

CHECK IT OUT!

AN ANNUAL REPORT PUBLICATION OF THE MEMPHIS PUBLIC LIBRARY & INFORMATION CENTER



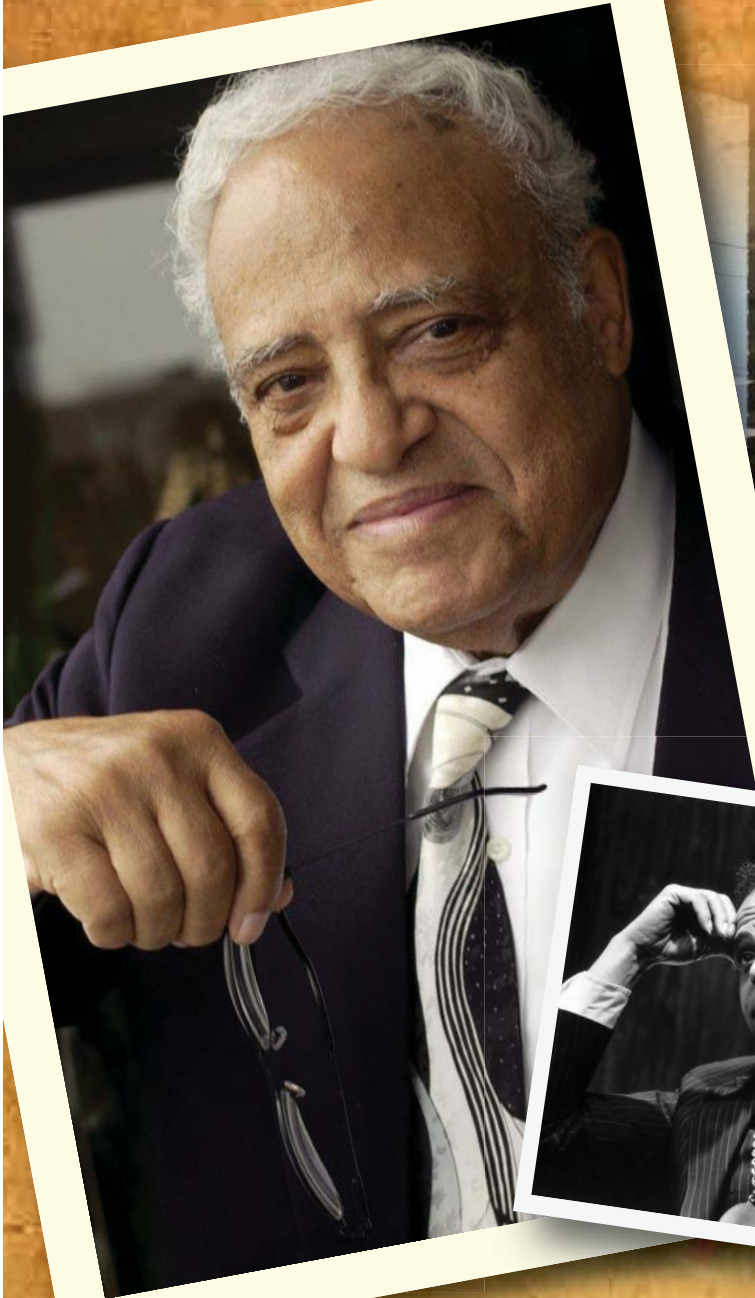
INSIDE THIS ISSUE:

- Frayser Fun Fest...more than a party
- Now serving Wi-Fi
- Family Tunes & Tales brings music to area libraries
- And more...

ANNUAL REPORT 2010

BENJAMIN LAWSON HOOKS

(1925 - 2010)



"He had courage like (Dr.) Martin (Luther King Jr.), the scholarship of W.E.B. (DuBois). He could influence lawmakers like Julian Bond, he could bring down the house like (Rev. Joseph) Lowery, he could lead a movement like (Rev.) Jesse (Jackson), lead from the bench with the grace of Thurgood (Marshall) and inspire an organization like Dorothy Height."

- Mayor A C Wharton, Jr.

"Dr. Hooks has extended the hand of fellowship throughout his years, ... it was not always an easy thing to do. But it was always the right thing to do."

- President George W. Bush

**"HE'S HAD AN AMAZING CAREER, ...
HE'S JUST DONE AN AWFUL LOT."**

—JULIAN BOND

"He was a man with boundless energy, great strength and integrity. He moved the ball forward. He lived a life of great meaning and never missed a beat."

- Rev. Jesse Jackson

Our national life is richer for the time Dr. Hooks spent on this Earth. And our union is more perfect for the way he spent it: giving a voice to the voiceless.

- President Barack Obama

LEADERSHIP LETTER

On a recent visit to the Memphis Public Library, author, librarian, and NPR commentator Nancy Pearl referred to libraries as one of the last “true” democratic institutions of our time. We definitely agree.

Libraries are one of the few places in the community where the playing field is level: access doesn't depend on social status or economic background. Our doors are open to all. To Pearl's point, it boils down to intellectual freedom.

As guardians of information in a community where literacy rates are low and infant mortality is high, we take our role very seriously. We realize how important, how critical our existence is to the residents we serve. Our obligation is to help enlighten the community, and our challenge is to continue to make our 19 locations inviting places where residents feel welcome and can easily find what they need for personal, professional, or academic growth. We are shunning the image of the “Sshhing” librarian and the pin-drop quiet places of yesteryear. Visit any branch – they are vibrant, active, and current.

