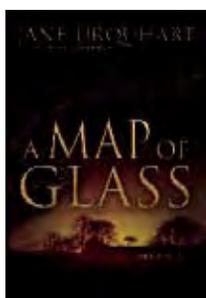
By Pema Chödrön

Spoken by the Author

1-59179-238-X 3 CDs 3.5 hours \$31.95

Sounds True (Ad/NF)

With gentle humour and great wisdom the beloved Buddhist nun, teacher and workshop leader speaks about dealing with uncomfortable emotions and how to develop "loving-kindness" toward ourselves and others. This is "self-help" of the best kind.



**Map of Glass**

By Jane Urquhart

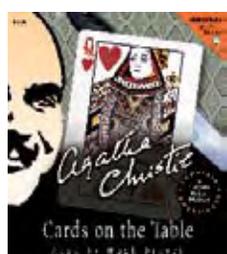
Read by Hillary Huber

978-0-7861-7086-9 12 CD Library Edition \$128.95

978-0-7861-7566-6 1 MP3CD \$38.95

Blackstone (Ad/ F-Can) Unabridged

A middle-aged woman and a young artist seek the history of a man found frozen to death in a haunting novel about destiny, loss and change that tells two parallel stories, one set in contemporary Toronto and Prince Edward County, Ontario, the other in the nineteenth century on the northern shores of Lake Ontario.



**Cards on the Table**

By Agatha Christie

Read by Hugh Fraser

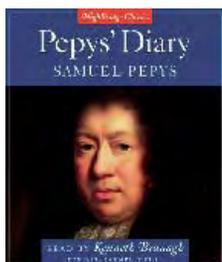
1-57270-492-6 5 CDs \$36.95

Audio Partners...OK (Ad/F-MY) Unabridged

Winner AudioFile Earphones Award

Poirot, bridge and murder...outstanding characterizations by the narrator make listening to one of Christie's best closed-door mysteries a pleasure.

## Fiction &amp; Non Fiction



**Pepys Diary**

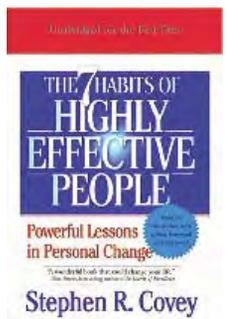
By Samuel Pepys

Read by Kenneth Branagh

1-59887-026-2 7 CDs 8.75 hours \$38.95

HighBridge (Ad/NF)

Brought to life by a vibrant performance from the acclaimed Kenneth Branagh, the witty and uninhibited Pepys recounts his life and remarkable times in the famous diary he began on January 1, 1660.



**The 7 Habits of Highly Effective People : 15th Anniversary Edition**

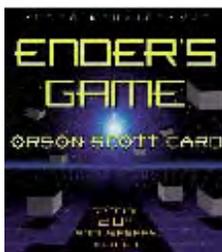
By Stephen R. Covey

Read by the Author

1-92949-475-0 13 CDs 14 hours \$79.95

Simon & Schuster (AD/NF) Unabridged

In this, the first unabridged edition (2004) of one of the best personal development books published to date, the dynamic Stephen Covey presents his comprehensive program on becoming more effective in business as well as personal relationships. This version is enhanced by his comments before and after reading the text.



**Ender's Game : Twentieth Anniversary Edition**

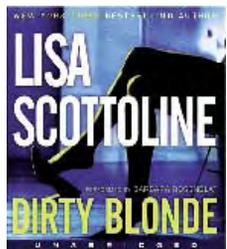
By Orson Scott Card

Read by Stefan Rudnicki, Harlan Ellison, and a full cast.

1-59397-474-4 9 CDs 10.5 hours \$55.95

Audio Renaissance Unabridged

This is the definitive performance of the award-winning science fiction novel about a 6-year-old war-gaming genius who becomes responsible for saving the world from alien invasion. In a postscript read by the author, Card says that "The ideal presentation of any book of mine is to have excellent actors perform it in audio-only format." Winner of the AudioFile Earphones Award.



**Dirty Blonde**

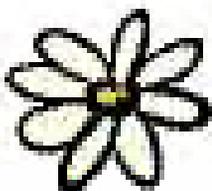
By Lisa Scottoline

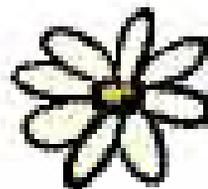
Narrated by Barbara Rosenblat

0-06089-817-8 9 CDs 10.5 hours \$52.95

Harper (AD/F) Unabridged

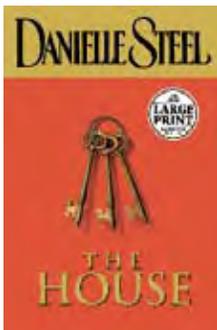
A light listen about a sexy judge with a dirty secret that is about to threaten her life, narrated by one of the best voices in the business.



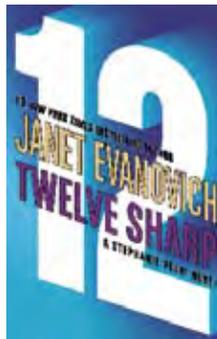


# Large Print Selections

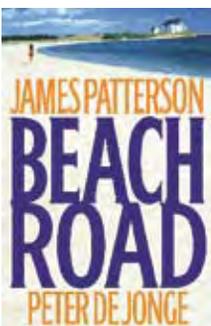
Fiction & Non Fiction



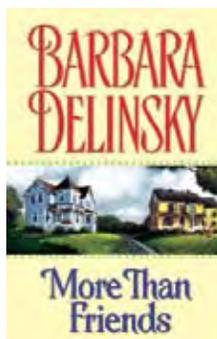
**The House**  
By Danielle Steel  
0-7393-2597-3 Random House  
Fiction \$38.00 6 1/8 x 9  
HC/564 pages/February 2006  
The restoration of a majestic old home provides the exhilarating backdrop for the story of a young woman's dream, an old man's gift, and the surprises that await us behind every closed door.



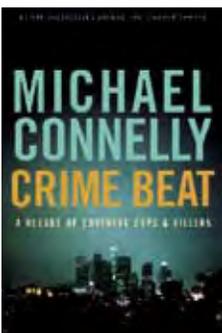
**Twelve Sharp**  
By Janet Evanovich  
0-7393-2643-0 Random House  
Fiction/\$36.95/6 1/8 x 9  
HC/512 pages/June 2006  
Premier troublemaker Stephanie Plum is once again struggling with her tangled love life and chaotic family. This latest novel has all the twists and turns that will drive readers wild.



**Beach Road**  
By James Patterson and Peter de Jonge  
0-316-16711-8 Little Brown & Company  
Fiction/\$39.95/6 x 9  
HC/400 pages/May 2006  
Set in the luxurious Hamptons, this new novel follows the travails of lawyer Tom Dunleavy, whose ship finally comes in when he's hired to defend a local man accused of a triple murder that has the East Hampton world in an uproar.



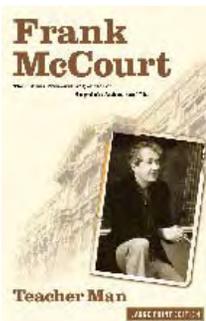
**More Than Friends**  
By Barbara Delinsky  
0-06-085349-2 William Morrow  
Fiction/\$24.95/6 x 9  
PB/336 pages/February 2006  
An accident forces close neighbours to look beneath the surface and when their idyllic lives are unexpectedly shattered by a moment that can never be erased or forgotten, their faith in one another -- and in themselves -- is put to the supreme test.



**Crime Beat**  
By Michael Connelly  
0-316-16710-X Little, Brown and Company  
Crime/\$39.95/6 x 9  
HC/384 pages/May 2006  
In vivid, hard-hitting articles, Connelly leads the reader past the yellow tape as he follows investigators, the victims and the killers, to tell the real stories of murder and its aftermath.



**Carson the Magnificent**  
By Bill Zehme  
0-7393-2573-6 Random House  
Biography/\$37.95/6 1/8 x 9  
HC/November 2006  
An intimate portrait of one of television history's most beloved entertainers, Johnny Carson.



**Teacher Man**  
By Frank McCourt  
0-7432-8966-8 Scribner  
Autobiography/\$34.50/6 1/8 x 9  
HC/400 pages/December 2005  
Teacher Man is McCourt's long-awaited book about how his thirty-year teaching career shaped his second act as a writer and serves as a tribute to teachers everywhere.



**Elizabeth**  
By J. Randy Taraborrelli  
0-446-57985-8 Warner Books  
Biography/\$38.95/6 x 9  
HC/528 pages/August  
This is not just a biography of screen legend Elizabeth Taylor, but also an unforgettable woman's storied journey through life, including many never-before-published photos.





### Format, Genre, Packaging

The most popular audiobook format is unabridged text on compact disc. Cassettes have decreased in popularity to the point that many companies have abandoned production. Digital downloading is growing rapidly, especially among the young, and the MP3-CD is making inroads as listeners and librarians become familiar with the format. The CD player in most new cars will also play MP3-CDs, and most CD players are MP3-CD compatible. Computers can play MP3-CDs which in turn can be downloaded to a portable digital MP3 device such as an iPod.

