



10 Cool Technologies and Your Library's PR Plan

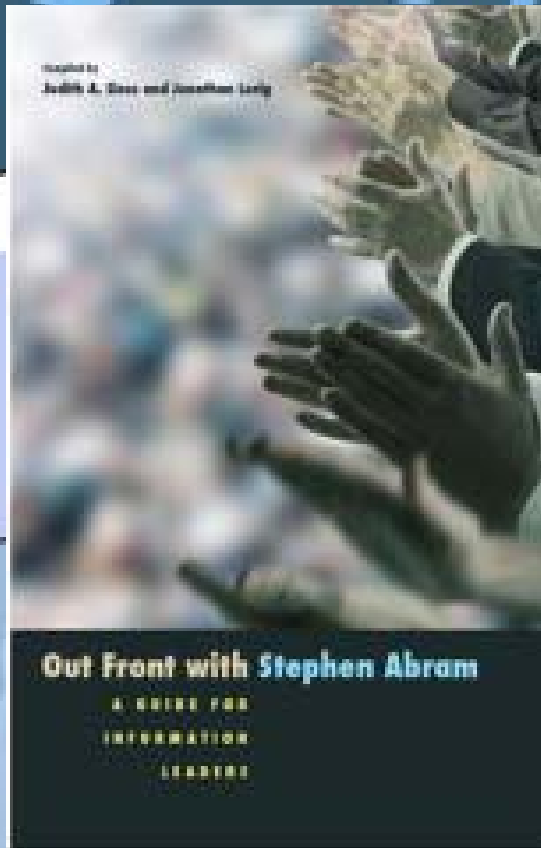
Oct. 22, 2007

Stephen Abram
President 2008, SLA

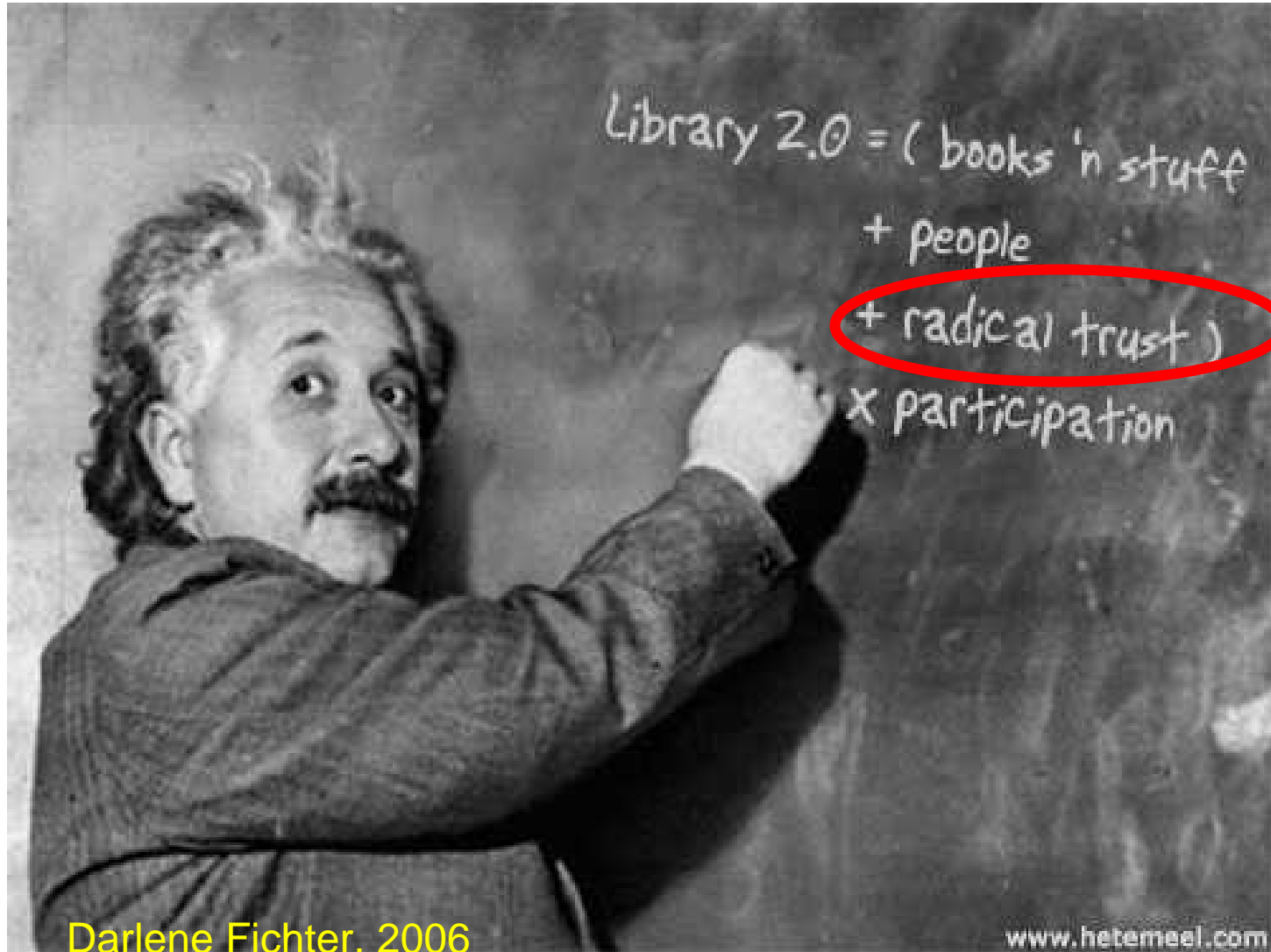
Vice President, Innovation

Chief Strategist, SirsiDynix Institute

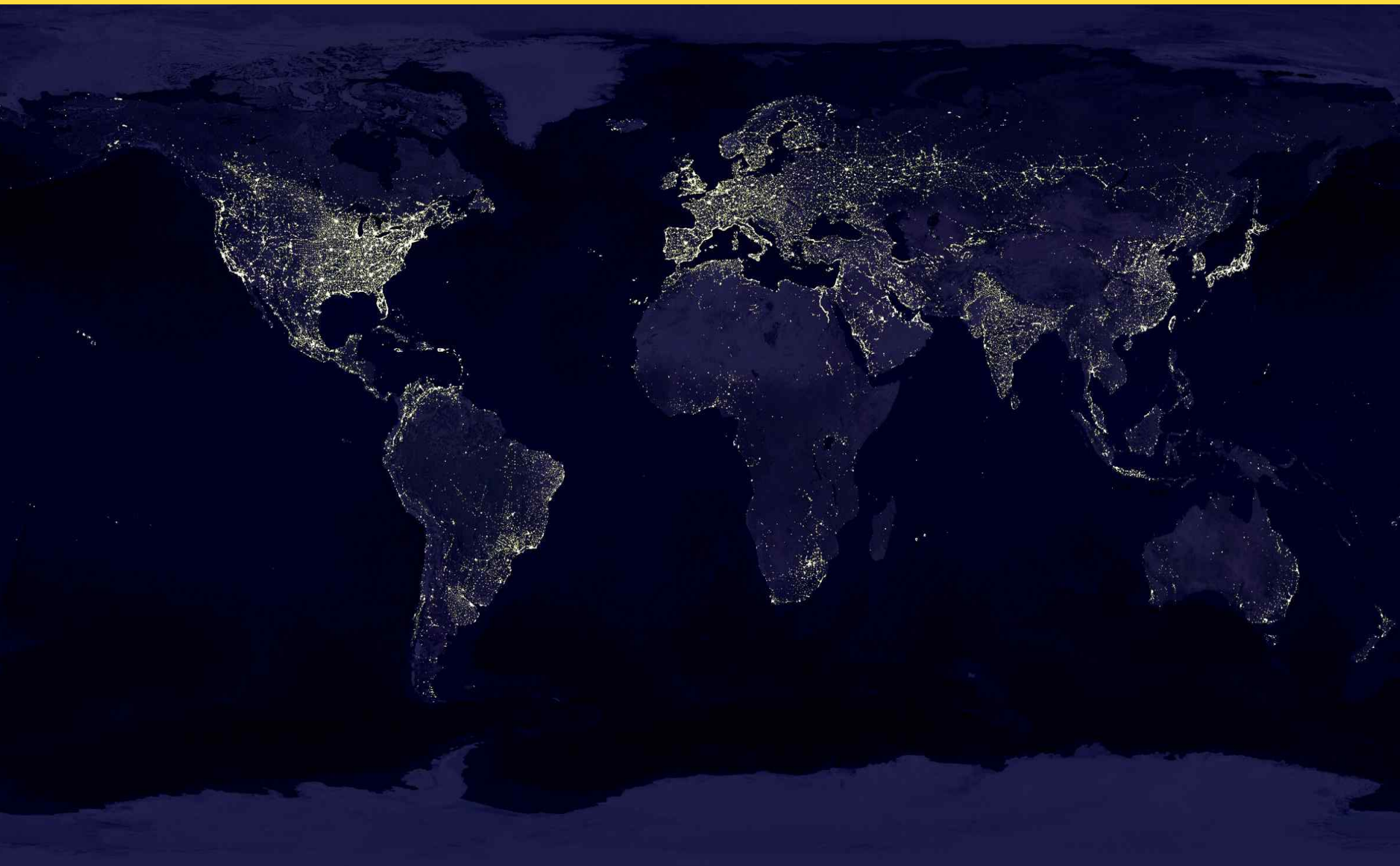





Stephen Abram

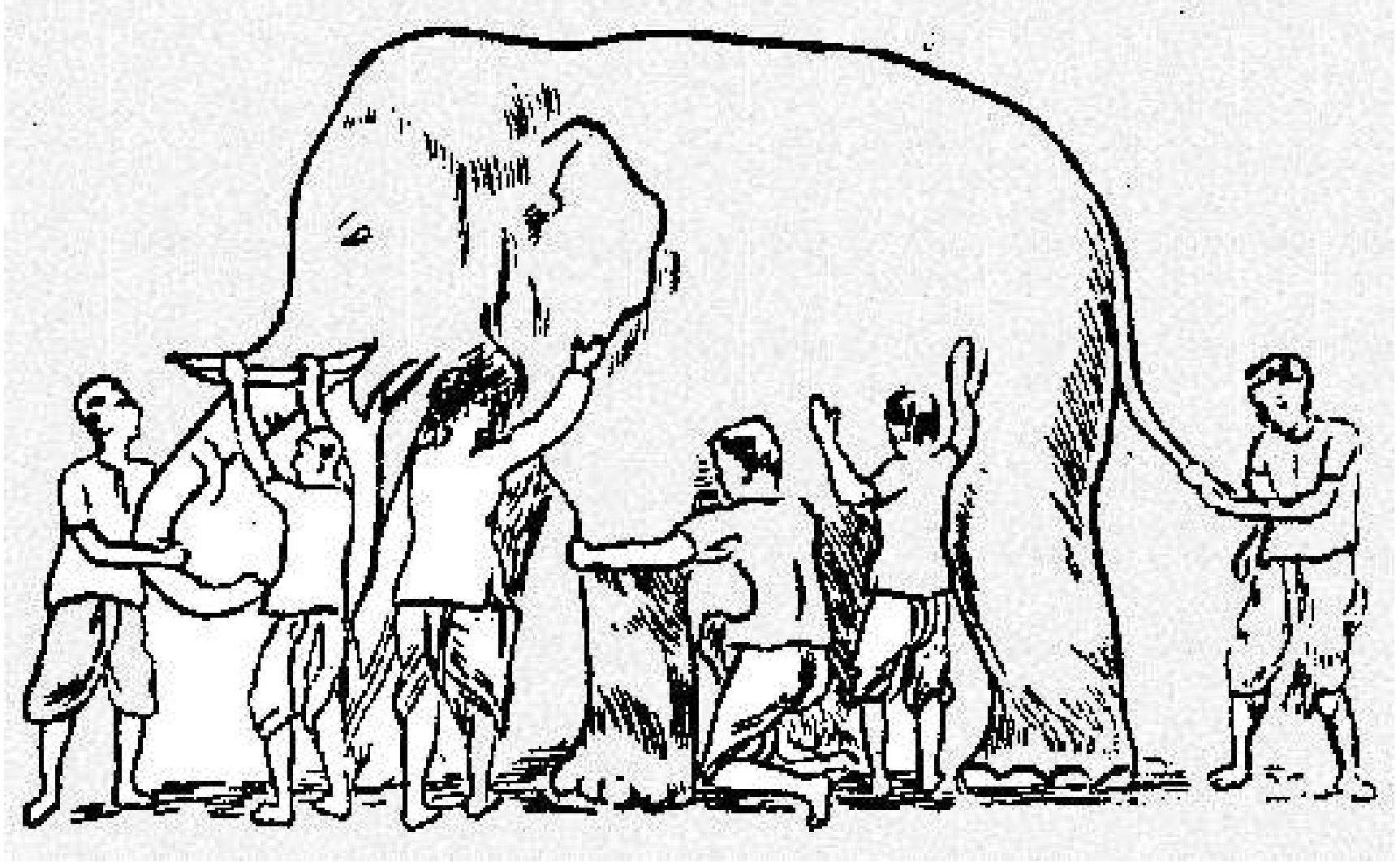


Darlene Fichter, 2006





 **Found New World Order** 
Your new world order is installed and ready to use.



**CHANGED
PRIORITIES
AHEAD**



RED ROUTE

**No stopping
at any time**

JAEGER



Associations

- Networking
- Learning / Professional Development
- Influence / Lobbying / Public Education
- Selling Stuff (

Challenges:
Diverse Members
Life Stages
Communication
Financial
Change Management
Diffusion



Great Expectations

The future is already here,
it's just not evenly
distributed yet!



Expectations 1.0

- Yes the principles and foundations of associations have not changed. . . *We have* always done this.
- The tools we use are entering a new era. And where we get the tools, how we use them, and how flexible and timely we can be *is* changing.
- Will attitudes and aptitudes change if we don't re-frame the conversation? *Maybe.*



Web Expectations 1.0

- Educate (vs. Learn)
- Search
- Retrieve
- View
- Print
- Link
- Navigate
- Read
- . . .



Association Expectations 1.0

- Link me to others
- Educate me
- Give me a leg up
- Fix the government(s)
- Give me benefits
- I'll give you volunteer time
- I'll pay you on spec and for service
- Represent my interests



Association Expectations 2.0

- Understand “me”
- Be there.

