



# PINAL COUNTY LIBRARY DISTRICT NEWSLETTER

2013 Issue 4

November - January 2014



## Director's Column

By Denise Keller

### Library District Updates

It took some negotiating skill, but we will be starting with *hoopla!* in January. This is a relatively new service that provides access to digital content. With *hoopla*, patrons can borrow free digital video and music with a Pinal County library card. They will have access to hundreds of titles – available for instant streaming or temporary download – and will be able to watch on a smartphone, tablet or computer. There's no waiting to borrow and *hoopla* digital's automatic return eliminates all late fees.

The implementation process will get started shortly, and we will keep everyone informed about the progress.



The Pinal County Library District received international attention in September for their Library Card Sign-Up Month social media campaign. The library created a series of 30 graphics – one for each day of September – that evoked the look of vintage Penguin and Pelican book covers. Tapping into recent internet trends which celebrate the iconic Penguin style, Emerging Technologies Librarian Ann

Leonard created the images in Photoshop and launched a campaign using various social media platforms. Each “book cover” displayed a unique benefit to be found in library membership, including perks such as eBooks, digital literacy classes, and free wifi access.



The campaign gained popularity after YA author and library advocate Cory Doctorow posted a few of the images on his internet trend blog Boing Boing. From there, the campaign received attention from other popular media outlets such as Laughing Squid and the blog of Canadian television personality George Stroumboulopoulos, in addition to a number of professional associations such as the Library Journal's Tumblr, the American Library Association's and the Arizona Library Association's Facebook and Twitter accounts. To date there are approximately 9,300 likes on StumbleUpon, over 300 shares on Twitter, and 300 Facebook likes.



## Spotlight



The **TumbleBook Library** is an online collection of animated, talking picture books which teach kids the joy of reading in a format they'll love! TumbleBooks are created by adding animation, sound, music and narration to existing picture books.

**Story Books:** The TumbleBook Library has a selection of children's favorite story books - current books like “The Diary of a Worm” and old time favorites such as “The Paper Bag Princess,” as well as favorite fairy tales such as “Jack and the Beanstalk.”



**TumblePuzzles:** Online puzzles featuring a picture from the book.

**TumbleGames:** A collection of concentration games, spelling games, and 'fill-in-the blanks' games, reinforcing concepts from the book.

### Featured Books



The **TumbleBook Library** is free to all Pinal County residents. Go to our online website at <http://bit.ly/pczlib> then click the RESEARCH tab. Look for it in the “Student Resources” section. Contact your local public library to get a free library card.



# Around the County

News from the Libraries

## APACHE JUNCTION Halloween Fun at the Library



The Apache Junction Public Library Staff enjoyed coordinating their costumes for Halloween this year with the Wizard of Oz theme.



The whole family dressed up in costumes to enjoy the Tricky Treat Halloween and Scavenger Hunt at the Apache Junction Public Library.



"Ahoy Matey!" was the clue for this Tricky Treat and Scavenger Hunt location hosted by a TAB (Teen Advisory Board) Member in her sailor suit and seated below a model ship donated to the Apache Junction Public Library.



Even Superman and his grandfather were able to stop by the Tricky Treat Halloween and Scavenger Hunt at the Apache Junction Public Library.

Lego was celebrated at the Apache Junction Public Library in November with Tuesday, November 19 at 5pm for the Teens, Saturday, November 23 at 10am for the families, and Tuesday November 26 at 5pm for the Tweens.

Santa Claus will be visiting the Apache Junction Public Library the evening of Thursday, December 19 and a Harpist is scheduled to perform the evening of Tuesday, December 17.

For more information for these programs and other events, please visit [www.ajpl.org](http://www.ajpl.org) or 'like' us on Facebook for updates of events.

## CASA GRANDE The Literati: The Un-Secret Society

Some libraries have book discussions, others have book clubs; the Vista Grande Library has *productions*. Previously, the book club was a dwindling adult program. Enter Miss Davis (that's me!) and her flair for the spectacular, and suddenly it's the talk of the town! With a penchant for costume, book-inspired food, and theatrical settings, the club is larger and livelier than ever. Renamed the Literati, current attendance averages fourteen or more participants.

The foundation of this success is the popular email list. Three times a month we send reminders, time or date changes, exclusive details, and insider information with humor and sass. A week after meeting, a short review with pictures is emailed to recap for those who did not attend.

Interestingly, there is a growing group of people who request these entertaining

emails, but have never ventured into the library!

The Literati Season is held from September through April. I pick the Premiere and Finale titles. Then six chosen members pick from a short list of preselected options. Every season has an overarching theme and each title fits a subcategory. Once the books for the upcoming season are selected, the party planning begins!

