

Access

Your Library's
Contribution
to the Community
December

Published by the Library of Michigan

December 2002 Issue Volume XX NO. 6 ISSN 1051-0818

In This Issue:

*Happy
Birthday,
MeL!* 2

*State
Librarians
Excellence
Award
2002* 4

*The
Michigan
Film
Office* 8

MeL Database RFP Update

by Jo Budler, Deputy State Librarian

Sixteen vendors responded to the RFP issued by the Library of Michigan in August 2002 for databases to be included in MeL (formerly known as AccessMichigan). On November 4, these bids were opened at a public meeting.

The evaluation process begins

Eighty-nine librarians have volunteered to review the more than 100 databases included in the bids. There are 17 subject areas: bibliographic, biography, business, career, education professional, fine arts, genealogy, general academic, general interest, general news, grades 7-12, health, grades K-6, law, literature, sciences and social sciences. These subject areas were created based on information gathered from feedback groups held around the state in the spring of 2002. At these feedback groups, librarians from all types of libraries gathered to discuss their information needs and name specific areas they would like to see included in the MeL databases.

Each subject area has a team of librarian reviewers assigned to it. Each team member is charged with evaluating all of the databases in his or her subject area and completing an evaluation form for each database. This information will be aggregated at the end of the review process.

Who is on the review teams?

There is wide representation on the MeL database review teams. The representative breakdown is as follows:

Public libraries - 21

Class 2 - 1

Class 3 - 2

Class 4 - 1

Class 5 - 8

Class 6 - 9

Schools (K-12) - 23

Community Colleges - 6

Colleges and Universities - 21

Special libraries - 17

Library cooperatives - 1

When will it end?

The database reviewers will have until mid-January to complete their evaluations. At that point, the aggregated evaluation of each database and the pricing will be combined for further evaluation. An announcement regarding the database package will be made at the end of March 2003. Subscriptions begin October 1, 2003.



Notes from the State Librarian

Along with a number of other state librarians, I recently had the opportunity to visit the media lab at MIT in Cambridge, Mass. It probably goes without saying that MIT is a fascinating place, but to witness the energy and progress that are routine there is truly an amazing experience — one I wish every one of you could enjoy.

Our tour director at the media lab said the staff there is currently working on 250 groundbreaking projects. He also gave us the startling prediction that we can expect to see more technology breakthroughs in the next five years than we've witnessed in the last 30!

One of the graduate projects we observed was called "intelligent photo retrieval using common-sense semantics" and it involved the newest generation of artificial intelligence (www.media.mit.edu). Through a collaborative process of feeding semantically important concepts, i.e. common-sense information, to a databank, a computer will be able to make contextual deductions. For example: when it is cloudy, it may rain.

The project we saw included the sorting of digital pictures. A student demonstrated that, by using common-sense semantics, he could easily create and sort a digital photo album from a virtual "shoebox" of hundreds of pictures. He typed: "In September, I went to a wedding in San Francisco" and the computer found and sorted out the appropriate wedding pictures in his database. By simply using contextual clues from the phrases "wedding" and "San Francisco," the computer was able to make reasonable judgments about which pictures should or should not be included.

I was excited to learn about MIT's remarkable project, one that will have relevant applications as we offer greater amounts of digitized library information. And if, as predicted by my friend at MIT, we do see that incredible number of technology breakthroughs over the next five years, hang on to your hats! Library service is going to go in directions we can't even begin to imagine.

Happy holidays,

Christie

Want To Do Something Good for Libraries? Be Part of an LSTA Peer Review Team!

by Jolee Hamlin, LSTA/USF Library Specialist, Library of Michigan

Last year, the Library of Michigan began a new review process for LSTA grant proposals. Peer review teams were formed, and each team reviewed approximately 15 proposals in their entirety. The process worked so well and was so well received that we are going to use it again this year! We are looking for peer reviewers to serve on review teams for the upcoming FY 2003 grant applications. This is an exciting opportunity to make an impact, to work closely with colleagues from around the state and to see what goes into a good grant application and project.

Teams will be made up of individuals from various types of libraries, locations and backgrounds, all with the unified goal to read and evaluate LSTA applications based on their merits. A score sheet published in this year's grant handbook will guide these efforts. If you are interested in serving, please e-mail Jolee Hamlin at jhamlin@michigan.gov or call her at (517) 241-0021.



