

From the Director



I hope all of you are doing well in these uncertain times. It seems like most of my communications right now are questions about reopening libraries. Questions about when, and how to do it best. I'll try to

give you some general advice here – but please do feel free to contact me if you want to work through some more specific suggestions.

Overall, I strongly suggest that any reopening process is done in steps. Don't just go back to normal right now. The reasoning is so that it would be easier to step back a little bit if a flare up happens in your community instead of going through a whole shut down process again.

You need to see where your community is at. Those closer to current hot spots will see more restrictions. If you want to see the current Directed Health Measure (DHM) for your county – you can view them at <http://dhhs.ne.gov/Pages/COVID-19-Directed-Health-Measures.aspx>

Again, focus on your community and those around you. At the time I write this - there is no national or state level mandate to either open or close. Look at the DHM that's in effect for your county and perhaps the surrounding ones if you get a lot of business that crosses county lines. What are the school districts in your area looking at?

Some more points to consider are more practical. Is your building size and furniture layout able to comply with demands of DHM and best practices to prevent virus spread? Is there actually enough room for people to be six feet from everyone else? Do you have the time and supplies to clean computer areas, the circ desk, tables, bookshelves as needed? Is there a source of protective gear for those working? Do you have enough people available to work who aren't in the higher at-risk population to be able to maintain any type of schedule?

If you haven't already – please look at <http://nlcblogs.nebraska.gov/nlcblog/2020/04/27/a-phased-library-reopening-plan> for some ideas of how to stage a multiple step reopen.

These times aren't permanent. We may not all be going back to exactly the way things were back at the beginning of the year, but I think, in time, we might get pretty close.

The very thing that many of us have been trying to do is what makes it a bit more difficult to reopen safely. We've tried to make our spaces inviting places for the community to gather. Right now the safest thing for our communities is to do the opposite; to stay apart. It won't be forever, just a little while longer.

Again – let me know if you want to have a more specific discussion about your library. Email me at scott.childers.sels@gmail.com and we'll go from there.

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Calendar



- May 13, National Frog Jumping Day
- May 14, MARKETING YOUR LIBRARY WITH CANVA (full, but will be recorded)
- May 15, National Endangered Species Day
- May 20, National Rescue Dog Day
- May 24, National Scavenger Hunt Day
- May 25, Memorial Day (SELS Office Closed)
- June, LGBT Book Month
 - National PTSD Awareness Month
 - National Safety Month
- June 1, National Penpal Day
- June 5, National Gingerbread Day
- June 6, D-Day
 - National Yo-Yo Day
- June 8, National Best Friends Day
- June 10, National Iced Tea Day
- June 11, National Corn on the Cob Day

Photo of the Month



Planting trees for Arbor Day and Earth Day at the Beatrice Public Library.
—Provided by Joanne Neemann

2019 TOP 10 BANNED BOOKS

Upcoming CASTL Meetings

We are currently holding informal Zoom meetings twice a month instead of face to face CASTL meetings. We will resume CASTL meetings when it becomes practical to do so.

Therefore, the schedule below should be regarded as tentative.

June 26
Gilbert Memorial Library
Friend

July 24
Wahoo Public Library

August 27
Fairbury Public Library

September 25
Bruun Memorial Library
Humboldt

1. **George by Alex Gino.** Challenged, banned, restricted, and hidden to avoid controversy; for LGBTQIA+ content and a transgender character; because schools and libraries should not “put books in a child’s hand that require discussion”; etc.
2. **Beyond Magenta: Transgender Teens Speak Out by Susan Kuklin.** Challenged for LGBTQIA+ content, for “its effect on any young people who would read it,” and for concerns that it was sexually explicit and biased.
3. **A Day in the Life of Marlon Bundo by Jill Twiss, illustrated by EG Keller.** Challenged and vandalized for LGBTQIA+ content and political viewpoints, for concerns that it is “designed to pollute the morals of its readers,” and for not including a content warning.
4. **Sex is a Funny Word by Cory Silverberg, illustrated by Fiona Smyth.** Challenged, banned, and relocated for LGBTQIA+ content; for discussing gender identity and sex education; and for concerns that the title and illustrations were “inappropriate.”
5. **Prince & Knight by Daniel Haack, illustrated by Stevie Lewis.** Challenged and restricted for featuring a gay marriage and LGBTQIA+ content; for being “a deliberate attempt to indoctrinate young children.”
6. **I Am Jazz by Jessica Herthel and Jazz Jennings, illustrated by Shelagh McNicholas.** Challenged and relocated for LGBTQIA+ content.
7. **The Handmaid’s Tale by Margaret Atwood.** Banned and challenged for profanity and for “vulgarity and sexual overtones.”
8. **Drama written and illustrated by Raina Telgemeier.** Challenged for LGBTQIA+ content and for concerns that it goes against “family values/morals.”
9. **Harry Potter series by J. K. Rowling.** Banned and forbidden from discussion for referring to magic and witchcraft, for containing actual curses and spells, and for characters that use “nefarious means” to attain goals.
10. **And Tango Makes Three by Peter Parnell and Justin Richardson illustrated by Henry Cole.** Challenged and relocated for LGBTQIA+ content.