Figure 2 The Many Forms Of Social Computing

| Social technology | Examples | Current usage |
|---|--|---|
| Social networks Technology that allows users to leverage personal connections. | Linked in facebook orkut friendster. myspace® a place for friends | <ul style="list-style-type: none"> • 6% of North American online consumers use social networking sites weekly, up from 4% in 2004. |
| RSS An XML standard that lets users collect and read content feeds. | Bloglines FeedBurner Yahoo! newsGator Pluck | <ul style="list-style-type: none"> • 6% of North American online consumers use RSS weekly. • 47% of marketers use or plan to use RSS feeds. |
| Open source software Publicly available software that can be copied or modified without payment. | The Apache Software Foundation http://www.apache.org/ OpenOffice.org Linux MySQL | <ul style="list-style-type: none"> • 56% of US firms use open source software; 19% plan to use it. • 39% of European firms use open source software; 29% plan to. |
| Blogs Online diaries of text, photos, or other media. | GAWKER TypePad™ Blogger WEBLOGS.COM msn Spaces xanga | <ul style="list-style-type: none"> • 10% of North American online consumers visit blogs weekly. • 51% of marketers use or plan to use blogs in some way. |
| Search engines Services that find Web content based on user-specified criteria. | YAHOO! msn Ask Jeeves Online Google Technorati | <ul style="list-style-type: none"> • 79% of US online consumers use a search engine weekly. • 79% of marketers use search marketing. |
| User review portals Web portals that allow users to search for peer reviews on a product or service. | tripadvisor reviewcentre informed choices Insider Pages. cnet ONET.com Game Rankings | <ul style="list-style-type: none"> • 12% of North American online consumers visit ratings. |
| P2P file sharing Sharing media files over a network powered by users who act as both client and server. | T BitTorrent gnutella | <ul style="list-style-type: none"> • 6% of North American online consumers use P2P networks. |
| C2C eCommerce Buying and selling among consumers via the Net. | amazon.com eBay craigslist uBid | <ul style="list-style-type: none"> • 27% of North American online consumers bid or sell in online marketplaces. |
| Comparison shopping sites Sites that allow consumers to compare products or services. | PriceGrabber.com shopzilla Froogle | <ul style="list-style-type: none"> • 24% of North American online consumers visit comparison shopping sites. |
| Podcasts Online audio or video that users can download to a device. | Podcast Alley ODEX Juice PodShow | <ul style="list-style-type: none"> • 1% of North American online consumers use podcasts today, but 10% are interested in it. |
| Wikis/Collaboration software Shared publishing software or site that allows users to edit content. | Jotspot Basecamp Socialtext WIKIPEDIA | <ul style="list-style-type: none"> • Wikipedia, a collaborative encyclopedia, has more than 3 million pages, in almost 200 languages. |
| Tagging Metadata assigned to items like photos or Web pages to facilitate searching and sharing. | del.icio.us digg bea shadows flickr | <ul style="list-style-type: none"> • According to the Wall Street Journal, tagging sites garner less than 1% of Google's traffic, but they are growing rapidly. |

Hmmmm, The magic seems to be social!

Source: Forrester Research, Inc.



Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically



Supporting the Tradition

- Membership Growth
- 2009 Centennial
- Strategic Alignment Research
- A new AMS! Yay.
- E-learning accreditation and learning partnerships
- Special partnerships, eg. SIIA



Ideas to Energize *Innovation*

- Volunteer Project for Participation
- Podcasts on Pay and Performance
- Wikis, Flickr, Blogs Sandbox
- CLICK U
- Learning 2.0 – 15 Minutes a Day
- Conference Twitter
- Social Networking Pilots (Find me on Facebook and Ning)
- YouTube Videos
- The Testimony Project
- Second Life for SLA Orientation



Your Ideas?



Association 2.0

Builds Opportunities for Networking,
Learning, Community, Content Sharing
and Creation, Influence, and Identity



Association 2.0

Connects people and
technology and information
in context



Association 2.0

Doesn't shy away from the non-
traditional



Association 2.0

Embraces non-textual information
and the power of pictures, moving
images, sight and sound



Association 2.0

Understands the 'long tail' and leverages the power of old and new content



Association 2.0

Sees the potential in e-learning



Association 2.0

Builds and connects members to expert discussions, conversations and communities of practice



Association 2.0

Uses and develops advanced social networks to enterprise and membership advantage



Association 2.0

Connects with everyone using their communication mode of choice – telephone, mail, print, Skype, IM, SMS, e-mail, virtual interactivity, etc.



Association 2.0

Understand the wisdom of crowds
and the real impacts of the
blogosphere, syndicasphere and
wikisphere



Association 2.0

Understands their members
at a deep level – not just as
pointers and clickers



Association 2.0

Understands members deeply in terms of their goals and aspirations, workflows, and social and content needs, at their life stage.



Association 2.0

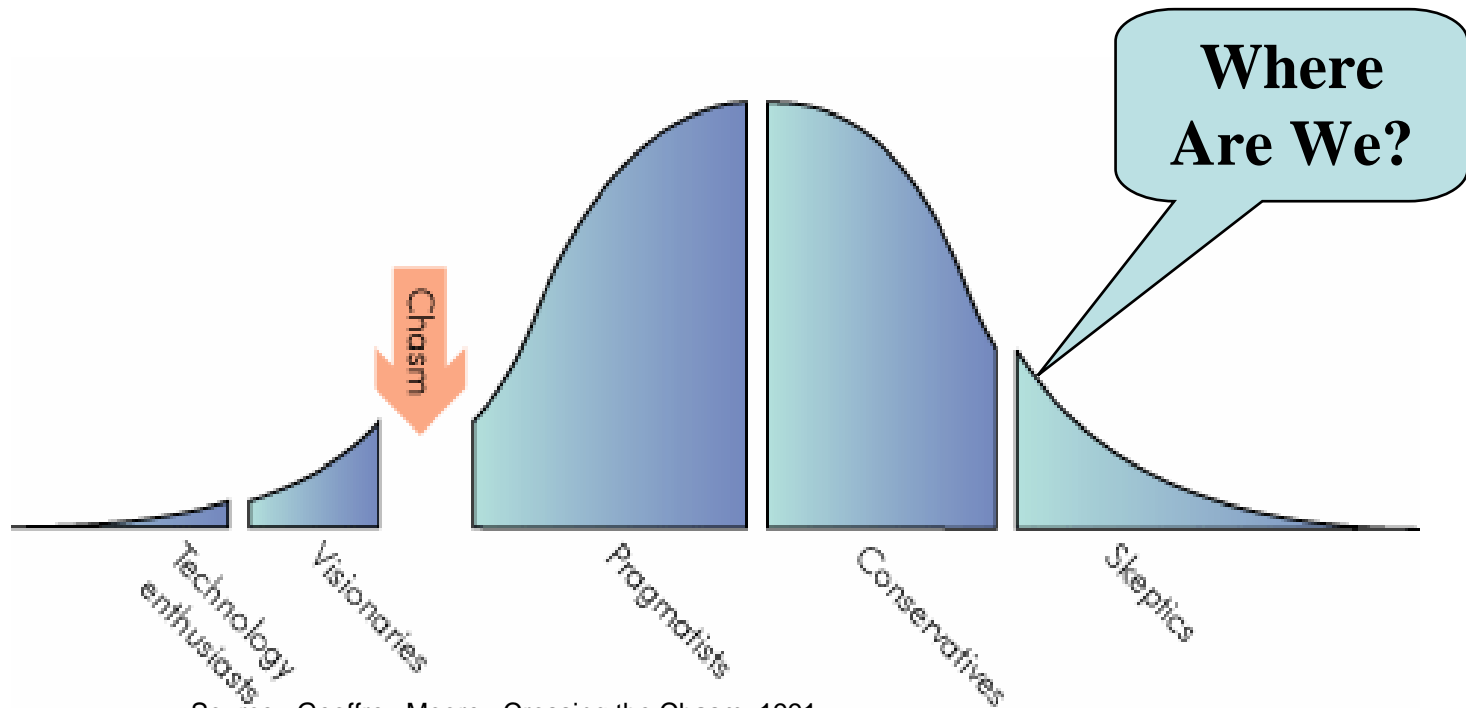
Association 2.0 is where their members are, when the member is here.