Happy Birthday, MeL!

by Sue Davidsen

Anniversaries are an opportunity to reflect on accomplishments, challenges met and challenges looming over the horizon. In any project, we hope that there are many accomplishments, that challenges were met with stunningly elegant solutions and that the problems over the horizon are small and, if not, that they can be dealt with by the next director!

The Michigan eLibrary celebrates its 10th anniversary this year. It seems like only yesterday that MeL was a sleek black NeXTStation on my desk at the University of Michigan Library. I remember hearing a scratching sound every time it would serve up a file to someone looking for information off its hard disk. That computer also served as my personal workstation, where requests for information and my need for word processing a monthly report or writing and e-mailing the latest issue of *MLink Newsbytes* had to share.

MeL began life as an Internet gopher. A creature created by Big Ten rival Minnesota, a gopher would go out on the Internet and “go fer” stuff. In 1992, the MLink project at the University of Michigan Library opened what was then known as GoMLink. MLink provided the public libraries of the state of Michigan with reference services. As the librarians working in MLink began to rely on more information from the Internet, we wanted to find a way to make that information directly accessible to the librarians of the state. Internet gopher software was the answer to our need. It was easy to set up and maintain and easy to use, so easy to use that GoMLink quickly became a favorite of end users. We collected URLs of sites across the Internet that held useful information, from federal government files to clips of presidential speeches at Michigan State University’s Vincent Voice Library, and, of course, the ubiquitous weather sites.

GoMLink was arranged like a brick and mortar library. Most of the original arrangement still remains in the Internet by Subject portion of MeL. In 1993, I had a lengthy conversation with a graduate student at Stanford named Jerry Yang. He was interested in how we arranged our gopher into subject categories. The short answer was “that’s what librarians do – we organize information.” Yahoo! founder Jerry Yang went on to build from GoMLink’s arrangement, and Yahoo! still hires librarians to provide their classification.

In 1995, we made the decision to migrate GoMLink from gopher to the World Wide Web, and we began our fruitful relationship with the Library of Michigan. The state library provided the funding for the new Michigan Electronic Library, while the University of Michigan Library provided the administrative and collection management expertise. With the new infusion of funds, we were able to hire librarians as subject specialists, a model MeL still uses today. These specialists review and select Web sites that meet standards and criteria set when MeL was first created in 1995. They also answer reference questions and review their sites for

continued accuracy and timeliness (something a link checker can’t do!). Merit Network provided the server expertise, since the popularity of MeL meant I could no longer happily e-mail and word process while serving information to the world!

Throughout the history of MeL, one philosophy has been paramount – to provide online information resources to the people of the state of Michigan through their local libraries. In 2000, MeL spread its wings and left its nest at the University Library, merging with AccessMichigan to form the Michigan eLibrary. Fans of MeL include the Governor of our state and about 330,000 visitors per month. Stable funding from the state is key to its success and shows a level of commitment that other states have yet to meet.

MeL has transcended the University of Michigan and the Library of Michigan and now belongs to the librarians of the state of Michigan, who, in turn, give it to their patrons – a gift for the people of the state of Michigan to usher in the Information Age.

GoMLink and the Michigan Electronic Library were created by Sue Davidsen, Dick Hathaway, Debbie Gallagher, Metta Lansdale and a host of other librarians. Sue Davidsen is frequently credited with being the “Mother of MEL” and currently serves as the Associate Director for Academic Outreach and Practical Engagement Programs at the University of Michigan School of Information.

Dear MeL,

I can't believe how you've grown! It seems like only yesterday I was cleaning up your hard drive. Miss you, but delighted to hear you got a permanent job with the state. Don't forget to update your firewall software and backup every night!

*Love,
Mom*



A Different Paradigm:

Genesee District Library Wins State Librarian's Excellence Award 2002

by Sarah Watkins, Former Executive Director, Library of Michigan Foundation

The staff and board members of Genesee District Library in Genesee County decided that they would *take the library to the people*, and that's just what was accomplished with their 19th location in the Genesee Valley Center. This innovative "library of the future" won the State Librarian's Excellence Award for 2002. Library Director Val McNiff said, "We are taking it to the people and they love it!" As she accepted the crystal award and a check for \$5,000, McNiff said, "We are thrilled, just thrilled. We can't thank you enough."

