

Shelf life



NEWS AND VIEWS

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Toronto Public Library staff training "rovers" helped library patrons learn to use the Internet and other electronic resources through a Young Canada Works grant.

Back-to-school initiatives expanded

The kids are back at school and Toronto Public Library is there for them, backing the *Get Caught Reading* campaign, resuming its Sunday service and enhancing electronic services.

Spearheaded by the Canadian Publishers' Council, *Get Caught Reading* is a nation-wide reading awareness campaign to encourage people to visit their local libraries and sign up for library cards. On September 22, visitors in the city library branches who got caught reading took home t-shirts as mementos.

"We work really hard to make sure people get the best reading experience—whatever it is for them," says City Librarian Josephine Bryant, "so we were delighted to participate in this awareness effort."

Sunday hours began at 27 locations across the city on September 9. These locations open from 1:30 to 5 p.m. on Sunday throughout the school year.

As well, back-to-school, back-to-work library users will have 600 new computers with high-speed Internet access in branches throughout the city.

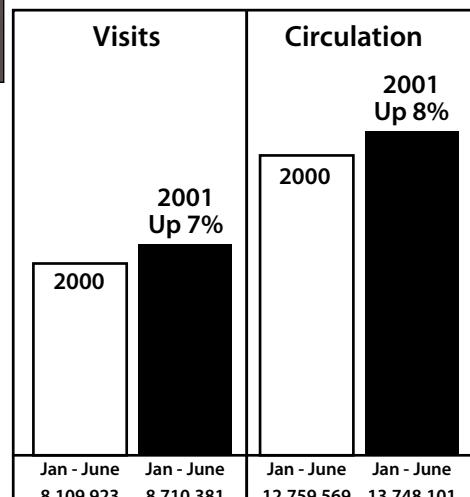
"This is terrific for customers using the Internet, our many online information sources, and the library catalogue," says Bryant.

Jump in library activity

The busiest library in North America just got busier. Toronto Public Library circulated a million more books and other items in the first half of 2001. That's an increase of eight per cent compared to the first six months of last year—enough books to pave a path from Ottawa to Toronto.

As well, based on the June 2001 monthly report on use, over 600,000 more visits were made to the library, up by more than seven per cent in the first six months compared to this time last year.

The number of holds for library items increased by 25 per cent.



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A place for all seasons

The weather wasn't the only great thing about summer in Toronto this year. Toronto Public Library had a slate of programs and activities that attracted residents and visitors of all ages.

"We are committed to developing information literacy skills in children to give them greater opportunity to explore, learn and grow in the new digital world." - City Librarian Josephine Bryant



Summer Sleuth

In late June, schools throughout the city distributed TD Summer Reading Club invitations for *Summer Sleuth*, the Library's inventive reading program that attracted children to the joys of reading. Almost 50,000 kids attended meetings of the club in person or logged on to the Library's *Summer Sleuth* website.



Kids@computers

Library staff delivered computer training to nearly 500 Toronto kids at nine locations through the City's *kids@computers*

program, which placed 246 computers into Toronto homes.

Toronto Public Library partnered with Toronto Social Services to develop *kids@computers*, providing free training and equipment to children whose families are on social assistance. The children completed courses on basic computer skills, Web awareness (including sessions for parents) and using the Internet to help with homework.

The program will continue at the Albion and Agincourt branches this fall.



Leading to Reading

Now that the kids are back at school, the Library's Fall *Leading to Reading* and *Homework Help* programs are up and running. These programs have expanded from 24 to 34 locations this fall. Their message to kids in Grades 2 to 6 is: "reading is for you" and "reading is wonderful."

This summer, more than 1,400 children took part in *Leading to Reading*, with attendance in some branches jumping by 20 to 30 per cent over last year.

English Can Be Fun

More than 500 Canadian newcomer children, ages 9 to 12, attended the *English Can Be Fun* programs at 18 locations (up from 12 last year because of popular demand) this summer. *English Can Be Fun* gives children a chance to practice speaking English, to make friends, to get a library card, and to get a first hand, inside look at all the library has to offer.



