

CONNECTICUT LIBRARIES

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Paul Newman: He Was One of Us

by Maxine Bleiweis

I was on my way to see a play in New Haven on September 27, so I may have been one of the last people in Westport to learn that Paul Newman had died. We had all anticipated Newman's passing but, still, the news was stunning. Luckily, the play had two intermissions, and I used them fully to communicate with library staff, reporters, and others as we worked on what exactly the role of Westport Public Library would be.

Like journalists who prepare obituaries of notable people in advance, our reference staff had already scanned information from our local files into electronic format in case the press should call us when Newman died, but we hadn't spoken about what else we would do. (*Note to self:* As well as preparing to deal with fires and other emergencies, we need procedures for responding to fast-breaking news events.)

Books and other materials are often gathered and displayed when a famous person passes away, but this was different. It wasn't enough in the case of Paul Newman. He belonged to everyone. He was present in person at lo-

cal haunts, his famous movies lined the shelves of our video stores, and he smiled at us from grocery store labels.

And he brought a smile to our faces in return because he was just so darn good—good looking, for sure, but also because he did good things, like creating the Hole in the Wall Gang camps or funding the PEN/Newman's Own Award, which honors an individual for upholding our First Amendment rights. Ironically, his death coincided with the beginning of Banned Books Week.

The library staff went into high alert mode, creating the usual display of books, films and clippings from the local history file, but what else could we do to honor one of the world's most famous people?



Paul Newman

We added a memory book where people could write their condolences and anecdotes and remembrances, which we could then send to the Newman family. We quickly booked any available two-hour slot in our meeting room schedule to show "Butch Cassidy and the Sundance Kid," "Hud," "The Color of Money," and "The Sting." The staff also created a wiki where we and others could post information—a collaborative forum that allowed everyone to contribute and a way to strengthen the library's place as the center of information for the community.

Because people knew that Newman had been generous to the Westport Public Library with donations as well as his time, I was asked to speak on local public radio and on television about him and the library. As I did this, I began to understand that people wanted to hear or see someone who represented their community—in this case, the library director—talk about an important part of their world that was now gone.

My fondest memory of Paul Newman was a phone call I made to invite him to introduce Victor Navasky, the editor of *The Nation*, at a library event. I knew that Newman was one of the magazine's backers. Had I not been forewarned, I

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OBVERSION **Tempus Fugit**

As of this past summer, I've been in this business for 35 years. The fact that I am still "in-the-buckram-saddle" has led some of my contemporaries, the few who remain standing and/or coherent, to suspect that my career goal is not retirement but instead becoming the Carl Yastrzemski of Connecticut library service.

Not in the same league as Yogi Berra when it comes to memorable quotes, Yaz is not remembered as the sage of baseball. But one of the more intriguing things he had to say was, "This is a strange game," which could certainly apply to our profession as well as to his. My interest in Yaz stems from the fact that he played for the Red Sox for so many years he gained fame for longevity—something that would suit me just fine since other library achievement records seem to belong to the few, the fit, and the fully involved.

Because I've been around so long, I often get queries from new librarians, or from those who are pondering membership in our profession, for my views on librarianship as a career. One year, in fact, three practicing psychiatrists asked for my opinion about their embracing librarianship as an alternative.



William Uricchio

Thinking solely of salary potential, I almost offered to trade jobs with them. A strange game indeed.

When someone asks me about our profession, a few topics usually come up: Are some library schools better than others? Would you hire someone with a degree from Southern Podunk Technical College? Would you hire me right now, where's my desk? Those kinds of questions are easy to answer. The more complicated ones are not: What do you think is the best management style? What

has your career been like? Have you enjoyed working in an academic library?

Frankly, I am at my best with a question that I have yet to receive from anyone: What one piece of sage advice will make me a superior being, library-wise? This would be fun to answer. I would begin obtusely...

I am sure you know the scene from a famous classic horror movie. A beautiful woman prepares for bed. She opens the tall window and looks out through the gauzy floor-to-ceiling curtains. The moon is full, the sky a host of ominous clouds. She turns off the light and pulls up her blanket, but slumber is

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BOOKS LOOKING AT

The Big Switch: Rewiring the World, From Edison to Google

by Nicholas Carr (W.W. Norton & Company)

"A computer on every desk, and Microsoft software on every computer!" As reported by Stephen Manes (*Gates*, Doubleday, 1993) and others, this was Bill Gates's mission statement as he strove to make Microsoft the dominant player in the technological revolution. Gates's view of the business world was groundbreaking. He recognized the power that inexpensive computers would bring to business. And, seeing that big money could be made in selling software, he developed operating systems and applications that everyone who built or used a computer could buy. Microsoft grew into the powerhouse of its day. Times change. Desktop leadership means less in an environment dominated by the Internet, the Web, and Google.

Nicholas Carr likens today's businesses to businesses at the time Thomas Edison and General Electric introduced the wonders of electrical power. Electricity brought inexpensive power and flexibility to manufacturing. Factory owners no longer needed to locate their operations near rivers. Nor did they have to rely on inefficient waterwheels and tricky drivebelts to transfer power from running water to saws, drills, and other equipment. Instead, they could build plants anywhere and eliminate many high maintenance structures used for transmitting mechanical power. They could even generate their own power with equipment purchased from Edison.

However, on-site power generation is not the model we followed. Former Edison employee, Samuel Insull, devised a new paradigm—the electrical utility. He built a massive plant to generate electricity more efficiently and cheaply than an individual business could do, and sold electricity to factory owners who could then avoid the expense of building and operating their own power plants.



Nicholas Carr sees something similar happening in the world of computers. Currently, most businesses operate their own computer systems. We buy hardware and software, and then spend huge amounts of staff time to install, tweak, and maintain it. In effect, we build and operate our computer power plants just like pre-Insull businesses built and operated their own electrical power plants.

Carr envisions a transition from in-house computer operations to computing utilities that will provide all of the processing power, programming, and software our

organizations require. Just as we buy standard electrical appliances now, we will one day buy computing appliances. Compared to today's PCs—multi-purpose machines crammed with memory and storage capacity—these appliances may seem fairly puny. But, computer power will come, instead, from the World Wide Computer that we are building right now in the digital cloud.

