CTLS Newsletter
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No. 102

State of the Session
By Pat Tuohy

As you all know, the Texas Legislature has gone into overtime as of May 30, 2011. The Special Session called by the governor may be adjourned by the time you receive this newsletter or the Legislature could be in session for several more weeks. It is no secret how devastating this 82nd legislative session has been for all types of library programs and funding. State funding for programs such as Loan Star Libraries, TexShare databases, K-12 databases, etc. have been severely curtailed or eliminated. The three decades of hard work by the library community to improve library services in Texas has been decimated within a 4 month period. The actual damage has yet to be assessed, but from preliminary reports, it will be extensive.

Once the governor has signed the Appropriations Act, the details of the cuts will begin to surface. How these cuts will affect individual libraries is foremost on the minds of most CTLS members. It may take the Texas State Library a number of weeks to identify the impact of the Act on each of its programs. The legislative "riders" that are typically attached to the funding bill may contain prohibitions or limitations that will further complicate the work of the TSL staff. This is not a happy time for librarians and library supporters. Every public, school, community college, and university library will be under great financial pressure in FY 2012 and 2013 to carry out our mission of serving the information needs of Texans. My hope is that CTLS can provide a unifying force to help libraries of all types weather this fiscal hurricane.

Keep up with the latest session news at
http://www.capitol.state.tx.us/

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TANG Tech Tips: Ugly Trojans with Nasty Viruses
By Holly Gordon

Recently one of our staff PCs was hit by a particularly nasty Trojan horse. We have good, up-to-date antivirus software on all our computers, but this virus came from a Google search. Best I can tell, it happened like this – did a Google search for some topic, got back a bunch of results and clicked on one of the links. Up popped a screen that said there was a problem with the computer, do you want to fix, blah, blah – the wrong link was clicked and off this thing went. All sorts of awful things happened before this was resolved, the most irritating being the "re-direct" Trojan, which redirects all Google searches to unrelated commercial sites.

Every fight with a virus goes a little differently, but here are some basic steps:

Before you get a virus, complete these steps monthly or quarterly.
1. Make sure your anti-virus is doing the best job it can. This means that it is running the latest version, and the virus definition database is regularly updated. This can be set to update automatically. Also check your setting to make sure that your anti-virus is scanning everything
2. Download a few free tools to USB flash drive (aka thumb drive), including Malwarebytes (http://www.malwarebytes.org), Windows Malicious Software Removal Tool (http://www.microsoft.com/security/pc-security/malware-removal.aspx) and some free anti-virus programs like Clamwin or AVG (as backup if your usual anti-virus is not removing a problem). Keep these updated, and practice using them.
3. Make sure you are backing up your data and you know how to retrieve it. Take the time to learn how to re-store your computers, know where the passwords and licenses are. Purchase one of these cool gadgets. These are USB 2.0 to SATA/IDE adapter, and I will explain its use in a bit. They cost around $20-$40. http://www.thinkgeek.com/computing/usb-gadgets/dd1a/ is a fancy one, but a cheap one is fine, too.

When you get a virus, take a deep breath and calmly...
1. Disconnect the offending computer from the internet by taking out the network cable. If this is a wireless laptop, turn off the wireless.
2. Boot in Safe Mode (F8). To get into Safe Mode, shut down your computer and wait to about the count of 5. As you turn the computer back on, start pressing the F8 repeatedly until you get an indication that the computer is booting in Safe Mode. Select "Safe Mode" without networking.
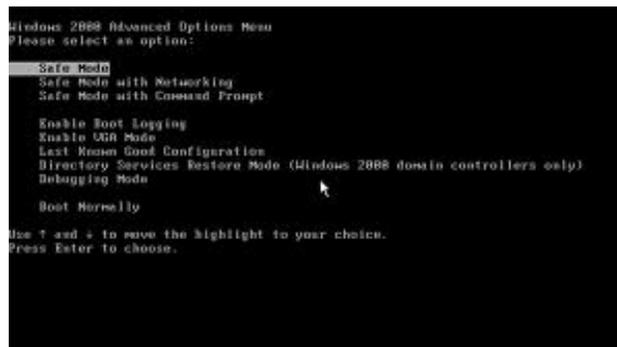
3. Log in with the local administrator login for this computer.
4. Run a full scan while in Safe Mode and logged in as administrator. This may take an hour or more.

Test the computer, and if the virus is still there...

1. Still in safe mode and with the network cable not connected, try the tools on your USB drive, such as Malwarebytes and different antivirus. BTW, be sure to run antivirus scans on your USB drive too, as it could infect computers.

