

NEWSLETTER

ISSN 0742-0943

Web site at <http://trfn.clpgh.org/pcbl/>

Vol. 25, No.2
July/August, 2002

STATE BUDGET UPDATE

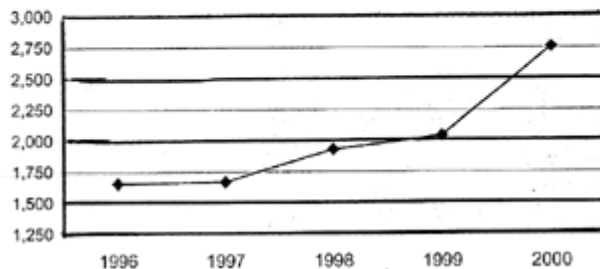
In one of the tightest budgets in recent years, the appropriation for State Aid to Public Libraries remained intact. As the budget battle raged, library advocates held their breath waiting for the cutting axe to fall. Fortunately, your legislators once again showed their support for libraries by leaving last year's budget increase intact, keeping the line item for State Aid at \$75,289,000. The well-earned reputation for making sure each dollar is well spent that Pennsylvania librarians enjoy may well have been a factor. Also, we hope that, thanks to your efforts, the General Assembly is beginning to understand the needs of today's libraries as they continue to grow and provide improved service for people around the Commonwealth.

The other line items in the library budget also remained at last year's levels with the exception of a 1% increase in support for the State Library, raising that amount to \$4,338,000.

We've included some graphs below that show the impact on libraries of the first year increases in library funding. Perhaps the most significant graph, from the state legislator's viewpoint, is the one showing the increase in local government funding in response to the infusion of state money. Priming the pump does work!

Since "thank you's" are in order anyway, we suggest you set up an appointment this summer with your State Legislator. This would give you a chance to thank him/her for supporting library funding, show the graphs and discuss what your library has done with the increases of the past two years. It's essential to let them know what their support accomplishes!

Pennsylvania State-Aided Public Libraries
New Items Added
(in Thousands)



TEN STEPS FOR EFFECTIVE LIBRARY ADVOCACY

Our libraries need effective lobbyists

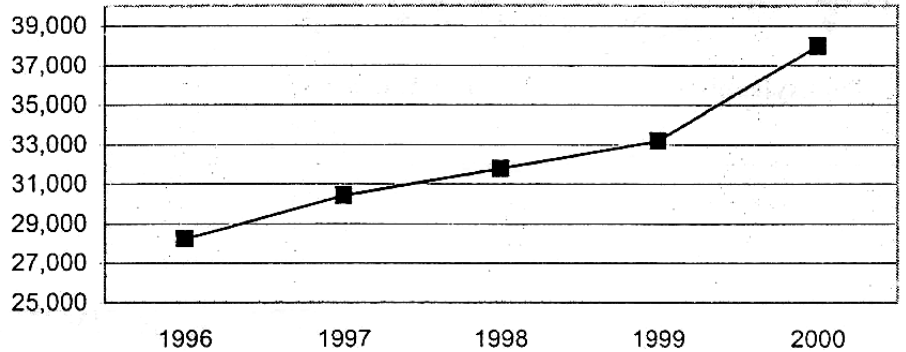
1. Identify potential allies
2. Establish a coalition
3. Develop agenda (s)
4. Create a 'simple' message
5. Develop a strategy
6. Assign tasks
7. Identify a single spokesperson
8. Monitor progress
9. Revise strategy as needed
10. Cultivate new partnerships

What personal traits do effective lobbyists have?

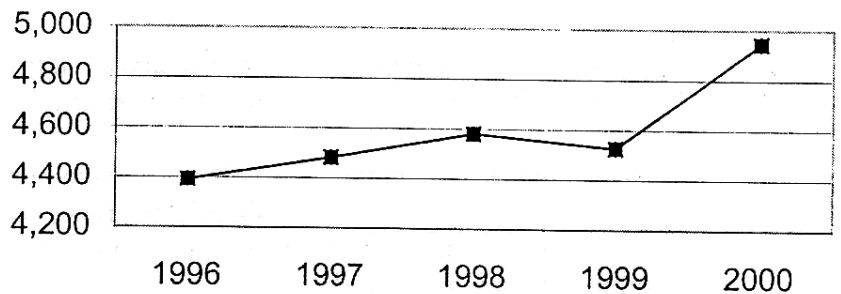
They are action-oriented, committed, flexible, perceptive, professional, realistic, thick-skinned folks whomaintain a sense of humor!