The Internet, the Web, Google, Amazon, Yahoo, MySpace, and other online services are all part of the World Wide Computer. They store more information than we can on our PCs and in-house networks. They organize it and provide us with impressive search tools.

Google is already a utility, serving millions of customers with search services made possible by its incredibly efficient computer and telecommunications network. It offers Google Apps, a productivity suite that competes with desktop applications like Microsoft Office. Likewise, Amazon's Simple Storage Solution leases storage on its massive system to customers at affordable prices. Another Amazon service, Elastic

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Vince Juliano
Book Review Editor

LOOKING AT BOOKS

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Compute Cloud, invites customers to run software remotely on its computers. MySpace and blogging sites provide users with access to sophisticated programming without desktop software.

We already utilize appliances that bypass our PCs. We text message on mobile phones and download e-books directly onto Kindles. We upload photos directly from our cameras to Web sites, go back later to edit them and email them to friends, often without ever downloading and storing them on our PCs.

About ten years ago, ASPs (application service providers), anticipating the utility concept, offered sophisticated software applications online, but had limited success. Since then, exponential growth in bandwidth has changed everything. Our World Wide Computer now transfers vast amounts of data at speeds once unimaginable.

Carr envisions a transition from in-house computer operations to computing utilities that will provide all of the processing power, programming, and software our organizations require.

Carr's vision is not all positive. The growth of electrical utilities brought progress *and* problems. The same may be expected of computer utilities. Carr is especially concerned about the control powerful utilities can exert on users. The freedom of expression and the power to create that PCs bring to individuals may be at risk. He cites the restrictions that always accompany installation of even small, in-house networks. He notes the control that Communist China exercises on its Internet turf. He fears a widening gap between "haves" and "have-nots."

In the end, however, Carr envisions completion of the World Wide Computer, when all information has been stored and processed by the Computer. Carr interviewed a Google engineer involved with the company's project to digitize the holdings of the world's libraries, who told him, "We are not scanning all those books to be read by people. We are scanning them to be read by an AI (artificial intelligence)." Apparently, books still matter, at least to the World Wide Computer!

Read more reviews by Vince Juliano at www.clibraryassociation.org/lookbooks/lookbook.htm.

Connecticut Libraries solicits articles, news, opinions, and photographs about matters of interest to the state's library community. Send contributions to:

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FROM
THE

PRESIDENT



Kathy Leeds

What Is It About Working in Libraries?

Why have we chosen to work in a library? Why have we pursued this career? I had a conversation with colleagues the other day that touched on the many reasons why we chose our profession. Maura Deedy, a reference librarian at Stamford's Ferguson Library, told a story that resonated most with me, and I'll repeat it for you here.

Last spring, a patron came to the reference desk and told us he needed to apply for a job. He didn't have a resume or an email address. So we helped him get set up with those two things. He came back the next day and couldn't quite recall how to log into his email. He checked out some books on writing resumes and cover letters. Soon enough, he was able to send and receive email messages but needed help attaching his resume. We showed him how to do that a few times, and before long, he was a natural. Then, he got an interview and needed some books on interviewing techniques. Not long after that, he told us that he'd got a job but needed to find an apartment, so we showed him craigslist and some other websites, and taught him how to copy and paste.

Haven't seen him in the library since June, but my work with him was one of the most rewarding experiences I have had as a librarian and really at the essence of what we do: closing the digital divide, saving a life, connecting people with the information they need to go about their day. I hope he left knowing that he could go to a public library anywhere to find the answers to his questions and get the help he needs.

Maura's right. The opportunity to make a difference in people's lives is thrilling. The fact that people of all ages seek us out in times of need is motivating and validating at once. I still (eight years after I stopped teaching classes) have folks come up to me to tell me what a difference that "Intro to Searching" or "Travel on the Internet" demo session meant to them. As director, I often get kudos of this sort for others on the Wilton Library staff, as well.

We can all bask in the collective glow from, as Maura said, *closing the digital divide, saving a life, connecting people with the information they need to go about their day*. In this time of irritating sound bites, maddening phone tree answering systems, and bureaucratic red tape, how refreshing and reassuring it is to think that—at the library, if nowhere else—the staff is invested in your success and will take the time to get you started, broaden or target your research, show competence, caring and confidentiality, and along the way, teach you some new skills.

Just the other day, while filling in for a colleague at the reference desk, I was approached by an elderly patron I've seen almost daily at the library for years. He was visibly distressed, and it became clear that the economic crisis unfolding rapidly before us held some special significance for him. He was a customer of AIG. Unable to reach anyone at the company when he tried to call to check the value of his account, he had decided for the first time in his life to use the Internet to check it online. Leading him over to a private computer, I sat with him and navigated the web of passwords and logins until we together reached the information he needed. He left looking enormously relieved to have been connected with his account, even though he remained (as are we all) concerned about the crisis. His smile as he left reminded me why I love my job. It is so rewarding to be able to do good things—and to do good things well. Just as libraries can transform their communities, library staff members can transform lives...and they do.

Kathy Leeds is Executive Director of the Wilton Library Association. Contact her at kdeeds@wiltonlibrary.org.

HIGHLIGHTS

President Kathy Leeds reported that the Legislative Committee met with the Connecticut State Library staff to work on a brochure to be used when contacting legislators. Ed O'Hara, director of the Haas Library, WCSU, was introduced as the new Connecticut Coalition of Academic Library Directors representative to the board.

VP/President Elect The Conference Committee for 2010 is working on the possibility of a joint conference with CASL.

CLA Office Pam Najarian reported a correction to the September minutes: A grant request from the Connecticut Human Rights Commission, not the Connecticut Humanities Council, was denied by the CLA Grants Committee.

CLC Chris Bradley reported that CLC is hosting a business data base vendor day at Middlesex CC on December 31. It is also redesigning its website and preparing a promotional campaign for Info Anytime.

Conference Alice Knapp presented the 2009 conference rates for a vote. Following discussion, her motion was withdrawn pending further consideration of the rates.

CSL Mary Engels reported that there is a hiring freeze and that reductions in the next biennial budget are likely due to the current economic crisis.

Development Barbara Bailey reported that the committee is planning to update CLA's strategic plan. She discussed her involvement in the Connecticut Education and Technology Committee, which aims to coordinate various adult literacy programs in Connecticut under one umbrella.