This is what finally solved the problem I was having with the staff computer here at CTLS:

Turn off the nasty computer. Unplug it, disconnect the keyboard, monitor, mouse, everything. Put it up on a table and open it up. Be careful about static – before you touch the inside of the computer, touch something metal to discharge any static. Touch metal every time you move your feet, and ideally don't work on a computer while standing on carpet. Disconnect the power and cable from the hard drive, and connect the 2.0 to SATA/IDE adapter to the hard drive. Don't bother to take out the hard drive. Now use the USB part of the adapter to connect to another computer or laptop that is not infected and is running well, updated antivirus. Once the drive is connected to second computer, start it up and scan the nasty drive. Do a full scan. This method finds hidden viruses because the drive is not active, and so the virus is not hidden or active.

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Sources and more information here:

http://www.ctls.net/technology/software/antivirus/

http://www.discountelectronics.com/index.php?l=page_view&p=virus_removal

http://www.makeuseof.com/tag/how-to-get-rid-of-a-trojan-horse-virus-that-wont-go-away/

New features to look for when buying Computers

On a more positive note – here is a nice list of things to look for in new laptops, and many of these features also apply to workstations: http://www.makeuseof.com/tag/6-buying-laptop-2011/

I doubt that many of our libraries would purchase laptops with all these features, but it is good to start watching the prices on some of these, especially #1,#2 and #6.

1. "Sandy Bridge" Intel processor, which is a second generation Core-i processor. While you might not be able to afford the Sandy Bridge processor this year, it does mean that manufacturers are selling PCs with the older Core-I processors (i3, i5 and i7) for much lower prices than last year. For more information on all these processors, see this page: http://www.brighthub.com/computing/hardware/articles/65861.aspx. While we are on the topic of processors, I use the charts on this site when I am comparing processors: http://www.cpubenchmark.net/index.php. Often you will look at the price of two laptops and wonder why one is so cheap…and the answer is that one contains a very slow processor.

2. USB 3.0 – you may not need this for patron computers, but it would be a good idea to look for this feature for your new staff computers. Old USB 1.0 transferred data at a maximum of 12 megabits per second, and USB 2.0 transfers data at 480 megabits per second…but USB 3.0 transfers at 3.2 Gigabits per second! That means you can transfer photos and run backups at about 400MB of data every second. Of course, you would also need to use USB devices and cables that are compatible with USB 3.0.

3. If you are buying a laptop (or a monitor) and plan to do photo or video editing, look for full HD (1080p or better) or RGB LED backlighting.

4. Chiclet keyboards have the benefit of no gaps between the keys, so this keyboard would gather far less dust, fluff, crumbs and such. Also look for backlit keyboards…if you plan to use your laptop in the dark.

5. Housing and build quality – have you ever bought a laptop and then found that the outside case is just cheap plastic? My daughter has a laptop that has duct tape holding it together, even though it is only one year old. A laptop doesn't need to be combat ready, but look for sturdy hinges and outside case, especially if this laptop will be loaned to patrons.

6. **Solid State Drives (SSDs)** are getting cheaper all the time. These are much more reliable, especially in something that may get dropped (like a laptop), and are faster, and quieter than laptops.

2011 Library Blog Award Winners
By Kam McEvoy

So Many Good Library Blogs, So Little Time

Wondering what others are thinking about in Libraryland? Here are some blogs up for the 2011 Library Blog Awards that give library staff a lot to chew on.

Public Library:
Swiss Army Librarian: http://www.swissarmylibrarian.net/
Librarian by Day: http://librarianbyday.net/
The Cataloguing Librarian: http://laureltarulli.wordpress.com/
Thoughts from a Well-Rounded Librarian: http://kpetlewski.wordpress.com/

General:
Librarian in Black: http://librarianinblack.net/librarianinblack/
In the Library with the Leadpipe: http://www.inthelibrarywiththeleadpipe.org/
Books on the Knob: http://blog.booksontheknob.org/
Library Juice: http://libraryjuicepress.com/blog/
Read This!: http://danversreads.wordpress.com/

Quirky:
The Daring Librarian: http://www.thedaringlibrarian.com/
All These Birds with Teeth: http://birdswithteeth.wordpress.com/
A Librarian's Guide to Etiquette http://libetiquette.blogspot.com/
Abby the Librarian: http://www.abbythelibrarian.com/

E-reader webinars

There are some archived e-reader webinars out there that may shed some light on e-readers in libraries. Here's a sampling:

- E-Reader Device Comparison Webinar: https://my.dimdim.com/view/reco/all/ereadia/default/32b3257e-cb8d-4a0e-9e09-401143536bdc
- E-Readers and E-books - general discussion about the future of e-books in libraries: http://www.nekls.org/webinar-recap-an-online-discussion-about-ebooks-and-public-libraries/
- Powerpoint presentation about circulating e-readers in your library: http://www.maine.gov/msl/libs/schools/eBooks_04_11.ppt

News You Can Use
By Laurie Mahaffey

New Book on West Texas

Margaret Waring, the delightful and knowledgeable founding director of the Comanche Public Library, told me once that she tried to answer the question of whether Texas was Southern or Western. I think it is both; East Texas more closely resembles the Old South, and clearly, much of Central and West Texas is Western. A new book from Texas Tech Press (definitely West!) takes up this subject.