Prepared by Patricia L. Owens, Consultant and PCBL Board Member

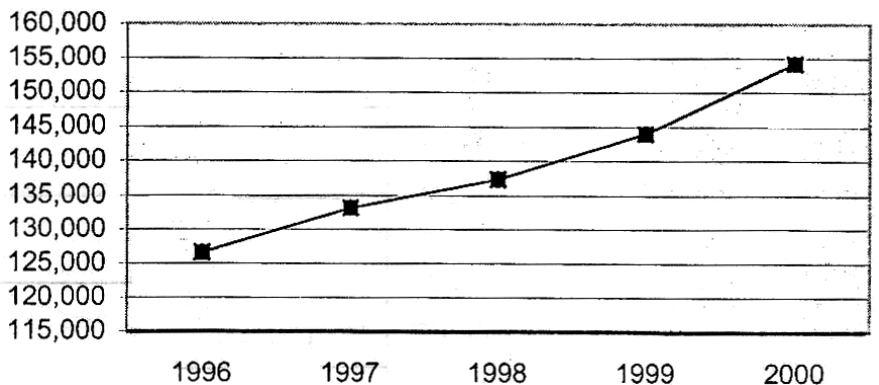
Pennsylvania State-Aided Public Libraries
Collection Expenditures
(in Thousands)



Pennsylvania State-Aided Public Libraries
Total Staffing



Pennsylvania State-Aided Public Libraries
Local Government Income
(in Thousands)



2002-03 Library Appropriations

The 2002-03 budget passed by the Pennsylvania General Assembly on June 28, 2002 and signed into law by Governor Mark Schweiker includes the following:

Appropriation	2001-2002	2002-2003	% Change
State Aid to			
Public Libraries	\$75,289,000	\$75,289,000	-0-
Library Services for			
Visually Impaired &			
Disabled	\$ 2,965,000	\$ 2,965,000	-0-
Library Access	\$ 7,386,000	\$ 7,386,000	-0-
(Statewide Library Card, Interlibrary Delivery, and POWER Library)			
School Library Catalog	\$ 4,042,000	\$ 4,042,000	-0-
(ACCESS PA Database)			
State Library Operations	\$ 4,295,000	\$ 4,338,000	+1.0%
Other Appropriations of			
Interest to Libraries:			
Adult & Family Literacy	\$19,707,000	\$19,707,000	-0-



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LOCAL LEGISLATIVE EVENTS

Many local libraries across the state have been hosting legislative breakfasts, luncheons or receptions for local and state officials as part of an advocacy program to make officials aware of library services and needs. At a recent Allegheny County Library Association Awards Banquet, over 240 librarians, Trustees, Friends and local, county and state officials gathered to honor community leaders and public officials who have demonstrated leadership in support of libraries. Among those honored were State Representatives David Mayernik and Thomas Michlovic. The success of this annual event demonstrates the importance of showing appreciation and giving recognition to all those who support libraries.

FRIENDS INSTITUTE

Over 70 friends, librarians and trustees attended the second annual Friends Institute held on **Saturday, June 1st** at the Radisson Hotel in Monroeville, PA. Featured speaker was the new Executive Director of FOLUSA (Friends of Libraries, USA), Sally Gardner Reed, who discussed effective short-term and long-term strategies to turn passive library support into active support that translates into funding.. There were also table talks giving practical tips on how to handle your funds by PCBL's treasurer John Fordon, how to conduct a book sale, by Pat and Diane Ditzler of Lancaster, PA, and how to utilize promotional printed products to promote your library, by Jan and Wayne Stebbins of Janway Corporation. In addition the Institute provided opportunities to network with other Friends from across the state. Evaluations indicate that the Institute was highly successful and more such programs desired and needed. Our thanks to support from the Continuing Education program under the direction of Elizabeth Fordon of Commonwealth Libraries through LSTA federal funds.

(Pictures not Available on line.)

PCBL FRIENDS WORKSHOP

Due to the success and demand for more continuing education programs for Friends, The PCBL Board has made continuing education one of its priorities. Board Members John Fordon and Pat Owens have put together a workshop for the north central part of the state entitled, "**I-T-S ALL ABOUT YOU**". The workshop is for Friends, Librarians and Trustees of small libraries and will be held on **Saturday, October 19, 2002** from 9:30 to 3:00 p.m. at the James V. Brown Library in Williamsport, PA. Registration is limited to forty participants at \$20 per person, to cover a continental breakfast, deli buffet lunch and all handouts. So register early! The workshop is designed as an interactive, facilitated discussion featuring those "**I**deas, **T**ips and **S**uggestions" that you need to make your library strong.

