



The **LAMPLIGHTER**

a monthly electronic newsletter of the
Wisconsin Valley Library Service

November 2006 Volume XLIII, Number 11

DIRECTOR'S MEMO

Long ago a deep thinker was sitting under a mulberry tree thinking about the world. He looked over at a garden where pumpkin vines were growing. "How strange it is," he thought "that mulberry trees have strong branches and such tiny fruit, while pumpkins have large fruit and weak vines. One would think that the Creator would have put large fruit on strong plants and small fruit on weak ones." Just then a ripe mulberry fell and splattered right on his forehead. "Ah, now I see why things are as they are. Who would want a pumpkin to fall on his head! Truly the world is as it is for a reason!" H-m-m, another reason to be thankful.

SPEAKING ABOUT THE WORLD BEING AS IT IS

Most of the peoples of the world would like to have some say in how they are governed but they aren't allowed to vote. We, fortunately, have that right yet most of us treat it as though it has no value. Keep in mind that the only way our vote will ever have any value is if we use it. Please exercise your freedom (and responsibility) to vote on Nov. 7th.

THE NORTHWOODS FRIENDS CONFERENCE IS BECOMING SYNONYMOUS WITH THE CONCEPT OF LIBRARY SUPPORT, FRIENDS AND FUN!

WVLS and the MCPL Friends sponsored the 2nd Northwoods Conference for Library Friends, Supporters & Volunteers on September 30th in Rothschild, WI. About 60 people from across the state (representing 30 Wisconsin cities and 8 library systems – not to mention folks from a city in Michigan) attended and shared their concerns and suggestions on the elements of successful book sales. Sandi Cihlar, a WVLS Trustee and member of the Wisconsin Milk Marketing Board provided many items that focused on the importance of dairy in this state – great pieces for library vertical file information. Many attendees brought items for 'show and tell' idea sharing and a dozen lucky folks went home with centerpieces made from old Reader's Digest Condensed books by Juanita Thomas, the WVLS Office Manager. The group decided that, rather than hold this event every year, it would be better to do it every other year. So, watch for announcements for the 3rd Northwoods Conference in 2008. Thanks to all who worked to put this conference together.

BACK IN THE SCHOOL ROUTINE

One hundred years of reading research indicates that kids and teens that read a lot score higher on any test they take. In addition, library studies conducted in 16 states since 2000 show that schools with strong school library programs average 10-20% higher on test scores. Beyond the teacher, the best friend a parent has in boosting a reader of any age is the school and public library. And, best of all, both are free – well, almost – since we pay taxes...Success in school begins with strong reading skills. Classroom teachers work hard to develop and refine reading skills. School librarians play a critical role in

reading development, too. They assist students in finding books that help them delve deeper into curriculum topics or that are of high interest for pleasure reading. Public librarians offer reading support services for the entire family as well as work with school librarians and teachers to provide appropriate learning resources... (From: "Students in Schools with Strong Libraries Average Higher Test Scores" by Connie Champlin, Consultant, Indiana Library Foundation, Indiana Dept. of Education in the June 2006 issue of *Indiana Insight*)

-- Heather Eldred

IN THE SYSTEM

Win a Prize!

FICTIONAL CHARACTERS – QUIZ III

WVLS is providing *LAMPLIGHTER* readers with a little bit of fun! WVLS is including a "Fictional Characters Quiz" in the September, October and November issues of the newsletter. The first *LAMPLIGHTER* reader (from anywhere!) to e-mail editor, Marla, at msepnafs@wvls.lib.wi.us with all correct answers will win a prize.

1. Dicken's master pick-pocket
2. TV's early '60s talking horse
3. Deformed, good-hearted bell-ringer at the Cathedral of Notre Dame
4. Christopher Robin's donkey friend
5. Girl detective who drives a 'machine' through a long-running series of books
6. Little girl who befriended Peter Pan
7. Name of cartoon moose in TV show *Rocky and his Friends*
8. deBrunhoff's well-dressed African elephant in books for young children
9. Girl of Sunnybrook Farm
10. Fearsome-looking, good-natured Polynesian harpooner who becomes a good friend of Ishmael

Jane Pearlmutter, Associate Director of the School of Library & Information Studies, UW-Madison, was the first person to submit all correct answers to Quiz I, and Nancy Becker, Colby School District Librarian, was the first to do so for Quiz II. Congratulations, Jane and Nancy!