Editorial David Kapp reported that the newsletter's printer would also now handle distribution. Mailing costs will be reduced by this move and by sending the newsletter as a non-profit organization. He is seeking volunteers to participate in the membership ad series appearing in the newsletter.

Grants Chris Bradley noted a request for \$750 from Nutmeg Book Award. Caitlin Augusta, chair of CLA's Children's Section, discussed the program's relationship with CLA and CASL. Chris suggested that contributions to Nutmeg be included in the CLA budget, as is done with the Emerging Leaders scholarship.

Intellectual Freedom Peter Chase reported that ACLU is encouraging a debate between Congressman Chris Shays and challenger Jim Hines on the topic of civil liberties. Jan Vaill Day will represent CLA as a panelist for the Coalition for Human Rights, December 6 at Quinnipiac.

Membership Stan Siegel announced that \$29,600 in membership dues is required to meet the CLA budget.

NELA Mary Etter reported that NELA is offering a finder's fee as an incentive for boosting membership.

Procedures Kathy Leeds noted that a question has been raised regarding the sale or use of the CLA membership list by outside organizations/companies. CLA has no policy on this topic and needs to create one.

Publicity Betty Anne Reiter said that the committee is working on a radio public service announcement to support and promote Connecticut libraries.

Reference/Adult Dana Lusiano is recruiting members for the committee. Interested people can contact her at dlusciano@waterburyct.org.

Region 1 Tracy Ralston reported that Litchfield's Oliver Wolcott Library has launched a new website, owllibrary.org, and they have received \$18,000 for renovation of the children's room. Gunn Memorial Library in Washington will hold an antiques show October 4-5 in celebration of the 100th anniversary of the library and museum.

Region 4 Cindy Lahey's report noted that Danbury Library would be closed Fridays through March 14 as part of a fuel savings measure. Fairfield PL reported a successful Writer's Conference last year and is planning on doing another this year. New Canaan Library announced the appointment of Alice Knapp as its new director.

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CLA November Meetings

Fees & Registrations details at
www.ctlibraryassociation.org/calender.htm

Open Source ILS Technical Showcase

November 6

Windsor Public Library

Sponsor: CLA Technical Services Section

FEATURING Joshua Ferraro from Koha/LibLime and Rob Karen from Waldo and others (including Evergreen) who are either developers of open source ILS's or have implemented them.

Expand Your Horizons with a Touch of CLASS

CLA Support Staff Annual Conference

November 7

Middlesex Community College
Middletown

SESSIONS Crafting a Press Release/Publicity Program, A/V Cataloging, Hands-on Software Training, Wiki While You Work, Humor in the Workplace, Better Searching Using Google, Childrens/Teens Readers Advisory, a Gardening Reference session presented by a CT Master Gardener, and much, much more

KEYNOTE SPEAKER: Gene Kinnaly
"Lessons Learned: Three Decades at the Library of Congress"

Why Teens Should Read Realistic Fiction *with* Alex Flinn

November 17

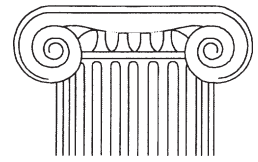
9:30 - 4:00

West Hartford Public Library
Sponsor: Young Adult Section

ALEX FLINN is a former attorney whose fascination with witness reliability and bias led her to write *Fade to Black* and other ALA Award-winning books for young adults: *Breathing Underwater*, *Breaking Point*, and *Nothing to Lose*.



HERITAGE



The 1933 Guilford Free Library building with new entrance on the right

Blending three existing buildings into one seamless whole is never easy. When the construction site is in the Historic District, hemmed in by close-by neighbors, including a daycare center, and with very little maneuvering space for trucks, the project is even more challenging. Nevertheless, Guilford Free Library's recent addition/renovation project has proved to be rewarding beyond our expectations.

Library service began in Guilford in the 1880s, but it wasn't until 1933 that the town proudly erected a new library building at 67 Park Street on the Green. At 5,000 square feet, serving a population of 3,000, the stately brick building with its arched windows was just the right size. But with the completion of I-95 in the late 1960s, the town had experienced enormous growth. The library was bursting at the seams, and plans for a new addition, designed to accommodate the organization for 20 years, were begun.

In 1977, a 15,000 square foot addition was completed, bringing the total size of the library to 20,000 square feet. The addition was also faced with bricks, and featured large expanses of windows and generous use of natural wood inside.

By 1997, the library had again outgrown its space as population continued to grow and library use increased. A Long Range Planning Committee, and later a Library Expansion Committee, began to plan for another addition. In 2002, the Board of Selectmen appointed a Library Building Committee, which has guided the project ever since.

The committee hired the architectural firm of Tuthill & Wells to draw up plans to double the size of the library. The library applied for, and was awarded, a \$500,000 Connecticut State Library Construction Grant. A Steering Committee was formed, charged with the goal of raising \$1.1 million from private fundraising initiatives. The \$11 million project went to referendum in April 2005—and was defeated.

The Building Committee and architects scaled down the plan to an addition of 14,000 square feet, but it still included an expanded children's room and areas for the adult collection, a 150-seat meeting room, dedicated teen space, new lighting

and HVAC systems, a reconfigured parking lot with a drive-up book drop, and complete renovation of the existing building.

Total project cost was reduced to \$8 million, with a bond allowance of \$6.9 million. Actual cost to the taxpayers after the state grant of \$500,000 would be \$6.4 million. The \$1.1 million private funding commitment would still be honored, to be used for furniture, fixtures and equipment. Voters approved the revised plan in September 2006.

Enfield Builders Inc., with a bid of \$5,243,000, was awarded the construction contract. On June 1, 2007, Enfield took over the property at 67 Park Street, and the library moved to temporary warehouse quarters near I-95. This large space allowed the library to be fully functional there until August 1, 2008. Ninety percent of the collection was available, as were public computers and a full array of programs for children and adults.

Groundbreaking took place on August 8, 2007. Much of the early construction work consisted of selective demolition. There were numerous surprises, particularly underground. It seemed every time we dug a hole we uncovered another old septic tank— or, in one case, an old safe. By October the structural steel framing for the addition was up, and the concrete floors poured. Work continued through the winter, and by May 2008 the exterior was nearly finished and the interior nearing completion. The addition blends with the style of the 1977 building, with brick exterior, lots of natural light from two-story windows, and interior wood trim.

