



# FINGER LAKES LIBRARY SYSTEM

## MEMBER LIBRARY WEEKLY BULLETIN

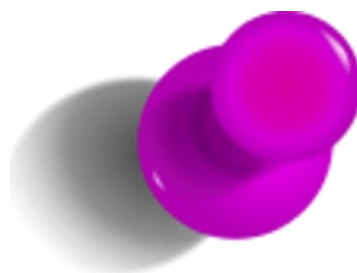
No. 16-29

Friday, July 29, 2016

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### From the Director:



I've been taking part in the Library Campaign Training Institute webinars hosted each week by Libby Post of Communication Services. This week was the third week and the topic was Message, Marketing and Media. I've been lucky to hear Libby speak a number of times and each time I walk away with new ideas and strategies that are helpful in promoting libraries in our communities. Libraries don't have to be planning a capital campaign to use some of her marketing ideas; instead they can be used by any library who wants to make sure that their community knows the importance of their library.

One example we went over this week was that while communications can't always be controlled, your message about your library can be. You as the director or the manager of your library must have a simple and clear idea that is the foundation and guide for all of your communication. Think in terms of clear, concise, simple, and consistent messaging. If you have a prepared message about your library, you can always use it to answer any question that patrons, donors, or even opponents may have. We always mention having an "elevator speech" prepared in which you can communicate what your library does, what you stand for, and what value your library has in your community in a clear and quick way.

Over the past few weeks, FLLS has been conducting focus groups for our new Plan of Service, due this fall to the State. One of the things more and more of our libraries have been telling me is they still feel they need help with getting their message out to their community and they are thinking of campaigns to prepare for more sustainable funding options. Starting next year, FLLS will providing more in-depth system meetings and workshops on advocacy and sustainable funding options, and we always welcome new ideas for other system meeting topics.

Sarah



## Reminders:

### 2015 Library Grant Cycle (Rosen) Reports Due

The final report for your 2015 Library grant is due 8/25/16. The report can be found and completed on the Community Foundation's online platform <https://cftompkins.communityforce.com>.

If your grant has not been fully expended and you would like to request an extension, please do so by e-mail to Janet Cotraccia at [jcotraccia@cftompkins.org](mailto:jcotraccia@cftompkins.org), prior to completing the report. Feel free to contact her with any questions at 607-272-9333.

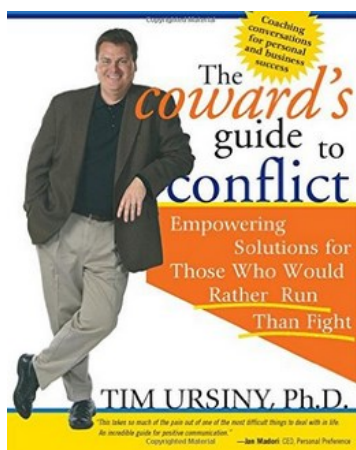


### It's Award Time!

Time to start thinking about who you would nominate for the 2016 FLLS Annual Meeting Awards! They are due by August 26. More information on our website: [www.flls.org/awards](http://www.flls.org/awards).

## System Updates

### New to the Professional Collection



***The coward's guide to conflict : effective resolution for those who would rather run than fight by Tim Ursiny***

**Barcode:** A20519091037

From Publishers Weekly

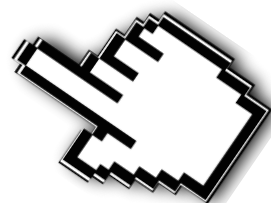
Ursiny, a mediation coach and former practicing psychologist, readily admits that he's a "coward" when it comes to any kind of conflict. He believes that there are many people like himself who wince at the thought of having an argument or avoid confronting work colleagues. Everyone, regardless of their position at work, can learn to handle conflict more effectively. The benefits, according to Ursiny, are immense and include more self-confidence, less anger, greater self-respect and more intimacy. To help readers learn how to change the way they handle conflict, each chapter opens with a brief case

study. The author then uses checklists and exercises designed to teach the reader new ways to handle conflict. Ursiny is clever and readers will recognize and immediately understand his hypothetical situations. For example, the author says that people avoid exercise by focusing on the "pain" of getting up early, taking time, or not being able to sleep later or do other things they enjoy more. The motivated person, on the other hand, focuses on how much better he or she will look and feel and the positive reinforcement that other people will provide. Particularly useful is the chapter on "Avoiding the Top Ten Mistakes Made When Dealing With People." Readers will identify with the irate man whose flight has been canceled. This is a wonderfully engaging book that should easily motivate readers to rethink their behavior and conversations both at work and at home.

