



**BERKELEY PUBLIC LIBRARY**  
**510-981-6100**  
**[www.berkeleypubliclibrary.org](http://www.berkeleypubliclibrary.org)**

**July 2010**

*what's happening here*

Newsletter of the Berkeley Public Library

***Libraries Are Busier Than Ever:  
Berkeley Public Library Checks out  
2,000,000 Items in One Year!***

This has been quite a year for Berkeley Public Library. In these terrifically tough economic times, we have not slowed down a bit. Just the reverse: we broke our own annual record and checked out over **two million** – **2,000,000!** -- items: books, DVDs, CDs, audiobooks, magazines, tools, slides, LPs, cassettes, records, and more!

And checking out materials is just one of the features of a modern public library. Almost 1.5 million visitors walked through our doors:

- Hundreds of thousands of these visitors used our free WiFi, used our public access computers, and attended library programs (including children's storytimes; teen financial aid and resume workshops; business and grants-information programs; and myriad art, music, and literary programs).
- Many, many visitors asked reference and information questions to help them find a job, locate a phone number, or begin research in local history and genealogy.

More people than ever before used our 24/7 website [berkeleypubliclibrary.org](http://www.berkeleypubliclibrary.org) to:

- Reserve a library computer or find out about an upcoming library program
- Learn a foreign language or read a computer book
- Write a research paper or study for a school or job test
- Locate a poem or study an automobile schematic

We hope that you visit us soon to find out what a lively neighborhood public library has to offer. Berkeley Public Library, meeting Berkeley's library needs for 117 years and planning for the future, has something for everyone. For more info, go to [berkeleypubliclibrary.org](http://www.berkeleypubliclibrary.org) or phone **510-981-6100**.

***Summer Event Series at Berkeley Public  
Library's North Branch***

**In this Food-Focused event series, patrons are encouraged to bring a potluck item to share.**

**July 1**—Nishanga Bliss, local and sustainable food advocate will give a cooking demonstration of herb pestos and fresh summer marinades.

**July 8**—Vanessa Barrington, co-author of Heirloom Beans and author of the forthcoming DIY Delicious

**July 15**—Jessica Prentice, author of Full Moon Feast, cofounder of Three Stone Hearth speaks on the Community Supported Kitchen.

**July 22**—Novella Carpenter, author of Farm City!

**July 29**—Local, Organic Pastry Tasting with Anastasia Widiarsih of Indie Cakes

**All events begin at 6:30 pm.** Books, Inc will be on hand to sell copies of featured books.

Sponsored by the Friends of the Library, the free **Summer Events Series** at the North Branch of the Berkeley Public Library takes place every Thursday evening in July at 6:30 p.m., and offers patrons an opportunity to share their favorite recipes, meet their neighbors, and enjoy guest speakers and events at the library.

The North Branch Library is open Monday, Tuesday, Friday and Saturday 10-6 and Wednesday and Thursday 12-8. For questions call **510-981-6250** and for accessibility information, call **510-981-6107**, TTY **510-548-1240**, <http://www.berkeleypubliclibrary.org>.

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***Join the Friends of the Library!***

***Volunteer Opportunities!***

Programs listed in this newsletter are supported by the **Friends of the Berkeley Public Library**. For information on the **Friends** or to join them and/or for volunteer opportunities with the **Friends of the Berkeley Public Library**, please call them at **510-841-5604** or visit [http://www.berkeleypubliclibrary.org/about\\_the\\_library/support\\_the\\_library.php](http://www.berkeleypubliclibrary.org/about_the_library/support_the_library.php).



***Book Into Film:  
The Namesake  
Discussion Group at  
Berkeley Public's Central  
Library***

Berkeley Public Library invites you to participate in an examination of **The Namesake**, a critically acclaimed film based on

Jhumpa Lahiri's book of the same name. Discussion group participants will read the book at home and then gather at **1:30 on Sunday, July 25, 2010** in the **3<sup>rd</sup> floor Community Meeting Room** at **Berkeley's Central Library, 2090 Kittredge Street** to view the film together. After viewing the film, participants will discuss the book, the movie and the adaptation process. Sponsored by the Friends of the Library, this free **Book and Film** program at the Central Library will take place once a month through November 2010 and offers adult and teen patrons the opportunity to discuss books, films and the art of adaptation. Future programs will feature books and film adaptations of *Wonder Boys*, *Rear Window*, *Brokeback Mountain* and *The Heart is a Lonely Hunter*. Participation is limited and registration is required. Please call **(510) 981-6236** to register for one or more of these programs. For questions call **981-6100** and for accessibility info call **981-6107, TTY 548-1240**, <http://www.berkeleypubliclibrary.org>.

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***Introduction to Corporate Giving  
Thursday, July 29, 4-5:30 pm  
Central Library's 3<sup>rd</sup> floor Meeting Room***

Seeking to target companies that might fund your organization?