The library closed its temporary space to the public on August 1, 2008 and we spent the rest of the month moving back to 67 Park Street, scrambling to unpack while dodging electricians, painters and plumbers who were still at work. The library opened to the public on September 5, to rave reviews. Saturday, September 6 was one of the busiest days ever—and the pace has continued since.

As you approach our new library from the Green, a brick patio with teak benches welcomes you before entering the gracious lobby with its soaring glass staircase and large circulation area. To your right is the beautiful new children's room, complete with a

colonial playhouse/puppet theater. Upstairs, you'll find expanded space for the adult book collection, and a large print area with natural light and armchair seating. There's a terrific teen zone



Diner booths are popular with teens and adults alike.

Guilford Free Library

by Stephanie Johnson

Library Director

Sandra J. Ruoff

Building Committee

Co-chairs Thomas Ginz, Noel Hanf

Total Size 34,000 sq. ft.

Cost \$8 million (\$6.9 million state grant; \$1.1 million privately raised)

Architect

Tuthill & Wells, Avon

Contractor

Enfield Builders Inc., Enfield

Population 23,000

Collection 120,000 items

Public Computers 40

Meeting Room 150 seats

Conference Room

15 seats

Story/Craft Room

25 seats

Study Rooms (2)

6 seats each

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Findability

It's Critical to Your Website's Success



Sharon Clapp

"Findability," a key concept in web development circles, means that the content and services an organization provides online are being found successfully. The concept encompasses more than people finding a website via their favorite search engine. It also includes how easy it is for users to find their way around a website and how easy it is for them to find their way back to the valuable information and services discovered there.

As *A List Apart* puts it in a March 25, 2008 post: "The fundamental goal of findability is to persistently connect your audience with the stuff you write, design, and build." Let's talk about the key factors in findability and how libraries can improve their websites in light of those factors.

Search engine optimization (SEO) is the process of making websites more visible to web users. With an exponentially increasing number of sites on the web and increasingly complex search engine algorithms, it's understandable that SEO has become an important sub-discipline of web work. In the commercial world, search engine optimizers (SEOs) focus solely on this aspect of website development. Libraries, on the other hand, often struggle to find the resources just to put web pages up. They may think publication of their web content is enough to ensure its findability, but this is not always the case.

First of all, search engines will not automatically index new web content. The search engine has to know that a site exists or that a page has been added. This can happen when the site's webmaster requests that a search engine crawl the site, or it can happen organically when a search engine robot (a.k.a., bot, spider, crawler) follows a link from another site. Links from other websites known to be reputable also play a role in the search engine's analysis of a site and may improve its ranking in search results.

Once a search engine is aware that a site exists, it will crawl the site and index the pages that it finds. Both the initial crawl and the algorithm applied to the indexed pages are places where a site's findability can become an issue. The good news is that search engines usually *want* to include library sites in their results due to the high quality of the information provided on their pages. Libraries do not usually engage in practices that thwart search engine effectiveness, such as joining commercial link exchanges or "keyword stuffing" their pages—which can lead a search engine to remove a site from its index. That said, libraries often fall down on the mechanics of developing optimally findable sites.

Findability should be a key consideration when libraries first develop a web page. For example, pages should be given clear, specific, and descriptive titles. The title lives in the HTML <title> tag in the <head> of a static page. Each page should have a somewhat unique title though they can be patterned if many pages relate to the same topic or area of your website. If you're not comfortable looking through the code, most web page editing software offers an easy interface for modifying "properties" of page elements, including the title.

Besides working with the <title>'s, libraries should consider what is in their pages' <meta> tags (also in the <head> section of a page or found in page properties through editing software). In the past, webmasters spent a lot of time adding keywords to their pages' meta keywords tags in hopes of improving

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Securing Public Computers

There Are Lots of Options



Sylvia Boyd

The Bridgeport Public Library recently ordered 75 new desktops and 20 laptops for public use, so it was time for me to take a fresh look at our options for making our public computers secure.

Since the library installed its first public computers, with Windows 3.1, our computer lockdowns have gone through many changes, with varying degrees of success. It feels like we've tried it all—Windows NT group policies, Public Access Computer Security Tool from the Gates Foundation, Windows Shared Computer Toolkit from Microsoft, software such as Ikiosk, Fortres, Public Browser, Driveshield, DeepFreeze, and even physical devices such as Centurion Guards.

Our new computers will run Windows XP, but I hoped to find a solution that might work with Vista as well. So the adventure began. I first went to <http://webjunction.org>, one of my first stops for any library computer question. Oh no! The site had changed. I know I saw instructions for public computer lockdowns the last time I was there—here is the new link for security: <http://webjunction.org/pc-protection>.

I discovered that Windows SteadyState is the latest and greatest Microsoft solution to this problem. With SteadyState, you can lock patrons out of system settings and programs as well as return computers to their original settings after logout. In addition, there is a feature called Windows Disk Protection that wipes out changes after re-booting.

This all looked good and, best of all, it's free if you are running XP or Vista; version 2.5 is ready for download. There are directions just for libraries at <http://data.webjunction.org/web/guest/home/articles/content/450500>. The most frustrating thing about computer lockdowns is that everything needs to be unlocked and rebooted to apply updates and patches. Windows SteadyState can schedule updates and virus definition updates.

Over the years, Bridgeport Public Library has purchased a number of Centurion Guard hardware devices. The Centurion Guard connects internally to the floppy drive of the computer, and the key device is installed in a PSI slot. Although our new computers will have floppies, they are a small form case; Centurion Guard key devices will not fit in the PSI slots.

The library has also purchased a Driveshield software product from Centurion Technologies to lock down some laptops. Their rep calls regularly to keep me abreast of their latest product offerings, and he recently called about a new product called Cornerstone. Timing is everything; I scheduled a web demo with him. With Cornerstone, I could unlock all of the PCs at once and reboot them all at once and even write scripts to take security off, update computers, and put security back on.

Since I had a small group of new PCs ready to install, I bought a few Cornerstone licenses to give it a whirl. I have eight PCs loaded with the new lockdown. So far, the staff likes being able to turn off all the PCs at once at the end of the day, and the computers have been easier to maintain. The software ran about \$33 per PC with the Central Control license. Unfortunately, Cornerstone doesn't work with Vista yet, but a bigger and better version should be out by the time you read this article.

