Marketing the New York Public Library in a Time of Change

Anthony Calnek
Vice President, Communications and Marketing
The New York Public Library

The New York Public Library is . . .

The New York Public Library is . . .

a magnificent building in the heart of Manhattan with beautiful reading rooms and spectacular collections, like rare books and maps.

Its mission is to serve scholars and researchers.

THE NEW YORK PUBLIC LIBRARY
6!
THE NEW YORK PUBLIC LIBRARY IS
NOW OPEN
SIX DAYS
A WEEK!

Duos fratres-natione antiochenos-arte medicos · discipulus apostolorum · postea pauli socius usque ad consummationem eius fuisse creditur: nam neque uxorem unquam habuit neque filios: sepuagintaq; et quatuor annorum obiit in bithynia · plenus spiritu sancto. Qui cum iam scripta essent euangelia · p machrii quidam in ultra · p marcii autem in italia: sancto instigante spiritu in achaie partibus hic simplex euangelium significans eiusq; ipse in principio ante suii alia esse dicenda. Cui opera est q̃ ordo euangelice dispositionis expositere maxime necessitas laboris fuit: ut primum gentes fidelibus omni pheranone ornatas in earum dei cultu manifestata humanitate ne infidelis fabulis autumet: in solo legis deliberio morentur: uel ne hereticis fabulis et multiplicibus sermonibus seducti prodeant a veritate laborant: deinde ut in principio euangelii iohannis nativitate prelimpta-qui euangelium scribere et in quo eius scribere indicare: confessio i fe cõplera esset-q̃ esset ab alijs inchoata. Cui idco post baptismum filij dei a ptekiour generationes i cristo impletere repetit a principio nativitate humane perfectus quasi e: ut mysteriumq; dominicum in quo apprehendere erat per nathan filii david incipiens renuntiis i dei generationis admisso indisparabile ei fidelis in hominibus cristi filii-ptesti opus hoc edere in fe y filii factum: qui per david patri venientibus ire fidebat in cristo. Cui hic non immerito eiusq; fabulorum actui apostolos perfectus i ministerio danat: ut deo in dei plenio et filio ydionis epindo-oratore ab apostolis facta · forte domini sententia quam complemur: sicut paulus ad romanorum apostolus adhibitum · qui ita cõtra stultitiam traditurus deus dicit fer. Quod et legimus ut respondere dei · et si per singula respondi a nobis unde fuerat: scirus tamen cum operam agricolã opponat de filio familias dicer · vicarius publicii ministerium ne nõ eã volentibus dei traditurus videmur · quã fastidiunibus prudentibus.

Anny pologia

Quoniã quidem multi conatus sunt ordinare narrationem eã i nobis cumpleti sunt in nobis sicut tradiderunt nobis qui ab initio ipsi viderunt · et ministri fuerunt sermonis: visum e et mihi assecutus omnia a principio diligenter ex ordine tibi scribere optime theophile: ut cognoscas eorum uerbum te quibus eruditi es verbum.

Fuit in diebus herodis regis iudee sacerdos quidam nomine zacharias de ordine abia · et uxor illi de filiabus aaron: et nomen eius elizabet. Erant autem iusti ambo ante deum incedentes in omnibus mandatis et iustificationibus domini sine querela. Et non erat illis filius · eo q̃ esset elizabet sterilis: et ambo processissent i dierbus suis. Factũ est autem cũ sacerdotio fungeretur zacharias in ordine uicis sue ante deũ: secũdũ consuetudinem sacerdotij sorte cecidit ut incensum ponere ingressus in templũ domini. Et omnis multitudo pplꝰ erat oranꝰ foris hora incensi. Apparuit autem illi angelus dei: stans a dexris altaris incensi. Et zacharias turbatus est videns: et timor irruit super eũ. Ait autem ad illũ angelus. Ne timeas zacharia: quoniã exaudita est deprecatio tua. Et uxor tua elizabet pariet tibi filium · et vocabis nomẽ eius iohannem: et erit gaudium tibi et exultatio: et multi in natiuitate eius gaudebũt. Erit enim magꝰ coram domino: et uinũ et siceram nõ bibet. Et spiritu sancto replebitur adhuc ex utero matris suę: et multos filiorũ israel cõuertet ad dõũ deum ipsorũ. Et ipse prodet ante ipsũ i spiritu et virtute helie: ut conuertat corda patrũ in filios · et incredibiles ad prudentiã iustorũ: parare domino plebẽ perfectã. Et dixit zacharias ad angelũ. Unde hoc sciã? Ego enim sum senex · et uxor mea processit in dierbus suis. Et respondens angelus dixit ei. Ego sum gabriel q̃ asto ante deum: et missus sum loqui ad te: et hec tibi euangelizare. Et ecce eris mutus et non poteris loqui usq; i diem quo hec fiant: pro eo q̃ non credidisti verbis meis-quę implebũtur in tempore suo. Et erat plebs expectans zachariã: et mirabãtur q̃ tardaret ipse templo. Egressus autem non poterat loqui ad illos. Et cognouerũt q̃ visionem vidisset i templo. Et ipse erat innuens illis: et permansit mutus. Et factũ est ut impleti sunt dies officij nꝰ: abijt i domũ suã. Post hos autem dies cõcepit elizabet uxor eius: et occultabat se menses quinq; dicens. Quia sic fecit michi dominus · in diebus quibus respexit auferre obprobriũ meũ inter homines. In mense autem sexto missus e angelus gabriel a deo in ciuitatem galilee cui nomen nazareth · ad virginem desponsatam viro cui nomẽ erat ioseph · de domo david: et nomẽ virginis maria.

Et ingressus angelus ad eã dixit. Ave gratia plena: dominus tecũ: benedicta tu in mulieribus. Quę cũ audisset · turbata est in sermone eius: et cogitabat qualis esset ista salutatio. Et ait angelus ei. Ne timeas maria: inuenisti enim gratiam apud deũ. Ecce concipies in utero et paries filium: et vocabis nomen eius iesum. Hic erit magnus: et filius altissimi vocabitur. Et dabit illi dõus dꝰ sedem david patris eius: et regnabit i domo iacob in eternũ: et regni eius nõ erit finis. Dixit autem maria ad angelũ. Quomodo fiet istud: quoniã uirũ non cognosco? Et respondens angelus dixit ei. Spiritus sanctus superuenet in te: et virtus altissimi obumbrabit tibi. Idcoq; et qd̃ nascet ex te sanctũ: vocabit filius dei. Et ecce elizabet cognata tua: et ipsa cõcepit filium i senectute sua. Et hic mensis est sexꝰ illi q̃ vocat sterilis? Quia nõ erit impossibile apud deum omne verbũ. Dixit autem maria. Ecce ancilla dõi: fiat michi secũdũ verbũ tuũ. Et discessit ab illa angelus. Exurgens autem maria in diebus illis abiit in montana cũ festinatione in ciuitatem iuda: et intrauit in domũ zacharie: et salutauit elizabet. Et factũ est ut audiuit salutationem marie elizabet: exultauit infans in utero eius. Et repleta est spiritu sancto elizabet: et exclamauit voce magna: et dixit. Benedicta tu inter mulieres: et benedictus fructus ventris tui. Et unde hoc michi: ut veniat mater domini mei ad me? Ecce enim ut facta est vox salutationis tue i auribus meis: exultauit in gaudio infans in utero meo. Et beata que credidit: quoniã perficiẽtur ea q̃ dicta sunt ei a dõo. Et ait maria. Magnificat anima mea dõm: et exultauit spiritus meus in

A Declaration by the Representatives of the UNITED STATES OF AMERICA in General Congress assembled.

When in the course of human events it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth the separate and equal station to which the laws of nature & of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self evident; that all men are created equal; that they are endowed by their Creator with inherent & inalienable rights; that among these are life, liberty & the pursuit of happiness; that to secure these rights governments are instituted among men, deriving their just powers from the consent of the governed; that whenever any form of government becomes destructive of these ends it is the right of the people to alter or to abolish it, and to institute new government, laying it's foundation on such principles & organizing it's powers in such form as to them shall seem most likely to effect their safety & happiness. prudence indeed will dictate that governments long established should not be changed for light & transient causes, and accordingly all experience hath shewn that mankind are more disposed to suffer while evils are sufferable than to right themselves by abolishing the forms to which they are accustomed. but when a long train of abuses & usurpations, pursuing invariably the same object, evinces a design to reduce them under absolute despotism, it is their right, it is their duty, to throw off such government & to provide new guards for their future security. such has been the patient sufferance of these colonies; & such is now the necessity which constrains them to expunge their former systems of government. the history of the present king of Great Britain is a history of unremitting injuries & usurpations, among which appears no solitary fact to contradict the uniform tenor of the rest, but all have in direct object the establishment of an absolute tyranny over these states. to prove this let facts be submitted to a candid world for the truth of which we pledge a faith yet unsullied by falsehood.

he has refused his assent to laws the most wholesome & necessary for the public good.

he has forbidden his governors to pass laws of immediate & pressing importance, unless suspended in their operation till his assent should be obtained; & when so suspended he has utterly neglected to attend to them.

he has refused to pass other laws for the accommodation of large districts of people, unless those people would relinquish the right of representation in the legislature, a right inestimable to them & formidable to tyrants only.