Each book is thoughtfully considered for set design, food, costume, invites, and fun. "Fun" is key! For Premieres and Finales there is usually a performance and costume requirements. Last April our "Extravaganza Finale" included a five course meal inspired by the last dinner served on the Titanic. Literati members came as first and second class passengers. This Season's *Phantom of the Opera* Premiere was a masquerade, with costumed singers, and Parisian delicacies. Special invitations are sent to individuals or clubs that might be interested in our current reading. For example, when we read the biography of Dolley Madison, I personally invited the local Daughters of the American Revolution. I have also invited police officers to our murder mystery's mock crime scene. This season our "fun" line up includes a craft, community speaker, author skype, and a reenactment.

Advertising is primarily word of mouth. The library provides a small online and newspaper notice. In addition, there is always an in-house book-inspired poster. Some of the previous posters looked like a 1870s theater advertisement, campaign poster, and ship manifest. During the Premiere, the next book selection includes a bookmark of the Season's selection list and meeting dates.

The Literati aims to bring enchantment to adult services, embrace the community, and promote local talent. Fifteen minutes is scheduled at the beginning of each Literati meeting to mingle, snack, or check out the Further Study Table. I make a point to ask a "round" of revealing questions at each meeting. We go around the circle and each member must answer the question. It is illuminating and assists with bonding. This bonding is perhaps the most important

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aspect of the Literati. It fosters friendships, community, and play within its membership. To think it all started with a love of books and the wildly imaginative places it takes us! Contact the Vista Grande Library for more information about the Literati.

## COOLIDGE

### Fall and Winter Activities



In October, Master Gardener Deborah North visited the library to answer some gardening questions and to help patrons as they prepare their gardens for cooler temperatures. She provided information on soil preparation, rose maintenance as well as a variety of information on the best vegetables and plants to grow during these cooler months.

Also, during October, teens were invited to enter into a Sci-fi Book Cover Re-design Contest. They could pick a book title out of a bowl and redesign that book cover on cardstock. Congratulations to Jasmine Acosta of Coolidge on her redesign of Tolkien's *The Hobbit*.



The Coolidge Public Library has been hosting a wide variety of events this fall, from themed story times and special monthly programs to book discussions and movie showings just for teens!

In September, we had a Coolidge firefighter read a story to children and with the help of two other helpful firefighters, they took the kids on a tour of a real fire truck!



In October, kids listened to a spooky story, did a craft, and went trick or treating at the nearby city buildings.

On the third Friday of every month, at 3:30 p.m., the library hosts Teen Friday Flix in which we show fun and exciting movies geared towards teens. They are invited to come over after school with friends to watch a movie and eat snacks.

The Adult Book Discussion continues to meet on the second Tuesday of every month at 5:30 p.m. New members are always welcome. To sign out a book club selection, patrons simply visit the library before the scheduled meeting date. They need to have a valid contact number prior to sign out and should have a library card.

### Winter Events

The Coolidge Public Library is excited to include many exciting events on the calendar this winter. Along with our regularly scheduled events, we will be hosting a Diabetes 101 Program on November 19th at 10:00 a.m. Jeanne Cahill from the Center of Diabetes Management for Chandler Regional and Mercy Gilbert will help patrons understand how to improve blood sugar control if they have diabetes as well as how to lower their risk for developing diabetes in the future. Registration is encouraged.

Our Annual Friends of the Library Book Sale is scheduled for Friday and Saturday, November 22-23. The sale will run from 8-5 p.m. on Friday and 8-12 p.m. on Saturday. The sale, which will be located at the Women's Club on 240 W. Pinkley Ave, will include a variety of items from books to DVD's. Come on by!

We will be hosting a Health Insurance Marketplace Information Session for the community on December 5th at 10:00 a.m. Those with insurance questions pertaining to the Affordable Care Act are invited to attend as navigators explain what you need to know and how the enrollment process works. Registration is encouraged.

## FLORENCE Library Events

### Florence Community Library Events

Fall programs have begun at the Florence Community Library. Family Storytime has resumed, along with guest speaker programs and other events. There are exciting

programs still to come, including a partnership with McFarland State Historic Park for "Journey Stories," a Smithsonian on Main Street exhibit!

### Recent highlights include:

#### Coffee Club

The library's coffee club meets the first Tuesday of each month at 9:30 am. For September's meeting, a guest speaker described all the new and exciting digital resources available to Pinal County Library card holders. In October, the group created edible art to celebrate National Arts & Humanities Month. In November, the group shared favorite Thanksgiving recipes. Check with the library for the December theme, which should be posted soon!

#### Family Storytime

September 4 saw the return of Family Storytime. Wednesdays at 10 am, children of all ages and their caregivers are invited for a half-hour of stories, finger plays and fun! Children's Librarian Rita Marquez and office assistant Gloria Moreno provide parents with early literacy tips to help their children get ready to read. "Words Matter" was September's theme. Community neighbor Judy Young read Max's Words by Kate Banks, and the children made word collages and enjoyed snacks and drink.