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When Bad Things Happen Are Computing Services included in Your Disaster Recovery Plan? (Part 2)



Bruce Johnston

In Part 1 last month, I described how a virus rendered the library's computers inoperable, forcing us into a wide-scale recovery effort. Part 2 covers the lessons learned by having worked through the experience. Avoiding such a disaster is our goal. However, if a service disruption should occur, incorporating computer services in your disaster recovery plan is critically important to reducing the damage done to library operations. If you've

been lucky so far, now is a good time to examine your computing environment. Perhaps you can avoid an experience like ours, or at least be prepared should the worst happen.

Lesson 1: Disaster avoidance is better than disaster recovery. A possible weak point in our defenses was identified early on the day our computers went down, when it was noticed that the library's computers were running an older version of the university's anti-virus software than the rest of campus.

The library was in the process of ordering new computers as part of a routine computer replacement cycle, and while the current version of the anti-virus software was to be deployed on the new equipment, existing computers were left on the previous version of the software.

Did this allow the virus to get through? We may never know for sure. However, the fact that the rest of campus remained unaffected speaks for itself. We should have maintained our anti-virus and anti-spyware software at the most current version available, rather than waiting for new computers to deploy an updated version.

Lesson 2: Anticipate that the worst *may* happen and keep your recovery measures as current as possible. A stumbling block in our recovery effort was our failure to be prepared to deploy updated versions of the library's software. Our computers were at the end of their cycle and due for replacement. Planning for new equipment took priority over maintaining a current image for our existing computers, a costly error in terms of time lost while the entire library was waiting for the computers to be re-imaged.

Once we decided that the computers had to be re-imaged, we then realized we had to update that image with the newest version of the anti-virus software, a newer version of MS Office, the current version of OCLC Connexion, and more. A new image was prepared and deployed quickly, but this took precious time while the library remained idle. In our haste a couple software applications were overlooked, which subsequently had to be manually installed and updated on individual computers. If we had systematically maintained the computer image all along, substantial time would have been saved during recovery.

Lesson 3: Prepare a detailed recovery plan well in advance of an emergency, and follow the plan if the worst should happen. Data or work lost as a result of failed technology is a measurable and specific loss to an organization. However, some of the worst losses to your library will occur in the hours after a wide-scale technology disaster strikes. This is when normal work routines are suddenly disrupted, and many staff may be left with little to do but wait for the technology to come back online. You will never get that lost time back.

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Two People Connecting It's OK to Play with Your Patrons

Buffering...buffering...buffering... If that's the first thing that springs to mind when someone mentions online video, you owe it to yourself to give it another look. Increased bandwidth and sites like hulu.com, loyaltv.com and blip.tv have brought streaming content out of the dark ages of endless buffering. Television shows and movies can be found at hulu, but more interesting content can be found embedded into blogs and posted by tech thinkers everywhere.

Over at blip.tv, O'Reilly Media's Web2.0 expo has a show page, <http://web2expo.blip.tv/>, with many of the talks from both the San Francisco and New York expos available. As usual, you can be sure that what is now standard at tech conferences will come to library conferences in a few years. We'll be watching video of Computers in Libraries or ALA soon enough. Right now, though, there are wonderful talks from web leaders available online.

One of the shorter videos from the New York Expo is Ben Huh, of icanhascheezburger.com. He talks about how his group took a site of funny cat pictures and grew a network of some of the most popular sites on the web. He starts from a very simple and genuine definition of Web 2.0: one person posting something they like for another person to see—two people connecting.

That is the essence of the web and it's at the heart of librarianship. Reader's advisory, the reference interview, helping someone find a book—they're all about connecting with our patrons. As ready reference wanes and more of our users become Internet savvy, the importance of connection, of engaging with our patrons cannot be understated.

Huh's network of sites is not particularly serious. LOLCats and their ilk aren't out to change the world, but it's clear that Huh and his team take user engagement seriously. Their sites took off when they allowed people to participate and, more importantly, when they made it easy to do so. Online video is taking off in part because it connects people more immediately. Reading about a conference is one thing, but watching the videos is almost like being there. Posting video builds a stronger relationship with your users.

Two people connecting is the easiest thing in the world to be a part of, but we have to work much harder to enable and foster that connection for our users. Libraries are embedded in most people's minds as a place to work, to do things that are hard. Kitties begging for cheeseburgers in broken English (or proper LOLCat, as it has come to be known) are fun and easy. Part of building a connection to our patrons is showing them that the library can show them a good time.

Helene Blower's Learning 2.0 program and subsequent Learning 2.1 site both encourage play. The idea is that learning about new technologies can be fun and that we should incorporate playing with new tools into our sites. But it's also a reminder that we can encourage library patrons to play. That we can connect to our patrons and each other with play.

I know, I know, "play with your patrons" isn't exactly a banner most librarians are interested in marching under. But think about those interactions you have at work where you get excited about the question being asked. The patrons

Continued on page 11



Kate Sheehan

FINDABILITY

Continued from page 6

A major aspect of a site that relates to its findability is its site search engine. Since many web users now begin navigation via the search box, optimizing site-level search is very important.

their ranking in search engine results. After years of abuse by unscrupulous webmasters, however, search engines began to reduce the weight given to this meta tag in their algorithms.

The meta “description” tag is another matter. It can be very important to a page’s ranking in search engine results. The “description” tag should be specific and should include terms found in the title tag as well as some additional terms. It should be, as the name implies, a good description of the page’s contents.

Overall, a page should be well structured and written clearly, succinctly, with an eye toward value-added content. Its most salient keywords/phrases should appear at the outset to reinforce their importance. A fair amount of keyword repetition and synonym use is expected in a legitimate and coherent web page, so content should include the words and phrases that might be used to pull up that page. But do not resort to “keyword stuffing,” an illegitimate SEO technique that excessively repeats keywords in order to rank the page higher in search engine results.

Site architecture matters to SEO. Though subdirectories are helpful for organizing content, too many subdirectories will make it hard for search engines to find individual pages. Creation and maintenance of two key files—robots.txt and the sitemap.xml file—will improve site performance in search engines.

Managing a site effectively and ensuring that it has a clear hierarchy with good navigation will ensure another aspect of findability. Common problems with site management include a failure to keep content updated (yes, search engines care, but perhaps more importantly, users do) and to “weed” a site of outdated, irrelevant content.