As you read through the pages of our 2010 Annual Report *Check It Out*, you will get a glimpse of how the library system is strategically adjusting to meet the demands of a diverse population in an environment of ever-changing technology. Creative, community-focused programming like English as a Second Language classes, the Job and Career Fair, college fairs, legal clinics, tax preparation assistance for low-income residents, Wi-Fi access at all locations, and public computer classes are examples of how we are providing solutions for real-world problems—at no cost to our customers. The list of services we deliver continues to grow, and our commitment to those we serve remains at the forefront of all we do.

Services are becoming evermore diverse, but our materials such as bestsellers, genealogy, history and other special collections, e-books, e-audio books, databases are as well. We want to promote literacy and to serve our customers with whatever forms of media they crave.

Although many challenges lie ahead – both fiscally and technologically – we remain more committed to our vision than ever – to be your place to learn, connect, and grow.



E. Keenon McCloy
Director of Libraries



David Williams
Chair, Library Board of Trustees



Kay Veazey
President, Friends of the Library Board



Suki Carson
Chair, Memphis Library Foundation Board

CHECK IT OUT!

Memphis Public Library & Information Center
Annual Report 2010

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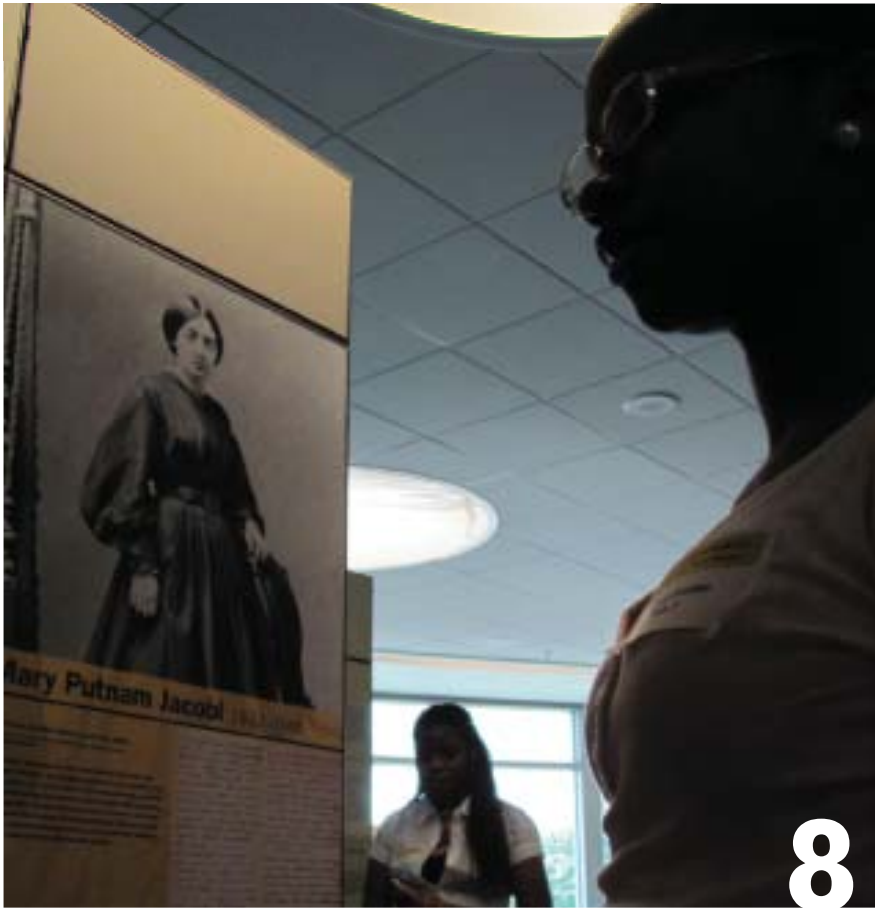
Check It Out! is an annual report publication of the Memphis Public Library & Information Center. This issue provides fiscal year highlights for the period beginning July 1, 2009 and ending June 30, 2010. For more information about the programs and services of the Memphis Public Library & Information Center, call (901) 415-2700.



