

# NeCessary KnowLedge

## Changes Come to Talking Books

by Fred Atchison

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**Calendar**

August 5th  
Annual Meeting

September 17  
Directors Meeting  
Emporia

September 24  
Healthy Kids Challenge  
Junction City

It is official. Talking Books Service (TBS) will centralize services, thus ending the role of sub regional TBS libraries. In a July 1, 2010 letter sent to TBS users throughout the state, Toni Harrell, the director of the State of Kansas TBS, made the announcement. The new technology that has provided the exciting new digital reader also makes it possible for program participants to download books from personal computers. What this means for the future of the service is that the need for local collections and staff that support those collections will not be needed. A continuing decline in the number of users also contributes to this change. Accordingly, the State Library formed a task force made up of sub regional librarians, library directors, and users of the service. The task force was charged with reviewing TBS in Kansas, looking at TBS in other states and making recommendations to the State Librarian. The resulting plan calls for centralizing circulation and readers' advisory services to be delivered out of the state TBS office in Emporia. The switchover of services for the Manhattan TBS sub regional office is expected to happen around the middle of August. Even good change can be difficult, and the tough part for NCKL, patrons, and friends is the fact that Manhattan TBS staff have provided many years of excellent and dedicated service. I have always been so impressed with the work of our sub regional staff. Certainly, the patrons they have served through the years have

expressed their thanks and appreciation many, many times. But the time has come and service will be provided out of Emporia.

I am pleased to report that the change includes a local TBS link. The State Library will provide grants to support part-time TBS outreach/consultants to be placed throughout the state. These people will provide regional troubleshooting for TBS users and will also engage in activities to publicize TBS. NCKL has been promised such a grant and Ann Pearce has agreed to take that position. She will continue to supervise the Manhattan Public Library Assistive Technology lab and she will perform new consulting duties for NCKL and she will be plenty busy. Other Manhattan Public Library TBS staff have either been placed in new jobs in the organization or found other employment in the community. There is still much work to do and details to work out but we will do everything we can to make the transition as smooth as possible.

Please call Ann Pearce or me if you have questions. We are proud of the work and contribution of the Manhattan sub regional TBS. We are also proud of the quality of the new players and the improved access to materials. What does not change is the dedication to serve TBS users.

## Telling Our Library Story

by Carol Barta

On June 28 the [Library Link of the Day](#) highlighted a [Huffinton Post](#) article by New York City Library's Paul LeClerc. He was lamenting the fact that library budgets are being decimated despite an enormous increase in use by the public. He writes:

“The most benign interpretation that could be given to a policy of reduced funding, and therefore limited access, to public libraries is that they are no longer relevant to American society, that the dream of universal free access to information that Andrew Carnegie had when he paid for 1,500 public libraries to be built across the nation has been realized.

Those who see libraries from this perspective tend to have the money to buy whatever mode of information access they desire, be it e-book readers, iPads, physical books, or computers and hand-held devices with Internet access, wherever they are.

In other words, paying for information--if only indirectly by paying for the devices and platforms that make it available--is seen by some as the new paradigm. If physical public libraries are no longer relevant to me, how could they possibly be to others? So why continue to pay for them to be open five or six or seven days a week?”

While thinking about how to change this situation, I received an email from a colleague who works outside the world of libraries. It seems to fit our libraries beautifully. We need to change the minds of the people who control our budgets. This advice is drawn from cognitive psychologist Howard Gardner's book: *Changing Minds: the Art and Science of Changing Our Own and Other People's Minds* (Harvard Business School Press, 2006). When we advocate for money for our libraries, we are asking legislators, commissioners or council members to change their mind about spending tax dollars.

Following Gardner, we need to wrap our libraries into a compelling story, a narrative resonating with the public, represented in different forms and in different venues, and articulated by trusted spokespersons.

We need to develop a story meeting the following criteria:

1. “Stories are narratives that describe events that unfold over time. At a minimum, stories consist of a main character or protagonist [the local library], ongoing activities [our programs] aimed toward a goal [lifelong learning, love of reading], a crisis [loss of tax revenue], and a resolution.” (Gardner: 19)
2. Our story has to be effective enough to topple the counter-stories articulated by the anti-tax folks.
3. “As a general rule, when one is addressing a diverse or heterogeneous audience, the story must be simple, easy to identify with, emotionally resonant, and evocative of positive experiences.” (Gardner: 82).