A major aspect of a site that relates to its findability is its site search engine. Since many web users now begin navigation via the search box, optimizing site-level search is very important. The same SEO techniques deployed to improve a page’s visibility in major search engines should improve the site search engine. Most site search engines offer logfiles and/or statistics to help webmasters monitor their effectiveness.

Special challenges arise in the content management/collaborative publishing environment. When working with a “dynamic web template,” for example, (.dwt file, used in Dreamweaver/Contribute or FrontPage 2003) the template’s creator must make certain to leave the meta information section of the page editable for web content authors. Comprehensive

content management systems, such as Drupal or Joomla (and blog software such as Wordpress), offer documentation on SEO specific to their applications. Unfortunately, the major issue that can arise with a CMS is structural. In a CMS, content is usually embedded in a database. This may make it difficult for search engines to crawl a site built on one of these platforms. There are usually work-arounds, such as the use of “search engine-friendly” URLs.

A final aspect of findability is making it easier for users to return to a site and to share it with others. Links that allow visitors to easily add web pages to their social bookmarking accounts can be helpful. And offering RSS feeds that web visitors can subscribe to is another technique that improves website findability.

I limited this discussion of findability to library websites, but the concept is relevant to all aspects of a library’s online presence. Because most libraries rely on vendors to provide the software for their digital collections and online catalogs, ensuring findability for these aspects of their web presence is a thornier issue, one that can’t be tackled here. But it’s something to consider for the future. How will we integrate our many streams of web-based content and improve their findability?

Sharon Clapp is Web Resources Librarian for the Connecticut State Library.

HERITAGE

Continued from page 5



The reading room reflects its 1933 origins.

next to the DVDs and CDs, which are displayed face-out. A self-serve coffee and snack bar offers bistro seating, or you may prefer the reading room, with its wing chairs, magazines, and daily newspapers.

The newest books for children, teens, and adults are displayed on bookstore-style racks, our catalog is accessible through public computers located throughout the building, and an additional 40 public computers are grouped in the adult, teen and children’s areas. A new business section offers scanning, faxing, and black-and-white and color copying. The meeting room has surround sound and assisted listening devices—and the Edith B. Nettleton Historical Room is now fully accessible via a new lift. Of course, the real thing is much better than these words can convey. Come check us out!

Stephanie Johnson is Assistant Director of the Guilford Free Library. Photos: Peggy Day



Maisey visited Ferguson Library in September, much to the delight of younger patrons.

Photo: Linda Avellar

Growing up in the Collinsville section of Canton, Connecticut, Ann Marie White recalls that she “hated school and was a reluctant reader.” At age 14, she only “wanted to make money. I wasn’t a very good babysitter, and the library was the only place you could make money.”

Perhaps the only librarian in history to enlist for the money, White worked for Margaret ‘Peg’ Perry (1920-2006) at the tiny former library on Main Street, eventually calling the feisty, near-legendary librarian both friend and mentor.

Meanwhile, as White tells it, something magical happened: “A reader emerged. Suddenly I was surrounded by books several times a week and surrounded by people who read books, who talked books. I was surrounded by people who debated ideas. . . and the books started to speak to me.”

Under Perry’s tutelage, White grew as a reader, a person, and ultimately into a librarian. “Perry,” says White, “deserved a spotlight all her own! She was amazing. Mrs. Perry really believed and lived the librarians’ no censorship motto. She absolutely believed it and was not afraid of people having access to diverse ideas. She encouraged debate and discourse. She had Abbie Hoffman’s *Steal This Book* right there in the collection, she smoked cigarettes, and she kicked back and debated with patrons. She worked hard and had a strong work ethic but she also had a lot of fun. She was a confident, bold, outspoken, determined, and highly intelligent woman, and I loved her.”

As fate would have it, White shared the last few minutes of the shuttered Main Street library with Perry while on break from Syracuse University, where she earned her MLS. “The building was completely empty,” White recalls. “All the books, furniture, and people were moved on to the new library, and Mrs. Perry was doing one final sweep before she locked it up for all time.”

White’s undergraduate degree in U.S. history from Central Connecticut State University reveals a longtime fascination with the revolutionaries behind cultural and social upheaval. Indeed, some of her favorite books reflect a leaning towards the radical; she fondly recalls John Lennon and Yoko Ono’s insightful *The Playboy Interviews* as well as *Revolted Librarians*. She read the latter just after having been accepted at Syracuse’s library school. White “found this outstanding book in the stacks and *Wow!* Here was what I had been looking for: radical librarians.” One contributor, famed bibliographic warrior Sandy Berman, gave White his copy.

White was general manager of CCSU’s campus radio station WFCS, DJing there for several years as well as at Trinity’s WRTC and University of Hartford’s WWUH. She interned at the Permanent Commission on the Status of Women in Hartford, and worked as a student liaison to the CCSU president in his role on the Peace Studies Committee at the United Nations.

At CCSU, White was also the founder and president of Dialogues, where she planned more than 100 free lectures and brought such notable speakers as Howard Zinn, David Dellinger, and Judi Bari to campus.

White became the children’s librarian at Litchfield’s Oliver Wolcott Library in 1997 and, at the age of 29, she became



“I am dedicated to getting books into the hands of everyone: babies, children, teens, adults,” says Ann Marie White. “I know that books change lives.”

director in September 2001. Faced with declining attendance, circulation, and donor support, White’s work has resulted in a 120% increase in financial support, a 37% rise in total circulation, and a 119% surge in attendance over the first seven years of her tenure. The library’s computers have been updated, wireless access has been installed, and services and programs have been expanded.

White also energized adult programming by establishing three monthly book clubs, monthly author events, computer literacy classes (including “book a librarian” one-on-

one computer classes), writing workshops, musicians, dramatic events, nature and science programs, and lectures.

A set of core values guides library activity, not, White says, (with a tongue-in-cheek apology for heresy) “a dead strategic plan that takes months to produce and analyze and that no one pays attention to.”

“I am dedicated to getting books into the hands of everyone: babies, children, teens, adults. I know that books change lives. Yes, we have DVD and CD collections, and yes, we have computers—and they deserve their place. However, we must always honor our core value that is the book because there is no other medium like it.”