The MP3-CD offers striking advantages. It looks like a standard CD but, thanks to compression technology, one MP3-CD holds the same amount of data as 12 traditional CDs. The MP3-CD thus makes the unabridged audiobook far more affordable. Also, the MP3-CD takes little space on the library shelf and needs only one security strip. Selecting this format lets the budget stretch while circulation increases. According to the AudioFile survey, 10.5% of those surveyed preferred the MP3-CD format, 38.2% preferred CDs, 27.6% preferred cassettes, and 25.7% preferred downloading.

New technologies tend to be hot – and downloading is the new hot technology. Some industry oracles are gleefully predicting the disappearance of the physical audiobook in the same way they once predicted the end of the physical book. Downloading is attracting new listeners, but long-time listeners uncomfortable with downloading will continue to choose the “hard copy” CD or MP3-CD. Downloading fans, however, will likely become aware of CDs and MP3-CDs which they can copy to CD or download into their portable devices.

Publishers are responding to audiobook fans in concrete ways. They are publishing more unabridged treatments – and they are publishing audio and print editions simultaneously. Some innovative publishers are matching the audiobook price to the book price.

Fiction remains the genre of greatest interest, with mystery, science fiction, and romance leading the way. Non-fiction grows in popularity, especially self-improvement, current events, and biography.

### An Enduring Question

For audiobooks the library has a choice of packages, or “editions.” The library edition has sturdy plastic packaging and includes free

replacement of lost or damaged discs. The free replacement may be “for life” or, if not, there may be a nominally-priced renewal provision. The library edition is, however, less attractive in terms of price and discount. The retail edition is packaged in a jewel case (less durable), may not include provision for replacement discs, and is markedly less expensive than the library edition. The two editions become more directly competitive when the publisher offers free replacements (as happens sometimes) and the wholesaler is willing to replace the jewel case with sturdy plastic packaging (as also happens sometimes). The library has a clear choice: buy



one library edition with its special advantages or buy 2 -3 copies of the retail edition for the same cost.

### Selection Help

Reviews in professional and consumer journals can help isolate the strong choices in audiobooks. Significant awards are the Audio Publishers Association “Audie” Awards and AudioFile’s Earphones Award. The American Library Association also chooses annual awards for audiobooks in various divisions.

### ANOTHER IMPORTANT FORMAT: LARGE PRINT

The first known large print books were published by Dr. Frederick Alfred Thorpe in 1964 to accommodate an aging population with diminishing vision. Today’s reader benefits from the enormous selection now available in this format from leading publishers and featuring top-selling authors like Danielle Steel, John Grisham, and Nora Roberts. Many large print titles are publishing simultaneously with regular print editions so that readers can enjoy new titles without delay.

S&B Books Ltd. recognizes the importance of having large print books in Canadian libraries and has designed various programmes to support libraries in acquiring large print.

The Automatic Release Plan offers the chance to acquire the best title selection from all publisher imprints. S&B staff work closely with the library acquisitions department to produce a template that outlines which genre are most popular for that library. Then, a title selection list is prepared in advance of publication for each library so that any changes can be made before titles are shipped to the library. This assures maximum fulfillment of client interests.

Standing Order Plans offer libraries a chance to receive new large print titles without having to select individual titles from publishers’ catalogues. The publishers themselves prepare selections of titles that they call “series.” The latest mysteries, for example, are one “series.” The library can select one or more of the series available each month, designate the shipment pattern desired (monthly or bi-monthly), and be assured of consistent arrival of fresh new titles.

S&B Books Ltd. enjoys a good relationship with all large print publishers. It is the exclusive agent in Canada for Thorndike and Severn House publishers, allowing the opportunity to hold inventory and therefore provide quick turnaround for library orders.

The large print programmes of S&B are presented in their own booth at the Ontario Library Association Conference each year. Attendance at the booth provides excellent opportunity to learn more about the programmes and how they meet the needs of libraries.

### Help from the Full-Service Wholesaler

For both audiobooks and large print, Automatic Release Plans can be designed for you. For audiobooks, S&B has a new seasonal listing of forthcoming titles. It offers the widest selection, best discounts and markups in the marketplace. Forthcoming special promotions will offer deep discounts ... and if your library is one that finds retail packaging disappointing, this is a wholesaler that will repackage in plastic library cases. Cataloguing and processing are available (at modest cost) to assure that your audio and large print titles are ready to shelve when they arrive in your library.

**S & B Books Ltd. would like your feedback.  
Please email your comments and  
questions to [sales@sbbooks.com](mailto:sales@sbbooks.com)**





**RED MAPLE AWARD**

Grade 7 to 8 age young people  
25,394 voters who qualified by reading half of the  
nominated books or better. First Award given in 1998.

1.



2.



3.



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11.



1. When 900 young people come to lunch to hear who has won the Red Maple Award, stuff has to be done. No one is exempt during the three hours of preparation. President Janet Kaufman tapes table cloths to the tables (she enjoyed helping).  
2. Rachna Gilmore autographed her nominated book, *The Sower Of Tales*.  
4. The reading programs are based on the readers providing the program. Toronto's Northern Secondary School students provided the great music.

5. Alan Cumyn, author of *After Sylvia*, gets introduced.  
6. Richard Scrimger, author of *From Charlie's Point Of View*, pantomimes student Godfrey Wong's introduction.  
7. Student artwork inspired by Kenneth Oppel's *Skybreaker*.  
9. Shayla Klinger (middle) opens the envelope to announce the winner.

10. Kenneth Oppel is the winner of the 2006 Red Maple Award for his book, *Skybreaker*. This is the first time that an author has won back-to-back awards in any of the OLA's Forest of Reading programs. He won the Red Maple Award last year for *Airborn*.  
11. Sheree Fitch, finalist and Honour Book designate for *The Gravesavers*, autographs a student's t-shirt.

# a forest of reading™

# white Pine™



**WHITE PINE AWARD**  
High school age young people  
3,084 voters who qualified by reading half of the  
nominated books or better. First Award given in 2002.

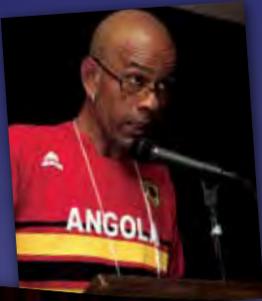


1. Each year, the high school students do some quite cool designs around the year's nominated books.
2. Graffiti sheets give the students another way to comment on the author's book prior to the ceremony. Shelley Hrdlitschka autographs her book after the ceremony.
3. Student volunteers Demar Smith and Lucy Zhang gave out souvenir bracelets.

4. Nominated authors: Shelley Hrdlitschka (*Sun Signs*), Sharon E. McKay (*Esther*), Gail Sidonie Sobat (*A Winter's Tale*), Diane Tullson (*Blue Highway*) and Don Trembath (*Rooster*).
5. Author Gail Sidonie Sobat.
6. Author Diane Tullson was framed by a fan's t-shirt during her remarks.
7. Student presenters Emily Edwards and Chris Betty announce winner Charles De Lint.

8. Author Don Trembath.
9. Author Shelley Hrdlitschka.
10. The ceremony was emceed by Abiya Saeed.
11. The students get to ask their questions and obviously like the answers.
12. Sharon McKay was the only finalist in attendance. Esther becomes an Honour Book for 2006.

1.



# Golden Oak™



**GOLDEN OAK AWARD**  
Adults learning to read.  
First Award given in 2003.

2.



## AWARD WINNERS AND HONOUR BOOKS 2006

### BLUE SPRUCE AWARD

Voters: Junior Kindergarten to Grade 3 age  
Winner: *The Boy Who Loved Bananas* by George Elliott (KidsCan Press)  
Honour Books:  
*Gummytoes* by Sean Cassidy (Fitzhenry & Whiteside)  
*Big Beard's Hook* by Evan Solomon (Penguin Books Canada)

### SILVER BIRCH AWARDS – FICTION

Voters: Grade 4 to 6 age  
Winner: *Wolf Pack* by Edo Van Belkom (Tundra Books)  
Honour Books: *Greysteel's Ghost* by Robert Sutherland (HarperCollins)  
*Lost Goat Lane* by Rosa Jordan (Peachtree Publishers)  
*Quid Pro Quo* by Vicki Grant (Orca Book Publishers)

### SILVER BIRCH AWARDS – NON-FICTION

Voters: Grade 4 to 6 age  
Winner: *Boredom Blasters* by Helaine Becker (Maple Tree Press)  
Honour Books: *Sports Hall of Weird* by Kevin Sylvester (KidsCan Press)  
*That's Very Canadian* by Vivien Bowers (Maple Tree Press)  
*Three Wishes: Palestinian and Israeli Children Speak* by Deborah Ellis (Groundwood)

### RED MAPLE AWARD

Voters: Grade 7 to 8 age  
Winner: *Skybreaker* by Ken Oppel (HarperCollins)  
Honour Books:  
*Gravesavers* by Sheree Fitch (Doubleday Canada)  
*Blood Brothers* by Marilyn Halvorson (Fitzhenry & Whiteside)

### WHITE PINE AWARD

Voters: High school age  
Winner: *Blue Girl* by Charles De Lint  
Honour Books:  
*Acceleration* by Graham McNamee (Laurel Leaf)  
*Esther* by Sharon McKay (Penguin Books Canada)

### GOLDEN OAK AWARD

Voters: Adults learning to read  
Winner: *The Heaven Shop* by Deborah Ellis (Fitzhenry & Whiteside)

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5.