LIVE FROM THE NYPL
WWW.NYPL.ORG/LIVE
LIVE FROM THE NYPL
c Library

The New York Public Library is . . .

also a library for the performing arts at Lincoln Center, with collections of recorded sound, video, and music.

The New York Public Library is . . .

also a library in Harlem devoted to the history and culture of people of African descent.

EXIT

And,
The New York Public Library is . . .

also a system of 89 neighborhood libraries, serving lower and middle income families in the Bronx, Manhattan, and Staten Island.

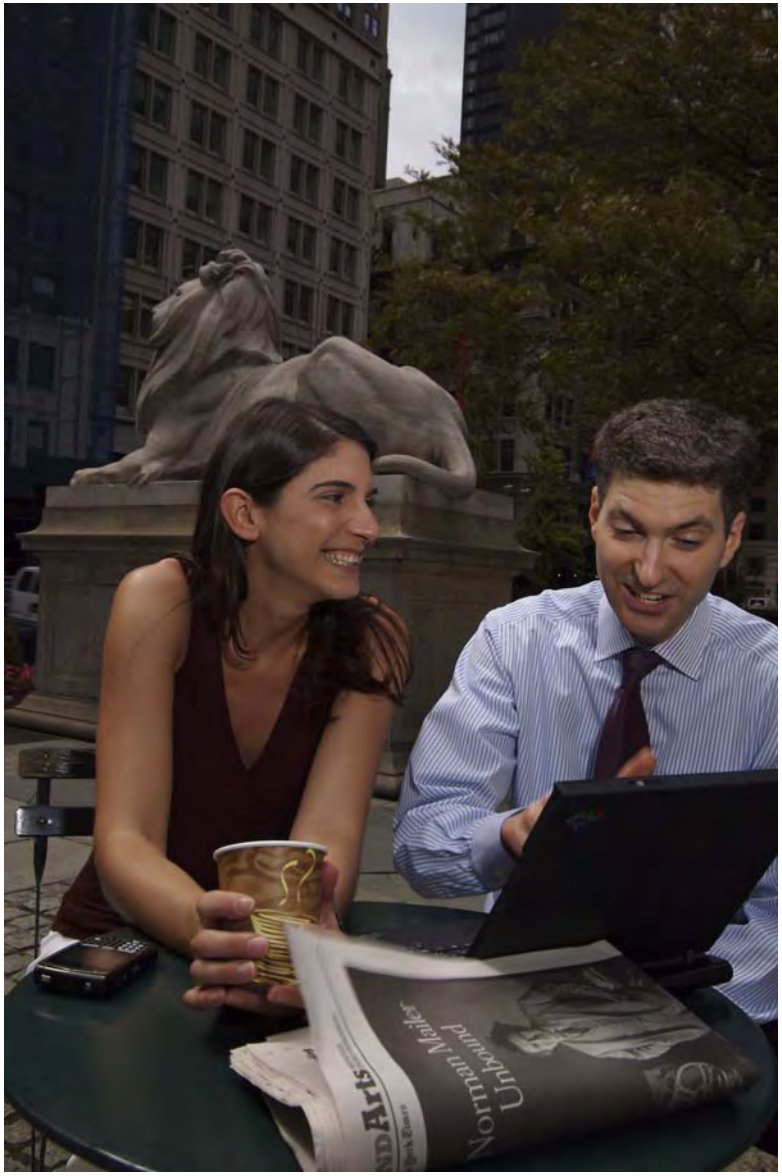
Every neighborhood library has programs for children and for seniors, and collections for the general public.

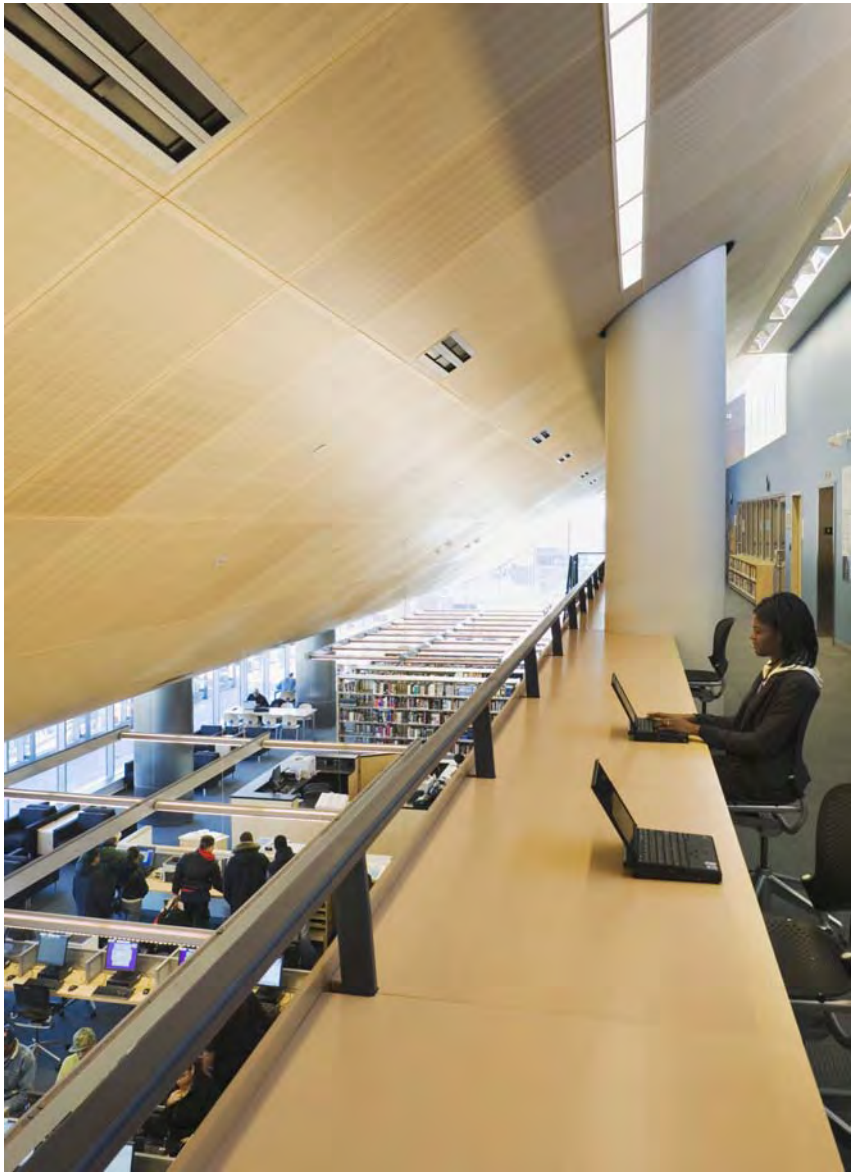
The New York Public Library

DELL

11 percent of New Yorkers rely on the New York Public Library for access to the internet.

Every single branch has computer terminals and free high-speed wireless access.


Norman Mailer
Unbound



The New York Public Library even has facilities for playing electronic games.

2007 Statistics Show a Strong NYPL

Visits to 89 facilities: 16.3 million

Public programs: 26,000

Web visits: 25.4 million

Operating budget: $260 million+

Government funding: Approximately 50%

Private donations: $64 million

Balance of funding from endowment

But there many challenges . . .

Competition for our basic services . . .

Google™

WIKIPEDIA
The Free Encyclopedia

amazon.com®

iTunes

Competition to the social space of the library . . .

BARNES & NOBLE
BOOKSELLERS

STARBUCKS COFFEE ®

A rapidly changing landscape, where our users demand new technological applications immediately . . .

Use of the Research Libraries has gone <u>down</u>.

Use of the Neighborhood Libraries has gone <u>up</u>.

THE TEMPLE OF KNOWLEDGE MEETS THE TEMPLE OF USERS

The New York Public Library Network

The transformation plan will result in a much more integrated New York Public Library. The revitalized Fifth Avenue building, with research and lending collections in one spectacular location, is at the epicenter of the system. New "hub" libraries serve as anchors to groups of smaller neighborhood branches. The network is united by a greatly expanded digital presence—which also extends the reach of the Library throughout the world. ■

An exponential GROWTH OF OUR ONLINE PRESENCE and a major upgrade in technology will unify the entire NYPL network. A powerful new search engine will allow easy access to all our collections. A redesigned website will introduce new services and applications, and showcase our growing digital collections.

Hub Libraries, like the new BRONX LIBRARY CENTER, are open 7 days a week and offer a full range of collections and services.

A new HUB LIBRARY, modeled on the Bronx Library Center, will be built in Northern Manhattan at a location to be determined.