Your United Way donation

Did you know that you can direct your United Way donation to the Toronto Public Library Foundation? All proceeds will benefit the Library's *Leading to Reading* program. Last year the

Foundation raised \$180,000 to support children's literacy. This year our goal is \$240,000. Help us achieve this goal. The Toronto Public Library's charitable registration number is 886554476RR0001. You can allocate your entire donation to the Library or just a portion. You specify the amount. We would love to be able to recognize and personally thank you for your donation. Please contact Liza Fernandes at 416-393-7123 if you have any questions.



Local youngsters joined Councillor Peter Milczyn and City Librarian Josephine Bryant as they cut the ribbon during Eatonville's official opening on September 13.

Eatonville a hit with community

The new Eatonville Branch circulated a record 3,200 items on June 4, its first day open. That's 1,000 more items than daily circulation before the branch closed.

Surveys show that, compared to 1999, Eatonville now has:

- 25% more customers visiting
- 46% more questions being answered
- 84% more materials being used in the library

"These figures show just how pleased people are with this beautiful new branch and its improved facilities and programs," says City Librarian Josephine Bryant.

Fast Facts

First 10 books* published in Canada:

† Catholic Church Catechism	1765
Quebec Primer (French Alphabet)	1765
Quebec Primer (Latin Alphabet)	1766
† A devotional book in the Mohawk Language by Jean Baptiste de la Brosse (a Jesuit missionary)	1767
Nova Scotia Almanac	1769
† The Universal Prayer (a prayer book and remarks) by William Doyle	1770
Catholic Church Liturgy and Ritual (French)	1772
The Gospel of Christ Preached to the Poor by Peter Delaroche, Missionary	1773
Catholic Church Psalter (French)	1773
† A three-volume treatise on the French laws of Quebec by Francois Joseph Cugnet	1775

*Reprinted with permission from *The Top 10 of Everything 2001* Dorling Kindersley

†Available at Toronto Reference Library Special Collections Centre

Libraries in public's good books

Canadians rate public libraries as one of the best performing public or private institutions, surpassed only by fire departments, according to the *Citizens First 2000* study.

The Institute of Public Administration of Canada (IPAC)

commissioned the in-depth study of Canadians' views of government services. It is a sequel to one done in 1998 by the federal government's Canadian Centre for Management Development, which found equally high ratings of public library services. For more details, go to www.ipaciapc.ca/english/new/citizens.htm



Historicity: Toronto Then and Now

Pictures • Maps • Historical Records • Neighbourhoods
A Library Web Service www.tpl.toronto.on.ca

Want to know more about a beautiful old building in Toronto? Need details about your neighbourhood's past for a school assignment?

Historicity, a new library web service, is a great way to start!

Historicity: Toronto Then and Now brings together on the Internet many sources of information about Toronto past and

present, including thousands of photos, paintings, drawings and maps of early Toronto; historical city directories; local history publications; and links to useful Internet sites about the city.

The library gratefully acknowledges the support of the Government of Canada's Millennium Partnership Program, toronto.com, Torstar Media Group and The McLean Foundation.

Gala Luncheon for Literacy

A second gala luncheon is planned, after the success of last year's Toronto Public Library Foundation *A Novel Afternoon*, which featured Harry Potter author J.K. Rowling. It will honour the recipients of the first annual Toronto Public Library Celebrates Reading award.

Slated for Sunday, October 14 at the Barbara Frum Atrium, CBC Broadcasting Centre, it will feature authors, entertainers, and a silent auction. All proceeds will benefit the Library's literacy programs. Tickets are \$300 for individuals and \$4,000 for corporate tables. Please call Karen Fleming at 416-397-5924 for ticket sales and other details.