1. Ian D'Souza, from AlphaPlus Centre, introduced *The Rescue of Nanoose* by Mary Borrowman.  
2. Luvwam Sebhatu, a participant with the Beat the Street Program, was master of ceremonies for the luncheon event at the 2006 Toronto-wide conference for adults in literacy programs. Luvwam kept the capacity crowd of 260 participants and volunteers laughing as he skilfully led the program.

3. Melsin Diaz was thrilled to introduce his favorite author, Deborah Ellis. And she won!  
4. Zelda Freedman, author of *Rosie's Dream Cape*, a close contender for this year's Golden Oak Award, was swamped with fans after the ceremony. Now 73, Zelda took ten years to write and publish her book.

5. *The Heaven Shop* gives Deborah Ellis her second Golden Oak Award. She won in 2004 for *Parvana's Journey*.



# Serving You Better Than

also links to key sites from other levels of government. The “Library Services” channel (the Web site of the Hamilton Public Library), also links to academic and other libraries in the area. Sites integrated into [www.myhamilton.ca](http://www.myhamilton.ca) preserve their original Web domains, so users can go directly to those sites.

## A Brief History of [myhamilton.ca](http://www.myhamilton.ca)

On September 13, 2005 the community of Hamilton launched the community portal [www.myhamilton.ca](http://www.myhamilton.ca). Through [www.myhamilton.ca](http://www.myhamilton.ca) the Hamilton Public Library, the City of Hamilton and their partners are benefiting from a shared content management and collaboration infrastructure while providing citizens with one place to look for local information. The success of [www.myhamilton.ca](http://www.myhamilton.ca) has been based on the ability of several community partners to come together, develop a shared vision and then work collaboratively to achieve that vision.

The [www.myhamilton.ca](http://www.myhamilton.ca) project began in June of 2001. Several community partners saw that Hamilton had a rich collection of local information resources. However, these were not well integrated and local residents were often not aware of them. In addition, there was not a shared platform for creating community content and celebrating the diversity of community activities and events. The community saw an opportunity to help address these gaps by working together to develop a comprehensive local portal. With a strong commitment to collaborate but limited resources, Hamilton

The Hamilton Public Library has achieved an expanded profile in our community and significant increases in our online usage through participation in the community portal [www.myhamilton.ca](http://www.myhamilton.ca). The purpose of this article is share lessons learned and explore the model developed in Hamilton — a model that we believe, could be adopted in other communities.

## The Model: One Place to Look, No Wrong Door

A key goal of developing the site was to provide one place to look or no wrong door for information about Hamilton. To achieve this, Hamilton integrated content from several key sources of information and created a new platform for the community to share. The [www.myhamilton.ca](http://www.myhamilton.ca) partners saw great benefits for users and a much improved sustainability model by enabling the full integration of content from key partners. In addition to community content, the City of Hamilton and the Hamilton Public Library have integrated their entire sites into [www.myhamilton.ca](http://www.myhamilton.ca). The “City and Government” channel (which is the Web site of the municipal government),

by Paul Takala

# Our Community Through A Community Portal:

## myhamilton.ca And The Hamilton Public Library

applied for funding through the Ontario Ministry of Economic Development and Trade's Connect Ontario Partnering for Smart Community (COPSC) program. An extensive business plan was submitted to the province in 2003. In the summer of 2003 Hamilton's plan was approved for \$1M in funding with a two-year implementation phase beginning in September 2003.

### Main Features of myhamilton.ca

The site's information and services are structured into eight main sections or channels. The eight channels are:

- Arts, Sports and Recreation
- Business and Industry
- City and Government (Municipal Web site – [www.hamilton.ca](http://www.hamilton.ca))
- Communities and Organizations
- Education and Careers
- Health and Environment
- Library Services (Hamilton Public Library Web site – [www.hpl.ca](http://www.hpl.ca))
- Tourism and Visitor Info

The Hamilton Business Directory, Inform Hamilton, the local Community Information Service database, and other local and government Web sources are linked to and integrated through the portal's search engine. The portal also features a rural sub-site with information and key resources for those living in Hamilton's

rural communities. Key features include: integrated municipal and library services, personalization and single sign-on for secure transactions, community events listings and extensive search capabilities including consolidated searching of library on-line databases. Also included are collaboration spaces and tools including surveys, discussion forums and document sharing, as well as Web casting capabilities.

The collaboration tools of the portal are used in two ways: for interactive elements on the main portal and for closed spaces or extranets, used by groups to communicate and share ideas. Key to the sustainability of the collaboration spaces is the ability to distribute administration. A local administrator is able to add users and assign permissions to their spaces. To protect the privacy of individuals, local administrators are not given access to anyone's password; they only need to know someone's login name to assign them permissions. Making the collaboration spaces broadly available in the community has raised a number of legal and sustainability questions. The Library and City are working with our community partners to ensure a broad rollout of collaboration tools in 2006.

### Impacts of myhamilton.ca on Usage

A look at some of the impacts on usage of our Web resources clearly shows that the partners of [www.myhamilton.ca](http://www.myhamilton.ca) saw significant increases in online usage since the portal was launched. This is demonstrated by several different metrics. For example:

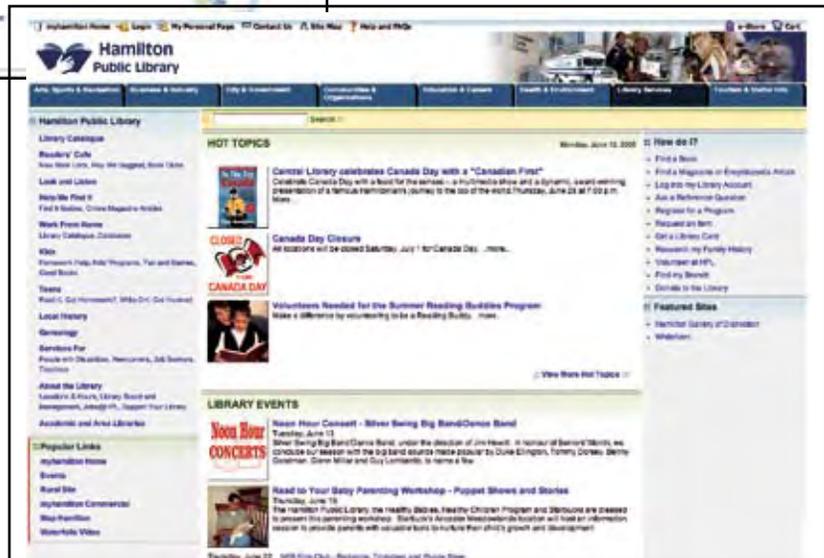
- Since the portal launched the City of Hamilton, the Hamilton Public Library and Tourism Hamilton have seen 25% increases in user sessions on their sites. McMaster and Mohawk College have seen increases of 15%. Page View on the Hamilton Public Library Web site (not including the catalogue) now exceeds 400,000 a month.
- The community information database, Inform Hamilton, has seen over a 65% increase in page views since launch, with over 35% of their usage now coming through the portal. Through [www.myhamilton.ca](http://www.myhamilton.ca) Inform Hamilton gets close to 200,000 page views a month.
- In 2005 prior to launch on average 63,000 items were placed on hold per month from the library's Web site. In the five months after the launch this had increased to more than 90,000 – a 43% increase.

While we have not had high rates of adoption of some of our e-commerce transactions, early indications are



Picture 1: myhamilton.ca Portal Home page <http://myhamilton.ca>

Picture 2: Hamilton Public Library Page <http://www.myhamilton.ca/myhamilton/LibraryServices/>



very positive. The Library, City and partners are benefiting from increased usage by participating in the portal.

## Understanding Content Ownership and Governance

A critical element to getting partners to participate was ensuring the source of information was clearly identified so community views expressed would not be misunderstood as views expressed by the City, Library or other partners. Modifications to the standard template were made to help users understand they are on the City or Library sites when visiting those sections. Usability testing has shown that more work needs to be done in this area. Users of the site often ignore banners and some times do not recognize the source of information. The mental model of a portal that provides a space for many community partners to express their views is not yet well understood by many residents. While all partners participating directly in creating content on the portal stand to benefit from a wider audience for their content, more work needs to be done to ensure confusion of authorship is reduced as much as possible.

Effective governance is critical to success of a community portal and it is important that the governance model reflect the reality of the local situation. It is important that risk, liability and

legal issues are understood and communicated. In Hamilton's case, the operational governance model reflects the reality that the City of Hamilton is the lead partner and holds primary liability for the portal. To reflect this reality, the current model is a community advisory committee although the partners are working towards a future where the community partnership takes an even bigger role.

## Engagement and Usability Testing

The Hamilton Team learned that it is critical to get a broader range of community partners working together to develop the portal since needs of the community are varied. We conducted many different rounds and types of usability testing:

- simple card sorting exercises;
- testing paper prototypes;
- surveys and one-on-one interviews;

- formal task-based testing, facilitated by external consultants.
- In our experience, earlier usability testing such as card sorting and paper-based testing of prototype designs were helpful in developing the site structure and avoiding certain pitfalls. However, they did not anticipate many of the usability issues that emerged when the task-based testing was completed. The best approach is to test at each step of the way and to continue testing to ensure the solutions applied are not creating new problems.

## Partner and Library Contributions

The project benefited from many partners. While the City made the largest financial contribution and made significant in-kind contributions, each partner made a unique contribution to the project. Here are just a few examples of the in-kind contributions we received

from partners: McMaster University – User Adoption and Uptake Study; Fibrewired Hamilton – Free wireless access to [www.myhamilton.ca](http://www.myhamilton.ca); Mohawk College – 40 second-year marketing and advertising students provided the initial creative platform; Mohawk College – three summer students contributed to a new logo and creative copy including billboards and print.