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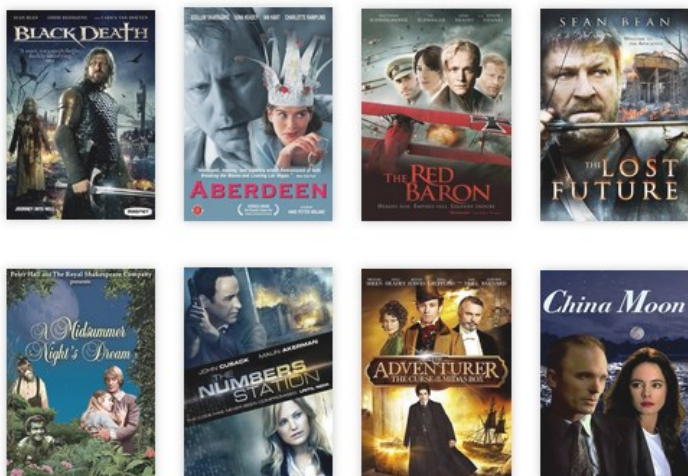
# eContent and Databases



## New @ Hoopla

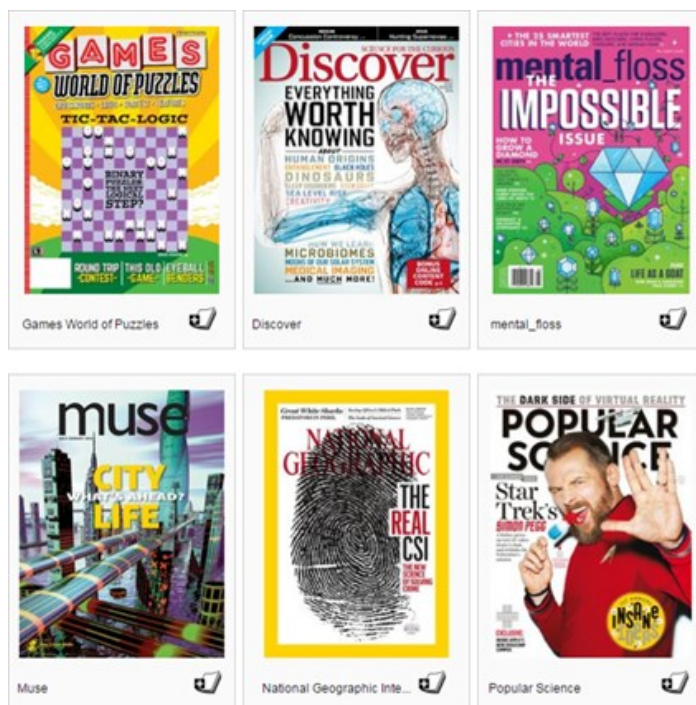
Check out their new collection of titles featuring the cast of

[Game of Thrones!](#)



- The Hoopla website:  
[www.hoopladigital.com](http://www.hoopladigital.com)
- Hoopla Facebook  
<https://www.facebook.com/hoopladigital/>
- Advertising Materials:  
<http://library.hoopladigital.com/helpful-links>
- Training:  
[www.youtube.com/user/hoopladigital](http://www.youtube.com/user/hoopladigital)

## Build Your Brain with Zinio Magazines



### Database Trainings:

[www.flls.org/reference/](http://www.flls.org/reference/)

### Hoopla, Zinio and Overdrive Resources:

[www.flls.org/econtent/](http://www.flls.org/econtent/)

### Upcoming Webinars:

[eLibrary Elementary and Proquest](#)

Webinars being offered July 20-August 17

[Gannet News and NOVELNY](#)

Webinars being offered July 20-August 17

[lynda.com](http://lynda.com) is available to all member library staff in the FLLS area for free. View [all the courses](#) and to reserve your 'seat' – contact Jessica Brooks at ([jphilippe@scrlc.org](mailto:jphilippe@scrlc.org)). Please include your phone number and library's name. You can take as many courses as you like during your two-week access.