Where the West Begins: Debating Texas Identity, by Glen Ely, brings a new perspective to the discussion. In the 1930s, Walter Prescott Webb wrote his eloquent book, The Great Plains, which covers more than just Texas. If your Texana collection could use something different to get readers to think about this topic, consider purchasing this book. Reviewed in the May 15, 2011 Austin American Statesman, it is $34.95 and the ISBN is 9780896727243.

Thoughts on Biographies

I recently had a chance to look at a library's biography section and got some good ideas to pass along. If you have tips on biographies, please send them in.

Two-volume biographies: don't buy them and don't add them if you receive a set in your gift books. The same goes for biographies of over 400 pages. They just don't move. However, anything about LBJ or JFK circulates. A book about a president's mistress(es) can be any length, and people will read it.

No dust jacket? Please don't add it. If the dust jacket falls apart while the rest of the book is still intact, please buy another copy. If it is out of print, look for a newer biography of the person.

Faded spine? Please weed! Faded spines show age. Books about stars no longer in the spotlight? Many celebrity bios are written each year, so weed these well. The same goes for campaign biographies after the election, and biographies written in the heat of the moment. Wait for a more objective biography after the dust settles.

Be wary of bios of sports figures/mayors/governors/lawyers/politicians not from your city. This is what I call the "World Famous in Dallas" syndrome. Only if they go on to become president are their biographies worth your shelf space.

Try to find a balance between celebrities and political figures. Biographies of "also-rans" can be weeded when interest wanes. If you find yourself asking, "Who?" when you pull a biography off the shelf, consider weeding it.

Youth Services News
By Suzan Nyfeler

Free Summer Program Ideas
Below are some summer program ideas that won't cost you much. While they still take time and planning, (AND scheduling AND hoping the presenter can talk to children) free programs share the wider world with your community, foster partnerships with local businesses, and stretch tax dollars by using city, county or state agency staff and resources. Some people aren't used to speaking to children. I found a great tip sheet from the Humane Society on presenting to children: http://tinyurl.com/3dnsrvp. Don't forget to create an inviting display of program-related picture books, fiction and non-fiction (for any age), plus movies and audio books. Set these out ahead of time (a great volunteer activity) to advertise the program. When booking a free speaker, tell them about the audience (age range, numbers). Ask them what materials they might bring as giveaways (stickers, info for children and adults, English/Spanish needs, pencils, business cards, etc.)

Large equipment petting zoo. Yes, this is my personal favorite. Clear a nearby parking lot; invite the county road crew, fire trucks, EMS and 18-wheelers; set up a safety zone; invite the public and enjoy!
Martial arts, dance or music demonstration. Invite local martial arts, dance and music students to show off their skills. Invite studios to hold a demo in your library. Yes, let them bring flyers and business cards.
Tap the high school art & music teachers, plus sports coaches. Ask the cheerleaders to perform at your kick-off. Get the band or drumline to play. Ask the football and basketball players to help pass out certificates at your finale. The art teacher might be willing to help with a summer art project or program.
County extension or agriculture agent. These fine folks can provide classes on topics from artichokes to zucchini. Info available from your local extension agent or at http://agrilifeextension.tamu.edu/programs/.
Police drug dogs. Would work well with the theme, "Dig Up a Good Book."
9-1-1 Safety Kids Educational Program. The Commission on State Emergency Communication (CSEC) has 9-1-1 educational material. To find the 9-1-1 Public Educator in your area, go to http://www.911.state.tx.us/browse.php/public_ed_lookup. Ask for their video (9-1-1: Getting Help is Easy) and classroom kit with storybook. You might even be able to schedule an appearance by Cell Phone Sally, their mascot. If Sally isn't available, they may be able to provide a speaker.
Museums & state parks. Many museums and state parks offer outreach programs as a part of their mission. Ask if they have speakers who will share hands-on learning with the children in your community.
Scouts. Ask the local Boy or Girl Scouts if they can do a demonstration on camping skills, crafts, cooking, or outdoor safety. Many of the middle and high school age Scouts need service hours. Use them at your library. For a contact list for your area, go to https://beascout.scouting.org/ or http://www.girlscouts.org/councilfinder/.
Humane Society, animal shelter, zoo or animal lover. Taking care of animals is an important skill, and animals are always a great draw. Even a box of kittens can make for a magical program.

