

# System Reference Center

## Search Newsletter

March 2009  
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### SRC's Obit Search at SJPL now \$20

Effective March 1, 2009, the System Reference Center's fee-based search for the public increased from \$11.95 per search to \$20. Most orders for these microfilm searches of the San Jose Mercury News and the San Francisco Chronicle are placed via the online order form - [obit.systemref.org](http://obit.systemref.org).

The System Reference Center continues to search at no cost for obituaries in these two papers that staff of member libraries send as second-level research requests to answer questions from their own patrons. There is no charge to the requesting member library for any second-level reference question.

You can use the System Reference Center's [Obituaries and Death Notices](#) page to show your patrons how to find obituaries elsewhere in the Bay Area.

### System Reference Center Site Updates

The System Reference Center's [website](#) now has a search box.

### News You Can Use

#### Library Usage Up When Economy Down

To help you in making your case that reading and library usage go up in hard times, here are some references:

- American Library Association - [Public Library Funding & Technology Access Study](#)
- CBS Evening News - [In Recession, Libraries Are Booming](#) - Article and video

Librarians note that as more companies accept only online job applications, job seekers are applying on

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Tools to demonstrate the value of libraries

- [George Needham's ROI webliography](#)
- [Library Value Calculator](#) from the [Massachusetts Library Association](#).
- [Mountain View Library's calculator](#) - [Denver Library calculator example](#)

### **Free2 All Logo Released and Intranet Debuted**

The Free2 All Logo can be used in any library publicity; more information is on the [Free2 intranet](#). An instruction sheet for the intranet has been sent to all library directors. The intranet includes a blog where libraries can learn from one another by sharing their publicity activities. Ask your supervisor about obtaining a free account. Palo Alto City Library publicizes [Free2](#) by placing a live Free2 logo on every page of its [catalog](#).

### **ARRA 101 for Librarians**

Barbara Van Woerkom, librarian for National Public Radio, has pulled together links from the American Library and Special Library Associations to guide libraries and librarians in obtaining funds from the American Recovery and Reinvestment Act (ARRA). [Links](#).

### **California of the Past Digital Storytelling Grants**


These LSTA grants, administered by the California State Library, are for \$10,000 for digital storytelling equipment and training and support for implementing a digital storytelling program. The application deadline is May 4, 2009. [Details](#)

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### **Events and Training**

#### **Ruben Pola - Verbal Judo - April 23, 2009**

The BALIS Adult Services Spring Forum presents Ruben Pola, Director of [Chabot College Campus Safety](#), who will show how to talk with unruly and disturbed patrons and to prevent these interactions from escalating.

Thursday, April 23, 2009 - [Berkeley Public Library - Central](#)  
2031 Bancroft Way, 94704- 3rd Floor Community Meeting Room  
9:00am - 12:30pm - No charge, but registration is required  
[Registration](#) - [Program Flyer](#) 

For program information: Shani Leonards, Berkeley Public Library: 510-981-6132

#### **Mary Ross - Free2Be Engaged - April 29 and 30, 2009**

The Library Staff Development Committee of the Greater Bay Area is sponsoring its spring workshop, [Free2Be Engaged](#), for all library staff. [Mary Ross](#), noted trainer, will show you how to seize opportunities to learn and grow and to close the gap between what you want and what actually happens day-to-day at work. The workshop is repeated on different days to accommodate more participants.

Wednesday, April 29, 2009 - [Alameda County Library - Fremont](#)  
2400 Stevenson Blvd, 94538 - [Register for Fremont](#)

Thursday, April 30, 2009 - [Berkeley Public Library - Central](#)  
2031 Bancroft Way, 94704 - [Register for Berkeley](#)


8:30am - 9:00am - Reception  
9:00am - 1:00pm - Workshop  
Cost: \$45, to be invoiced to your library.

For program information: Suzanne Olawski, Berkeley Public Library: 510-981-6106

### **Michael Stephens - Practical Web 2.0 - Wednesday, May 6, 2009**

The SVLS Adult Services Spring Workshop presents Michael Stephens, Ph.D, newly appointed Assistant Professor at the Graduate School of Library and Information Science ([GSLIS](#)) at Dominican University, River Forest, Illinois, and author of the blog, [Tame the Web](#). He will discuss emerging trends and their impact on librarianship. The workshop is being hosted in two sessions on one day to accommodate more participants.

Wednesday, May 6, 2009 - [Santa Clara City Library](#)  
2635 Homestead Road, 95051 - Redwood Room  
Session 1: 9:00am - 12:00pm - [Morning Registration](#)  
Session 2: 1:30pm - 4:30pm - [Afternoon Registration](#)

Cost: \$25, to be invoiced to your library. [Program Flyer](#) 

For program information: Jane Botsford, Santa Clara City Library: 408-615-2907  
**Registration deadline: Friday, May 1, 2009**

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### **Reference Picks**

#### **Program Planning Calendars and "Day" and "Month" Events**

Publicity templates, educational tools, booklists, and program planning ideas are in each link. Some events lend themselves to collaboration with schools and community organizations. Use these events to highlight your databases and collections.