Finding it hard to get information?  
Need to get beyond the Yellow Pages?

Join us for an introduction to the world of corporate support for nonprofits and to the effective utilization of the Foundation Center's print and electronic resources on corporate giving. We'll answer such questions as:

- What are the motivations behind corporate giving?
- What is the difference between a direct corporate giving program and a company-sponsored foundation and does it affect my approach to research?
- What are the different pathways to partnership with a company?

- How can I match my organization's needs with the interests of a corporation?
- How can I make the most effective use of print directories, *Foundation Directory Online*, and the Internet to locate corporate funders?

We'll also discuss corporate sponsorships and cause related marketing, and conclude with a case study that will illustrate how you can determine the most viable options for corporate partnership with your organization.

Class is free, but registration is required. Register at [www.foundationcenter.org/sanfrancisco](http://www.foundationcenter.org/sanfrancisco)

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***Growing Up Asian in America Exhibit  
at Berkeley Public's Central Library***

Art, essays, and poetry of Bay Area students who have won this year's "Growing Up Asian in America" contest will be displayed at Berkeley Public Library during the month of July. The exhibit provides an opportunity to people of all ages and backgrounds to learn about the experiences of youth and of life in the culturally diverse Bay Area.

The annual contest is held by the Asian Pacific Fund ([www.asianpacificfund.org](http://www.asianpacificfund.org)) and about 1,200 students submit entries each year. The contest provides a creative outlet for youth exploring their identities as both Asian and American.

The 2010 theme is "Expectations: To Be and Do What You Feel in Your Heart." Berkeley fourth grade student, Ayame Keane-Lee from Jefferson Elementary School, is among the 2010 winners. Her collage, entitled "San Jian shi wo ai Three Things I love" will be on display along with thirty-five other winning entries.

The travelling exhibit will be at the Central Library during the month of July, on the second floor. There is no charge. For questions call **981-6100** and for accessibility info call **981-6107, TTY 548-1240**, [berkeleypubliclibrary.org](http://berkeleypubliclibrary.org).

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***Teen Summer Reading*** runs through Saturday, August 14<sup>th</sup> at all Berkeley Public Library locations. Teens who write book reviews will receive a free book, a Pegasus Books coupon, and entry into a weekly raffle for great prizes generously donated by local businesses. Reviews may be submitted online or in person. Free events for teens will take place at all sites. For more information, call 510-981-6147 or visit <http://www.berkeleypubliclibrary.org/teens/>.

***COMING SOON @ Central Library:  
Improved layouts and floor plans***

**WHAT?**

*Collections will be moved to be made easier to locate.*

- All of the adult non-fiction in the Dewey 900s (History, Travel, and Biography) will be united in the 2<sup>nd</sup> floor Historic Reading Room, instead of being divided between the 1<sup>st</sup> and 2<sup>nd</sup> floors as they are at present.
- The International Language Collections (Chinese, Spanish, Russian, French, Japanese, Arabic, Urdu) will be put together in one area in the Historic Reading Room. This will include all formats—Books, DVDs, Videos, and periodicals—which are now dispersed in different areas and on different floors. Magazines will be relocated to the 3<sup>rd</sup> floor to be combined in a general **Periodicals Section** with newspapers. There, comfortable new lounge seating will provide a welcoming place for browsers and laptop users. The current magazines will be displayed on attractive face-out wall shelving.

*Creation of a popular materials area of new and high-use collections near the 1<sup>st</sup> floor entryway.*

- DVDs, videos, audio books, new fiction and new non-fiction will be housed on rearranged shelving and gondola-type display units in the area near the main entrance. Existing shelving will be divided and repositioned in new layouts to better facilitate visibility and traffic flow through these popular, heavily-browsed materials.

*Public internet computers changes:*

- All public internet computers will be consolidated on the 2<sup>nd</sup> floor. The 14 computers now located on the 3<sup>rd</sup> floor mezzanine will be united with the 26 currently on the 2<sup>nd</sup> floor, with privacy barriers installed between them. This will improve the ability of staff to assist computer users. Computers designated for teen use will remain in the Teen Room.

*Checkout area:*

- The Information Desk will be moved closer to the adult non-fiction and fiction

collections, and located adjacent to the Check-out Desk. The new Check-Out/Information counter will be located a few feet to the east of the current Check-out Desk.

- A new counter to accommodate a greater number of self-check machines will be built adjacent to expanded shelving for patron reserves.

**WHEN?**

The work is set to begin during Summer 2010 and will continue, in stages, into the Fall of 2010.