Judy McNally, director of the Fremont Area District Library, accepted a Citation of Excellence on behalf of the library. This excellent library received its citation for working effectively to meet the needs of the community, its unfailing willingness to go above and beyond and its longstanding reputation as a library that "delivers on its promises."

Northern Michigan University's Lydia M. Olson Library in Marquette also received a Citation of Excellence. Darlene Pierce, Dean of Academic Information Services, accepted the award on behalf of her library. The Olson Library was cited for its vibrant, professional contributions, for the exemplary teamwork of its staff and for its team of librarians' courage under fire.

Congratulations one and all!

The State Librarian's Excellence Awards 2002 were presented on Thursday, October 31, at the State Librarians Excellence Luncheon during the annual Michigan Library Association conference. Christie Pearson Brandau, State Librarian, presided over the luncheon and presented the awards.

The State Librarian's Excellence Award is a program of the Library of Michigan Foundation and is provided annually to a Michigan library that best exemplifies excellence in customer service.



L-R: HAL Director William Anderson, State Librarian Christie Pearson Brandau, Margaret Auer of the University of Detroit Mercy and HAL Deputy Director Mark Hoffman



Harpist Rebecca Somsel

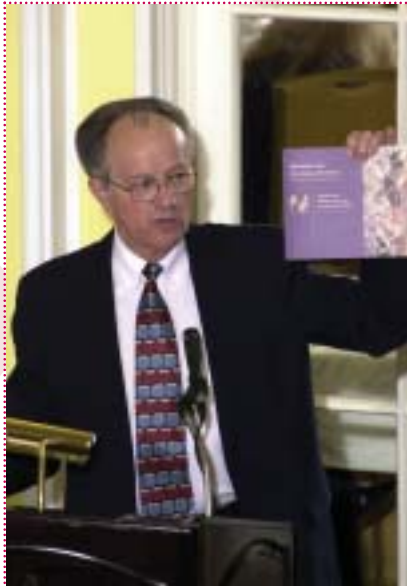
** Photos by Chuck Heiney Photography*



Genesee District Library Director Val McNiff and State Librarian Christie Pearson Brandau



State Librarian's Excellence Luncheon



HAL Director William Anderson



State Librarian Christie Pearson Brandau and Darlene Pierce, dean of academic information services at Northern Michigan University's Olson Library



L-R: Fremont Area District Library Director Judy McNally, State Librarian Christie Pearson Brandau and Jane Reath, president of the Fremont Area District Library Board of Trustees



L-R: Vice-Chair of the Genesee District Library Board of Trustees Doris Eastman, State Librarian Christie Pearson Brandau, GDL Director Val McNiff and Pat Paris, GDL Board of Trustees



L-R: Genesee District Library Director Val McNiff, State Librarian Christie Pearson Brandau and GDL staff members Carolyn Nash, Mary Higginbottom, Pat Peterson, Carol Warren, Trent Smiley, Christine Yurgaites and Ron Long

A Library's Contribution to Its Community

by Celia B. Morse, Director, Berkley Public Library

Last fall, I attended a workshop sponsored by the Library of Michigan called "Your Library's Contribution to your Community." The workshop was based on a manual developed by the Southern Ontario Library Service to help Ontario libraries respond to provincial tax cuts by demonstrating their social and economic worth to their communities. The manual suggested several methods to measure the library's economic impact on the business community and included sample surveys. Since nonresident use of the Berkley Public Library is approximately 40% of our total circulation and has been a concern both to the library board and city council, I decided to try to determine if the nonresident users had a positive impact on local businesses by using one of the surveys.

