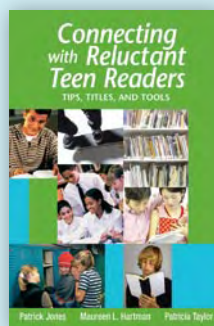


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2007-2008

# ESSENTIAL RESOURCES FOR LIBRARIANS AND EDUCATORS

IDEAS, INSIGHTS & PRACTICAL TIPS TO HELP YOU CONNECT LIBRARIES AND LEARNING

31 NEW  
TITLES  
INSIDE! →



### Dear Librarian Colleagues:

There is no place on earth more magical than a library. And nothing is more filled with possibility than a library where children and young adults feel free to explore and discover.

Whether you are a children's librarian, a young adult librarian, or a school library media specialist, you'll find books and multimedia programming resources in these pages that reflect the best ideas, useful tips, and professional practice from your colleagues across the country.

### 31 Brand New Titles to Help You:

- Motivate reluctant readers with graphic novels
- Create kid-friendly libraries that make children feel at-home
- Collaborate with classroom educators to teach students essential reference skills
- Select the best electronic and print resources
- Locate award-winning books and authors to inspire and engage students
- Develop policies that address issues like copyright, budgeting, Web publishing, and serving students with special needs
- Authoritatively answer technology-related copyright questions
- Enliven storytimes with puppets, songs and movement
- Better serve your Spanish-speaking community
- Build stronger connections with the families of your young readers
- Guide students to the most informative history resources in cyberspace
- And more!

### NEW Audio Seminars and Webinars!

In our effort to deliver even more professional tools for the field, we're launching the Neal-Schuman Professional Education Network (PEN)—an exciting schedule of over 50 audio and Web-based seminars and workshops conducted by the field's leading innovators and practitioners. Call 1.866.672.6657 to request a brochure or visit [www.neal-schumanPEN.com](http://www.neal-schumanPEN.com).

### Place Your Book Order Today

As always, making it easy for you is our priority. An order form is provided on [page 29](#). You can call us toll-free at [1.866.672.6657](tel:1.866.672.6657), fax us toll-free at [1.866.209.7932](tel:1.866.209.7932), or visit us online at [www.neal-schuman.com](http://www.neal-schuman.com).

Sincerely,

Patricia Glass Schuman, President  
Neal-Schuman Publishers

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## SYMBOL KEY

Under each resource description, next to the ordering information, you may find one of these following symbols:



CD-ROM or DVD Included

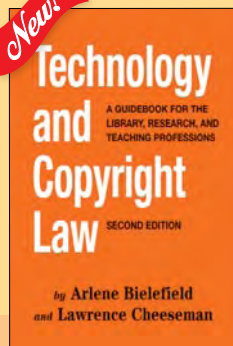


Companion Web Site Available

*How-To-Do-It Manual* and *How-To-Do-It Manual for Librarians* are registered trademarks of Neal-Schuman Publishers, Inc.



**New!**



## TECHNOLOGY AND COPYRIGHT LAW: A Guidebook for the Library, Research, and Teaching Professions, *Second Edition*

by Arlene Bielefeld and Lawrence Cheeseman

**Anticipate, avoid, and respond appropriately to technology-related legal issues.**

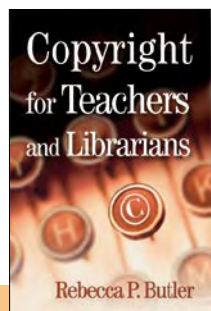
Learn how to educate defensively and avoid accidents! In this updated version of *Technology and Copyright Law* the authors expand on new developments in the world of copyright, including those in the areas of legislation and case law. Special chapters provide information on the law's enablement for those who work with the blind and physically handicapped, and the use of copyrighted materials in distance education. Divided into four parts, this valuable resource covers topics that include:

- Existing law—what was its intention, how it developed, where it's going
- Guidance for making copyright decisions in day-to-day situations
- Electronic classroom and international copyright agreements
- Glossary of important terms and phrases and mandated words
- Lists of exclusive rights of copyright holders, as well as limitations on those rights
- The TEACH Act and its implications for libraries and classrooms

1-55570-570-7. 2007. 6 x 9. 206 pp. \$65.00.  
ISBN-13: 978-1-55570-570-1

“...straightforward language...”