HPL played a key role from inception through implementation. Having a strong track record of working with both City departments and community partners the Library was able to foster collaboration. Here are some of the ways HPL contributed to the success of [www.myhamilton.ca](http://www.myhamilton.ca):

- the Chief Librarian was the project co-director and provided leadership;
- the Director of IT and Bibliographic Services initiated the venture and led the community collaboration space project;
- the expertise of the cataloguing librarians was used to set up the metadata standards
- the Manager of Electronic Services led the procurement process and became community portal project manager.
- the Virtual Branch Manager led the events calendar implementation process
- the Arts, Sports and Recreation, Education and Careers, the Health and Environment and Rural sections of the portal are all led by librarians
- the Communications and Community Development manager led the marketing launch of the portal;
- a Branch manager led the migration of the extensive Hamilton Public Library Web site to the new content management system.
- library staff were key in policy development in the areas of privacy, public users and community collaboration spaces.
- the library's telephone and email information department (QUICK)

currently provides tier 1 support for portal questions.

- two library staff members are currently facilitating a community-wide 'Wireless City' initiative – bringing [www.myhamilton.ca](http://www.myhamilton.ca) into the home and office of every Hamilton resident.

The Hamilton Public Library has learned that implementing a community portal is a demanding project that requires a lot of energy and enthusiasm; and it should not be undertaken unless there is a strong commitment to proceed. It does, however, present the Library with many potential benefits. It has helped HPL build even stronger relationships with other individuals and organizations committed to improving our community. We see the portal driving up on-line usage and helping us reach out to new users in the community. While doing this, it has given the library an opportunity to demonstrate our expertise to key community partners and our municipal government.

## Steering Committee Members & Channel Managers

- Ancaster Information and Community Services
- City of Hamilton (Lead Partner)
- Community Information Hamilton
- Community & Continuing Education - Hamilton Wentworth District School Board
- Fibrewired Hamilton
- Hamilton Community Network
- Hamilton Conservation Authority
- Hamilton Area EcoNetwork
- Hamilton Public Library
- Industry-Education Council of Hamilton
- McMaster University
- Mohawk College
- Strengthening Hamilton's Community Initiative
- Tourism Hamilton

*Paul Takala is Manager, Electronic Services, Hamilton Public Library.*

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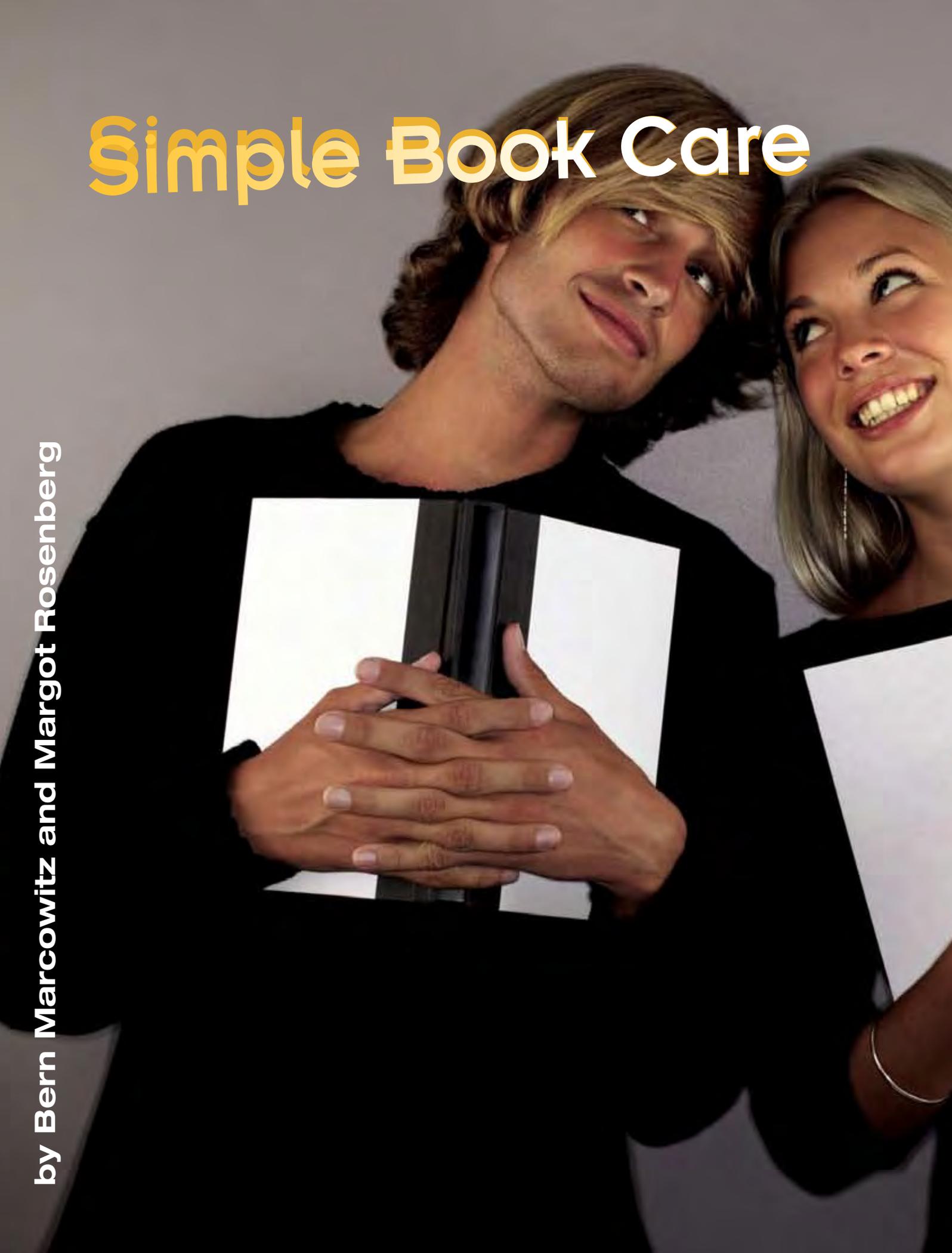
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**C**  
C O U T T S

# Simple Book Care

by Bern Marcowitz and Margot Rosenberg





Cleaning, protecting and repairing books is a profitable and fun pursuit for many of us booksellers and collectors. What follows is some simple book care advice that is most useful to librarians.

First, books and librarians have one important thing in common: both are organic. Books are mainly made of paper, cotton, and glue, and their heavy usage in libraries by largely non-caring borrowers makes book care important.

In our talks with librarians, we were constantly reminded of the pressures of time, and that efforts that took more time than applying glue and tape were not considered cost-effective. Far better, we were told, to buy new copies.

We approve of that philosophy when it applies to books we've written, but not when it comes to the more expensive books in your library. And budgets are shrinking. It is easy to upgrade the often-mentioned "meatball surgery" by modest, even enjoyable book care procedures.

The first line of defense is protection, and that means using plastic book jacket covers. Plastic covers guard against dirty fingers, spilled drinks, moisture, smoke, dust and the rough handling that wears and tears at fragile dust jackets. Covers are also helpful in preventing fading from ultraviolet rays- not just those emanating from the sun, but also (to a lesser extent) from fluorescent lights.

The plastic cover, invented by Arthur Brody of the Brodart Company in 1939, is long-lasting, sturdy, and prolongs the life of all books. Given your time and budgetary restrictions, the covers should be used first on expensive books, then on heavily used reference books, and so on.

For books without dust jackets, the simplest thing is to buy rolls

of clear plastic and cut covers to fit—and protect—your books. For popular softcover books, we like the fixed-size, 7.5-mm covers called DuraSavers. These covers are also useful in preserving old books with delicate paper—covered boards.

To keep all these plastic covers clean and relatively germ-free, we suggest alcohol. Not the stuff we drink, but the rubbing alcohol obtained inexpensively at the pharmacy.

Most glossy, modern dust jackets are color-fast, and can be cleaned and sanitized with a dab of alcohol on a soft cloth. First test on an inside flap to make sure the colors will not run. Never use alcohol on an uncoated (plain paper) dust jacket.

Alcohol is safe on all plastic book jackets covers and laminates, and is especially valuable for children's books because it kills germs.

Another easy cleaner is the Artgum eraser. This soft rubber tool seems to crumble on impact, but it does the least damage to paper of any eraser we've tried. Carry one around for almost any book-cleaning job. Most any mild abrasive is useful, even stale white bread!

A popular, inexpensive, and long-lasting cleaning product is the Document Cleaning Pad. This super-soft, grit-free, powdered eraser-in-a-bag, fits neatly in the hand, cleans dirty and moldy paper, boards and even lampshades. It is completely safe on all library books and ephemera. It is also useful in reversing mildew- a book-harmful combination of moisture, warmth, and fungi that is also known as mold.

Cleaning books will not only retard the mildew that ruins books, but also prevent its spread

throughout your collection and improve the health of your reading public.

"Who has time?" we hear you ask.

"You do!" we answer. Start with fixing up your own books at home. Love of books is why most of you chose to be librarians, and our point is that caring for books can be pleasant, fun, and useful to you in your personal life as a book lover.

But back to basics.