Association 2.0

Association 2.0 strives to spend more time on direct member impact than association management.

Classic Change Adoption



Source: Geoffrey Moore. Crossing the Chasm, 1991.

A Key Intervention



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0





23 Learning 2.0 Things

- *Week 1: Introduction (official start of week August 7th)*
- *Week 2: Blogging*
- *Week 3: Photos & Images*
- *Week 4: RSS & Newsreaders*
- *Week 5: Play Week*
- *Week 6: Tagging, Folksonomies & Technorati*
- *Week 7: Wikis*
- *Week 8: Online Applications & Tools*
- *Week 9: Podcasts, Video & Downloadable audio*

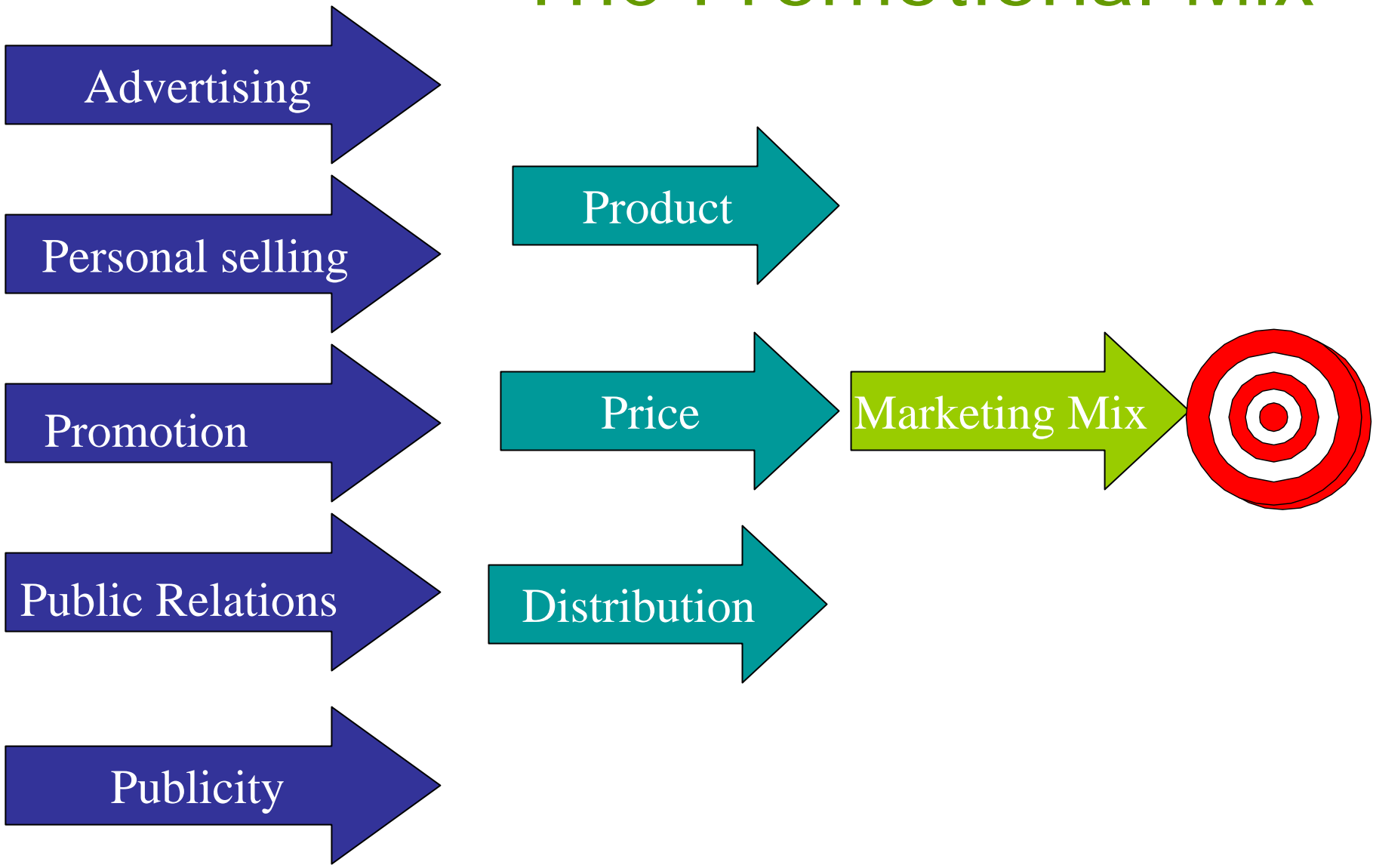
Collegiality





Associations must learn that when we study something to death, *Death was not our original goal.*

The Promotional Mix







Librarian Core Value Commitments

- **Democracy**
- **Stewardship**
- **Service**
- **Intellectual Freedom**
- **Privacy**
- **Literacy and Learning**
- **Rationalism**
- **Equity of Access**
- **Building Harmony and Balance**

» Michael Gorman, Library Journal, April 15, 2001



Are You Ready?
For Imagineering the Library?



**Are You Ready?
To Change?**



**What are you
Promoting?**



**What is Your
“Product”?**



What Are You Selling?

Hmmmm?

- The “Library” (OCLC Perceptions)
- ‘Librarians’ and information Professionals
- Programs and Services
- Influence
- Fundraising
- Budgets and Bonds
- Awareness
- Behavioural Change



Libraries core skill is not
delivering *information*

Libraries improve the
quality of the *question*
and the user experience

Libraries are about discovery,
learning and building communities



Bennis' Leadership Traits

- Management of Attention
- Management of Meaning
- Management of Trust
- Management of Self



PR Leadership

- Managers
- *Nouns*
- Information
- Knowledge
- Organization
- Rules
- Stability
- Leaders
- *Verbs*
- Inform
- Know
- Organize
- Think and create
- Innovate and Change

Do You Feel Poor?





**Selling is Not a
Dirty Word.**



Selling Principles

- Selling is about People not products
- Selling is a Journey not an event
- Sustainable selling is about Attitude more than Aptitude
- Selling is Situational
- Selling is a learned professional skill
 - there's no such thing as a "natural"



Who will you sell to?

- Suspects
- Prospects
- Customers / Users / Patrons
- Partners
- Funders / Donors

- The Sales “Funnel”



Ways you can sell . . .

- Complex Sales Model
- Simple Sales Model
- Commodity Sales
- End-User Selling
- Wholesale Selling
- Retail Selling
- Consultative Selling



What Are You Selling?

- Functions
- Features
- Advantages
- Benefits

- Stories



How Do You Tell A Story?



Tie FFAB to Your Targets

- Leaders want to see benefits
- Directors want to see advantages
- Influencers want to see features
- Consumers want to see functions



Client needs and benefits

- What is a need?
- How does it relate to features?
- Is information a need?
- What is a benefit?
- What questions do I ask to determine "benefit"?
- What benefits do / can I offer?