A C Wharton, Jr., Mayor



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MEMPHIS PUBLIC LIBRARY & INFORMATION CENTER

Visit our 19 locations or online @ www.memphislibrary.org

**BENJAMIN L. HOOKS
CENTRAL LIBRARY**
3030 Poplar Avenue
Memphis, TN 38111
415-2700

BARTLETT
5884 Stage Road
Bartlett, TN 38134
386-8968

CHEROKEE
3300 Sharpe Avenue
Memphis, TN 38111
743-3655

CORDOVA
8457 Trinity Road
Cordova, TN 38018
754-8443

CORNELIA CRENSHAW
531 Vance Avenue
Memphis, TN 38126
525-1643

COSSITT
33 S. Front Street
Memphis, TN 38103
526-1712

EAST SHELBY
7200 E. Shelby Drive
Memphis, TN 38125
751-7360

FRAYSER
3712 Argonne Street
Memphis, TN 38127
357-4115

GASTON PARK
1040 S. Third Street
Memphis, TN 38106
942-0836

HIGHLAND
460 S. Highland Street
Memphis, TN 38111
452-7341

HOLLYWOOD
1530 N. Hollywood Street
Memphis, TN 38108
323-6201

LEVI
3676 Highway 61 Street
Memphis, TN 38109
789-3140

NORTH
1192 Vollintine Avenue
Memphis, TN 38107
276-6631

PARKWAY VILLAGE
4655 Knight Arnold Road
Memphis, TN 38118
363-8923

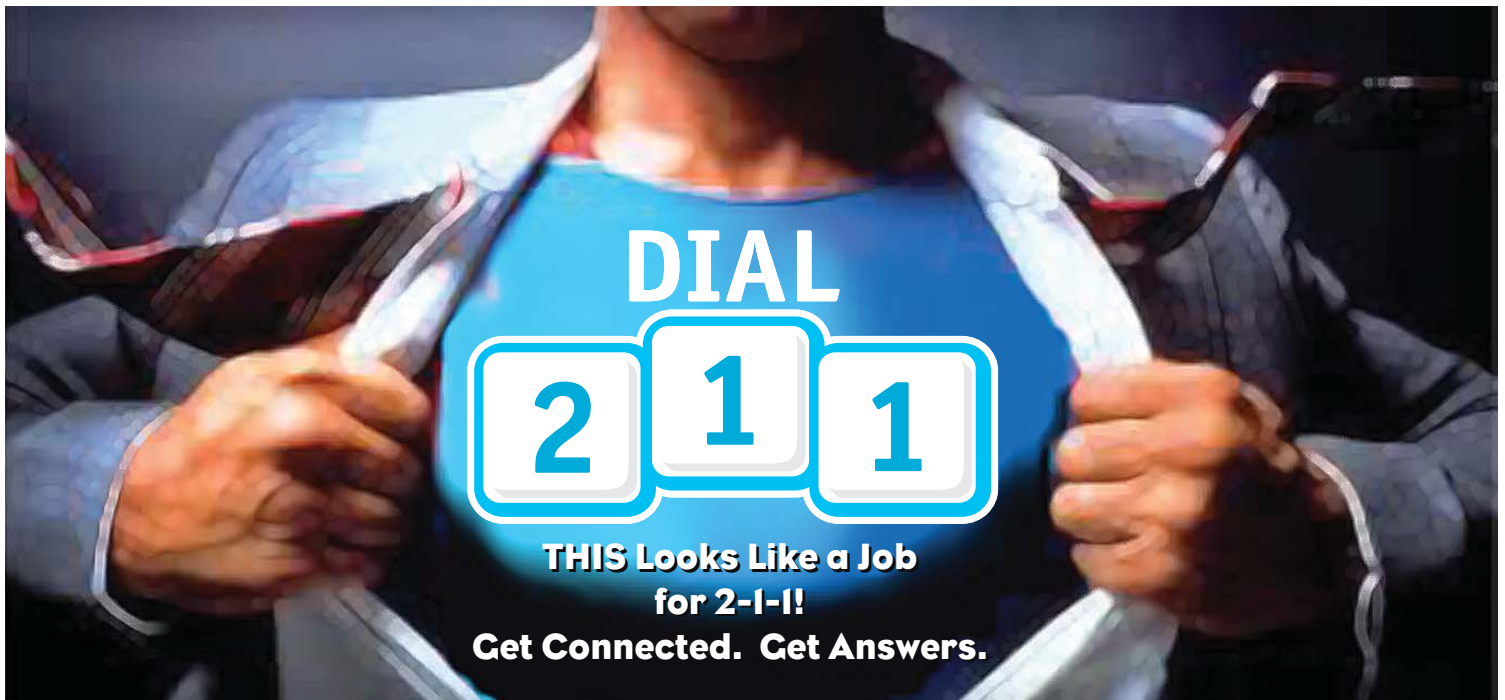
POPLAR-WHITE STATION
5094 Poplar Avenue
Memphis, TN 38117
682-1616

RALEIGH
3157 Powers Road
Memphis, TN 38128
386-5333

RANDOLPH
3752 Given Avenue
Memphis, TN 38122
452-1068

SOUTH
1929 S. Third Street
Memphis, TN 38109
946-8518

WHITEHAVEN
4120 Millbranch Road
Memphis, TN 38116
396-9700



CHECK IT OUT! > IMPACT

54,619 people attended 2,076 computer classes, author talks, gardening workshops, storytimes, and other great programs at the Library.

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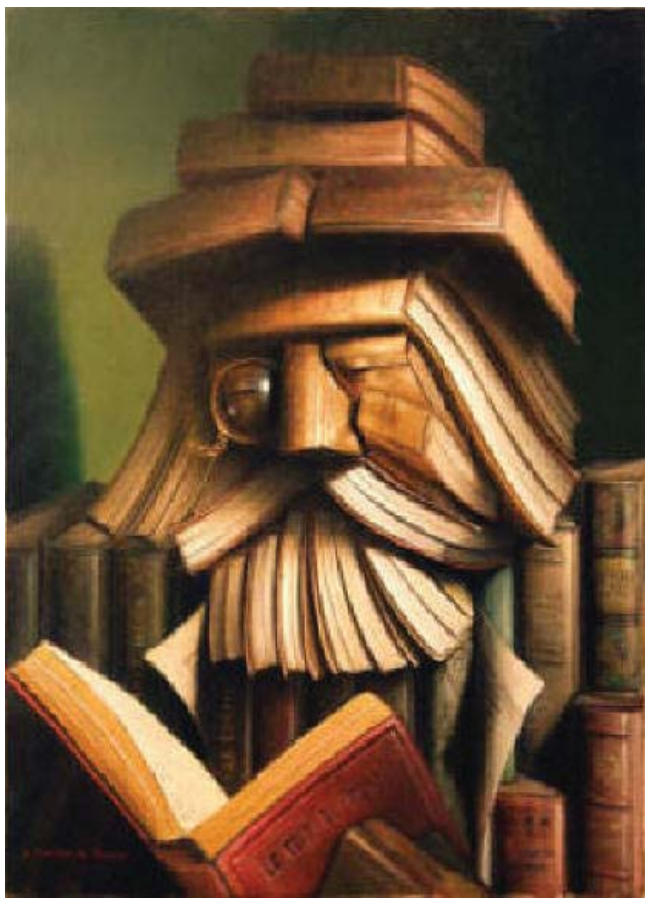
More than half of Memphis residents have a library card!

