

Partner Contributions	Placentia Child Development Center (Head Start)		
Supplemental funding			
Use of facilities	X		
Staffing or volunteers	X		
Learning materials			
Consultation or overall guidance	X		
Test scores for participating students			
Referred students to program	X		
Referred parents/families to program	X		
Other (please specify)			

**ELLI Financial Report
2001/2002 FY**

Placentia Library District
Name of Library

*Signature of Representative of Fiscal Agent
or of Library Receiving Funds*

Date

Budget Categories	ELLI Budget 2001/2002	Other Budget 2001/2002	ELLI Budget Expended as of June 30, 2002	Other Budget Expended as of June 30, 2002	Unexpended ELLI Funds for Carryover to 2002/2003
1. Personnel	39,758	64,847	33,904	1,813	5,854
2. Operations	14,850	10,550	14,850	19,668	0
2a. Contract Services	13,600	1,000	13,600	17,428	0
2b. Travel	250	1,300	250	858	0
2c. Office Supplies	500	1,325	500	359	0
2d. Printing	250	2,625	250	900	0
2e. Instructional Resources	0	3,500	0	78	0
2f. Communications	250	800	250	15	0
2g. Other (food)	0	0	0	30	0
3. Equipment (over \$5,000)	5,142		5,142	858	0
4. Indirect (not to exceed					

10%)	250		250		0
6. TOTAL	60,000	79,397	54,146	22,339	5,854

If you are reporting any "Unexpended ELLI Funds for Carryover to 2002/2003" on the ELLI Financial Report, please answer Question 14.

14. Which of the following best reflect the reason(s) for your ELLI program's unspent funds? Please check all that apply.

- Fewer participating students than expected.
- Fewer participating parents/guardians than expected.
- Supplemental funding from partner organizations.
- Overestimated program expenses.
- Other (please specify): Personnel for program year through August 2002

15. Please indicate the number of staff you employ and the number of volunteers who serve in your ELLI program:

Paid full-time		1
Paid part-time	4	7
Volunteer	2	6

15a. Please indicate the number of staff members who have 100% of their salaries and benefits paid for by ELLI funds.

Full-time	1
Part-time	0

15b. Please indicate the number of staff members who have between 50% and 99% of their salaries and benefits paid for by ELLI funds.

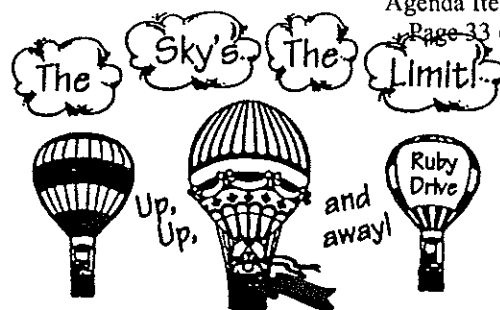
Full-time	0
Part-time	0

- 15c. Please indicate the number of staff members who have less than 50% of their salaries and benefits paid for by ELLI funds.

[REDACTED]	
Full-time	0
Part-time	1

Ruby Drive Elementary School

601 Ruby Drive - Placentia, CA 92870
(714) 996-1921



March 18, 2003

Dear Ms. Webb:

I am pleased to write a letter in support of the Placentia Library's ELLI program. As the principal of Ruby Drive Elementary School, I have been delighted with the quality of the trained tutors you have assigned to our school. In addition to the tutors, your program has also provided needed books and materials to our school.

Your tutors work four days per week in our extended day kindergarten. I attribute a great deal of the success of this program to your dedicated group of volunteers. Whenever I visit this program, a tutor is working with a student or small group of students on specific skills they need to master. The scores our children are posting as they exit this program are far higher in both academics and English acquisition than ever before!

Your tutors are also found in a number of our classrooms here at Ruby Drive as well as in the evenings in the adult Community Based English Tutoring Program. You have also given us some very motivational LeapFrog materials for classrooms and books for parents in the parent literacy classes.

I consider the Placentia Library to be a very effective community partner to our school. I am deeply appreciative of the wonderful services you have been able to allocate to our school and I support your efforts to maintain these outstanding services.

If I may provide additional information, please feel free to contact me.

Sincerely,

Dorie Staack
Principal

Placentia-Yorba Linda Unified School District

Dennis M. Smith, Ed.D.
Superintendent

1301 E. Orangethorpe Avenue, Placentia, California 92870
Telephone (714) 996-2550 Fax (714) 524-3034

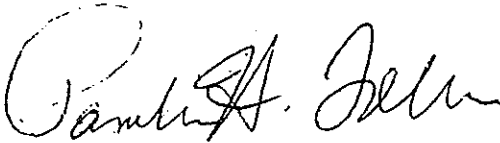
Board of Education
Carol Do
Karin Freeman
Judy Miner
Craig Olson, D.D.S.
Jan Wagner

March 18, 2003

To Whom It May Concern:

The Placentia Library Literacy Program has been supporting our School Readiness, Extended Kindergarten, and Childcare program that take place while parents are in our Community Based English Tutoring (CBET) classes. Our students have reaped the benefits of having tutors coming to the sites to help them with homework, reading, and general educational support. This has been taking place at three of our Title 1 schools. The students and teachers have seen the positive results that the tutoring has provided and encourage the Placentia Library to continue with their ELLI tutoring program. We see nothing but positive results and outcomes from such a beneficial program. Not only do the teachers and students see the benefits of the tutoring program, but our parents also see encouraging outcomes with their student. The ELLI program not only works, it is needed by our students who need reinforcement that their parents are not yet able to give them, as they learn English themselves.

Please continue to support this worthy program at the Placentia Library.



Pamela H. Talarico
School Readiness Coordinator
Placentia-Yorba Linda Unified School District



Ruby Drive Elementary School

601 Ruby Drive - Placentia, CA 92870
(714) 996-1921



March 21, 2003

To Whom It May Concern:

The students of Ruby Drive Elementary School and their families have received numerous benefits from participating in the Placentia Library's ELLI tutoring program. More than 50% of the Ruby Drive student population qualifies for Title I and free or reduced lunch, indicating that the majority of the Ruby Drive families live at or below the poverty level. In addition, more than 50% of the population is learning English as a second language. Many of Ruby Drive's students and their families are recent immigrants to the United States. Surveys of Ruby Drive parents indicate that, among those who do not speak English as a native language, the level of education is very low.

The ELLI program has assisted Ruby Drive to better meet the needs of the school's student population in the following ways:

- Individual tutors for students and parents in academics and/or English language
- Parent education seminars
- "Mommy and Me" sessions for mothers and children ages 3-5
- Educational and fun literacy events at the library
- Tours of the library introducing parents to and encouraging them to use library services
- Books and materials to encourage positive attitudes toward reading in the home

These services are essential to assist the staff at Ruby Drive to meet the needs of its student population. Ruby Drive teachers and staff know that, above all, their students need to have a positive attitude toward reading and books in order to be successful in school and ultimately "life long learners". The ELLI program services have helped immeasurably to promote these ideas and make progress toward achieving these goals.

Sincerely,

Laurel M. Estrada, School Readiness Facilitator
Ruby Drive Elementary School

School Mission: It is the mission of Ruby Drive School to provide a strong basic education for every student and to develop self-esteem and citizenship thereby enabling the student to be a successful life-long learner and a contributing member of a changing society.



FULLERTON
COLLEGE
Division of Social Sciences

March 25, 2003

Ms. Ann-Margaret Webb
Elli Coordinator/Asst. Literacy Coordinator
Placentia Library District
411 East Chapman Avenue
Placentia, CA 92870-6198

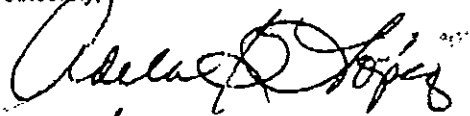
Dear Ann-Margaret:

I am forwarding this letter of support in behalf of the many students from my classes that have participated in your Eli and Literacy programs over the last 2 semesters. They, as am I, are extremely grateful for the wonderful opportunities that have been extended to them to support their learning beyond the college classroom while also providing them with life-changing experiences. It is so empowering to these students to know that just one of them could make a difference in someone's life because they decided to spend an hour or two each week teaching someone how to read or sharing a special skill or talent with others.

Several of my college students have remained in service to the program as a testimony to the value they saw in it for those they served, as well as themselves. When the idea of "each one teach one, each one reach one" is realized for the students in my classes the spark of hope for a better tomorrow is re-kindled in all of us. I plan to continue to seek placements in your programs for my students in the future and to encourage other faculty at my campus to participate.

Please extend the heartfelt thanks of our Ethnic-Studies Dept. to all in your staff who help to make the Service-Learning experiences of my students so valuable and memorable.

Sincerely,



Adela G. López
Dept. Chair, Ethnic Studies
Fullerton College

agl

cc: Dr. Michael Viera, President, Fullerton College
Karen Rose, Director of Special Programs, Fullerton College

PLACENTIA LIBRARY DISTRICT

411 East Chapman Avenue, Placentia, CA 92870-6198

Elizabeth D. Minter, M.L.S., Library Director

(714) 528-1925, Ext. 202

administration@placentialibrary.org

(714) 528-8236 (Fax)

www.placentialibrary.org



Board of Trustees

Geoff Braun
Margaret V. Dinsmore
Betty Escobosa
Al Shkoler
Gaeten M. Wood

May 7, 2003

Wells Fargo Bank
Attn: Grants Department

The Placentia Library Foundation is requesting two grants for \$1,000.00 each for two community programs that the Foundation supports.

Last year thanks largely to a \$1,000.00 grant from Wells Fargo Bank, the Placentia Library Literacy Service, in collaboration with the City of Placentia and Placentia Head Start, continued Spanish literacy classes for an under-served, low-income population in the City of Placentia and surrounding areas. The Spanish literacy concept is to outreach to Spanish speakers who are illiterate in reading and writing Spanish. Once they are Spanish-literate, they are able to transfer into an English-as-a-second language program. This year, twenty-one students completed phase II of Spanish literacy, and all of them want to continue so that their fluency can increase. A Wells Fargo Bank grant of \$1,000.00 would go a long way to ensuring Spanish literacy classes continue.

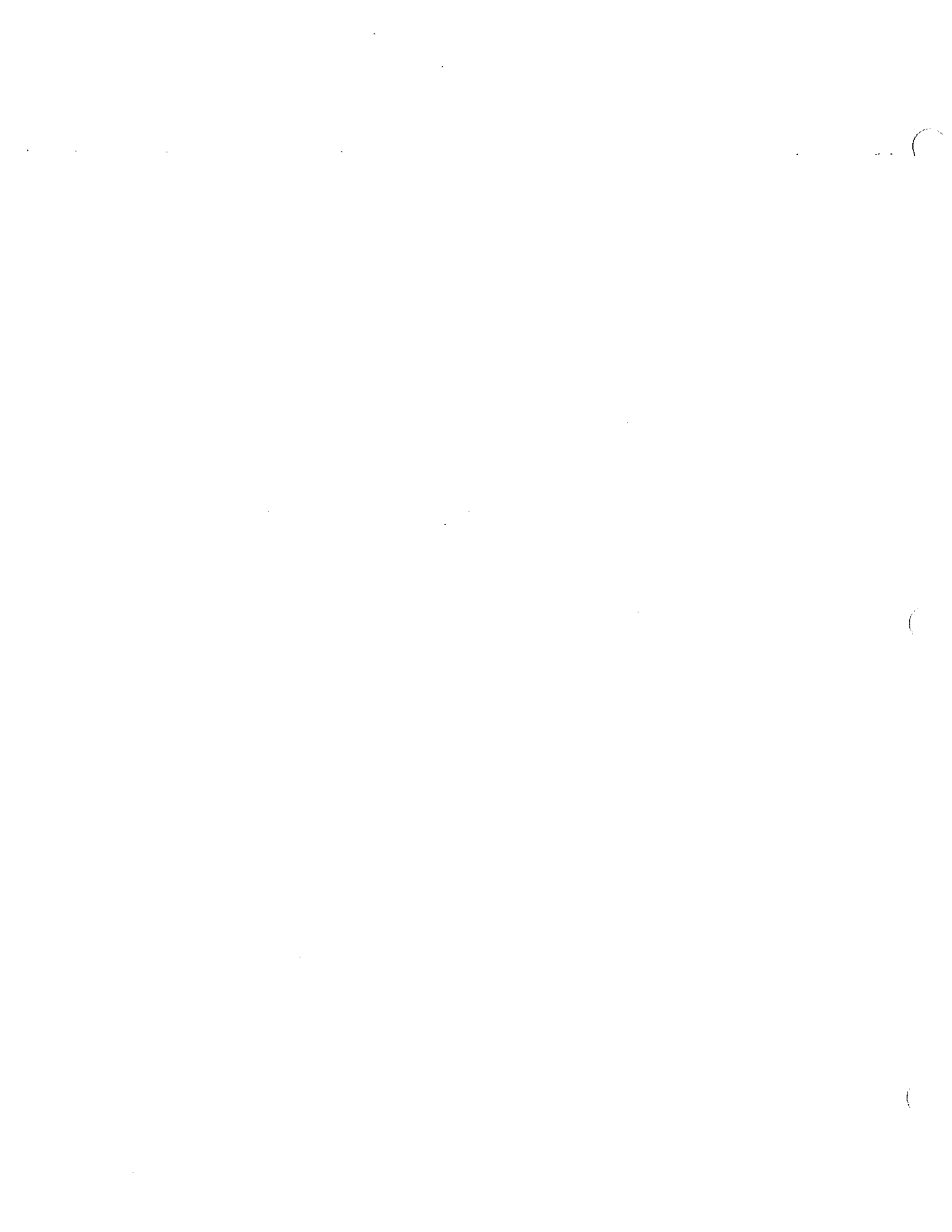
The request for a second \$1,000 is to support the Placentia Rotary Reading Enrichment Program (PRREP). PRREP a collaboration among the Placentia Library Literacy Services, the Placentia Rotary Club, and the Placentia/Yorba Linda Unified School District. PRREP recruits local high school students to tutor grade school students in the Placentia Library. This school year, more than 80 PRREP tutors helped over 100 students with reading and homework assistance. A grant for \$1,000 would be used to purchase literacy materials for more than 100 PRREP students for school year 2003/04.

A copy of the Friends of the Library 501 (c) (3) Determination Letter is enclosed. The Library's point of contact is Public Services Manager, Jim Roberts, (714) 524-8408, Ext 213. Please contact him if you have any questions.

Respectfully,

Elizabeth D. Minter
Library Director

Encl: 501 (c) (3)



TARGET STORES 2003 COMMUNITY GIVING PROGRAM GRANT APPLICATION

Instructions: To apply, complete this official application in type or produce a document identical to the following format. Please complete the entire application without the use of "see attached."

Date of Application: 06 / 17 / 03

Legal Name of Organization: Placentia Library Literacy Services Tax ID Number: NA

Address/City/State/ZIP: 411 E. Chapman Ave. Placentia, CA 92870

Telephone: (714) 524-8408x213 Fax: (714) 528-8236 E-mail: jroberts@placentialibrary.org

Executive Director Name: Jim Roberts Telephone: (714) 524-8408, ext 213

Grant Contact Name: Jim Roberts Telephone: Same

Program Title: Families for Literacy Program Date(s): FY 2003-04 Amount Requested: \$5,000

Previous Target Grants: 2002: \$ NA 2001: \$ NA 2000: \$ NA

Have you ever received a grant from (check all that apply): Marshall Field's Mervyn's Target Foundation

Which Target store are you applying to: Target #293

FOCUS AREA

For which Target Stores grantmaking focus area is this project the best fit (please check one only):

- Arts Education Family Violence Prevention

COMMUNITIES SERVED INFORMATION

Information in this section is for reporting purposes only and has no bearing on the acceptance or rejection of your proposal. If your organization does not keep this kind of information, please provide your best estimates for each category.

AGE GROUP: (check all that apply)

- Babies/Toddlers only (under 5) Children only (5-14 years) Youth/Adolescents only (14-19 years)
 Children/Youth (Babies-19 years) Young Adults (20-25 years) Adults only (21-50)
 Aging/Elderly/Senior Citizens

ETHNICITY: (check up to three)

- African American Asian/Pacific American European American
 Native American Latino/Hispanic/Chicano American Bi/Multi-Racial
 Other Specified Ethnic Group

GENDER: (check primary group)

- Females only Males only Both genders

PRIMARY POPULATION SERVED: (check up to three)

- Blind/Vision Impaired Deaf/Hearing Impaired Economically Disadvantaged
 Gay/Lesbian/Transgender Immigrants/Newcomers/Refugees Mentally/Emotionally Impaired
 Physically Impaired Single Parents General Public

TARGET

ORGANIZATION DESCRIPTION

Provide 2-3 sentences regarding your organization, including a summary of mission and/or objects.

The Families for Literacy (FFL) program is a major component in the Placentia Library Literacy Services (PLLS). PLLS is a major department of the Placentia Library District, and is the only library literacy program providing FFL services in North Orange County. The object of FFL is to reach under-served and often limited English families with at least one pre-school age child and to provide one-to-one tutoring to the entire family.

PROJECT DESCRIPTION

Provide a project summary that includes the project's contents, why it is needed, and how it will have a positive effect.

One of the primary goals of the FFL Program is to make the parent the first teacher of the child. Providing one-to-one tutoring to both the parent and the child, demonstrates to the child the importance of reading in English at a very formative age. Another important part of the FFL Program is to provide at least one free book to each child every month, encouraging the family to have an English book collection at home. We also invite the entire FFL Program to participate in monthly programs, ranging from parenting to arts and crafts. In FY 2002-03, 31 families participated in the FFL Program, and more than 80 percent of them were Hispanic.

VOLUNTEERS

Are there any opportunities for volunteer involvement in association with this grant/project? Please describe.

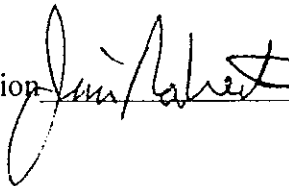
The FFL Program is based on volunteer involvement. We recruit both adults and teens to volunteer in the program and we ask them to make a six-month commitment. Volunteers are required to attend a three-hour tutor training workshop, and then an additional one-hour orientation with the FFL Coordinator. Volunteers are asked to tutor a minimum of once a week for 1-2 hours depending on the age of the student. In FY 2002-03, 41 volunteer tutors participated in the FFL Program.

SUBMITTING THE APPLICATION

The following attachments must be submitted with this application:

- A project or program detailing expenses and anticipated income sources
- A current list of business and foundation donors with their contribution levels
- A current annual operating budget with income and expenses
- A list of your organization's Board of Directors, including names, titles, & affiliations

AUTHORIZATION

Signature of person submitting this application  Date 6-17-03

TARGET
Grant Application (continued)
Placentia Library Literacy Services

Attachment 1

A project or detailing expenses and anticipated income sources.

Family for Literacy (FFL), a component of the Placentia Library Literacy Services.

Anticipated expenses:

20 hours a week part-time FFL Coordinator	\$15,000
Free book and other material for FFL children	5,000
FFL programming	2,000
Total	\$22,000

Anticipated funding:

California State Library	\$10,000
Total	\$10,000

TARGET
Grant Application (continued)
Placentia Library Literacy Services

Attachment 2

A current list of business and foundation donors with their contribution levels.

Family for Literacy (FFL), a component of the Placentia Library Literacy Services.

Anticipated donors:

Starbucks	\$ 5,000
Wells Fargo Bank	1,000
Placentia Rotary Club	1,000
Total	\$ 7,000

Anticipated donors and funding:

California State Library	\$10,000
Donors	7,000
Total	\$17,000

May 6, 2003

Elizabeth Minter
Placentia Library District
411 E. Chapman Ave.
Placentia, CA 92870-6198



CALIFORNIA
STATE LIBRARY
FOUNDED 1850

Dear Elizabeth Minter,

This letter is to clarify that your funding for the English Language and Literacy Intensive (ELLI) program will be available for expenditure through April 30, 2005. That is, ELLI funds do not have to be expended by June 30, 2003 as had been previously required. Any funds that you spend after this fiscal year should be directed toward fulfilling the mission, scope and purpose of the ELLI program. ELLI funds that are not fully expended/liquidated by April 30, 2005, will revert back to the State.

Of course, as long as you have ELLI funds you will still need to report to the State Library. As per your original grant, semi-annual reports are required. A fiscal report and final narrative report will be due within 30 days after the close of the project.

The first part of the ELLI Final Report for this fiscal year will be due to the State Library on August 8th, 2003. It will include narrative and budget information. The second part of the Final Report will be due on August 30th, 2003 to MGT of America, the outside evaluators of ELLI. This report will request a wide variety of data, including STAR scores, for your participants.

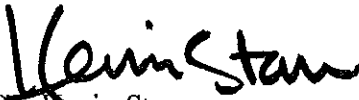
I'm hoping your ELLI staff is planning to attend one of the regional meetings that has been planned to discuss reporting procedures and prospects for the future of this program. Those meetings are scheduled as follows:

- Southern California ELLI Meeting - Tuesday, May 20th, Ayres Suites, Ontario
- Northern California ELLI Meeting - Wednesday, May 28th, Embassy Suites, Sacramento

Your ELLI staff has already been apprised of the details on these meetings via the ELLI listserv.

Please contact State Library Consultant Valerie Reinke, telephone (909) 786-0455, or our Literacy Programs Administrator, Cindy Tackett, telephone (916) 653-7172 should you have any further questions.


Sincerely yours,


Dr. Kevin Starr
State Librarian of California

cc: Ann-Margaret Webb

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director 

SUBJECT: Legislative Issues and a Review of the Status of the State Budget and State Library Budget

DATE: June 30, 2003

BACKGROUND

The Legislative action thus far has had minimal impact on funding for Placentia Library District with the exception of the Literacy program. The State Librarian has officially informed the Library community that there will be no ELLI funds for Fiscal Year 2003-2004 although Libraries may carry forward unspent ELLI funds from Fiscal Year 2002-2003.


The Board will review any addition information received after the posting of the Agenda at the Library Board Meeting.

RECOMMENDATION

Action to be determined by the Library Board of Trustees.



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director 
SUBJECT: Staff Survey – Finalize Content and Schedule
DATE: June 30, 2003

BACKGROUND:

At its meeting on May 13, 2003 the Library Board received a copy of the revised Staff Survey prepared by Trustee Wood. This document is Attachment A.

Library Director Minter recommended that the survey be administered in August or September.

The Board requested that the Library managers review the document and present their recommendations at the June Board Meeting. This document is Attachment B.

RECOMMENDATION:

1. Revise and approve the Survey document.
2. Establish a schedule for submitting the Survey to the Staff.

PLACENTIA LIBRARY DISTRICT
EMPLOYEE OPINION SURVEY – 1999

Please take a few minutes to complete this opinion survey. The survey serves as a tool to gather feedback from you that will help us improve working conditions, customer service, enhance supervision and training and choose the best selection and placement practices possible.

This opinion survey is anonymous. Your responses will not be divulged to anyone. The Board of Trustees will tally responses for results only to be presented to management for review and consideration. You are not required to answer the questions on this survey, however your input is valuable and appreciated.

Once completed, please mail the survey back to Al Shkoler, in the enclosed envelope.

SURVEY RESPONSE DEADLINE: JUNE 11, 1999

Please check where you work.
Each department will be provided
a tabulation of the results.

How long have you worked for the
Placentia Library?

_____ Librarians, Library Assistants,
and Administrative Assistant

_____ Less than 1 year

_____ Library Clerks & Aides

_____ 1 – 5 years

_____ 6 – 10 years

_____ 11 – 20 years

_____ 21+ years

YOUR JOB

The following questions are about the job to which you are presently assigned.

1. I generally have the tools, equipment and material I need to do my job.

- _____ A. Strongly Agree
- _____ B. Agree
- _____ C. Disagree
- _____ D. Strongly Disagree

2. Is your work load usually:

- _____ A. Too great
- _____ B. Too light
- _____ C. About right
- _____ D. Varied

3. I like my present job:

- _____ A. Very much

- B. It's okay
- C. Could be better
- D. Not at all

4. I get a great deal of personal satisfaction from my job.

- A. All the time
- B. Most of the time
- C. Sometimes
- D. Seldom

5. Of the work assigned to me, ____% falls outside of my job classification.

- A. None
- B. Less than 10%
- C. Less than 25%
- D. More than 50%

6. On a scale of 1 to 10, rate your level of stress on an average day at work by circling the appropriate number.

1 2 3 4 5 6 7 8 9 10

LOW

MODERATE

HIGH

YOUR SUPERVISOR

The following questions are about your immediate supervisor – the person who usually assigns your work.