FREE for a limited time from Mango Languages…..
In anticipation of a certain upcoming movie premiere (we love you, Captain Jack) and in preparation for one of our favorite random holidays (International Talk Like a Pirate Day is just around the corner) the Mango Languages Team has developed a brand new super special language course - Pirate! Pirate is bold, brazen, chock full of eccentric insults, and incredibly fun to speak. If that's not enough reason to learn it, they are offering this course for **FREE now through June 30th!** Tell your family, tell your friends, tell your parakeet... everybody loves Pirate. Then get your booty over to **mangolanguages.com/store/pirate-day.html** to check it out.

Continued on next page..

Are Librarians Totally Obsolete?
by Will Sherman for collegeonline.org

Many predict that the digital age will wipe public bookshelves clean, and permanently end the centuries-old era of libraries. Despite their perceived obsoleteness in the digital age both libraries – and librarians – are irreplaceable for many reasons. 33, in fact. [Ed. note: For the complete article go to http://tinyurl.com/3nb8bsm].

The 33 Reasons

1. Not everything is available on the Internet.
2. Digital libraries are not the Internet.
3. The Internet isn't completely free.
4. The Internet complements libraries, but it doesn't replace them.
5. School libraries and librarians improve student test scores. Enough said.
6. Digitization doesn't mean destruction.
7. Digitization means survival.
8. Digitization is going to take a while - a long while. There are an estimated 100 million titles that have been printed since the invention of movable type. Google's digitization project has averaged about half a million books per year. That's 200 years to digitize everything printed to date, not including the titles printed during the next 200 years. Don't hold your breath.
9. Libraries aren't just books. Technology has revealed that librarians do more than put the books on the shelves. The work of librarians involves guiding and educating users on how to find information in whatever the format. Technology provides better access to information, but it is a more complex tool requiring specialized knowhow. Enter the librarian.
10. Mobile devices aren't the end of books or libraries. Radio lives on despite television, people go to the movies despite home video, and people still talk on the telephone despite email. People who like paper books will continue to read paper books.
11. The hype might really be the hype. If paper were invented today, would its technology be revolutionary? It's cheap, portable, lasts nearly forever, and requires no power supply. You can write on it more than once. You can recycle it and use it again and again.
12. Library attendance isn't falling – it's just more virtual. As libraries offer remote access to their collections, patrons enjoy the benefits of library use without venturing to the physical library.
13. Like businesses, digital libraries still need human staffing. Email, phone, and live chat services improve the experience of people seeking information.
14. We just can't count on physical libraries disappearing. Most libraries aren't digitized, and most may never be. Think cost here. At an estimated $10 per book, digitization is out of the price range of most public and school libraries, and many academics.
15. Google Book Search "don't work."
16. Physical libraries can adapt to cultural change.
17. Physical libraries are adapting to cultural change.
18. Eliminating libraries would cut short the process of cultural evolution.
19. The Internet isn't DIY. You can't always do it yourself. The quality of the web experience depends on some level of moderation. The web moderator parallels the role of the librarian: to safeguard an environment where knowledge can be accessed and ideas shared.
20. Wisdom of crowds is untrustworthy, because of the tipping point. The social nature of the web makes it susceptible to sensationalized information with the sole merit of being popular. Libraries, in contrast, provide quality control. It is important that libraries survive, as a counterpoint to the fragile populism of the web.
21. Librarians are irreplaceable counterparts to web moderators.
22. Unlike moderators, librarians must straddle the line between libraries and the Internet.
23. The Internet is a mess. Despite improvements in search technology, the Internet is still essentially a free-for-all.
24. The Internet is subject to manipulation. Google and others are for-profit businesses, with all the pressure continued increases in earnings demands. Libraries aren't facing this pressure, and will inherently be less likely to be influenced by corporate interests.
25. Libraries' collections employ a well-founded system of citation. The same standards are not applied to web sites.
26. It can be hard to isolate concise information on the Internet.
27. Libraries can preserve the book experience.
28. Libraries are stable while the web is transient. Web sites are often here today, gone tomorrow.
29. Libraries can be surprisingly helpful for news collection and archives.
30. Not everyone has access to the Internet. Computers in public, school, and academic libraries level the playing field, giving equal access.
31. Not everyone can afford books. Even in the U.S.A.
32. Libraries are a stopgap to anti-intellectualism. Not everything is on the Internet. Access to books and theories from hundreds of years of cultural history is essential to progress.
33. Old books are valuable. They are part of the cultural and historical memory that must be preserved.