Looking to connect, learn, and grow at your Library? There's always something exciting at a library near you: book clubs for all ages and interests all across the City and County; computer classes for various skill levels; or job readiness workshops.

The LINC/2-1-1 department answered 95,162 information & referral calls.



448 volunteers donated 30,419 hours of service to the Library.



Twelve months a year the Library screens foreign and critically acclaimed films as part of the Wider Angle Film Series.



Library customers logged 1,278,543 computer sessions at library facilities.

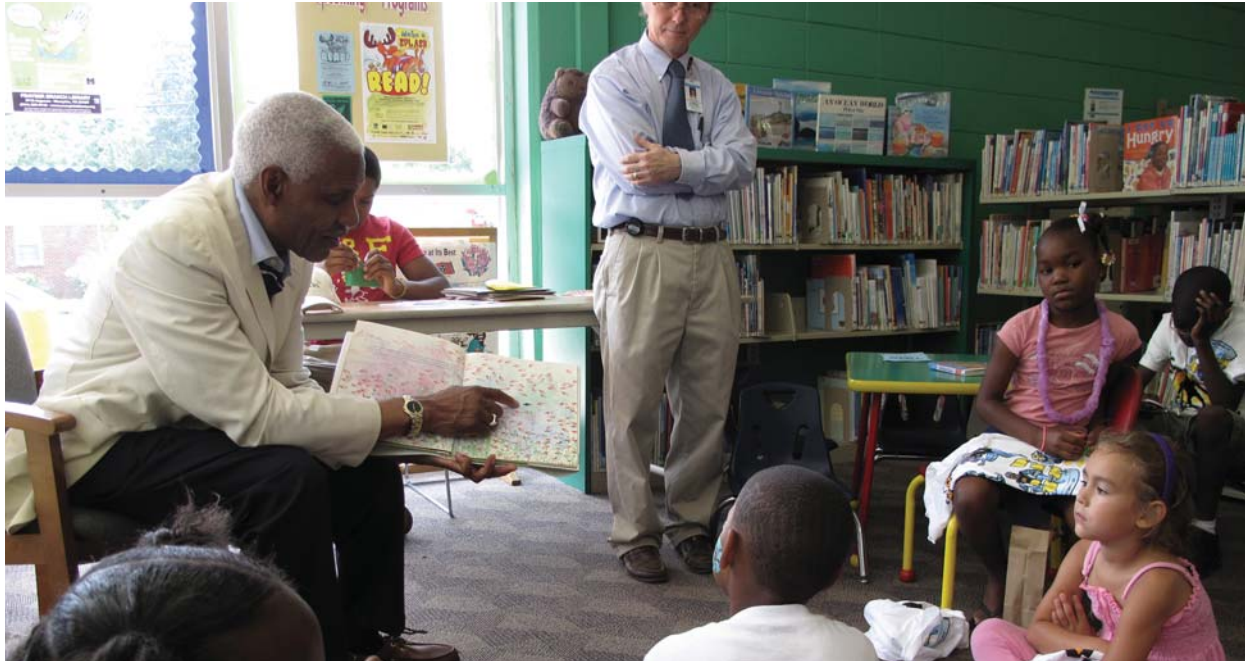


Our ongoing collaboration with the Mid-South's Earned Income Alliance and VITA/AARP helped residents realize \$2,251,000 in income tax refunds.

GREAT PROGRAMS YOU SHOULD KNOW ABOUT!

Each library location has its own unique character that reflects the interests or needs of the respective neighborhood; services and collections take their cue from our customers. For example, Real Men Read is a special storytime and mentoring program for preschoolers at the **Cornelia Crenshaw Branch**. **Poplar-White Station** is a central gathering place for civic organizations in East Memphis. **Highland** boasts a special collection of materials to help customers determine the origin and value of coins. **North Branch** sponsors empowerment conferences for men and women. Come on in and explore!

10,279 children & teens read 180,166 books during the Summer Reading Club; 910 adults increase that number with an additional 4,680 more books read.



Mayor A C Wharton is seen here reading at the Frayser Fun Fest.

Community Connections

This Festival Has Heart!

Vibrant. Centering. Community gathering place. These words describe the Frayser Branch Library. Nestled in northwest Memphis, this neighborhood branch has a heart that beats with the spirit of its residents. Nothing illustrates that more than the Frayser Fun Fest – the annual kick-off to the Summer Reading program held at the branch in late May. Although the celebration is put on every year, the most recent Fest had particular significance. Battered by torrential rains a few weeks before Memorial Day, the Frayser area experienced historic flooding. Determined to provide a ray of sunshine after the storms, library staff galvanized community agencies, performers, and neighborhood associations to create a memorable event. “Many of our neighbors suffered losses,” said Frayser branch

manager Dean Moore. Moore has resided in the community for over 30 years. “We hoped the event helped them take their minds off their troubles, at least for a few hours, and they enjoyed the afternoon.”

Longtime Friends of the Library member Robert Roberts has been involved with the event since it started 11 years ago. “We had a good crowd, and Mayor Wharton came out and read to the kids.” For Roberts, the family-oriented activities went a long way in promoting the Library. “The kids really like the face painting and the balloon art.” Ultimately, the goal of the event was to encourage participation in the Summer Reading program. Organizers succeeded in drawing attention to Summer Reading and offering fellowship and fun.