A longtime conservation advocate, White was inspired by Yvon Chouinard’s *Let My People Go Surfing* to reduce the library’s carbon footprint. From 2005 to 2007, electrical usage went down 17% and oil usage by 12%. White adds, “This was accomplished without sacrificing any services to patrons. We also started an aggressive recycling campaign and now recycle about eight cubic feet of material each week—or 22,000 pounds a year.”

“Small acts add up,” White says, citing setback thermostats, storm windows, an upgraded boiler, energy efficient bulbs, new T5 lighting, and energy software for computers.

Additionally, when White recognized a need for an improved new book area, increased seating, and more shelving, she reimagined the library layout and added about 1,000 square feet of usable space without adding to the library’s footprint and while reducing energy costs. “Also,” adds White, “the library stopped putting pesticides or herbicides on the lawn and landscape in 2001.”

Another recent success is Sunday hours—September 28 was OWL’s first-ever Sunday opening. White says, “It was gimmick-free (no bands playing or free grilled cheese sandwiches) and we had a steady flow of people who came to the library. The best part was that everyone kept saying, ‘Thank you. Thank you!’ and it was an earnest, heart-felt thank you. That made all the work, worry, and meetings worth it.”

As far as managing the library goes, White says she “likes to take risks on new ideas and services. I try to create a work environment that encourages people to think outside the box, create new ideas, and then remove any obstacles so they can make that idea happen and succeed. I select people who believe in that vision, who like to have fun and laugh, and who work hard.”

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SPOTLIGHT

Ann Marie White, Director

Oliver Wolcott Library, Litchfield



Douglas Lord

White says, “I try to create a work environment that encourages people to think outside the box, create new ideas, and then remove any obstacles so they can make that idea happen and succeed.”



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OBVERSION

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only momentary. What was that noise—is something over by the window? Is that a big bat? No, it's a man in a tuxedo and cape! His eyes have an ominous light about them as he approaches. Too frightened to scream, she lies there awaiting the inevitable.

He speaks, "I want to bite your..."

She closes her eyes. The end appears near.

"...calendar."

"Calendar?!"

"Yes, and log-on to your computer so I can bite that one too."

Who are these creatures that suck time from our lives? Who seem to arrive just when we can least afford it? Who steal our few precious moments and make them their own? *Time Vampires*—the hidden problem that is talked about only in the dark of night when the library workday has expired.

I know them well—the patron who comes to the desk to tell you about her kidney stone in graphic detail, the colleague who wanders the back room with coffee cup in hand looking for anyone who will listen to his complaints about the lieutenant governor, the administrator who needs you on a committee right now because some arbitrary deadline is fast approaching, the student who wants you to read the entire R volume of the *Encyclopedia Britannica* over the telephone, the woman who needs "just a few minutes of your time" to show her how to encode XML.

Being good public servants, we have high levels of forgiveness built into our personalities. We are eager to help. We bear the curse of being good listeners. We have endless patience even when our own lives are being drained away. We seem to never learn from our mistakes with these ghouls. We smile a welcome as they approach the service desk. We let them seek us in the "staff only" halls of our institutions. We answer the phone even when we see their names on the Caller ID. We respond to e-mails knowing full well that our minutes and hours are being dribbled away.

Dracula and his ilk fell to the wooden stake, but what is our defense against time vampires? The only remedy, and the most important piece of advice I can give to any petitioner is: One must learn how to say *no* in a way that is inoffensive yet effective. This is one of the hardest things for most of us to do. Should we be assertive and risk a counterattack? Or gentle, leading perhaps to a misunderstanding of our feelings? Should we practice avoidance so that we never have to face the issue at all?

Learning to say no is so basic to beating back time vampires that it probably should be taught in school. In fact, as a way to increase our nation's civic deportment, it once was. Antebellum author Harvey Newcomb, quoted by Epes Sargent in his 1860 text, *Standard Third Reader for Public and Private Schools*, said:

"It often requires great courage to say NO. But by being able promptly, on occasion, to utter this little monosyllable, you may save yourself a deal of trouble. Your welfare, your integrity, your self-respect, may depend on your ability to reply, resolutely, NO... If you find any difficulty in uttering it—if your tongue will not easily do its office—go by yourself, and practise [sic] saying no, NO, **NO!** till you can articulate the word clearly, distinctly, and without hesitation."

I can see the crest-fallen look on the face of the one seeking career advice. "That's it? Say no?"

"Yup, that's it kid. Now get out of my office. You're wasting my time."

William Uricchio is Director of the Harley B. Trecker Library on UConn's Greater Hartford campus.

WHEN BAD THINGS HAPPEN

Continued from page 7

A disaster recovery plan should anticipate the most likely situations, and spell out what to do in each case with sufficient clarity that outside assistance, if available, can be used effectively. In our case, had the steps for deploying a computer image been documented, we could have made use of the assistance offered by the university's IT department. Step-by-step instructions to volunteers would have allowed them to initiate the re-imaging process on all of the affected computers en masse. Instead, the only person familiar with the library's specific procedure for re-imaging had to instruct volunteers individually in a series of detailed steps that were simple, but not intuitive. We could have re-imaged most of our computers much more quickly if we had been prepared to accept help.

Having a thoughtful, detailed plan in place for the people who will respond to a technology disaster will minimize the impact of the outage by reducing the downtime for the rest of the library. If those responding know what to do in an emergency and immediately follow the plan, you will recover more quickly and greatly reduce collateral damage. This was one of the most valuable lessons we learned. Once it was clear what we had to do, and if we had acted more quickly to begin the re-imaging process, the loss of many hours of staff time would have been avoided.

It would be nice to conclude by saying that we are now fully recovered and all is well. Unfortunately, this is not the case. Some computers were never restored to full functionality. It was entirely a matter of luck that this event occurred during the quietest period in the academic calendar, and we were able to get by with a limited restoration of hardware. New hardware is now arriving, so it makes more sense to deploy it instead of continuing to work on old equipment.

In the end, I hope that sharing some of the lessons we learned will help some of you avoid a similar experience. You can start working on that emergency plan now!

Bruce Johnston is Systems Librarian at Eastern Connecticut State University.

SPOTLIGHT

Continued from page 9

White's favorite work tasks are the creative bits—selecting the books, writing the blog, planning programs, and making connections with interesting people. "There is nothing more important," she says, "than the people. For me, librarianship is a calling, and it was only after I was surrounded by books and by people who read that I began my journey of being dedicated to the book."