5 Immutable Adoption Stages

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

AIDA



Attention

- Sustain their attention
- Communication
- Eye contact
- Visual aids
- Customer involvement



Interest / Identify

- Interest is not really enough
- Your prospect must identify with the product or service
- You need a story.
- You need a call to action!



Desire

- Establish the need and lay the foundation
- Identify the Feature
- Sell the Benefit
- Get agreement that the Benefit is there
- You need a hook - Engage



Action

- The Assumptive Technique
- The Secondary Question Technique
- The Alternative Technique
- The Impending Event Technique
- The Narrative Technique
- Ask for the Sale/Order



Attributes Which Favor Rapid Adoption

- Relative Advantage
- Compatibility
- Complexity
- Trialability
- Observability

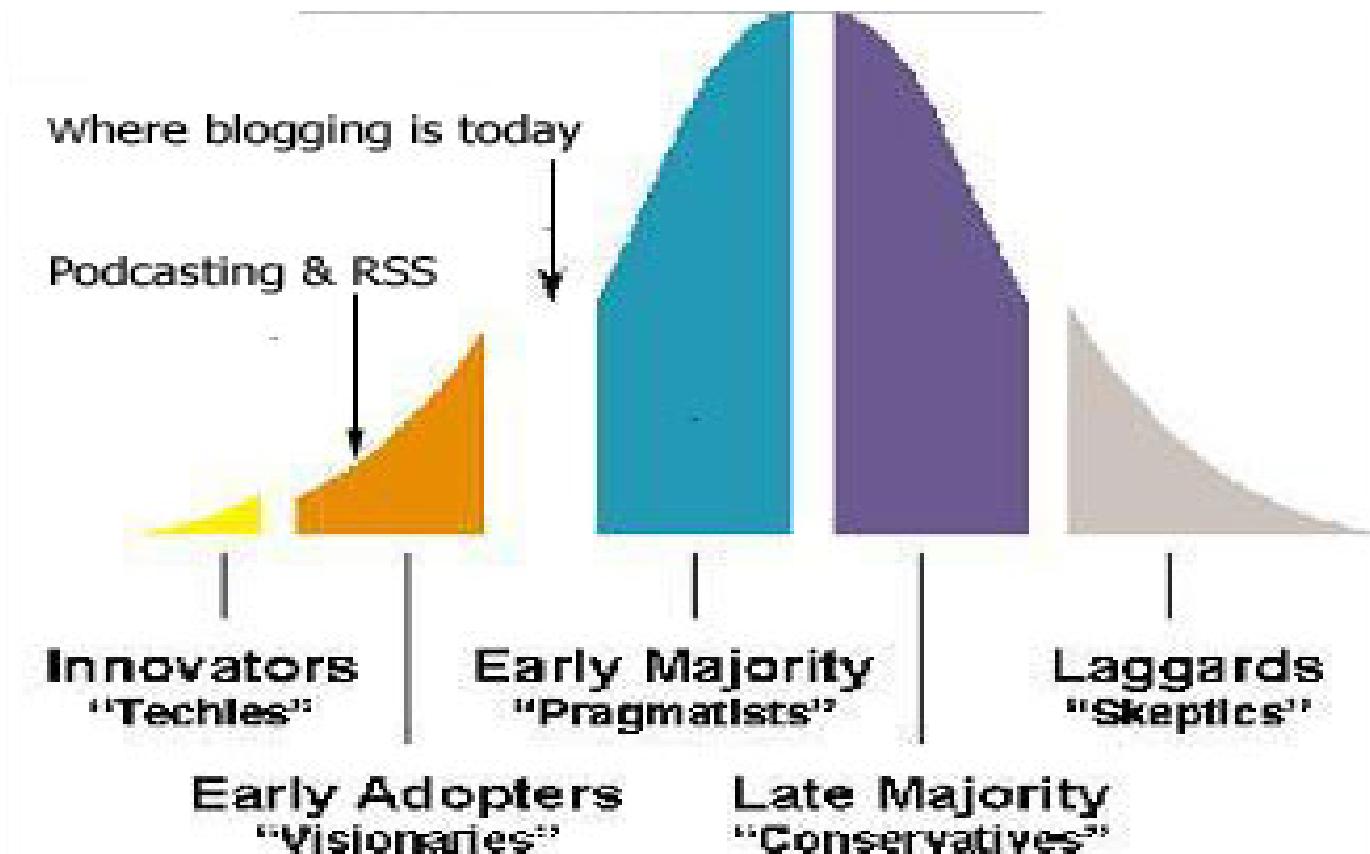


The Classic Corn Research

- Innovators 2.5%
- Early Adopters 13%
- Early Majority 17%
- Middle Majority 34%
- Laggards 17.5%
- Non-Adopters 16%



The Adoption Curve





The Market Adaptation Sequence

- Product Acceptance
- Motivation
- Confidence Level
- Education / Attitude
- Acceptance Criteria
- Selling Strategy



Understanding Adoption Types: Innovators

- Technology fascination
- Motivation -- Implement New Ideas
- Confidence Level High -- experiment, risk
- Self taught, independent
- Latest technology, few features, performance
- Self sold, when turned on, word of mouth



Understanding Adoption Types: Early Adopters

- The coming thing
- Motivation -- leap frog the competition, prove business
- Willing to try new things, reasonable risk
- Will attend night school to learn
- Innovation, better way to do job, selective
- Sold on benefits, references, word of mouth



Understanding Adoption Types: Late Adopters

- Obvious solutions to problems
- Motivation --social pressure, fear of obsolescence
- No risk, slow to change, needs references
- Seminars, proven products, hand holding
- Brand important, pay for needed features only, terms & conditions important
- Examples, address cost/technical support



Understanding Adoption Types: Laggards

- Absolute need
- Extreme competition/social pressure
- Reluctant to change
- Will send someone to a seminar, needs proof, ease of use
- Lowest cost, competitive terms, brand
- Productivity increases, fear



Sales Techniques

- Planning, Goal Setting, Time Management
- Targeting
- Objection Handling
- Presentations
- Collateral
- Negotiating



Planning and Priorities

- Choose, sacrifice, target
- Set daily goals and time for them
- Pareto's Principle - 80/20 Rule
- Say no to unproductive or non-strategic tasks
- Do it
- Audit, track and measure



The Classic Sales Funnel



- Suspects, Prospects, Customers, Partners
- Contact
- Probe
- Presentation
- Proposal
- Follow-up
- Close



Targeting

- Use Your Funnel
- Choose your prospects by your success criteria
- Marketing looks at homogenous segments - Sales looks for individuals or small groups of individuals



Presentations

- Get used to the Audience-of-One
- Develop the scaleable presentation
- Learn how to present in numerous environments
- Every interaction is a sales and/or marketing opportunity - keep a balance
- Learn how to use WebEx, MS LiveMeeting



Collateral

- Brochures should support the selling process and follow the same rules
- There are more forms of collateral than brochures (LIST)
- Focus each piece as technical, user aid, informational, sales, marketing, legal, etc.
- Target



Key to Your Sale

- Ask for the Sale!
- Ask for the Sale!
- Ask for the Sale!