Simple repairs can be time-consuming, but can make the difference between keeping a book in circulation and discarding it. Glue, tape, and laminates are the immediate answers. But even here, slight changes can make the book look better and last longer.

For repairing torn pages, use the thinnest tape you can afford. For valuable books, the best we know of it called Filmoplast P Repair Tape, and like most good tapes, it is non-yellowing, non-aging, and employs permanent elastic neutral adhesive.

Time permitting, you can easily glue a tear. Put waxed paper under the torn page; apply a thin layer of an acid-free adhesive to the tear with a toothpick, fingertip, or cotton swab; place another sheet of waxed paper on the repaired page; close the book and weight it, with a heavy book or

other object, for several hours. This 'tear-in-a-waxed-paper-sandwich' can also work to reattach loose pages or signatures. In this, as in all other tasks, practice with a discarded book before using your newly acquired book care magic on the good stuff. Work in natural light whenever possible, work gently (move erasers and alcohol-bearing cloths with care and in one direction, rather than in a scrubbing motion) and be conservative. When in doubt- Don't!

When you thumb through book supply catalogs or peruse Web sites, it is easy get discouraged by the huge variety of products sold. Think of book care as a language you're learning- one in which you wish to become fluent. Learn a few terms and study a few product descriptions every week, and soon you will profit by being more knowledgeable.

Your computer can put you in touch with all the book-care information on the Web. You might try the links to our columns and other advice at [www.shopbrodart.com](http://www.shopbrodart.com) (click on 'How-To's & Guides').

Perhaps the most rewarding way to care for books is to get your community involved, and to get the existing 'friends of the library'

infrastructure to pay attention to the physical care of books.

For example: does your local book club, reading group, or library association ever give talks on book care? Are there flyers or signs in your library advising borrowers and researchers on how to care for the books they are about to borrow or use on site?

If interesting your borrowers in book content has represented 100% of your efforts, reserve at least 1% of your resources for book care education.

With book-buying budgets being cut constantly, the case for inexpensive preservation grows stronger. Be a "full-service library," and educate your borrowers to respect books.

The simplest and least expensive way to begin is by posting book-care advice on your Web site. Ask for volunteers to come to your library and help with cleaning and repairs. Many people in this age of electronic everything hunger for simple, real-time activities in a social environment. Make book care fun!

Some say that organic books are on their way out, that electronic books are here to stay, and indeed they may be more than novelties. Maybe the younger generation will lose patience with paper. But we hope that "organic" books will be around for all our lifetimes. Let's all guard the books we love with our soft cloths, cleaning pads, tapes, and the whole bibliophile's arsenal of care.

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*Bern Marcowitz and Margot Rosenberg are owners of Dog Lovers Bookshop ([www.dogbooks.com](http://www.dogbooks.com)), authors of *The Care and Feeding of Books Old and New: A Simple Repair Manual for Book Lovers*, and consultants to the Book Supplies Division of the Brodart Company.*



# Readers' Advisory

PROMOTING ENJOYMENT AND PASSION FOR THE WORLD OF BOOKS

## Staying Current

In today's fast-paced work environment, it is often a challenge to just keep up, never mind being current or ahead; a struggling readers' advisor may occasionally feel that readers are better informed than they are. If you have ever had the experience of a reader asking for the newest release by their favourite author, immediately thinking "I didn't know he/she had a new book" and then discovering you don't have the title listed in your catalogue because the book isn't due out for nine months; then you're not alone. This has happened to all of us and readers can and do follow the work of their favourite authors with a zeal that we can't match. So what can you do? Consider how electronic newsletters might work as current awareness tools.

Many of the professional journals we use daily for collection development now have online versions. While some of these are only available via a subscription, many do offer newsletters filled with current content that is ideal for keeping up with the latest releases and events in the publishing world. Two you might consider checking out are *Publishers Weekly* ([www.publishersweekly.com/](http://www.publishersweekly.com/)) and *Kirkus Reviews* ([www.kirkusereviews.com/](http://www.kirkusereviews.com/)). Both of these reviewing journals offer a variety of focused newsletters (*PW Daily*, *PW Religion BookLine*, *Children's Bookshelf*, and *PW Comics Week and Kirkus Reviews eNewsletter*, *Kirkus Discoveries*, and *Kirkus Reports*).

Need genre information? Writer's associations including the Crime Writers of Canada ([crimewriterscanada.com](http://crimewriterscanada.com)) and the International Thriller Writers ([www.thrillerwriters.org](http://www.thrillerwriters.org)) understand the importance of promotion and have launched electronic newsletters; these newsletters provide updates on members, author interviews and profiles, reviews, awards, and more.



Online magazines are another source of book and author information. *January Magazine* ([www.januarymagazine.com](http://www.januarymagazine.com)) offers two newsletters, one with general content and another focused on crime fiction. Both provide information on authors and their work, focusing on books written in English, with reviews of the latest releases from Canada, the U.S. and beyond. The Book Report Network ([www.bookreporter.com](http://www.bookreporter.com)), a group of Web sites that promote reading for of all ages, offers book reviews, feature articles, author profiles and interviews, excerpts of new releases, and more with content updated weekly. The most recent edition of their newsletter can be read either online ([www.bookreporter.com/newsletters/newsletter.asp](http://www.bookreporter.com/newsletters/newsletter.asp)) or via your inbox. In addition to a general newsletter, there are also subject specific alerts on Authors, Reading Group Guides, Teen reads and Kids reads.

Finally, most publishers have news alerts to promote the work of their authors, the following are just a few: Random House of Canada's *Book Buzz* ([www.randomhouse.ca](http://www.randomhouse.ca)), McClelland & Stewart's *The Goods* ([www.mcclelland.com](http://www.mcclelland.com)), Harper Collins Canada offers a number of alerts ([www.harpercollins.ca](http://www.harpercollins.ca)) on topics such as Reading Groups, Business & Technology, Canadian Focus, Cooking, History, and Science Fiction & Fantasy to name just a few, and Raincoast Books [www.raincoast.com/newsletters/](http://www.raincoast.com/newsletters/)

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*Sharron Smith is a librarian at Kitchener Public Library and co-author of Canadian Fiction: a Guide to Reading Interests. [ssmith@kpl.org](mailto:ssmith@kpl.org)*



# Eye on the Web

LINKS TO THE RESOURCES ON THE INTERNET

## HIV/AIDS Resources



While AIDS rates in Canada have declined over the past decade, high HIV infection rates continue to pose challenges for many communities. In addition, the global rate of infection continues to rise, with the United Nations Joint Programme on HIV/AIDS estimating that 40.3 million people were living with HIV in 2005, an increase of almost three million over two years. As the pandemic has spread, the need for, and availability of, access to reliable publicly available information has also increased. Individuals and organizations require access to information about prevention, treatment and support programs; students and researchers are interested in the history, epidemiology and sociopolitical ramifications of the pandemic at global, regional and local levels.

This column will outline some key, freely available HIV/AIDS Web resources, particularly for Canadian and global information. The sites listed focus on historical, epidemiological and policy information. Recognizing that this list provides only a brief overview, we've also listed three portals that provide access to other resources.

### HISTORY / BACKGROUND

#### The Early Years of the AIDS Crisis: Disasters and Tragedies

(Canadian Broadcasting Corporation) [http://archives.cbc.ca/IDD-1-70-413/disasters\\_tragedies/early\\_aids/](http://archives.cbc.ca/IDD-1-70-413/disasters_tragedies/early_aids/)

The CBC Archives provide a wonderful resource for historical research, especially for those interested in media responses to the disease. This particular Web site provides access to CBC television and radio programming from 1981 through 1987- covering key moments of the emerging HIV/AIDS crisis in Canada and around the world. These include the early outbreak of HIV, when it was considered a rare form of cancer, through political and religious marginalization of people with HIV, the advent of safer sex campaigns, and the period of rising intolerance and renewed interest in human rights in the late 1980s. For each segment, background information is included to provide context. This site is a key resource for researchers seeking Canadian primary documents addressing the early years of the AIDS crisis.

#### AIDS at 20 (New York Times)

<http://www.nytimes.com/library/national/science/aids/aids-index.html>

Assembled in 2001, AIDS at 20 is American in focus, but provides a broad overview of the history of the

pandemic. Included on the main page are articles that provide long-range historical perspectives of the disease. The "From the Archives" section (see links on the right-hand side) provides access to a significant selection of past NYT articles categorized by timeframe. Links to multimedia/video resources, in-depth reports and facts sheets from the NYT and other agencies cover many issues, including AIDS and women, basic science and medical aspects of HIV/AIDS, and personal accounts of people infected with and affected by the disease.

### EPIDEMIOLOGY

#### Disease surveillance on-line

(Public Health Agency of Canada)  
<http://www.phac-aspc.gc.ca/dsol-smed/index.html>

#### HIV/AIDS Epi Update

(Public Health Agency of Canada) <http://www.phac-aspc.gc.ca/publicat/epiu-aepi/index.html>

Disease Surveillance On-line provides access to incidence data for various types of diseases in Canada. Selecting "Notifiable Diseases" allows users to retrieve data about AIDS for selected periods of time. Statistical breakdown by gender, province/territory, and age are available and output can be formulated as a map, table, or chart. HIV/AIDS Epi Update provides online access to epidemiological reports from 2003 forward. These

reports offer valuable analysis as they provide information about the incidence of infection among various demographic communities in Canada, including youth, aboriginals, injection drug users and women, among others. Yearly topics vary; however, for historical and projected trends of infection, including challenges facing various communities, this easily navigated Web site is useful for understanding the prevalence of the disease in Canada.