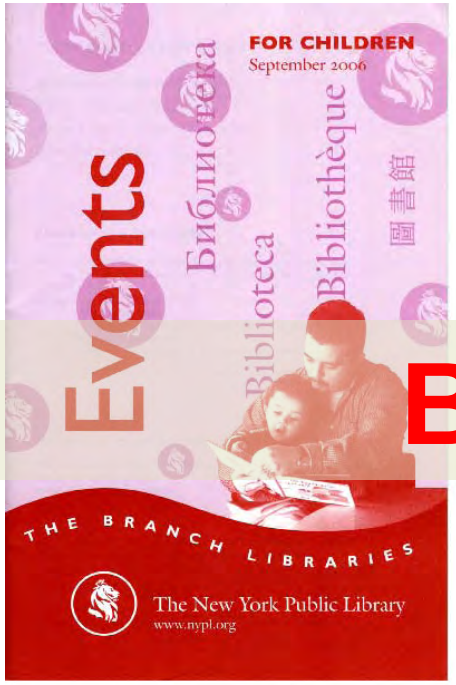
The FIFTH AVENUE BUILDING is the epicenter of the network. After an extensive restoration and renovation, made possible through new high-density storage under Bryant Park, the building will include a multilevel lending library that will replace the Mid-Manhattan Library. On 53rd Street, the Donnell Library will be rebuilt. Portions of the Donnell and SIBL collections will move to Fifth Avenue.

A state-of-the-art LIBRARY SERVICES CENTER opening next year will make processing and shipping quicker and more efficient throughout the network.

A new HUB LIBRARY, modeled on the Bronx Library Center, will be built on Staten Island at a location to be determined.

89 NEIGHBORHOOD LIBRARIES offer basic services tailored to local communities.

A tendency to present ourselves to the public and donors as old fashioned, out-of-touch



EVENTS FOR CHILDREN

MANHATTAN PROGRAMS

Friday, September 1

*Harlem Branch***

1:00 p.m. - 5:30 p.m. ***Special Program:*** "Summer Reading 2006 Celebration." An open house for the participants of the Harlem Branch Summer Reading 2006 program. Come pick up your certificates and surprises.

*67th Street Branch***

2:30 p.m. ***Special Program:*** "Dates of Treasures and More!" presented by Robin Bady. A celebration for the participants of the 67th Street Branch Summer Reading 2006 program. Preregistration is required. Funded through the generous support of *the Wallace Foundation*.

Tuesday, September 5

*Epiphany Branch***

10:30 a.m. ***Special Program:*** "Toddler Time." Picture book stories and songs for ages 18 to 36 months with parent/caregiver.

*Inwood Branch***

10:30 a.m. ***Special Program:*** "Toddler Time." Picture book stories and songs for ages birth to 3 years old with parent/caregiver.

Washington Heights Branch

3:30 p.m. *Picture Book Time.* For all ages.

Tuesday, September 5, 12, 19 & 26

[illegible] Branch

4:00 p.m. *Story Time.* For ages 3 to 5.

St. Agnes Branch

4:00 p.m. *Picture Book Time.* For ages 3 to 6.

Wednesday, September 6

Early Childhood Resource & Information Center

11:00 a.m. ***Special Program:*** "Baby Laptime." Stories, songs, finger games, and play rhymes for babies birth to 18 months with parent/caregiver. Preregistration is required.

*Muhlenberg Branch***

10:00 a.m. ***Special Program:*** "Baby/Toddler Time." Storytime for ages birth to 3 and the adults in their lives. Board books, nursery rhymes, and finger plays introduce the pleasures of books.

4:00 p.m. ***Special Program:*** "Preschool Storytime." Stories, rhymes, and crafts for ages 3 to 5 with their parents.

125th Street Branch

11:00 a.m. ***Special Program:*** "Toddler Time." Picture book stories and songs for ages 18 to 36 months old with parent/caregiver.

Wednesday, September 6, 13, 20 & 27

*Aguilar Branch***

4:00 p.m. ***Picture Book Time.*** For ages 5 to 12.

*Donnell Library Center - Central Children's Room***

11:00 a.m. ***Special Program:*** "Toddler Time." Picture book stories and songs for ages 18 to 24 months old with parent/caregiver.

*Epiphany Branch***

4:00 p.m. ***Read Aloud.*** For all ages.

*Inwood Branch***

4:00 p.m. ***Read Aloud.*** For all ages.

*96th Street Branch***

10:30 a.m. & 11:15 a.m. ***Special Program:*** "Preschool Time." Stories, rhymes, and crafts for ages 3 to 5. Preregistration is required.

*115th Street Branch***

10:30 a.m. ***Special Program:*** "Toddler Time." Picture book stories and songs for ages 12 to 36 months old with parent/caregiver.

125th Street Branch

4:00 p.m. ***Special Program:*** "Tween Advisory Group." Choose events and programs that will happen in your library! Help make it the place you want it to be. Voice your opinion of your favorite books, magazines, web sites, music and more! Advise the Library on what's hot and what's not. All tweens are welcome. Funded through the generous support of *the Wallace Foundation*.

*Roosevelt Island Branch***

11:00 a.m. ***Picture Book Time:*** Baby Laptime for ages birth to 4 years old.

*67th Street Branch***

2:00 p.m. ***Special Program:*** "The Sweet Pea's Picture Book Story Time." For ages 3 years old.

4:00 p.m. ***Picture Book Time.*** For ages 4 to 6.

Thursday, September 7

*Countee Cullen Branch***

4:00 p.m. ***Crafts.*** For ages 6 to 11; preregistration is required.

*George Bruce Branch***

4:00 p.m. ***Picture Book Time.*** For ages 6 to 12.

BEFORE

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BEFORE

The New York Public Library

FREE PROGRAMS AND ACTIVITIES FOR CHILDREN

Roar!

Fall 2008

Film (continued)

West Farms	Wed, Sep 3, 17	3:30 p.m.
	Wed, Oct 1, 15	3:30 p.m.
	Wed, Nov 5, 26	3:30 p.m.
Westchester Square	Fri, Sep 5, 12, 19, 26	3:30 p.m.
	Fri, Oct 3, 10, 17, 24, 31	3:30 p.m.
	Fri, Nov 7, 14, 21, 28	3:30 p.m.
MANHATTAN		
125th Street	Fri, Sep 19	11 a.m.
	Fri, Oct 17	11 a.m.
	Fri, Nov 21	11 a.m.
Chatham Square	Wed, Sep 10	10:30 a.m.
	Mon, Oct 6	10:30 a.m.
	Wed, Oct 8	10:30 a.m.
	Fri, Oct 10	10:30 a.m.
	Mon, Nov 3	10:30 a.m.
	Wed, Nov 5	10:30 a.m.
	Fri, Nov 7	10:30 a.m.
Hamilton Grange	Thurs, Sep 25	3:30 p.m.
Kips Bay	Fri, Nov 28	2:30 p.m.
Morningside Heights	Fri, Sep 5, 12, 19, 26	4 p.m.
	Fri, Oct 3, 10, 17, 24, 31	4 p.m.
	Fri, Nov 7, 14, 21, 28	4 p.m.
New Amsterdam	Thurs, Sep 4, 11, 18, 25	4 p.m.
	Thurs, Oct 2, 9, 16, 23	4 p.m.
	Thurs, Nov 6, 13, 20	4 p.m.
Ottendorfer	Tues, Sep 9	4 p.m.
	Tues, Oct 14	4 p.m.
	Tues, Nov 18	4 p.m.
Riverside	Mon, Sep 8, 22	11 a.m.
	Fri, Oct 24	11 a.m.
	Mon, Nov 10, 24	11 a.m.
Roosevelt Island	Mon, Sep 8, 15	4:30 p.m.
	Mon, Oct 6, 20	4:30 p.m.
	Mon, Nov 3, 10	4:30 p.m.
Yorkville	Wed, Sep 10, 17, 24	4 p.m.
	Wed, Oct 1, 8, 15, 22, 29	4 p.m.
	Wed, Nov 5, 12, 19, 26	4 p.m.
STATEN ISLAND		
St. George Library Center	Tues, Sep 2, 9, 30	4 p.m.
	Tues, Oct 7, 21, 28	4 p.m.
	Tues, Nov 4, 18, 25	4 p.m.