- This will be the difference between the library being a small extension of the web or vice versa



PR Styles of Change Agents

- Consultative
- Collaborative
- Directive
- Supportive
- Delegative
- Informer
- Persuader
- Innoculator
- Insuader
- Seducer



I See

They See

I See

They See

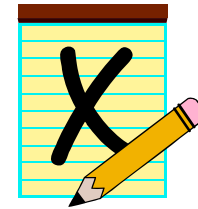
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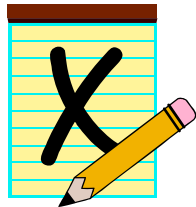
Old Word

New Word

Old Notion



New Notion



facebook

LibraryThing BETA



amazon.com



OVERDRIVE®



AJAX®



ELF - *keeping tabs on your library material*









2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

**Top 10 Most Influential
web tools for the
2008 elections**

**How many are we
already using?**



YouTube

<http://www.youtube.com>



Broadcast Yourself™

[Sign Up](#) | [My Account](#) | [History](#) | [Help](#) | [Log In](#) | [Country:](#)

Videos

Categories

Channels

Community



libraries

Search

powered by

Search Results for "libraries"

1 - 20 of about 22,300

Sort by: [Relevance](#) | [Date Added](#) | [View Count](#) | [Rating](#)

Display:

[The Armenian Genocide](#)

Photographs, interviews and video reports in 7 languages.
www.theforgotten.org

[Future of Libraries](#)

Futurist Speaker - Thomas Frey Creating the Library of the Future
www.davinciinstitute.com

[Top-Paid Internet Jobs](#)

Survey companies paying \$50-\$150/hr Work at home. See if you qualify
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www.TeamFTS.com

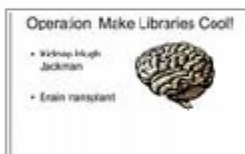
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Stressed Out?! Watch NEW [One Less Stress TV](#) And learn how to deal with stress everyday!

Lip-sync your own video and win a trip to Hollywood! Enter [The UpStage by Samsung Contest](#)

You could win \$25K or your own banana grove. 21+



[Libraries in 2010](#)

My entry for the **Library** and Information Week competition 2007 at <http://librariesinteract.info>

Time: **05:56**



From: [fin4t2](#)

Views: 2,024

Added: 1 month ago

More in [People & Blogs](#)



[The L-Team](#)

If you have a research question, if no one else can help, and if you can find them, maybe you can hire... the L ([more](#))

Time: **01:48**



From: [pnnicck](#)

Views: 12,858

Added: 4 months ago

More in [Comedy](#)



[Tour of Info Island / Second Life Libraries](#)

video of my avatar Rik Riel skating around Info Island, where the Second Life **Libraries** are found. Music by Torley Linden, skates by Skoopf. Full version ([more](#))

Time: **03:21**



From: [rikomatic](#)

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Second Life

<http://www.secondlife.com>



Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING
BUY AND SELL WITH LS
REFER-A-FRIEND



Alliance,
Charlotte,
San Jose SU
Harvard

Second Life. You can click & pan the map. Try it!

... help in the future by clicking

Land For Sale

view larger map

Second Life
www.infoisland.org
Library
Another innovation from the Alliance Library System

ab

Second Life Library eBooks



**Swedish Embassy, Dell, SirsiDynix,
ALA, **Massachusetts CPA's**, State Libraries,
Universities, Sun,
And lots more**

9 storey Library
Law Library
Consumer Health Library
Medical Library
Teen Library
Public Library
Engineering Library
Science Fiction
Mystery Island Castle
ALA
SLA members
Education Islands
Amphitheatre



Me



Reading is virtually fundamental in SL

Second Life
www.infoisland.org
Library
Another innovation from the Alliance Library System

services to 286 libraries and fully funded by the state of

added that ALS is one of the innovative organizations, technically speaking, and their philosophy is to mine new technologies as the gospel of library usage. Innovation equals risk, innovation growth," she stated.

Bell, the ALS's director of operations, read about SL in the blog of a librarian who was already a regular. She created an account, logged in with her avatar, Lorelei Junot, and discovered a population of almost 200,000.

Bell found that SL had a few libraries, such as Wandering Yaffle's library, but thought that virtual library services could be expanded.

and Educators."

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

"Since there is web programming through OPAL, why not offer that in SL?" she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

See BOOK, Page 20



TURN_AROUND WAVE JUMP SPIN JOY1 YES BLOW_KISS EGYPTIAN MACARENA KARATE KICK

URL: http://www.eastern.edu



EASTERN UNIVERSITY

ABOUT | ACADEMICS | ADM

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- > [Books](#)
- > [Databases](#)
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> Eastern University Home Page

Tab Controls

Teleports VoiceChat Help

Worlds Contacts Telegrams

| | |
|-----------|--------|
| 80 Worlds | 1 User |
| VBI | 1 |
| !AWEDU! | 0 |
| ^centre^ | 0 |

Immigration Officer: Welcome to the Activeworlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to support@activeworlds.com

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



MySpace

<http://www.myspace.com>

myspace[®] a place for friends

VONAGE
vonage.ca

Premium Unlimited
\$39.99
/month

Unlimited local & long-distance throughout Canada & the U.S.
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

Cool New People

Virginia



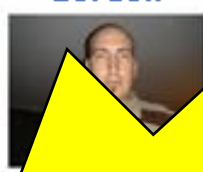
Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs
Browse
Chat Rooms

Classifieds
Filmmakers
Forums

Groups

**Reminder:
300,000 plus
A DAY!**

advertisement



**Open an ING DIRECT
Investment Savings
Account.**

START SAVING

MySpace Music



Two Gallants

Indie
San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» [Listen Now](#)

MySpace Specials



Facebook

<http://www.facebook.com>



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Applications edit

- Photos
- Groups
- Events
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- My Questions
- Horoscopes
- Top Friends

▼ more

Find Your Old School [Here:](#)

— City — ▾

— State — ▾

Search

[Your High School](#)



Stephen Abram

Profile ▾

is preparing for ALA in DC.
 Updated on Sunday [edit](#)

| | |
|----------------------|------------------|
| Networks: | None |
| Sex: | Male |
| Relationship Status: | Married |
| Looking For: | Friendship |
| Birthday: | May 8, 1954 |
| Hometown: | Toronto, Ontario |
| Political Views: | Very Liberal |
| Religious Views: | Open |

Mini-Feed [edit](#) □

Information [edit](#) ▾

Contact Info [[edit](#)]

| | |
|----------------|---|
| Email: | stephen.abram@sirsidynix.com |
| Windows Live: | SquidDad |
| Current State: | Ontario |
| Website: | http://stephenslighthouse.sirsidynix.com |

Personal Info [[edit](#)]

| | |
|--------------------|-----------------------------------|
| Activities: | Libraries Speeches Research |
| Interests: | Millennials Technology 2.0 |
| Favorite Music: | Eminem Diva singers |
| Favorite TV Shows: | Deadwood 24 Sopranos |
| Favorite Movies: | Wizard of Oz |

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| | | |
| Nancy Smith | Jenny Levine | Cindi Trainor |



Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

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Back Forward Stop Home Search Favorites Refresh Print Mail Stop Taskbar

Address <http://www.facebook.com/group.php?gid=2244905594> Go Links

Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings

Search web... Favorites PC Health Form Fill Spaces

Facebook | Engineeri...



facebook home search browse invite help logout

Engineering Information & Reference Service - U Alberta Alberta

Information

Group Info

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

Description: The Engineering Librarians at the University of Alberta are available to help all engineering students, staff, and professors in the Faculty of Engineering with their research and information needs. If you are working on an assignment, paper, design project, thesis or dissertation, tracking down a hard-to-find paper, please feel free to contact us for help.