Douglas Lord is LSTA Program Assistant for the Connecticut State Library.

SECURING PUBLIC COMPUTERS

Continued from page 6

I also poked around on DeepFreeze (www.faronics.com/html/deepfreeze.asp). The cost for DeepFreeze is comparable to that of Cornerstone. It runs on XP and Vista and has much the same functionality as the Cornerstone product.

So what is the answer to locking down public computers? For a free product (if you are running Windows XP or Vista), try Windows SteadyState. Granted, you may need to remove and reload the product one machine at a time depending on your network configuration, but the price is right. If there is money available and your library has a number of computers to manage, it may well be worth the price to purchase Cornerstone or DeepFreeze.

All of the aforementioned products are Windows-based, but perhaps the time has come to consider Open Source solutions. Take a look at www.libsuccess.org/index.php?title=Open_Source_Software. This wiki provides a number of resources for Open Source-based products, some of which can be used to manage public computers. Useful (<http://library.userful.com/>), formerly DiscoverStation, is a company that sells such a product if your library is looking to purchase a turnkey Open Source-based solution.

It is always worth the time to take a fresh look at the many options available for managing library computers in hopes of saving time and money, as well as wear and tear on library computers and the people who maintain them and use them.

Sylvia Boyd is Head of Technical Services at Bridgeport Public Library. Regrettably, other commitments make it necessary for her to resign as one of CL's technology columnists. We'll miss her expert and very practical advice, and we wish her the best.

HIGHLIGHTS

Continued from page 4

Region 5 Maribeth Breen reported on the reopening of Westbrook PL. Scranton Memorial Library in Madison is on the November 4th ballot seeking approval of \$13.3 million for an expansion project. Henry Carter Hull Library has a new teen room.

Region 6 Hali Keeler reported that the Community Foundation of Southeastern CT marked its 25th anniversary by announcing the largest grant in its history—a \$1.5 million initiative for libraries. Thirteen libraries in the Foundation's 11-town service area (Lyme, Old Lyme, East Lyme, Salem, Montville, Waterford, Groton, Ledyard, New London, Stonington and North Stonington) will receive \$100,000 each. In addition, a \$200,000 endowment will be set up to fund special library projects.

CSU Nancy Disbrow reported that Paul Kobasa, editor-in-chief of *World Book Encyclopedia*, received the Department of Information and Library Sciences' Distinguished Alumnae Award.

New Business Hal Bright announced that Farmington Library is hosting a December 3 "unconference," a day of information sharing with no set agenda. Jaime Hammond thanked the board for its support of her scholarship to ALA's Emerging Leader's Program.

TWO PEOPLE CONNECTING

Continued from page 7

you can't wait to see again because you just know they'll love the last novel you read. The patrons you practically hug when they learn a new skill on the computer. The patrons you have fun working with. We all long for every patron to be like those special few, but it's up to us to imbue more of our interactions with that kind of connection.

Libraries have a long and glorious history as intellectual centers, a heritage we should not abandon, but enhance. Icanhascheezburger has a simple mission: "Make users happy for five minutes a day." Yes, libraries are more complex than that, but we shouldn't dismiss making people happy. Michael Stephens has been saying, "Libraries should encourage the heart." Making people happy and letting them play aren't at odds with the educational role of the library.

As our work-life boundaries blur and disappear, so too do the boundaries between the intellectual, the emotional and the recreational. People enter the library, either in person or online, as whole people. When they ask for help, they're looking for someone to engage with them and their question. They're not looking for a new best friend, but they're really not looking for someone to point to the section of the stacks or the database they need and say, "It's in there, let me know if you need any help."

Two people connecting. Patrons bring us content—a question, a complaint, a request for assistance—and we engage with that content. It's a collaborative process that requires the librarian to do more than teach the patron to fish. We have to get out our best tackle and fish with them. It's more fun to go fishing with someone else, and our patrons could probably figure out how to fish from an online video, anyway.

Kate Sheehan is Head of Information Services for the Darien Library.

As ready reference wanes and more of our users become Internet savvy, the importance of connection, of engaging with our patrons cannot be understated.



CLA and ACLU-CT celebrated Banned Books Week in style with a "First Amendment Rock Off" at Black-Eyed Sally's Blues Bar in Hartford on October 9. Left to right: Patrick Doyle, ACLU-CT; Peter Chase, chair, CLA Intellectual Freedom Committee; Polly Moon, chair, Wethersfield Public Library Board; Sandy Ruoff, director, Guilford PL; Chris Bradley, executive director, CLC; Andrew Schneider, ACLU-CT, and Rebecca Chase.



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PAUL NEWMAN: HE WAS ONE OF US

Continued from page 1

would have thought I had reached the Russian Embassy. He often used a foreign accent when answering the phone, and I got the Russian count! Ignoring the accent, I asked and he agreed to do the intro, but with the promise that we would tell no one, as he wanted people to come for Navasky, not for him.

The day of the talk arrived and Newman came in quietly after most of the crowd had assembled. I decided to just let him make his way to the front and begin his introduction. Not expecting him, the audience at first was confused, and then the realization hit. A buzz began throughout the audience: “That’s Paul Newman.” “That’s PAUL NEWMAN!” It was a great intro and a great talk—a wonderful bonus for coming to the library that day.

I’m sure that when people around the world heard of Paul Newman’s death, they remembered a movie star, a philanthropist, and a racecar driver. I bet they didn’t know about his support for our rights under the First Amendment.

Paul Newman funded the PEN/Newman’s Own Award from 1993 through 2006. Since 2001, it has been awarded to three librarians who have defended people’s right to read. For me, it is a most comforting feeling to know that one of the most

famous and respected people in the world was on the side of librarians. Would he have expected his local librarian to be one of the spokespersons when he died? Probably not, but I think he would have approved. He was one of us. ■



Maxine Bleiweis is Director of the Westport Public Library.

Join Me @ CLA



CLA provides invaluable opportunities for me to connect with catalogers from a variety of libraries, share experiences, and learn new technologies. It’s re-energizing to be involved with so many dedicated libraryphiles!

*Dana Tonkonow, Assistant Cataloging Librarian
Elihu Burritt Library, CCSU*

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