Traveling Exhibit Shows How Women Physicians Give Medical Profession a Facelift

Inspiration through information. That's what a traveling exhibition on women physicians was all about. The collection of history, facts, and photos made a recent stop at the Memphis Public Library & Information Center.

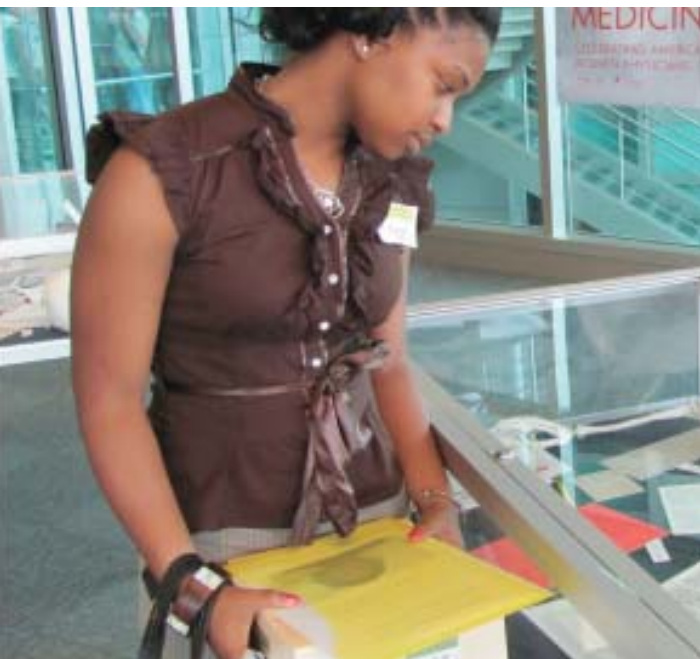
Traditionally midwives, "curanderas," and healers, women physicians were credited as pioneers who integrated medical schools, conducted breakthrough research, and developed new public health strategies.

During the exhibit's more-than-a-month stay, event sponsors and library organizers celebrated women's contributions with a luncheon. The guest list consisted of local female medical professionals and high school girls who aspired to be like them. Ridgeway High sophomore Marissa Gooden was

one. "I learned that if you set your mind to it and make goals, you can be successful," said the future anesthesiologist.

Following the luncheon, the aspiring young professionals and their medical mentors viewed the exhibit where they learned more about the women who paved the way for them. Highlighted in the display were New York City Bureau of Child Hygiene Director Dr. S. Josephine Baker, the first African-American dean of a U.S. medical school; Dr. Barbara Ross-Lee; and pioneering physician and Shoshone Indian Dr. Sharon Malotte, among others.

"Medicine is fascinating, wonderful, and dynamic," said Dr. Nancy Chase, who works in Memphis as a Pediatric Cardiologist. "You never



Ridgeway High Sophomore Marissa Gooden looks at display material.

The Changing the Face of Medicine Exhibit tells the story of women physicians through narrative panels.

stop learning in medicine – ever!”

The Exhibit was sponsored by Baptist Memorial Hospital for Women with supporting sponsors: Methodist Le Bonheur Healthcare, The Memphis Medical Foundation, and The University of Tennessee Health Science Center. Community partners were the Women’s Foundation for a Greater Memphis, The University of Memphis University Libraries, and The University of Tennessee Health Science Center Libraries.

Changing the Face of Medicine: Celebrating America’s Women Physicians was developed by the Exhibition Program of the History of Medicine Division of the National Library of Medicine in collaboration with the American Library Association Public Programs Office. The traveling exhibition was made possible by the National Library of Medicine and the National Institute of Health Office of Research on Women’s Health. The American Medical Women’s Association provided additional support. The Memphis Library Foundation was a contributing sponsor.

Memphis Jewish Federation Unites to Serve the Library

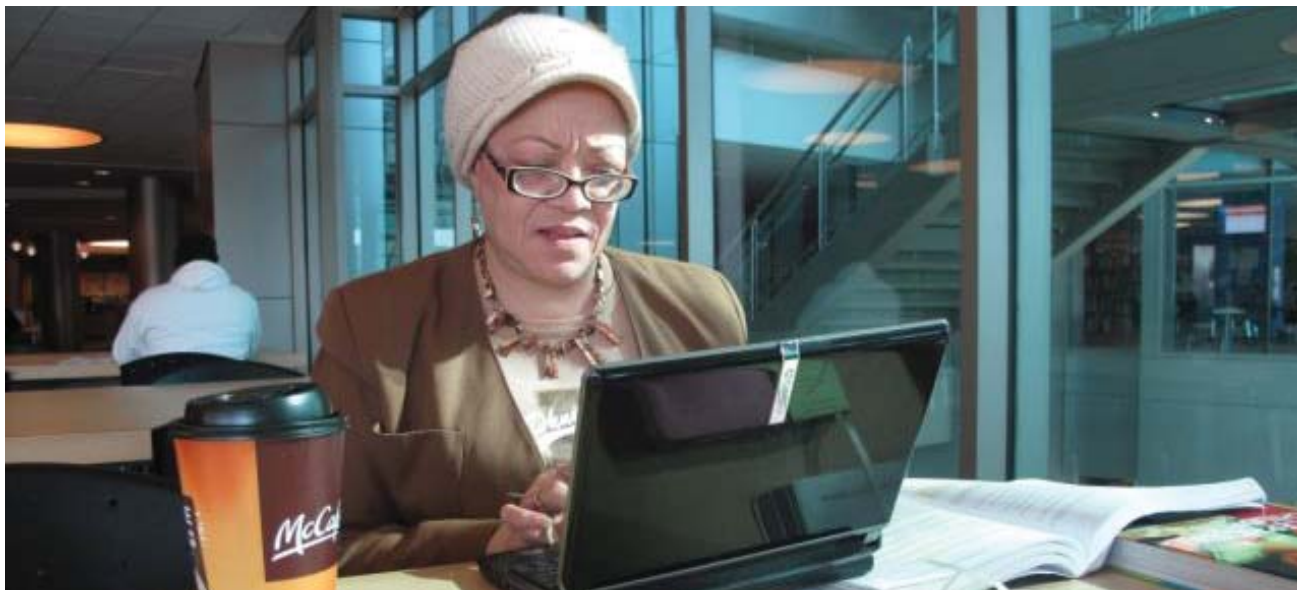
There are two types of people in this world: those who watch things happen and those who make things happen. Tricia Woodman, Memphis Jewish Federation (MJF) volunteer, belongs to the latter. When MJF community relations coordinator Bluma Zuckerbrot-Finkelstein asked Woodman to coordinate a book drive in response to President Barack Obama’s *United We Serve* initiative, Woodman didn’t hesitate and quickly identified a recipient for the charitable endeavor: the Poplar-White Station and North branch libraries.