During January, February and March of 2002, all nonresident library patrons were asked to fill out a brief survey, asking if they also visited any Berkley businesses when visiting the library, and on average, how much they spent per month in Berkley businesses. We received about 300 responses to the survey and discovered that 80% of the nonresidents who use this library visit a Berkley store or business at the same time and spend an average \$70.11 per month. Twenty-seven percent of these people said they would not shop in Berkley if they were not also using the library, and that group spends an average \$73.49 per month. What does this mean for Berkley businesses? The library loaned materials to over 900 nonresidents in May. If 80% of them also stopped to shop as the survey results indicate, those 725 people spent over \$50,000 in Berkley stores and businesses. The 27% (or 195 people) who said they wouldn't be spending money in Berkley if they weren't using this library spent over \$14,000. Over the course of a year, the library's nonresident borrowers contribute over \$600,000 to the business community, and over \$170,000 of that money wouldn't be spent here if those people were not also using this library. The results of this survey clearly demonstrate that Berkley's businesses benefit from the library's nonresident borrowers.

The city of Berkley has been struggling to revitalize an aging downtown, and the city planner and city council were very interested in the survey results. This has made the library's high nonresi-

dent circulation much more palatable to the city administration and to the library board as well. Clearly, a strong public library benefits the community in many ways. By using what I had learned from the workshop, I was able to turn a potential liability (our high nonresident usage) into an asset and demonstrate a link between the library and the business community that the city administration had not previously considered.

Library Gifts: Criteria for Acceptance

by Kyle Ripley, Reference Assistant, Library of Michigan

The holiday season often brings out the charitable nature in our patrons in the form of gifts. As valuable as they can be, however, gifts can also add a burden to your library. The staff time spent processing materials can sometimes be overwhelming. This can include determining the value of the gift to the library by searching the collection to determine potential replacement needs, physical processing and sending thank-you letters. Disposal itself can be time-consuming. Libraries may offer unwanted gifts to other institutions, which may involve creating a list of titles of offerings, organizing a book sale, recycling or disposing them. Although cash donations are not as burdensome, they still require at least a thank-you letter and acknowledgement to the donor of how the money will be used.

Despite the drawbacks listed above, the majority of libraries do accept gifts, and their criteria for accepting these gifts have several common threads. First, materials must fall within the guidelines of the collection development policy. Second, selectors make the final decision on the addition or disposition of gifts. Finally, libraries reserve the right to refuse gifts, and their policies state what they will or will not accept. Examples of unacceptable gifts may include: *Reader's Digest* condensed books, textbooks, magazines, any materials that are in poor shape (i.e. broken spine, moldy, missing pages), photographs of donors or honorees or special plaques and special collections that prevent integration into the general library collections. The policy may also state that the gift may be disposed of in the future as part of the regular weeding practice.

Libraries provide a brief written form to donors that explains the library's donation policy. Each

form also requests the donor's contact information, so a letter of appreciation and acknowledgement may be sent. Some libraries may have designated drop-off areas and try to make arrangements in advance for donations of large offers in boxes. Books are not appraised, but some libraries will offer a receipt form with the library letterhead for tax purposes. Many offer bookplates with the donor's name, unless the donor requests anonymity.

Cash donations are also included in a library's donation policy. Donors wishing to have specific materials added to the collection using their donation are advised that these gifts are subject to the same criteria as materials. Libraries offer bookplates to be placed in the materials purchased with the donor's gift. The plates may list the donor's name or another person specifically designated by the donor in memoriam or for other reasons. The library director typically handles large cash donations for furniture, large collections or equipment. Large cash donations may warrant a special plaque on a wall in the library, a free membership in the library Friends group or some other form of public acknowledgement.

Gifts to libraries, be they materials or cash, are wonderful ways for patrons to demonstrate their appreciation for their library. The gifts can either add more valuable materials to the collection or add much needed funds to the budget. Our gracious acceptance and appreciation of their donations can help create a better relationship with the local community.

Web Site-ings

by Kyle Ripley, Reference Assistant, Library of Michigan

December Holidays Around the World

A to Z Teacher Stuff Network: December Holiday
<http://www.atozteacherstuff.com/themes/winterholidays.shtml>

African-American Holiday Association
<http://www.aaha-info.org/>

Boxing Day
<http://www.web-holidays.com/boxing/>

Christmas Traditions Around the World
<http://www.santas.net/aroundtheworld.htm>

Christmas.com
<http://www.christmas.com/>

First Night (New Year's Eve)
<http://www.firstnightintl.org/default.asp>

Hanukkah
<http://www.holidays.net/chanukah/>

History of New Year's Eve at Times Square
http://www.timessquarebid.org/new_year/History.htm

