



## MARKETING MAT-SU LIBRARIES

Training is like Janus: it has two faces. When we attend training, we know that we are valued employees in our libraries, because someone is investing in our continued education. The topic is usually interesting or challenging. Training can

be a welcome break from our daily work.

The other face of training is the expectation that we will change something because of what we have learned. Change is hard because our comfort zones are really comfortable ruts. It's hard to see out of a rut, let alone climb out of one. The press of work we did not get done while we were at training makes it that much easier to lie back into the warm arms of "rut-ine" and ignore the need to change, to try something different.

This attitude toward training may be true for many, but for some Mat-Su librarians, training for library marketing was the first step in a new journey. K.J. Martin-Albright, director of Wasilla Public Library, attended the Building Library Marketing Communication Plans workshop, held at Loussac Library during September 2006. Peggy Barber and Linda Wallace of Library Communication Strategies in Chicago trained 50 librarians during their workshop tour of Alaska last fall. This workshop was sponsored by AkLA and was repeated in both Fairbanks and Juneau.

The Mat-Su librarians decided to develop a marketing campaign for their borough libraries. They planned that their first target audience would be the Mat-Su Borough Library Board. The librarians thought the campaign should start with an explanation of what the library network is and why it's important. Another goal for the librarians was to get the Borough Library Board "on board" to advocate for adequate funding for all the libraries.

As the first step in their marketing journey, the librarians put together *The Absolute Beginner's Guide to the Mat-Su Library Network (MSLN)*. At the November Library Board meeting, the librarians gave a presentation on their library network which included three talking points on the value of libraries, as well as tips on how to advocate. The Library Board members received handouts describing the network, a wallet card with three advocacy talking points about the libraries, and were offered CD-ROMs that contained the entire presentation they had

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## LETTER FROM THE PRESIDENT

*Joe D'Elia*

Goodbye, farewell, auf Wiedersehen, adieu –

Goodbye, that is, to my tenure as President of AkLA and good luck and best wishes to our new President, **Jane Fuerstenau**. Jane brings a wealth of experience to the office, and I predict that she will be an outstanding leader for our organization. And, she is surrounded by talented people. Your new Vice President, **David Ongley**, has served AkLA as ALA Representative for several years. Moreover, David chaired the local arrangements committee for the very successful AkLA Conference in Barrow in 2005. I am counting on David's expertise and help when the conference comes to Kodiak in 2009.

**Joyce McCombs** takes over as AkLA Secretary, and I know she'll excel in this important position. I have known **Helen Hill** for a number of years as a fellow member of the DirLead group of library directors. I have admired her contributions to DirLead, and I am very impressed by her efforts in getting a new library built in Homer. Helen will bring energy and talent to her position as PNLA Representative. **Charlotte Glover** has served AkLA as a Chapter Chair, Secretary, President, and PNLA Representative. Now she is our ALA Representative. Talk about serving the organization! And, finally, **Diane Ruess** continues the fine job she has been doing as Treasurer for AkLA. And I say, thank goodness for that!

As I move on to become Past President, thank yous are in order. As I just mentioned, **Diane Ruess** has been a wonderful Treasurer. The organization is lucky to have her in this position for another year. Vice President **Susan Grigg** kept me organized concerning committees, chapters and roundtables. Secretary **Caitlan Dixon** slaved over meeting minutes and reminded us when our teleconferences were running over time. **David Ongley** and **Corey Hall** have been exemplary AkLA representatives to ALA and PNLA, respectively. Thanks, also, to **Amelia Jenkins** and others for making the Juneau Conference possible and to all the Chapter, Committee and Roundtable chairs that I had the privilege to work with over the past year. And last but not certainly not least, thank you **Ann Myren** for all your help. You are one in a million.

Well, you haven't seen the last of me. As Past President I will be chairing the Nominating Committee, so don't be surprised when I ask you to run for office. Seriously, we need folks to step forward to make this organization work. So, please consider putting your name forward for the next election. ❖

*It's been fun,  
Joe*

## NEH, ALA PUBLIC PROGRAMS OFFICE ANNOUNCE PILOT PROJECT OFFERING AMERICAN ART RESOURCES FOR SCHOOLS AND SCHOOL LIBRARIES

“Picturing America” applications are available online through March 19

CHICAGO - The American Library Association (ALA) Public Programs Office (PPO), in collaboration with the National Endowment for the Humanities (NEH), is pleased to announce “Picturing America,” a new grant opportunity for schools and school libraries.