Quickly, Woodman knew she had tapped a cause the community could rally behind. “We thought it would be easy, but it just got bigger and bigger,” Woodman said. Books poured in from local synagogues, Jewish schools, and senior homes netting 7,200 books—shattering the group’s goal of collecting 2,009. Some of the books went directly on to the shelves—about \$4,000 worth. The rest were sold at book sales held at Poplar-White Station Branch. MJF presented the Foundation for the Library with a check for \$1,000 resulting from the sales.

Director of Libraries Keenon McCloy was impressed by the level of community engagement and support. “The Federation’s goodwill and good work will touch countless people and help both branch libraries and our system as a whole.”



The Changing the Face of Medicine Mentoring Luncheon brought student and physician face-to-face.



Union University student and Memphis City Schools substitute teacher Sharlene Warren works on school assignments, using her laptop and the Benjamin L. Hooks Central Library's wireless Internet service.

Library Connects Customers to the World with Wi-Fi

It's a hotspot around town, a place that keeps you connected to the world through Wi-Fi. And now, people can use their laptops to access this free wireless Internet service at any library branch.

"We are a place where people can come to nurture their souls," says Director of Libraries Keenon McCloy. "Other than home or work, we are that 'third place' where people prefer to be."

Central Library regular Robert White said he visits the library about three times a week. The database administrator says that the Library's convenient and reliable wireless service enables him to "get things done" - everything from business to entertainment. "It is both a privilege and a plus," White says. "[Wi-Fi] is a good service to have. And, the Library is a place with positive energy to come and relax."

Offering customers a getaway without actually getting away, the wireless service also provides greater access and speed. These key improvements

contribute to increased customer satisfaction, says Sam Ivy, Electronic Services Information and Technology Support Manager. "It makes public service - our main focus - a lot better."

The wireless Internet service was initially offered at five library locations. Now all branches have full access. Ivy says that the service upgrade offers customers more options.

Another plus is that customers can keep their money in their pockets. McCloy said this feature helps families to fill financial gaps. "Any person can plug in and not have to spend a cent. It's not like many businesses where you have to spend money," she says.

"More people should utilize the library," White adds. "This is point 'A' where people can find information on anything, any career. They can start here at the Library."



Anxious job seekers await their turn to enter Career Fair.

More than 1,500 Job-Seekers Attend JobLINC's 20 Year Anniversary Career Fair

A line of anticipating people snaked through the Central Library lobby and out the doors during a recent career fair. Around 1,500 hopefuls attended JobLINC's Career and Education Fair in June 2010 to celebrate JobLINC's 20th anniversary of connecting jobseekers to employers.

The Library's mobile career center, JobLINC, helps the unemployed prepare for new jobs with companies like those that attended the Career Fair. Among them were AFLAC, Inc., Belhaven College, FedEx Ground, ITT Technical Institute, Olympic Staffing, and Shelby Residential Vocational Services, among others.

Attendees like Nakita Brown arrived more than an hour early hoping to land an on-the-spot interview. "Early birds get the worms," Brown said, while reviewing information she collected. "I feel relieved, like I took care of business today," she added.

Because of the Fair, Brown said she now has options in her professional and academic careers. "I prayed before I came, and God answers prayers – quick!" Brown said. She secured an interview with Regions Bank and gathered scholarship information to further her education.

University of Memphis senior Joshua Mitchell also awaited his chance to speak to potential employers. "I don't have to have an office or anything full-time," the psychology major said, "just

something part-time, something flexible that works with my [school] schedule."

Wife and mother Abigail Phillips said she hoped the Fair would help her and her family to say goodbye to hard times. Among the many individuals who were hit by the economic downturn, Phillips was also hit by recent flooding in her hometown of Haywood County. The storm forced the unemployed mom and her family out of their home and into a shelter.

Displaced but not discouraged, the family found a new home in Memphis, but old problems still lingered. "It's still an everyday struggle to make ends meet," said the mother of one, "but confidence and faith will take you through." Phillips said this confidence, along with her work ethic and experience, makes her the ideal hire and sets her apart from other applicants.

Robyn Stone, Senior Librarian at the Memphis Public Library and Information Center, has been organizing the Fair since 2001 and working with the JobLINC team for 14 years. Stone said she had mixed emotions while watching the crowd, which represented a percentage of Shelby County's unemployed. "It's a great thing to have so many people," she said. "It's a sad thing that so many people have to come. But it's good that [job-seekers] can come somewhere to get the information they need."