Holidays on the Net
<http://www.holidays.net/>

Official Kwanzaa Web Site
<http://www.officialkwanzaawebsite.org/>

St. Stephen's Day
<http://www.noblenet.org/year/ststephen.htm>

Teachervision.com: December Holidays
<http://www.teachervision.com/lesson-plans/lesson-6609.html>

Twelfth Night
<http://www.novareinna.com/festival/twelfth.html>

Winter Solstice Celebrations Around the World
http://www.religioustolerance.org/winter_solstice.htm

Winter Solstice
<http://www.candlegrove.com/solstice.html>

Yule Celebration
<http://www.orkneyjar.com/tradition/yule/index.html>

****Bizarre Holidays**
<http://library.thinkquest.org/2886/dec.htm>

***Not your traditional December holidays, but kind of fun.*

Trustees Corner

by Dragomir Cosanici, Library Law Specialist, Library of Michigan

District Library Law Amendments

The District Library Establishment Act, Public Act 24 of 1989, has been amended by the enactment of Public Act 540 of 2002. This brief article highlights the two substantive changes to the District Library Establishment Act. The first modification provides established district libraries with the option of changing the number of mills authorized by the voters of the established district in order to attract new participating municipalities. The second amendment deals with the possibility of district library consolidation in only one county in Michigan.

Public Act 540 has amended Section 25 of the District Library Establishment Act, MCL 397.195, by allowing established district libraries to change the rate of their existing district library millage. Both partial and whole municipalities are eligible for annexation under the terms of this amendment. The district library boards, as well as the existing participating municipalities, must approve the addition of a new municipality in order to successfully amend the existing district library agreement.

Next, the change in the number of mills to be levied in the district library is contingent on approval by a majority of the voters of the new municipality, as well as the majority of voters in the existing district library. Finally, the defeat of the proposal submitted to the voters does not have any effect on the previously authorized district library millage. As of the date of this article's publication, no district libraries have utilized this amendment to attract a new participating municipality.

The second substantive change to the District Library Establishment Act is the addition of Section 25a, MCL 397.25a. This section is limited to counties with a population of 400,000-500,000 as of July 26, 2002; hence it only potentially affects Genesee County.

This section bypasses the veto power of the district library board. It provides for consolidation of at least two district libraries if approved by a majority of voters who reside in the geographical boundaries of both district libraries. The section also provides that the participating municipalities in the consolidated district must include at least

one participating municipality from each of the considered district libraries. In addition, the county must be a participating municipality in the new consolidated district.

A majority of voters of each participating municipality in a district library included in the consolidation must approve the establishment of the consolidated district if a district-wide tax is already approved. This contemplated consolidation of at least two district libraries in Genesee County never came to fruition.

We at the Library of Michigan are diligently working to keep Michigan libraries up to date on any new developments or amendments concerning laws that affect public libraries. Look for more information in *Access*. Please also watch for announcements on *michlib-l*, from the Michigan Library Association and from your library cooperatives. For any questions or comments, please contact the Library of Michigan's library law specialist, Dragomir Cosanici, at (517) 373-1299.

The Michigan Film Office: Putting Michigan in the Movies

by Casey Kremers,
Department of History,
Arts and Libraries



Michigan film Office

The Michigan Film Office, part of the Department of History, Arts and Libraries (HAL), was created in 1979 to assist and attract incoming production companies and to promote the growth of our indigenous industry.

The office, located in the Michigan Library and Historical Center, provides a range of services:

- location photographs - from the Film Office files or shot to order
- help with location procurement and clearance
- response within 48 hours in most cases
- liaison with local/county/state government

- contacts with business, institutions, neighborhoods, churches, farmers and UFOs (no permit requirements)
- production - pre to post
- crew, equipment, talent, unions, weather stats, studios, lab
- where to stay, where to shop and what to eat

"I'm basically a one-person shop. The Library of Michigan has been a terrific asset, something I'd not expected prior to the formation of HAL. The research services, in particular Ask a Librarian, have helped me do a better job multiple times," said Film Office Director Jan Lockwood. "I believe this office has an advantage over many of the other 49 state film commissions because I have such wonderful access to a great state library. Film offices work with stars, and the stellar Library of Michigan staff fit in beautifully."