A pilot project of the National Endowment for the Humanities’ We the People program, “Picturing America” has been created to promote the teaching, study and understanding of American history and culture in K-12 schools through examples of the nation’s most significant works of art and architecture and to facilitate interdisciplinary partnerships between school library media specialists, art teachers, classroom instructors and other educators. “Picturing America” will provide 500 public and private schools with a collection of 20 double-sided, laminated posters (24" x 36") depicting works of American art; related reading lists; and a 100-page resource booklet with information about the paintings, sculpture, architecture, and crafts reproduced.

Public, private, parochial and charter schools and home school consortia (K-12) are eligible to receive “Picturing America” awards. Ap-

plications may be submitted on behalf of the schools by school librarians, art teachers, classroom teachers and other educators and school administrators. The online application is available at <http://publicprograms.ala.org/picturingamerica>

Among the artists and images featured in the “Picturing America” poster collection are the following:

- Grant Wood, The Midnight Ride of Paul Revere, 1931 (oil painting)
- Mary Cassatt, The Boating Party, 1893/1894 (oil painting)
- Joseph Stella, Brooklyn Bridge, ca. 1919 (oil painting)
- Charles Sheeler, American Landscape, 1928 (oil painting)
- William Van Alen, Chrysler Building, New York, NY, 1928-1930 (architecture)
- Edward Hopper, House by the Railroad, 1925 (oil painting)
- Frank Lloyd Wright, Fallingwater (Kaufmann House, Mill Run, PA), 1936-1939 (architecture)
- Jacob Lawrence, The Migration Series, No. 57, 1940-1941 (tempera painting)

- Romare Bearden, The Dove, 1964 (collage)
- James Karales, Selma-to-Montgomery March for Voting Rights in 1965, 1965 (photograph)
- Dorothea Lange, Migrant Mother, 1936 (photograph)
- Norman Rockwell, Freedom of Speech, 1943 (oil painting)
- Martin Puryear, Ladder for Booker T. Washington, 1996 (wood sculpture)
- Walker Evans, Brooklyn Bridge, 1929 (photograph)
- Louis Comfort Tiffany, Autumn Landscape, 1923-1924 (stained glass)
- Mission Nuestra Señora de la Concepción de Acuña, 1755, San Antonio, Texas (architecture and fresco)

A complete list of “Picturing America” images, as well as guidelines, programming ideas, and applications, are available online at <http://publicprograms.ala.org/picturingamerica>. Online applications will be accepted January 8 through March 19, 2007.

Applicants must describe how the

*(Cont. on pg. 6)*

## ALA MIDWINTER MEETING IN SEATTLE TOPS 12,100

SEATTLE - More than 12,100 librarians and other library staff, publishers and guests filled the Washington State Convention and Trade Center in Seattle for the American Library Association Midwinter Meeting, January 19-24.

The conference kicked off with several daylong programs devoted to how libraries are engaging technology to meet the changing needs of teens, scholars and families. A national panel discussed how and why teens interact online and discussed ways libraries can take advantage of free online tools to enhance services to young adults as part of "Building Teen Communities Online."

Another program explored how podcasts translate in the educational sphere and shared opportunities for libraries to become more deeply engaged on campus through them. "Definitely Digital" investigated scholarship in the digital age, new communication models and digital collections.

Books took center stage, however, when more than 1,000 attendees packed the press conference to be the first to learn about the best books for children and young adults - including the Caldecott, King, Newbery and Printz Awards - on January 22. A live Webcast, which is archived and available at

[www.unikron.com/ala-webcast](http://www.unikron.com/ala-webcast), drew more than 5,000 more viewers. A complete list of award winners is available online at [www.ala.org/mw07winners](http://www.ala.org/mw07winners).

Representatives from the Environmental Protection Agency (EPA) discussed the recent controversy over closed regional libraries and



the agency's move to digitization. There was no shortage of feedback from attendees, who voiced concerns about access to environmental, health and safety information. At the urging of Congress, the Government Accountability Office has begun an investigation into the EPA's practices in reorganizing and recycling its materials and shutting down some of its libraries. More information is available at the ALA Web page [www.ala.org/epalibraries](http://www.ala.org/epalibraries).

Sessions from the ALA Washington Office also forecast the 110th Congress - including telecommunications reform, reauthorization of the No Child Left Behind Act and unfinished appropriations bills. Additional information on federal legislation can be found at

[www.alawash.org](http://www.alawash.org).