[Smithsonian Heritage Months](#) . [February](#) - [March](#) - [May](#) - [September](#) - [November](#)

[KQED Heritage Months](#) - [February](#) - [March](#) - [May](#) - [June](#) - [September](#) - [October](#) - [November](#)

[National Health Observances](#) from [Healthfinder.gov](#) - Observances, dates, and contacts

### **March**

Teen Tech Week - March 8-14 - [Helene Blowers list of 2009 "standouts"](#)

[Cesar Chavez Day](#) - March 31 - Activities: [Foundation](#) - [Service and Learning](#)

## April

[National Library Week](#) - April 12-18, 2009 - [Worlds connect @ your library](#) - [ALA Fact sheet, campaigns and logos](#) - [History](#) - [Publicity sites](#) - [April 12-Drop Everything and Read Day D.E.A.R](#) - [April 14-Library Workers Day](#) - [April 16-Support Teen Lit Day](#)

[National Volunteer Week](#) - April 19-25

[National Poetry Month](#) - [Poets.org](#) - [Read-Write-Think Links and Booklist](#) - [Scholastics Resources and Templates](#) - [Poetry.org](#)

[Alcohol Awareness Month](#) - [Berkeley Alcohol Awareness Month](#) - [Wirtz Labor Library Links](#)

[Jazz Appreciation Month](#) - [Smithsonian Jazz](#) - [KCSM Jazz 98 Community](#) - [San Jose Jazz](#)

National Car Care Month - [carcare.org](#) - [Drive Healthy for California](#) - [Auto maintenance from Car Talk](#) - [Matthew Six's Weblibliography](#)

[International Children's Book Day](#) - April 2, 2009 - [International Children's Digital Library](#) - [International Reading Association](#)

Holocaust Remembrance Day (Yom Hashoah) - April 21 - [U.S. Holocaust Memorial Museum](#) - [Nizkor Project](#) - [Survivors and Remembrance Project](#) - [United Nations Outreach Programme](#)

Earth Day - April 22 - [earthday.net](#) - [earthday.gov](#) - [California State Parks Volunteer project sites](#)

[Global Youth Service Days](#) - April 24-26 - [Youth Service America](#)

Dia de Los Ninos/Dia de los Libros - Children's Day/Book Day - April 30 - [California Bilingual Children's Literacy Project](#) - [REFORMA Resources](#) - [ALA Reading Lists and Press Kits](#)

## May

[Asian/Pacific Heritage Month](#) - [Library of Congress Links](#) - [National and California Parks Sites and Events](#) - [LII Links](#)

[Get Caught Reading Month](#) - [ALA-ALSC Partnerships Links](#) - [Children's Book Week](#) - May 11-17

[National Bike Month](#) - [Bay Area Bike to Work Day San Francisco/San Jose Bay Area](#) - May 14, 2009 - [Bike2Work Santa Cruz, Monterey, San Benito Counties](#)

Health Observances - [Clean Air Month](#) - [Mental Health Month](#) - [Older Americans Month](#) - [National Senior Adult Fitness Day](#) - May 27

[Cinco de Mayo](#) - May 5

## June

Flag Day - June 14 - [Library of Congress](#) - [Flag.org](#)

[World Music Day / Fete de la Musique](#) - June 21 - Local details in *May Search - Palo Alto* - Performer's deadline is May 8, 2009.

LGBT Pride Month - [San Francisco LGBT Pride 2009](#) - June 27-28, 2009

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## News from Our Members

### San Francisco Public Library's Project Read's Award

The [Public Library Association](#), a division of the [American Library Association](#), has awarded the 2009 [Advancement of Literacy Award](#) to [Project Read](#) at the [San Francisco Public Library](#). Project Read is supported by [California Library Literacy](#), a program of the [California State Library](#). This prestigious national award will be presented at the American Library Association's [annual conference](#) in Chicago this summer.

See what other member libraries are doing to promote literacy at [Bay Area Literacy Activities by member](#)


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If your library has interesting statistics or press releases, please share them with your staff, post them on committee listservs, and send them to [Mary Beth Train](#) for inclusion in *Search*. One good idea begets another!

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[www.systemref.org](http://www.systemref.org)

- For libraries to submit an article or a suggestion for *Search*, email Mary Beth Train at train-AT-plsinfo-DOT-org.
- Find *Search* archives at [Search Newsletters](#).
- We're part of the Library!
  - [Bay Area Library and Information System \(BALIS\)](#)
  - [Peninsula Library System \(PLS\)](#)
  - [Silicon Valley Library System \(SVLS\)](#)
  - [Monterey Bay Area Cooperative Library System \(MOBAC\)](#)
- To send a Second Level reference request:
  - [Web form](#)
  - Email us at info-AT-plsinfo-DOT-org
  - Fax: (650) 349-5089 or (800) 505-5583
  - Phone: (650) 349-5538 or (800) 644-6244
- [System Reference Center Flyer](#)  Use for staff orientation and training.

#### Who we are:

- Linda Crowe - Executive Director, BALIS/MOBAC/PLS/SVLS
- Mary Beth Train - *Search* Editor
- Angel Kao - Program Assistant

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