(Editor's Note: Answers to all three quizzes will appear in the December issue of *The Lamplighter*.)

DVD DEPOSIT COLLECTIONS TO CEASE

The WVLS Collection Development Committee recommended, and the WVLS Board of Trustees approved, the cessation of the WVLS DVD deposit collection service at the end of 2006.

Early in 2007 when all the deposit collections are returned to WVLS, the DVDs from the WVLS collection will be donated to member libraries. If you have any questions or concerns about this matter, please contact Marla Sepnafski (715/261-7252; msepnafs@wvls.lib.wi.us) or Ann Mroczenski (715/261-7256; annmarie@wvls.lib.wi.us)



It's Time for Training on the...

NEW & IMPROVED **WISCAT Catalog and ILL Management System**

Thursday, November 16th, 2006
Marathon County Public Library - Wausau Room
300 N. First Street, Wausau

9:00-12:00 OR 12:30-3:30

Auto-Graphics (AG) has been chosen as the vendor for the new WISCAT catalog and interlibrary loan management system. Since AG already manages the WISCAT catalog, the general look of the union catalog, how to search and how to create an ILL request in WISCAT will not change drastically. However, the ILL management system will have a very different look.

As a result, the Reference and Loan Library has stipulated that ***LIBRARY ILL PERSONNEL MUST ATTEND A TRAINING SESSION before being authorized to participate in WISCAT interlibrary loan activities*** – either as a borrower or as a lender. Training over the telephone will not be available.

Following the training, libraries will immediately be able to access the new system. Sometime in mid-December the current VDX and ZPORTAL systems will be discontinued.

Schedule for training at Marathon County Public Library (both sessions are the same – choose one!)

SESSION I

9:00 – 9:30

Registration & Refreshments

9:30 – Noon

TRAINING ON THE NEW WISCAT – Session 1

SESSION II

12:30-1:00

Registration & Refreshments

1:00 – 3:30

TRAINING ON THE NEW WISCAT – Session 2

To register for a training session, contact Leora Young, WVLS ILL Coordinator, at 715/261-7254 or lyoung2@wvls.lib.wi.us; or mail the completed registration form to Leora Young; Wisconsin Valley Library Service; 300 N First Street; Wausau, WI 54403. If you cannot attend a training session on this date, please contact Leora for a calendar of additional training opportunities that are being offered by other public library systems.

Registration deadline: Tuesday, November 14th

(If special accommodations are needed to attend a training session, please call 715/261-7252.)

WISCAT TRAINING – Wisconsin Valley Library Service – November 16th

Name _____ Library _____

Telephone No. _____ Email _____

I will attend the morning session _____ I will attend the afternoon session _____

YOUTH MATTERS



Promote Your Library to Children and Their Families!

KIDS! @ YOUR LIBRARY® CAMPAIGN BEGINS NOVEMBER 12TH

The Association for Library Service to Children (ALSC), a division of the American Library Association (ALA), has added many new resources to its Kids! @ your library® campaign Web site at www.ala.org/kids for you to use in your library's promotional efforts to children and their families. The campaign's extensive online tool kit, produced by librarians for librarians, added the following useful resources:

- camera-ready, customizable materials libraries can use to hold bookmark contests and scavenger hunts, and to enliven programming;
- downloadable games, puzzles, and activities with library themes especially for kids;
- a media-ready Public Service Announcement (PSA) recorded by Grammy-nominated singer-storyteller Bill Harley, which libraries can share with local radio stations and schools for PA announcements;
- a list of Top Ten Things for Kids to Do @ your library® that can be downloaded and distributed throughout the community, promoting what the library has for children; and
- a Web page designed especially for families (www.ala.org/families) that links to family-friendly ALSC resources such as Great Web Sites for Kids, recommended book lists and online activities for children.

The Kids! @ your library® campaign will launch to the public and media at Boston Public Library on Sunday, November 12, the first Sunday of Children's Book Week. Singer-storyteller Bill Harley will perform with a local children's choir his original campaign theme song "@ Your Library" and other favorites at a free family concert, and media will have a sneak preview with Harley and the choir beforehand.