Joe Klein, senior writer for *Time* magazine and author of several best-selling books, drew a standing-room-only crowd to the eighth annual Arthur Curley Memorial Lecture, where he discussed "Islam, Iraq and the War on Terror." Klein said he had used libraries extensively to educate himself about Islam, national security and related topics, and encouraged audience members to increase displays and information available on Islam. "The library was the place where the world opened to me," he said.

Two ALA divisions - the Association for Library Collections and Technical Services (ALCTS) and the Young Adult Library Services Association (YALSA) - kicked off their 50th anniversaries during the conference and plan a full year of events in 2007. More information is available on their Web sites, [www.ala.org/alcts50](http://www.ala.org/alcts50) and [www.ala.org/yalsa](http://www.ala.org/yalsa).

The Midwinter Meeting draws more than 10,000 leaders in the library and information industry. Some 425 exhibits feature the latest in books, videos, computers and other materials available to today's libraries and their users.

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(ALA Meeting -- Cont. from pg. 4) winter Meeting.

For more information regarding ALA Midwinter Meeting programs, please visit [www.ala.org/midwinter](http://www.ala.org/midwinter). ALA will meet next at its Annual Conference in Washington, D.C., June 21 to 27, and Philadelphia will host the 2008 Mid-

Attendance Figures:

2007 Seattle  
Registration: 9,222  
Exhibitor: 2,974  
Grand Total: 12,196

2006 San Antonio  
Registration: 8,326

Exhibitor: 2,758  
Grand Total: 11,084

2005 Boston  
Registration: 10,028  
Exhibitor: 3,204  
Grand Total: 13,232 ❖

Contact: Macey Morales  
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## ALA APPLAUDS LIBRARY FUNDING INCREASE IN PRESIDENT'S 2008 BUDGET

WASHINGTON - The American Library Association (ALA) applauds the funding increases for libraries proposed in President Bush's fiscal year (FY) 2008 budget and thanks the administration for its consistent support of increased library funding. In an extremely tight fiscal environment, the President's commitment to increase federal funding for libraries demonstrates his recognition of the many ways libraries serve communities.

The President's Budget requests \$226,182,000 for the Library Services and Technology Act (LSTA), an increase of \$15,585,000 over FY 2006 and an even bigger increase than LSTA would have received for FY 2007. The LSTA number includes an increase in the Grants to States program, bringing funding for that program to \$171,500,000. The ALA has actively supported an increase in

Grants to States funding as this funding level will allow full implementation of a 2003 law to provide a more equitable distribution of state formula grants.

"This Administration has demonstrated once again how important libraries are to this country," said Leslie Burger, President of the American Library Association. "The need for Federal support is greater than ever, as libraries work to do more with less.

These funds will allow for the continued development of countless valuable services that libraries provide, including Internet access, public meeting spaces, mentorship programs, cultural development series, and of course traditional library materials."

The Budget also includes \$4 million for policy research and statis-

tics. By investing in this analysis, the government can evaluate which library services best serve the needs of patrons, and librarians can adapt policy to changing trends accordingly. The ALA applauds the administration for this proposal and agrees it will help to better meet Americans' needs from their libraries.

The Improving Literacy Through School Libraries program was level-funded.

"It's wonderful to see another increase in funding for libraries," said Emily Sheketoff, Executive Director of the ALA Washington Office. "The Improving Literacy Through School Libraries program will help school libraries continue to provide students with up-to-date technology and top-quality, age-appropriate reading materials. These resources

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(NEH -- Cont. from pg. 3)

images and curriculum materials will be used by educators and school library media specialists to deepen students' understanding of the nation's history and culture through an introduction to some of America's art treasures. The images must remain on display during the September 2007 through May 2008 grant term. Applications must also address the school's plans for future use of the images.

Awards will be announced in May 2007, and "Picturing America" collections will be distributed in September 2007. With questions, please contact the Public Programs Office at [publicprograms@ala.org](mailto:publicprograms@ala.org).

Established in 1992, the ALA Public Programs Office has a strong track

record of developing library programming initiatives, including the acclaimed reading and discussion series "Let's Talk About It," film discussion programs on humanities themes, traveling exhibitions, LIVE! @ your library®, and other programs. Recently, it has established the Cultural Communities Fund, an endowment created to help all types of libraries across the country bring communities together through cultural programming ([www.ala.org/ccf](http://www.ala.org/ccf)). More than 8,000 libraries and at least 10 million individuals have participated in library programming initiatives supported by the Public Programs Office. For more information, visit [www.ala.org/publicprograms](http://www.ala.org/publicprograms).