*Preregistration required

PHOTO BY JESSICA GOLDBERGER

Games

Board games of all types and all skill levels

BRONX		
Baychester	Fri, Sep 5, 19	3:30 p.m.
	Fri, Oct 3, 17	3:30 p.m.
	Mon, Nov 3, 14	3:30 p.m.
Belmont	Thurs, Sep 11, 25	4 p.m.
	Thurs, Oct 9, 23	4 p.m.
	Thurs, Nov 13	4 p.m.
Bronx Library Center	Fri, Sep 5, 12, 19, 26	4 p.m.
	Fri, Oct 3, 10, 17, 24, 31	4 p.m.
	Fri, Nov 7, 14, 21, 28	4 p.m.
City Island	Thurs, Sep 4, 11, 18, 25	3:30 p.m.
	Thurs, Oct 2, 9, 16, 23	3:30 p.m.
	Thurs, Nov 6, 13, 20	3:30 p.m.
Clason's Point	Fri, Sep 12, 26	3:30 p.m.
	Fri, Oct 10, 24	3:30 p.m.
	Fri, Nov 7, 21	3:30 p.m.
Eastchester	Thurs, Sep 18	4 p.m.
	Thurs, Oct 16	4 p.m.
Francis Martin	Thurs, Sep 4, 11, 18, 25	3 p.m.
	Thurs, Oct 2, 9, 16, 23, 30	3 p.m.
	Thurs, Nov 6, 13, 20	3 p.m.
Hunt's Point	Wed, Sep 3, 10, 17, 24	3 p.m.
	Wed, Oct 1, 8, 15, 22, 29	3 p.m.
	Wed, Nov 5, 12, 19	3 p.m.
Morrisania	Fri, Sep 5, 12, 19, 26	3:30 p.m.
	Fri, Oct 3, 10, 17	3:30 p.m.
	Fri, Nov 7, 14, 21	3:30 p.m.
Parkchester	Fri, Sep 12, 19, 26	3:30 p.m.
	Fri, Oct 10, 17, 24	3:30 p.m.
	Fri, Nov 7, 14, 21	3:30 p.m.
Sedgwick	Mon, Sep 8, 15, 22, 29	3:30 p.m.
	Mon, Oct 27	3 p.m.
Soundview	Fri, Sep 5, 12, 19, 26	3:30 p.m.
	Fri, Oct 3, 10, 17, 24, 31	3:30 p.m.
	Fri, Nov 7, 14, 21, 28	3:30 p.m.
Tremont	Fri, Sep 5, 19	3:30 p.m.
	Sat, Sep 20	2 p.m.
	Fri, Oct 3, 17	3:30 p.m.
	Fri, Nov 7, 21	3:30 p.m.
Wakefield	Fri, Sep 26	3:30 p.m.
	Fri, Oct 24	3:30 p.m.
	Fri, Nov 21	3:30 p.m.
West Farms	Fri, Sep 5, 26	3 p.m.
	Fri, Oct 3, 17	3 p.m.
	Fri, Nov 7, 28	3 p.m.
Westchester Square	Sat, Sep 6, 13, 20, 27	3 p.m.
	Sat, Oct 4, 11, 18, 25	3 p.m.
	Sat, Nov 1, 8, 15, 22, 29	3 p.m.
MANHATTAN		
125th Street	Thurs, Sep 25	4 p.m.–6 p.m.
	Thurs, Oct 30	4 p.m.–6 p.m.
	Thurs, Nov 20	4 p.m.–6 p.m.
Countee Cullen	Thurs, Sep 18	4 p.m.
	Thurs, Oct 2	4 p.m.
Fort Washington	Thurs, Sep 4, 11, 18, 25	4 p.m.
	Thurs, Oct 2, 9, 16, 23	4 p.m.
	Thurs, Nov 6, 13, 20	4 p.m.
Hamilton Grange	Fri, Sep 12, 19, 26	3 p.m.
	Fri, Oct 10, 17, 24	3 p.m.
	Fri, Nov 14, 21, 28	3 p.m.
Kips Bay	Tues, Sep 23	6:30 p.m.
	Tues, Nov 25	6:30 p.m.
Macomb's Bridge	Sat, Sep 6, 13, 20, 27	10 a.m.–2 p.m.
	Sat, Oct 4, 11, 18, 25	10 a.m.–2 p.m.
	Sat, Nov 1, 8, 15, 22, 29	10 a.m.–2 p.m.
Roosevelt Island	Thurs, Sep 11, 25	4 p.m.
	Thurs, Oct 2, 9, 16	4 p.m.
	Thurs, Nov 6, 13, 20	4 p.m.
STATEN ISLAND		
Port Richmond	Tues, Sep 9	3:30 p.m.
	Tues, Oct 14	3:30 p.m.
	Tues, Nov 4	3:30 p.m.
St. George Library Center	Fri, Sep 5, 12, 19, 26	4 p.m.
	Sat, Sep 6, 13, 20, 27	4 p.m.
	Fri, Oct 3, 10, 17, 24, 31	4 p.m.
	Sat, Oct 4, 11, 18, 25	4 p.m.
	Sat, Nov 1, 8, 15, 22, 29	4 p.m.
	Fri, Nov 7, 14, 21, 28	4 p.m.

*Preregistration required

PHOTO BY CHRIS SCHUB

Gaming

Play Wii, PS3, and Xbox games at the Library

BRONX		
Belmont	Mon, Sep 8, 22	4 p.m.
	Mon, Oct 6, 20	4 p.m.
	Sat, Oct 18	2 p.m.
	Mon, Nov 3, 17	4 p.m.
	Sat, Nov 8	2 p.m.
Bronx Library Center	Sat, Sep 6, 20	4 p.m.
	Mon, Oct 20	4 p.m.
	Sat, Nov 15	4 p.m.
Grand Concourse	Mon, Sep 8, 15, 22, 29	4 p.m.
	Mon, Oct 6, 20, 27	4 p.m.
	Mon, Nov 3, 10, 17, 24	4 p.m.
Hunt's Point	Fri, Sep 5, 12, 19, 26	3:30 p.m.
	Fri, Oct 3, 10, 17, 24, 31	3:30 p.m.

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FREE PROGRAMS, CLASSES, EXHIBITIONS

Fall 2008

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MID-MANHATTAN LIBRARY

SCIENCE, INDUSTRY AND BUSINESS LIBRARY

SCHOMBURG CENTER FOR RESEARCH IN BLACK CULTURE

THE NEW YORK PUBLIC LIBRARY FOR THE PERFORMING ARTS

BRONX LIBRARY CENTER

publications

Beatific Soul: Jack Kerouac on the Road

by Isaac Gewirtz

This companion volume to the exhibition (see page 4) traces Kerouac's tumultuous and often traumatic journey from his working-class boyhood in Lowell, Massachusetts, to New York City, where he, Allen Ginsberg, and William S. Burroughs would become the fathers of the Beat movement, and beyond. Illustrated throughout with more than 125 reproductions of diaries, journals, typescripts, and paintings by Kerouac, as well as family photographs and striking portraits of Kerouac and his contemporaries, *Beatific Soul* is a fitting tribute to its subject on the 50th anniversary of his pioneering and best-known work.

Published by The New York Public Library in association with Scala Publishers

Graphic Modernism from the Baltic to the Balkans, 1910–1935

by S. A. Mansbach, with Wojciech Jan Siemaszkiewicz

This visually stunning volume, illustrated in color with more than 150 examples of modernist publications, offers an overview of graphic modernism in eastern Europe, an essay on the growth and development of the Library's collections in this field, a checklist of the exhibition, and suggestions for further reading.

Published by The New York Public Library

This publication has been made possible by the Bertha and Isaac Liberman Foundation, Inc., in memory of Ruth and Seymour Klein, with additional support from Mark and Monika Riely; Jill A. Wilson and H. Kirk Brown III; the Nancy Brinker Charitable Foundation; and Mary and Roy H. Cullen.

Available in The Library Shop.
For information, call 212.930.0641 or visit www.thelibraryshop.org.

calendar

For tickets to LIVE and CONVERSATIONS, visit www.smartticket.com or call 212.868.4444.

Ticketed programs

Reservations Required

Mid-Manhattan Library Programs

September

18
6:30 P.M.
Author @the Library presents: Graham Russell Gao Hodges

19
6 P.M.
Preservation 101
7 P.M.
LIVE: Orhan Pamuk & Paul Holdengräber

20
11:30 A.M.
New Tools in Map Research
3:15 P.M.
Digital Gotham

24
7 P.M.
LIVE: Naomi Klein: The Shock Doctrine

25
12:30 P.M.
Researching Costume and Fashion History
6:30 P.M.
Riverkeeper Story

27
3:15 P.M.
Research 101: The Basics
7 P.M.
LIVE: Ken Burns: The War

October

9
6 P.M.
Periodically Speaking
7 P.M.
LIVE: James Geary: The World's Great Aphorists

10
3:15 P.M.
Investigating New York City Architecture
7 P.M.
CONVERSATIONS: Julia Child in America

11
3:15 P.M.
From Chaos to Clarity: The Life Cycle of an Archival Collection

12
3:15 P.M.
Research 101: The Basics
7 P.M.
LIVE: The Moth: Stories About Loss

16
2:15 P.M.
Uncovering Your Roots: An Introduction to Genealogy Research
7 P.M.
CONVERSATIONS: Edmund White & Joyce Carol Oates: *Hotel de Dream*

17
12:30 P.M.
Researching Costume and Fashion History
6:30 P.M.
Riders and the Rebirth of Transit: New York City Subways and Buses from the 1980s to the Present

18
2:15 P.M.
Collectors and Collecting: Maps from Ortelius to Rand McNally
7 P.M.
LIVE: Richard Pevear & Larissa Volokhonsky: *War and Peace*

19
3:15 P.M.
Digital Gotham

22
7 P.M.
CONVERSATIONS: Going Places: A Celebration of Leonard Michaels panel

23
3:15 P.M.
Researching an Artist

General information for LIVE and Cullman Center programs:

For LIVE programs: Signup for e-mail updates and get more information at www.nypl.org/live or call 212.930.0885.