ALSC encourages libraries large and small to get involved with the Kids! @ your library® Campaign. Visit the site at www.ala.org/kids and take advantage of the tool kit materials, resources, and ideas there. Post the "So Much to See. So Much to Do. @ your library® campaign logo (downloadable from the tool kit) on your library Web site and link it back to the www.ala.org/families page. (ALA News Release; 10/24/06)

INFO TO GO

It's Free!

THE MAKING OF MILWAUKEE

Produced by Milwaukee Public Television, *The Making of Milwaukee (MOM)* is a five hour, high definition series on DVD that explores the intriguing people who came to live beside Lake Michigan: their politics, their triumphs and tragedies, their work and play. From civic saints to scoundrels, industrialists to Socialists, Potawatomi to Hmong, *The Making of Milwaukee* tells the story of their city.

Educators and libraries may request the FREE DVD set of *The Making of Milwaukee* at http://www.themakingofmilwaukee.com/classroom/dvd_request/ or by contacting MPTV Viewer Services at 414/297-7520 or tvviewer@matc.edu. Only one DVD set per school may be requested.

Also, an online curriculum of MOM has been written to accompany the DVD series and John Gurda's book by the same title. The MOM curriculum will be available on PDF in the coming weeks at <http://www.themakingofmilwaukee.com/classroom/materials.cfm>

Funding for curriculum and web activities was provided by The Faye McBeath Foundation.
(Adapted from *CEO*, newsletter of the Lakeshores Library System and Mid-Wisconsin Federated Library System; 10/11/06)

PRIMARY RESOURCES FOR *FLAGS OF OUR FATHERS*

"Flags of Our Fathers" is a new film about the late John Bradley (of Antigo) and the pivotal battle for Iwo Jima during February-March of 1945. This website, http://www.awesomestories.com/movies/flags_fathers/flags_fathers_ch1.htm linking to hundreds of photographs and other primary sources from national archives and official military records, tells the story of the battle, the two flag-raising on Mt. Suribachi (the famous photograph depicts the second raising), the 7th war-bond drive (in which the U.S. government used the picture - and the flag raisers - to generate money and support for the war), the unique nature of the Japanese defenses and the use of Iwo Jima after its capture. Included are photographs of the actual flag raisers and the many medal-of-honor recipients.

The website <http://www.awesomestories.com/> is free for all educators, schools and libraries. Simply request an academic membership with the sign-up form at http://www.awesomestories.com/group_signup.php.

From LibraryU -

FREE ONLINE CONTINUING EDUCATION TRAINING OPPORTUNITIES

LibraryU offers FREE, Internet-based training for librarians, patrons and trustees. Supported cooperatively by the Illinois Library Systems and the Illinois State Library with funding from the Bill and Melinda Gates Foundation, LibraryU is committed to providing quality online instruction in a format that is cost-effective and convenient for the learner.

To take advantage of course offerings, you must first enroll in LibraryU. Once you are a registered user, you will be able to enroll in any LibraryU course and earn certificates of completion for all courses you complete.

Some of the courses currently available are:

- Master of Disaster: Developing a Disaster Plan
- Budgeting Basics
- Introduction to Cataloging for Non-Catalogers
- Merchandising That Works
- Basic Web-based Reference
- The Internet and Teens: Social Networking Safety
- You Can Do It: A Recipe for Designing Web-based Instruction

Enroll in LibraryU today at <http://learning.libraryu.org/home/welcome.html>.

(adapted from article in *Streams*, newsletter of the Northern Waters Library System; 10/19/06)

LIBRARY PROGRAM IDEA

Stuart Stotts, author of *Books in a Box: Lutie Stearns and the Traveling Libraries of Wisconsin*, is available for presentations to Friends of the Library groups, brown bag lunch talks, or historical societies' lecture series. Mr. Stotts has a 45-minute presentation on the development and growth of the early

library movement in Wisconsin, with Lutie Stearns as the woman at the center of the story. Lutie Stearns traveled Wisconsin back roads from 1895 to 1914, bringing boxes of books to rural library outposts, logging camps, general stores, and factory towns. Stuart is a storyteller, songwriter, and author from DeForest, Wisconsin. For more information on presentations with Stuart, please contact Big Valley Press at publisher@bigvalleypress.com or 608/489-3525.