Created in 1965 as an independent federal agency, the National Endowment for the Humanities supports lifelong learning in history,

literature, philosophy and other areas of the humanities. NEH grants enrich classroom learning, create and preserve knowledge and bring ideas to life through public television, radio, new technologies, exhibitions and programs in libraries, museums and other community places. "Picturing America" grants are part of the NEH's We the People program, which aims to encourage and strengthen the teaching, study, and understanding of American history and culture through libraries, schools, colleges, universities, and cultural institutions. For more information about NEH and its We the People programs, visit [www.neh.gov](http://www.neh.gov) or [www.wethepeople.gov](http://www.wethepeople.gov) ❖

Lainie Castle  
ALA Public Programs Office  
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(ALA Applauds -- Cont. from pg. 5)

are essential in order to ensure that America has a strong 21st-Century workforce."

The Budget request includes \$26,500,000 for The First Lady's Twenty-First Century Librarian Program, a \$2,740,000 million increase over 2006. The funding increase demonstrates a consistent commitment by the President and the First Lady to ensure that the nation has another generation of trained librarians to serve its communities.

The Library Services and Technology Act (LSTA) is the only federal program exclusively created for libraries, and is administered by the Institute of Museum and Library Services (IMLS). The law's definition of a library includes institutions of all types and sizes, such as public, academic, research, school, state, and even digital libraries.

The law includes grants for Native American and Native Hawaiian library services, as well as National Leadership grants aimed at education and training, research and demonstration projects, the preservation of library

materials, and model projects between libraries and museums.

The Improving Literacy Through School Library program is part of the No Child Left Behind Act and is designed to improve student literacy skills and academic achievement by providing schools with up-to date library materials and to ensure that school library media centers are staffed by well-trained and state-certified school media specialists. ❖

Andy Bridges  
Communications Specialist,  
ALA Washington Office

## FREE LIBRARY-PATRON/STUDENT ACCESS TO PRIMARY-SOURCE DATABASE

AwesomeStories - the subscription-based web site <http://www.awesomestories.com> (with 125,000 links to primary sources at national archives, libraries, government and academic websites worldwide) and freely used in more than 25,000 schools and libraries - recently announced a holiday gift for students which has been extended through the month of January (to assist students as they begin their search for topics, and sources, on African-American History Month):

“As our holiday gift to students, their parents and the general public, we are waiving the \$9.95 annual subscription fee. There will be no ‘group access’ for these memberships, but students (and their parents, if they wish) can receive free individual

access to the site by simply requesting it with this form. [https://www.awesomestories.com/signup.php?ua=individual\\_signup](https://www.awesomestories.com/signup.php?ua=individual_signup) We recognize that many students, and their families, cannot afford ‘extras’ like on-line subscription fees. In an effort to encourage students, and others, to read - and to assist them as they use the Internet to research topics and locate primary sources - we are saying ‘Happy Holidays!’”

With their individual password, people can access the database from any computer connected to the Internet. A story about the science of spiders [http://www.awesomestories.com/movies/charlottes\\_web/charlottes\\_web\\_ch1.htm](http://www.awesomestories.com/movies/charlottes_web/charlottes_web_ch1.htm) was recently released to coincide with the above announcement and the opening of the movie “Charlotte’s

Web.” Links to audio/video clips (such as Dr. Martin Luther King’s speeches) or animations (such as how to make a mummy, build a pyramid or design a Viking ship) help to engage students and hold their interest. It is anticipated that stories behind the films “Miss Potter” and “Eragon” will be on the site shortly. A privacy policy <http://www.awesomestories.com/content/privacy.shtml> is strictly enforced.

Free academic-group status - for educators, schools and libraries - is always available, without restriction, by submitting this form. [https://www.awesomestories.com/signup.php?ua=group\\_signup](https://www.awesomestories.com/signup.php?ua=group_signup) ❖

*Carole Bos, Dean’s Advisory Board  
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### MARGARET LEIBOWITZ

Juneau resident Margaret Leibowitz died Jan. 12, 2007, in Juneau. She was 78. She worked for the Alaska State Library from 1963 to 1985 and retired after serving as deputy director for many years.

