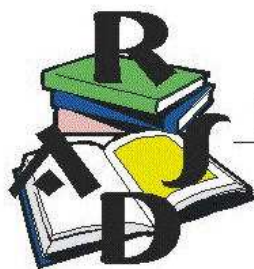


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## Reference and Adult Services Division

### FALL 2010

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RASD Dinner

Greetings from RASD! We are kicking off a new year for our division and I would like to let you know about our committees and what we do at RASD.

#### News from Half Hollow Hills

Multi-Format Book Discussion at Half Hollow Hills

Community Library:

We'll be discussing Rebecca Cantrell's

graphic novel *iDrakula* on Thursday, February 3, 2011 at 7pm. The book is available through the Suffolk County catalog as a printed book and an ebook, and can be downloaded as an app for the iPhone, iTouch, and iPad. The author

will then use Skype to join us for our book discussion. *iDrakula*, a basic re-telling of the familiar vampire story using text messages, web browser screens, emails, jpgs, voice mail, and chat screens, has been receiving great reviews. All are welcome - come and join us!

Ellen Druda

The Long Island Talking Book Library (LITBL) is in trouble.

Due to funding cuts to library systems across New York State, the Suffolk Cooperative Library System has a plan to close the Long

First of all let me introduce myself. I am Robert Cognato the 2011 President of RASD. Yes you may remember that I held this same post back in 2007. I'm back! My goal this year is to work with the board in developing programs and solutions to some of the important questions swirling around in the Suffolk Library world. Through Ramblings we hope to be able to reach out to you. Don't forget to follow us on Facebook and at [scla.net](http://scla.net).

(RASD) *Reference and Adult Services Division* is: C.A.R.E, Electronic Resources, Health Concerns, Historian, L.I. History, L.I. Reads, Media, Membership, M.O.S.A.I.C, O.A.R.S., Programs, Reader's Advisory, "Ramblings," Web Page, Member at Large, PR and Marketing.

Please welcome our newly elected board members: Vice President/President Elect: Steven Spataro East Hampton Library, Secretary: Sara Bedell Patchogue Library, Treasurer: Megan-Sala-James Deer Park Library.

In the Library profession I believe to better serve our patrons, communities, and staff it's important that we share ideas and information with each other. We need to try different things and not be afraid of failure. The world is changing at an incredible rate. I think that RASD is the perfect forum to discuss such ideas and concerns Librarian's may have. Perhaps you have an idea, question, or want to see a program about a specific topic. Please let our committee chairperson know. Better yet join one of our committees or run for a board position. If you have any questions or comments, Please contact me at Deer Park Library or e-mail: [rcognato@gmail.com](mailto:rcognato@gmail.com)

Have a Very Happy and Healthy Holiday Season! See you in 2011!

Robert Cognato - President RASD

#### Accidental Library Marketers Presented by the RASD PR & Marketing Committee

On November 9th, twenty-nine accidental library marketers met at the East Islip Public Library to hear a talk given by Kathy Dempsey, author of the "Accidental Library Marketer" (Information Today, 2009). Kathy is a former long time editor of "Computers in Libraries" and the current editor of "Marketing

Island Talking book Library and force Long Island residents with disabilities to be served by, and under the control of the New York Public Library.

Currently, financial support for the Talking Book Library comes from New York State Coordinated Outreach funds, the Nassau Library System and SCLS. According to Kevin Verbesey, the director of Suffolk Cooperative Library System, the two other talking book programs in New York State get funding from the state. Suffolk County does not. Due to this lack of funding a consolidation of services with NYPL in control has been proposed as the so-lution to this problem. It was reported at the last Long Island Talking Books Library advisory council meet-ing. Mr.Verbesey seems to feel that fund raising is not a good long term solution to this pro-blem. Kevin did say that if the monies that NYPL gets for their talking book program were given to us plus the 20%funding cut restored he would happily take over the talking book duties for NYPL.

We as librarians must start promoting the woefully under utilized talking book service to all our patrons. We must also take on the Herculean task of lobbying our politicians for money to fund this invaluable service. There are very few options for patrons with disabilities who cannot come to their public library, there-fore, we must strongly evaluate what our role is in providing ac-cessible library ser-vices. Valerie Lewis, the Director of

Library Services." She also has her own marketing company, Libraries are Essential.