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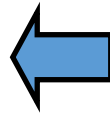


## Member Library Spotlight!

News, Posts, Programs and More!

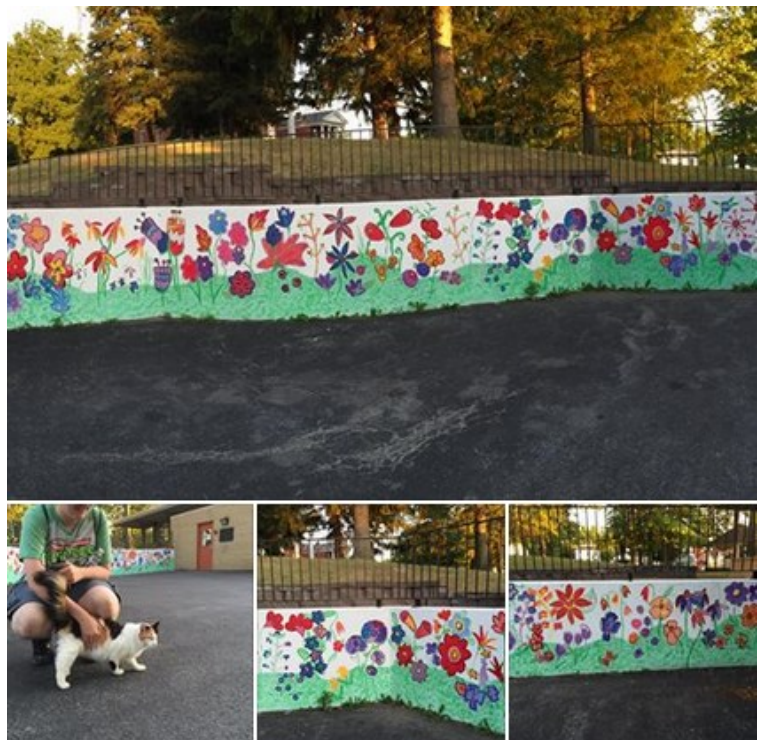
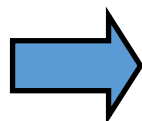
Have something special to share? Submit your news weekly by 4pm on Thursdays to Amanda at [aschiavulli@fills.org](mailto:aschiavulli@fills.org).

She's also trolling your Facebook pages! Make sure to add events so we can share them on our [Facebook](#)!



The Berkshire Free Library had wonderful turnout at their Blueberry and Book Festival! Check their [Facebook](#) for more pictures!

Check out the Edith B Ford Memorial Library's new mural! More photos on their [Facebook](#) page!





# Webinars Workshops and Events

## FLLS Events

Sign up here for all FLLS Workshops unless otherwise noted: [www.flls.org/calendar-2/](http://www.flls.org/calendar-2/)

### WordPress and Blogging

Thursday, August 4, 2016  
9am-Noon

### Polaris Leap

Thursday, August 11, 2016  
9:30am-11:30am

### FLLS Online Databases: Learning Express, Mango Languages, Heritage Quest, & Tumblebooks

Thursday, August 18, 2016  
9:30am-11:30am

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## Conferences and Socials

### **Trustees in the Know**

Wednesday, August 10, 2016  
Richmond Memorial Library

Register: <https://librarytrustees.wufoo.com/forms/trustees-in-the-know/>

### **Bus to NYLA 2016 in Saratoga**

The Pioneer Library System has partnered with the New York Library Association to charter a bus to the 2016 New York Library Association Conference at Saratoga Springs. Thanks to a subsidy from the New York Library Association, **the cost per round trip bus seat is only \$50** plus a small registration fee. Register online by **September 15, 2016**: <https://nylabussaratoga.eventbrite.com>

### ALSC National Institute Virtual Conference 2016

September 15-17, 2016

### 2016 Library of Congress National Book Festival

Sept. 24

Walter E. Washington Convention Center in Washington, D.C.,

**10 a.m. to 10 p.m.** All programs will be free of charge.

## Webinars and Other Trainings

Click on the titles for the links to the training pages.