As deputy director for the state library system, she helped numerous Alaska communities establish local libraries. She was one of the incorporating members of the Alaska Library Association and was active in the Pacific Northwest Library Association. After retiring from civil service, she volunteered for Friends of the Library.

The family requests that instead of flowers, memorial donations be made to the Juneau Friends of the Library, 292 Marine Way, Juneau, AK, 99801, or to the Juneau Arts and Humanities Council, 206 N. Franklin St., Juneau, AK, 99801. ❖

*Juneau Empire January 24, 2007*

**BOOK BUZZ – JANUARY 2007**

Compiled by Patience Frederiksen

*The Bookseller of Kabul*, by Asne Seirstad, 2003, is a good read. Told from a woman’s point of view, this book takes place in Afghanistan in 2001. The author gives an inside look at what people learn to deal with in their everyday lives: not being able to go to the store or speak in mixed company. These are things that we take for granted. It was surprising to me that all this is going on right now and to discover what we are really fighting for in Afghanistan. (Audrey Badger, Palmer Public Library)

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***Bulls-Eyes and Misfires: 50 People Whose Obscure Efforts Shaped the American Civil War***, by



Clint Johnson, 2002. Very easy reading. Johnson takes on—perhaps a little too superficially—some of the most cherished historical assessments. Johnson treats some people much better and some much worse than mainline historians usually have. It’s interesting to read about “just people,” rather than battles, leaders and campaigns. (Larry Hibpshman, Alaska State Archives)

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*Do Re Mi: If You Can Read Music, Thank Guido D’Arezzo*, by Susan L. Roth, 2006. Nancy Ferrell of Juneau reports that this juvenile book provides a system of lines and spaces for music, with excellent text and illustrations. “If you can



read musical notes, you can sing any song or play any piece. But musical notes have not always been here. Long ago, songs were memorized. If songs were forgotten, they were lost forever. Thanks to one man, Guido D’Arezzo, music now can last forever.” (Summary from <http://www.amazon.com>)

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*Fahrenheit 451*, by Ray Bradbury. Originally published in 1953, this book is more relevant than ever a half-century later. A book for the ages and for all ages, 13 to 93, the book depicts a scary future in which books are illegal and happily so, because citizens are too busy watching their wall-sized televisions and listening to their in-ear “seashell” radios to care about the loss of good literature... hmmm. Censorship and freedom of thought are just a few of the “burning” issues the book addresses. *Fahrenheit 451* is the featured book for The Big Read, Anchorage Municipal Library’s one book/one com-

munity reading event. (Karen Keller, Anchorage Municipal Libraries)

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Adults might have fun reading about *Gregor the Overlander*, a juvenile series written by Suzanne Collins. Six books have been published so far. Gregor is just a normal 11 year old boy, trying to get along in life with what has been dealt to him: a missing dad, an overworked mother, a grandmother who is bedridden, and two younger sisters. When his youngest sister falls into the underland, he has to follow, only to find an entire world with threatened by war clouds. An adult could steam through these well-written, non-stop action books in little time. (Gillian Dabney, Anderson Village Library)

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*Leaving Microsoft to Change the World: An Entrepreneur’s Odyssey to Educate the World’s Children*, by John Wood, 2006. Wow, talk about inspirational!



John Wood chronicles his journey from hard-driving Microsoft

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executive to CEO and creator of the non-profit “Room To Read,” which has built more than 2,000 schools and libraries for children across Asia. From sorting piles of books in a garage to fundraising banquets around the world, you’ll cheer as John uses his astonishing drive and managerial skills to make a difference in the lives of children. (Charlotte Glover, Ketchikan Public Library)

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**Nowhere in Africa**, by Stefanie Zweig, 2004, is an autobiographical novel about a Jewish family that fled Nazi Germany in 1938. The family emigrated to Kenya, where the father, who had practiced as a lawyer in Germany, ended up as a farmer. This is an amazing story of survival, culture shock, and family love. (Ellen Borders, Haines Borough Public Library)



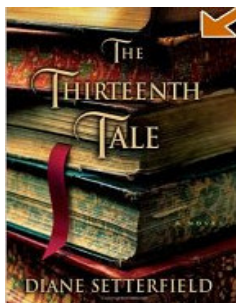
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**Team of Rivals**, by Doris Kearns Goodwin, 2005. This book is heavy sledding, but is still an interesting multi-biography of Abraham Lincoln, William Seward, Salmon Chase, Edward Bates, Ewind McMaster Stanton and how they won the Civil War. (Larry Hibpshman, Alaska State Archives)

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**The Thirteenth Tale**, by Diane Setterfield, 2006. Main character



Vida Winter has been an author for 60 years, but after giving interviews for all of those years, nothing is known about her.

