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	ach can dramatically improve a library's performance.
	id more
http://www.booklistonline.com/	,
corner-shelf	
	ding Tips: Shelf by Shelf: 900s
	by Rebecca Vnuk
-	If you're not too traumatized from
Notes from the Field	watching your finition collection, then it's the to make on to the \$900s. The special call-out sections of the \$90s are travel and biography. Other portions of
Marketing and Readers'-Advisory Advice from Susan Brown by Rebecta Vnuk	the 900s should be weeded based on condition, currency, and usage.
- At the ALA Midwinter Manifesia in Cantola	Books on current affairs should be weeded after three to five years; some titles may be
At the ALA Midwinter Meeting in Seattle this year, I had the pleasure of meeting Susan Brown, marketing director for the	retained for historical perspective as space allows. Most of your general-history titles can be retained if they are in
Lawrence (KS) Public Library. She shares her viewpoints on marketing, readers'	good shape and are circulating, but do watch for dated material—please tell me you don't have books that refer to the Soviet Union in the present tense. This is also especially
advisory, and social media with us in this interview.	true for your geography and map sources.
Rebecca: Many libraries may not have a	Travel
dedicated marketing person—can you give us a summary of what your job entails?	For travel guides, weed after two years. Replace annually if the budget allows. An outdated travel guide is fairly useless to a traveler. Sure, people can check online, but the reason
Susan: My job really encompasses communications, publicity, PR, and marketing: I coordinate our amazing social-media team; I manage all of our communications	they came to your library to get that book was so that they didn't have to print out everything from the web! I'll never forget the librarian who scoffed at me when I weeded
(calendar, newsletter, press releases, etc.); I manage our website, with help from our great web content team; I help with major library-wide programs such as summer reading	Fodor's New York City, 2000-in 2004. "It's still useful, not that much changes in a big city like New York, all the tourist stuff is the same every veer." I simply said, "Twin Towers,"
and Read across Lawrence; I help launch new services and initiatives by developing PR campaigns; and I work with	as I discarded the book.
community organizations to develop partnerships.	>>read more
Most of all, I work to position Lawrence Public Library as an	









