—*American Libraries*



## COPYRIGHT FOR TEACHERS AND LIBRARIANS

by Rebecca P. Butler

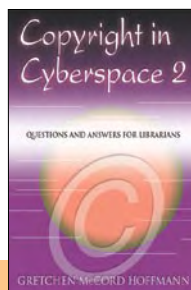
**Easy-to-use flow charts make answering fair-use questions a snap!**

“Butler makes copyright easy to understand in this book.... Teachers will appreciate the easy-to-follow guidelines on public domain, the Internet, and copyright law, and whether such materials such as videos, DVDs, or CDs, can legally be used in the classroom.... This is a must-have addition to all library collections.”

—*Children and Libraries*

rights. Keep current on copyright considerations for traditional and non-traditional media, including the Web, television, videos and DVDs, computer software, music, and distance-education courses and material, as well as books, magazines, and journals. A Q&A section offers guidance about the often bewildering and complicated issues surrounding copyright law.

1-55570-500-6. 2004. 6 x 9. 248 pp. \$59.95.  
ISBN-13: 978-1-55570-500-8



## COPYRIGHT IN CYBERSPACE 2: Questions and Answers for Librarians

by Gretchen McCord Hoffmann

**Answer copyright questions for your staff and colleagues with confidence!**

“An important and timely update...an accessible and strongly recommended guide to copyright in a digital environment, essential not only for librarians, but for educators in general.”

—ARBA

“Continues the first edition's valuable contribution to the literature in the field, and combines a librarian's insight with a lawyer's knowledge to provide a useful addition to the shelves of librarians for whom this work is intended.”

—LRTS

You've been floating through cyberspace wondering if you are using and dispensing information legally. Worry no more! Now you have the answers at your fingertips. Written in an easy-to-understand question-and-answer format, this handbook provides the guidelines you need without confusing technical jargon and legalese. Topics covered include: hyperlinks and framing, browsing and caching, digital images, interlibrary loan and resource sharing, e-reserves and class-based Web pages, library instruction and distance education, and more. New and expanded chapters feature information including the Digital Millennium Copyright Act, file-sharing, licensing, and writing a copyright policy.

1-55570-517-0. 2005. 6 x 9. 275 pp. \$75.00.  
ISBN-13: 978-1-55570-517-6



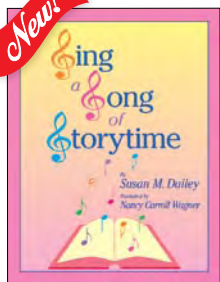
**PUPPET MAGIC**

by Joy L. Lowe and Kathryn I. Matthew

**Add some characters to your storytime!**

Introduce puppets into your storytime programs and make some magic! You'll excite and engage your young patrons, introducing them to the joy and wonder of books, reading, and language. This guide helps you turn your favorite stories or poems into memorable puppet presentations and gives you annotations of nursery rhymes, poems, stories, folktales, fables, and songs that are terrific for puppet storytelling. Lowe and Matthew show you how to select and purchase puppets, develop performance techniques, store and preserve these unique tools, and integrate them with children's literature. You'll also appreciate the tips for creating your own puppets with easy-to-find materials. And once your puppets are ready, you'll find step-by-step guidance for incorporating them into your programs. Additional resources include a guide to puppet retailers and materials distributors, a puppet-book index that matches puppets to specific book titles, and a bibliography of additional titles and tools for the novice puppeteer.