Lockwood will get some additional help from the new Film Advisory Commission, created by legislation signed by Governor Engler in July. The commission will assist the Film Office in promoting the state's film, television and video production industries and attracting media business to Michigan.

"Michigan has all the assets needed to attract production business – spectacular locations, great crews and facilities, lower overall costs than either coast," said Lockwood.

The unique Michigan features that the Film Office touts as reasons our state is such a great place to produce a movie or a commercial include: over 3,000 miles of coastline - more than the entire Eastern seaboard; 11,032 lakes, 36,000 miles of rivers and streams; hundreds of thousands of acres of forest, including virgin pine; 19 wineries, 12,500 acres of vineyards; farms; Mackinac Island; Isle Royale; sand dunes and the best golf courses in the world. Or, as the office's Web page puts it, "Everything, except really high mountains and palm trees."

Among the 80-plus features filmed in Michigan are *Anatomy of a Murder* (1959), *The Evil Dead* (1982), *Beverly Hills Cop* (1984), *Midnight Run* (1987), *Presumed Innocent* (1989), *Die Hard II* (1990), *Hoffa* (1992), *Grosse Pointe Blank* (1997), *Out of Sight* (1998) and *8 Mile* (2002).

Michigan ranks 21st among the states in the film business and in the top 10 for production of commercials. The state hosted seven film shoots in 2001, resulting in an estimated economic impact of approximately \$20 million.

To contact the Michigan Film Office, call (800) 477-3456 or e-mail jlockwood@michigan.gov. Visit the office's Web page at www.mi.gov/hal.

Librarians in the Movies

Speaking of movies...have you ever pondered how librarians are portrayed on film? Is there such a thing as the typical movie librarian? "Librarians in the Movies," an annotated filmography maintained by Brigham Young University's Harold B. Lee Library, examines those very questions. It lists over 400 Hollywood productions that include a library or librarian in some significant or memorable way.

For example, the 1980 film *Somewhere in Time* (which, incidentally, was also shot in Michigan, on Mackinac Island) is listed with the following description:

"Christopher Reeve falls in love with a girl in a photograph. A librarian (Noreen Walker) helps him find information about her. At first, she isn't very helpful — she tells him there is more information in the back, but she is just going to lunch — but he persists and she goes off to find it for him."

Check out this interesting site at www.byui.edu/Ricks/employee/raishm/films/introduction.html.

The Right Man for the Job is Rossman: Kelly Rossman-McKinney – Radiant, Generous and Too Cool!

by Sarah Watkins, Former Executive Director, Library of Michigan Foundation

When Kelly Rossman-McKinney enters a room, heads turn. A tall, slender, strikingly attractive woman, she has an aura of self-confidence and vitality that demands attention. And if her mere presence doesn't get your attention, then the woman behind it will! Kelly Rossman-McKinney speaks her mind and pushes others to do the same. Say something she likes or come up with an acceptable idea, and you'll be rewarded with an acknowledging comment of "too cool." A one-time standup comedienne, Rossman-McKinney's sharp



wit makes her the center of any gathering and ensures that everyone will have a good time while working hard.

Kelly Rossman-McKinney, president and CEO, is a self-made woman. A magna cum laude graduate of Wayne State University, she is a nationally accredited public relations counselor and certified crisis communicator. She started K. Rossman Communications in 1988 and built it from a one-person home business to the nationally recognized firm of Rossman Martin & Associates within a few years. Kelly is a super achiever who knows from personal diligence what it means to create a business and lead it to success. State Librarian Christie Pearson Brandau says, "One of Kelly's greatest strengths is her ability to think outside the box. She is a topnotch idea person and one whose energy and enthusiasm I admire."

Janet Lockwood, the director of the Michigan Film Office and a friend of Rossman-McKinney for nearly 25 years, says three words come to mind when she thinks of Kelly: "bold, beautiful and birthday," explaining, "Kelly and I were both October babies, and we celebrate together." In addition to their friendship, Lockwood respects Kelly's "facile mind, her sense of humor [which Lockwood shares and can also get Rossman-McKinney in trouble] and her tenacity." Lockwood states emphatically, "Kelly can be counted on to stand by her friends. Her steadfastness is an invaluable attribute."