7. My supervisor keeps me informed about what is happening in the department.

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

8. Does your supervisor let you know what is expected of you?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

9. Does your supervisor effectively utilize your abilities?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

10. Does your supervisor plan and schedule work assignments effectively?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

11. Does your supervisor provide adequate guidance?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

12. Does your supervisor provide adequate training?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

13. Does your supervisor discuss your performance with you?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

14. Does your supervisor give fair and constructive reviews?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

15. Does your supervisor discuss your reviews with you?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

16. Does your supervisor take into account your suggestions?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

17. I am allowed to participate in decision-making on matters relating to my work.

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

18. One of the strengths of my supervisor is his/her ability to motivate employees to want to do the best possible job.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

19. My supervisor can be counted on to support me when I have a problem.

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

20. If I have a complaint about my job, the chances of getting a fair hearing with my supervisor are:

- A. Very good
- B. Good
- C. Not too good
- D. Very poor

21. When I first came to the library, my duties and responsibilities were will explained to me.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

22. My supervisor has done an adequate job in keeping the work area safe and in seeing that I am instructed about accident prevention.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

23. My supervisor gives employees the recognition and praise they deserve.

- A. Always

- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

24. My supervisor does a good job of explaining new projects he/she assigns to me.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

25. My supervisor keeps me informed about what is happening in the library.

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

YOUR DEPARTMENT

The following questions are about your department.

26. How would you rate communication in your department?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

27. How would you rate cooperation within your department?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

28. How would you rate cooperation with other departments?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

29. How would you rate the level of customer service provided in your department?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

30. How would you rate on-the-job training in your department?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

31. How would you rate equipment provided in your department?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

32. How would you rate the physical working conditions in your department?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

33. How would you rate the emphasis on safety in your department?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

34. In my department there is:

- A. Quite a bit of favoritism
- B. Some favoritism
- C. Little favoritism
- D. No favoritism

35. Does your department exercise ethical practices?

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

36. I am satisfied with the results of my department's work.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

37. My department operates efficiently.

- A. Agree
- B. Disagree
- C. Strongly disagree
- D. Don't know

38. When there are going to be changes in my department, employees are briefed on the changes before they happen.

- A. Always
- B. Usually
- C. Sometimes
- D. Seldom
- E. Never

39. In my department, each employee understands what his/her duties and responsibilities are.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

40. Promotions within my department are fairly made with the most qualified people being selected.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

41. In my department, emphasis is placed on providing a high level of customer service.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

42. I am encouraged to seek additional education and training.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

43. Appropriate deadlines are given in my department for the workload.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

44. I think my department is currently managed:

- A. Very well
- B. Well

- C. Fair
- D. Poorly

THE LIBRARY

The following questions are about the library as a whole.

45. There is an opportunity for me to be promoted within the Placentia Library.

- A. Agree
- B. Disagree
- C. Strongly disagree
- D. Don't care

46. I think the library is currently managed:

- A. Very well
- B. Well
- C. Fair
- D. Poorly

47. Administration/Management is credible.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

48. I believe that the overall morale of the library employees at this time is:

- A. Very high
- B. Average
- C. Not good
- D. Poor

49. I feel I am part of the team in this organization.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

50. I am informed regarding the library budget.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

51. When someone asks me where I work, I am proud to say the Placentia Library.

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

52. How would you rate the library's rate of pay for your classification?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

53. How would you rate the library's vacation benefits?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

54. How would you rate the library's holiday benefits?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

55. How would you rate the library's sick leave benefits?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

56. How would you rate the library's retirement plan?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

57. How would you rate the library's life insurance?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

58. How would you rate the library's disability insurance?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

59. How would you rate the library's medical insurance program?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

60. How would you rate the library's dental insurance program?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

61. How would you rate the library's vision insurance program?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

62. How would you rate the library's policies and procedures?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

63. How would you rate the library's recruitment process?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

64. How would you rate the library's training opportunities?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

65. How would you rate the library's orientation process?

- A. Excellent
- B. Good
- C. Fair
- D. Poor

66. As an employee, I believe the citizens understand the purpose and value of my job.

- A. Strongly agree

- B. Agree
- C. Disagree
- D. Strongly disagree

57. If the opportunity arose, I would resign and accept a similar job for the same pay or only slight salary increase.

- A. Yes, definitely
- B. Would seriously consider it
- C. Probably not
- D. Definitely not

Don't forget
- add a comment how to deal
with "forget"

68. Since the retreat have we been supported by the Director while resolving a customer conflict?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

69. Since the retreat have we observed more clarity in direction?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

70. Since the retreat have we had an opportunity to express ourselves to the Director? were we listened to?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

71. Since the retreat have we observed a more professional attitude?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

72. Since the retreat have we examined ways to make our environment safer?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

73. Since the retreat have we observed a more fair/consistent work environment?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

74. Since the retreat have we noticed more concern or understanding being expressed?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

75. Since the retreat have we experienced more accessibility to the Director?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

76. Since the retreat have we been given more authority without interference?

- A. Strongly agree
- B. Agree
- C. Disagree
- D. Strongly disagree

77. Since the retreat have we dealt with problems quickly?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

78. Since the retreat have we been able to give criticism? Was it asked for? describe the response?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

79. Since the retreat have we quietly made things run smoothly?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

80. Since the retreat have we actively engaged in more cross-training? Describe.

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree.

81. Since the retreat have we created a more consistent environment while interacting with each other?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

82. Since the retreat have we communicated with each other more effectively? with management?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

83. Since the retreat have we become more result oriented? doing our job more effectively with positive results?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

84. Since the retreat have we shown more dependability, responsibility, capability?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

85. Since the retreat have we allowed ourselves to be open to evaluation and constructive criticism?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

86. Since the retreat have we shown more respect toward our peers? shown integrity in our work principles?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

87. Since the retreat have we performed our tasks in a more timely manner?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

88. Since the retreat have we taken an opportunity to know our job better? challenged ourselves?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

89. Since the retreat have we solved problems at an appropriate level of management when possible?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

90. Since the retreat have we expressed ourselves?

___ A. Strongly agree ___ B. Agree ___ C. Disagree ___ D. Strongly disagree

Additional comments/suggestions: _____

July 7th → 18th
Return by Fri July 18th

question @ 67-90
informal attached to
mild comments

July 17th @
Rex date:


Exclude 1-66 ~~from~~ question
introduction parts

All will work ~ cover letter

THANK YOU FOR YOUR VALUABLE INPUT. IT IS GREATLY APPRECIATED.



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Jim Roberts, Public Services Manager 
SUBJECT: Staff Survey- Finalize Content and Schedule
DATE: June 26, 2003

BACKGROUND:

The Public Services Manager and the Technical Services Manager reviewed the proposed survey with the following recommendation:

1. Change ___ Librarian library assistants, and Administrative Assistants
To ___ Librarians and professional staff
2. Delete section "How long have you worked for the Placentia Library?"
3. Beginning after survey question #67 insert the following:

Since the workshop with Susan Berk: then begin survey question #68 and delete all references from the rest of the survey questions to the "retreat."

RECOMMENDATION:

1. Revise and approve the Survey document.
2. Establish a schedule for submitting the Survey to the Staff.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director *EDM*
SUBJECT: Motion to Continue the Spending Authorization of the Fiscal Year 2002-2003 Budget until August 31, 2003, pending adoption of the State Budget and the availability of the Orange County Property Tax estimates
DATE: June 30, 2003

BACKGROUND:

At its May 13, 2003 Regular Meeting the Library Board reviewed the preliminary revenue budget for Fiscal Year 2003-2004.

Despite the modest anticipated growth in the property tax revenues the status of State Library subsidies continues to be uncertain.

The news from Sacramento is that the State Budget will not be in place by July 1. Since there are several items in the State Library budget that may significantly impact Placentia's revenue I recommend that the District Budget not be finalized until the State Budget is adopted. The Orange County Property Tax estimates are usually available by mid-July.

RECOMMENDATIONS:

Motion to Continue the Spending Authorization of the Fiscal Year 2002-2003 Budget until August 31, 2003.

15
42 | 628
42

228

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director
SUBJECT: Authorize and Set Date and Time for Staff Appreciation Dinner *EDM*
DATE: June 30, 2003

BACKGROUND:

The 2002 Staff Appreciation Dinner was held at the home of Trustee Sandra Stark on Thursday, August 8, 2002 at 6:30 P.M. It was a wonderful meal featuring salmon and steak.

Forty-two staff members, Library Trustees, Friends Board Members, Foundation Board members and guests attended.

The cost was \$628.73. There were four paid guests. The cost for the Library Board and Friends was \$548.73 or \$274.37 per organization.

For the past several years the staff has indicated that a Thursday evening at 6:30 P.M is its preferred time.

The Friends of Placentia Library approved a budget for the 2003 dinner at 50% of the actual cost not to exceed \$400.

At the Library Board Meeting on May 22, 2002 Trustee Stark extended an invitation to have the Staff Appreciation Dinner at her home this year.

RECOMMENDATION:

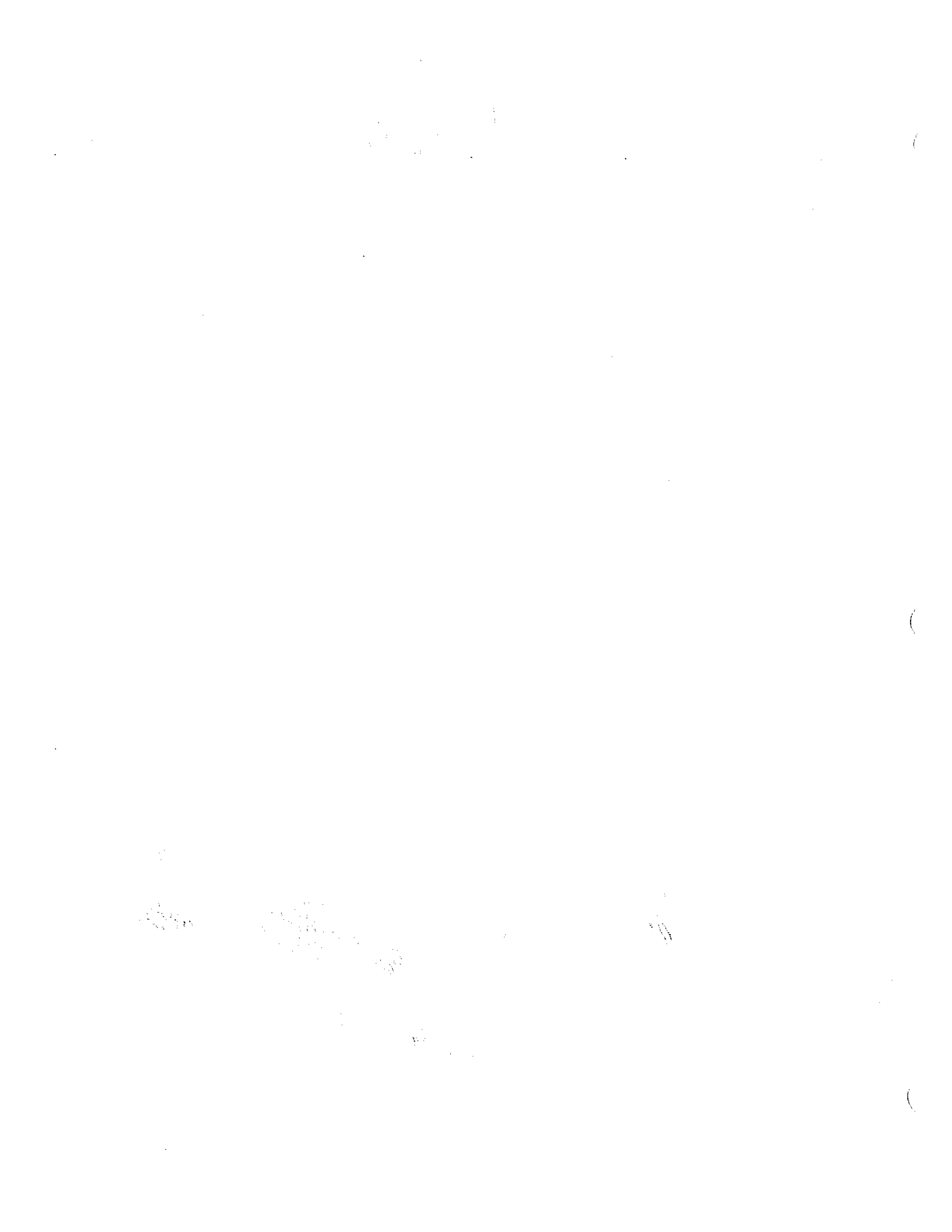
Authorize a budget and set date and time for the Staff Appreciation Dinner

Free/Bell
Sandra \$20

Jul 31, ~~scribble~~

Sep ~~scribble~~ *or 11*

Aug 21
~~scribble~~



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director *EDM*
SUBJECT: Determine level of liability limits for Special District Risk Management Authority (SDRMA) insurance renewal
DATE: June 30, 2003

BACKGROUND:

Each year SDRMA gives its members an opportunity to review and change their coverage limits. In Fiscal Year 2002-2003 the District selected the \$5.0 million limit. I am recommending continuation of this coverage. The proposal from SDRMA is Attachment A.

The difference in costs is outlined below:

Limits	Policy Amount	Increase over cost for \$2.5 Million
\$ 2.5 Million	\$ 8,485.98	-0-
\$ 5.0 Million	\$ 9,985.98	\$ 1,500.00
\$10.0 Million	\$13,735.98	\$ 5,250.00

Placentia Library District qualified for the maximum amount of discount available through the Credit Incentive Program. This is due in large part to the ongoing work of the Safety Committee and the diligence of the Administrative Assistant in compiling and filing the application.

RECOMMENDATIONS:

Authorize renewal of SDRMA liability insurance policy with \$5.0 million limits for General Liability, Automobile Liability and Errors and Omissions coverages.



June 6, 2003

Placentia Library District
411 East Chapman Avenue
Placentia, CA 92870-6198

RE: Special District Risk Management Authority - 2003-2004 Invoice

Our goal is to provide our members with the highest quality service and coverage at the lowest possible cost. You have our sincere appreciation for your continued support and confidence with our property, liability and workers' compensation programs.

For the last two years we have advised our members that insurance market trends were "hardening", resulting in higher insurance costs and limitations on the availability of policy limits and coverages. In fact, industry analysts project these trends will continue for the next 18-24 months.

Special District Risk Management Authority Board of Directors remains committed to our mission of providing renewable, efficiently priced coverages. We have taken steps to minimize the effects of the hardening market on our members' rates, including using reserves to help offset rising costs and the increase in member rates. However, in spite of the Board's efforts, rates will increase for the upcoming 2003-2004 program year. This increase is a result of market conditions and the cost of reinsurance. The Package Program continues to include broad coverages and limits. In addition, it includes boiler and machinery, personal liability for board members, and public officials errors' and omissions' at no additional cost.

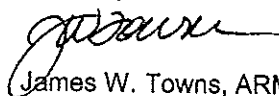
Enclosed is the invoice for **Placentia Library District**, for the 2003-2004 program year beginning July 1, 2003. We apologize for the delay in mailing this invoice. This delay is the result of continuing instability and conditions in the insurance market. In prior years, member payments were due by July 15; **due to the delay the payment date has been extended to August 8.**

Your 2003-2004 invoice includes the total contributions for both the Package Program and other optional coverages selected by your agency, such as Comp/Collision. Optional higher limits for excess coverage layers will be offered again this year. When the market was "soft" we encouraged our members to take advantage of the extremely low excess liability rates and increase their coverage limits. However, with the significant increase in excess liability rates, one way your agency can minimize the effects of the rate increase is to reconsider whether the higher limits are necessary.

On the enclosed invoice please select the coverage limits desired. To ensure the efficient and timely processing of your coverages, please return the blue copy of the invoice along with your payment on or before August 8, 2003. Please note, late payments received after August 23, 2003 will accrue interest. Certificates of Coverage will be forwarded to your district after receiving your payment. Your coverage document binder, including policies, will be mailed during the first week in August. Please do not hesitate to call Nicole Rushing at (800) 537-7790 or (916) 641-2773, should you have any questions about your invoice or the coverages.

On behalf of the Board of Directors and our entire risk management team, we thank you for the opportunity to continue serving **Placentia Library District**.

Sincerely,



James W. Towns, ARM
Chief Executive Officer

Enclosure: 2003-04 contribution invoice

**SPECIAL DISTRICT
RISK MANAGEMENT
AUTHORITY**

1481 River Park Dr, Ste 110
Sacramento, CA 95815
Tel: 916.641.2773
Fax: 916.641.2776

**California
Special Districts
Association**

1215 K Street, Ste 930
Sacramento, CA 95814
Tel: 916.442.7887
Fax: 916.442.7889
www.csda.net

**CSDA Finance
Corporation**

1215 K Street, Ste 930
Sacramento, CA 95814
Tel: 916.442.7887
Fax: 916.442.7889

**Special Districts
Workers Compensation
Authority**

1481 River Park Dr, Ste 110
Sacramento, CA 95815
Tel: 916.641.2773
Fax: 916.641.2776

Toll-Free Numbers

General: 1.877.924.CSDA
SDRMA/SDWCA Claims &
Coverages: 1.800.537.7790



CREDIT INCENTIVE PROGRAM

2003-2004 Program Year
(earned in the 2002-2003 program year)

Placentia Library District

1.	Attendance at Safety/Claims Workshops (maximum 2 points)	2
2.	Attendance at Education Day (maximum 2 points)	2
3.	Qualified Safety Committee meeting and follow-up (maximum 2 points)	2
4.	Conduct regular safety inspections (maximum 2 points)	2
5.	Develop, adopt and follow personnel policies (maximum 3 points)	3
6.	Develop, adopt and follow Board policy manual (maximum 1 point)	1
7.	Timely and accurate filing of 2003-2004 Renewal Questionnaire (RQ) (maximum 1 point)	1
	BONUS: Additional 1 point if your RQ was postmarked on or before March 31, 2003.	1
8.	Attendance at certain educational seminars (maximum 2 points)	2
9.	Having and enforcing an ordinance, plan or policy to reduce third party claims against the district. (maximum 1 point)	1
	Total Points Earned (maximum 17 points)	17

Total Percentage Credit Applied (each point = 1.0%)	17
--	-----------

The Board of Directors would like to thank you for participating in the Credit Incentive Program. Your participation helps reduce your contribution and ensures that SDRMA is successful in minimizing the cost to all members. **Please note that the CIP percentage above is only applied to the contribution for general liability and auto liability amounts on the billing statement, less charges for Third Party Certificates of Coverage, to determine the total of your CIP refund.**



Renewal Contribution Invoice

2003-2004 Program Year

Placentia Library District
411 E. Chapman Ave.
Placentia, CA 92870-6198

Saturday, June 07, 2003

Property Liability	\$4,528.86
Coverages for reported values (including contents): \$10,259,507.00	
Mobile/Floater	\$0.00
Coverage for reported value of \$0.00	
Vehicle Liability	\$40.00
Coverage for 0 vehicles	
General Liability	\$6,030.29
Activities: Library	
Coverage: 1 Third party certificates	
<i>Items included in the Program Package at no additional cost.</i>	
Boiler & Machinery	\$0.00
Employee Blanket Bond	\$0.00
Errors & Omissions	\$0.00
Gross Package Program:	\$10,599.15
CIP Refunds	\$1,010.70
Other Discounts	\$1,102.47
Net Package Contribution	\$8,485.98
 Other Coverages	
Comp/Collision	\$0.00
Coverage for 0 vehicles	
Trailers	\$0.00
Coverage for reported value of \$0.00	
Other Coverages	\$0.00
Other coverages for :	
Net Other Coverages	\$0.00

Total Renewal Contribution *(Please select coverage limits desired)*


<input type="checkbox"/> Your Grand Total due for 2003-2004 with \$2.5M limits for G/L, A/L, and E&O is:	\$8,485.98
or	
<input checked="" type="checkbox"/> Your Grand Total due for 2003-2004 with \$5.0M limits for G/L, A/L, and E&O is:	\$9,985.98
or	
<input type="checkbox"/> Your Grand Total due for 2003-2004 with \$10.0M limits for G/L, A/L, and E&O is:	\$13,735.98

Return blue copy to:

SDRMA
1481 River Park Drive, Suite 110
Sacramento, CA 95815

For assistance and/or questions, please call: 800-537-7790

The amount you select above is due to SDRMA no later than August 8, 2003

TO: Elizabeth Minter, Library Director
 FROM: Jim Roberts, Public Services Manager 
 DATE: June 25, 2003

SUBJECT: Program Committee Report for the month of May

DEPARTMENT	NUMBER OF PROGRAMS	NUMBER OF ATTENDEES
<i>ADULT SERVICES</i>	1	17
<u>TYD Total</u>	12	167
 <i>CHILDREN'S SERVICES</i>		
Wed. PM Story Times	4	78
Thurs. AM Story Times	5	117
3-4 year-old music times	4	161
5-6 year-old music times	4	78
Lapsits	5	138
Class tours	0	0
Comm Center Storytimes	0	0
Head Start Storytimes	28	616
Springtime Party	0	0
In-N-out Program	0	0
TOTAL FOR APRIL	50	<u>1,188</u>
YTD TOTAL	337	<u>9,195</u>

<i>LITERACY SERVICES</i>	<i>May 2002-03</i>	<i>FY 2002-03 YTD</i>
Total Tutors	189	277
Total Students	225	327
Total Hours	2,150	15,715

For more detailed literacy statistics, see Agenda Item , pages 2 of 3 and 3 of 3.

To: Elizabeth Minter, Library Director

From: Jillian Rakos, Children's Librarian *JR*

Date: June 30, 2003

Subject: May Activities in the Children's Department


Programming- Spring programming ended in May. There were 9 storytimes, 5 lapsits and 8 musictimes.

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Lapsits 2 years and under	5	71 children / 67 adults
Storytimes (a.m.) 3 - 6 year olds	5	70 children / 47 adults
Storytimes (p.m.) 3 - 6 year olds	4	55 children / 23 adults
MusicTime 3 -- 4 year olds	4	89 children / 72 adults
MusicTime 5 -- 6 year olds	4	44 children / 34 adults
TOTALS	22	329 children / 243 adults

Offsite Programming- Storytimes at the Placentia Head Start classrooms have continued. Four storytimes were performed for each of the seven Head Start classes making for a total of 28 performances with a combined attendance of 616.



TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager 

DATE: June 25, 2003

SUBJECT: Placentia Library Literacy Services (PLLS) Activities Report for the month of May.

Tutor Training. The Literacy Coordinator conducted one regular tutor training workshop and two accelerated workshops in May and eight tutors were trained, five adults and three teens. All new tutors are presently matched or are being matched. The next tutor training is scheduled for August 3, 2003. There will be no tutor training workshop in July.

Families for Literacy (FFL) Program Status. FFL now serves 117 family students who are either active or on the waiting list. On Sunday, May 18, from 2-4 PM, FFL sponsored a families program that featured the **PASO DE ORO: STEPS OF GOLD DANCE STUDIO**. More than 25 youth dancers from the ages 2-11 years of age delighted the FFL families with culture, dance and music. Nine new FFL families enrolled the last two months.

Placentia Rotary Reading Enrichment Program (PRREP). PRREP's inaugural year this past school year was tremendously successful. More than 80 high school volunteers from El Dorado and Valencia High Schools accounted for over one thousand tutoring hours. Many of our PRREP volunteers will take the summer off, and we're encouraging them to come back again next year.

Reach Out and Read Partnership Continues. In May, PLLS continued its partnership with St. Judes Medical Center and the Reach Out and Read Program, a pediatric-based literacy program. We want to continue to especially recognize two of our volunteers, Diane Martlaro and Petey Peterson, who go to the Whitten Center in Placentia on Monday mornings and read to children while they are waiting to see the St. Judes pediatric staff.

English Language and Literacy Intensive (ELLI) Program Update. May was the last full month for ELLI. We're still waiting for information from the State Library to determine funding for ELLI for FY 2003-04

Literacy statistics. See Agenda Item 50, Page 2 of 3 and Page 3 of 3.