Calendar of Events:

October, 2001

Small Business Series

Wired for Small Business Success
October 3, 6:30 p.m.
Toronto Reference Library
789 Yonge St

Toronto Literary History

With Greg Gatenby
October 4, 7 p.m.
Northern District
40 Orchard View Blvd

A Novel Afternoon:

Gala Luncheon for Literacy

October 14, 12 - 2:00 p.m.
Tickets \$300. 416-397-5924
Barbara Frum Atrium, CBC
Broadcasting Centre
250 Front St., West

Performing Arts Lecture Series:

Diana Flacks

October, 15, 6 p.m.

Christopher House

October, 26, 6 p.m.
Toronto Reference Library
789 Yonge St

Exhibit: Footprints of the Hound

October 20 – December 2
Canada Trust Gallery
Toronto Reference Library
789 Yonge St

Smokescreen: One Man Against the Underworld

Featuring Paul William Roberts
October, 22, 7:30 p.m.
Toronto Reference Library
789 Yonge St

Small Business Series:

Resources for Women in Small Business

October 24, 6:30 p.m.
Toronto Reference Library
789 Yonge Street

The Write Word Series:

Lunchtime workshops on different aspect of writing
12 - 2:00 p.m.

Catherine Gildiner: Writing Memoirs

October 10

Michael Holmes: Pop Culture and Writing

October 17

Daniel Richler: Book Television: A Collision?

October 24

Eric Koch: Writing Historical Novels

October 31

Toronto Reference Library
789 Yonge St

Library Board Highlights

September 24, 2001

New Location for Library Board Meetings

A motion was passed that Toronto City Hall will be the location of future Board meetings. Details will be given as soon as a location in City Hall can be confirmed.

Operating Budget Monitoring Report July 31, 2001

This report was received by the Board for information.

Award of Contract – Summer Recess

Information on this roofing contract, which was given during the summer months and is funded and accommodated through the Library's capital budget, was received by the Board.

Toronto Public Library: Public Opinion Research – September 2001: Results and Next Steps

Preliminary results of the public opinion research completed by Toronto Public Library were given by Michael Sullivan, Partner, Strategic Counsel, and a description of the next steps to be taken were discussed.

Annual Performance Measures – Additional Information on Canadian and Multilingual Materials

In response to the Toronto Library Board's request for further information on the Library's holdings and selection practices of Canadian and multilingual materials, a report was presented on the collection development initiatives and performance measures for these collections.

St. James Town Building Project

An overview of the planning undertaken on this project was presented to the Board for information. The St. James Town project involves the Toronto Public Library working in co-operation with Parks and Recreation, Community and Neighbourhood Services and other community groups to design and build the St. James Town Community Centre. An architect was selected in July 2001 and the Centre is scheduled for completion in 2003.

Ontario Public Library Week

Details on this year's Ontario Public Library

Week were provided for the Board's information. Highlights include a number of Internet-related programs and guest speakers.

2002 Capital and Operating Budgets – Timetable and Process

A timetable and process for preparation and review of the Library's 2002 capital and operating Budgets were presented to the Board for information. A five-member sub-committee will also be struck with the inclusion of two citizen members of the Library Board plus one of the City Council members of the Board.

Lease Renewal Agreement – Steeles Neighbourhood

A lease renewal was approved for this branch library effective for 5 years.

Award of Contract – Bookmobile

Staff were given permission to enter contract negotiations with McNabb Bus Sales for the supply of a new bookmobile.

Visual Identity Program

A new visual identity program and an implementation schedule for its use was approved by the Board. Business and promotional products will also include the new visual identity when current stock is depleted.

The New National Dream: Networking the Nation for Broadband Access – Report of the National Broadband Task Force

Established by Brian Tobin, Federal Minister of Industry, this report was presented to the Board for information. The Board expressed its support for the findings of the Report, which will help meet the increased demand for broadband access and capacity.

Next Meeting: Monday, October 29, 2001

Shelf Life is published 10 times a year by the Toronto Public Library Board, 789 Yonge Street, Toronto, Ontario, Canada M4W 2G8.

Marketing & Communications Office:
416-393-7117.

The Toronto Public Library Board meets monthly from September through June. Meetings are open to the public. The Library Board includes eight citizen members and seven City Councillors.