



Reference and Adult Services Division

Summer 2014 In This Issue

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PR & Marketing Committee

The PR Committee is always anxious to welcome new members. We meet about four times a year and have panel discussions or speakers on a variety of subjects. Our next meeting will be a joint meeting with the New Adult Committee on Thursday **October 23**, at the East Islip Public Library, with coffee at 9:30 and the meeting to start at 10:00. The meeting will be on Niche Marketing and feature a panel of speakers. Some of the topics that will be covered are; MeetUp, The Patch, e-newsletters, and targeted press releases. Mark 10/23 on your calendar now.

The committee is also trying to launch a new annual PR award, the SLMA - Suffolk Library Marketing Award. Applications are available on the committee's blog, (rasdpr.wordpress.com/). The application is very simple, and you can use any library PR campaign launched since 1/1/14. Maybe something you are doing this summer? Take a short amount of time and enter. Maybe

From the President

Happy Summer to all! RASD is in full swing and this year's Long Island Library Conference was a huge success. I would like to take this moment to thank everyone on the RASD board, LILC committee and all the volunteers who contributed their outstanding efforts towards this event. We had a wonderful time catching up with all of you who stopped by our table and signed up for our free raffle. The winner this year for our Science Fiction Survival Kit was Joyce Thompson of the Patchogue-Medford Library. Congratulations to Miss Thompson! Our annual dinner will be taking place in September (more details to follow in our next issue) and we hope to see you there.

If you are looking for some outdoor entertainment, check out this free concert at the Northport-East Northport Library on Tuesday July 15 at 7:30pm. Don't miss an exciting performance by Long Island Music Hall of Famer Tommy Sullivan, a founding original member of The Brooklyn Bridge. Tommy's dynamic, one-man show has been packing concert venues for years. His song list includes 50's and 60's favorites ranging from classic rock to ballads and includes everything from Sinatra to jazz to The Beatles . . . and ofcourse, a loving tribute to Johnny Maestro.

Electronic Resources

The committee saw a webinar from Pronunciator, available here: www.pronunciator.com/pronunciator-webinar/. Pronunciator is a language learning product for libraries with a great deal more content than Mango, including more languages, downloadable phrase books, downloadable audio courses, multiple language interfaces, foreign films and popular music with subtitles to help you learn, and resources for K-12 including bi-lingual video storybooks. There is an incredible amount of content at a cheaper price than Mango. Take a look - SCLS may work out a coordinated order or give us a trial to test it ourselves.

We also heard from Kris Minschke about the differences between Mango and Rosetta Stone. You can experiment with a trial version of Rosetta at <http://trial.ebscohost.com> (user ID=scls, password=trial) and at the same time take a look at Ebsco's answer to Zinio, called Flipster. Flipster requires the typical Ebsco log-in authentication process; much less convoluted than Zinio. There is some overlap with titles. While Flipster is easier to access and has no platform fee, the prices of the magazines are higher. Please look at the trials and give feedback to Diane Eidelman at diane@suffolknet.org.

We took a fast look at <http://reviews.libraryjournal.com>

your library will be our first winner! Applications are due **9/15/14**.
Jo-Ann Carhart
East Islip Public Library

MOSAIC

MOSAIC has a new co-chair, Amber Sroka. Amber is a librarian at the Middle Country Public Library. Amber and Loretta Piscatella, also from Middle Country Public Library, formed a subcommittee of MOSAIC to launch "Navigating Your Community" informational fairs in Suffolk County Public Libraries, the first of which took place in October, 2013. Lissetty Thomas, librarian at the Brentwood Public Library, has stepped down as co-chair due to her many other obligations. Thank you, Lissetty for your personal commitment and energy which contributed to the overall success of MOSAIC these past few years.

MOSAIC's Annual Breakfast, "Reaching Out to Unique Communities" took place on May 13, 2014 with guest speakers Marybeth Zeman author of *Tales of a Jailhouse Librarian: Challenging the Juvenile Justice System One Book at a Time* and Leticia Cotto, Branch Manager of the Hartford Public Library, who discussed the StoryWalk® project as a children's program and using the program to engage Spanish speakers in her community.

MOSAIC's next meeting

/self-e , the new self-published ebook collection available in the Fall from Library Journal. These ebooks will be reviewed and vetted by Library Journal, and there will be an author's portal where writers can submit their own ebooks for review.

We also looked through the content from <https://www.hoopladigital.com/home> , the digital streaming service available from Midwest Tapes. They offer movies, tv shows, audiobooks, and music. Since it is a streaming service, there are no wait lists and no downloading necessary.

Lastly, we heard about the problems Half Hollow Hills Community Library is having with their new Makerbot Fifth Generation printer. If your library is considering purchasing, think about emailing druda@suffolk.lib.ny.us and asking about their experiences.

Sara with Joyce @ LILC



Rose with speaker

Health Concerns

The Health Concerns committee is working on their annual bibliographic annotations on Heart Disease (our 2014 topic). We will have 2 speakers at our workshop on October 29 at SCLS at 10 AM. Breakfast will be served at 9:00. Save the date for this timely workshop - remember

no matter your age, heart disease can strike.

is on September 9th at 10:00 (9:30 coffee) at SCLS at SCLS in Bellport. Hendel Leiva, organizer for Welcoming Long Island, an initiative of Long Island WINS, will be our guest speaker. Please join us as the Committee looks forward to another great year of inspiring speakers and ideas!

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