Kathy spoke to us about the differences between marketing, public relations, publicity, promotion, advocacy and advertising. She encouraged us to always start by doing in-depth market research, find out what patrons want by asking them, set goals, have a way to evaluate the results, and then write your marketing plan. Only then can you promote the service, deliver it, get feedback, and study what you've learned.

She also discussed library displays. Some of her key recommendations were having a major display that is 10 to 20 steps into the building, using the ends of shelves for displays, turning books and materials out whenever possible and thinking of unusual displays to catch patrons attention (eg. books all of the same color or all by authors of the same last name). Kathy said when you are creating signs and fliers use sans-serif fonts, keep them as uncluttered as possible, and use positive language. She reminded us to make sure our outdoor signage is clean and up-to-date, as well.

As you can see, we all left with a lot to accomplish, so be sure to subscribe to the "Marketing Library Services" newsletter, and buy or borrow Kathy's book, "The Accidental Library Marketer".

On October 14<sup>th</sup> the PR & Marketing Committee had a planning meeting at which we spoke about how we promote our web pages, mobile web sites, social networking, e-newsletters, and partnerships. We discussed ideas for future speakers, and doing a Lunch and Learn at the Long Island Library Conference on May 5, 2011. We plan to meet again in March. We will send out a reminder on the SCLA Listserv.

Jo-Ann Carhart, East Islip

PR & Marketing Committee Chair

### Membership

As there are changes made to the board for Reference and Adult Services Division, I hope to share and promote what is happening in the Library and Information Science world in Suffolk County. At this time our Facebook page has 107 fans. If there is a topic you would like to discuss with other fans and members, please post a Discussion. We look forward to hearing from you and have a happy and safe holiday season. Check out what Sachem Library is doing on December 19<sup>th</sup>:

Sunday, December 19 2:00 p.m.

Kinding Sindaw, a New York-based troupe whose name means "Dance of Light," express traditional myths and legends through music, dance, chants, and martial arts. Leave your passport at home for this wondrous holiday journey to the Philippines.

Contact: Welcome Desk - 588-5024 x 233

Sara Bedell -Membership Chair

### RASD Annual Dinner

From RASD dinner speaker Joe Wallace, "I'm excited to be spreading the word that Goodreads (the enormous website for readers, with millions of members) has nominated \*Diamond Ruby \*for Best Historical Novel of

the Talking Book Library welcomes any conversation on how public libraries can participate in the process of providing access to library materials for people with dis-abilities.

Rona Dressler  
[rdressle@suffolk.lib.ny.us](mailto:rdressle@suffolk.lib.ny.us)  
RASD Ramblings editor

**Quick Links...**  
<http://scla.net/rasd/mainp.htm>

2010.

Here's the link:

<http://www.goodreads.com/award/choice#41643-Historical-Fiction>

The winner is determined by reader votes, so if you feel like voting for Ruby, I'd sure appreciate it.... (You have to be registered, but it's pretty easy.) Also, if you know anyone else who has read and enjoyed the book, I'd be grateful if you let them know about the voting. I'd love for Ruby to show some of those bestsellers with their big ad budgets a thing or two!"

If you like planning events and are looking forward for something to do for the fall please join me in planning the RASD annual dinner. You can help secure the venue, find great raffle prizes and an exciting speaker or help publicize the event to your colleagues. If you're interested contact Belle Baxter at [belbaxt@gmail.com](mailto:belbaxt@gmail.com) or 499-3722.

### **Reader's Advisory - just the beginning.**

We're looking forward to a new year of delving into new genres. Libraries anticipate an increase in the use of e-Readers after the gift-giving season, and we know that reader's advisory questions at the Reference desk will also accelerate. There is no substitute for one-on-one guidance and members of Reader's Advisory enjoy a real advantage because of their experience on the committee.

Check it out: Our blog <http://rasdreadersadvisory.blogspot.com> has been tagged which makes our annotations fully searchable.

We will meet at East Northport Library on January 27, 2011. The genre is *Political Fiction*.

Make 2011 the year you join Reader's Advisory.

Grace O'Connor - West Islip Public Library



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