GRANT UPDATE

GRANTS FOR COMMUNITY IMPROVEMENT PROJECTS

Hamburger Helper is lending a helping hand to neighborhoods nationwide with its "My Hometown Helper" grant program. Individuals from communities and organizations across America can submit a written essay of 250 words or less describing how the "My Hometown Helper" grant would help improve their community project. Maximum Award: \$15,000. Eligibility: Requests for funding must be sponsored by a municipal or civic organization or public school. **Deadline: May 31, 2007.**

Since public and school libraries serve their communities in a variety of important ways, the Grants for Community Improvement Programs may be just the grant opportunity you are looking for to purchase those new soccer uniforms for the soccer team, playground equipment for the elementary school, or desktop computers for the library media center. For more information, visit

<http://www.myhometownhelper.com/>

(pubyac listserv; 10/06/06)

BUBEL/AIKEN FOUNDATION ABLE TO SERVE GRANTS

The Bubel/Aiken Foundation and Youth Service America (YSA) are pleased to announce grants of up to \$1,000 to support youth-led service projects in which youth with and without disabilities serve their communities together. These grants support youth (ages 5-25), teachers, youth-leaders, youth-serving organizations, or organizations that serve people with disabilities in implementing service projects for National and Global Youth Service Day (<http://www.ysa.org/nysd>), April 20-22, 2007. Projects can address themes such as the environment, disaster relief, public health and awareness, community education, hunger, and literacy, and any issues youth identify as a community need. To learn more and apply, visit <http://www.ysa.org/awards>. **Receipt deadline: Thursday, November 30, 2006.**

(Youth Service America newsletter, 10/23/06 as seen in CEO, 10/25/06)

ON COMMAND

PEOPLE IN THE AREA ARE BLOGGING!

According to NetLingo.com, Dictionary of Internet Terms, "a 'blog' is a web site (or section of a web site) where users can post a chronological, up-to-date e-journal entry of their thoughts. Each post usually contains a Web link. Basically, it is an open forum communication tool that, depending on the web site, is either very individualistic or performs a crucial function for an organization or company ... On average a new weblog is created every second of every day, and the popular blog 'Technorati' tracks about 1.2 million new blog posts each day (that's about 50,000 per hour)."

Part of the appeal of the blogging experience is not only about putting your thoughts on the web, but also hearing back from and connecting with other like-minded folks. And the programs used to publish a blog on the World Wide Web are so easy to use that you don't have to be a computer programmer to start one up and keep it going.

According to a tutorial at Blogger, which is one of countless popular free online blog hosting services, creating a blog takes just three steps: Create an account; Name your blog; and Select your template. To view the tutorial, visit http://www.blogger.com/tour_con.g. Another easy-to-follow tutorial is available at Freevlog's Quicktime Tutorial: Setup a Free Blogger Blog at <http://www.freevlog.org/tutorial/>

If you haven't joined the blogosphere yet, you may want to consider doing so. Visit the Blogging Libraries Wiki

(http://www.blogwithoutalibrary.net/links/index.php?title=Welcome_to_the_Blogging_Libraries_Wiki) to see how small and large libraries of all types are doing good things with blogs. Also, take a look at the following web sites to see what library folks in the WVLS area are blogging about:

- **Friends of Northern Wisconsin Libraries** (<http://www.northwoodsfriends.blogspot.com/>)
James Backus, WVLS trustee and Friend of both the Marathon County Public Library and the Minocqua Public Library, created this blog "to facilitate the exchange of ideas between Friends of Library groups and other Library Support Organizations in the Northern part of Wisconsin."
- **Northwoods Library** (<http://northwoodslibrary.blogspot.com/>)
This very new blog by Michelle Gobert, Edward U. Demmer Library (Three Lakes) Director, will provide current library technology news, as well as other news related to libraries in the Northwoods of Wisconsin".
- Marathon County Public Library staff members, Phyllis Christianson and Sharyn Heili, have also created blogs. Phyllis' blog **Something New Every Day** (<http://snedlibrary.wordpress.com/>), and Sharyn's blog, **Libraries and Librarians Rock** (<http://sharynheili.wordpress.com/>), provide commentary and philosophical musings, posts from other blogs, and links to sites they find interesting.

And, if your library does decide to join the blogosphere, let WVLS know and we will post information about your blog in the newsletter!

FROM HITHER & YON

IT'S TIME TO CHANGE YOUR TIRES!