Earning Your Library's Media Coverage
By Jennifer Patterson

This week I attended the American Association of Museums 2011 Meeting in Houston. The theme was *The Museum of Tomorrow,* and in my role as **library spy**, I looked for connections to trends we have been moving towards in the library world. The main messages I could ferret out were:

> **Get a phone app**
> **Store and share your collection in multiple formats via multiple platforms**
> **Distribute announcements and program offerings through diverse digital outlets**
> **Don't just communicate with your regular users – figure out how to reach people who aren't using you now**
> **Identify and provide services and programs which people really want and need**
> **Provide high-quality, live programs for people of all ages.**

In a session entitled *"Is Traditional Media Dead? The Future of Earned Media and How to Be Successful"* I was introduced to the concept of "earned media", which refers to favorable publicity gained through promotional efforts other than advertising. Earned media sometimes refers to publicity gained through editorial influence, whereas social media refers to publicity gained through grassroots action, particularly on the Internet. In this case, the editors and PR people who were panelists referred to both.

The "media" includes any mass media outlet, such as newspaper, television, radio, and the Internet, and includes a variety of formats: news articles or shows, letters to the editor, editorials, polls on television, and the Internet.

"Earned" media is media you don't buy but earn with your own efforts. PR is an example of earned media; word-of-mouth is another - earned media has been around for as long as humans have had language. But it's gotten easier, thanks to the Internet and social media, to "earn" media for your product or services.

"Earned" media doesn't mean there's no cost. It's just that instead of paying directly for an ad, you're paying for the time of people who will investigate what's being said (or not said) about your library and work to increase awareness about how your library is making a difference. They may be employees or volunteers, but it does take thought and effort. It may be YOU who has to do this, but think of the payoff!

Companies and nonprofits use "earned" media every day to increase awareness of (and interest in) their organizations. It's "earned" by posting something thoughtful or thought-provoking on a blog, twitter, a partner's website, or somewhere else on the web every day. If we stop doing that, attention slowly flows away to others who are "earning" our attention every day.

Earned media has to be earned – it's not something that an advertiser could buy anyway: establishing relationships with community leaders, adding your opinion to a civic discussion, sharing information with patrons on their own terms – like making a phone distribution list, so you can text your teens when a cool program is happening. Or going to a Senior Center carrying a bag of large print books, to invite them to a library tea party (that's earned media too).

The trick to effective PR is figuring out how to be in the right place at the right time, talking about your services to people who would actually be interested in them. During all of our exploration of blogging and twittering and Wikipedia and all the other "23 Things" I just didn't get it – it sounded like a lot of work and I didn't understand why it was important. Now I think I've got it, so my advice is don't be daunted, use earned media!

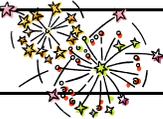# What's Happening Around the System...
By Katelyn Patterson

- Hearty congratulations to Sandy Schultz of **Liberty Hill**, who completed her MLS from TWU in Denton with the assistance of the PELSC (Professional Education for Librarians in Small Communities) program from IMLS (the Institute for Museum and Library Services). Sandy did this while running the library and rearing two teenagers. Way to go!
- On June 3rd, Laurie will have worked for CTLS for 20 enjoyable years! And on May 5, Katelyn marked her 3rd year with CTLS.

Brag HERE!
Just contact Katelyn Patterson at katelyn.patterson@ctls.net
We will include as much as we can fit in each newsletter.

CTLS Calendar of Events

June	16	3rd Thursday: Beach Reads ~ Online
	21	CTLS Board of Directors Meeting ~ Bryan-College Station, TX
July	4	CTLS Office Closed ~ Happy Independence Day!
	19	Digital Preservation Workshop ~ Austin, TX
	19	CTLS Board of Directors Meeting ~ Cedar Park, TX
	21	3rd Thursday: Popular Spanish Materials
	25-28	TLA Annual Assembly ~ Austin, TX
	28	The Teenage Brain ~ Austin, TX

Register for CTLS workshops and events online at www.ctls.net!

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Free Computer Classes through CTLS

CTLS is offering **free computer classes** to our members through MicroAssist in Austin and McLennan Community College in Waco. If you or your staff have any interest in attending computer classes, please contact Jennifer Patterson at 512-583-0704 or via email at jennifer.patterson@ctls.net.

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Central Texas Library System

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