### WHO Global Health Atlas

(World Health Organization)  
<http://www.who.int/globalatlas>

Drawing on the WHO's Communicable Disease global database, this resource allows users to run statistical queries and build interactive maps for various communicable diseases, including HIV/AIDS. Demographic, socio-economic and environmental factors can also be mapped, allowing for a better understanding of the determinants affecting disease prevalence. The queries and mapping features are sophisticated and can be tricky to use. For many users, information provided in the Map Library and the Reports sections will be sufficient. Here, epidemiological reports for individual countries and existing maps outlining predefined criteria are available for downloading.

### POLICY

#### Federal Initiative to Address HIV/AIDS in Canada

(Public Health Agency of Canada)  
[http://www.phac-aspc.gc.ca/aids-sida/hiv\\_aids/index.html](http://www.phac-aspc.gc.ca/aids-sida/hiv_aids/index.html)

This Web site contains information and publications outlining the Government of Canada's strategy for addressing HIV/AIDS. The information provided is extensive and the site is frequently updated. A highlight includes the HIV/AIDS Communiqué, published 1-3 times per year, outlining current government responses to the evolving nature of HIV/AIDS in

### Portals

**The AIDS Infonet (New Mexico AIDS Education and Training Center, University of New Mexico) <http://www.aidsinfonet.org/>**

**Canadian HIV/AIDS Information Centre (Canadian Public Health Association) <http://www.aidssida.cpha.ca/>**

**HIV/AIDS Information on the Internet (AIDS Education Global Information System) <http://www.aegis.com>**

Canada and globally. The site is very well organized with a menu providing access to key areas of concern (e.g., community development, human rights, prevention). It is a central resource for tracking the government's numerous initiatives and its relationships with partner agencies.

### UNAIDS: The Joint UN Programme on HIV/AIDS

(United Nations)

<http://www.unaids.org/>

Established in 1994 by a United Nations Economic and Social Council resolution, UNAIDS draws on the resources of ten organizations within the UN family to reduce the spread of HIV/AIDS and alleviate its impact. Its Web site brings together a significant amount of information on numerous

international facets of the disease. Broad subject groupings outline major UNAIDS declarations and projects including goals, policies, and specific regional concerns. Information presented is often brief with links provided to more in-depth publications and data sources.

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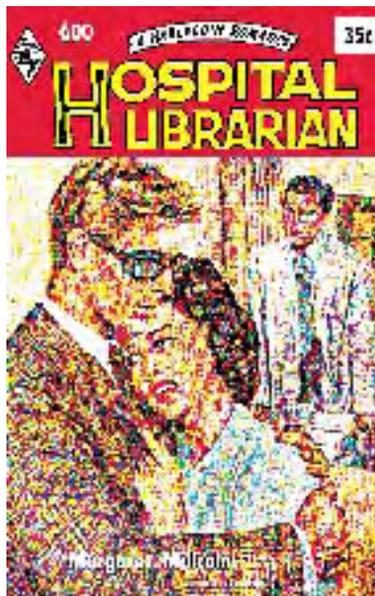
# The Hospital Librarian: A Book Review

“Everyone at the hospital where Jan Marlowe worked as librarian was seething with excitement about the new consultant Ophthalmic surgeon. Jan liked him too, but found one of the patients more attractive still -- or did she?”

So the back cover blurb invited me to read *The Hospital Librarian*, written by Margaret Malcolm, and published as a Harlequin Romance in 1961. At the time, in 1990, I was standing at a table of paperbacks at a flea market, looking for some literary bargains, when I came across this hospital romance about a librarian. How could I pass it up? The image on the cover- intriguing yet appropriately chaste, has since graced t-shirts at conferences of the Canadian Health Libraries Association. Well, here it is, in all its stereotypical, politically incorrect glory, with purple prose still intact, the story behind the image of *The Hospital Librarian*- an otherwise unremarkable book which nonetheless does raise the important moral question: if you read to a man in bed, do good things necessarily ensue?

It is Spring, and 22 year-old Jan Marlowe, librarian at Anchester General Hospital (in some unspecified, presumably British location) is unfulfilled and yearns vaguely for “something more out of life.” Her yearning is perhaps understandable since her role as “the Book Lady” seems to consist mostly of wheeling book carts filled with recreational reading around to patients’ rooms.

One romantic possibility (given the nature of the genre, is there any other?) for that “something more” appears in the form of Charles Vicary, 30-ish, “not particularly



handsome”, but soon-to-be the new Ophthalmic Surgeon, who while still unknown to Jan, tenderly removes a speck of dirt that has conveniently lodged itself in one of Jan’s eyes, while she is wheeling her book cart around. The second romantic possibility, and third side of this soon-to-be love triangle, appears as Ricky Coleman, a boyishly good looking 26 year-old, wealthy playboy and bon vivant, who has just had eye surgery (suitably ominous violins should be sounding about now, since Charles performs the surgery) to remove a piece of glass from his eye — an injury sustained in an accident while driving his red convertible sports car.

Early romantic odds are on Ricky. His precarious, injured state elicits Jan’s caring and compassionate side, while his devil-may-care attitude creates the promise of a lot of fun. But while Jan and Ricky indulge in a lot of hand-holding, making plans for fun excursions, and hoping his eyesight returns (there are those violins again), Charles is always on the periphery of the picture, looking on solicitously. But he’s over 30, and has two kids -- there must be a Mrs. Vicary, right?

Hmmm.

Well, what follows are various scenarios of the “getting-to-know-you” and the “will-I-or-won’t-I” kind, as Jan ponders what’s in her heart. Ricky’s early lead looks insurmountable. This is in spite of his mother, a character you love to hate. She is always scheming to end her son’s infatuation with Jan (who is, after all, fairly common compared to the “right” girls from the “right” families she imagines for her son). But, give him credit;

by Jan Figurski

# Review

when he's not combing his hair, Ricky is looking into his heart too. There is a dramatic scene where the bandages come off, and Ricky's eyesight is restored. He subsequently informs Jan that he thinks she's a great girl, even better looking than he imagined she would be, but that he thinks she needs someone who's more serious and stable than he is. After which, Jan watches him drive away from the hospital in his red sports car.

Spurned by her mostly shallow beau, what's a gal to do? Enter consoling, patient, understanding Dr. Vicary from stage right. After a few more "getting-to-know-you" kinds of scenes, including meeting Charles' mother who takes an immediate shine to Jan, we find out -- wait, you mean he's NOT married? He's widowed?? Those two boys of his are motherless??!!

Well it turns out Charles has been in love with Jan from the moment he removed that speck of dirt from her eye. Wedding bells may not actually ring in , but as Jan and Charles walk hand in hand, at sunset, along the beach, back to Charles' seaside cottage, at the book's close, you would almost swear you could hear them, not very far off.

So ends *The Hospital Librarian*. But how did it end up as an image on t-shirts? Well, for a while, I actually collected early paperbacks, Harlequin Press among them. From very modest, and quite unromantic beginnings in Winnipeg, Canada, in the late 1950's, Harlequin Press is now one of the world's leading publishing companies. Being a hospital librarian, and one with a slightly warped sense of humour at that, when I saw a fair copy of *The Hospital Librarian* at that flea

market, over ten years ago now, how could I NOT buy it? It only cost me a quarter, which was almost what the book was originally priced at. Plus, I saw its potential as a tongue-in-cheek image for our profession almost immediately.

Harlequin Enterprises has generously authorized the use of the image for promotional purposes by the Canadian Health Libraries Association and I hope you enjoyed the story behind it.

*Jan Figurski, Health Sciences librarian, musician, poet and book collector lives in London, Ontario*

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# Knowledge Ontario

KEEPING OLA MEMBERS IN THE BIG PICTURE



## OurOntario.ca – What it's all about

It's an exciting time for Knowledge Ontario as the Management Committee moves forward with implementation of the various programs and services under the Knowledge Ontario umbrella. OurOntario.ca is the furthest along of the components in terms of development. As we continue to transform this initiative from a vision to a reality, I would like to expand upon the principles that are shaping and guiding the OurOntario.ca project.

### But first a quick recap of OurOntario.ca's raison d'être

- Linking existing digital resources via a metasearch across diverse collections and contributing organizations.
- Enabling the creation, hosting and distribution of new sustainable digital content using standards-based application tools, in collaboration with regional, national and international networks.
- Delivering integrated content via a Web portal, using methods that support user-centred discovery and re-use, and organizational branding.

### OurOntario.ca Principles

#### Access

What is it all about? In one word: access. In two words: seamless access. And in three words: seamless and integrated access. It's about getting users to your content and your content to your users.

The OurOntario.ca component of Knowledge Ontario is about ensuring that the citizens of Ontario and online users can discover the wonderful digital content that exists in diverse collections across the province. A meta-search layer to the user interface will allow distributed content from a range of cultural heritage institutions and other such groups across Ontario to be searched and retrieved from one access point. Search results will point users to your digital content.