Placenta Library Literacy Services

Report of Growth and Progress

	May-02	May-03	YTD 2002	YTD 2003
Tutors				
Adult	82	122	129	161
Teen	52	67	93	116
Hours Instruction	1,113	2,150	12,959	15,715
Other Volunteer Hours	48	48	440	716
Total Hours	1,161	2,198	12,678	14,949
Training Workshops				
Workshops Held	2	3	22	34
Tutors Trained	8	11	109	166
Students				
With Adult Tutors	118	122	188	199
With Teen Tutors	81	80	102	128
In Groups	10	0	32	15
Total Active Students	209	225	322	327
Families for Literacy				
Family Students	22	117	26	117
Family Tutors	10	41	12	47
Hours of Instruction	68	550	500	884
ELLI Program				
K-6th Grade Students	119	423	231	423
Tutors for K-6th Grade	11	17	14	20
Hours of Instruction	620	200	3,812	1,732
Total Tutors	134	183	222	277
Total Students	209	225	322	327
Total Instruction Hours	1,161	2,150	12,957	15,715

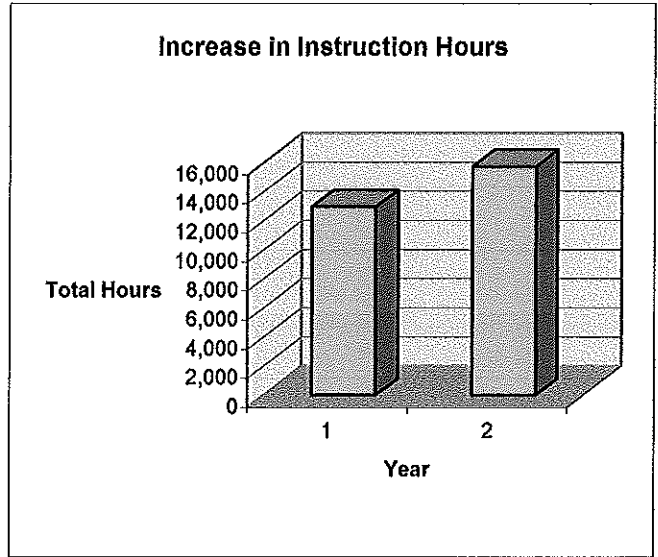
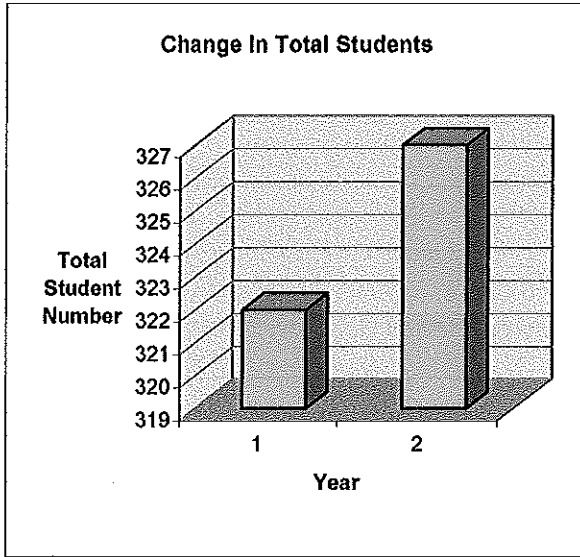


Figure 1: [Illegible]

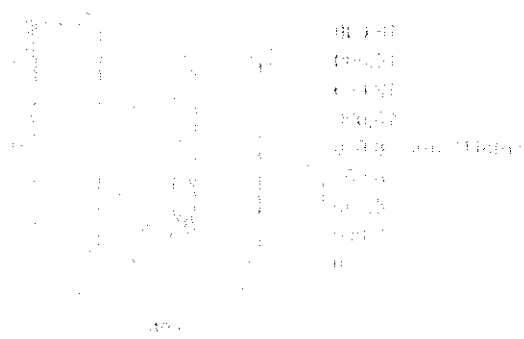


Figure 2: [Illegible]



To: Elizabeth Minter, Library Director

From: Jim Roberts, Public Services Manager 

Date: June 25, 2003

SUBJECT: Placentia Library Web Site Development Report for the month of May.

In May, the Placentia Library District had 23,237 "hits" on the Web Site, an average of 751 a day. The following are our year to date statistics:


Pages Visited	Dec-02	Jan-03	Feb-03	Mar-03	April-03	May-03
Borrowers	131	157	153	142	210	194
Friends	104	215	95	85	88	116
District	88	34	76	100	88	80
Fines	0	47	16	16	56	48
Foundation	81	73	48	41	96	81
History Room	95	89	65	56	77	197
Literacy/CLC Logo	84	101	53	46	99	86
Passports	241	383	204	174	240	246
Total Views Most Hits	824	1,030	710	629	954	1,048

Total Most Hits YTD 10,033

TO: Elizabeth Minter, Library Director

FROM: Jillian Rakos, Volunteer Coordinator

DATE: June 30, 2003

SUBJECT: Publicity materials produced for May 2003 

Information on the Placentia Library cable channel #53:

1. Welcome to Placentia Library, address, website & telephone number
2. Library Hours
3. Library Board of Trustees
4. Apply for your passport at Placentia Library
5. Literacy Services logo
6. Literacy Program asking for volunteers
7. Friends of Placentia Library Bookstore offering great bargains
8. Special Back Room Book Sale Every 2nd Sunday, Hours and Dates
9. Passport Hours
10. Silent Auction Returns

General Newspaper articles published:

1. Orange County spending by agency
2. Grand jury: Reorganize government
3. Library group, ex-president face off
4. L.A. may be able to silence NIMBYs

Library Newspaper articles published:

1. Lapsit story time
2. Library district looking for trustees
3. Library tutor training
4. Story times for ages 3 to 6
5. Bargain prices set for used book sale

Flyers and Notices:

1. Foundation thank you cards, Library bookmarks, and ID cards are sent out
2. Friends membership thank you letters are sent out with membership cards
3. Second Sunday Book sale flyers
4. Library Closed for Labor Day

pacific clippings
post office box 11789
santa ana, calif. 92711

Placentia News
 Weekly MAY 2 2 2003

332

THIS WEEK

TODAY

Lapsit stories wraps up for ages 2 and younger from 10:15 to 10:35 a.m. and stories for ages 3 to 6 from 11 to 11:30 a.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Advisory Committee on the Disabled meets at 6 p.m. at the Community Meeting Room, 401 E. Chapman Ave. Call (714) 993-8117.

Community Band meets at 6:30 p.m. in Valencia High School's Band Room, 500 N. Bradford Ave. Call (714) 993-8117.

FRIDAY

Canasta players meet at 12:30 p.m. at the Senior Center, 134 Bradford Ave. Call (714) 986-2332.

North Orange County Newcomers Club's monthly book group for members in Anaheim Hills, Placentia and Yorba Linda meets at 1 p.m. at various locations. Call Carol Mayhew at (714) 528-8665 or Susan Hassebrock at (714) 970-7914.

North Orange County Tennis Club plays at 6:30 p.m. at the Fullerton Tennis Center, 110 E. Valencia Mesa Drive. Call Betty, (714) 779-1440.

meets at 5:30 p.m. at the YWCA Administrative Office, 215 E. Commonwealth Ave., Suite F, in Fullerton. Call (714) 871-4488.

Literacy Tutor Training sessions are held at 6 p.m. at the Placentia Library, 411 E. Chapman Ave. Call (714) 528-1906.

Music time for ages 3-4 holds final meeting from 6 to 6:30 p.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Music time for ages 5-6 holds final meeting from 6:30 to 7:15 p.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Placentia-Yorba Linda Unified School District board of trustees

meets at 7 p.m. at the Educational Services Center, 4999 Casa Loma Ave., Yorba Linda. Call (714) 996-2550.

Exercise classes for breast cancer survivors held at 7 p.m. at the Backs Community Building, 201 N. Bradford Ave. Classes are free and open to all fitness levels. Call (714) 524-5913.

Placentia Planning Commission meets at 7:30 p.m. in City Hall Council Chambers, 401 E. Chapman Ave. Call (714) 993-8124.

Wood Carvers meets at 7 p.m. at the Senior Center, 134 Bradford St. Call (714) 986-2332.

Great Books Discussion Group meets at 7 p.m. at the Placentia Library, 411 E. Chapman Ave.

Call (714) 528-1906.
 Huggin' Hearts Square Dance Club meets for lessons from 7:30 to 10 p.m. at Backs Community Building, 201 N. Bradford Ave. \$2 per class, \$37 for 17 classes. Call (714) 777-5639.

WEDNESDAY

MOMS Club of Placentia North meets at 10 a.m. at the Placentia-Linda Hospital meeting room, 1301 Rose Drive. For members north of Yorba Linda boulevard, call (714) 993-1071. Exercise classes for seniors are held at 10 a.m. at the Senior Center, 134 Bradford St. Call (714) 986-2332.

Neighborhood Watch Program board meets at 7:15 p.m. at the

Community Meeting Room, 401 E. Chapman Ave. Call (714) 993-8225.

Canasta players hold a tournament at 12:30 p.m. at the Senior Center, 134 Bradford St. Call (714) 986-2332.

Story times for children ages 3 to 6 holds last session from 6:30 to 7 p.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

For more listings, see www.oregister.com/placentia.

What is happening in your club, organization or civic group? Call (714) 704-3796 or fax information to (714) 704-3714. Listings must include phone numbers.

FRIDAY
 MOMS Club of Placentia South meets at 10 a.m. at the Placentia-Linda Hospital meeting room, 1301 Rose Drive. For members south of Yorba Linda boulevard, call (714) 914-7964.

MONDAY
 MEMORIAL DAY

TUESDAY
 The Night is held from 6:30 to 9 p.m. in St. Joseph Catholic Church's Parish Hall, 717 N. Bradford Ave. Call (714) 930-0720.

WEDNESDAY
 Fun data, a Chinese exercise and self-improvement program, is offered from 8:30 to 10 a.m. at Tri-City Park, 1 N. Kramer Blvd. Free. Call (714) 307-9485 or see w.falundata.org.

THURSDAY
 Fun data, a Chinese exercise and self-improvement program, is offered from 8:30 to 10 a.m. at Tri-City Park, 1 N. Kramer Blvd. Free. Call (714) 307-9485 or see w.falundata.org.

FRIDAY
 Fun data, a Chinese exercise and self-improvement program, is offered from 8:30 to 10 a.m. at Tri-City Park, 1 N. Kramer Blvd. Free. Call (714) 307-9485 or see w.falundata.org.

SATURDAY
 Fun data, a Chinese exercise and self-improvement program, is offered from 8:30 to 10 a.m. at Tri-City Park, 1 N. Kramer Blvd. Free. Call (714) 307-9485 or see w.falundata.org.

SUNDAY
 Fun data, a Chinese exercise and self-improvement program, is offered from 8:30 to 10 a.m. at Tri-City Park, 1 N. Kramer Blvd. Free. Call (714) 307-9485 or see w.falundata.org.

pacific clippings
 post office box 11789
 santa ana, calif. 92711

Placentia News
 Weekly

MAY 0 1 2003

Mrs. Fields Cookies founder to speak

The Placentia branch of the Edward Jones investment company will host two free programs featuring Debbi Fields at 3:30 and 5:30 p.m. May 13.

During each one-hour presentation, the Mrs. Fields founder will share her experiences as a successful businesswoman via a live national broadcast over the company's video network. Information: Larry Rowe, (714) 524-2114.

TrPages.
 Applicants must be 18 or older, live in the Library District and a U.S. citizen. Applications are due by 5 p.m. May 22. (714) 528-1925, Ext. 202.

Historical Home Tour day scheduled

As part of the city's A Focus on Placentia's History Month, the annual Historical Home Tour will wind through the city from 10 a.m. to 4 p.m. May 17. Participants will visit five historic landmarks, including the Bradford House.

Tickets are \$15 and may be purchased in advance at City Hall, 401 E. Chapman Avenue; or on May 17 at the Bradford House, 136 Palm Circle. Information: (714) 993-8232.

Library District looking for trustee

The Placentia Library District is accepting applications for an opening on its Board.

pacific clippings
 p m b 1 1 7 8 9
 santa ana, calif. 92711

The Register
 Daily

MAY 2 4 2003

Orange County spending by agency

A public workshop will be held next week to consider Orange County's proposed \$4.8 billion budget for fiscal year 2003-04, which begins July 1. A 3% decrease from current spending is proposed. Selected agency figures appear below:

Agency	2002-03 (In millions)	2003-04 (In millions)	Percentage change	Dollar change (In millions)
Health care	\$457.2	\$471.5	3.1	+\$14.2*
ocial services	\$387.8	\$364.6	-6	-\$23.2
riff/coroner	\$345.2	\$361.1	4.6	+\$15.9
robation	\$125.8	\$127.1	1.1	-\$1.2
Road maintenance	\$85.1	\$94.8	11.4	+\$9.7
District attorney	\$71.6	\$70.5	-1.5	-\$1.1
Trial courts	\$68.9	\$67.7	-1.8	-\$1.2
Harbors, Beaches & Parks	\$65.7	\$88.8	35.2	+\$23.1
Housing/community development	\$36.4	\$35.5	-2.6	-\$0.9
Public library	\$28.4	\$29.9	5.4	+\$1.5
Assessor	\$27.3	\$28.3	3.7	+\$1.0
Auditor/controller	\$13.6	\$14.4	5.6	+\$0.8
Treasurer/tax collector	\$10.8	\$14.4	33.2	+\$3.6
Registration/elections	\$9.4	\$27.9	198	+\$18.5**
Clerk recorder	\$7.9	\$9.7	23	+\$1.8

*This represents an increase, but is \$23 million short of what the county says it needs to continue current services.

**Increase reflects state and federal funding for new direct record voting system.

Source: Orange County 2003-2004 budget workbook

The Register

County budget hearings

The public will have several opportunities to comment at meetings on the proposed county budget for the spending year that begins July 1.

- At 2:30 p.m. Thursday, a public workshop will be held at the county Hall of Administration in the board hearing room. Address: 10 Civic Center Drive, corner of Broadway Avenue and Santa Ana Boule-

vard, Santa Ana.

- At 9:30 a.m. June 10-11, supervisors will go through the budget agency by agency and consider requests at odds with recommendations from the county executive and his budget staff. Board meeting room.
- At 9:30 a.m. June 24, supervisors will consider adopting the budget. Board meeting room.

pacific clipping
 post office box 11789
 santa ana, calif. 92711

Placentia News
 Weekly MAY 2 2 2003

TODAY 332
 'Lapsit' stories wraps up for ages 2 and younger from 10:30 to 10:35 a.m. and stories for ages 3 to 6 from 11 to 11:30 a.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Advisory Committee on the Disabled meets at 6 p.m. at the Community Meeting Room, 401 E. Chapman Ave. Call (714) 993-8117.

Community Band meets 6:30 p.m. in Valencia High School's Band Room, 500 Bradford Ave. Call (714) 993-8117.

pacific clippings
 post office box 11789
 santa ana, calif. 92711

Placentia News
 Weekly MAY 2 2 2003

Library District looking for trustee

Applications are due by 5 p.m. today for a vacancy on the Placentia Library District Board of Trustees.

Applicants must be 18 or older, a resident of the Library District and a U.S. citizen.

The term expires December 2004.
 Information: (714) 528-1925, Ext. 202.

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily MAY 09 2003

Friends indeed to those who read

332

The effort of Friends of the Library to pitch in to make up for budget shortfalls is one for the books.

BY CATRINE JOHANSSON
THE ORANGE COUNTY REGISTER

When Emily Esail, 3, plopped down for toddler time at the Rancho Santa Margarita Library on Thursday, she had no idea how close the library came to losing all children's programs.

As Emily listened to storybooks about moms, sometimes twirling her red hair around her fingers, she was unaware of how the library had its materials budget slashed by 79 percent due to the state budget crisis - or how the Friends of the Library stepped in to save children's programs.

The library looked to the group to fill the gap after the \$29,000 materials budget was cut to \$6,000 - leaving children's programs without funding. The friends launched a book coupon campaign that brought in about \$600 for the story-time program. A membership drive and increased sales in the used-book store brought in the \$8,000 needed to fund all children's programs for another year.

Emily's grandmother, Julia Detrick, MORE ON PAGE 4
HOW MUCH: Friends of the Library donations by city.



CINDY YAMANAKA, THE REGISTER

STORY TIME: Children at Rancho Santa Margarita Library exercise their mouths before story time, when they'll have to be still. Toddler time at the library was saved from budget cuts by Friends of the Library, which now staffs it.

64, is grateful she can continue to bring her granddaughter to the story times, puppet shows and other programs.

"The stories are wonderful and the people here are so dedicated," Detrick said, remembering her own story-time experiences as a child. "Every child needs to be exposed to these pro-

grams." Friends of the Library groups all over Orange County are having to raise new money for programs and materials for which libraries no longer have funds.

SEE LIBRARIES • PAGE 4

LIBRARIES

FROM PAGE 1

The county library system saw state funds plunge from \$2.2 million to \$650,000 in the past 18 months. Come next year it could be zero, said John Adams, county librarian.

This cut has led to total or near-total cuts in book budgets this year. Next year, branches may face cuts in personnel and further cuts in materials, Adams said.

"The friends groups provide absolutely invaluable help with money for programs and with volunteer hours that keep the libraries staffed," Adams said, noting that the 25 friends groups bring in about \$750,000 annually.

At the county's Silverado branch the group made up for an almost total cut in the new book budget by organizing a swap meet and holding a vaccination clinic. These events brought in about \$2,000 for new books and about \$350 needed to keep the summer reading program. An adopt-a-subscription campaign brought in the necessary \$250 to save the periodicals.

"We're leaning heavily on the friends right now," said branch manager Lucille Cruz.

MORE ONLINE

See a compilation of state budget coverage at www.ocregister.com/budget. Ask questions about the state budget and its effect in Orange County by e-mailing redink@ocregister.com.

"We wouldn't be able to offer any new materials or programs without them."

Friends in Cypress raised about \$1,400 extra through a letter-writing campaign asking people for \$20 donations to the library. The money was mainly used for large-print books and paperbacks. A weeklong book sale brought in some \$2,500 for a summer reading program and computer equipment.

In Laguna Niguel, the friends are getting ready to launch a book donation campaign in which those who donate \$25 - the average price of a library book - get a sticker with their name in a book.

"The idea is that we fill in the holes the county can't fill," said Peggy Schwartz, president of the Laguna Niguel Friends of the Library. "If you don't buy certain books one year, it leaves the collection incomplete for years to come."

As cities prepare to give up revenue to the state to pay for the more than \$30 billion budget shortfall, many of them have cut funds for libraries.

In Huntington Beach, Library Director Rod Hayden is grappling with a 15 percent cut to his \$3.7 million budget.

"I'll be asking the friends to

help staff the branches and also pay for some of the existing staffing," Hayden said, noting that the group would have to come up with an additional \$120,000.

"They are more important than ever," Hayden said. "In no way shape or form could we do without the friends."

Dorothy Boesch, president of the Huntington Beach group, said she'll ask more of the 700 members to pitch in more hours. Right now, a core group of about 30 members contribute up to 300 hours each every year.

She expects that a silent auction of donated art and autographed books will help bring in some of the extra money.

At the friends' gift shop, volunteers are helping out by getting more creative with the items they sell. More high-end china, vases and jewelry has proven successful.

In Mission Viejo, the friends made up for a 10 percent cut in the book budget by partnering with the local waste-management company. The friends promote recycling. In turn, for every ton of recycled material the group gets \$5. This will raise some \$6,000 - money that will be used for children's books.

"We know we can always count on the friends," said Valerie Maginnis, Mission Viejo Library director. "We depend on their funds and their spirit."

CONTACT THE WRITER:
(949) 454-7451 or
cjohnson@ocregister.com

Friends of the Library groups countywide are raising more money to blunt effects of the state budget crisis.

City	Friends supported	Projects supported	Call to volunteer
Aliso Viejo	\$30,000	Books, copy machine	(949) 360-1730
Anaheim	\$27,000	Books, subscriptions, tapes	(714) 769-1880
Brea	\$5,000	Books, expansion	(714) 671-1722
Buena Park	\$15,000	Checkout equipment, books, digital camera, display cases	(714) 826-4100
Canyon Hills	\$14,000	Books, children's programs	(714) 974-1630
Cerritos	\$12,500	Summer reading, books, teen contests	(562) 916-1350
Costa Mesa	\$12,000	Children's programs, copy machines	(949) 646-8945
Cypress	\$14,000	Large print books and paperbacks	(714) 826-0350
Dana Point	\$50,000	Books, summer reading, authors panel	(949) 496-5517
FootHill Ranch (opened in Feb.)	\$6,000	Teen poetry awards	(949) 855-8072
Fountain Valley	\$40,000	Recapting	(714) 962-1324
Fullerton	N/A	Bookmobile, children's books, computers	(714) 738-5371
Garden Grove	\$23,000	Books, computer hardware, subscriptions	(714) 530-0711
Huntington Beach	\$135,000	Books, 3,200 volunteer hours, children's programs, performances	(714) 842-4481
Irvine	\$65,000	Lighting	(949) 936-4040
La Habra	\$19,000	Subscriptions, children's books, furniture, computers	(562) 694-0078
La Palma	\$2,500	Books, subscriptions, crafts	(714) 523-8585
Laguna Beach	\$33,000	Subscriptions, shelving, computers, staffing	(949) 497-1733
Laguna Niguel	\$20,000	Reference books, tapes, new books	(949) 249-5252
Lake Forest	\$25,000	Library renovation	(949) 855-8173
Los Alamitos	\$40,000	Periodicals, reference books, DVDs, children's books	(562) 430-1048
Mission Viejo	\$60,000	Tapes, videos, books, youth programs	(949) 830-7100
Newport Beach	\$175,000	Books, children's programs, volunteer work	(949) 717-3800
Orange	\$31,000	Computers, summer reading, books, DVDs	(714) 288-2400
Placentia	\$30,000	Children's programs, books	(714) 528-1906
Rancho Santa Margarita	\$47,000	Shelving, summer reading programs, subscriptions	(949) 459-6094
San Clemente	\$40,000	Books, computers, subscriptions	(949) 492-3493
San Juan Capistrano	\$20,000	Building signage, new books, furniture	(949) 493-1752
Santa Ana	\$5,000	Summer reading, books, software, tapes	(714) 647-5250
Seal Beach	\$13,000	Tablets, children's programs, tapes, computer programs	(562) 431-3584
Silverado	\$2,500	Staffing, subscriptions, books	(714) 649-2216
Stanton	\$5,000	Books, subscriptions, teen periodicals, videos	(714) 898-3302
Justin	\$18,000	Books, subscriptions, book carts, tapes	(714) 544-7125
Villa Park	\$10,000	Books, computers, subscriptions, furniture	(714) 998-0861
Yorba Linda	\$97,000	Children's programs, teen programs, computers	(714) 777-2873
Westminster	\$45,000	Books, cupboards, shelving, summer reading, youth programs, equipment	(714) 893-5057

Source: Survey of libraries

pacific clippings

**post office box 11789
santa ana, calif. 92711**

Placentia News
Weekly **MAY - 8 2003**

Library District looking for trustee

The Placentia Library District is accepting applications for an opening on its Board of Trustees.

Applicants must be 18 or older, a resident of the Library District and a U.S. citizen. The term expires December 2004.

Applications are due 5 p.m. May 22.

Information: (714) 528-1925, Ext. 202.

pacific clippings

**post office box 11789
santa ana, calif. 92711**

Placentia News
Weekly **MAY - 8 2003**

TODAY 332

'Lapsit' stories for ages 2 and younger are read from 10:15 to 10:35 a.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Story times for ages 3 to 6 are held from 11 to 11:30 a.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Community Band meets at 6:30 p.m. in Valencia High School's Band Room, 500 N. Bradford Ave. Call (714) 993-8117.

Historical Committee meets at 7 p.m. in the Community Meeting Room, 401 E. Chapman Ave. Call (714) 993-8117.

pacific clippings

**post office box 11789
santa ana, calif. 92711**

Placentia News
Weekly **MAY - 8 2003**

TUESDAY 332

Literacy Tutor Training sessions are held at 6 p.m. at the Placentia Library, 411 E. Chapman Ave. Call (714) 528-1906.

Musictime for ages 3-4 meets from 6 to 6:30 p.m. and ages 5-6 from 6:30 to 7:15 p.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Exercise classes for breast cancer survivors held at 7 p.m. at the Backs Community Building, 201 N. Bradford Ave. Classes are free and open to all fitness levels. Call (714) 524-5913.

Cultural Arts Commission meets at 7 p.m. at the Community Meeting Room, 401 E. Chapman Ave. Call (714) 993-8117.

Placentia-Yorba Linda Unified School District board of trustees meets at 7 p.m. at the Educational Services Center, 4999 Casa Loma Ave., Yorba Linda. Call (714) 996-2550. Placentia Planning Commission meets at 7:30 p.m. in City Hall Council Chambers, 401 E. Chapman Ave. Call (714) 993-8124.

Wood Carvers meets at 7 p.m. at the Senior Center, 134 Bradford St. Call (714) 986-2332.

Double Deal Mothers of Multiples of North Orange County meets at 7:30 p.m. at Carl's Jr., 1200 N. Harbor Blvd., Anaheim. Call (714) 528-6488.

WEDNESDAY

Exercise classes for seniors are held at 10 a.m. at the Senior Center, 134 Bradford St. Call (714) 986-2332.

Welcome Wagon of North Orange County meets at 11 a.m. at various restaurants. Call (714) 692-5289.

Canasta players hold a tournament at 12:30 p.m. at the Senior Center, 134 Bradford St. Call (714) 986-2332.

Story times for children ages 3 to 6 at 6:30 to 7 p.m. the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Heritage Festival Committee meets at 7 p.m. at the Community Meeting Room, 401 E. Chapman Ave. Call (714) 993-8117.

For more listings, see www.myoc.com/community/placentia.

What is happening in your club, organization or civic group? Call (714) 704-3796 or fax information to (714) 704-3714. Listings must include phone numbers.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily MAY 22 2003

Grand jury: Reorganize government

Supervisors have 90 days to respond to report, which says CEO is spread too thin to be efficient.

By DENNIS FOLEY
THE ORANGE COUNTY REGISTER

Orange County government should be reorganized because too many agency heads report to the county executive officer for him to manage effectively, the grand jury said Wednesday.