### **Webjunction's August Catalog is Up**

<http://www.webjunction.org/news/webjunction/33-new-webinars-added-to-the-webjunction-catalog.html>

### Genetics Home Reference

August 4, 2016  
noon-1pm  
Webinar

### Free Mental Health Training

August 10&11  
8:45am-2:15pm  
Pioneer Library System

### Beyond the Job Description: Ten Practical Tips for the New Rural Library Director

Thursday, August 11, 2016 ♦  
3 pm Eastern / 12 pm Pacific ♦ 1 hour

### **Free Friends Groups NYLA Meeting**

Monday, August 15, 2:30pm  
Marcellus Free Library  
Please RSVP to Terry Mulee  
(FLS.NYLA@yahoo.com) by Wednesday, August 10.

### The 2016 State of Grantseeking

Tuesday, August 16  
2pm

### New Twists on Storytime

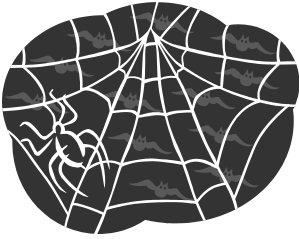
Wednesday, August 17, 2016  
3pm Eastern

### Outcome-Based Evaluation (OBE) training workshop

#### **September 22-23**

Mid York Library System in Utica, New York  
Register via [email](#) and include "OBE workshop" in the subject line





## **Around the Interwebs**

- **State Report on Electronic Books and Public Libraries in New York State: A Report to the Legislature and Executive.**
  - <http://www.nysl.nysed.gov/libdev/ebooks/report.pdf>
- **The Copyright Office is trying to redefine libraries, but libraries don't want it – Who is it for?**
  - <https://blog.archive.org/2016/07/27/the-copyright-office-is-trying-to-redefine-libraries-but-libraries-dont-want-it-who-is-it-for/>
- **Ten Amazing Uses for Pool Noodles**
  - <http://housely.com/uses-for-swim-noodles/>
- **Photographer Files \$1 Billion Suit Against Getty for Licensing Her Public Domain Images:**
  - <http://hyperallergic.com/314079/photographer-files-1-billion-suit-against-getty-for-licensing-her-public-domain-images/>
- **Man takes his dog, dying of cancer, on one last, epic road trip:**
  - <http://fox43.com/2016/07/14/man-takes-his-dog-dying-of-cancer-on-one-last-epic-road-trip/>
- **Donald Trump Walks into Your Local Library? What's Next?**
  - <https://teleread.org/2016/07/26/trump-walks-into-your-local-library-what-next-librarians-speak-out/>
- **50+ Great Costumes from San Diego Comic Con**
  - <http://www.neatorama.com/neatogeek/2016/07/28/Fantastic-Cosplay-Photos-From-the-2016-San-Diego-Comic-Con/>
- **Curious George Documentary on the Horizon**
  - <http://blogs.slj.com/afuse8production/2016/07/27/press-release-fun-a-curious-george-documentary-on-the-horizon/#>
- **Library of Congress July/August Issue Now Available**
  - <http://www.loc.gov/lcm/?locir=ealcm>
- **Go Green @ Your Library**
  - [http://www.nysl.nysed.gov/libdev/construc/go\\_green.htm](http://www.nysl.nysed.gov/libdev/construc/go_green.htm)
- **Creating a Loose Parts Playground**
  - <http://www.buffalorising.com/2016/07/create-a-loose-parts-playground-for-young-children-in-your-back-yard/>
- **Storytime with Abraham Lincoln**
  - <http://www.neatorama.com/pet/2016/07/22/Storytime-with-Abraham-Lincoln/>



# Youth Corner

## Storytime Rhyme of the Week

### Rub-a-dub-dub

Rub-a-dub-dub,  
Three men in a tub,  
And how do you think they got there?  
The butcher, the baker,  
The candlestick-maker,  
They all jumped out of a rotten potato,  
'Twas enough to make a man stare.

Don't forget to visit: <http://daybydayny.org/> for your daily storytime rhyme and activity!