**NCKL ANNUAL MEETING  
AUGUST 5, 2010  
MANHATTAN PUBLIC LIBRARY AUDITORIUM**

AGENDA

- |        |  |
|--------|--|
| 9:00   | Registration, coffee and rolls   |
| 9:30 – | Executive Committee & NCKL Annual Meeting  |
| 10:00  | Public Hearing on the NCKL Budget  |
| 10:45  | Break  |
| 11:00  | Introducing: Jo Budler, State Librarian of Kansas  |
| 11:30  | Program: When the "Budget Axe" Hits: Finding the Funding from Outside Sources June DeWeese, Dustin DeWeese and Janet Marler discuss what works and what doesn't when raising funds |

**Everyone Welcome!**

*Continued from page 2*

4. "Optimally, a new story [promoting mind change] has to have enough familiar elements so that it is not instantly rejected yet be distinctive enough that it compels attention and engages the mind" (Gardner: 74).

5. Be cognizant of the counter-narratives that need to be dislodged. Have a story that effectively addresses these counter-narratives. "If I could dispense just one morsel of advice to mind changers, it is to spend less time trying to convince individuals of a new perspective, and more time trying to understand and thereby to neutralize the resistance." (Gardner: xii.)

6. A compelling narrative must be articulated by trusted persons and by persons whose own life illustrates the story's main points. (Parents, jobseekers, seniors)

7. "Mind changes are difficult to effect, difficult to sustain [returns to original views are frequent], and come about only if dedicated individuals strive to initiate them." (Gardner: xiii).

The survival of libraries depends on our ability to change minds by telling our stories consistently and effectively. Libraries are not just nice they are necessary.

*Used with permission and many thanks to Daniel Marien*

## Kansas Reads to Preschoolers 2010

The State Library of Kansas and the Kansas Center for the Book proudly announces *Up, Down and Around* by Katherine Ayres as the selection for the Sixth Annual Kansas Reads to Preschoolers Week. Kansas First Lady Stacy Parkinson will serve as honorary chair for the special week, Nov. 14-20, 2010.

“Reading to our children is a great way to spur their imagination and help establish a life-long love of learning,” said First Lady Parkinson. “I am honored to serve as the chair of this effort, and encourage every adult to take time to read to a child.”

State Librarian Jo Budler explained, “a child develops language skills before he or she is able to speak, and they develop literary skills long before they can begin to read. So much learning capacity occurs in a child’s first three years that it is imperative that we read to every baby, toddler, and preschooler.”

The 2010 Kansas Reads to Preschoolers Week will focus on food, nutrition and where our food comes from, which is why *Up, Down and Around* is the statewide book selection.

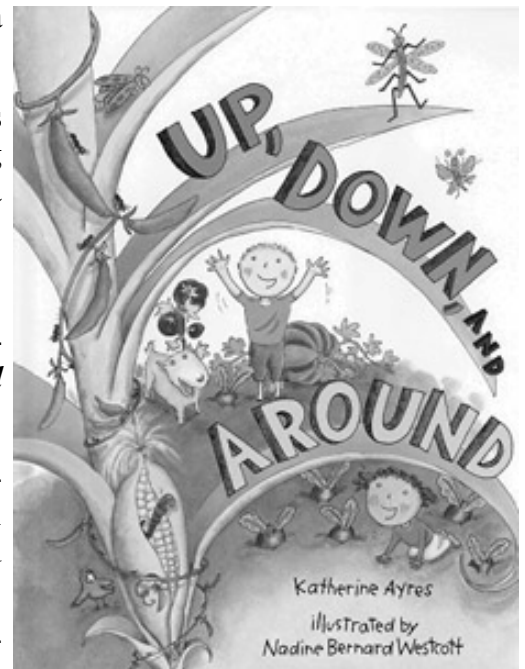
Local libraries play a big role in early childhood reading and are instrumental to the success of Kansas Reads to Preschoolers. Libraries all over the state will plan special displays of food and nutrition-related books, schedule activities, organize pre-school

story hours, and invite participation by various food and nutrition professionals.