Why? Because she tells each interviewer a different story. Now she is ready to tell the truth, in her own way, no asking questions and no skipping ahead. A great read. (Gillian Dabney, Anderson Village Library)

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What do Marconi and the telegraph have to do with the notorious Dr. Crippen of London? Read **Thunderstruck**, by Erik Larson, 2006, to find out. The author takes



what seem to be two wildly disparate stories and weaves them together for a fascinating look at history. This

non-fiction reads like the best fiction. While you are at it, go back and read the author’s two previous books **The Devil in the White City** (2004), about Chicago and the World’s Fair, and **Isaac’s Storm** (2000), about the 1900

hurricane in Galveston, Texas. These books entertain and teach while they inspire you to delve even more deeply into history. (Mary Jo Joiner, Kenai Community Library)

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**The Worst Hard Time: The Untold Story of Those Who Survived the Great American Dust Bowl**, by Timothy Egan, 2006. We all know the other side of this story, having made that long road trip with the Joads to California, but what of



their neighbors who stayed behind? This book shows the causes, extent, and human impact of the ecological disaster that caused millions of tons of topsoil to blow away in epic storms that, at times, reached the nation’s capital. The color of the dust told where it had come from: black dust from the north, red dust from the west, yellow from the south. Housewives kept towels wrapped around the handles of their ovens and men would not shake hands so they could avoid nasty discharges of static electricity during the storms. Children and cattle both succumbed to dust pneumonia during the Dirty Thirties. Not a happy read, but a fascinating one. (Patience Frederiksen, Alaska State Library) ❖

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just witnessed.

These items were essential for the next stage of the marketing journey: The librarians challenged the Library Board members to do three things to advocate for libraries before their board meeting in January 2007. Each board member pledged to take “The Message” (which is that MSLN libraries are a good value for taxpayers and a vital part of the Matanuska-Susitna Borough community, along with the three talking points) to different community groups, such as the Lions Club, the Elks, and the Borough Assembly.

This winter, the Borough Library Board members rose to the challenge issued by the Mat-Su librarians and went a-marketing:

- One board member contacted the Greater Palmer Chamber of Commerce to give the library advocacy presentation at the Chamber’s January meeting.

- The Willow representative on the Mat-Su Library Board gave the presentation for the board of the Friends of the Willow Library.

- The Palmer representative wrote a letter to a borough assembly member, telling him that libraries are a good value for taxpayers. The assembly member wrote back and stated that he would support a supplement to add money to the budget for the Palmer Public Library.

- One board member gave the presentation to the Palmer Friends of the Library group. She gave out copies of her wallet card with “The Message” and three talking points to the Friends.

- Using the information from the wallet card, the Palmer Friends developed a bookmark and began cooperating with the Wasilla Friends of the Library on a postcard campaign to support funding for libraries.

- Several of the other libraries showed interest in the postcard campaign. Representatives from the Big Lake, Willow and Sutton libraries all took postcards to pass on to their patrons to garner support for funding the libraries.

- Another board member called all of her teacher friends and got them well riled up about funding for the libraries.

- Yet another library board member met with a representative serving on the Borough Assembly to discuss library funding issues. She continues to attend Wasilla City Council meetings to advocate for the Wasilla Public Library and is planning to meet with the Borough Board of Realtors.

- The Sutton representative is working with the Greater Wasilla Chamber of Commerce, which is sponsoring an Iditarod Days poster contest. The libraries are distributing information about the poster contest to interested children. The Sutton representative plans to take

the top posters from each library and have them made into bookmarks. She plans to approach local businesses to sponsor the cost of the project and in return, will list the contributing businesses as “Champions of the Library” on the back of each bookmark.

- The Sutton representative has also started working at the *Frontiersman* newspaper. She has been pitching the idea— to all the reporters, but especially to the new reporters, of writing stories on the libraries.

- The Talkeetna Representative has investigated the cost of adding a 24 x 24 foot addition to the Talkeetna Public Library and is working to get the cost of the addition written into the proposed budget.