Four chief executives have been fired or have quit since the county declared bankruptcy in 1994, and two were criticized for failing to keep

track of the county's far-flung operations.

Seventeen to 24 top managers report directly to the CEO, the grand jury said.

It recommended dividing responsibilities for day-to-day operations by creating six deputies.

Supervisors have 90 days to formally respond to the grand jury's findings and recommendations, which include a suggestion to hire a management consulting team to help reorganize.

"The first order of business is to hire a CEO," Supervisor Jim Silva said.

"Then the board should sit down with the new CEO and review what's happened in the past and see what can be done," he said.

A nationwide search to re-

MORE ONLINE

View the report at
www.occourts.org/grndjury/gjreports/asp.

place fired CEO Michael Schumacher is ongoing, while former Anaheim City Manager Jim Ruth has the post on an interim basis.

A majority of supervisors previously rejected a proposal by Supervisor Chuck Smith to form a committee from the community to advise the board on restructuring.

Silva reiterated Wednesday what the majority said then.

He believes supervisors, the new CEO and county staffers can figure out how to make government more efficient.

The county has about 17,500 full-time employees and a budget of nearly \$5 billion provides an array of public safety, justice, health, social-service and community programs.

It operates John Wayne Airport, parks, beaches, landfills and libraries, among other services.

CONTACT THE WRITER:
(714) 285-2862
or dfoley@ocregister.com

pacific clippings
p m b 1.17
santa ana, calif.

The Register
Daily MAY 16 2003

PLACENTIA 332
Journey through time:
part of the city's Historical
Month, the Historical
Home Tour will wind
through five Placentia
landmarks, including the
Bradford House, from
9 a.m. to 4 p.m. Saturday.
Tickets are \$15 and available
at City Hall, 401 E. Chapman
Ave.; or on Saturday at the
Bradford House, 136 Palm Circle.
Details: (714) 993-8232.
-- Patrick Vu
(714) 704-3
pvuong@ocregister.com

pacific clippings
post office box 1
santa ana, calif. 9

Placentia News
Weekly MAY - 8 2003

**Bargain prices set
for used-book sale**

Friends of Placentia Library
will hold its monthly Backlist
Book Sale from 1 to 4 p.m.
May 18 at the library, 411 E. Chapman
Ave.
Opening its entire stock
the book store, the Friends
sell used hard-cover volumes
and paperback books on a
variety of subjects for discounted
prices.

The sale is normally held
second Sunday monthly but
justed the date because
Mother's Day; regular schedule
will resume June 8.
Information: Pat Irot, (714)
996-8390.

pacific clippings
post office box 11789
santa ana, calif. 92711

Placentia News
Weekly MAY 15 2003

**Library District
looking for trustee**

The Placentia Library District
is accepting applications
for an opening on its Board of
Trustees.

Applicants must be 18 or older,
a resident of the Library District
and a U.S. citizen. The term
expires December 2004.

Applications are due by 5
p.m. May 22.

Information: (714) 528-1925,
Ext. 202.

pacific clippings
post office box 11789
santa ana, calif. 92711

Placentia News
Weekly MAY 15 2003

TUESDAY 332

Literacy Tutor Training sessions
are held at 6 p.m. at the
Placentia Library, 411 E. Chapman
Ave. Call (714) 528-1906.

Yorba Linda-Placentia Toastmasters
Club meets at 6:45 p.m. at
Thengvall House at 5320 Richfield
Road in Yorba Linda. Call (714)
524-9378.

Musictime for ages 3-4 meets
from 6 to 6:30 p.m. at the
Placentia Library, 411 E. Chapman
Ave. Free. Call (714) 528-1906,
Ext. 212.

Musictime for ages 5-6 meets
from 6:30 to 7:15 p.m. at the
Placentia Library, 411 E. Chapman
Ave. Free. Call (714) 528-1906,
Ext. 212.

pacific clippings
post office box 11789
santa ana, calif. 92711

Placentia News
Weekly MAY 15 2003

TODAY 332

Story times for ages 3 to 6 are
held from 11 to 11:30 a.m. at the
Placentia Library, 411 E. Chapman
Ave. Free. Call (714) 528-1906,
Ext. 212.

pacific clippings
post office box 11789
santa ana, calif. 92711

Placentia News
Weekly MAY 29 2003

THIS WEEK

TODAY

Tapstir stories for ages 2 and younger wrap up from 10:15 to 10:35 am at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

Community Band meets at 6:30 p.m. in Valencia High School's Band Room, 500 N. Bradford Ave. Call (714) 993-8117.

FRIDAY

Canasta players meet at 12:30

p.m. at the Senior Center, 134 Bradford Ave. Call (714) 986-2332.

SATURDAY

Recreation programs are offered from 11 a.m. to 2 p.m. at the Whitten Community Center, 900 S. Melrose Ave., and the Gomez Community Center, 1701 Atwood Ave. Call (714) 630-1172 for Whitten or (714) 524-5452 for Gomez.

SUNDAY

Bradford House holds public tours from 1 to 3 p.m. of the historic home, 136 Palm Circle. Tours are postponed if there is an event scheduled. Call (714) 993-2470.

MONDAY

Tai chi classes are offered by the Human Services Division at 10 a.m. in the Senior Center, 143 S. Bradford Ave. Free. Call (714) 986-2332
Veterans Advisory Committee meets at 7:30 p.m. at City Hall,

401 E. Chapman Ave. Call (714) 993-8231.

TUESDAY

Literacy Tutor Training sessions are held at 6 p.m. at the Placentia Library, 411 E. Chapman Ave. Call (714) 528-1906.
Yorba Linda-Placentia Toastmasters Club meets at 6:45 p.m. at Thengvall House at 5320 Richfield Road in Yorba Linda. Call (714) 524-9378.
City Council meets at 7:30 p.m. in the City Hall Council Cham-

bers, 401 E. Chapman Ave. Call (714) 993-8117.

WEDNESDAY

Sons of Norway meets at 7:30 p.m. at the Placentia Round Table, 901 N. Bradford Ave. Call (714) 630-2912.
Exercise classes for seniors are held at 10 a.m. at the Senior Center, 134 Bradford St. Call (714) 986-2332.

Placentia Round Table Women's Club meets at 10:30 a.m. and 7 p.m. at 901 N. Bradford Ave. Call membership chairwoman Camille Himes at (714) 993-6793.

For more listings, see www.oregister.com/placentia. What is happening in your club? Call (714) 704-3796.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily JUN 19 2003

Library group, ex-president face off

Bill Shepherd
refuses to release
\$82,000 pot to new
Friends of the
Library board.

By SUSAN GILL VARDON
THE ORANGE COUNTY REGISTER

DANA POINT • Children's librarian Carolyn Hopkins couldn't have guessed how fitting the "It's a Jungle Out There" theme for the children's summer reading program would turn out to be.

With the program set to begin Monday for about 2,000 kids, Hopkins is ready with a big tiki hut and boxes of stuffed jungle animals, bookmarks, key chains and other prizes. She's just not sure how she'll pay for them.

The money Hopkins gets each year to encourage summer reading is part of an



MICHAEL KITADA, THE REGISTER

DANA POINT LIBRARY: Librarian David Midyette shows off some of the props that will be used for the jungle-themed children's reading program that is slated to begin Monday.

\$82,000 pot that is being withheld in a battle between two factions of the nonprofit Friends of the Library.

"I've been in the library system for 30 years and I've never seen anything like this,"

she said.

This financial tug of war is the latest - and many hope the last - volley in a struggle that has turned book-lovers in the beach community into political strategists. It has also

sparked ferocious debate about plans to turn the grass-roots fund-raising group into more of a well-oiled corporate machine.

Passions have run high in recent months. Bookstore volunteers resigned, the bookstore closed for a month and members turned out in droves to rescue old books tossed in a trash bin.

Many lay the blame at the feet of Bill Shepherd - the group's former board president who was ousted with other board members in a May 28 recall election.

It is Shepherd who refuses to release the \$82,000 - raised through book sales and donations - to the new board. About \$10,000 of that is budgeted for the children's summer reading program.

Although he and old board members agreed to step aside,

SEE LIBRARY • PAGE 2

LIBRARY

FROM PAGE 1

he still contends the recall was invalid.

"This is all power, politics and ego," said Shepherd, a business consultant who refers to the new board members as "dissidents."

The new board has demanded that Shepherd release the money to them. They met Wednesday at the library to discuss the matter but didn't come up with any solutions.

Still, they don't seem surprised with his tactics.

"If you don't agree with Bill, it's his way or the highway," said Carroll O'Connell, who resigned from the old board in April and is serving on the new one.

O'Connell and others contend that Shepherd ran the Friends of the Library board with a heavy hand - more like a company CEO.

They have complained that he used money on items not directly related to the library - a party for the new city manager, a glossy new newsletter and an outside reading program.

A particular outrage, they said, was in March when Shepherd ditched the group's folksy logo of a boy sitting under a tree by the beach with a book. The new one is more corporate - the group's name accompanied by the names of board members.

"We consider this 'The Little Bookstore by the Sea,' not Microsoft," said June Bauer, who also resigned from the former board and is serving on the new one.

Shepherd said he was only trying to do what was best for the group.

"We tried to raise the bar - go out and raise money for a new library and cultural center, create a professional image and a branding of the Friends," he said. "We caused no harm. We only did good for the community."

And his role now, he says, is to safeguard the Friends' \$82,000. He said he took the money out of a bank account last week when he learned the new board members were trying to access it. He transferred the money to a Charles Schwab Corp. account and said he will hold it until a legitimate board steps up.

County officials have been asked to mediate, but said their hands are tied.

Shepherd delivered the board's bank records and other records last Thursday to the county executive officer. But county spokeswoman Diane Thomas said the county is not a proper authority in the matter because it involves a nonprofit organization.

In the meantime, library officials are hurting with the money locked up. "Somehow they've got to sort it out," said library Manager John Dunham, who has put off buying about \$5,000 in new books for the past two months.

Hopkins, the children's librarian, is faced with about \$2,000 in bills for summer reading-program prizes and other items.

She got a reprieve last week when the local chapter of the National Charity League sent her a \$2,000 check to pay for the animal shows, puppeteers, Polynesian dancers, magicians and other summer performers.

Ean Peterson, 14, was sitting at a library desk Wednesday reading *Mad* magazine. He was surprised to hear that money for the reading program - which he has participated in for three years - was being held because of a political dispute. "That's not right."

Chris Wilinsky, busy trailing his 4-year-old son Kaikea - a three-year veteran of the library's story time, called the dispute "pretty ridiculous."

"That's the most important thing about the library, educating kids," said Wilinsky, of Capistrano Beach.

CONTACT THE WRITER:

(949) 454-7356 or
svardon@ucregis.er.com

pacific clippings

post office box 11789
santa ana, calif. 92711

Foothill Sentry
Monthly 10 2003



Canyon Bear

by Barbara Dunn-Angus



The "Riviera"

The "Riviera" is a flat piece of land across from the old turkey farm - a place that was at one time a dumping ground for many people with unwanted items - a real eye sore.

In May, the Silverado-Modjeska Recreation and Parks District (SMRPD) met with CCRC, owner of the Holtz Ranch, and signed an agreement which provides the SMRPD with approximately \$35,000 in -lieu fees as required by law, an additional \$35,000 of cleanup and restoration funds for the Riviera - and a donation to be deposited into an escrow account for the cleanup, restoration and enhancement of the Riviera, and for the design and/or construction of a multi-use trail across it. These funds are contingent upon the County of Orange approving the Silverado Canyon Ranch project. The requirement to

use the property in perpetuity for passive recreation will be a condition of the transfer of the 46.3 acres to Orange County's Harbors, Beaches, and Parks, a division of the Public Facilities and Resources department. The SMRPD is currently negotiating with Harbors, Beaches, and Parks for a long-term management contract for the Riviera.

Trails4All will contribute volunteer labor which will be used as in-kind contributions for matching funds for grants. Some grants will give a dollar for each dollar spent on a project but will accept the fair market value of donated labor in place of cash.

Holtz Ranch Run/Ride

The fundraising of the Holtz Ranch Preservation group is no longer endorsed by the Endangered Habitat League. This has not changed the group's attempts at another fundraising event. The run/walk is scheduled for Saturday, July 12th. This is a solo timed event for the road bikes and a mass start for all other events. This is not race-oriented. For more information on the Holtz Ranch Preservation Group, please contact Greg Christensen at

HoltzGroup@Cox.net to see if July 12th is still scheduled for the run/walk.

Silverado Community Center

The Silverado Community Center playground has been removed and starting May 28th, the new play equipment is being installed - along with a rubberized surface to replace the previous sand. This project is funded by a grant from the Waste Management Board of the California EPA. The project should be completed in early June although the Silverado-Modjeska Recreations and Park District's installation of new benches and lighting using matching funds may take a bit longer.

FireWise2000

The Fire Safe Council has received many calls since the May column of the "Canyon Beat." The Fair Safe Council does not endorse cutting our beautiful trees in order to safe proof our homes. If you read the packet sent out by the Inter-Canyon League carefully, this was just one of the recommendations made by the Orange County Fire Authority and FireWise 2000. No one is expected to cut their trees but the Fire Safe Council appreciates your attention given to the packet.

Silverado Library

Ever since the fight to prevent the closure of our Silverado Library in 1995, Canyon residents have shown

Continued on page 8

Canyon

Continued from page 6

determined to continue support. The friends of the Silverado Library want to thank the many patrons who helped stage two very successful fundraisers that will help replace some of the \$3,000 funds for books and materials that have been drastically slashed by State and County budgets. Sixteen hundred dollars was recently raised by a Swap Meet, the very best to date, to combat these drastic cuts that undermine many library programs throughout the State. The many contributions of donated items made the last Swap Meet a great opportunity for browsing, for visiting with friends and neighbors, and for finding a "deal of a lifetime." An overwhelming number of people took the time to provide a dazzling variety of "treasures." Thank you to you all! Every single contribution is always greatly appreciated.

The people who staffed the event were Susan Buckley, Bob Click, Wendy Esteras, Wendy Hayter, Judy Myers and Fran Williams. Patty Loyal's donation of boxes of her closeout "Boutique" items inspired much enthusiastic bargain buying. Laurie Mart, Joan Tippitts and others contributed great bake sale items. Richard Hirsch paid for the newspaper ads. Patty Barto volunteered to transport unsold items to a Long Beach thrift store, "Anything Twice." Special thanks to Ruth, Raven and Toby Loc who kept the library functioning in spite of chaotic conditions.

On May 17th, the major fundraiser, the Vaccination Pet Clinic, was held at the Silverado Community Center. An amazing \$3,000 was raised while an assembly of barking dogs and meowing cats received their necessary shots and flea treatments. Once again we thank Dr. David Gordon of the Arroyo Pet Center in Lake Forest who generously donated time and materials to stage this important event. This was the fifth year Dr. Gordon's assistance has benefited both canyon animals and the canyon readers.

Many thanks to Sherry Meddick and Michelle Quinn who assisted Dr. Gordon. Susan Buckley manned the cash box while Mary Schreiber, Judy Davis and Bob Click helped organize the new arrivals with forms, answered questions and assigned places in line. Amelia Binai and Ashley Malyszka helped set up and work rabies forms while assisting tangled, enthusiastic and sometimes boisterous pets. Fran Williams of the Friends of the Library presented both Dr. Gordon and Sherry Meddick with Certificates of

Appreciation to mark their several years of involve-

ment with the clinic. Volunteers are still desperately needed to help our library. Contact Fran Williams, our most honorable "Leader of the Pack" at 649-2063.

Silvercreek Grille

The Old Victor's is opening again this fall. Stay tuned for more news as we learn about it! We can all hardly wait.

The following is a reprint from the Silverado-Modjeska Community League monthly newsletter April, 1970

One of our Neighbors 1931 was the year that Mr. and Mrs. Tommy Beaulieu came to Silverado Canyon from Long Beach. Tommy and his wife moved here primarily for health reasons and have seen many changes in the Canyon over the almost 40 years since they moved here.

Tommy has been a very enthusiastic supporter of many canyon activities. Most recently Tommy donated his time and equipment to remove over 20 junked cars from the canyon area at no charge during the Canyon Beautification week.

When Tommy first moved to the canyon, there were no paved roads or bridges. He built his first home on Wildcat Drive and immediate-

ly began pursuing the first of his many business ventures in the Canyon when he leased what was then known as the Romulus Club and also built a grocery store which became known as Shadybrook Store.

The Romulus Club consisted of a hotel, dance hall and swimming pool. All this was just a beginning for Tommy Beaulieu in Silverado Canyon.

Since the thirties, Tommy has become a noted community personality. Among his accomplishments, he was a charter member of the Silverado Men's Club, a charter member of the Silverado Fire Department, and a very active supporter of activities for the children in the canyons. When the Mother's Club was first formed, Tommy opened his cafe to the group for their meetings and sponsored Saturday movies at the fire hall for the "canyon kids." For his enthusiastic support of the Mother's Club and their activities, Tommy received, probably, his most cherished honor. The Mother's Club made him a life time honorary member of the club and the

only man ever to receive this honor.

The residents of the canyon are, indeed, grateful for Tommy's past support and his continuing support of community activities.

Update: Tommy is long gone but the buildings still remain and are now converted into residences near the still operating Shadybrook Store.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Agenda Item 52
Page 15 of 16

Daily Pilot
Daily JUN 17 2003

L.A. may be able to silence NIMBYs

Should L.A.'s interest in El Toro provide much hope to Newport-Mesa residents?"

L.A. Mayor Hahn's recent discussion talks of leasing the closed El Toro property not only brings hope to Newport-Mesa residents, but hope to the entire transportation industry and nation, as well.

The Federal Aviation Administration has clearly stated many times that our nation is faced with a runway shortage crisis. People want to travel, but they don't want to pay the price in terms of having to deal with accommodating new runways to accommodate future growth.

The South County "NIMBYs" balk at the idea of L.A. telling Orange County what to do and state that they have no right meddling in our affairs.

Los Angeles World Airports already owns and operates four airports in Southern California, one of which is located in Ontario, a county outside of L.A. South County Residents haven't balked about the fact that L.A. is meddling in San Bernardino County's transportation affairs.

The same South County hypocrite leaders have raced to Washington countless times to demand that their "Great Park" take precedence over the nation's transportation crisis and the El Toro airport that would responsibly ease the crisis and benefit the economy. Aren't they attempting to block interstate commerce and meddle with the nation's affairs just so they can appease their own self-centered?

Thank you, Hahn, for coming forward. Now show Orange County that you can do what our own Board of Supervisors couldn't for El Toro: Plan an airport and operations in accordance with the aviation administration and the pilots, i.e. the V-Plan. Then the South County NIMBYs' nightmare of a threatening airport will finally be silenced once and for all and they can then find something else to balk about, like the shortage of freeway lanes.

RUSSELL MICHAROWSKI
Santa Ana Heights

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily APR 25 2003

PLACENTIA 332

Library seeks trustee: The Placentia Library District is accepting applications for an opening on its Board of Trustees. Applicants must be 18 or older, residents of the library district and U.S. citizens.

The term expires December 2004. Applications are due at 5 p.m. May 22. (714) 528-1925, Ext. 202.

- Patrick Vuong
(714) 704-3796
pvuong@ocregister.com

pacific clippings

post office box 117
santa ana, calif. 927

Placentia News
Weekly APR 24 2003

MONDAY 332

Tai chi classes are offered the Human Services Division at 10 a.m. in the Senior Center, 143 S. Bradford Ave. Free. Call (714) 986-2332

Munchin' with the Minister fellowship group for ages 18 and older meets at 10:30 a.m. Placentia Presbyterian

Young families are held from 7 to 7:30 p.m. at Placentia Presbyterian Church, 849 Bradford Ave. Baby-sitting available. Call (714) 528-1438.

Community Chorale meets from 7 to 10 p.m. at Placentia Linda Library, 18181 E. Imperial Highway. Free. Call (714) 996-1960.

Alzheimer's Association Orange County Care Givers support group meets from 7 to 8 p.m. at Placentia Linda Hospital, 1301 N. Rose Drive. Call (562) 943-3120.

SAFETY COMMITTEE MEETING
MAY 21, 2003
MINUTES

- I. Call to Order: 11:30 A.M.

- II. Members Attending: Esther Guzman
Katie Matas
Jillian Rakos
Donna Siloti
Cyrise Smith

- III. Old Business
 - 1. The Placentia Library District Disaster Manual was distributed to all staff members who did not have copies.

- IV. New Business
 - 1. Jillian Rakos will replace Cyrise Smith as Safety Officer.

The next meeting will be June 18, 2003 at 11:30 A.M.

Respectfully submitted,



Katie Matas



Board & Administrator

FOR BOARD MEMBERS

July 2003 Vol. 19, No. 11

Editor: Jeff Stratton

Strategic planning requires a joint effort between the board and staff

Who takes the lead role in a nonprofit's strategic planning efforts—the board of directors or the staff? The Board Doctor's answer to the question is this: Planning efforts are a joint responsibility shared by the board and staff, with each group having key roles. My thoughts...

then provide the board with the data they need to set strategic goals.

Roles for planning

1. *The board sets the direction in planning.* As the group responsible for governing the organization, the board approves the nonprofit's strategic direction—and the final plan document. This is a key policy decision for any nonprofit board. The board approves the nonprofit's mission and mission statement, and the organization's strategic goals. Staff contribute to the development of the mission and goals.
2. *The staff—led by the administrator—provide counsel to the board in the development of the mission of the organization and its strategic plans and goals.* One key role staff assume in the organization's planning efforts is educating the board about the organization's strengths, weaknesses and trends affecting the nonprofit.

An example: As part of the strategic planning process, staff might survey the organization's key stakeholders about the nonprofit's needs, along with internal and external factors which affect the organization, and

Planning efforts are a joint responsibility shared by the board and staff, with each group having key roles.

3. *The staff implements the board's plan.* The board should approve the strategic plan's goals and objectives, but then the staff, under the direction of the administrator, will write and implement action plans designed to achieve the board's vision for the nonprofit. The board delegates to the executive director, or administrator, the responsibility for hiring and managing the nonprofit's staff. These are the people who in turn implement the board's plan.
4. *The board is responsible for the strategic plan's success.* To monitor progress toward the board-approved goals and objectives of the strategic plan, many boards incorporate into the executive director's annual evaluation goals and objectives that are tied closely to the plan. The administrator's performance for the year is then judged, in part, on how successfully he or she achieves the board's goals. ■

Insight into strategic planning

Carter McNamara (Robbinsdale, MN), is a consultant to nonprofits and an expert on strategic planning.

Some common problems he sees with nonprofit planning issues include:

- So much upfront time and energy spent on the mission, values and vision of the organization that little energy remains

- for action planning.
- The nonprofit doesn't perform an external analysis, because it believes staff already understand the issues.
- The people doing the planning expect far too much in time and resources from an already overworked staff.
- Planners focus too much on lofty future goals, at the expense of current issues. ■

Checklist for effective board service

From time to time during the year it's important for board members to take a look at how well they are performing their job as board member. To be an effective board member for your

nonprofit, you must understand some specific issues about the organization, and your own service. Here are some questions for you to answer... ■

	Yes	No
1. Has your administrator explained your responsibilities as a board member of the nonprofit?		
2. Have you read and understood your annual budget?		
3. Do you understand where the organization's revenues come from?		
4. Do you read the minutes from past board meetings? This is key, even for veteran board members because it helps you understand where the nonprofit has been and where it is headed.		
5. Have you read your organization's documents (board manual, by-laws, organizational policies, board policies, mission statement, strategic plan)? Do you have questions? If so, seek answers.		
6. Have you answered the question: Where do I fit in as a board member?		
Do I attend meetings?		
Do I serve on a committee?		
Do I attend nonprofit events?		
Do I have special skills that I could offer to the board or as a volunteer to the administrator?		
7. Have you visited the nonprofit's operations to better understand the programs and services?		
8. Are you familiar with the organization's strategic direction? Do you understand the goals, objectives and action plans?		
9. Is the nonprofit serving all the community by offering programs and services that reflect its needs?		
10. If your board is a fundraising board, do you participate by making an annual gift and contributing as a board member to identifying donors and soliciting gifts?		

Now, please list some areas where you believe you could be more effective as a board member:

1. _____
2. _____
3. _____





CALIFORNIA
STATE LIBRARY
FOUNDED 1850

THE CALIFORNIA STATE LIBRARY

CONNECTION

LIBRARY OF CALIFORNIA

ISSUE NUMBER 36
June 2003

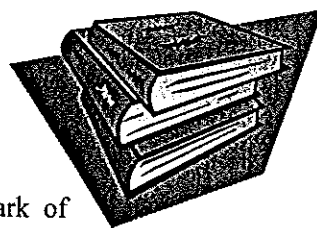
TABLE OF
CONTENTS

Commitment to the
library community
Pg. 1

Training Corner
Pg. 3

Calendar of events
Pg. 4

Commitment to the library community



By Sarah Dalton
Connection Editor

On May 13, 2003 Sarah Haman, a Mendocino librarian, emailed California's library community. Haman wrote:

The budget cuts are causing us to consider reducing services considered essential to libraries...we must cut either reference or children's services. What would you do?