1-55570-599-5. 2007. 8½ x 11. 146 pp. \$45.00.  
ISBN-13: 978-1-55570-599-2



**SING A SONG OF STORYTIME**

by Susan M. Dailey

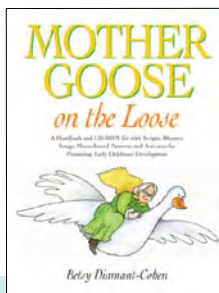
**Music connects with kids—making storytime a “must attend” at your library!**

Music adds an extra special element to storytime programming. And Susan Dailey is a virtuoso at helping colleagues use music creatively. *Sing a Song of Storytime* is a compilation of musical storytimes she has used successfully. In addition to the music and lyrics, there are also annotated bibliographies of picture books related to music, along with tips on how to deliver these unique programs. This new resource includes:

- 75+ songs, including traditional folk songs, new lyrics for familiar melodies, and original compositions
- Activities, including flannel-board patterns, crafts, motions, and dances paired to songs
- Popular children's books for use with the featured songs and music
- Helpful hints for non-singers
- A multimedia CD featuring music from the book, along with patterns, scripts, lyrics, and more

New and veteran librarians, preschool and early elementary teachers, as well as daycare workers and parents will find hundreds of great ideas in this book. You might want to consider buying one for your staff and one to circulate. Make sure this musical resource is part of your collection!

1-55570-576-6. 2007. 8½ x 11. 178 pp.  
Book & Multimedia CD. \$59.95.  
ISBN-13: 978-1-55570-576-3



**MOTHER GOOSE ON THE LOOSE: A Handbook and CD-ROM Kit with Scripts, Rhymes, Songs, Flannel-Board Patterns, and Activities for Promoting Early Childhood Development**

by Betsy Diamant-Cohen

**Invite the whole family into your library!**

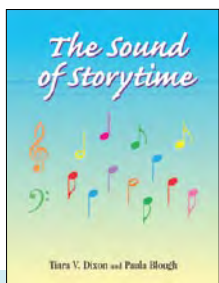
“This outstanding resource provides everything a librarian needs to plan and implement a successful, high-quality program for babies and their caregivers.”

—Library Journal, Starred Review

Jump-start children's learning and brain development with this valuable manual. Here you'll find activities that build motor, music, social, and pre-literacy skills in infants and toddlers. The author—an award-winning program creator—incorporates books, rhymes, fingerplays, flannel-board stories, music, dance, and child-parent interaction into dynamic programs. In addition, you'll find planning and scheduling sheets for implementing the program and instructions for designing your own original sessions.

The companion multimedia CD features 10 complete MGOL scripts and an audio sample of an actual program.

1-55570-536-7. 2006. 8½ x 11. 461 pp.  
Looseleaf Binder & Multimedia CD. \$85.00.  
ISBN-13: 978-1-55570-536-7



**THE SOUND OF STORYTIME**

by Tiara V. Dixon and Paula Blough

**Use music and rhythm to make storytime swing!**

“Adding this resource to the storytime collection can enhance library programs.”

—Booklist

Here's a musical new way to make beloved children's books even more magical. This new resource will help librarians and classroom teachers alike use simple instruments such as bells, rhythm sticks, sand blocks, shakers, and tambourines to add a musical element to storytime. For each of the 48 ready-to-use programs, you'll find:

- A musical storytime
- Flannel-board activity
- Movement chant
- Make-and-take craft
- List of suggested books to share
- Complete directions, including supply lists, prop assembly, program scripts, and song lyrics

The companion multimedia CD includes audio tracks, along with forms and patterns to make these low-prep favorites!

1-55570-552-9. 2006. 8½ x 11. 207 pp.  
Book & Multimedia CD. \$65.00.  
ISBN-13: 978-1-55570-552-7





## STORYTIMES...PLUS!

by Kay Lincycomb

**When you're having fun as a storyteller, your young patrons have a great day at your library!**

“Lincycomb's original lyrics to familiar melodies are catchy and fun, so youngsters will be able to join in quickly.”