A long time Library of Michigan Foundation board member, Kelly left the Foundation board in 2001, but not before completing her role as chair of the committee to complete the funding for the Martha W. Griffiths Michigan Rare Book Room and herself pledging a generous lead gift as a challenge for others to follow. Kelly recruited Paula Blanchard and Jennifer Granholm to join her in asking women across Michigan to add their support to complete Martha's Room.

Mark Harris, director of marketing and chief communications officer for Genesys Health System and a Foundation board member, says, "Kelly is knowledgeable, enthusiastic and dedicated. She can cut to the chase better than anyone I know. If I were entering into negotiations where you clearly need to identify your needs against your wants, I'd want Kelly on my team. She can be counted on to make things happen."

Kelly recently fulfilled her pledge to the Martha's Room Campaign. It's just one more

achievement in a list that amazes. In 1997, Kelly was recognized as one of Michigan's Most Influential Women and selected as one of the top 25 women business owners by the National Association of Women Business Owners. Then in 1999, she was named to the *Lansing State Journal's* "100 People to Watch This Century."

In 2001, under Rossman-McKinney's leadership, Rossman Martin & Associates was recognized as the Lansing Regional Chamber's Outstanding Small Business of the Year. Most recently, Rossman-McKinney was inducted into the Public Relations Society of America College of Fellows, a prestigious distinction honoring just over 400 public relations practitioners nationwide for excellence in the profession.

The phrase "You've come a long way, baby" could have been created with Rossman-McKinney in mind. She's a centerfold for professional savvy and tenacity. Starting as an associate producer of television programs at Channels 4 and 50 in Detroit, Kelly quickly moved into state government, working as a legislative assistant in the House and Senate, swiftly gaining knowledge and insight into how state agencies interact with the legislature and how the legislature functions. Later, she gained valuable policymaking experience through jobs in the Office of the Governor and the state departments of Commerce and Labor. These work experiences also taught her how to work successfully with the media and developed a heightened understanding of the internal communications needs of large organizations – two insights that proved invaluable as she set about making her own small business a celebrated success.

Kelly Rossman-McKinney isn't all business, though. With three children under the age of twelve and one in his twenties, she's a busy mother who delights in her family. When she talks about her kids and tells you that they are great, you know that her depth of caring goes way beyond average. Of course, this isn't surprising because there is nothing average or ordinary about Kelly Rossman-McKinney. She's one of those rare creatures that makes one feel extraordinary just to be in her company. She gives 110% to everything that she is a part of – home, family, friends and work. That's the same level of commitment she's given to the Library of Michigan Foundation through her generous gifts of professional advice and financial support.

Southfield Reads! Aims to Put Community in Records Book

Southfield Reads! is a new initiative to encourage reading in Southfield and Lathrup Village. Along with the City of Southfield, 46th District Court, Southfield Public Schools, Southfield Community Foundation, Southfield Chamber of Commerce, *Southfield Eccentric* and many other organizations, the Southfield Public Library (SPL) is playing a pivotal role in spearheading this new initiative. The primary goals are to celebrate Southfield's new public library, promote Southfield as a diverse, caring community that reads, highlight the quality of Southfield schools and increase residential and business participation in the city and its schools.

In the first year of this initiative, the focus is a challenge to those who work and live in Southfield and Lathrup Village to read one million books by October 1, 2003. This will earn Southfield a listing in *The Guinness Book of World Records* and make Southfield the Reading Capital of the World. The City of Southfield will maintain the database where participants can register their reading, available at www.southfieldreads.org.



RRREAD IT! Gives Books to Medical Clinics

All the studies show that reading to young children is beneficial. In an effort to get books where the children and parents are, the Friends of the Lansing Libraries have donated collections of twenty-six picture books to ten free and low-cost medical clinics in the city.

Jean Bolley, librarian at Foster Library, suggested the program to the Friends, chose the books and serves as contact person with the clinics. "We know there are many children who don't get taken to the library," she says, "but they do visit medical clinics. By providing quality children books in a situation where there may be a long wait, we hope to encourage parents to read to their children."

The Friends provided funding for library bound picture books, bookplates to go in each book and a brochure giving library information and highlighting the benefits of reading to young children. The brochure and some of the books were also provided in Spanish. The program, RRREAD IT!, has been favorably received by the staff and clients of the clinics.