## Crafts, Kits and Fun Stuff:

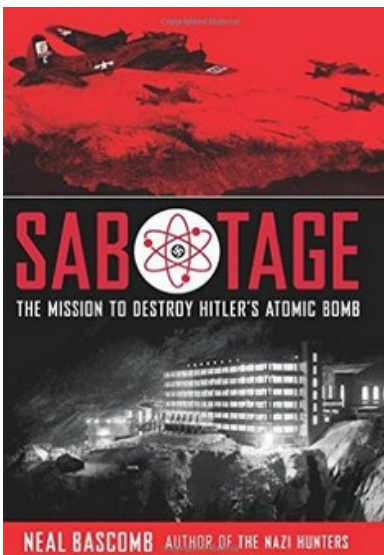
- Have you tried our **Elmer Storytime Box** yet? It has some great activities to discuss our differences! Check it out today: **Barcode:** A20515897376
- [String Art For Kids](#)
- [Easy Shapes and Colors Game](#)
- [Make Your Own Pokemon Go T-Shirts](#)
- [Shake Shimmy Dance](#)



**String Art  
Hot Air Balloon**

## YA Book of the Week:

***Sabotage: The Mission to Destroy Hitler's Atomic Bomb* by Neal Bascomb**



**From School Library Journal**

Gr 8 Up—The people of Norway had hoped to remain neutral during World War II as they had in the Great War, but that hope was shattered when Nazi Germany invaded Norway's ports in the early days of April 1940. In addition to taking over Norway's land and exiling their king, Germany also intended to capture the hydroelectric plant at Vemork in Norway's frozen highlands. The plant was one of the only places in the world that produced a substance called heavy water, an extremely important ingredient in Germany's race to develop an atomic bomb. It would take the Allies several unsuccessful attempts before a time bomb planted on the ferry transporting the heavy water and production equipment across a deep lake spelled the demise of Germany's atomic research. Bascomb is a master of taking complicated histories and turning them into exciting works of nonfiction. By exploring the various backgrounds of each of the Norwegian resistance fighters and scientists, he gives readers a chance to understand their motivations and properly empathize with their struggles. This investment pays off as the stakes get higher, and the narrative deftly switches between their perspectives, creating a dramatic and suspenseful tension like no other. A generous amount of captioned black-and-

white photos of the men, buildings, and artifacts help to guide readers through the text. **VERDICT** This excellent treatise on a little-known episode of World War II is a first choice.—Eldon Younce, Anthony Public Library, KS



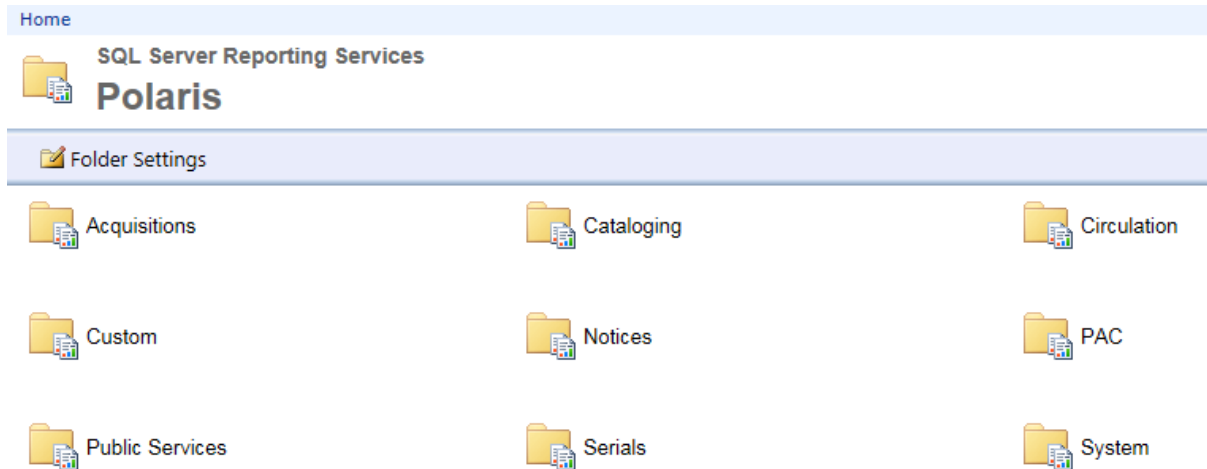
## Polaris Tip of the Week

### Using Web Reporting to Download a Report as an Excel Spreadsheet

First, visit the web reporting website: <http://catalog.flis.org/reports>. It is recommended that you use the Internet Explorer browser.