#### Fire Prevention Week

On Wednesday, October 9, the Family Storytime group met at the Florence Fire Station in observance of Fire Prevention Week (Oct. 13 – 19). The Fire Chief and firemen talked to the kids about fire safety. Children were shown how to "Stop, Drop and Roll," then enjoyed a grand tour of the fire station, fire equipment, and fire truck – including lights and siren. Everyone had a blast!



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News from the Libraries

**Author Betty Webb: Oct. 18**  
Mystery writer Betty Webb visited the library on Friday, Oct. 18. Webb, author of the Arizona-based Lena Horne detective novels and also the popular Gunn Zoo Mysteries, discussed her work and her journey to published fiction writer. She particularly focused on the ways intensive research and her background as a journalist have helped to shape her novels. Copies of her books were available for sale, courtesy of the Friends of the Florence Community Library.

**Zombie Horde Night: Oct. 25**  
On Friday, October 25, zombies invaded the library and wreaked havoc everywhere they went! Teens ages 13 – 18 enjoyed a night of activities, which included being turned into zombies by staff and volunteers. They enjoyed a zombie flick, and gruesome snacks helped keep the zombies pacified. We survived and are looking forward to next year’s invasion!



**Head Start: Oct. 31**  
Family Storytime, in conjunction with Mrs. Horrell’s Future Teachers class, hosted Head Start for a very special Halloween. Little zombies and monsters paraded in the library. They were treated to spooky monster stories, danced liked monsters to the “Monster Mash,” and created their very own zombie masks.

### Upcoming Events

The Florence Community Library will partner with McFarland State Historic Park to present “Journey Stories,” a Smithsonian on Main Street exhibition that will be at McFarland State Historic Park November 16 – December 29, 2013. To tie in with exhibit, the library will host a weekly guest speaker series and film series.

Every Tuesday at 5:30 pm, from November 19 – December 17, a movie will be shown in the library programming room. Each film will spotlight a “Journey Story.” Some will be set in the past, some in the

present. Some will be adventure stories, some will be dramas, some comedies, some based on fact, and some entirely fictional. Every movie will focus on a journey of some type, with a brief, optional discussion available after the show.

Popcorn will be provided, and patrons are encouraged to bring dinner and a soft drink. Please contact the library for title information or with any other questions.

The library will also host a guest speaker series, featuring programs from the Arizona Humanities Council, in partnership with the Smithsonian on Main Street program.

Thursday, December 5 at 5:30 pm, join Dr. Karen Leong as she shares stories of “Japanese American Internment in Arizona.” Leong, Director of the Asian Pacific Studies Program at Arizona State University, will discuss the reasons for Japanese-American internment, the everyday life of those inside the camps, and the unique circumstances that divided the Japanese American community in Arizona in two – those who were interned and those who were not.

Friday, December 13 at 5:30 pm, Dr. Brian Gratton will present “406 Years of Immigration to America.” This presentation will use still images, audio, and video to explore the views of both supporters and opponents of immigration, from 1607 through the present day.

Presenters will be available to answer audience questions after each discussion. Seating is limited, so advance registration is strongly encouraged.

For more information about Florence Community Library programs, please contact the library at (520) 868-8311

## ORACLE New Signs

Visitors to the Oracle Public Library will have an easier time finding their way around the library thanks to their colorful new signs:



The Children’s Corner at the Oracle Public Library



Adult Fiction, located in the back corner of the Oracle Public Library

## SAN MANUEL Winter Programming at the Library

The very popular “Crochet and Conversation” program began on Tuesday November 26 from 1 PM to 3 PM. Community members are invited to bring their projects such as knitting, crocheting and just enjoy the company of others who are working on their projects. Please come and join in every Tuesday afternoon in the library. Supplies not provided.

The Library is once again offering the “Food for Fines” program beginning December 1 and ending December 31. During this time patrons may pay late fees with nonperishable food. For each item donated 50 cents will be subtracted from late fees. Fines for missing or damaged items will not be part of the program. All items collected will be given to the Tri-Community Food Bank. This is a great opportunity for patrons to remove all late fees from their record while also helping the food bank.

The Library held its annual “BOOK SALE” at the BHP Conference center Saturday November 2<sup>nd</sup>. Many in the community enjoyed taking advantage of

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the great bargain prices. Unsold books were donated to San Manuel High School & Elementary Libraries.



San Manuel Library's annual Book Sale at the BHP conference center.

## SUPERIOR

### Winter Library Programs

Superior Public Library will hold a Community Information Session for those seek-

ing information on the Affordable Care Act and the Health Insurance Marketplace.