For Cullman Center programs: Get more information at www.nypl.org/more-cat 212.930.0084.

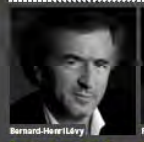
Tickets are available at www.smartticket.com or 212.868.4444 or go to public.nypl.org/tours, seminars, and studio visits.

Made possible with generous support from Celeste Bartos and the Margaret and Herman Sokol Public Education Endowment Fund.

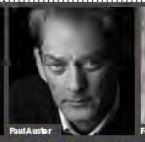
LIVE from the NYPL

All events take place in the Celeste Bartos Forum at 7 p.m.

STAY TUNED for more LIVE events. www.nypl.org/live


Bernard-Henri Lévy

Tuesday, September 16
Bernard-Henri Lévy and Slavoj Žižek in conversation with Paul Holdengräber
Violence and the Left in Dark Times
France's "rock-star philosopher" and the Slovenian "Elvis of cultural theory" offer a new political and moral vision for our dark times.


Paul Auster

Wednesday, September 24
Paul Auster and Céline Curiol
Man in the Dark and Voice Over
In their novels, Curiol's lonely young woman and Auster's man of Paris seeking connection while Auster's old man turns around the world. In his head as he struggles with insomnia and "another white night in the great American Wilderness."

Ferran Adrià

Friday, October 10
Ferran Adrià
A Day at elBulli
"The Salvador Dalí of the Kitchen" has won global acclaim as one of the most creative and inventive culinary gurus in the world.

Toni Morrison

Wednesday, November 12
Toni Morrison
A Mercy
Nobel Prize recipient Toni Morrison reveals what lies beneath the surface of slavery in an ambivalent, disturbing novel about a mother abandoning her daughter in order to save her.

Conversations from the Dorothy and Lewis B. Cullman Center for Scholars and Writers

All events take place in the South Court Auditorium at 7 p.m. unless otherwise specified.

Andrew Meier

Wednesday, September 24
The Lost Spy: Espionage & Idealism, Before the Cold War
Former Cullman Fellow Andrew Meier and Sam Tanenhaus discuss *The Lost Spy*, Meier's forthcoming biography of Soviet secret agent Isaiah Oggins. Sam Tanenhaus is the editor of The New York Times Book Review and the author of *Whittaker Chambers: A Biography*.

Wednesday, October 15
A Farewell to Quenelles: Restaurant Culture in New York
A panel featuring former Cullman Fellow Paul Freedman, author, most recently, of *Out of the East: Spices and the Medieval Imagination*; award-winning food writer Laura Shapiro, author of *Julia Child*; and other participants to be announced.

Roy Blount Jr.

Thursday, October 23
Roy Blount Jr. interviewed by Jean Strouse
The mischievous wordsmith talks with Cullman Center Director Jean Strouse about his forthcoming book, *A Whatnot Juice: The Energies, Gifts, and Spirits of Letters, Words, and Combinations Thereof*.

Monday, November 10
***New York Review of Books* 45th Anniversary Celebration**
The *Review* gathers some of its most illustrious contributors—including former Cullman Fellow Andrew Delbanco, Darryl Pinckney, Michael Tomasky, and Garry Wills—to note its anniversary.
This event will take place in the Celeste Bartos Forum at 7 pm. Co-sponsored with LIVE from the NYPL.

Ben Katchor

Thursday, November 13
Ben Katchor and Mark Mulcahy: A Coatcheck Romance—World Premiere!
Graphic novelist and former Cullman Fellow Ben Katchor and composer/musician Mark Mulcahy explore the mystery and wonder of the coat check room in a workshop production of an illustrated musical, commissioned by the Cullman Center.

The Cullman Center is made possible by a generous endowment from Dorothy and Lewis B. Cullman in honor of Brooke Russell Astor, with major support provided by Mr. John L. Weinberg, The Andrew W. Mellon Foundation, The Estate of Charles J. Liebman, Mel and Lois Tukman, John and Constance Birkelund, The Samuel I. Newhouse Foundation, and additional gifts from The Gilder Lehrman Institute of American History, Helen and Roger Alcaly, The Mrs. Giles Whiting Foundation, William W. Karatz, The Ronald Jaffe Foundation, Sydney Sweeney and Ken Miller, and The Achelis and Bodman Foundations.

September–October | 06

The New York Public
LibraryNews

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Fair Copy

Opening Up the New York World's Fair Records

BEFORE

Between the Great Depression and World War II, a small band of prominent New Yorkers spearheaded a project that was part folly, part industry, and wholly visionary – the New York World's Fair of 1939–40. Wildly ambitiou in its time, the New York World's Fair is still regarded as the most spectacul exposition ever held in the United States. The records that document the – 1,200 linear feet of correspondence, photographs, minutes, and architectu plans – are a cherished part of the Manuscripts and Archives Division. Thank to a matching grant from the National Endowment for the Humanities (NEH), t Library has embarked on the process of preserving and enhancing access to the records for the scores of historians and scholars who sift for cultural gold there

Background and inset: The General Motors pavilion (in foreground, right) with the Trylon and Perisphere – the symbols of the World's Fair of 1939–40 – visible in the distance. The Irma and Paul Milstein Division of United States History, Local History and Genealogy.

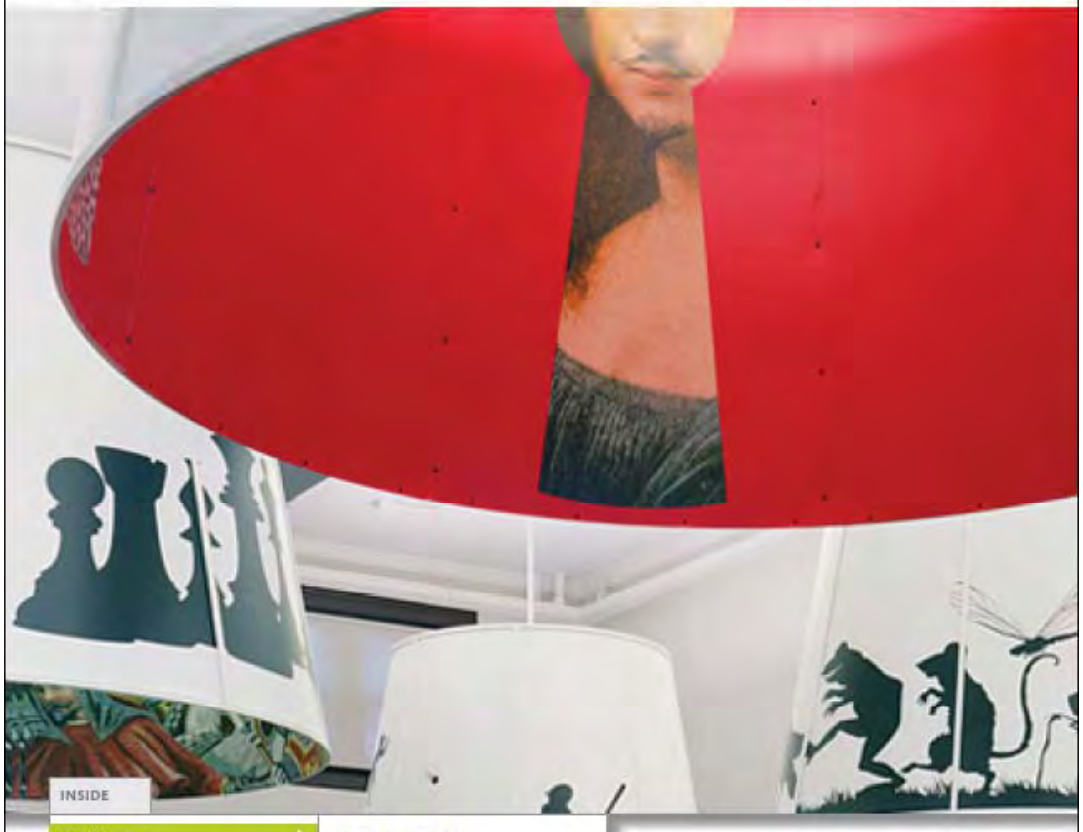
"There's literally not a meeting or a transaction t is not documented in these records, and the involvement of everyone from President Roosevelt, Babe R and General Motors, to maintenance workers, chor girls, and construction companies can be traced he says William Stingone, the Charles L. Liebman Cura of Manuscripts. "The story of the Fair's realization allows us to peer into almost every facet of America life and charts the nation's anxieties and aspirations a pivotal time in our history."