What will this flurry of advocacy activity mean for libraries in the Mat-Su Borough? It is hard to say at this point, especially since the funding for the libraries in Wasilla and Palmer is being threatened. Currently, there are seven libraries in the Mat-Su Library Network—the two city-owned-and-run libraries, Wasilla and Palmer, and the five borough-owned-and-run libraries: Big Lake, Sutton, Talkeetna, Trapper Creek and Willow.

Last summer, each city received a letter from the Borough manager, John Duffy, stating that due to tax cap issues, the cities should no longer plan to receive the block

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grant from the Matanuska-Susitna Borough. Due to the way in which monies are collected for property taxes in the borough, the money used to help the city libraries could not be used to add funding to the borough libraries; it would quite simply go to other services provided by the Matanuska-Susitna Borough.

For the Wasilla and Palmer public libraries, the funding from the Matanuska-Susitna Borough

makes up about half of each library's budget. Roughly eighty percent of the patrons serviced by these city libraries are non-city borough residents.

The Mat-Su librarians hope that the advocacy efforts described in this article will demonstrate to assembly members and to others working on the borough budget that the Matanuska-Susitna Library Network libraries are a good value for taxpayers and a

vital part of the Matanuska-Susitna Borough community.

Working together, the MSLN libraries have become a system in which the whole is greater than the sum of the parts. Nothing is certain at this point in time; however, a loss of funding would almost certainly lead to a loss in services for all library patrons, which would be a tragedy for everyone. ❖

*Patience Frederiksen  
K.J. Martin-Albright*

## YAHOO SAYS NO TO GOOGLE REQUEST FOR INFORMATION

As part of its legal defense in a lawsuit over its book-scanning project, Google has sought information from other companies about similar projects. The lawsuit was brought by a group of publishers and the Authors Guild, alleging that Google violates their copyrights when it scans protected books. Amazon.com offers shoppers previews of books they are consider-

ing buying, and Yahoo and Microsoft are members of an alliance that is working to develop a vast online library, not unlike what Google is building with its Book Search program. Google believes that information about those efforts will bolster its defense. Following Amazon.com's refusal last month to provide Google with requested details, Yahoo has similarly declined

to furnish Google with the information it seeks. In a letter explaining its decision, an attorney from Yahoo said, "There is simply no need for Google to be peering into the minds and computers of Yahoo employees." ❖

*Educause Dec. 1, 2006  
Seattle Post-Intelligencer, 29 11-2-06  
<http://seattlepi.nwsource.com/business/>*

## MICROSOFT TO RELEASE TEST VERSION OF BOOK SEARCH

Microsoft has released a test version of its competitor to Google's controversial book-scanning project. Unlike Google's program, Microsoft's Live Search Books, which went online December 7, is only scanning out-of-copyright books or those whose copyright owners have given explicit permission. By contrast,

Google is scanning in-copyright books, though only books out of copyright will be available on its site. One of the features of Live Search Books will allow users to access and search the full texts of books included in the program. When Microsoft's site goes live, it will include texts from the British Library, the University of Cali-

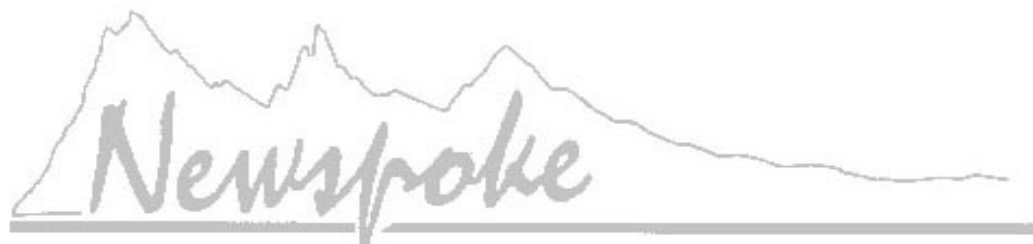
fornia, and the University of Toronto. Books from three other institutions will go online in early 2007. ❖

*BBC, 6 December 2006*

<http://news.bbc.co.uk/2/hi/technology/6213260.stm>

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## **CALENDAR**

ACRL National Conference, Baltimore, MD  
National Library Week  
ALA 2007 Annual Conference, Washington, D.C.  
Pacific Northwest Library Association, South Edmonton, AB  
AASL National Conference, Reno, NV

March 29–April 1, 2007  
April 15–21, 2007  
June 21–27, 2007  
Aug. 8–11, 2007  
Oct. 25–28, 2007