**WHY?**

The Library building is over 8 years old and the actual plan for the building is more than 10 years old. During the past decade libraries have dramatically changed their services and technology. Also, public input from the Library's strategic planning process indicated the need for improved accessibility to collections, improved locations of individual collections, easier navigation of the challenging floor plan, and user-friendly service points. The goals for the changes are:

- Improved service at 1<sup>st</sup> floor service desks: easier traffic flow at the checkout desk, information assistance closer to the collections, popular collections near the entry, and more self-checkout stations.
- Better use of space in the existing building; for example, more comfortable seating, and less crowding in certain areas.
- Improved collection locations: popular movies easier to find; the Dewey 900s no longer divided between floors; magazines and newspapers placed in a dedicated browsing area with comfortable seating; and international language collections concentrated together with international magazines and movies.

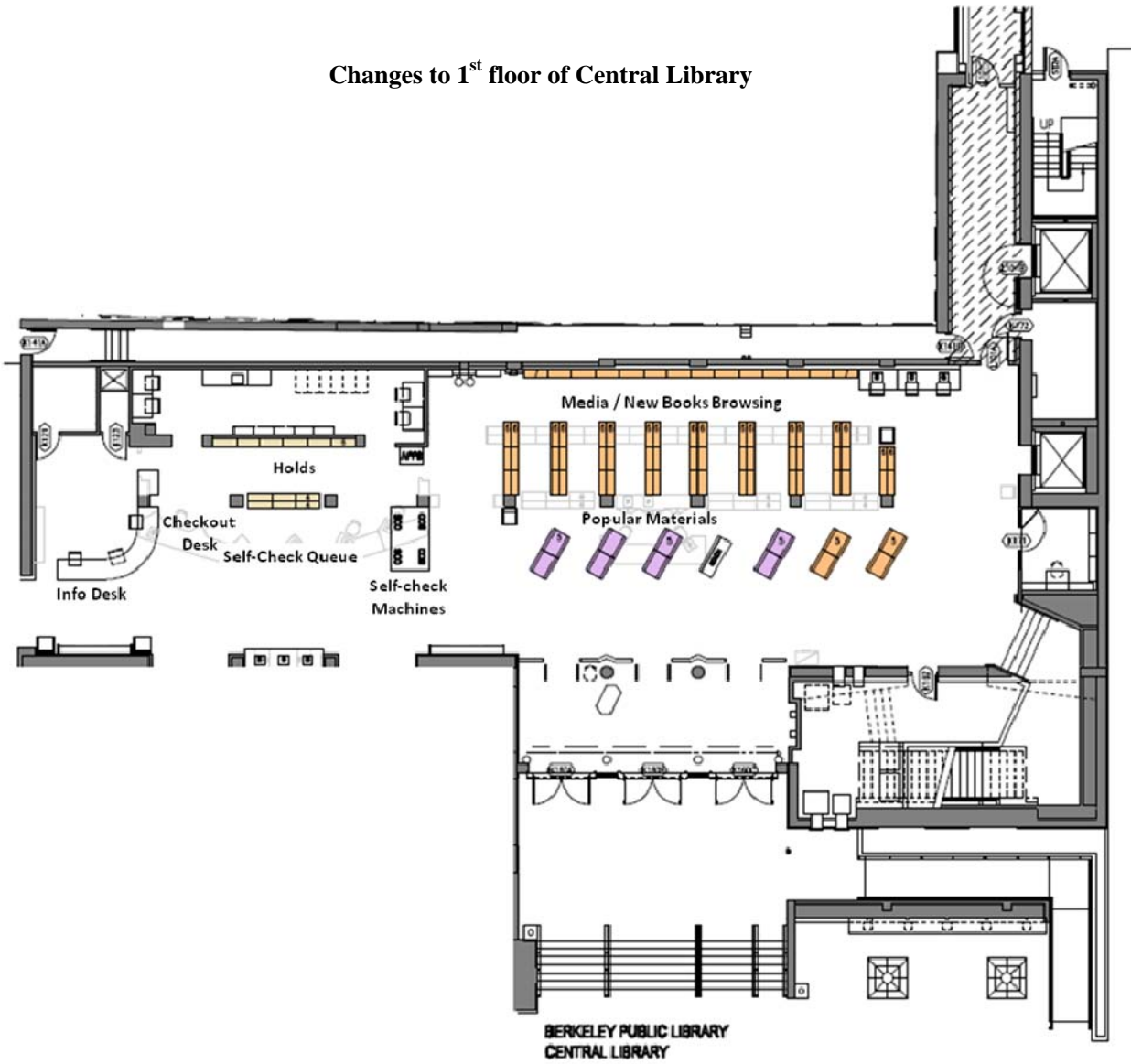
**See drawings on reverse, page 4.**

For questions, please phone 510-981-6195 or go to [berkeleypubliclibrary.org](http://berkeleypubliclibrary.org).

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Programs listed in the newsletter are wheelchair accessible. To request a sign language interpreter, real-time captioning, materials in large print or Braille, or other accommodations for this event, call **510-981-6107** or **510-548-1240** (TTY). At least five working days will help ensure availability. Please do not wear perfumes or scents to public performances.

### Changes to 1<sup>st</sup> floor of Central Library



### Changes to 3rd floor of Central Library