American Dreams Start @ Your Library

Envision this . . . Theological seminary student Ryan Bush stood before a crowd gathered at the Cordova Branch recently. The youthful and energetic Bush walked briskly to the podium and started his remarks. With a quiet smile betraying the list of unpleasant experiences he was about to relate, Bush told the audience about the first day of a mission trip to South America three years ago. Bush began his litany of all the things that did not go right on day one. In the bustling metropolis of Lima, Peru, Bush took a bus to get to a gathering. But, after boarding the bus he wasn't sure where to get off. "The bus driver asked me where I was going – I think." Anxiety heightened as Bush tried to explain his final destination to the driver. "I knew very little Spanish." The driver didn't speak English. Unable to comprehend one another, Bush just got off the bus – in an unfamiliar city, in an unfamiliar country.

Wait. It gets better (or worse). Bush reaches for his wallet. It's gone. "I felt worried. I felt scared. I felt helpless. I felt intimidated." By the time Bush got to this point in his remarks, listeners nodded their heads – sympathetic to his plight. And, that was the point. "There are folks in Memphis who have those feelings everyday," Bush acknowledged.

Bush eventually arrived at his destination "through some miracle," he laughed now that the ordeal is over. But, being unable to read or speak English is a huge concern. Language barriers present obstacles for many non-native English-speakers. Getting from here to there can be a challenge. Understanding instructions from a doctor to care for a sick child? Nearly impossible. Opening a checking account? Ditto. Many of life's daily decisions become harder than they need to



Volunteer Ryan Bush teaches ESL classes at the Cordova Branch.

be. But, thanks to a grant from the American Dream Starts @ Your Library Grant awarded by the Dollar General Literacy Foundation and the American Library Association, Cordova Branch will be one location where adult English language learners can access resources. Cordova received \$5,000 to augment the English as a Second Language (ESL) collection. Materials were purchased in Spanish, Chinese, Arabic, Farsi, Vietnamese, and Tagalog. Almost 10% of visitors to the branch speak a language other than English.

Enlightened by a unique perspective, Bush stepped forward to teach a 17-week ESL class for Spanish speakers at the branch. So much like Bush's misadventures in Lima, there is a happy ending.



The Memphis Symphony Orchestra sponsored Family Tunes & Tales at several locations: the Benjamin L. Hooks Central Library, Cordova Branch, and Whitehaven Branch.

Saturday Sessions

A Memphis Symphony Orchestra (MSO) outreach project had music spilling over the bookshelves. String, woodwind, percussion, and brass ensembles from the orchestra performed mini-concerts once a month to toe-tapping, hand-clapping crowds. Although the symphony has performed at Memphis Public Library & Information Center locations before, the concert series collaboration marks the first time a format was developed specifically for library audiences with an emphasis on literacy. Each hour-long concert, held on Saturday mornings, featured a popular children’s book and concluded with a related craft activity.

Titles featured in the series designed for three to five year olds included *The Bremen Town Musicians* by

the Brother’s Grimm; *How I Became a Pirate* by Melinda Long; *Ben’s Trumpet* by Rachel Isadora; and *Bimwili and the Zimwee* by Verna Aardema. In between compositions, musicians describe their instruments in simple terms. Audience participation was encouraged, and parents said it was a fun way to interact with their kids and learn something new. “I want to expose my son to all types of music,” said Yaz Ming, proud mother of a five year old.

According to MSO and Library organizers, Ming’s response is exactly what they hoped would be the result of the project—introducing the world of music and literature to children.

CHECK IT OUT! > FINANCIALS

LIBRARY (000'S)

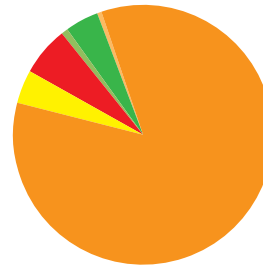
JULY 1, 2009 - JUNE 30, 2010

INCOME	2009		2010	
Public Funding				
City of Memphis	\$14,264	85.7%	\$13,788	84.5%
Shelby County	\$ 650	3.9%	\$ 650	4.0%
City of Bartlett	\$ 979	5.9%	\$ 1,020	6.3%
State and Federal	\$ 14	0.1%	\$ 102	0.6%
Fines and Fees	\$ 741	4.5%	\$ 711	4.4%
Other	\$	0.0%	\$ 42	0.3%
Total Income	\$16,648	100.0%	\$16,313	100.0%

EXPENSES	2009		2010	
Personnel	\$11,867	71.3%	\$11,756	72.1%
(General) Materials, Technology, Programs, Collections, Books, Databases & Serials	\$ 1,156	6.9%	\$ 980	6.0%
Operating	\$ 3,625	21.8%	\$ 3,577	21.9%
Total Expenses	\$16,648	100.0%	\$16,313	100.0%

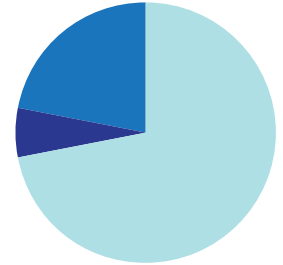
Auditors for the Memphis Public Library & Information Center: Thompson Dunavant PLC

- CITY OF MEMPHIS
- SHELBY COUNTY
- CITY OF BARTLETT
- STATE AND FEDERAL
- FINES AND FEES
- OTHER REVENUE
- PERSONNEL
- GENERAL
- OPERATING