Construction began in 1936 with legislation tha reclaimed Flushing Meadow, a tidal swamp used as city dump, for the Fair site. Responding to a resolut of Congress, President Franklin D. Roosevelt invite the world's nations to participate, and a resounding 60 countries enthusiastically signed on. The Fair's opening marked the 150th anniversary of George Washington's presidential inauguration in

bookmark

FALL 2007

FOR SUPPORTERS OF THE NEW YORK PUBLIC LIBRARY



INSIDE

COVER STORY
NEWS
ACQUISITIONS
PROGRAMS FOR MEMBERS

ROOMS TO GROW
THE LIBRARY RENOVATES 20 CHILDREN'S ROOMS PAGE 12

Meet:
MICHAEL ALVAREZ

Job: Chief Librarian, Bronx Library Center
NYPL Veteran: Since 1984
Aspiration as a Librarian: To break down the barriers that stop people from reaching their goals

TOP: Michael Alvarez in Bronx Library Center's Teen Center.

ABOVE: The Bronx Library Center's Jay M. Gorell Reference & Reading Room on the fourth floor.
Photos: Don Pollard.

TO SEE MICHAEL ALVAREZ WORKING THE INFORMATION DESK AT THE NEW BRONX LIBRARY CENTER IS TO UNDERSTAND THAT A LIBRARIAN IS EQUAL PARTS EDUCATOR AND SLEUTH, WITH A DASH OF PSYCHOLOGIST THROWN IN.

In a small sampling of interactions, Alvarez patiently breaks through a language barrier to enroll a patron in free computer classes, directs a young mother to myriad programs that will stoke her daughter's growing interest in books, searches the catalogs for a title a patron can only partially identify, and helps another find on the shelves the Afro-Cuban music the patron has trouble finding for himself.

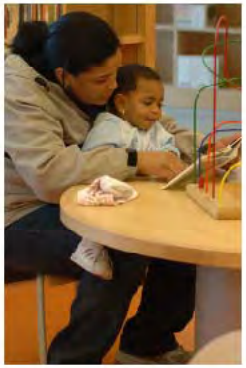
"Of course, the overall goal of a librarian is to connect people to the information they need to finish a report, to get a job, or to learn a new skill," says Alvarez, the Center's Chief Librarian, fielding a staggering array of questions from library users who walk in from the Fordham neighborhood. "But what I really focus on is making patrons comfortable so they will feel good about coming back again."

For the gusto with which they deliver public service, Alvarez and his 72-member staff received the Library's 2007 Maher-Stern Award for Service Excellence. Created by philanthropist Alison Maher Stern and her husband, Leonard Stern, in 1997, the award recognizes a supervisor and his or her staff who consistently raise the bar for public service. "Michael rises to all the challenges of the job with great optimism and calm," says Bronx Borough Associate Director Robert Bellinger, "from daily public service to advocating for the Library with elected officials and community boards. He is also an inspiring mentor to his talented staff."

Alvarez began his NYPL career in 1984 as a part-time page at Manhattan's Webster Branch, while he was majoring in psychology at Baruch College. Even though he was convinced that he would ultimately end up in a forensics career, he signed on for a Master's in Library Science at Pratt Institute. "I can't really explain that," he says with a grin, "but I realized along the way that what I really enjoyed was the work I was doing at the Library—understanding people and breaking down their apprehensions about pursuing their goals."

Alvarez has risen from a part-time clerk at the Yorkville Branch to, more recently, District Librarian for the Northern Manhattan Region, serving in some 20 branches along the way. What interests him most is challenge—such as dealing with the Hamilton Grange Library's problem with gangs when he was Branch Librarian there in the late 1990s, or taking on the supervision of four additional Harlem branches during the post-9/11 budget crunch. In a related footnote, during the transit strike Alvarez cruised to work on roller skates.

When it came up some two years ago, the job of Chief Librarian in NYPL's first "green" building intrigued Alvarez. He was undaunted by the task of moving the staff and collections out of the nearby Fordham Library Center into the sleek new five-story Bronx Library Center, which tripled Fordham's collections and capacity. In the year and a half since its opening, circulation has topped out at more than 700,000 items, and 127 computers never "sleep" during library hours. Programs ranging from concerts and local history lectures to classes in English for Speakers of Other Languages drew almost 40,000 visitors in the first year. "It's really energizing to work in this building," he says, "because our patrons have such a feeling of pride and ownership. The only frustration is turning people away when we close the doors." ■



UPPER LEFT: The Bronx Library Center's entrance.
Photo: Don Pollard.

ABOVE: Mother and child play in the children's room.
Photo credit: Don Pollard.

BELOW LEFT: Early evening at the Bronx Library Center on Kingsbridge Road.
Photo credit: Jeff Goldberg/Esto.

rooms to grow

RENEWING ITS COMMITMENT TO YOUNG PATRONS.
THE LIBRARY WILL RENOVATE 20 CHILDREN'S ROOMS OVER FIVE YEARS

The newly renovated Fort Washington Branch children's room.

ON WEDNESDAY MORNINGS, THE NEWLY RENOVATED CHILDREN'S ROOM IN THE FORT WASHINGTON BRANCH IS GIVEN OVER TO TODDLERS, WHO ARRIVE WITH PARENTS AND CAREGIVERS IN TOW.

Sitting on bright pint-size chairs or kneeling on soft area rugs, the kids sing along with entertainer Ivan Ulz, whose not-so-secret agenda is to instill pre-reading skills. Old MacDonald's farm still offers an array of barnyard noises to imitate. The Itsy Bitsy Spider still inches its way up the water spout. With a steady repertory of familiar songs and stacks of new picture books, Ulz keeps his audience thoroughly engaged. At the end of an hour, the children—not to mention their adult companions—are energized.

If the happy conclusion of this story is a productive toddler hour, then the beginning is a beloved branch library whose children's room was in urgent need of repair. "I used to come here a few years ago when I was a teacher," says Fort Washington patron Susan Pickin, balancing her two-year-old on her knee. "But the room was old, there were only two decent computers, and it was hard for the kids to get their hands on the books they wanted to read." Since the January 2007 reopening of Fort Washington's renovated children's room, all that has changed. "We stopped coming for a while, but we're back again!"

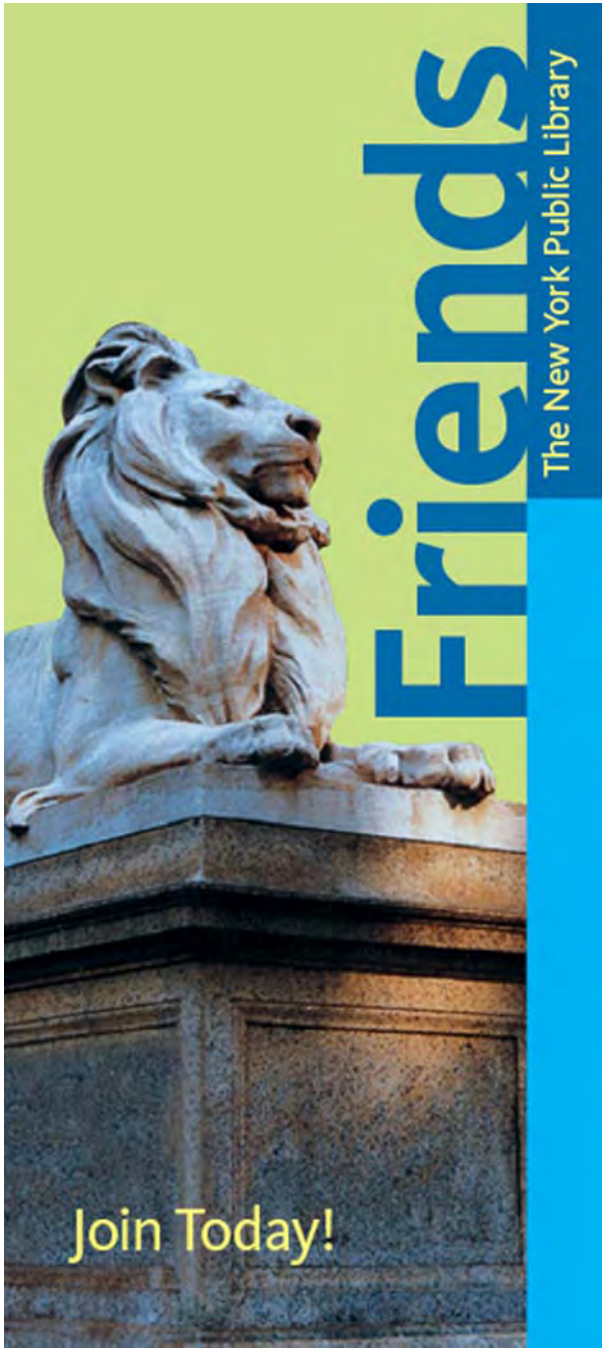
At the heart of the Library's commitment to kids are its 80 children's rooms in branches throughout the Bronx, Manhattan, and Staten Island. Within these rooms, collections total some two million books, periodicals, CDs, videos, and software, which serve the needs of children from infancy through sixth grade. Add to this a dizzying array of free programs, many geared to family and classroom participation. The sum total has earned NYPL its international reputation for leadership in children's librarianship over the last 90 years. In a story hour, the summer reading program, a science workshop, or a book-making class, young patrons find imaginative ways to learn. Often, a lifelong love of reading is instilled here.