Contact Info

Email: randy.reichardt@ualberta.ca

Website: <http://www.library.ualberta.ca/scitech/index.cfm>

Office: 1-26 Cameron SciTech Library

Province: Alberta

Recent News

Need help searching Compendex (Engineering Index)? Please check our narrated and non-narrated screencasts:

Narrated: http://www.library.ualberta.ca/screencast/engineerin_g/compendex_narrated/compendex_narrated.html

Non-narrated: http://www.library.ualberta.ca/screencast/engineerin_g/compendex_nonnarrated/compendex_nonnarrated.html

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IQ QUESTION:
Which does not belong in the group?







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Kyle: We do have access to such a database, it's called Proquest Dissertations and Theses - Full Text: <http://www.library.ualberta.ca/databases/databaseinfo/index.cfm?ID=168>. If it's a recent thesis, there's a good chance that it is available full-text on this db. Otherwise, there would be a paper copy of it held in the UA Libraries' system.

Let me know if you find it. - Randy


[Message - Report](#)



Kyle Sand (Alberta) wrote at 5:28pm on February 22nd, 2007

Just had a question i hoped you could answer. Can we search any sort of thesis database? I'm trying to find one published at the U of A that was referenced in a paper.


[Message - Report](#)



Randy Reichardt (Alberta) wrote at 11:46pm on February 13th, 2007

Steve, thanks for the note and the kind words. I'll relay your suggestion of a "librarian bat signal" to my colleagues, and we'll see if we can come up with something inventive! LOL! And thanks to you, Andrea, Jessica, and Leonard for being the first students to join our new group, your collective support is much appreciated! - Randy

[Message - Report](#)



Steve Lobo (Alberta) wrote at 11:20pm on February 13th, 2007

Wow Randy! You are so amazing, I don't think I have this many ways to contact my parents and we live in

Internet

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New York Public Library

From Wikipedia, the free encyclopedia

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This article has been tagged since April 2007.

The New York Public Library (NYPL) is one of the leading public libraries of the world and is one of America's most significant research libraries. It is unusual in that it is composed of a very large circulating public library system combined with a very large non-lending research library system. It is simultaneously one of the largest public library systems in the United States and one of the largest research library systems. It is a privately managed, nonprofit corporation with a public mission, operating with both private and public financing.

The historian David McCullough has described the New York Public Library as one of the five most important libraries in America, the others being the Library of Congress, the [Boston Public Library](#), and the university libraries of Harvard and Yale.

Although it is called the New York Public Library it does not cover all five boroughs of America's largest city. New York City does not have a single public library system but three of them. The other two are the [Brooklyn Public Library](#) and the [Queens Borough Public Library](#). However the New York Public Library is unquestionably the most important and historic of the three.

Currently, the New York Public Library consists of 86 libraries in the Bronx, Manhattan, and Staten Island: four non-lending research libraries, four main lending libraries, a library for the blind and physically handicapped, and 77 neighborhood branch libraries. All libraries in the NYPL system may be used free of charge by all visitors.

Contents [\[hide\]](#)

New York Public Library



The New York Public Library

| | |
|---------------------------|---|
| Location | New York, New York |
| Established | 1895 |
| Number of branches | 87 |
| Population served | 8,143,198 (New York City) |
| Budget | \$50,171,798 |
| Director | Paul LeClerc |
| Employees | 651 |
| Website | http://www.nypl.org/ |



- article
- discussion
- view source
- history

All community members are invited to give [Board Election Candidates](#) their endorsements.

Welcome to MediaWiki.org

MediaWiki is a [free software wiki](#) package originally written for [Wikipedia](#). It is now used by several other projects of the non-profit [Wikimedia Foundation](#) and by many other wikis, including this very website, the home of MediaWiki.

[Download MediaWiki](#) right away, or use the links below to explore the basic site contents. You'll find some content translated into other languages, but the primary reference language for the whole site is English. Please read [more about this site](#).

For general questions dealing with the software see the recommended possibilities of communication and maybe our [support desk](#). If you have a suggestion dealing with this wiki, please visit the corresponding [discussion page](#).

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|--|
| <div style="display: flex; align-items: center;"> <ul style="list-style-type: none"> What is a wiki? Navigation How to edit a page More </div> |

| System Administrators |
|--|
| <div style="display: flex; align-items: center;"> <ul style="list-style-type: none"> Installing/Upgrading Configuring Third-party Extensions More </div> |

| Developers |
|--|
| <div style="display: flex; align-items: center;"> <ul style="list-style-type: none"> Submitting a patch SVN commit access Reference Manual More </div> |

| News |
|--|
| <ul style="list-style-type: none"> 2007-05-09: 1.10.0 branch release <i>MediaWiki 1.10.0 final release available</i> 2007-05-04: 1.10.0 branch release candidate |

| Current Versions |
|--|
| <p>1.10.0 · 2007-05-09</p> <p>1.9.3 · 2007-02-20</p> <p>1.6.10 · 2007-02-20</p> |

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Library 2.0

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[less than 20 seconds ago](#) from web ☆ 🗑



itgirl enjoying watching lorcan explore facebook. [about 1 hour ago](#) from mobile web ☆



itgirl Just drove to my old house. Accidentally. Oh brother. [about 3 hours ago](#) from [bt](#) ☆



kgs storing some evergreens for Twitterprose, so I'm ready for ALA.
[about 5 hours ago](#) from web ☆



davidleeking Oh yeah... david's finally got DSL at home... I'm movin



Welcome back,
[Stephen](#)

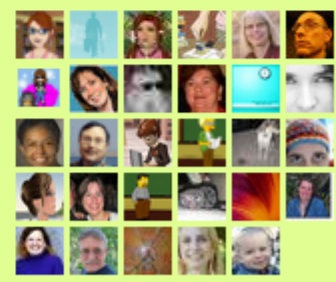
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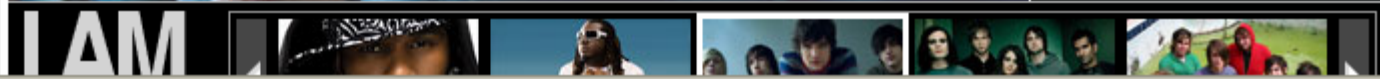
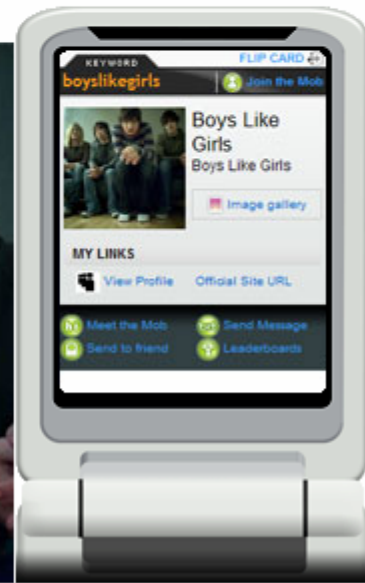
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Password:

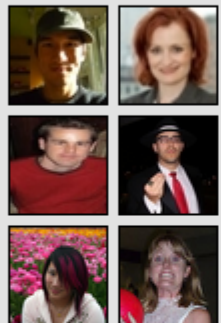
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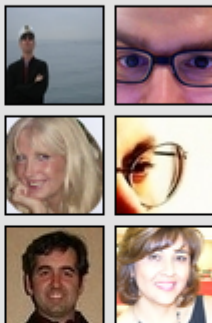
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| | <p>Back to Black Amy Winehouse 109 new links to this album</p> | | <p>It Won't Be Soon Before Long Maroon 5 105 new links to this album</p> |
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Stephen's Lighthouse

By SirsiDynix's Vice President of Innovation, Stephen Abram

June 19, 2007

Innovation Quote

I am in the Carla O'Dell (APQC CEO) fan club. Here's a recent quote [attributed](#) to her:

"Innovation happens at the intersection of need, information, relationship, expertise and diversity"

It's a good start for my participation in the LITA Great Debate at ALA on Saturday. Are Libraries Innovative Enough?