#### Collaboration

OurOntario.ca is a collaborative initiative to create one place for end-users to search, discover, access, interpret and interact with Ontario's digital cultural heritage content. It's the most comprehensive of the KO components, aiming

By Loren Fantin

to include seamless access to digital content and collections by entering into a broad-based partnership involving all of the cultural heritage sector – libraries, archives, museums, historical societies, and other community groups who manage Ontario's cultural content. It's also very important that we collaborate with regional, national, and international networks so that our resources can be discovered and delivered to a growing number of users. An essential factor in being able to operate with other networks is standards, another of OurOntario.ca's guiding principles.

### Standards

Standards are integral to managed information, and to be able to present data in a consistent and meaningful way. Standards are also essential in allowing for integrated access to and searching of, a wide range of resources across different systems. It's important that the metadata that allows for the discovery, searching, delivery, presentation and exchange of our digital resources be robust and reusable. This ensures a flexible and adaptable behind-the-scenes model for integrating data across networks and for guaranteeing sustainability. The templates that we offer to contributors for creating metadata about their digital resources (part of OurOntario.ca services) are all standards-based.

### Multi-faceted approach to participation

We are committed to ensuring that all contributors have the opportunity to participate in OurOntario.ca, no matter what size or type of institution. It is about levelling the playing field by providing the tools and other support services that will allow content providers with limited resources the ability to be a partner in this venture. Some of our services are metadata creation tools, a storybook tool and a hosting service- whereby a contributor can store their digital resources on OurOntario.ca servers.

We also have a flexible approach to data contribution. The two most common methods are the use of OurOntario.ca templates, and by harvesting data. If your institution uses a local system (whether in-house or commercial) to manage your digital content, then all we require to make your content accessible is metadata about the digital resource and a URL link to the digital file. If you don't have any information about your digital resource, you can use our templates to create metadata that allows for your content to be indexed, searched and retrieved by users. We are flexible and will work with institutions to accommodate their particular situation. For the OurOntario.ca team, it's about working with the community of contributors to enable your digital content to be searchable and discoverable by end-users.

### The User is also a participant

User-centred discovery and reuse of digital content is a benchmark for delivery of OurOntario.ca services to end-users. OurOntario.ca is aiming to provide an interactive experience for our audience, so that digital-generation users can engage with our history and culture. Some of the user-centred functionalities that we are working on to improve the delivery of our content include: postcards, mysteries, tag clouds, RSS feeds, and editing based on the Wiki model. All of the features are customizable – the data contributor decides whether or not to turn on these features and make them available. Another of OurOntario.ca options allows users to supply their interpretive comments to the cultural content and tell their stories, thus enriching and making more meaningful the context of where we are and how we came to be as a community of Ontarians.

### What support will be provided to participants from OurOntario.ca?

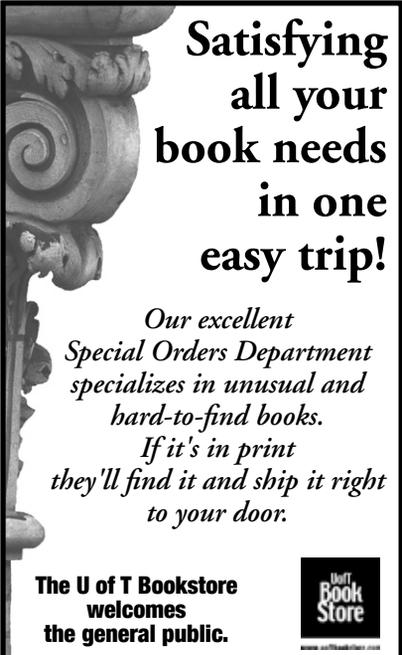
- Management and administration of the Our Ontario.ca project, including development, documentation and sustainability

- Development, maintenance and enhancement of the OurOntario.ca portal
- Host server(s), metadata applications, technical development and enhancements to infrastructure and to the website
- Resources toolkit, training and other support for participants
- Promotion of Our Ontario.ca to potential partners and end-users
- Promotional materials

It's all about collaborating as a community to manage, develop and sustain Ontario's digital content – making it accessible to current and future generation of Ontarians.

*Loren Fantin is the Project Manager for OurOntario.ca*

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## *Riding the Wave*

PROFILES OF AN EMERGING LIBRARY LEADERSHIP

# *Toni Samek: Surfing Full On In Global Library Waters*



I have been working as an educator and scholar at the School of Library and Information Studies, University of Alberta since 1994. Prior to that, my library and other work experience comes from the University of Wisconsin-Madison, U.S.A. and the following all in Halifax, Nova Scotia, Canada: Halifax Regional Library, Saint Mary University's International Education Centre, Nova Scotia's Department of Solicitor General, ForceTen Computer Services Limited, and Sight & Sound Productions Limited.

My education includes a Doctor of Philosophy (Library and Information Studies) from the University of Wisconsin-Madison, a Master of Library and Information Studies from Dalhousie University, and an Honours Bachelor of Arts from the University of Toronto.

My teaching, research, and service interests include critical librarianship, intercultural information ethics, global information justice (a fusion of information ethics and social justice), human rights, intellectual freedom, academic freedom, social responsibility, library history, and library education.

In general my approach to library and information work is grounded in practical, critical, and emancipatory terms; social action is a central theme. Social action in the context of library and information work involves both so-called mainstream and critical or progressive pushes. Historically, the profession's claim to library neutrality drew a line between library issues and so-called non-library issues. This line has been paralleled in a categorical division between library advocacy and library activism. But I strongly support the international library movement (known as "critical librarianship") that aims to blur these artificial lines and to expose them as both counter-intuitive and counter-productive to the development of more humanistic (and less techno-managerial) library and information work in the our early 21st century global community. Next, I outline some of the concrete actions I have taken in my effort to support this movement.

In January 2001, I developed and introduced a graduate course at the

University of Alberta titled *Intellectual Freedom and Social Responsibility in Librarianship*. The course runs annually. Of the approximately 15 (a disappointing number) stand-alone intellectual freedom courses currently offered in North American library and information schools, this is the only course that provides an upfront link between the concepts of social responsibility and intellectual freedom. Indeed, the course begins with discussion and exploration of intellectual freedom as a "contested" concept.



I wrote a 2001 book titled *Intellectual Freedom and Social Responsibility in American Librarianship, 1967-1974*, published by McFarland & Company Inc, Publishers, U.S.A. (In 2003, the book was published in Japanese translation by the Kyoto University Library and Information Science Study Group.) The historical work examines the American Library Association's profound and contentious professional identity crisis during the Vietnam conflict. The book's present-day relevance is most notable in its treatment of library neutrality and librarianship in time of war, revolution, and social change.

Currently, I am just finishing writing a new monograph for CHANDOS (Oxford Publishing) titled *Librarianship and Human Rights: A 21st Century Guide*. The intention of this project is to encourage 21st century librarians around the world to increase their participation locally, nationally, and internationally in dialogues, practices, policy making, and coalition that promote inclusion, identity, place, and belonging for all peoples. The work focuses on various articles of the Universal Declaration of Human Rights (UNDHR) that relate particularly to core global library values and the related field of global information ethics. These include: Respect for the dignity of human beings (Art. 1); Confidentiality (Art. 1, 2, 3, 6); Equality of opportunity (Art. 2, 7); Privacy (Art. 3, 12); Right to freedom of opinion

and expression (Art. 19); Right to participate in the cultural life of the community (Art. 27); and, Right to the protection of the moral and material interests concerning any scientific, literary or artistic production (Art. 27). Key features of this book project are that it represents: the first monograph of its kind; locates librarianship front and centre in knowledge societies; threads library core values and information ethics into the global information justice movement; mainstreams critical librarianship; has urgent purpose; and, is committed to an optimistic vision.

A subtext of *Librarianship and Human Rights* is to help demarginalize within library discourses the agendas of numerous library groups (local, national, and international) that readily identify as progressive, critical, activist, radical, alternative, independent, socially responsible, and/or anarchist in orientation. These groups (e.g., Anarchist Librarians Web, Bibliotek i Samhälle, Cuban Libraries Solidarity Group, El Grupo de Estudios Sociales en Bibliotecología y Documentación, Information for Social Change, Progressive African Library and Information Activists' Group, Progressive Librarians Guild, Radical Reference, Librarians Without Borders, Social Responsibilites Round Table

of the American Library Association) represent various points on a continuum of library perspectives, are sometimes complementary in their approach to issues, are sometimes at odds (e.g. Cuban libraries), and ultimately demonstrate both varying degrees of difference and commonality in their social action agendas.

A basic three-step bottom-line agenda of the critical library movement is to: (1) take (and hold) a stand in the enduring dilemma about what constitutes library work; (2) use the concept of intellectual freedom as a viable means to taking a professional interest in social and political issues such as poverty, immigration, war and peace, torture, destruction of cultural resources, and government intimidation; and, (3) conceive the library as a point of resistance on the urgent issue of global market fundamentalism. Action on this three-step agenda nose-dives library and information work into the deep waters of such areas as: intellectual freedom; academic freedom; intellectual property; post 9-11 surveillance; cultural destruction; censorship; cognitive capitalism and its resistance; imposed technologies; public access to government information; commercialization; privatization; workplace speech; social exclusion; the erosion of public space; anonymity, privacy, and confidentiality; the global

tightening of information and border controls; transborder data flow; and, information poverty.

As the waves of competing ideological, economic, legal, cultural, and social agendas increasingly push and pull library and information workers in and out of these often dangerous global waters, I feel strongly that we have an in-house responsibility to preserve a full institutional memory of librarianship that provides identity to a diversity of library and information voices.