In response, one reader suggested Haman keep the reference services because a reference librarian can "cover" children's needs, an option for a rural library.

After September 11, 2001, State Librarian Dr. Kevin Starr wrote in the October 2001 *Connection* that "it is more important than ever that the library community reaffirm its core commitment to knowledge, democracy, moral and intellectual value." Almost two years later, we see this *commitment* to, and faith in, the library community, in Haman's turning to her peers for a solution to her library's financial problems.

In California today, organizations big and small, public and private, rural and urban, must make, like Haman, tough choices to survive. The California State Library (CSL) is no exception. *Connection* is going to take a brief hiatus while California's economy recharges.

Connection, California's Libraries and the Library of California

Connection has reflected the socio-economic climate of California's library landscape since *Connection* went online in July 2000. The article, "California libraries joining digital forces," for example, which headlined *Connection's* first issue, was about linking the Library of California (LoC) with the University of California's (UC) digital library, an

exemplary benchmark of the LoC's growth at the time.

Since then, *Connection* has continued to track the LoC's crucial programs. The following are key articles about the LoC that have appeared in *Connection*: "Seven regional library networks are set to go" - January 2001; "The Library of California in plain language" - August 2001; "Meet our Library of California Libraries: School Libraries" - September 2001. Last January, "New LoC board forges ahead despite state budget challenges," foretold today's fiscal climate.

CSL Writers

Over the past three years, *Connection* has had an added edge because of the library professionals who write regularly for *Connection*.

Chris Berger, a member of the *Connection* editorial team and a librarian in the California State Library's Library Development Services bureau, has been invaluable to this publication. Berger's clear reporting on LoC board meetings and events has kept California's library community up to date on LoC's decisions and changes. His knowledge of the LoC's inner workings, paired with his sharp writing and editing skills, has made *Connection* sing.

Liz Gibson, former chief of the CSL's Library Development Services bureau, and a member of the *Connection* editorial team, has produced erudite articles on complex library programs for three years. Gibson's expertise on Library Services and Technology (LSTA) matters, on Outcome Measures, on statewide library statistics and on editing, among others,

Please see *Connection*, page 2

has given *Connection* a particularly professional edge. In February 2002, for example, she reported on California library statistics online and in March 2002 (with Rhea J. Rubin) on *Bibliostat Collect* - small examples of Gibson's talent for blending traditional librarianship with 21st century technologies.

Since 2000 and the passing of the *California Reading and Literacy Improvement and Public Library Construction and Renovation Bond Act* (a.k.a. the Bond Act), the Office of Library Construction (OLC) at the CSL has become a force in the growth and development of California's libraries. In *Connection*, readers have had access to the OLC's timelines and awards through a regular OLC page on which bond act director, Richard Hall, and his talented team at the OLC, have made complex fiscal announcements and processes accessible for *Connection's* readers - an invaluable service.

But the OLC staff has gone beyond reporting on the OLC's current projects. August 2002's issue had an explanatory piece about the hot topic, joint use facilities, called "Overview: Joint Use School and Public Library Facilities in California" by Linda Springer, deputy bond act manager and Patricia Brown Zografos, technical assistance consultant in the Office of Library Construction.

Special Thanks

Connection has greatly benefited from the work of many talented writers at the CSL. The CSL 21 issue in November 2002 held diverse and engaging articles from a team in the CSL's State Library Services bureau. And, many of *Connection's* gifted contributors have been from the CSL's Library Development Services bureau - a hearty and sincere "thank you" to each.

Guest Writers

Connection's distinguished guest writers have contributed articles that have greatly expanded *Connection's* content.

In April 2001, Steve Sloan of the Sunnyvale Public Library wrote "Digital storytelling in Sunnyvale." Over the years, Dan Theobald of i2i Communications has written a few articles about videoconferencing, the first of which was "Videoconferencing: A boon to rural libraries" in June 2001. In December 2001, Gregg Atkins, dean of learning resources at Sacramento City

College, examined the challenges at the community college library in "Working in the best and worst of times: community college libraries and learning resource centers." In January 2002, Patricia Cruse, content development manager, California Digital Library, contributed the timely "Counting California: government information access made easy." In February 2002, Roberto Esteves, chief of information resources, San Francisco Public Library and secretary of the Golden Gateway Library Network, revealed the Golden Gateway Library Network's experiment in electronic service development in "e-books ready or not!"

Rhea J. Rubin, in March 2002, teamed with Liz Gibson to write "California Libraries plan on five more years of LSTA." FILL Project Coordinator, Cindy Mediavilla wrote "From Interns to Library Leaders: Filling Public Library vacancies in Los Angeles." Natalie Cole, director of the California Center for the Book explained the successful "California Reads *The Grapes of Wrath*" in October 2002. Barbara Jeffus, school library consultant for the California Department of Education, wrote about the LoC's school libraries in September 2001, the same month that consultant Steve Mauer wrote about library book sales projects.

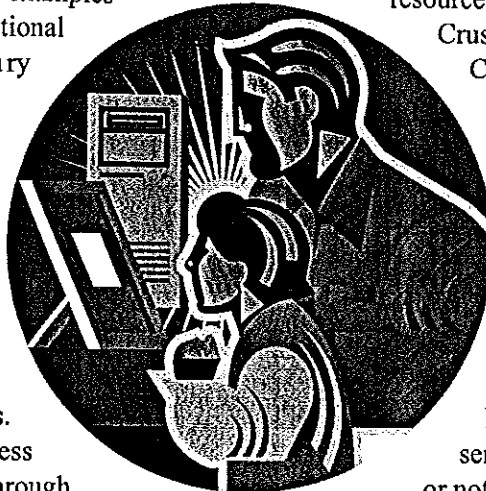
Style Changes

Since July 2000, the *Connection* editorial team has implemented changes and additions to *Connection* that, we hope, increased the publication's usefulness and appeal. The popular *Training Corner* first appeared in May 2001. To acknowledge our distinguished contributors' work, we added author titles in the February 2002 issue. For a magazine-feel, we began including more photographs in early 2001. Later that year, we added regular "Library Profiles" of different types of libraries within the LoC: the Sonoma State University library was first.

What's Next?

After the dust settles in California's budget, we anticipate *Connection* will be back on-line. In the meantime, to all our readers, have a wonderful summer.

Carl and Manor Advertising in Aptos, California has been responsible for *Connection's* look and feel: the Carl and Manor staff has been invaluable in the publication of this newsletter.



Training Corner

Provider: Infopeople
Course: *Developing Spanish and Latino Interest Collections
Using the Web and Online Sources*

Dates and locations:
Thursday, June 12, San Diego Public Library
<http://www.infopeople.org/WS/workshop/Workshop/109>

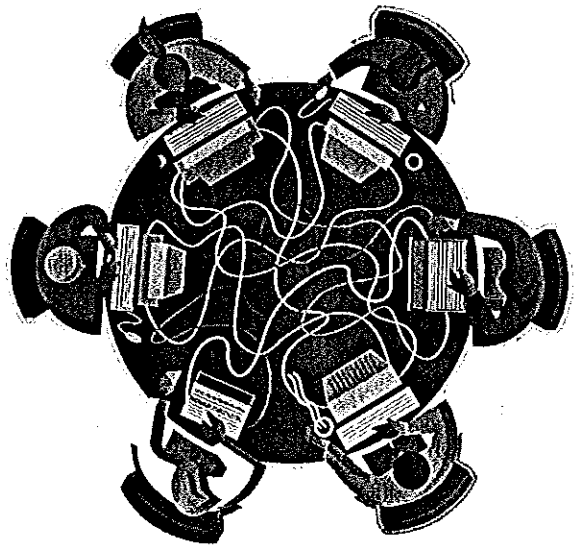
Provider: Infopeople
Course: *Technology Tuesdays -
Tips, Trends, and Tools of the Trade*

Dates and locations:
Tuesday, June 10, 12:00 noon to 1:00 p.m.
Productivity Technologies:
Handling the workload without adding staff
Tuesday, July 8, 12:00 noon to 1:00 p.m.
Piggyback Technologies:
Getting the most from the systems you already have
<http://www.infopeople.org/training/webcasts/>

Provider: Infopeople
Course: *More than Letters & Booklists:
Intermediate Microsoft Word*
Dates and locations:
Friday, June 13, Cerritos Public Library
Thursday, June 26, California State Library
<http://www.infopeople.org/WS/workshop/Workshop/134>
Provider: Infopeople

Course: *Developing Multimedia and Digital Resource
Collections for Teens*

Dates and locations:
Wednesday, June 11, Cerritos Public Library
Wednesday, September 24,
Contra Costa County Library-Pleasant Hill Lab
<http://www.infopeople.org/WS/workshop/Workshop/132>



2003

June

June 7-12, 2003

Special Libraries Association (SLA) Annual Conference, New York City

June 19-25, 2003

American Library Association (ALA) Annual Conference, Toronto, Canada

July

July 12-16, 2003

American Association of Law Libraries (AALL), Annual Conference, Seattle

October

October 15-16, 2003

Library of California board meeting, Sacramento

October 22-26, 2003

American Association of School Librarians (AASL)
National Conference, Kansas City, Missouri

November

November 15-17, 2003

California Library Association (CLA) Annual Conference, Ontario

2004

January

January 9-14, 2004

American Library Association (ALA) Midwinter Meeting, San Diego

February

February 18-19, 2004

LSTA Advisory Council on Libraries meeting, Sacramento

February 24-28, 2004

Public Library Association (PLA) National Conference, Seattle

June

June 24-30, 2004

American Library Association (ALA) Annual Conference, Orlando

CONNECTION

is the website newsletter of the
California State Library
and the Library of California.

Dr. Kevin Starr

State Librarian

(916) 654-0174

kstarr@library.ca.gov

Sarah Dalton

Communications

Editor

(916) 654-1483

sdalton@library.ca.gov

Christopher Berger

Library Development Services

Assistant Editor

(916) 653-8313

cberger@library.ca.gov

Library of California Board

John Kallenberg

President

Articles for inclusion in a
future issue of the
Connection are welcomed.
Please submit articles or
suggestions to the *Connection*
editor, Sarah Dalton.



CALIFORNIA
STATE LIBRARY
FOUNDED 1926

California State Library
914 Capitol Mall
P.O. Box 942837
Sacramento, CA 94237-0001

Library of California Board
<http://www.library.ca.gov/loc/board/index.cfm>

California Public Library Construction
and Renovation Board
<http://www.olc.library.ca.gov/board.asp>



CALIFORNIA
STATE LIBRARY
FOUNDED 1850

MEMORANDUM

TO: California Public Library Directors

FROM: Dr. Kevin Starr, State Librarian of California

DATE: June 5, 2003

RE: Final Report on the California Campaign for Libraries

A handwritten signature in black ink that reads "Kevin Starr". The signature is written in a cursive, slightly slanted style.

The enclosed final narrative grant report details the history and success of the California Campaign for Libraries. Thirteen-week campaigns with the theme "*The Library. Check It Out.*" aired in: San Diego (3rd Quarter 2001); Los Angeles and San Francisco (1st Quarter 2002); San Jose, Riverside/San Bernardino and the Monterey Peninsula (3rd Quarter 2002); and Sacramento, Fresno and Bakersfield (1st Quarter 2003).

Thirty-three media companies partnered with the campaign to broadcast nearly 9,000 television and radio public service announcements (PSAs) with 122 spokespersons, promoting the value of libraries, books and reading. The campaign was funded with federal Library Services and Technology Act grant funds over three fiscal years. The campaign contractor leveraged the campaign's \$970,500 budget into a media campaign valued at over \$2,902,500. California Campaign PSAs continue to air on cable programming and cable access channels in California, thanks to our partnerships with local cable companies.

A return-card is also enclosed if you would like to receive a copy of the California Campaign CD of this report, which will enable you to view the PSAs of the spokespersons featured in the report.



CALIFORNIA CAMPAIGN FOR LIBRARIES

Exceeding Expectations



CALIFORNIA CAMPAIGN FOR LIBRARIES

Exceeding Expectations

In July 2001, the California State Library spearheaded a multiyear statewide campaign to promote the value of libraries, books and reading. The campaign leveraged a \$970,500 Library Services and Technology Act grant into a \$2,902,500 media campaign. Here's how they did it.

The California State Library embarked on an ambitious plan to promote libraries via a statewide multi-media campaign in 1997. The campaign was launched in July 2001, after two years of planning and field-testing in 1999 and 2000. When it concluded in March 2003, the California Campaign for Libraries had exceeded all expectations, including those of the campaign planners.

Thirty-three media companies embraced the campaign enthusiastically, providing free advertising, camera crews to shoot the TV spots, and news personalities as spokespersons. The campaign broadcast 8,907 TV and radio public service announcements featuring 122 spokespersons: authors, actors, network news anchors, TV show hosts, professional and amateur athletes (including several Olympic Gold Medalists), coaches, newspaper publishers, business and community leaders. Each and every one of them eagerly promoted the value of libraries, books and reading.

Using bilingual billboards, English and Spanish radio and television (network and cable), the California Campaign circulated around the state to California's five major media markets (Los Angeles, San Francisco Bay Area, San Diego, Sacramento and Fresno) and three secondary media markets (San Jose, Riverside/San Bernardino and Bakersfield). A campaign targeting farm workers and Spanish-speakers was also field-tested on the Monterey Peninsula.

Thirteen-week campaigns with the theme "*The Library. Check It Out.*" aired in: San Diego (3rd Quarter 2001); Los Angeles and San Francisco (1st Quarter 2002); San Jose, Riverside/San Bernardino and the Monterey Peninsula (3rd Quarter 2002); and Sacramento, Fresno and Bakersfield (1st Quarter 2003).

Media affidavits confirm that between July 2001 and March 2003, the California Campaign:

- Posted 200 bilingual billboards around the state
- Posted 70 bilingual bus shelters in San Francisco and San Diego
- Aired 1,710 public service announcements (PSAs) on network television
- Aired 4,981 PSAs on cable television
- Aired 527 PSAs on Spanish television
- Aired 1,320 teen radio PSAs
- Aired 369 Spanish radio PSAs
- Aired thousands (undocumented) of PSAs on cable access stations
- Produced 21 TV and radio events at libraries
- Leveraged a \$970,500 budget into a media campaign valued at over \$2,902,500.

Today, California Campaign PSAs continue to air on cable programming and cable access channels in California, thanks to our partnerships with local cable companies.

An idea is born

The idea for the California Campaign for Libraries emerged as the priority recommendation of a Sacramento gathering of California's library leaders in May 1997. The California State Library invited over one-hundred library leaders to participate in its "Convocation on Providing Library Services to California's 21st Century Population" with the goal of creating a vision of public library service. The purpose of the three days of meetings was to assess the state of library services and develop recommendations for new statewide programs.

During the Convocation's first day, fifteen participants delivered papers on major issues of public library service,

including: access; collection development and resource sharing; community collaboration and outreach; lifelong learning; promoting the value of libraries; staffing to serve the 21st Century; and technology. These presentations provided a framework for discussion and for drafting final recommendations.

Convocation participants broke into groups and drafted sixty-one recommendations. Participants identified thirty-three priorities from the original recommendations. Surprisingly, the number one priority recommendation focused on public awareness and stated:

"The State Library should take a leadership role to develop a statewide public relations campaign. This would include a grant to develop a 3-5 year plan of ongoing activities, and a millennium conference. The campaign should tap major metropolitan areas...and include messages that could be replicated locally."¹

What exactly prompted this new emphasis on library awareness is not clear, but several factors appeared to drive it. The first was a presentation by Regina Minudri, then Director Emerita of the Berkeley Public Library, on promoting the value of libraries. In her presentation, "Getting the Word Out," she said:

"If the public library of the 21st Century wants its message heard throughout the state, it is necessary to use mass media outlets. Statistics show that a majority of people get most of their information from television and radio...Entrée to mass media can be difficult for many libraries...Production of effective PSAs for TV and radio should be done by professionals...This takes money with a capital 'M.' A small- or medium-sized library does not usually have the resources needed to produce high quality messages...Consider the effect of the advertising campaigns in the last two years that touted the significance of smaller class size and the importance of the classroom teacher...Financial resources need to be found that will permit large-scale, professional promotion done on a statewide basis. Libraries have an important story to tell and need help in conveying





Nancy Dell and Pat O'Brien "Access Hollywood;" Alicia Lagano, Chrystal Grant and Alecia Elliot, NBC's "All About Us;" and Nick Backlund, Nissan Design America.

their messages to the public in a manner that makes the library inviting, attractive, useful and necessary. This can be done, so long as there is motivation, money and message."²

Another factor was a guest speaker presentation by Dan Walters, political columnist for *The Sacramento Bee* and more than fifty other California newspapers. During the question and answer session at the end of his talk, he remarked that he questioned the relevancy of libraries today, especially with the rapid emergence of the Internet as an information source. While this perspective was not new, coming as it did from a leading California journalist made it much more difficult to swallow. If Dan Walters thought this, what must other Californians be thinking about the value of their libraries in the future?

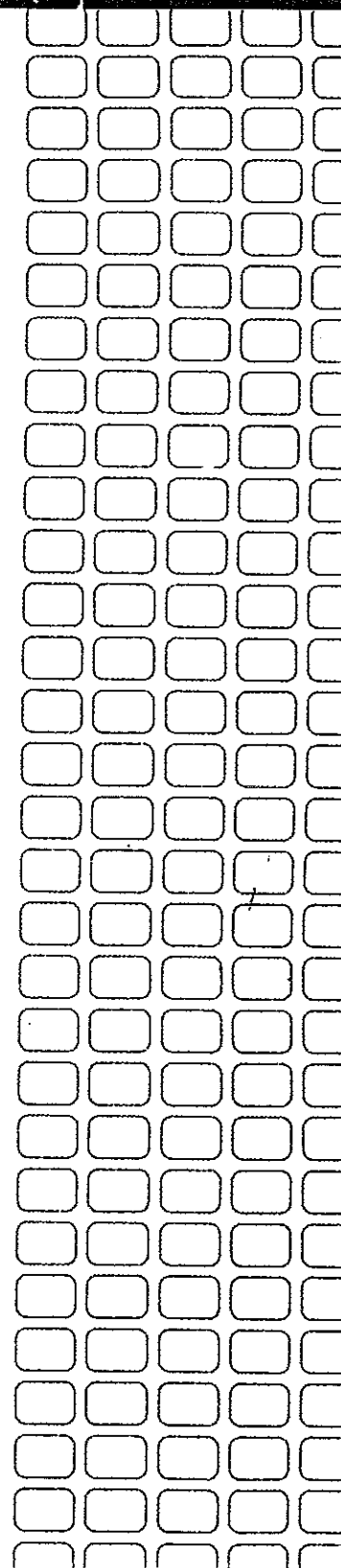
When faced with prioritizing the Convocation recommendations, participants seem to be reeling from the array of challenges they were facing. But one issue echoed in participants' minds. The perceived value of libraries would continue to decline until some effort was made to change that perspective. Thus was born the California Campaign for Libraries.

When the California Library Association met in Pasadena later that year, the State Library assembled a committee of library leaders to consider the feasibility of a statewide campaign promoting libraries. The group unanimously agreed that planning for the campaign should commence immediately and a campaign planning committee was formed.

While developing the campaign goal was easy – build awareness and support for libraries – launching the California Campaign was not. Despite the resounding vote of confidence for an awareness campaign, planning the campaign faced major obstacles.

And there were many obstacles. The state's enormous size required that the campaign reach at least five major media markets (San Diego, Los Angeles, San Francisco, Fresno, and Sacramento). California's diverse population, especially the state's rapidly growing Latino population, would require a bilingual approach. But the real challenge was how to fund a campaign that would cost at least a million dollars.

From a marketing point of view, promoting libraries to more than 37 million people spread across 158,869 square miles is no easy feat. Doing so requires much more than flyers and good public relations. Doing so in two languages is even harder. And Regina Minudri was right: it "takes money with a capital 'M.'"



Setting the standard for campaign participation

Right from the start, the Glendale Public Library recognized that *The Library Check It Out!* was a campaign they could make their own. It's clear and direct and it's really a call to action, says Chuck Wike, Glendale's public information officer. "What you look for in a campaign is to get people to come to the library. We decided in the campaign to get out there, let's figure out a way to bring it into the library and make it ours."

One of the first things they did was to invite a hometown author with an international reputation to do one of the campaign's television spots.

Glendale is in the middle of LA County, but it's also home to the largest Armenian-speaking population outside of Armenia, Wike says. "We had some programs with (author) Aram Saroyan, and he was happy to oblige."

That was a great fit for this community.

Disc jockey Rick Dees, another personality with regional appeal, added some real star power to the campaign. "We're part of the LA market and Rick Dees (of KLOS-FM) is everything in Southern California," Wike says. "He's the main guy in the morning. He's an icon. And we had Channel 4, the NBC affiliate. It looked like a win-win situation."

Glendale also found a sure way to involve their staff, Friends and volunteers. "We asked our Friends group to put up some funds to purchase t-shirts," Wike explains. "We tried as best we could to marry ourselves to *The Library Check It Out!* brand. The staff was thrilled. We asked them to wear them on Wednesdays and during National Library Week. The staff is still wearing them. It was a chance to give ourselves a little identity without being overbearing."

While the TV spots were airing locally and radio and

billboards were broadcasting the message, Glendale was putting the increasingly recognizable logo on their publicly available materials. Said Wike, "We put *The Library Check It Out!* logo on our monthly meeting notices, children's program fliers, all the paper goods and the web site. We even included it in our PowerPoint presentations."

And they did it inside, too. The delivery van and bookmobile now display magnetic signs with the *The Library Check It Out!* logo.

Glendale is continuing to use a number of campaign components, including the vehicle signs.

The TV spots are still airing on the local cable channel and the library is still ordering t-shirts. "We give t-shirts to volunteers who wear them when they go to the schools and read to about 2,000 kids a month, kindergarten through second grade. We don't sell the shirts yet. Our staff, Friends of the Library, and volunteers have them. It's been a good giveaway," adds Wike.

There's no question that Glendale would happily participate in another campaign if the state ran one, Wike says. "I really hope they keep it going. There's no way we could afford any small percentage of this kind of publicity. We knew that some libraries did not make a big deal about the campaign with t-shirts and sticking the logo on everything. That was fine with us. That meant when people saw the logo, they thought of Glendale Library. It was a good fit. It cost us relatively little and we got a lot out of it. They did a great job of leveraging money for the media buys. We would do this again in a heartbeat."



From left: author and Journalist Aram Saroyan, Rick Dees, Glendale Friends of the Library Chair, Glenn Cohen, Glenn Cohen, and Michelle Anderson.





Dusty Baker, former manager of the San Francisco Giants; Steven Daniel and Scott Whyte, NBC's "City Guys," and Phoebe Chongchua, KGTV News.

Monique le Conge, Director of the Benicia Public Library, says, "I think libraries and librarians have done a lot of PR, but not a lot of marketing – the kind that establishes a public image and develops the idea of the library in the marketplace. But more and more, we're going to have to start thinking that way because we are competing in the marketplace. This was a very important first step for California libraries. I think it's even more important for us to have a strong public image. People are more likely to support us if they know about us and what we do."

While California campaign consultants understood the media's effectiveness in building awareness, most library leaders involved in the planning process were skeptical of a media campaign. Campaign planners had vastly different degrees of marketing knowledge and savvy. While much of the planning process of setting a goal, objectives and target groups went smoothly, determining a course of action was a struggle. Getting a consensus on how to fund and implement this campaign seemed impossible.

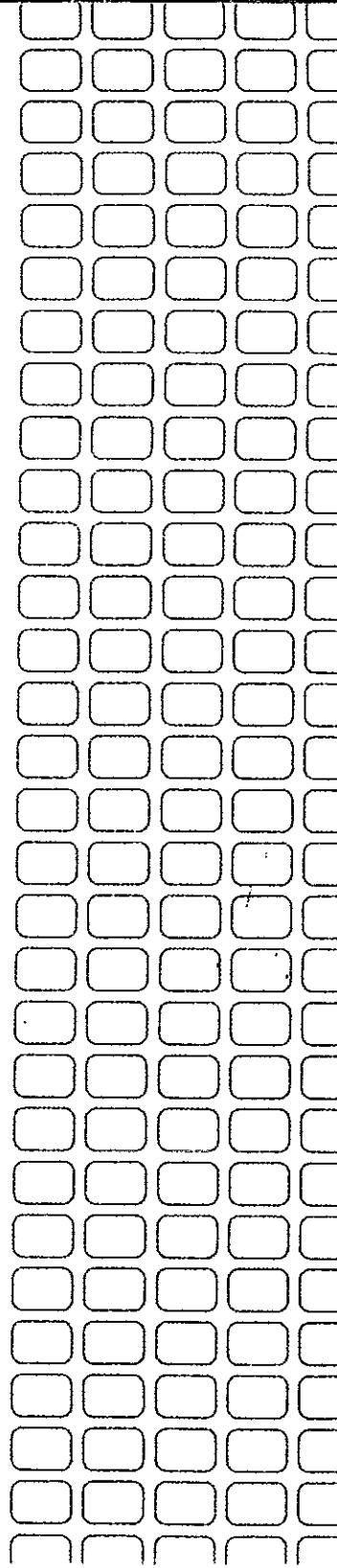
Discovering a successful strategy

Traditional marketing uses a variety of media to reach thousands of people with awareness messages every day. Today, 90 percent of U.S. households have at least one television; 40 percent have three or more TVs. The average American watches more than 4 hours of TV per day.³ TV advertising is effective because it is so pervasive. California Campaign market research shows that using combinations of media to build awareness can be even more effective.