Source: ALA’s Office for Intellectual Freedom (edited)

Upcoming

To see the list of upcoming classes, [click here](#). Here’s what’s coming up next:

<u>Dates of Class</u>	<u>Topic</u>	<u>Registration</u>
June 8—June 19	Reader’s Advisory	May 4—May 29
July 6—July 17	Reference	June 1—June 26
July 27—August 7	Library Policy	June 22—July 17

News Around the System

The Rest of the Story

By Charlotte Baldinger

Last month Seward Memorial Library mentioned how grateful we are to have a bank-style drive-up window during this quarantine season. This window has allowed us to meet the needs of the patrons by delivering requested library materials as they pull up to the building. When the director figured the April stats for the library board she had evidence of just how busy we have been lately filling “orders.” The window use typically averages 122 visits per month, but in April the window use was 1,148 ... plus our circulation was only 469 less items than last year when we were open! Yes, we think of ourselves as competing with the local fast food restaurants. We supply food for the mind and heart!



Exterior Renovation in Geneva

The Geneva Public Library has been undergoing exterior renovations since early April. The roof and gutter system was replaced by a local contractor. Another contractor, Masonry Construction Inc. (MCI) of Bellevue, NE, has been on-site for weeks washing the brick exterior, resealing expansion joints, replacing mortar, and repointing bricks. The original 1912 Carnegie entrance of the library is also undergoing a major facelift. MCI and a second local contractor have been working to remove the stairs, brick sidewalls, and sidewalk. The stairs will slightly redesigned and then everything will be replaced.



System Spotlight

Journal Article Request Service

You can request articles through us from a variety of professional magazines and journals. If you are interested in receiving articles from a journal, please see the [journal article request service](#) page on our website for a list of available journals, as well as directions on how to enroll in the service.

» "I see libraries and librarians as frontline soldiers in the war against illiteracy and the lack of imagination."

NEIL GAIMAN

 Strategic Library™



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Google Us!

» Capital Area District Libraries Gets Noticed with Google Ads Grant

BY SHERYL CORMICKE KNOX AND TRENTON M. SMILEY

Increased choices in the marketplace are forcing libraries to pay much more attention to how they market themselves. Libraries can no longer simply employ an inward marketing approach that speaks to current users through printed materials and promotional signage plastered on the walls. Furthermore, they cannot rely on occasional mentions by the local media as the primary driver of new users.

That's why in 2016, Capital Area District Libraries (CADL), a 13 branch library system in and around Lansing, Michigan, began using more digital tactics as a cost-effective way to increase our marketing reach and to have more control over promoting the right service, at the right time, to the right person. One example of these tactics is ad placement on the Weather Channel App. This placement allows ads about digital services like OverDrive and hoopla to appear when certain weather conditions, such as a snowstorm, occur in the area.

In 2017, while attending the Library Marketing and Communications Confer-

ence in Dallas, our Marketing and Communications Director had the good fortune of sitting in on a presentation by Trey Gordiner and Bill Mott from Koios (www.koios.co) on how to receive up to \$10,000 of in-kind advertising every month from a Google Ad Grants (www.google.com/grants). During this presentation, Koios offered participants a 60-day trial of their services to help secure the Google Ad Grants and create a few starter campaigns. Google Ads are text-based and appear in the top section of Google's search results, along with the ads of paying advertisers. Nonprofits in the Google Ad Grants program can set up various ad campaigns to promote whatever they like—the overall brand of the library, the collection, and various events, meeting room offerings or any other product or service. The appearance of each Google Ad is triggered by keywords chosen for each campaign. After CADL's trial period expired, we decided to retain Koios to oversee the Google Ad Grants project.

While the library has used Google Ads for the sharing of video, we had not done much with keyword advertising. So, we were excited to learn more about the

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<http://libraries.ne.gov/SELS/>

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