Nearly half of the branch libraries are landmark buildings, built in the early 20th century. Inevitably, through time and heavy use, many of these spaces have become worn and dated. Yet the Library's continued success depends on holding the interest and confidence of young patrons by creating rooms that are both comfortable and relevant. The revitalization of these rooms has become an urgent NYPL priority. "This work is key to all of our efforts to foster a love of reading among the youngest members of our communities," says Library President Paul LeClerc. A generous $2.5 million grant from The Starr Foundation, which includes an aggressive matching requirement of $7.5 million, paved the way.

Toddler hour at the Fort Washington Branch.

In total, 20 of these rooms will be renovated over five years. Each will have its own "flavor," mirroring the interests and the backgrounds of children in the neighborhood. The first to reopen, with funding from the Picower Foundation, the Fort Washington children's room is the work of Sage & Coombe Architects, who worked closely with the Library over a six-month period to create spaces to which children would be happy to return again and again. "The biggest challenge of the project was the large scale of the children's room in the Fort Washington Branch, one of the original Carnegie branches," says architect Jennifer Sage. "We thought in terms of smaller zones visually to create work spaces that kids would find entertaining."

To make the room more intimate, Sage's imaginative solution was eight flared lampshades—each a spectacular eight feet in diameter—suspended from the ceiling. Black and white on the outside, the shades are decorated on the interior with colorful images from the Library's collections and scenes from local history.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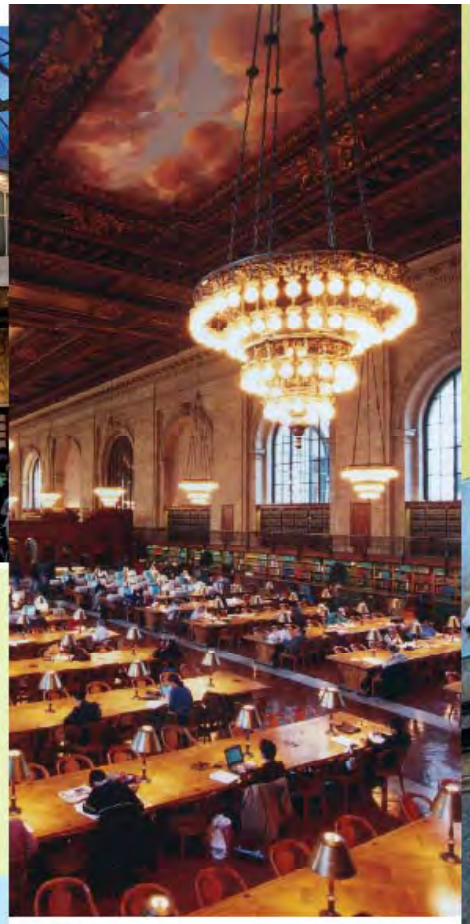

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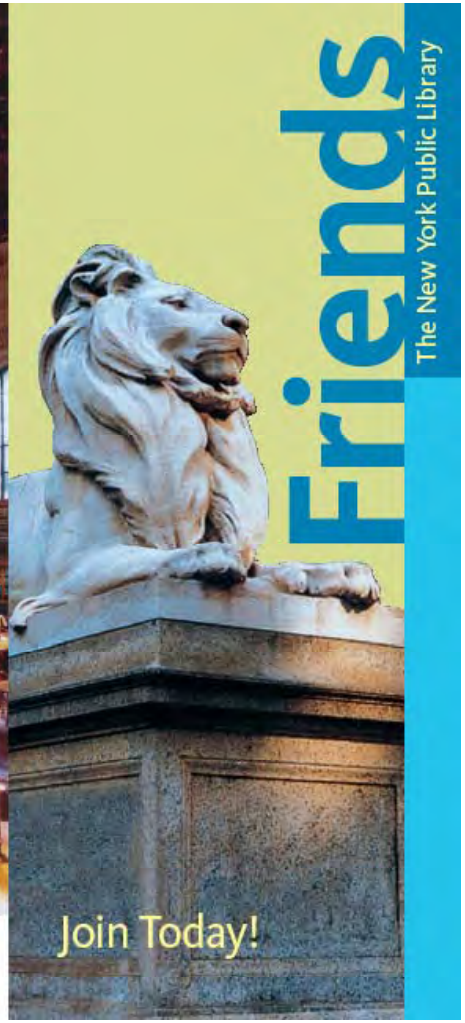

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FAR RIGHT A young patron discovers reading at at the Mulberry Street branch.

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- The opportunity to bring 2 additional guests to the Holiday Open House
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- Recognition in the Library's Annual Report

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$1,000 Library Cubs *($875 tax deductible)*
For families wishing to support children's services at the Library
- Library Cubs receive invitations to family-oriented programs, and e-updates on activities at the branch libraries.

Membership Form

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- ○ $1,000 Sponsor
- ○ $1,500 Conservator
- ○ $350 Young Lion
- ○ $1,000 Library Cubs

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LIVE FROM THE NYPL

metro

FALL 07

september

Wed 19

Orhan PAMUK
Paul Holdengräber

Mon 24

Naomi KLEIN
Roger D. Hodge

Thu 27

Ken BURNS
Robert Stone

october

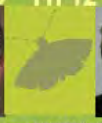
Metro New York is proud to announce its exclusive media sponsorship for LIVE's fall season.

Read Metro for event highlights and the insider scoop on LIVE's distinguished panelists.

Tue 9

James GEARY

Fri 12



The MOTH
—Stories About Loss

Thu 18

Richard PEVEAR
Larissa VOLOKHONSKY

Tue 23

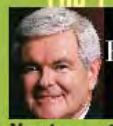
Maira KALMAN

Tue 30

Benjamin KUNKEL
n+1

november

Thu 1



Newt GINGRICH

Sat 3

Collapsing Images

Wed 7

George SOROS & others
Full day event

Fri 9

Péter NÁDAS
Paul Holdengräber

Mon 12

Caryl PHILLIPS
Sharifa Rhodes-Pitts

Thu 15

Umberto ECO

Mon 19

Cees NOOTEBOOM

Tue 27

Beatific Soul: Jack KEROUAC
On the Road

Fri 30

Nicholas KRISTOF

The New York Public Library
Fifth Avenue & 42nd Street

Events begin at 7pm unless otherwise noted.

TICKETS: SMARTTIX 212-868-4444 OR WWW.SMARTTIX.COM
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Calendar

Today | This Week | This Month | All

December 5, 2007

2:00 PM Film/Video. 58th Street Branch

2:15 PM - 3:15 PM Zdrój: Polish Expressionism from the Source. Humanities and Social Sciences Library

2:30 PM Featuringâ€¦ Oklahoma! A Sooner Century. Donnell Library Center

More Programs and Classes | Exhibitions

E-News

NYPL Acquires Papers of American Historian and Kennedy Presidential Advisor Arthur M. Schlesinger, Jr.

Read more >

Beatific Soul Jack Kerouac Exhibition on Display >

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The New York Public Library

Digital Gallery

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<< Sharecropper on Sunday, Little Rock, Ark., October 1935. NYPL Schomburg Center for Research in Black Culture, Photographs and Prints Division. Digital ID: 1211912

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http://nypl.org/calendar/index.cfm?timespan=weekly

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Calendar

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The Bronx
Manhattan
Staten Island

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Location: All Locations

Type: All Types Audience: All Audiences ESOL Classes

Results: 1 - 25 of 321

Date/Time	Title	Location	Borough	Type	Audience
Today @ 2:00 PM	Film/Video	58th Street	*Manhattan*	Program	*Adults*
Today @ 2:15 PM	Zdrój: Polish Expressionism from the Source	Humanities and Social Sciences Library **Room: South Court Auditorium**	*Manhattan*	Program	*Adults*
Today @ 2:30 PM	Featuring... Oklahoma! A Sooner Century.	Donnell Library Center	*Manhattan*	Program	*Adults*
Today @ 2:30 PM	Basic Internet **CLASS IS FULL**	Mid-Manhattan Library, Technology Training Center	*Manhattan*	Class	*Adults*
Today @ 3:00 PM	Picture Book Time	Port Richmond	*Staten Island*	Program	*Children, Preschoolers, School Age*
Today @ 3:00 PM	"YTWL: You Talk! We Listen!"	Richmondtown	*Staten Island*	Program	*Young Adults*
Today @ 3:15 PM	Searching the U.S. Census Bureau Website	Science, Industry, and Business Library (SIBL) **Room: ETC 3**	*Manhattan*	Class	*Adults*
Today @ 3:30 PM	Picture Book Time	Baychester	*Bronx*	Program	*Children, Preschoolers, School Age*
Today @ 3:30 PM	Picture Book Time	Eastchester	*Bronx*	Program	*Children, Preschoolers, School Age*

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VOL. 3 NO. 07

New Exhibit Opens Next Week

Digital manuscripts and personal drawings in *Beatific Soul: Jack Kerouac on the Road* explore the myths surrounding the Beat pioneer on the 50th anniversary of his landmark novel, *On the Road*. An intriguing lecture series by curator Dr. Isaac Gewirtz will capture the imagination of Kerouac fans as will the exhibition's companion volume, detailing the author's hard-scrabble life and road to American literary fame. Can't get enough of the Beats? Buy the unique Kerouac baseball and t-shirt at the Library Shop!