Consumer Reports (<http://abcnews.go.com/GMA/print?id+2585783>) advises that with winter right around the corner that it is time to change the tires on your automobile.

You should also change your tires when they are: damaged; over-inflated (tires have too much air in them and the center treads wear away); under-inflated (tires have too little air and the sides of the tires wear away); and treads are too low (Place a penny into the tread groove to determine if tires are worn down too much. If you can see Abraham Lincoln's head on the penny, then that means that the tire treads have worn down past the legal limit of 1/16th of an inch.).

FROM CRADLE TO GRAVE: THE UNIQUENESS OF PUBLIC LIBRARIES

Public libraries have a unique cradle to grave clientele. Their challenge is to ensure that library funding decision-makers are aware of the breadth of that clientele, and of the resources needed to respond well and equitably to it... [funders] are slowly, if very unevenly, becoming more aware that their public libraries are their best and most heavily used and valued asset and provide an outstanding return of between \$4 and \$7 for every dollar invested. There is still the formidable task of conveying to local, state and national decision-makers why public libraries have this unique capacity and potential to enhance and

change lives, and connect communities across all ages. A major part of the challenge is that today's decision makers are often middle aged or older males. This is the very population cohort who makes the least direct use of libraries, may infrequently enter them, and may thus have little sense of the scope, dynamic and usage of the modern public library...

So...how do we get the message across and assist those busy decision-makers to make well-informed judgments about investment in the libraries for which they have responsibility?

If it could be done, the quickest way of showing decision-makers what modern public libraries are about would be nationally coordinated, all expenses paid, study tours of the best of those libraries...they could not but be convinced by what they saw, and return home committed to improving their own libraries.

Friends groups are very valuable to libraries ... just by their existence they say something to a [government body] about the importance of a library to the community as a whole. This is because few other [government] services are ever supported by a friends group.

Public libraries and their very large user base are a sleeping giant which needs to be awakened. We need to stir that giant from its slumbers and capitalize politically on that huge support base [many of whom are voters]. It is a potential support base which would be the envy of any other profession or industry...

There is a legal axiom that 'He or she who pleads their own case has a fool for a lawyer'. That is often a limitation of professional and industry associations, including those in the library sector. Their advocacy for better treatment may be dismissed by government as yet another industry or professional 'bleat'. **Librarians should avoid emphasizing the need for better investment in them as a 'library' issue or professional issue. It is not. It is a library *user* issue.**

We might be more effective if we focused on how good a deal library services are for the approximate four million members of the voting public library users in Wisconsin and used their (at least assumed) 'power' to make the point that our state's libraries and library systems are worth better state level funding.

(The above excerpts were taken from a paper by Dr. Alan Bundy, President, Friends of Libraries, Australia which was presented at the Public Libraries Australia conference in Albury, November 9-11, 2005)

-- submitted by Heather Eldred

WEB SITES OF INTEREST (tourist traps on the information superhighway!)

RECOMMENDED BOOKS FOR THE HOLIDAYS

<http://www.ala.org/ala/pressreleases2006/october2006/Booksfortheholidays.htm>

The Association for Library Service to Children (ALSC), a division of the American Library Association, has created a list of new books recommended for holiday gift-giving, as well as reading about the holidays themselves. The gift-giving guide features titles suitable for readers from preschool age through 8th grade and includes picture books, novels, fiction and nonfiction. Children's librarians and educators on the ALSC Quicklists Consulting Committee compiled the lists. You might want to share this list with parents, grandparents and others who may be interested in giving the gift of reading and learning throughout the holiday season! (*American Libraries Direct*, 10/25/06)

THE AMERICAN CRANBERRY <http://www.library.wisc.edu/guides/agnic/cranberry/>

You won't get bogged down as you explore how to plant, harvest, cook and market this round red relative of the blueberry. From the Steenbock Memorial Library, University of Wisconsin-Madison. (*LII New This Week*; 10/26/06; Copyright 2006 by Librarians' Index to the Internet, LII)

CALLINGID <http://www.callingid.com/Default.aspx>

As obvious as it might sound, it is important to be ever vigilant when browsing the web for any purpose. Keeping that in mind, visitors will appreciate the capabilities of CallingId. With its well-designed toolbar, this application automatically shows whether sites visited are real and safe, along with displaying the site owner's name and physical address. This application is compatible with all computers running Windows 98 and newer, and either Firefox or Internet Explorer.