Persuading library leaders that this media focused strategy was effective was a tough sell. The most obvious reason: many librarians (or at least library leaders) do not watch much television. Nor do many avid readers – the library's best customers. But this awareness campaign was about more than reaching regular patrons – it was focused on reaching non-users.

As defined by planners, the campaign goal was to build awareness of libraries, books and reading among 75 to 85 percent of California's thirty-seven million residents. As one marketing professional after another explained, the only way to accomplish that goal cost-effectively was with frequent and on-going media advertising.

Other California state agencies started to use media advertising to build awareness and change behavior more than a decade ago with the advent of the California Department of



Using radio to build the library's 'coolness factor'

Cheerleaders, marching bands, radio disc jockeys, hot dogs on a stick and skateboards are just a few of the components that draw teens to California Campaign events at libraries. The campaign formed partnerships with radio stations to attract teens to libraries in Bakerfield, Fresno, Los Angeles, Riverside/San Bernardino, Sacramento, San Jose and San Francisco. And when libraries added their own programming and activities, those events not only drew crowds, they also attracted teens who didn't usually visit the library.

There was, of course, something else that proved attractive to both teenage boys and girls—other teenage boys and girls.

What made Teen Day at the Chino Hills Branch of the San Bernardino County Library such a resounding success was the turnout of teens that weren't regular users. "It was one of the most successful teen events we ever done," says Leonard Hernandez, Chino Hills' young adult specialist. "We have a lot of junior and high school students coming in after school to do their homework. But this event really drew teens that wouldn't normally come. KGCI came out and their presence added to the 'coolness factor' for the teens. The radio station also held a drawing for a home computer at the September 21, 2002 event and announced it on air the week before."

Hernandez estimates that 60 to 70 percent of the 2,000-plus crowd was made up of teens. "The cheerleader and dance squads from Ayala High School had 80 to 100 girls and they brought their Bull Terrier mascot," Hernandez says. "All those girls brought their friends

who brought their friends and that attracted the guys. The Townsend Junior High Band was a big draw, too, because they brought their friends and parents. Once on site, the teenagers were drawn inside the

library by vendors such as BOBYA Foodz, Cold Stone Creamery (ice cream) and Hot Dog on a Stick. They got a ton of the library without even knowing it," Hernandez says. About 120 library cards were issued that day.

Skateboarding was the main attraction at another teen event on the same day at the Cathedral City Branch Library (Riverside County Library Service). Although teenagers had used the library's parking lot to skateboard, many had never actually crossed the building's threshold. Cathedral City librarian Joyce Debreczeni knew the library could attract a crowd by featuring skateboarding at their teen event. She also knew she'd have a sizeable showing because a favorite radio station for teens, Palm Springs' KKUU-FM, was playing host. Because the teens were always using the library's parking lot despite Debreczeni's objections, the first thought was to hold a skateboard safety clinic.

So the library invited local businesses, community leaders and members of a local skateboard park committee to come and give an update on a proposed skateboard park.

The Desert Sun newspaper published photos of the skateboarders and the local television station put the event on the evening news. "It was great," Debreczeni says. "The kids really enjoyed themselves. They really wanted the event to work. And where there are teenage boys, there are teenage girls. We had about 150 people in all—20 to 40 adults, 20 to 30 onlookers and about 100 kids. We had a couple of City Council people, too. They were very interested."

Debreczeni reports that the kids still try to skateboard in the parking lot, but now, when she asks them not to, she finds them more accepting. "They've even offered to let me try their skateboards," she says with a soft chuckle.





Kevin Cordi, Storyteller; California State University-Bakersfield Roadrunners Women's Basketball Team; and Dr. Phil McGraw, Host of "Dr. Phil."

Health and Human Services' "anti-smoking" campaign. In recent years the price tag for a statewide media campaign in California can range from \$1.2 million (the Safely Surrendered Baby Campaign) to \$26 million (the aforementioned anti-smoking campaign).

Playing for the campaign presented a seemingly insurmountable obstacle. Planners consulted cutting-edge marketers, including Burson-Marsteller and Deen & Black (now Ogilvy Public Relations Worldwide) for advice. Their response: interview foundation executives to explore their interest in funding the campaign.

Executive interviews with California's leading foundations yielded little encouragement. With a couple of exceptions who offered very limited support, most foundation executives said they would not fund a project limited strictly to marketing or public awareness, despite their "love for libraries."⁴

Worse yet, some foundation executives expressed concern "that libraries were becoming 'relics' or were being perceived that way." Others said they thought libraries would continue to be needed but "that the public perceives them to be passé." Foundation executives said they thought "it was urgent for libraries to reposition themselves strategically and show the public how important they are." As one foundation executive noted, "To me, the lack of marketing in libraries has always been one of their main problems."⁵

Campaign planners were not encouraged. Where would they find the money to launch an awareness campaign that would have real impact?

The turning point was an article in *Library Hotline* about a North Carolina public library that had leveraged \$30,000 from their Friends into a media campaign valued at over one million dollars. That library was the Public Library of Charlotte and Mecklenburg County, known for its innovative excellence under Director Bob Cannon. Cannon and his marketing team were eager to meet with California's campaign planners to share the strategy for their campaign, "*The Library. Check It Out.*"

In August 1998, campaign planners met with Cannon, Dick Pahle, Charlotte's development director, and Joe Burroughs, Specialized Media Services Marketing & Promotions. The library's advertising strategy was simple: Partner with broadcast and outdoor media to leverage their media buy to several times its dollar value. Using the \$30,000 provided by the library's Friends, Cannon and Burroughs called on Charlotte's business leaders to secure advertising sponsorships. Sponsors could choose from an array of packages (from \$500 to \$50,000), and

California Campaign Budget

Purchased media	\$715,500
Production costs	5,000
Project support	136,000
Total for STA funds spent	\$956,500

VALUE ADDED

Donated media time	\$1,706,000
Value of donated celebrity fees	85,000
Value of donated camera crews	1,160,000
Value of TV and radio events	225,000
Value of Web sites and links	340,000
Plus purchased media	715,500
Total campaign value	\$5,292,500
spent over three fiscal years	

each would be featured in a public service announcement promoting libraries. With the support of the business community and the media, Charlotte's first media campaign exceeded one million dollars in media advertising.

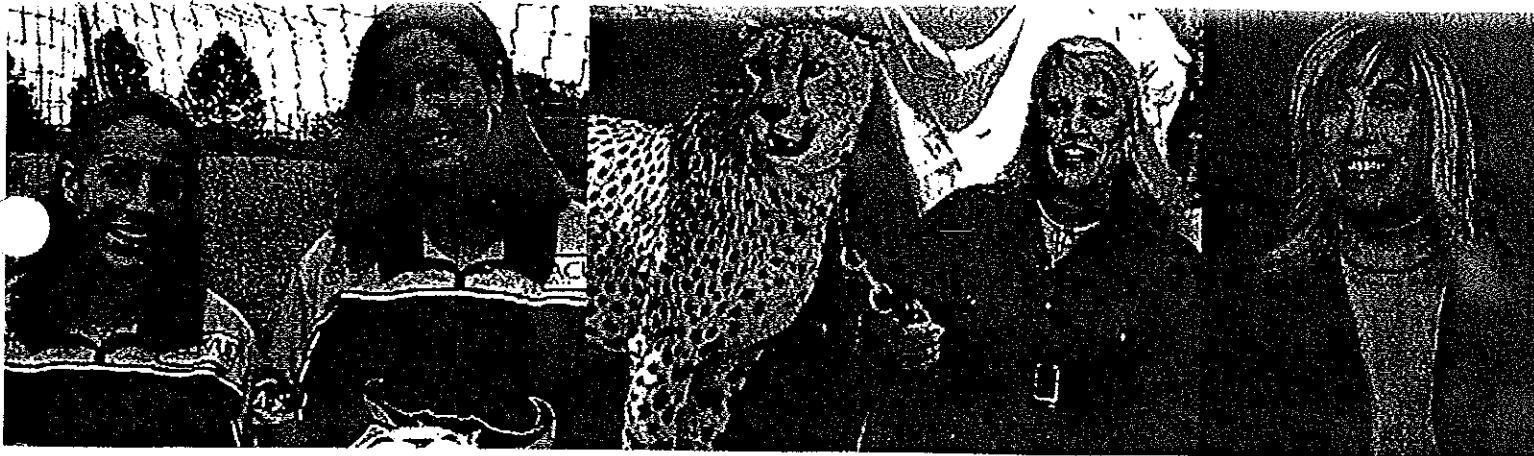
Despite Cannon's enthusiasm for "*The Library. Check It Out.*" campaign, California's campaign planners remained skeptical. A campaign enlisting California businesses as underwriters raised a brand new funding issue: library turf. As one library director confided, "There's no way we're going to see library directors willingly share their funding contacts and sources." With 179 public library jurisdictions in California, turf wars over sponsors and underwriters seemed inevitable.

To help gauge California's "readiness" for a library awareness campaign, campaign planners decided to survey California residents regarding their perceptions toward public libraries. In May 1999, the Metropolitan Cooperative Library System (MCLS) issued an RFP to 20 market research firms, receiving proposals from four. MCLS contracted with META Information Services to provide both qualitative and quantitative research to measure the public's perceptions of libraries.⁶

As planning continued into a second year, Dr. Kevin Starr, California State Librarian, announced he would provide funding to MCLS to field test "*The Library. Check It Out.*" campaign strategy, using Library Services and Technology Act funding instead of business underwriters. A market research company would evaluate the field-test campaign's impact and decisions on the feasibility of a statewide awareness campaign would be made then. The location for the first field-test using television only: San Diego, California's third largest media market.

On the left, California's Governor Gray Davis, California State Librarian Kevin Starr, and California State Librarian Kathleen Kraska (right) with librarians and staff at the San Antonio library.





Megan Horvath and Christina Bell, Bay Area Cyberrays; Joan Embery, Wildlife Expert; and Leeza Gibbons, "Extra."

Field-testing the campaign to measure impact

Preparations for the field test began when campaign planners approached Anna Tatár, director of the San Diego Public Library, in 1999. They asked her to help test the performance of *"The Library. Check It Out."* campaign pioneered by the Public Library of Charlotte and Mecklenburg County and their consultant, Specialized Media Services Marketing & Promotions (SMSM&P).

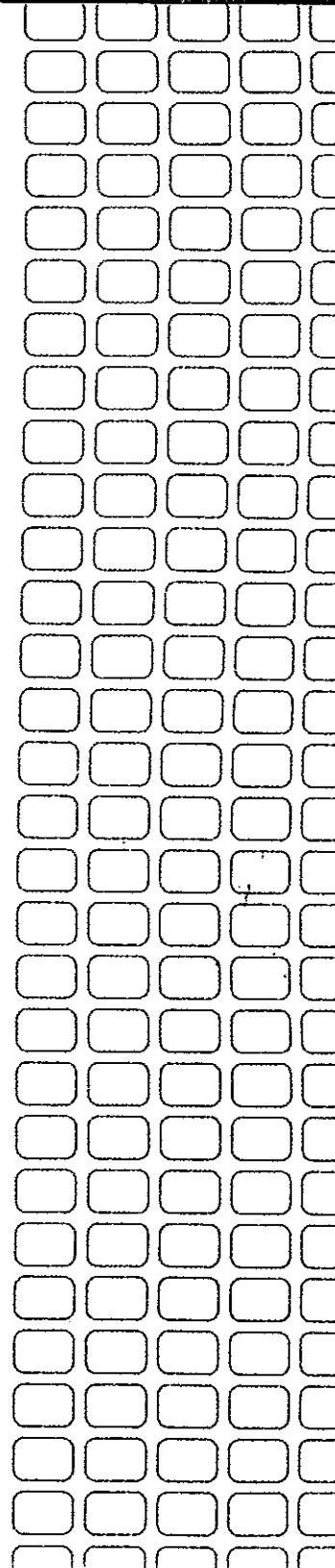
Says Tatár, "I jumped at this opportunity because I knew we could never do this alone. I knew it was important to get the library message out there." Tatár hoped *"The Library. Check It Out."* television campaign would boost the number of library cardholders and attendance at library programs. She looked forward to building media partnerships and recruiting local library supporters as campaign spokespersons. She hoped that the campaign would bolster public support and build awareness. Formal evaluation of the test campaign's impact would exceed her hopes and expectations.

For the San Diego test campaign, \$50,000 in Library Services and Technology Act funds was used to leverage an estimated \$350,000 worth of television exposure. Campaign media partners included KGTV-Channel 10/ABC, Cox Cable San Diego, Time Warner Cable San Diego and KBNT-Univision, a Spanish-language television station.

To launch the field test, SMSM&P's managing partner, Joe Burroughs, invited proposals from San Diego's media firms. He then analyzed their proposals and made recommendations for TV advertising buys based on the time slots and advertising frequencies that each network and cable TV outlet proposed. He also wrote the scripts and supervised filming of the PSAs.

More than a dozen San Diego community leaders enthusiastically agreed to act as spokespersons in the 15-second public service announcements (PSAs). Tatár and her staff recruited local people they wanted to appear on behalf of the library. "This was one of the things that was so exciting about the partnership," says Tatár.

One of the people she called upon was Drew Schlosberg, community relations director at the *San Diego Union-Tribune*. As a member of the San Diego Literacy Council and past president of the San Diego Reading Association, Schlosberg says he tried hard to think of a reason people wouldn't want to partner with the library. "When Anna called me and mentioned the PSAs they were doing, and explained that they would be compelling



Taking the library to farm workers in the fields

The nearly one million seasonal farm workers who pick California's fruit and vegetables work at over 36,000 farm job sites. What they pick accounts for more than half the nation's food supply. Farm workers are also among California's poorest workers in one of the most hazardous jobs in the U.S. (second only to construction).

So when Julia Orozco, director of Salinas Public Library, and Jo Wadhan, county librarian at San Benito County Free Library, requested the California Campaign do a field test targeting farm workers and Spanish-speakers, campaign planners felt compelled to do so. When it comes to library service, California's farm workers and their families are perhaps the most under-served population in the state.

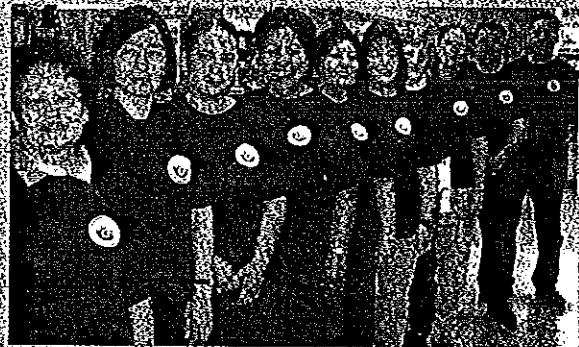
Barriers to farm workers' use of the library include language literacy, mistrust of many institutions, and a lack of awareness of libraries and what they offer. According to Orozco, "Public libraries as we know them in the United States are not a common concept in Mexico, which is where many of the farm workers in our community come from."

To reach farm workers, campaign consultants used bilingual billboards and Spanish-language radio and radio events at libraries to entice farm workers and Spanish-speakers. Says Orozco, "It was very meaningful to pick the medium that we know would reach them. Farm workers have their radios playing while they're picking, while they're driving. From my perspective, Spanish radio is the medium to use. We had special events at the library with the radio station and they were broadcasting. Come on by. Find out what the library can do for you. In an hour's time, the reach was tremendous."

The campaign partnered with a Spanish-language radio company, Entravision Communications (KLOK

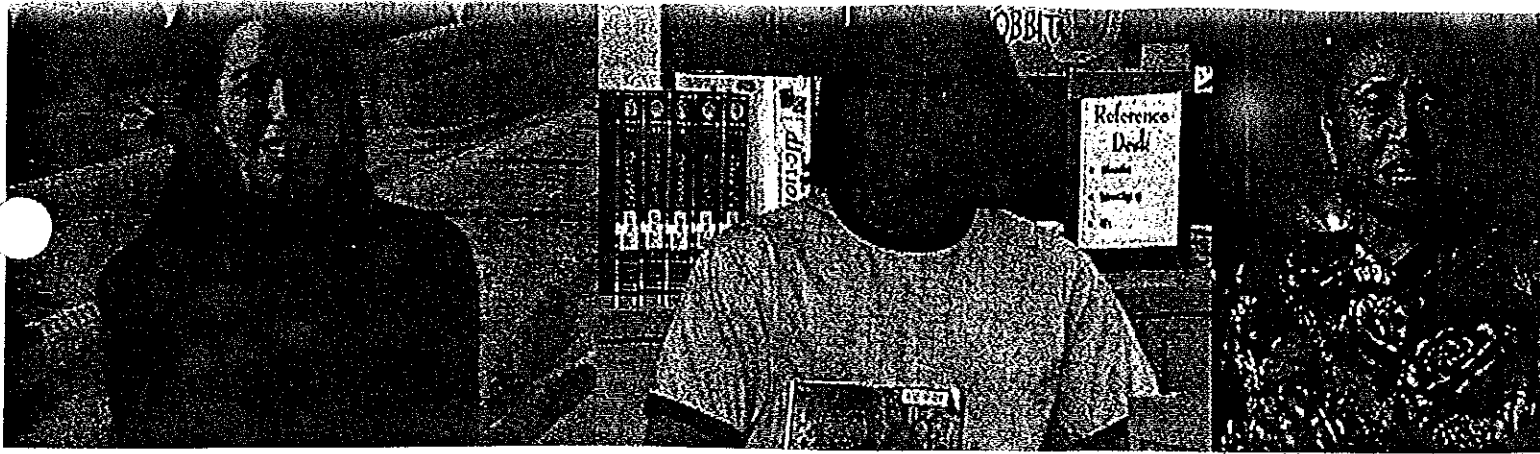
99.5 FM, KSES 107.1 FM, and KMBY 700 AM) and Viacom Outdoor. The same bilingual billboards used elsewhere in the campaign were posted with one change — the Spanish campaign logo appeared before the English one, making it clear that the focus was on Spanish-speaking farm workers and residents. Staff from San Benito County Free Library and Salinas Public Library also made visits with the radio stations to farm workers in the fields in Watsonville, Gonzalez and King City. Carlos Munoz, who handles San Benito's bookmobile service and outreach, made some of those visits. Wadhan says, "He said it was festive, the radio station catered lunch and although the farm workers were in their work clothes and (looked) tired, they listened. Carlos said, 'Boy, I had a wonderful experience. It felt good. I think (the campaign) is a positive thing, a great thing, a wonderful way for the library to reach out to our ethnic community.'"

Adds Orozco, "The cost of a campaign like this is a challenge. But when you look at serving the community, there's no way you should ever stop building awareness. If you're going to serve the community, that means serving everyone. We can't stop building awareness until everyone in California has a library card."



Jane Arnold, FOX Channel 3 Sports Anchor, Morgan Oakland, local librarian, and Murphy, Golden State Warriors, at California's KNBC Sports and Entertainment Studio.





Janet Evans, Olympic Gold Medalist; Shedrack Anderson III, NBC's "Just Deal;" and Lina Fat, Chef and Author.

messages straight from the heart, I knew right away I wanted to be involved. For so many people, reading is the lifeblood of success."

All the spokespersons in the San Diego PSAs talked about the importance of libraries, books and reading. Jack O'Brien of the Old Globe Theatre talked about how reading opens minds to the "limitless possibilities of life." Jim Dawe of the Library of California talked about the "magic" of becoming absorbed in a book. Former basketball star Bill Walton said reading gives children "a giant step into the future." In addition to local celebrities, three PSAs featured national names – Linda Ellerbee, TV journalist Jack Perkins, and Luis Valdez, playwright and filmmaker.

Tatár knew that having community leaders speak up for the library would have tremendous value in boosting the library's visibility and support. "We realized that people would be more aware of the library and that what our community leaders were saying (about the library) would have great influence."

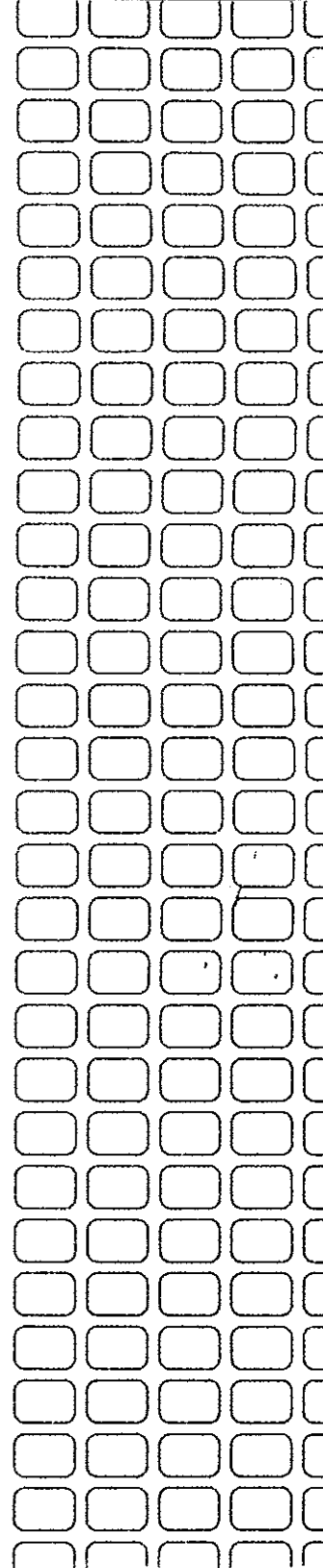
The campaign also caught the attention of city leaders. "Some on the City Council were very impressed about the way we could leverage the ad dollars," says Tatár. "One public information officer (for the city) said he couldn't believe it.

"What surprised me most was that leaders were eager to be spokespersons and they did it so naturally," says Tatár. "They really sold the value of the library and they did it with such heartfelt enthusiasm. It was truly one of the most positive things that has happened to me in my career, both personally and professionally."

But what kind of impact did this television-only field-test have on library awareness in San Diego? According to a formal research study of the effectiveness of the campaign by META Information Services of Sacramento, the PSAs hit the mark. The research report noted that "nearly six in ten (survey) respondents were aware of the campaign...with 90 percent indicating they felt it would be effective in attracting more people to visit libraries."⁷

Responding to META evaluation results, Tatár adds, "The research proves that investing in media advertising can impact library awareness."

While encouraged by the field test evaluation, campaign planners wanted further proof that "The Library. Check It Out." campaign strategy was the way to go. They also wanted to test the use of additional types of media beyond network and cable advertising. So a second expanded campaign field-test was set in motion.