Stephen

Posted by [stephen](#) at [6:50 PM](#) | [Comments \(0\)](#)

SirsiDynix Announces New CEO and CFO

Hey, I've got a new boss! I'll look forward to meeting him at ALA starting this week. Yay!

Stephen

FOR IMMEDIATE RELEASE

JUNE 2007

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Bradford County Public Library, Starke, Florida

A blog about the construction of the new building for Bradford County Public Library. Our current building is 4,000 square feet and was built in 1975. The new building is now under construction and will be just 66 2/3 sq ft short of 20,000 square feet, five times the size of our current building. Spyros Drivas, AIA, of Starke, FL, is the architect. We thank the City of Starke for giving us the property and we will give them our building and property in exchange after we move out.

Friday, June 08, 2007

Retention pond and inside shots

The retention pond.



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That's Sir Salman Rushdie to you.

From [The Book Standard](#):



Author [Salman Rushdie](#) is to receive a knighthood from the Queen, recognising the services to literature of one of the world's most lauded—and most divisive—literary grandees, reports the Guardian. "I am thrilled and humbled to receive this great honor, and am very grateful that my work has been recognized in this way," the newly-minted Sir Salman said in a statement.

The announcement signals a belated endorsement by the British establishment, says the newspaper, 18 years after the author was forced to go on the run after [The Satanic Verses](#) was condemned as blasphemy by Iran's late spiritual leader. Britain broke off diplomatic relations over the incident; Rushdie himself had to live in hiding for a decade.

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Tagging, Scanning, RSS



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Network updates since June 13

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Asked by your connections:

Paul Miller: As the media and policy makers become increasingly agitated about Google and others 'invading our privacy', how likely...

Asked by friends of friends:

(what is this?)

Visual Studio 2003 Install / Uninstall project feature

What services are out there for recommending people and...

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Profile updates:

- Rebecca Jones has new profile information. [View Profile.](#)
 - Dee Magnoni has new profile information. [View Profile.](#)
 - Elson Freire became Commercial Director at Plugtech do Brasil Ltda. in April. [View Profile.](#)
 - Angela Home is now Director at Management Library at Cornell University. [View Profile.](#)
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Microsoft Office Live Meeting



Overview

Live Meeting enables you to collaborate online with colleagues, customers, and partners in real time, between either individuals or large groups—with just a PC, and an Internet connection.

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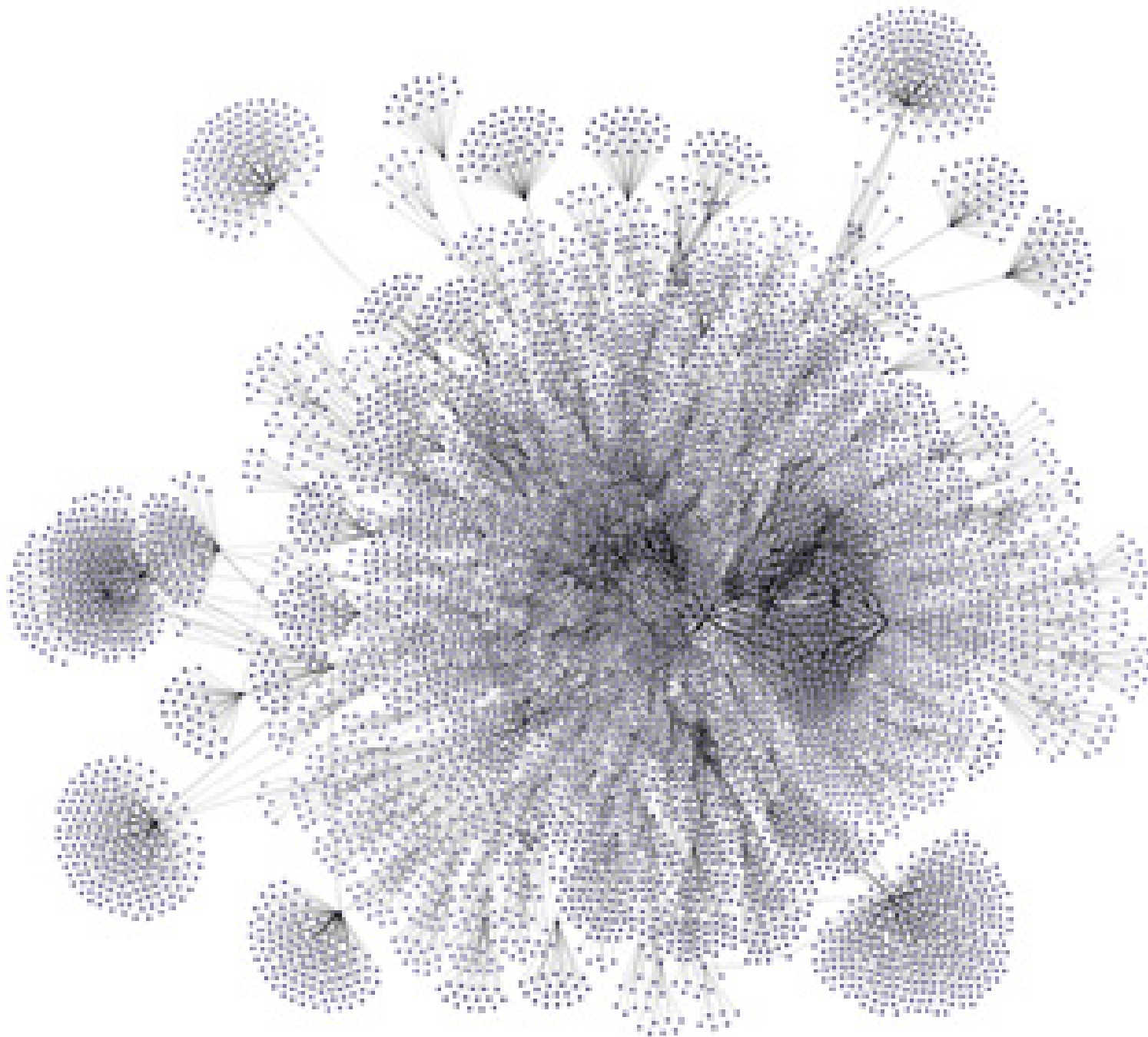
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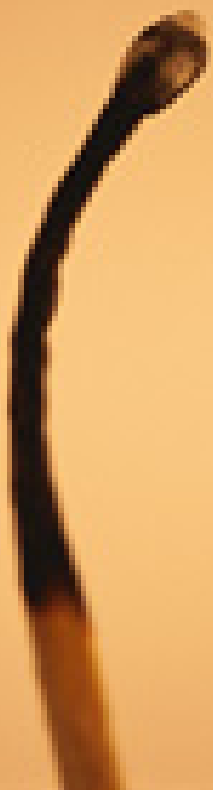




Two Selected Resources

- Selling for People Who Hate to Sell: Everyday Selling Skills for the Rest of Us (Ingrid McGrath Massie and John N Watters, Prima Publishing, 1996)
- The Complete Idiot's Guide to Dynamic Selling (Anthony Parinello, Alpha Books, 1998)

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