(From *The Scout Report*; 8/4/06; Copyright Internet Scout Project, 1994-2006, <http://scout.wisc.edu/>)

ELECTION 2006

- **ALLTHINGSPOLITICAL.COM** <http://www.allthingspolitical.com/>

The aim of this web site is to offer an efficient gateway to leading political and governmental online resources. The directories encompass many categories, ranging from the practical – with over 6,700 public school web sites, 5,600 municipal government web sites, and 2,100 county government web sites – to the partisan – with over 1,100 Democratic and Republican county party sites.

(*Refdesk Site-of-the-Day*; 10/06/06)

- **INTERNET PUBLIC LIBRARY: ELECTION 2006** <http://www.ipl.org/div/election/>

Annotated links to resources, both for informed voting in the November 7 election and for elections in general. Includes candidate and issue info, electoral maps and calculators, weblogs, and historical election information. (Marylaine Block's *Neat New Stuff*; 10/27/06)

- **PROJECT VOTE SMART** <http://www.vote-smart.org/index.htm>

This amazing resource offers so much information that browsing here can be like drinking from the proverbial fire hose, but if you know what you're looking for, it will save wasted time hopping around the web from site to site. Databases available here include: biographical information and contact information for over 40,000 candidates and elected officials; detailed breakdowns of campaign finance contributions for elected officials at the state and federal levels; issue positions; interest group ratings; congressional and state voting records; and public statements. This essential source for candidate and policy info even offers a 24x7 toll-free number for assistance. (*ResourceShelf*; 10/26/06)

CALENDAR OF EVENTS

November – National Peanut Butter Month – for interesting information about peanut butter, visit <http://www.peanutbutterlovers.com>, the site of the Peanut Advisory Board.

(*Marketing Library Services*; September/October 2006)

November 7 – VOTE!!

November 13-19 – CHILDREN'S BOOK WEEK – This year's theme is "More Books, Please!" For an extensive list of resources for celebrating this event, go to <http://www.cbcbooks.org/cbw/celebrate>

November 16 – **Learn the NEW WISCAT!** – a WVLS-sponsored workshop – Marathon County Public Library – for more information, refer to the WISCAT workshop flyer included in this issue of *The Lamplighter*.

November 18 – **WVLS Board of Trustees meeting** – Marathon County Public Library – 9:30 a.m.

November 19-25 – NATIONAL GAMES WEEK – Take this opportunity to provide a Game Night @ Your Library! For more information about NGW, visit <http://www.nationalgamesweek.net/>

November 23 – Happy Thanksgiving!

November 24 – WVLS office closed.

December 7 – **V-Cat Council meeting – Loyal – 9:30 a.m.**

December 16 – **WVLS Executive Committee meeting** – Marathon County Public Library – 9:30 a.m.

January 19-24 – ALA Midwinter meeting – Seattle, WA. This annual event includes over 100 discussion groups on a variety of hot topics and exhibits. A preliminary listing of topics and registration information will be available sometime in November at <http://www.ala.org/ala/eventsandconferences/midwinter/2007/home.htm>

January 20 – **WVLS Board of Trustees meeting** – Marathon County Public Library – 9:30 a.m.

January 23 – Library Legislative Day

ATTENTION: Wessler Scholarships are available to cover some/all costs associated with attendance at reference and/or interlibrary loan continuing education events. If interested in becoming a Wessler Scholar, contact the WVLS office (715/261-7250) for more information. The application form and more information are available at <http://wvls.lib.wi.us/About/wessler.htm>

QUOTE OF THE MONTH

“I have learned silence from the talkative, tolerance from the intolerant, and kindness from the unkind; Yet strangely, I am ungrateful to those teachers.”

-- Kahlil Gibran

(RefDesk Thought-Of-The-Day; 11/09/04)



The Lamplighter is a monthly electronic newsletter of the Wisconsin Valley Library Service. Contributions are welcome!

Back issues are available at <http://wvls.lib.wi.us/Newsletter/newsindex.htm> Note: Web links in past issues are not checked for currency and may no longer work.

When the most recent issue becomes available, readers are alerted by a notice posted to WISPUBLIB, or sent an email.

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