Login with the info for a specific Polaris client and be sure to include the FLLS domain. Ex., at Phillips Free Library, they would use [homcirc@flis.org](mailto:homcirc@flis.org) or flis\homcirc as the username.

Locate your specific report. Enter the desired parameters and click on **View Report**.



Finally, click on the floppy disk icon and choose **Excel**. The spreadsheet will download. You can click on it to open, edit it as needed, and save it to a new location.

Home > Polaris > Circulation > Top Circulating Titles By Collection

Organization: Auburn-Seymour Public Library Collection: Adult Audiobook on CD  
Begin Date: 7/11/2016 End Date: 7/15/2016  
Number of titles to show: 10

View Report

1 of 1 100% Find | Next

**Top Circulating Titles By Collection**  
From 7/11/2016 - 7/15/2016

Auburn-Seymour Public Library

Collection	Title	Check outs
Adult Audiobook on CD	Alexander Hamilton	1
Adult Audiobook on CD	The American Civil War	1
Adult Audiobook on CD	American sniper the autobiography of the most lethal sniper in U.S. military history	1
Adult Audiobook on CD	And then there were none	1
Adult Audiobook on CD	And when she was good	1
Adult Audiobook on CD	Asylum	1
Adult Audiobook on CD	At the villa of reduced circumstances	1
Adult Audiobook on CD	Batman. Inferno	1
Adult Audiobook on CD	Bittersweet	1

XML file with report data  
CSV (comma delimited)  
PDF  
MHTML (web archive)  
**Excel**  
TIFF file  
Word

**NEW!** Polaris documentation is now online!

Click [here](#) to login and view! Contact Jenny or Eric if you need the login information.

Check out the training videos [here](#)!

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# Awards and Grants

Click on the titles for the links to the grant pages.

## Carnegie Corporation of New York/New York Times I Love My Librarian Award

The Carnegie Corporation of New York/New York Times I Love My Librarian Award program recognizes librarians throughout the United States for exemplary service to their communities. Click above to learn more about the award guidelines and nomination process.

## Department of Labor

The America's Promise Job Driven Grant Program provides support to strengthen the pipeline of skilled workers to expand an economic region's middle- to high-skilled workforce. **The application deadline is August 25, 2016.**

## Funding Opportunity for Small, Rural and Tribal Libraries

**Through Aug. 1st**, small, rural and tribal library staff can apply to be a part of a cohort of learners and doers who will create college and career readiness (CCR) services for the middle schoolers in their community.

## American Honda Foundation

The Foundation's primary funding priority is youth education, specifically in the areas of science, technology, engineering, and mathematics; the environment; job training; and literacy. Grants range from \$20,000 to \$75,000. **Deadline: August 1, 2016.**

## PLACE: Public Libraries Advancing Community Engagement: Environmental Literacy Through Climate Change Discussions

**Deadline: August 7, 2016**

The Califa Library Group is accepting applications for mini-grants to librarians in rural public libraries and under-resourced urban libraries who are interested in providing science-based adult programming focused on local weather challenges and threats.

## Kids Run The Nation Fund

In 2016, a total of \$30,000 will be awarded as small grants ranging from \$500 to \$1,000. Running clubs, events, or other organizations with the IRS 501(c)(3) designation are eligible to apply. The application period will open **August 1, 2016 and close October 1, 2016.**

Visit: <http://www.flls.org/grants/> for more grant resources.



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## Question of the Week

### LAST WEEK'S QUESTION OF THE WEEK:

**What are the 5 listening styles? *Hint: they were mentioned in yesterday's (Thursday 7/21/16) workshop at FLLS!***

Appreciative, Empathetic, Comprehensive, Discerning, Evaluative

For more information on different listening styles and conflict resolution, check out one of our new conflict management titles in our Professional Collection!

### THIS WEEK'S QUESTION OF THE WEEK:

**On this day (July 29) in 1981, what occurred at Saint Paul's Cathedral and was watched by millions around the world?**

To answer a Question of the Week, please email Amanda ([aschiavulli@flls.org](mailto:aschiavulli@flls.org)) with "Question of the Week" in the **Subject**. Please include your source.

**\*\*Prizes are available for correct answers using one of our databases\*\***

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