It’s estimated that during the Kansas Reads to Preschoolers Week, more than 20,000 Kansas preschoolers will be read to by parents, grandparents, children’s librarians, mayors, elected officials, middle and high school students and many, many others.

More information on the program, including ideas for activities and crafts for teachers, parents, and caregivers are being developed for the website: <http://www.kcfb.info>. More information about the book and author can be found at: <http://www.katherineayres.com/updown.html>

The Kansas Center for the Book is a state affiliate of the Center for the Book in the Library of Congress. As a program of the State Library of Kansas since 2005, the Center’s role is to promote Kansas books, authors, libraries, booksellers, publishers, and the book community, and to foster awareness of literacy and the literary heritage of the state. For more information, visit our website: <http://www.kcfb.info>.





## ***Reading - Smart Eating - Moving...Balance My Day! A Workshop You Don't Want to Miss!***

***Brought to you by Healthy Kids Challenge and a grant award from  
United Methodist Health Ministry Fund***

***Date:*** September 24<sup>th</sup> 2010

***Time:*** 9:30am – 2:30pm, Registration at 9 am

***Location:*** Dorothy Bramlage Public Library, 230 West 7<sup>th</sup>, Junction City

***Lunch Plans:*** Cost \$5, Will be catered in

### **Bring Along: A preschool book from your library**

It can have a nutrition or physical activity theme, such as *Blueberries for Sal* OR make it a bigger challenge and bring a favorite book even if a food/activity theme is not evident! Most characters move and/or eat! We'll use your books and work in teams to create read/eat/move teaching ideas. THEN, we'll provide you a copy of ALL the ideas generated from ALL 7 workshops!

### **It's time to take action!!**

Time to learn and play! Come and enjoy a one day regional workshop and take home new ideas and inspiration for incorporating healthy eating and movement into preschool reading programs. Those attending the workshop will receive approximately \$200 in teaching resources plus support from HKC during the coming year for adding nutrition messages and move & learn activities to your preschool programs.

According to the U.S. Pediatric Nutrition Surveillance System, pre-school children are getting heavier. In Kansas, the percentage of obese 2-4 year olds grew from 8.8% in 1998 to 12.6% in 2003 and 13.3% in 2008.

With the nation's attention on childhood obesity, the time is NOW for such a workshop! Even the Kansas Reads to Preschoolers featured book for 2010, *Up, Down, and Around*, is a focus on this topic! Libraries champion reading-smart, eating-moving!

**Register at [KNOW.NCKL.INFO](http://KNOW.NCKL.INFO) by September 17. Limited to 25 participants.**

## ***ROAD TRIP!***

***Finally!***

**A Library Conference where everyone shares  
similar challenges and opportunities!**

# **Magic in the Mile High City**

## **Association of Rural and Small Libraries/ Association of Book Mobile and Outreach Services**

### **Joint Annual Conference**

### **October 14-16, 2010 in Denver, CO**

Join us in Denver, Colorado **October 14-16** for the 2010 ARSL-ABOS Joint Conference. (Pre-Conferences begin on October 13.) The theme for this conference is “Magic in the Mile High City” and conference planners are working hard to make this conference full of magic. Our scheduled speakers include Dr. Lorraine Roy, past president of ALA and Pat Wagner, an educator, trainer, writer and consultant from Patterson Research, Inc.

Designed for directors, staff and trustees of small libraries, bookmobiles and outreach programs. This conference gets right to the nuts and bolts of “how to.” Conference attendees will find information that is helpful, practical and relevant.

Early Bird Registration by August 29 is \$200 for ARSL-ABOS members and \$250 for non-members (Pre-conferences are an additional fee.) The price of registration includes a “Welcome Mixer” on Wednesday evening, a full breakfast on Thursday and Friday, a light breakfast on Saturday, a potato & salad bar on Saturday, beverage breaks each morning and a snack break on Thursday and Friday afternoons. Also included is some of the best programming for small and rural libraries anywhere! For more information on ARSL, the Conference and lodging, visit <http://www.bcr.org/ARSL/index.html>

NEKLS/SEKLS are arranging bus transportation to and from the conference. The bus will leave Tuesday, October 12 and return early in the morning on Sunday, October 17. The bus will stop in Topeka and Salina to pick up librarians from our area. The networking is wonderful—and someone else is in charge of the driving! Please visit the Kansas Regional Library Systems website: <http://systems.mykansalibrary.org/>, click on “Event Registration” on the right menu bar and let us know if you plan to join us on the bus. Pricing has not been determined yet. Bus capacity is around 55 and if 45 or more librarians ride the bus, the cost will be \$100 or less.