Spokespersons

John Alcorn, KCRB 3 News
 Sheela Anderson III, NBC 3 Just Break
 Juan Arambula, Community Leader
 Xochitl Arallano, Univision's Voy a Votar
 Nick Backlund, Nis and Design America's
 Dusty Baker, Former Manager
 San Francisco Giants
 Indira Basaria
 California State University, Fresno
 David Bejarano, Chief of Police
 San Diego Police Department
 Christina Bell, Bay Area Cybertravels
 Emile Bodar, M.D., Breast Health Center
 Danny Bonaduce, The Other Half
 Stefan Bonroofoh, KSEE 24 News
 Phil Bronstein, San Francisco Chronicle
 Willie Brown, Mayor of San Francisco
 Alice Eujobs, Community Leader
 Buck Bustfield, B Street Theatre
 California State University, Bakersfield
 Roadrunners Women's Basketball Team
 Kelly Carr, KSEE 24 Sports
 Phoohe Chongchiva, KGTV/News
 Dick Clark, The Other Half
 Fritz Coleman, KNBC Weather
 Kevin Cord, Storyteller
 Marco Polo Cortes, President, San Diego
 Hispanic Chamber of Commerce
 Vernon Crowder, Library Supporter
 Steven Daniel, NBC 3 City Guys
 Jim Davis, Library of California
 Rick Dees, KISS FM Disc Jockey
 Nancy Dell, Access Hollywood
 Ray DeZombi, Businessman
 Mai Doi, KGET 57 News
 Mark Drummond, LA Community
 Colleges Chancellor
 Guy Dupuis, Bakersfield Candor
 Henry Ellard, Fresno State University
 Linda Ellerbee, Author and Journalist
 Aecio Ello, NBC 3 All About U
 Dan Emery, Middle Earth
 Luis Escudoy
 KDTV/KFSF Univision News
 Janine Evans, Olympic Gold Medalist
 Ingrida Chakar, Author
 Phil Frank, Fantasy Creator
 Genaro Gonzalez, El Condor del Fresno

Sara Garcia, KCRB 3 News
 Andray Garske, Winery of Dreams
 Galen Gilmore, NBC 3 Passions
 Lesa Gibson, Ballerina
 Maria Garcia Gomez
 KDTV/KFSF Univision News
 Heather Hart, Good News
 Ghazal Ghazi, NBC 3 All About U
 Monte Helsing, Drawak
 Edna Hery, Collection Advisor
 Juan Felipe Herrera, Author and Storyteller
 Eric Hillis, Oakland Athletics
 Trevor Hoffman, San Diego Padres
 Megan Horvath, Bay Area Cybertravels, Spoken
 Kevin Johnson, San DPE Corporation
 Christopher Jordan, NBC 3 Skate
 John Kallenberg, Placer County Librarian
 Bob Keller, The Eagle, KSEE 24
 Mary Keenally, Author
 Rosellani Kish, WWSB
 Friends of the Fresno Library
 Alicia Lagano, NBC 3 All About U
 Jason Lancy, KSEE 24 Weather
 Lam Lee, The Sacramento Observer
 Amanda Lewis, The Area Law Show
 Lucia Lombardi, Univision TV Personality
 Mado Lopez, The Other Half
 Tony Lopez, KDTV/KFSF Univision News
 Shannon Mae Miller, San Diego Spirit
 Mary A. Lukas, The End
 KDNBEM Morning Show
 Rodin Mangano, KGET 47 News
 Beth Marney, KFSN 30 News
 George Martin, WWSB
 Bakersfield Business Conference
 Phil Mc Craw, Host on Dr. Phil
 Jane Mitchell, COX Channel 9 Sports
 Lawrence Moch, KPX Eyewitness Weather
 Ines Monroy, Sacramento Poet Laureate
 Michael Mordica
 Ingrida Chakar, Symphony
 Kelly Mryas, The Fresno Bee
 Paul Moya, KNBC News
 John Murphy, Golden State Ward
 Jarome Navarro
 Leona's Framing Warehouse
 Dave N. Roberts, Public Bank
 Jack O'Connell, The Globe, The Ve

ral Tribune, Access Hollywood
 The Oregon Family Child Visitation Hub
 Leslie Park, Brandon
 Gabby Parks, Former Ballerina
 Espano Orzabal, Allentown
 Jack Parsons, FA Journalist
 Dan S. Saha, Good Community
 Yvonne Song, Group
 The Power To Play, Gail
 Rick Quinn, KPX Weather
 Roger Rabinovich
 KDTV/KFSF Univision News
 Glen Rahn, Studio City
 Sarah Rose, Community
 Claudia Rodriguez, KENT News
 Rich Rodriguez, KSEE 24 News
 Rick Rodriguez, Sacramento Bee
 Fred Rooin, KNBC Sports
 Gregg Rolfe, Rock and Roll Hall of Fame
 Miami Sanyal, Author
 Kevin St. Pierre
 Bakersfield Candor, Mike
 Drew Schosberg, San Diego Union-Tribune
 Jim Sisk, KGET 47 News
 Jonnie Smith, Olympic Gold Medalist
 Krista Storms, NBC 3 Days of Our
 Globe Swan, Actress, The
 Kim Johnson, UCR NBC 3
 Luis Valde, Playwright and Film Maker
 Ricardo Valde, KENT Univision News
 Brian Vevia
 Yvonne Walla, Small Business, Bakersfield
 Bill Walton, Basketball Hall of Fame
 Joseph Wambach, Athlete
 Sean Walsh, NBC 3 City Guys
 Marshall Wayne, San Diego Orange
 County
 Tracy A. Williams
 Glida Vetro, Orange
 Oshay Williams, KBC 3
 Paul Winters, Transcendental Rep
 Black Wolf, NBC 3
 Mary Y. Yung, Orange
 Maggi Yung, California State
 University, Fresno, San Bal, Coach
 Frank Yung, Orange
 Gary Young, KFSF



Jose Montoya, Sacramento Poet Laureate; Mario Lopez, Danny Bonaduce and Dick Clark, "The Other Half;" and Margaret Porter-Troupe, The Porter-Troupe Gallery.

Field testing in Fresno yields an even bigger impact

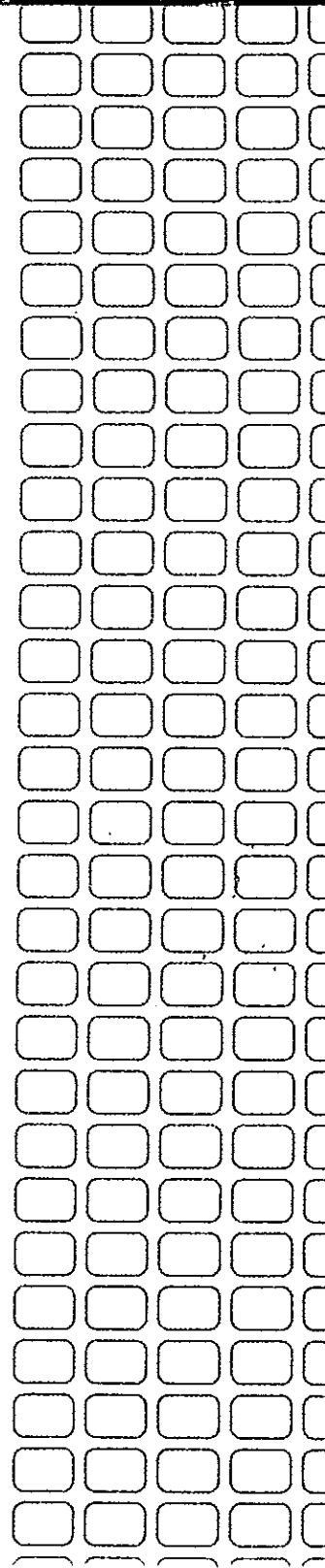
In March 2000 John Kallenberg, then Fresno County Librarian, approached California State Library campaign planners about another field-test of the campaign in Fresno. He understood the benefits of marketing and the Fresno County Library had much to market – more staff, longer hours, new services and programs, and 175 new public access computers. Kallenberg felt the campaign's impact would benefit the library and demonstrate, once and for all, the viability of "*The Library. Check It Out.*" strategy. He just didn't know how much impact it would have.

According to Shelly Keller, California Campaign manager and marketing consultant to the California State Library, "We were fairly certain that expanding the campaign to include radio and outdoor media would enhance the campaign's impact. Fresno offered a promising market for an expanded field test. Thanks to voter passage of Measure B in Fresno in 1998, the Fresno County Library had expanded their hours, staff, collection and programs and that gave us plenty of reasons to market the library. But it was really John Kallenberg's enthusiasm for the campaign that clinched the deal."

Advertising – at least public service advertising – to promote libraries is not exactly a new concept. For years, public libraries have relied on public service announcements on local TV and radio to market their programs and services. In the 1980s when the Federal Communications Commission (FCC) eliminated the public service requirements from radio and television licensing agreements, things began to change. Just as more nonprofit organizations were requesting donated advertising to promote their services, the FCC no longer required TV and radio stations to provide it.

A 2002 Kaiser Family Foundation study of TV public service advertising⁸ confirmed what most marketing professionals knew: Networks donate an average of 15 seconds per hour for public services ads (.4 percent of total airtime), and 43 percent of those ads air between midnight and 6 a.m. According to Drew Altman, president of the Kaiser Foundation, "Whether you think the time donated to PSAs is a lot or a little to expect from the television industry, it's definitely an uphill struggle to reach the public and have an impact with the amount of time available."

The report says that some high-profile campaigns, like anti-drugs or anti-smoking, have taken to simply buying advertising time from the networks. Thirty-five percent of ads with



SAMPLE TV SCRIPT



As a playwright and filmmaker, I know the importance of learning to read at an early age. Good readers are more creative, more curious and more confident in school. All it takes is a little imagination and a library card. The Library. Check It Out.

by Luis Valdez, Playwright and Filmmaker

Kevin Smith, Mike Gulyan, Eric Felo, Jimmie Smith, Olamide Olatunji, Kim Johnson, Utah Phillips, and Rosalind Wiseman

a public service message on TV stations are paid for. The study also reveals that in a survey of 513 public service directors at television stations across the country, one in three said they were more likely to donate airtime to groups that buy ads.

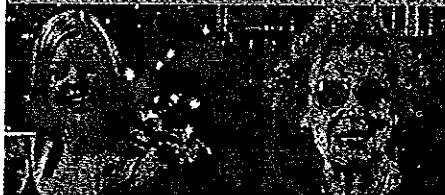
Says Keller, "In studying the feasibility of the campaign, we looked at campaigns conducted by other state agencies and organizations – the CHP, Health and Human Services, California Teachers Association, Mothers Against Drunk Drivers. We even studied the 'got milk?' and 'It's the Cheese' campaigns. Every one of the campaign spokespersons said the same thing: you have to spend money on the media and then leverage it."

She adds, "When we discovered the media partnership strategy that Joe Burroughs and SMSM&P came up with, it was a real epiphany for me. The biggest obstacle to getting the California campaign off the ground has always been the cost. Approaching the media as clients who also wanted to partner enabled us to leverage our media buy to three or four times its value and more. It makes for very cost-effective marketing."

Planning for the Fresno field-test campaign began in July 2000, with outreach to media in September. Burroughs invited all the Fresno media to meet with him and discuss the planned media buys. Rather than spread the \$65,000 media budget around to every TV and radio station, Burroughs explained that there would be one network TV partner and one or two radio partners. He invited proposals from each media firm with details on the number of PSAs they would add to the media buy if they were chosen.

Burroughs leveraged the \$65,000 LSTA grant into more than \$325,000 in media exposure for the Fresno field-test campaign. Fresno's media partners included: KFSN/Channel 30/ABC; Channel 21/Univision (Spanish network TV); AT&T Media Services (cable TV); KOQO, KRNC and KOOR (Spanish radio); KBOS-FM (teen radio); and Viacom Outdoor (billboard and mall kiosks).

The library chose spokespersons with an eye towards reflecting Fresno's diversity. Twenty PSAs were produced in Spanish and English, each with a slightly different





Audrey Geisel, Widow of "Dr. Seuss;" Edgardo Quijano, KDTV/KFSF-Univision News; and Rick Quan, KPIX Weather.

message and using the common theme of *"The Library. Check It Out."* Using different spokespersons and messages kept the campaign fresh throughout the 13-week run. The campaign's impact came from the messengers – local residents from many walks of life, offering testimonials on the value of the library, books and reading.

"Evaluating the Fresno field-test campaign was the acid test," says Keller. "We approached these campaign field-tests scientifically. We knew we had to see real results, real impact to justify using federal Library Services and Technology Act funds. Evaluating the campaign was crucial, especially if the California State Library was going to grant funds to take the campaign statewide. Formal evaluation of the field tests confirmed that media advertising impacts both library awareness and usage."

Kallenberg tracked library statistics, comparing them to the previous year, while META Information Services conducted a statistically valid telephone survey of more than 400 Fresno area residents. The numbers were beyond anyone's expectations:

- Circulation of library materials was up more than 13 percent for the highest circulation in any quarter in Fresno County Library's history;
- New borrowers increased by 32 percent;
- More than 87,000 people visited the library's relatively new web site (promoted on all the billboards); and
- Use of online subscription InfoTrac was up over 10 percent.

The META Research Report, "California State Library: Awareness of the Fresno Media Campaign"⁹ contained even more good news:

- A majority of survey respondents (84 percent) were aware of at least some aspect of the campaign;
- Approximately six in ten respondents who were aware of the campaign rated it as "good" or "excellent" in terms of making people more aware of the value of reading and of public libraries; and
- An even larger proportion, approximately nine in 10, felt the campaign would be effective in attracting more people to visit public libraries.

But the media campaign's impact on the library and the Fresno community went beyond numbers alone.

What we learned

1. Everybody loves libraries! Libraries enjoy more public trust than nearly any institution in the U.S. Take advantage of that and build awareness of what your library offers.
2. If you're going to promote libraries in a media campaign, promote libraries in general. People don't distinguish between public, academic, school and special libraries.
3. The 21st Century demands library marketing—not just library PR. Libraries have been doing PR for years. Today's libraries need to commit dollars and resources to real world marketing because libraries compete in the marketplace.
4. Advertising works at building awareness. Television, radio and outdoor media reach thousands of non-users.
5. Using a combination of media—radio and billboards, or television and transit advertising—produces greater awareness than using just one type of media.
6. Field-test and evaluate your campaign. This allows you to adjust messages or strategies. Use what works!
7. Market researchers can tell you how many people hear or see your advertising messages and how many remember them.
8. You have to spend money to leverage money. Marketing is NOT free. Once you purchase media, that media firm can provide many promotional opportunities including links to their websites, celebrity spokespersons, events at libraries and a commitment for public service advertising placement.
9. When your audience includes a large non-English speaking population, commit to and pay for a bilingual campaign in print and broadcast media.
10. Radio connects teens to libraries and enhances the library's "coolness" factor.
11. Take the library to where your audience works. The Farm Workers Campaign combined bilingual billboards, Spanish radio and library visits to workers in the fields.
12. Use one campaign theme and a combination of messages to keep the campaign fresh. Keep both the theme and the messages simple and don't hesitate to repeat messages. Advertising has impact because of the frequency and repetition of messages.
13. Using spokespeople and testimonials makes the campaign more credible. People find endorsements more persuasive and believable. You want your campaign messages to be believed.
14. Take the advice of external marketing and media experts. You can keep your opinions, but recognize that they do not qualify as experience or expertise. Seek out and follow the advice of professionals you trust.
15. Think of the bigger picture. Many libraries are covered by one media market, so media campaigns can benefit every library, large and small, within the media's reach.
16. Embrace a campaign when one lands in your area. The library leaders who did witnessed real marketing impact at their libraries.
17. Work with what you have and make it better.

Shelly Keller, California Campaign Manager





Rick Rodriguez, Sacramento River Cats; Christopher Jorgens and Blair Wingo, NBC's "Skate;" and Colleen Williams, KNBC News.

According to Kallenberg, "The campaign increased awareness of the library, use of the library and good will for the library. It was good for our media partners and spokespersons because it enhanced their community image."

He adds, "Once we began planning the field test in Fresno, the creative juices began to flow between all our staff, all the consultants working on the campaign, all our media partners. We started discovering new ways of doing things. No one partner controlled the results. Everyone brought some new thinking to the campaign. It was a collective approach, and the campaign became much more than the sum of its parts."

Roberta Barton, public information officer for the Fresno County Library, was hired in the midst of the field-test campaign. Barton affirms, "This campaign kept the library at the top of people's minds and brought them through our doors. It truly helped people realize our potential as a community resource. The real winners are the patrons."

The real impact of the Fresno field-test was to come in March 2001. State Librarian Dr. Kevin Starr announced at the Public Library Directors' Forum:

"We've tested 'The Library. Check It Out.' campaign in San Diego and Fresno. I'm convinced of this campaign's potential for success in California, and I am committing the State Library to take the campaign statewide in July 2001 and to continue it over the next two years. We'll roll out the campaign around the state, media market by media market, and build on the success we've enjoyed so far."

Launching the California Campaign

With Dr. Starr's announcement of the campaign launch statewide, campaign planners tackled the issues of budget and timeline to prepare a Request for Proposal (RFP) for a contractor to implement the campaign. The State Library allocated between \$900,000 and one million dollars in Library Services and Technology Act grant funds (roughly two percent of California's LSTA budget over three fiscal years) for the campaign. Metropolitan Cooperative Library System (MCLS) issued the RFP in March 2001, distributing it to over 20 marketing, advertising and public relations firms doing business in California.

MCLS received four proposals that were reviewed and scored by a committee of library professionals. Proposals were submitted by: Industrial Strength Advertising of Woodland Hills, CA; Ogilvy Public Relations Worldwide, Sacramento, CA; Specialized Media Services Marketing & Promotions (SMSM&P) of Charlotte, NC; and Staton & Hughes of San Francisco. An evaluation committee scored the proposal from SMSM&P the highest and MCLS issued a contract to launch the campaign.

While the need for the campaign focused on public libraries, the California Campaign messages focused on libraries in general, thereby benefiting all types of libraries. SMSM&P proposed several strategies that would pay off enormously. The first was to schedule media market campaigns for the 1st and 3rd quarters because media partners would be able to donate more airtime, allowing the campaign contractor to leverage the media buys more successfully. SMSM&P also recommended network and cable TV as a good way to reach the general population, while Spanish TV and radio would reach Hispanics, and radio would reach teens cost-effectively. Adding bilingual outdoor advertising (billboards and transit shelters) would increase the overall reach in each market.

Burroughs proposed launching 13-week multi-media campaigns in California's six largest media markets. San Diego's campaign aired in 3rd Quarter 2001; Los Angeles and San Francisco media market campaigns aired during the 1st Quarter of 2002; and Sacramento, Fresno and Bakersfield media markets aired in 1st Quarter of 2003.

The campaign used radio and bilingual billboards to reach California's teen audience in the San Jose and Riverside/San Bernardino media markets during the 3rd Quarter of 2002 (see page 6). Teen radio was also part of the campaigns in San Diego, Los Angeles, San Francisco,

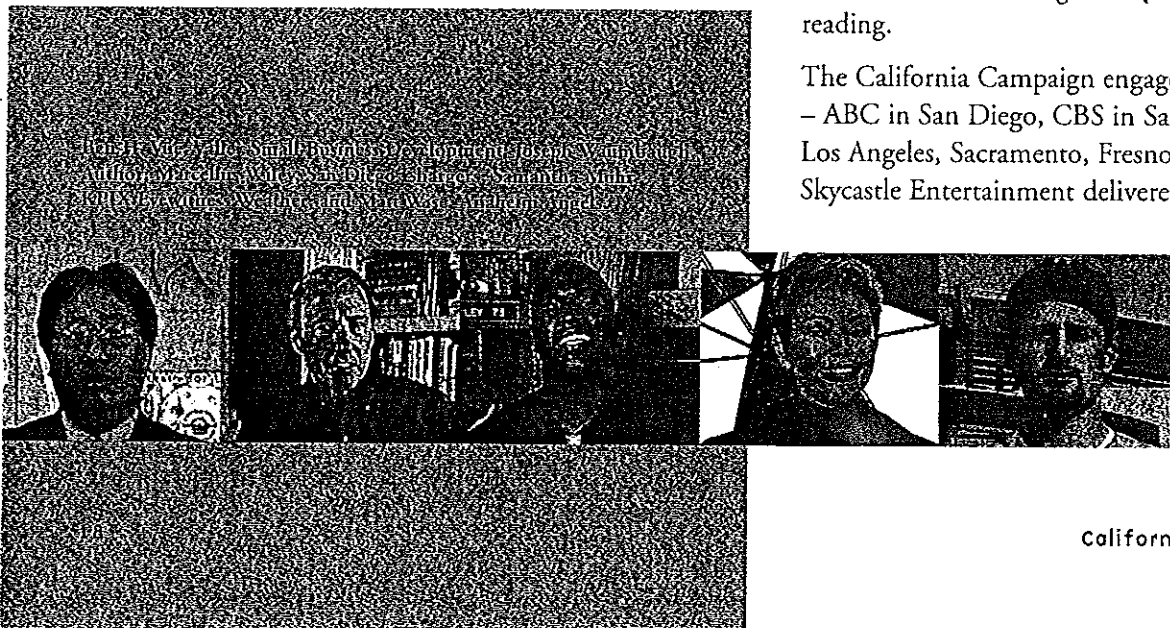
Bakersfield, Fresno and Sacramento. SMSM&P also used bilingual billboards to reach the 700,000 residents of the 13-county North State area (a geographic area the size of Ohio). On the Monterey Peninsula, the campaign targeted farm workers with Spanish-language radio, bilingual billboards and library visits to workers in the fields (see page 10).

Advisory committees of library professionals were set up in each media market to help Burroughs identify spokespersons and locations for shooting the television PSAs. These committees also helped set up library web sites (promoted on billboards) that provided a gateway to public library home pages in each market. Bookmarks were printed with the campaign timeline and funding sources and distributed to California's 179 public library jurisdictions.

Over the course of the campaign, Burroughs invited proposals from the media in each market and forged partnerships that would leverage the campaign media buy to over four times its value. This partnership strategy would produce nearly \$1,706,000 in free television, radio and outdoor advertising. Media partners also provided spokespersons and posted "*The Library. Check It Out.*" logo on their web sites. Radio stations staged events at libraries and sponsored contests, providing computers, high school dances and concert tickets as prizes to encourage teens to sign up for their library cards.

This "market-by-market strategy" yielded numerous benefits. The strategy enabled the campaign to be customized in each market, with each media partner bringing their own ideas for promotional opportunities. The strategy also produced a mix of spokespersons that reflected each city and included a mix of community leaders and national celebrities. As a campaign slogan, "*The Library. Check It Out.*" provided the perfect umbrella for the different messages about libraries, books and reading.

The California Campaign engaged three major networks – ABC in San Diego, CBS in San Francisco, and NBC in Los Angeles, Sacramento, Fresno and Bakersfield. Skycastle Entertainment delivered eighteen television stars





Kristi Yamaguchi, Figure Skating Champion; Gaylen Young and Mai Do, KGET 17 News; and Michael York, Actor.

of NBC programs to be spokespersons. Spanish-language networks Univision and Telemundo also provided on-air personalities who acted as spokespersons in the PSAs.

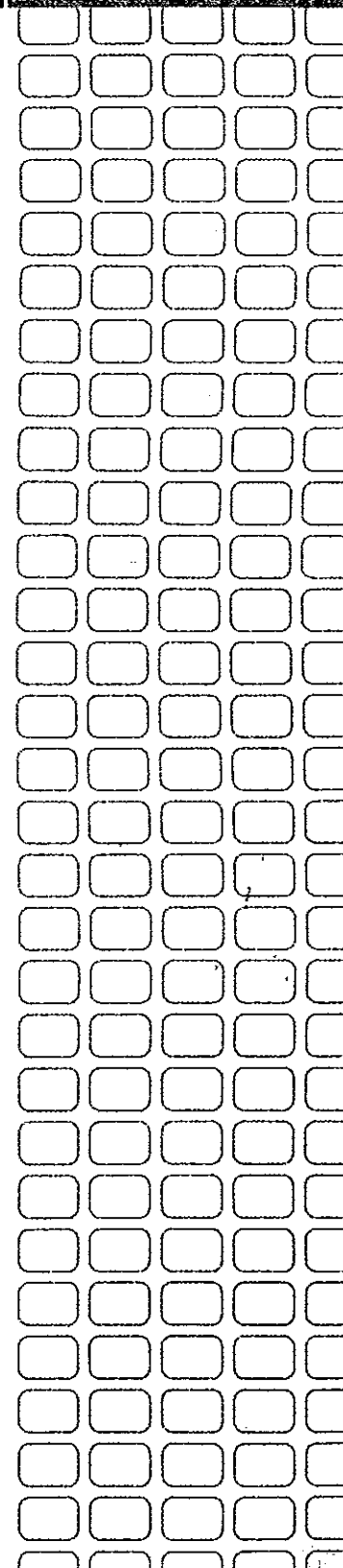
The success of the campaign is the result of the total commitment of media partners who bore many of the costs of the campaign, including much of the advertising. Media affidavits show that the California Campaign for Libraries was able to reach: 85 percent of all television households; 90 percent of all cable TV households; 80 percent of Hispanic households; and 85 percent of teens 12-17.

Anecdotal evidence suggests the campaign's impact on libraries ranged widely from market to market. San Diego Public Library saw an increase in their budget of 47 percent after the campaign. County of Los Angeles Public Library experienced across the board increases in circulation and new library cards issued. San Bernardino County Public Library's Chino Hills Branch hosted 2,000 people – many of them teens – at a Saturday morning radio event at their library. When libraries made the campaign their own, they reaped rewards.

One library that embraced the campaign was Glendale Public Library. Nestled between Los Angeles, Pasadena and Burbank, the library serves Glendale's 199,000 residents. According to Chuck Wike, the library's public information officer, "Our library director saw this as an opportunity to jump on a fabulous local campaign with a lot of support behind it. It was an easy campaign to be part of (see page 4).

Success never comes without challenges and the California Campaign had its share. One of the biggest was getting cooperative buy-in and participation from the very libraries the campaign was promoting. While the media embraced the campaign wholeheartedly, some library directors did not. Another challenge was the general lack of media and marketing knowledge among library leaders. Says Monique le Conge of Benicia Public Library, "I think one of the biggest challenges is educating the library community about why this is something everybody should be doing. I think it's hard to get libraries and librarians trained about the necessity of using media to reach non-users, especially in a state as large and diverse as California."

Nancy Mahr, public information officer for the County of Los Angeles Public Library, adds, "This campaign brought us access to the media. All the media people who came to our meetings about the campaign got an exposure to the library they didn't have before. It was just like holding mini press conferences on the value of the library. We were able to talk



about what libraries do and the programs we have and what we wanted to do with this campaign. As a result, we're getting more media attention. I've learned that just going to the media and asking for free time isn't going to work anymore."