INCOME

Charts Represent 2010



EXPENSES

FOUNDATION FOR THE LIBRARY (000'S)

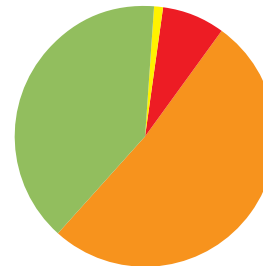
JULY 1, 2009 - JUNE 30, 2010

INCOME	2009		2010	
Public Funding				
Contributions	\$ 277	60.1%	\$ 304	39.6%
Bookstore	\$ 92	20.2%	\$	
Fundraising Events	\$ 15	3.3%	\$ 9	1.2%
In Kind Contributions	\$ 29	6.4%	\$ 60	7.8%
Investment Income	\$ 42	9.2%	\$ 395	51.4%
Total Income	\$ 455	100.0%	\$ 768	100.0%

EXPENSES	2009		2010	
Library Support and Advancement	\$ 339	85.4%	\$ 203	62.3%
Administrative	\$ 58	14.6%	\$ 123	37.7%
Total Expenses	\$ 397	100.0%	\$ 326	100.0%

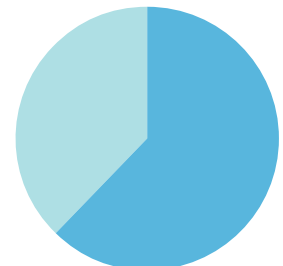
Auditors for the Memphis Library Foundation: Decosimo

- IN KIND CONTRIBUTIONS
- FUNDRAISING EVENTS
- CONTRIBUTIONS
- INVESTMENT INCOME
- ADMINISTRATIVE
- ADVANCEMENT



INCOME

Charts Represent 2010



EXPENSES

FRIENDS OF THE LIBRARY (000'S)

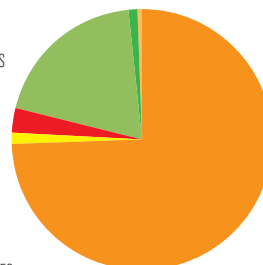
JANUARY 1, 2010 - DECEMBER 31, 2010

INCOME	2009		2010	
Public Funding				
Book Sales	\$ 100	85.5%	\$ 150	74.6%
Membership	\$ 4	3.4%	\$ 3	1.5%
Video Rental Fees	\$ 10	8.5%	\$ 6	3.0%
Investment Return	\$ (-3)	-2.6%	\$ 39	19.4%
Memorials and Gifts	\$ 6	5.1%	\$ 2	1.0%
Other Revenue	\$		\$ 1	.5%
Total Revenues	\$ 117	100.0%	\$ 201	100.0%

EXPENSES	2009		2010	
Book Sales	\$ 22	22.4%	\$ 39	31.7%
Commitments to the Library	\$ 64	65.3%	\$ 67	54.5%
Hospitality	\$ 2	2.0%	\$ 5	4.1%
Membership Campaign	\$ 1	1.0%	\$	
Audit Fees	\$ 5	5.1%	\$ 5	4.1%
Postage	\$ 1	1.0%	\$ 2	1.6%
Printing and Supplies	\$ 2	2.0%	\$ 2	1.6%
Miscellaneous Expense	\$ 1	1.0%	\$ 3	2.4%
Total Expenses	\$ 98	100.0%	\$ 123	100.0%

Auditors for the Friends of the Library: Decosimo

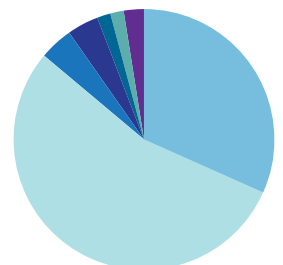
- BOOK SALES
- MEMBERSHIP
- VIDEO RENTAL FEES
- INVESTMENT RETURN
- MEMORIALS AND GIFTS
- OTHER REVENUE



INCOME

Charts Represent 2010

- BOOK SALES
- COMMITMENTS
- HOSPITALITY
- AUDIT FEES
- POSTAGE
- PRINTING AND SUPPLIES
- MISCELLANEOUS EXPENSE



EXPENSES



**"I love my library card.
Sign up for yours today."**

JANET HOOKS

Director, Public Services & Neighborhoods Division, City of Memphis

THE CARD THAT KEEPS ON GIVING

Visit your library today. It is a community hub of activity. In tough economic times, your library card gives you free access to books and computers, homework help, assistance with resumes and job searches, accurate financial information, adult education courses, CDs, DVDs, and much more. For more information, please visit www.memphislibrary.org



CHECK IT OUT!

LEADERSHIP

(As of June 30, 2010)

CITY OF MEMPHIS

- A C Wharton, Jr. - Mayor
- Janet P. Hooks - Director, Public Services & Neighborhoods Division
- E. Keenan McCloy - Director of Libraries

MEMPHIS CITY COUNCIL

- Bill Morrison - District 1
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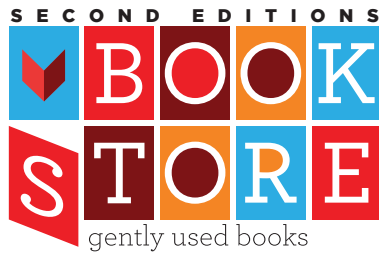
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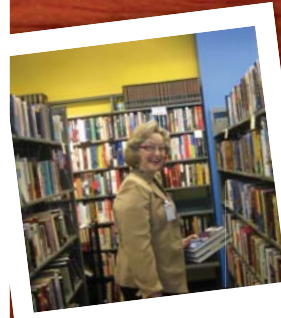
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