I am currently involved in five service roles that provide opportunities to project our voices. These include:

- Chair of the Canadian Library Association's Advisory Committee on Intellectual Freedom (a home of Canadian LIS practitioner voices)
- Convener of the Association for Library & Information Science Education, Information Ethics Special Interest Group (a home of Canadian and U.S. LIS educator voices)
- Advisory Board Member for Information for Social Change (a home of international library and information worker activist voices)
- Member of the Canadian Association for University Teachers' Academic Freedom and Tenure Committee (a home of Canadian university culture voices)
- Member of the Book and Periodical Council's Freedom of Expression Committee (a networked home of Canadian culture voices)

Needless to write, I welcome future opportunities to openly discuss the ideas expressed herein with members of the readership community. For now, thanks for reading!

[toni.samek@ualberta.ca](mailto:toni.samek@ualberta.ca)

Correction: The previous column "Looking to the Future: a year in the life of an intern" was written by the graduate intern librarians who are: Jeffrey Davis, Kristen Kruse, Sonya Betz, Virginia Pow and Weiwei Shi. Kathleen De Long wrote only the section outlining how to apply for the program. My apologies for the error.



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# The Next Generation

STUDENTS LOOK AT THE LIBRARY AND INFORMATION COMMUNITY WITH FRESH EYES

## The Win-Win Game

Albert Schweitzer said: "Life becomes harder for us when we live for others, but it also becomes richer and happier." It's clear that giving your time to others is a rewarding experience, and especially true in regard to students. As future professionals, we are in the stage of life where opportunities to rise and shine abound. Yet, only a few of us make use of these opportunities.

Time after time, we are told that studying is only one of the components on the road to success. The two others are working and volunteering. Granted, one has to study and learn as much as possible while in school. Yet, studying is not enough. To begin with, in today's world, knowledge and skills quickly become obsolete and information specialists must brace themselves for life-long learning. Additionally, by overemphasizing one component at the expense of the others, we are missing an opportunity to become well-rounded individuals.

What is to be done then? Finding a job is important. No library course can fully prepare you for real life. Even five hours a week in an information-related job can give students some very important experience. There are not enough student jobs around, however, and getting one is sometimes a matter of luck.

Something that we can control is our time. Giving it to professional associations is a great way to be seen as an energetic and positive person. It is a win/win situation where you help an association to grow while learning skills such as team building, leadership, communication, planning, budgeting and so on. It looks good on a résumé, too. As I say to first-year students, unless your résumé is on coloured paper and scented, it will look exactly the same as every other résumé in the pile. Even if you have library-related experience, chances are that there will be quite a few people with similar credentials. You will need an edge. One of my employers says that they always try to hire someone with oomph.

Every organization needs volunteers. Where do you begin? As the FIS Student Council President, I strongly suggest that you join your student organization. While serving on the student council, you will get to know



your fellow students and faculty without leaving the school and you will favourably impress your future employers. Then start with the student chapters of professional associations. The Faculty of Information Studies, for example, has CLA, SLA and ALA chapters, and a CASLIS chapter will soon be created. These groups host brown bag events with guest speakers at school, promote main chapters' events, and organize visits to libraries. Working with your student colleagues is fun and will give you a taste for more.

You don't have to limit yourselves to school, though. Local chapters are also looking for volunteers and as are national associations. Library and Archives Canada has a long list of Canadian associations you can join at [www.collectionscanada.ca/6/7/s7-2000-e.html](http://www.collectionscanada.ca/6/7/s7-2000-e.html). South of the border ALA, PLA, ACRL and many more American organizations have numerous committees, subcommittees and round tables. Joining one that interests you will help the organization while giving you international exposure and new skills. And speaking of international librarianship, why not try to one the many associations listed at [www.libraryhq.com/orgs.html](http://www.libraryhq.com/orgs.html).

Associations can also do more to promote themselves and increase membership. The most obvious ways are:

- Creating chapters in library schools
- Inviting students to free events
- Giving away free or discounted memberships
- Providing opportunities and incentives to publish articles in association newsletters.

Joining associations should be a top priority for library students. There is no better way to jump start your career. Don't miss on this golden opportunity.

*Stanislaw Orlov is the Student Council President of the Faculty of Information Studies at the University of Toronto and active member of many library associations. He plans to pursue a career as a reference or systems librarian.*

[sorlov@rogers.com](mailto:sorlov@rogers.com)

By Stanislaw Orlov



# The Last *Word*



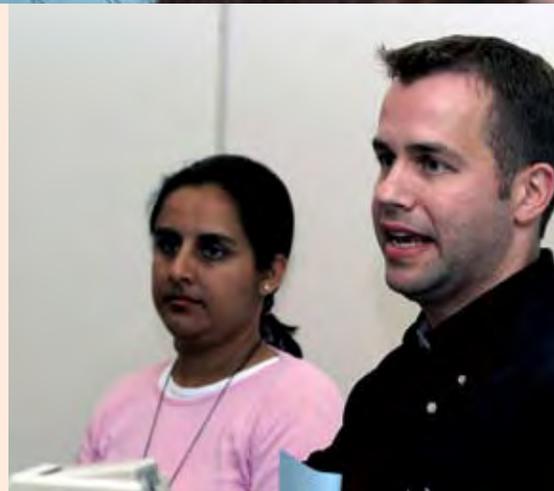
Bill VanKeuren, Hanover Public Library.



Mary Ann Gingras, Toronto Public Library.



OLA 2007 President Esther Rosenfeld. Her Board of Directors will implement the OLA Strategic Future Project.



Lisa Radha Weaver, Toronto District School Board; David Penteliuk, Mississauga Library System.

# Hunting For Our Next Significant Risk



Dadie Perlov

OLA's Strategic Futures is a project to identify the next big directions on which the Association should be working. Five stages have been identified:

1. Focus groups to get the views of those of you who are members and partners in this enterprise. May-August.
2. Development of a series of papers from the focus groups. September.
3. A high-level think tank of major players inside and outside the library profession. October.
4. Sharing of recommendations with you, our members. December. In the Winter 2006 Access.
5. An open technology think tank for you our members to explore, modify and shape the future. January 31.

Dadie Perlov of Consensus Management Group and a major name in association planning and visioning over the last two decades is leading the process. Dadie brought OLA into strategic planning in the early 90s and was the inspiration for the first major retreat in 1998 that led to OLA's current reforms. Prior to forming Consensus Management, Dadie was Executive Director of the New York Library Association and of the National Council for Jewish Women worldwide.

Over sixty of you applied to be facilitators of the focus groups Dadie led in Stage One. Thirty of you came to her day-long training session, pictures from which are on this page. The Focus Groups are taking place as you read this.

We cannot stand on our successes. We must stay ahead of the curve.

Our collective minds can do just that. It is why we all belong to the OLA and why we are working so hard to secure our future.



OLA 2006 President Janet Kaufman, University of Guelph. Behind her: Mary Ann Gingras, Toronto Public Library; Beverly Boyd, Bayside Secondary School, Belleville, Donna Bright, Cobourg Public Library.



Cynthia McKeich, Seneca College; Terri Pope, Norfolk County Library; Jocelyn Phillips, University of Guelph.

Not shown are Rachael Agnew, University of Toronto; Valery Critchley, University of Ottawa; Andrée Duhaime, Collège Notre Dame private school; Pamela Evoy, Tecumseh Public School, Peel District School Board; Sarah Harrison, Burlington Public Library; Susan Hendricks, Lakeridge Health special library; Isla Jordan, Carleton University; Kelly Kimberley, Ryerson University; Donna Lynch, Queen's University Teacher Resource Centre; Anne Murphy, Mississauga Library System; Carolyn Nordheimer James, Whitchurch-Stouffville Public Library; Ann Perez, Toronto District School Board; Louise Procter Maio, East Gwillimbury Public Library; Gail Richardson, Oakville Public Library; Jackie Stapleton, University of Waterloo; Jacqueline Thompson, Woodstock Public Library; William VanKeuren, Hanover Public Library; Katherine Wallis, Georgian College; Anna Wharton, Clarkson Secondary School; Sharon Wilson, Caledon Public Library. Our gratitude to all.

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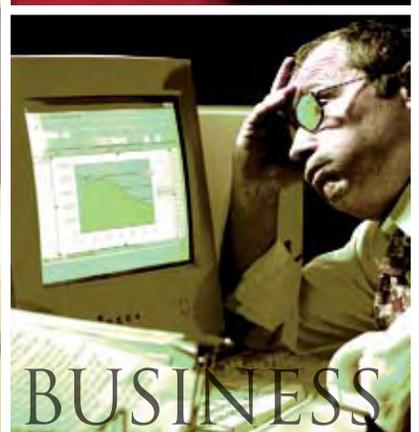
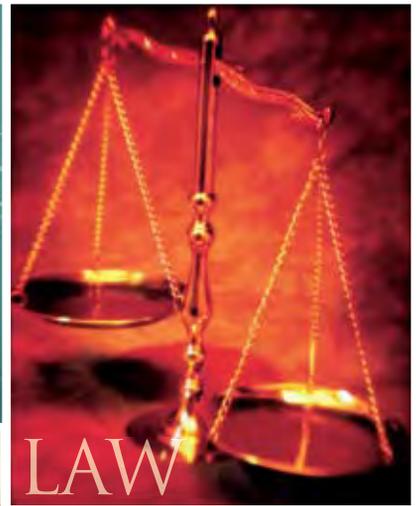
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