To learn more about Rossman Martin & Associates, visit their website at www.rossman-martin.com. Rossman Martin is the recipient of two national Silver Anvil Awards, the highest honor given for public relations excellence in the country. In 1996, Rossman Martin was the only Michigan firm to receive this distinction and the only independent firm in the nation to win two Silver Anvils that year.



Your 2002 Access Team: Back row - Kyle Ripley, Tim Watters, Casey Kremers, Jo Budler, Linda Neely, Andrew Wilson, front row - Becky Cawley and Karrie Waarala. Not pictured, Marnie Elden and Jennifer Houseman.

PRINTED BY AUTHORITY OF: ACT NO. PA 540 1982
TOTAL NUMBER OF COPIES PRINTED: 4,500
TOTAL COST: \$3,129.00 COST PER COPY: \$.69

03047
12/02



If you have a news item you would like to contribute, please contact Casey Kremers at 517-373-5578 or email: ckremers@michigan.gov.

**Library of Michigan
State Librarian**

Christie Pearson Brandau

Deputy State Librarian

Jo Budler

Graphic Design/Layout

Marnie M. Elden

Contributing Writers:

Christie Pearson Brandau, Jo Budler, Dragomir Cosanici, Sue Davidsen, Jolee Hamlin, Casey Kremers, Celia Morse, Kyle Ripley and Sarah Watkins

Library of Michigan Board of Trustees

William Anderson, Director of HAL; Christie Pearson Brandau, State Librarian; Elaine Didier; Thomas Genson; Bettina Graber; Cliff Haka; Gayle Spearman-Leach, Elaine Logan; Frances Pletz; State Representative Jack Minore (D-Flint); John J.H. Schwarz, M.D., State Senator (R-Battle Creek); Alma Wheeler Smith, State Senator

(D-Salem Township); State Representative Gerald Van Woerkom, (R-Muskegon); Chief Justice Maura Corrigan represented by Barbara Bonge

**Library of Michigan Foundation
Executive Director**

Vacant

Foundation Board of Directors

Albert F. Zehnder, President; Carl English, Vice President; J. Lawrence Lipton, Treasurer; Christie Pearson Brandau, State Librarian; Glen L. Bachelder; Sen. Dan DeGrow; Beth D. Fitzsimmons, Ph.D.; Mark A. Harris; Mark Hoffman; Rep. Rick Johnson; Mary McCormack; Thomas J. Moore; Tiffany L. Patzer; Frances H. Pletz; Gail Powers-Schaub; David A. Spencer, Ed.D.; Tim Swope, David Tate and Honorary Members: Michelle Engler - First Lady; Frank D. Stella; Richard D. McLellan, Emeritus Founding President

The Library of Michigan is part of the Department of History, Arts and Libraries. Dedicated to enriching quality of life for Michigan residents by providing access to information, preserving and promoting Michigan's heritage,

and fostering cultural creativity. The department also includes the Mackinac Island State Park Commission, the Michigan Council for Arts and Cultural Affairs, the Michigan Film Office, and the Michigan Historical Center.

This publication is available in an alternative format: Braille or audio cassette. Please call 517-373-5614 for more information.

Department Director

Dr. William M. Anderson

Deputy Director

Mark Hoffman

Access (ISSN 1051-0818) publishes information about the Library of Michigan and its activities plus other materials of interest to the Michigan library community. Please direct comments or questions to:

Casey Kremers, Communications Specialist

Dept. of History, Arts and Libraries

P.O. Box 30738 • Lansing, MI 48909

Phone 517-373-5578 or fax 517-373-5700

TTY: 517-373-1592 or the Michigan Relay Center:

1-800-649-3777

**Would you like
to receive
Access ?**
Return this form to:
Jennifer Houseman
Department of History, Arts
and Libraries
P.O. Box 30007
Lansing, MI 48909

Name _____
Position _____
Company _____
Business Address _____
City State Zip



Library of Michigan
Department of History,
Arts and Libraries
702 West Kalamazoo St.
P.O. Box 30007
Lansing, MI 48909-7507
www.michigan.gov/hal
Phone: 517-373-1300

**PRESORTED
STANDARD**
U.S. Postage
PAID
Lansing, MI
Permit No. 1200