Plenary morning session is entitled "**Fund Raising, Finances and Fun**", led by John Fordon, Pat Owens and an independent library consultant. Two afternoon breakout sessions will be led by Janice Trapp, Director of the Brown Library, discussing "**How Publicity and Partnerships Can Help You Make Money**" and Jan Stebbins of JanWay, Corporation discussing "**How Marketing and Promotion Can Help You Make Money**".

Mailings to north central area libraries will go out in September, 2002. This same workshop will be held in one of the other quadrants of the State every October, to facilitate attendance for all local libraries.

NEWS BITS AND BYTES

- * Be sure to check out the PCBL website at trfn.clpgh.org/pcbl/. Our webpage is maintained by Jane Noel of Computers Made Easy.
- * We are introducing PCBL's new logo in this issue of the Newsletter, thanks to Jan Stebbins and Cody Griffis of JanWay.
- * Watch your mail in August or September for **PCBL's Annual Awards Noon Luncheon and Meeting** registration information. The meeting will be held on **November 10th** during the PaLA Annual Conference in Hershey. Mark this date on your calendar and plan now to attend.
- * PCBL Board Member, Kathy Kennedy, has been invited to serve on the Thiel College Board of Associates, a group that advises the President and the Board of Trustees of the College.
- * Gary Wolfe, Commissioner for Libraries and member of PCBL, has been elected President of the Alumni Board of St. Francis College.
- * Don't forget to consider affiliating with PCBL to achieve tax exempt status under the PCBL 501(c)3 designation. If interested contact our Treasurer, John Fordon, at 717-761-3309 for more information.

CALL FOR NOMINATIONS FOR THE ANNUAL PCBL AWARDS

Nominations are requested for the annual awards that will be presented at the PCBL Annual Luncheon and Meeting at the Hershey Motor Lodge in Hershey on Sunday, November 10, 2002. Award categories are:

Citizen of the Year (Barbara Bruno Award) - a citizen who has contributed the most to the improvement of Pennsylvania libraries.

Corporate Citizen of the Year - a business or company that has been supportive of a local library as well as the entire Pennsylvania library community.

Friends Group of the Year - a Friends group which has provided the greatest assistance to its library.

Friends Newsletter of the Year - the best Friends group newsletter.

Elected State Official of the Year - an official who has been a leader in promoting and supporting Pennsylvania's libraries.

Local Public Official of the Year - a local public official who has been supportive of their local library.

Library Public Relations Award - a library that has conducted an effective public relations campaign for a specific program or event that has resulted in significant community support.

Media Award of the Year - the best newspaper, radio, or TV editorial, article, or video in support of libraries

Lifetime Achievement Award - a citizen or group who has shown exceptional meritorious service to libraries.

Please be thinking about worthy candidates for these awards. More details will be in forthcoming mailings from PCBL

2002 PCBL MEETING DATES

PCBL Board Meeting September 20, 2002 Ephrata
Executive Committee Meeting October 11, 2002 Ligonier
PCBL Annual Meeting November 10, 2002 Hershey
PCBL Board Meeting December 6, 2002 Hershey

2002 MEMBERSHIP

We would like to thank all of you who have renewed already for 2002. A special thank you to those who have made extra contributions and to our Sponsors and Patrons. These additional monies prove especially helpful in our advocacy efforts.

We would welcome your renewal or any new members you can recruit for 2002. **Please note the year beside your name on the mailing label. If it is not "02" or "03" please renew your membership using the form below as soon as possible.**

Personal Member ___ Organization/Friends Group ___ New ___ Renew ___

Name _____

Street _____

City _____ State _____ Zip _____ E-Mail _____

Phone _____ (H) _____
_____ (W) _____ Fax _____

Personal \$20 ___ Group \$40 ___ Sustaining \$30 ___ Sponsor \$100+ ___ Patron \$500 ___

501(c)3 affiliate \$70 _____. Donation (\$_____) in excess of dues is tax deductible. Mail check

payable to: PCBL
 604 Hunt Club Drive, Greensburg, PA 15601. 501(3) members please note that
 the \$70 dues figure applies each year you remain an affiliate.