Making a Difference

The Library's long-standing commitment to kids has led to a campaign to renovate 20 children's rooms in branches over the next 5 years. "What is truly gratifying to the measurable difference children's room renovations make in the lives of thousands of young patrons who rely daily on their branch libraries," says Elizabeth Rohatyn, NYPL Chairman Emeritus, whose generous donation supported the renovations at the Seguin or Bloomingdale and Epiphany branches.

Profile

Take a look inside the world of Sir Tom Stoppard, playwright and Academy Award-winning playwright and 2007 Library Lion honoree! Sir Tom has written over 24 plays, including Rock'n Roll, opening on Broadway this Sunday. This month he shares his room recommendations for what to read, see, and listen to!...

Collection Highlights

Katharine Hepburn was one of the world's most beloved movie stars and theater actresses. Over three decades, Hepburn saved a trove of theater treasures, including gifts from Judy Garland and Laurence Olivier, to personal accounts of her time on tour. This collection is now part of the Jule Ross Theater Collection. Listen to a WNYC radio clip.

Youth Poetry Slam Presents:

Check out the hottest, the freshest, and the brightest young poets of NYC. Selected poets will perform with the **Precision Poetry Drill Team**, bringing life to some of the best poems from the Next Generation that have helped shape the current spoken word revolution.

Public Programs

Buy tickets online today!

This month LIVE features Gene Nunez-Harrell, Nicholas Kristof, and the legend of Jack Kerouac. Joseph O'Neill and William McLaughlin also as O'Neill's new novel, *Netherland*, Falls at CSW. Ming Cheng Lee, Jane Simon, and Della Vogel appear at LIA. Author Walter Mosley talks about his new mystery book, Blonde Faith, at the Mid-Manhattan Library. Catch the lecture "Times Square Spectacular: Lighting up Broadway" at S.R. or the play Eight Gotham Series!

Vanity Fair Photo Shoot

To celebrate the 10th anniversary of Library Lions, 16 honorees, including 2007's Martin Scorsese and Thomas Lehrer, gathered in the Mottheimer Room for a photo in December's Vanity Fair, on newsstands now.

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VOL. 3 NO. 07

Top Story

Building on the Library's week-service that began in July, extended hours are now available in 2 central and northwest Bronx libraries, including the Bronx Library Center, now open 9 a.m. to 9 p.m., 7 days a week. "The new hours make our libraries accessible to students, job seekers, entrepreneurs, retirees, new immigrants, children, and others who need to use the Library at widely varying times," says David Demaro, the Andrew W. Mellon Director of the New York Public Libraries.

Making a Difference

"After nearly four decades, I am still madly in love with New York City, and believe it is important that we have a really great public library," says Lorna Bass, a food historian, and award-winning cookbook author, who recently joined NYPL's Dodgeview Society. Learn more about the Dodgeview Society and the hundreds of other Library supporters who have included the Library in their estate plans or created a life income gift.

Profile

Hudson Morgan, an Associate Editor at Men's Vogue and a Co-Chair for the 2007 Young Lions Benefit Party, posted in tandem with the 10th Anniversary of Library Lions, offers his recommendations for what to read, see, and listen to this month!...

Collections Highlights

Art and collectibles in *Graphic Illusions from the Baltic to the Bosphorus, 1640-1935*, an exhibition and its companion volume, that highlights the works of artists whose vibrant, dominant Russian and Ottoman-block countries, before authoritarian regimes took hold.

homeworkNYC.org
Powered by New York City's public libraries

Since NYPL's launch of homeworkNYC.org two years ago, New York City schoolchildren from kindergarten to 12th grade have come to rely on the website's round-the-clock help with their studies.

Public Programs

Orwell Comes to America

George Soros to take part in the first of this three-part series on November 7.
Listen to a WNYC radio clip featuring LIVE Director Paul Holdengräber.

The People's Palace

Kathleen Walsh's sweeping portrait of NYPL is now available on DVD! Rare treasures, moving interviews, behind-the-scenes footage...who can resist this intimate peek into one of the world's greatest and most glorious resources?

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NYPL News, Katharine Hepburn Theater Collection Comes to the NYPL

http://www.nypl.org/news/hepburn.cfm

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CURRENT NEWS – November 2007

Watch the Video

Katharine Hepburn Theater Collection Comes to the NYPL

Katharine Hepburn

Katharine Hepburn was one of the world's most beloved film stars, but not everybody knows she began her brilliant acting career on stage, and continued to perform on Broadway and in touring plays throughout her career.

The late actress left behind a treasure trove of journals, photographs, scrapbooks, scripts, playbills, fan mail and cast lists relating to more than five decades of theatre work. Highlights include admiring letters from famous fans like Sir Laurence Olivier, Judy Garland and Charlton Heston, and personal accounts of her adventures on the road – particularly a hilarious description of her arrest for speeding in Kansas while on tour with *As You Like It*, told in the actress' fearlessly honest voice.

News that Miss Hepburn's papers were donated to The New York Public Library for the Performing Arts at Lincoln Center headlined reports by *The New York Times*, *The Wall Street Journal*, *USA Today*, *New York Post*, *Daily News*, *New York Sun*, Associated Press, and Reuters earlier this week. These materials are now part of The Billy Rose Theater Collection, the largest and most comprehensive archive devoted to the theatrical arts.

Treasures of the New York Public Library video series.

Maps.mp4

Harlem.mp4

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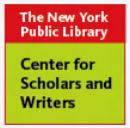
Edward Durell Stone

Geronimo Madrid, Michael Loughra...

Edmund White and Joyce Carol Oat...

EVENTS



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   H. Earl Hoover
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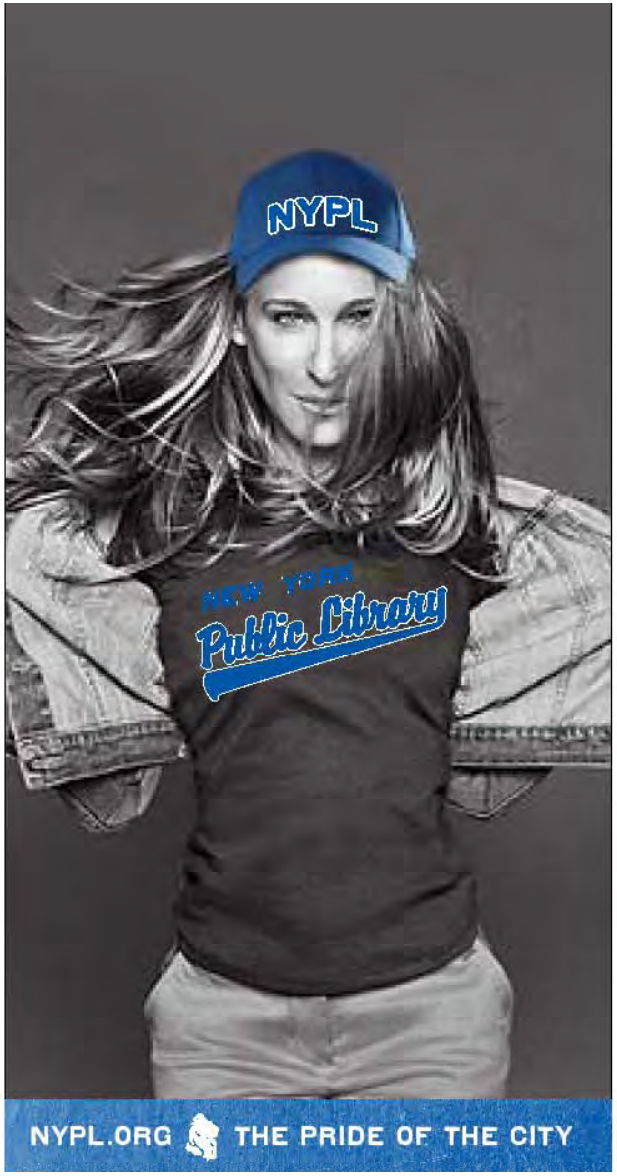
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MARKETPLACE

Golden Gate Energy's Mason City site is riding the wave of its ethanol venture amid rivals' efforts.

Ethanol Strains Railroads

Continued from the front page

[illegible]

From Brazil: Different Energy

[illegible]

Rising Demand

U.S. imports of ethanol from Brazil, in millions of gallons

Source: Energy Information Administration

[illegible]

Burger King Holdings Inc.

U.S. Use of Trans Fats To End by Late 2008

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British Broadcasting Corp.

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British Sky Broadcasting

Promotion Costs Lead To 18% Drop in Profit

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By Melinda Beck

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