The Health Insurance Marketplace is a new way to find coverage that fits your budget and meets your needs. Whether you are uninsured, or just want to explore your choices, the Marketplace will help find the coverage that is right for you. The session will be held on Dec. 3rd, at 2:00 pm or 5:30 pm at the Library and is hosted by Maria Villalobos, Regional Lead Navigator with Sun Life Family Health Center and entrusted in assisting Pinal, Gila, Greenlee, and Graham County communities in understanding their options and providing unbiased information/answers to questions. This presentation is for community members or anyone who does not understand our new healthcare system and how to navigate it!

In January 2014 we hope to kick-off the New Year with Scrapbooking classes at least 2 Saturdays per month here at the library. Dates have not been set but as soon as we set dates we will send out notices and post fliers for those who are interested. We had one class in September and it was well attended. We wanted to get a feel of how many people were interested. Presenter for classes will be Jennifer Volkert, part-time staff person at Superior Public Library and Kearny Public Library.

Contact the Superior Public Library for information about these programs and other events at the library: 520-689-2327



## Cataloging Corner

by Pam Beerens

### RDA Resources

Luiz H. Mendes presented a workshop, "Basic Cataloging with RDA," at the 2013 Arizona Library Association pre-conference. Below are some online resources from that workshop that may be of interest:

#### ALCTS

Cataloging and RDA Webinars: <http://www.ala.org/alcts/confevents/upcoming/webinar/cat>

#### Library of Congress

LC RDA Core Elements: [http://www.loc.gov/aba/rda/pdf/core\\_elements.pdf](http://www.loc.gov/aba/rda/pdf/core_elements.pdf)

#### Cataloger's Learning Workshop (CLW)

RDA: Resource Description & Access Training Materials: <http://www.loc.gov/catworkshop/RDA%20training%20materials/index.html>

#### MARC Standards

RDA in MARC: <http://www.loc.gov/marc/RDAinMARC.html>

#### OCLC

OCLC RDA Policy Statement (Effective March 31, 2013): <http://www.oclc.org/en-US/rda/new-policy.html>

#### Program for Cooperative Cataloging (PCC)

PCC Guidelines on Hybrid Records Final Report: <http://www.loc.gov/aba/pcc/rda/RDA%20Task%20groups%20and%20charges/PCC-Hybrid-Bib-Rec-Guidelines-TG-Report.docx>

PCC Guidelines for Enhancing & Editing non-RDA Monograph Records: <http://www.loc.gov/aba/pcc/rda/PCC%20RDA%20guidelines/Hybrid-Guidelines-Monographs-Post-Impl.docx>

#### PCC RDA BIBCO Standard Record (BSR)

Metadata Application Profile: <http://www.loc.gov/aba/pcc/scs/documents/PCC-RDA-BSR.pdf>

#### PCC Guidelines and Final Report on Relationship Designators in Bibliographic Records

Guidelines: <http://www.loc.gov/aba/pcc/rda/PCC%20RDA%20guidelines/Relat-Desig-Guidelines.docx>  
Final Report: <http://www.loc.gov/aba/pcc/rda/RDA%20Task%20groups%20and%20charges/PCC-Relat-Desig-TG-report.rtf>

PCC Provider-Neutral E-Resource MARC Record Guide  
P-N/RDA Combined version (January 2013):

<http://www.loc.gov/aba/pcc/scs/documents/PN-RDA-Combined.docx>

#### Additional Resources:

Music Library Association. Best Practices for Cataloging Music Using RDA and MARC 21:

[http://bcc.musiclibraryassoc.org/BCC-Historical/BCC2013/RDA\\_Best\\_Practices\\_for\\_Music\\_Cataloging.pdf](http://bcc.musiclibraryassoc.org/BCC-Historical/BCC2013/RDA_Best_Practices_for_Music_Cataloging.pdf)

RDA Toolkit. RDA Training Resources: <http://www.rdatoolkit.org/training>

RDA Workshop I: Cataloging Books (print & electronic), Veve, Marielle. Booklet. Jacksonville, Florida : UNF Digital Commons, c2013. [http://digitalcommons.unf.edu/library\\_facpub/13/](http://digitalcommons.unf.edu/library_facpub/13/)

Don't forget, I will be happy to answer any questions or help with any problem records.

Remember, the catalog record is the engine that gives staff and patrons the tools needed to search the catalog.

Happy cataloging!

Pinal County Library District  
PO Box 2974  
Florence, AZ 85132



## Calendar of Events

Federation Meeting	CAC-Maricopa Campus	December 13
LSTA Grant Workshop	Webinar	January 6
Fizz! Boom! Read! Arizona Summer Reading workshop	Eloy Santa Cruz Library	February 21
Public Library Association Conference	Indianapolis, IN	March 11-15