**NCKL is offering CE grants to cover the cost of conference registration. Apply for the grant on the website at <http://www.nckl.info>.**

## Snapshot Day

The Kansas Library Association, the Kansas Association of School Libraries, and the State Library of Kansas are gearing up for SnapShot: A Day in the Life of Kansas Libraries. The fall event for your library can be any day during the week of Nov. 14-20.

If you participated in the spring, you know what we're talking about. If you didn't participate in the spring, here's the scoop: SnapShot Day is an opportunity to collect usage data, photos, and comments on your library. It's great information to use for local advocacy with your city council, county commission, or other governmental bodies.

Additionally, the State Library will compile the information for statewide numbers and use for statewide advocacy.

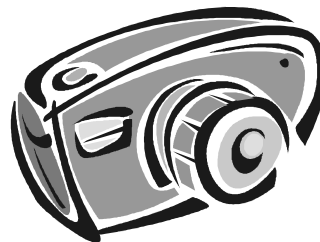
Check out the SnapShot blog! It has all the tips and forms to help you plan your library's Fall collection day: <http://snapshotkansas.wordpress.com/>

At the blog, you can also see what other libraries did in the Spring. There are lots of great ideas that you can duplicate and have a great SnapShot Day!

If you have questions or need help, don't hesitate to call us.

Janie Rutherford, 785-291-3230 or [janier@kslib.info](mailto:janier@kslib.info)

Peter Haxton, 785-296-2008 or [phaxton@kslib.info](mailto:phaxton@kslib.info)



### ATC Receives Grant

by Ann Pearce

The Assistive Technology Center is the recent recipient of a \$10,000 matching grant from Pilot International Foundation and the Little Apple Pilot Club. Grant monies will purchase three ADA-compliant adjustable desks, task chairs, and one computer with dual monitors, software, and library materials. The Pilot's service focus is helping people affected by brain disorders and diseases. The mission of the Center is to provide information and training to those with disabilities and their advocates. This partnership will allow the ATC to provide this training with state-of-the-art equipment. The ATC is open twenty hours per week with Wandean Rivers as the instructor. For the most part, patrons schedule one-hour appointments once a week. We do ask patrons to have some type of goal, whether it is to learn e-mail or to become proficient in using a screen reader. This way the training has a focus and the patron is making progress towards his/her goal. Librarians should be aware of this treasure in their own backyard. You may have someone in your community who would benefit from knowing about the choices that are available to people with disabilities. Not all assistive technology is expensive and complicated. If you are interested in knowing more about assistive technology or would like a tour of the ATC, please let me know or you can call Wandean at 785-776-4741 ext. 202. Her e-mail address is [wandean@manhattan.lib.ks.us](mailto:wandean@manhattan.lib.ks.us).





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### **The Rural Library Trustee: Roles, Responsibilities and Relationships**

Inside

**ATC Grant**

**Kansas Reads to Preschoolers**

**Road Trip!**

**Talking Books News**

September 14, 1:00 to 2:00 PM, Central Time

How do library trustees get trained? How are director and trustee roles defined to ensure a healthy library organization? How are trustee relationships cultivated both in and outside the library circle? Join us for a webinar exploring these and other questions related to library trustees that will provide you with practical ideas and tactical strategies to support and advocate for your library organization as a trustee, or library director in a small or rural community. This webinar is brought to you by ARSL (Association for Rural and Small Libraries) and featuring presenters: Sally Gardner Reed, Executive Director ALTAFF (Association of Library Trustees, Advocates, Friends and Foundations); Kim Armentrout, Library of Virginia; and Jim Minges, Director of the Northeast Kansas Library System.

For more information and to register, please go to:

<http://evanced.info/webjunction/evanced/eventsignup.asp?ID=1662>