While the California Campaign built awareness for all libraries in the state, it did much more. It raised library staff morale. It revealed wide support for libraries, books and reading among California's media giants. It brought teens, farm workers, and other under-served populations into the library, many for the first time.

Most importantly, the California Campaign for Libraries exceeded all expectations of success: with 122 spokespersons, 33 media partners (see inside front cover), 270 bilingual billboards and transit shelters, 7,218 television PSAs, 1,689 radio PSAs, and a \$970,500 budget leveraged to a \$2,902,500 campaign. The California Campaign for Libraries demonstrated what corporate America has known for years – media advertising gets results.

Despite its official completion, the California Campaign appears to have taken on a life of its own. In February 2003, Kern County Library announced its participation in a federally funded Temporary Assistance for Needy Families grant that has allowed that library to extend their campaign into the 2nd Quarter of 2003 with a focus on the library as a source for job and health information.

Further evidence of the campaign's afterlife can be found in San Luis Obispo where City/County Librarian Brian Reynolds – with his Library Foundation's support – is working with Joe Burroughs to get local business underwriters to continue "The Library. Check It Out." campaign in 3rd Quarter 2003.

Says Reynolds, "The day that the Charlotte-Mecklenburg County Library staff made a presentation about "The Library. Check It Out." campaign at the Public Library Directors' Forum in March 2001, I became a believer. I am even more passionate about this today."

What the California Campaign experience adds up to is this: libraries need to take to the airwaves if they want to

build awareness and reach non-users. The days of "doing PR and fliers" are over. Using a testimonial approach to promote libraries, books and reading increases awareness of the library's value to the community and community decision-makers. The California Campaign demonstrates how library marketing, when done well in collaboration with professionals, can reach non-users and achieve real impact. The California Campaign also illustrates that with a media campaign, all libraries benefit.

Anna Tatár has had the benefit of two media campaigns in her library's media market (the field test in 1999 and the campaign in 2001). She says, "This campaign has impacted San Diego Public Library way beyond my expectations. 'The Library. Check It Out.' media strategy really works and the benefits keep coming. We've seen increased library usage. We've seen a 47 percent increase in our budget. We have new community contacts that continue to pay off. I've learned that building awareness is really the most important thing you can do. You can never have too much library awareness."

- 1 Shelly G. Keller, editor, *Convocation on Providing Public Library Service to California's 21st Century Population*, Convocation Proceedings, (Sacramento, CA) California State Library, July 1997, p. 84.
- 2 *Ibid.*, pp. 41-42.
- 3 Margaret Talbot, "Turned On, Tuned Out," *The New York Times Sunday Magazine*, 16 February 2003, p. 9.
- 4 Kathryn Covier Hannah, *Fund Development Feasibility Study: Report of Research and Interviews for a Statewide Library Public Awareness Campaign* (Sacramento, CA, California Library Association/California State Library, 2000), pp. 5-6 (unpublished).
- 5 *Ibid.*, p. 10.
- 6 META Information Services Research Report, *Metropolitan Cooperative Library System: Public Perception of Public Libraries* (Sacramento, CA, 1999). (Accessible on the web at www.library.ca.gov/assets/acrobat/METAreport09-99.pdf)
- 7 META Information Services Research Report, *Awareness of San Diego Media Test Campaign* (Sacramento, CA, 2000), p. 2.
- 8 Henry J. Kaiser Family Foundation, *Shouting to be Heard: Public Service Advertising in a New Media Age* (Menlo Park, CA, 2002). (Accessible on the web at www.kff.org/content/2002/20020221a/)
- 9 META Information Services Research Report, *Awareness of the Fresno Media Campaign* (Sacramento, CA, 2001), pp. 2-3.

Being an NBA player was exciting. Now, one of my biggest thrills is seeing kids put the full-court press on their favorite books. Nothing compares with the look on their faces as they get lost in a story. The Library. Check it out.

-Kevin Johnson, St. HOPE Corporation

THE UNIVERSITY OF CALIFORNIA LIBRARY SYSTEMS (UCS) is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services.

The University of California Library System is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services.

THE LIBRARY.



The University of California Library System is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services. The University of California Library System is a leading provider of digital content and services for libraries and information services.



PLACENTIA LIBRARY DISTRICT

411 East Chapman Avenue, Placentia, CA 92870-6198

Elizabeth D. Minter, M.L.S., Library Director

(714) 528-1925, Ext. 202

administration@placentialibrary.org

(714) 528-8236 (Fax)

www.placentialibrary.org

July 1, 2003

Board of Trustees



Margaret V. Dinsmore

Betty Escobosa

Al Shkoler

Gaeten M. Wood

The Honorable Chris Norby
Supervisor, Fourth District
Orange County Board of Supervisors
Orange County Hall of Administration
10 Civic Center Plaza
Santa Ana, CA 92701

Dear Supervisor Norby:

At its regular meeting on June 30, 2003 the Placentia Library District Board of Trustees voted unanimously to request that the Orange County Board of Supervisors appoints Richard DeVecchio, Ed.D., 2130 Fremont Avenue, Placentia to the Library Board to fill the unexpired term of Geoff Braun who resigned in April, 2003. Dr. DeVecchio's term will expire in December 2004.

I have enclosed a copy of the Application from Dr. DeVecchio for your review.

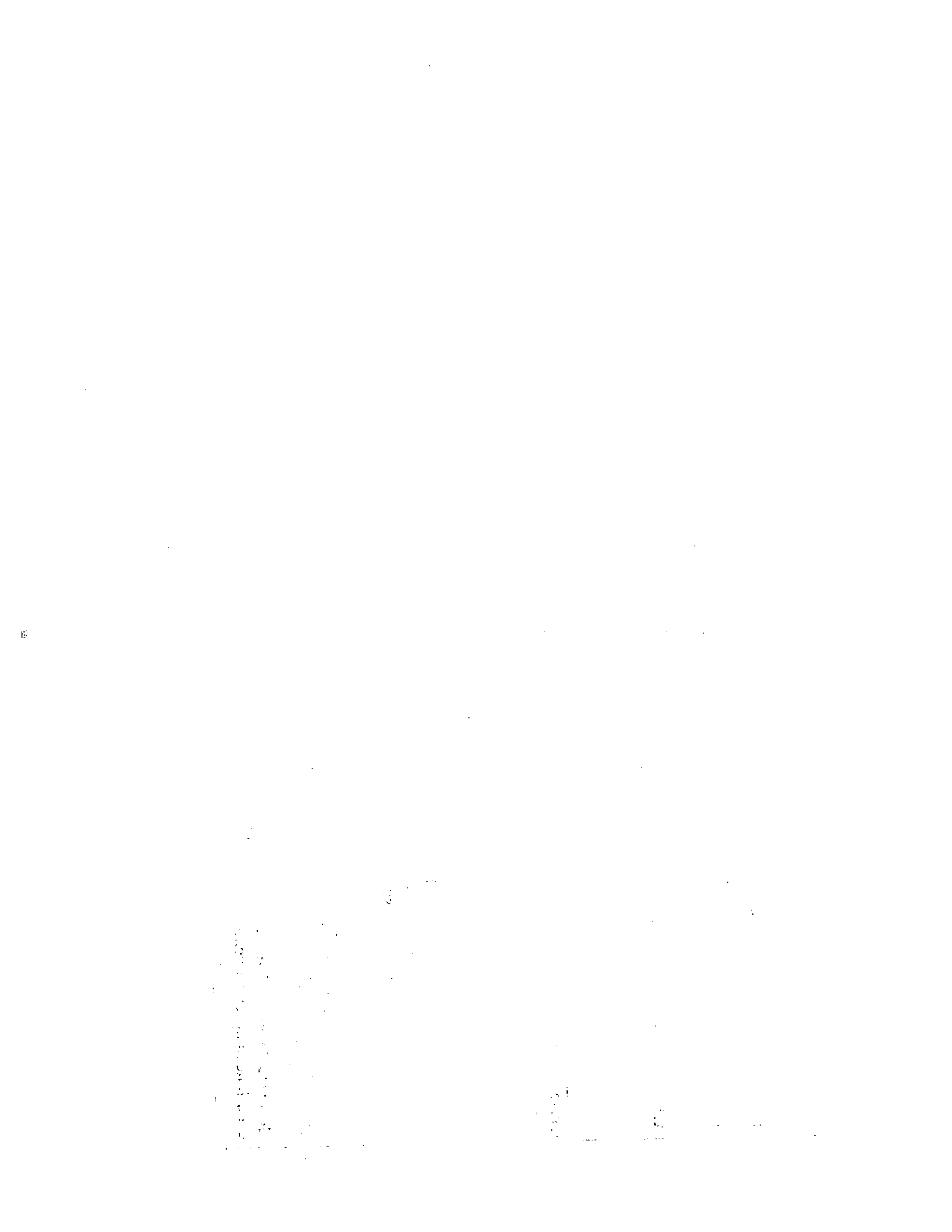
Please contact me if I may answer any questions about this request.

The Library Board of Trustees is looking forward to working with you on this request.

Yours truly,

Elizabeth D. Minter
Library Director

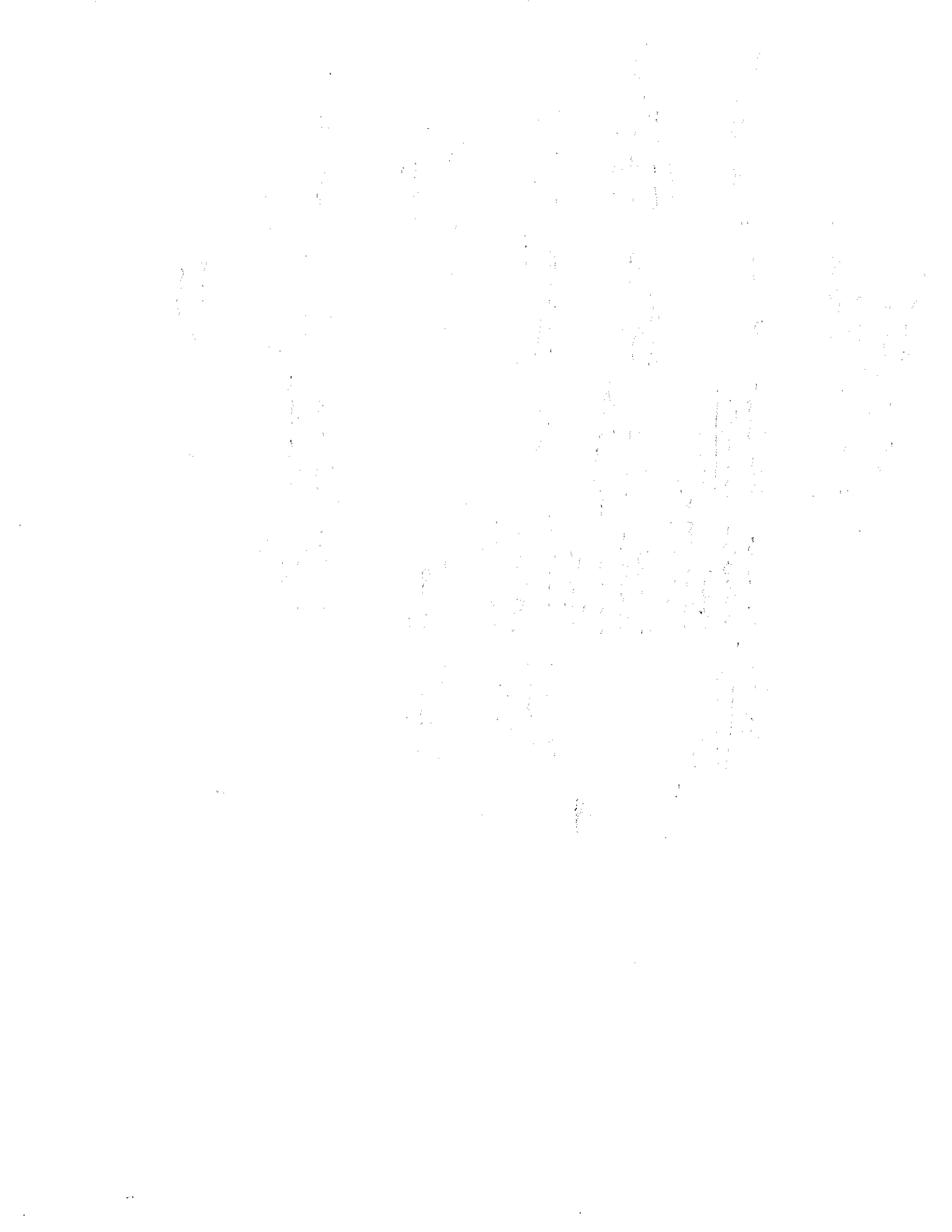
CC: Clerk of the Orange County Supervisors
Richard DeVecchio, Ed.D.



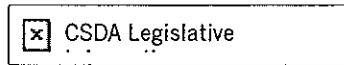
don't like cold calls &
 don't go to more.
 Fullerton College
 Foundation Bd.
 President Chris

	Robert J. Dewey	Jean A. Turner	Richard DeVecchio, EdD	Ken Neidiger	F. Owen Holmes, Jr.
Please tell us about your hobbies and community activities, including fund raising for non-profit organizations. AL	Reading / writing Singer VA Committee City	HIS House walkathon AAUW Cal State Adelphi Elihu	Wine Dean 12 budgets. Reader	great reader	Reading - SC Fullerton Reading
What steps would you take to strengthen the Library's bond with the community? Page 2		Strong Lib education - Human program - Literary	Public Program Plan & start.	Strong Library ready - extend	Reading Plan Project
Have you ever been responsible for managing a budget? What level of responsibility did you have? Dut	Nothing - 10 programs eventual	Strong interest - Adelphi Some at Yacht - nothing direct	Polysyllabic	Kate school and a home.	more Katie school
Given the state of the Budget process in Sacramento and the effect it may have on Placentia Library, how would you feel about lobbying local legislators to ensure Library funding? Gae	Strong interest on State budget	Strong interest Adelphi Tray		important	Professional Supervisor 14
What do you perceive to be the responsibility of the Library Board? How would your work or life experiences contribute to the effectiveness of the Board? AL		Good program. budget policy - interest (bible book?)	Policy - no hidden agenda.	Report people of Placentia. Promoting reading.	Essential fund Policy

↓
 out best as
 a President



To: eminter@placentialibrary.org
From: gneill@csgda.net
Subject: CSGDA Weekly Legislative Update - June 27, 2003
Date: Fri, 27 Jun 2003 12:16:16 -0700



STATE BUDGET UPDATE

For years, the Capitol press corps opined that state budgets aren't passed until the temperature in Sacramento reaches 100 degrees or more. This week it did and where's the budget? There was, nevertheless, floor debates in the Senate on Assembly Bill 1769 and Assembly Bill 1766, the Senate Democrats' budget and sales tax package. The package was debated on Tuesday and Wednesday and both bills were defeated 24 to 14, along party-line votes. Senate Democrats say they won't cut further, while Senate Republicans remain opposed to any budget that contains tax increases—hence the impasse. The Senate Democrats budget package contains significant cuts to cities and counties, with some smaller cuts to a number of special district programs, including, but not limited to, the elimination of booking fees. During the debates on Tuesday and Wednesday, Senate Democrats railed on Senate Republicans about their opposition to AB 1769 and AB 1766 without offering specifics relative to where the Senate Republicans would further cut state spending. Yesterday, Senate Republican Leader Jim Brulte announced that the Senate Republicans will present their list of proposed cuts, probably on Monday, and fully expects the Democrats to reject each of them. With 4 days left before the start of the new fiscal year, will anyone blink before July 1? As the Senate was debating the Senate Democrats' budget plan Tuesday and Wednesday, Assembly Democrats left Sacramento to, as Assembly Speaker Wesson stated, "visit every corner of California to tell the real budget-crisis story." Many Assembly Democrats held meetings with local elected officials urging them to support new revenues and "lobby Republican legislators to support the sales tax increase to save public safety and other essential local services." The Assembly is expected to consider a budget plan on the floor today or Monday. While the details of the Assembly Democrats' plan are somewhat vague, it appears that the hit on local governments will be significant and on-going for 3 years. As with the Senate Democrats' budget package, cities and counties bare the brunt of the reductions, but special districts should take no comfort, as we are still in the budget writers cross-hairs and may realize cuts before this budget story is written in final form. Whatever the details of the Assembly Democrats' budget plan, if today or Monday, it will not pass.

SENATE CREATES FISCAL RESTRUCTURING COMMITTEE

Yesterday the Senate passed Senate Resolution #24 by Senate President John Burton. The resolution creates the Senate Select Committee on Fiscal Restructuring, composed of 10 members appointed by the Senate Rules Committee. The Committee **shall submit its report to the Senate, including recommendations for appropriate legislation, no later than August 18, 2003.** This will allow the Senate to consider legislation recommended by the Committee during the final 4 weeks of this year's session. The resolution states in part: **"Whereas, It is in the best interest of all Californians to create an aligned revenue and expenditure structure that guarantees the most efficient provision of quality services on appropriate levels of government, while fostering a business climate that sustains economic growth in order to improve the quality of life for all of our citizens..."** The resolution also states: **"The committee is authorized and directed to (a) review and assess the existing state and local governmental structure and revenue sources pertaining thereto; (b) consider alternative or restructured revenue sources that might provide**

more reliable funding on a state and local level; (c) identify constitutional and statutory mandates that might be modified to increase financial flexibility at the state and local level; (d) consider ways and means to improve the evaluation of program performance at the state and local level; and, (e) recommend policy initiatives that will resolve the structure deficit." Once the Senate Rules Committee appoints the members to the committee, it is anticipated that the committee will begin hearings immediately thereafter and meet during the summer to meet the August 18th report/recommendations deadline. The work of this committee **could** ultimately become more important to special districts than the state budget process. Stay tuned...

Report Your Local Outreach Progress

Remember to report your local outreach progress! The fight to protect local funding from state budget cutbacks continues. Building statewide influence begins at the local level, and we need your help! We hope you have taken the time to review your local outreach packet. This information was created to help direct your outreach effort as you begin meeting with community members to build a strong local presence. Please visit our website (www.csda.net) to access copies of the materials and to keep us up-to-date on your activities and the outcome of your meetings. To report your progress, simply click on the red bar at the top of CSDA's homepage and fill out the form. If you have any questions about this program, please contact Geoffrey Neill toll free at 877.924.CSDA or via email at gneill@csda.net.

If others affiliated with your district would like to start receiving this notice via email, or if you would like to stop getting these email updates please contact Geoffrey Neill at 877.924.CSDA or gneill@csda.net.

****This update is brought to you exclusively as a CSDA member benefit**
CSDA...keeping special districts informed!**

1215 K Street, Suite 930 * Sacramento, CA 95814
(916) 442-7887 * (916) 442-7889 fax
(877) 924-CSDA * www.csda.net

To: "MCLS/SLS/SSCLS Directors" <mclshq@mcls.org>
 Cc: "Susan McGlamery" <smcglamery@mcls.org>, "bchute" <bchute@mcls.org>, "bcusten" <bcusten@mcls.org>, "bgallardo" <bgallardo@mcls.org>, "cbonnefil" <carol@247ref.org>, "ccarlisle" <ccarlisle@mcls.org>, "hdaniels" <hdaniels@mcls.org>, "jlambert" <jlambert@mcls.org>,
 Subject: FW: NEWS FROM THE CAPITOL

-----Original Message-----

From: owner-calix@listproc.sjsu.edu
 [mailto:owner-calix@listproc.sjsu.edu] On Behalf Of Susan Negreen
 Sent: Thursday, June 26, 2003 5:24 PM
 To: CLA Listserve- CALIX
 Subject: NEWS FROM THE CAPITOL

June 26, 2003

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

FROM: Mike Dillon, Lobbyist; Christina Dillon, Lobbyist

RE: NEWS FROM THE CAPITOL

"WE ARE AT AN IMPASSE!" - SENATE UNABLE TO REACH AGREEMENT ON BUDGET

With California facing a July 1 fiscal deadline for passage of a state Budget, the Senate Democrat members on Tuesday and Wednesday placed an alternate Budget proposal before the body for vote. The new Budget bill, AB

1769-Oropeza is "double-joined" to a measure that would authorize the state

to levy a temporary one-half cent sales tax for the purpose of retiring \$10

billion in state bond debt. By "double-joining" the tax measure to the Budget, this would require that the Governor sign both bills in order for

them to become law.

Senate Budget Chair, Wes Chesbro (D-Arcata) presented AB 1769 on the floor

on Tuesday, and encouraged his Senate Republican colleagues to work cooperatively with the Democrats. He added, "We got in to this together,

and we need to get out of it together." Senate Republican Tom McClintock

(R-Thousand Oaks) countered, "For years, warnings about increased spending

by me and my colleagues were ridiculed, and ultimately ignored. We're told

this Budget is fiscally responsible and makes serious cuts. How is that

so, when we just tripled the car tax?" The Senate Republicans have been arguing for several months that they would prefer to see an additional 7 percent across-the-board cut in all departments, programs, and service areas, rather than tax increases. However, Senator Jack Scott, who Chairs the Senate Budget Subcommittee on Education Finance said that he wanted to "put faces on these cuts." He noted that if the Senate were to adopt the 7 percent across-the-board cut philosophy, it would equate to the denial of 35,000 potential students to the University of California system, and 25,000 to the CSU system - which is comparable to the entire CSU Long Beach campus. He added, "Do you want to create that kind of havoc?...I cannot, nor will not, support this kind of blood-letting." Senator Burton closed debate on Tuesday by stating, "This is where we are drawing the line to protect services." The Budget failed on a strict party-line vote of 24-14, with reconsideration granted for a future date.

Senator Dede Alpert then presented her measure, AB 1766, which is the one-half cent sales tax increase companion measure to the Budget. She explained that one of the major bond rating houses, Moody's, has told California that in order to protect the state's already downgraded bond rating, "we need 1) an on-time Budget, 2) a dedicated revenue stream, and 3) structural reform." Senator Alpert added that there was precedent for the temporary one-half cent sales tax increase, as a similar effort was launched in the 1990's after the Loma Prieta earthquake. She called California's massive Budget deficit a "fiscal earthquake. If you don't want this tax, we will need to cut \$2 billion this year, and for the next four years." The sales tax bill similarly failed on a strict party-line vote.

Then, on Wednesday, the Senate made a second attempt at placing the Budget bill and sales tax measure before the House. During this debate, tempers flared, frustration mounted, and Senate President pro Tem John Burton declared, "We are at an impasse!" Senate Republican Leader Jim Brulte expressed his concern that the Budget Conference Committee hadn't met in weeks and appeared to have no intent to do so, while a scheduled meeting between legislative leaders and the Governor (known as the "Big 5") had been cancelled, with no alternative dates proposed. Senator Martha Escutia (D-Whittier) said that she was concerned with what appeared to be a

"tyranny of the minority" approach by the Republicans, and added, "Right now compromise is not a two way street. It's a one-way street, apparently. It's called 'my way or the highway.'" The Budget again failed on a vote of 24-14.

When Senator Alpert presented the one-half cent sales tax bill again for a second time, she said, "I feel a bit like the main character in the movie 'Groundhog Day'." The bill failed on party lines.

When the Senate met this morning they passed a resolution to establish the Select Committee on Fiscal Reform, which will consist of ten Senate members, whose charge, according to Senator Burton, will be to address "ways to deal with the fiscal problems of the state and the relationship between state government and local government." The Select Committee will have a completion deadline of August 11th. Near the end of session, Senator Chesbro rose to remind his colleagues that the Senate is "five days away from the Constitutional deadline" to pass a state Budget. He noted that there was a "Senate Democrat plan in place, and I rise to insist, and implore my Republican colleagues to pass the Budget or offer solutions." Senator Tom McClintock rose to argue that with the Democrats plan, "every man, woman, and child will have to spend \$250 more to the state," as the Budget proposes approximately \$8.5 billion in new taxes and fees. Numerous Senators then subsequently rose to offer pointed comments, perspectives, and/or solutions regarding the impasse, but ultimately there was no meeting of the minds. The Senate will reconvene tomorrow at 8:30 a.m.

Meanwhile, in the Assembly, this week Assembly Democrats abandoned the Capitol and cancelled committee hearings for the purpose of holding a series of town hall meetings with local government representatives in various Republican strongholds throughout the state. Their goal was to encourage support of the speedy passage of a Budget and to lobby for a one-half cent sales tax. Republican press releases this morning said the Democratic effort, "turned out to be a bust - no big surprise." Amid this hostility, the Assembly plans to address the Budget bill tomorrow or Monday.

Susan Negreen, CAE

Executive Director
California Library Association
snegreen@cla-net.org
916-447-8541

-----calix-+
Views expressed on CALIX are the opinion of the sender and do not necessarily reflect the position of the California Library Association.

How to get off CALIX: Subscribers are strongly encouraged to keep abreast of CLA and California library news via this mailing list. To sign off from the list, send email to listproc@listproc.sjsu.edu with the following request: SIGNOFF CALIX or UNSUBSCRIBE CALIX in the body of the message. Make sure your subject line is blank and nothing other than the command is in the body of the message.

-----calix--