—School Library Journal

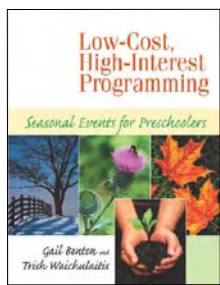
Ever thought about turning storytime into a Guinea Pig Party? How about celebrating Pancake Day or investigating the real story of sneezes? That's just the beginning of the fun in this new storytime resource. Created to appeal to the diverse needs of children, communities, and librarians, *Storytimes...Plus!* is written for anyone who reads stories to children. Inside these pages you'll find stories for children of varying ages, interests, and backgrounds—and a wide array

of options to match your unique talents and preferences to the recommended books and programs. When you're having fun as a storyteller, your audience will share the experience too! This book offers 35 complete, ready-to-use storytimes, each of which includes:

- “Rhymes and Songs”
- “Storytime Picks”
- “Crafty Corner”
- “...Plus”—ideas for incorporating traditional children's games, larger projects and activities, tell-aloud stories, and fun-food activities

Themes include Armadillo Antics, Beary Christmas, Cookie Crunch, Cool Coyote, Crocodile Rock, Dinosaur Stomp, Extraordinary Eggs, Food Fun, Guinea Pig Party, Halloween Haunts, Lizard's Song, Hermit Crab's House, Pancake Day, Snake Trail, Sneezes, Spaghetti Day, Tooth Fairy's Comin', Train Trip, and more.

1-55570-583-9. 2007. 8½ x 11. 133 pp. \$45.00.  
ISBN-13: 978-1-55570-583-1



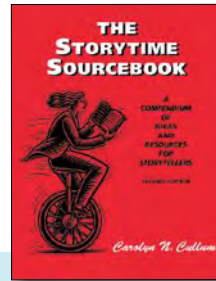
## LOW-COST, HIGH-INTEREST PROGRAMMING: Seasonal Events for Preschoolers

by Gail Benton and Trisha Waichulaitis

**Your all-in-one source for planning a first-rate event.**

Want to be able to entertain 5 to 500 preschoolers inexpensively and efficiently? Benton and Waichulaitis will show you how with more than 65 activities that explore educational concepts, reinforce social skills, and engage children in interactive play. This user-friendly manual and multimedia CD-ROM provide everything you need to conduct seasonal, crowd-pleasing events: graphics, stories, songs, sound effects, and more! Any activity can be adapted to suit any size of library.

1-55570-502-2. 2004. 8½ x 11. 260 pp.  
Book & Multimedia CD. \$65.00.  
ISBN-13: 978-1-55570-502-2



## THE STORYTIME SOURCEBOOK: A Compendium of Ideas and Resources for Storytellers, Second Edition

by Carolyn N. Cullum

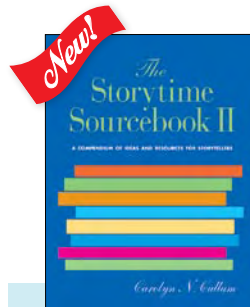
**Re-energize and refresh your storytimes!**

For librarians, teachers, media specialists, and others who work with children three to seven years old, this book has updated topics designed to broaden children's experience with literature and help you formulate programs related to their physical, emotional, and intellectual needs while encouraging them to share experiences with their peers.

1-55570-360-7. 1999. 8½ x 11.  
469 pp. \$49.95.  
ISBN-13: 978-1-55570-360-8

“EXTRAORDINARY. Rather than re-inventing the wheel, storytellers can turn to this.”

—Public Library Quarterly



## THE STORYTIME SOURCEBOOK II: A Compendium of 3500+ New Ideas and Resources for Storytellers

by Carolyn N. Cullum

**A veritable recipe book for storytellers!**

From new action rhymes and finger-play ideas to creative crafts and songs that teach, this new resource belongs in every library that serves young children. Designed to work in tandem with Carolyn Cullum's popular *The Storytime Sourcebook*, this new resource keeps the same thematic collection of programs but provides new books, songs, videos, activities, and more—virtually doubling

“This attractive and user-friendly volume is a must-purchase.”

—School Library Journal

your programming possibilities when you use both books together! You'll discover new ideas for programs related to children's physical, emotional, and intellectual needs. Cullum focuses on the diverse themes that intrigue children and prepare them for their upcoming school experiences, such as the alphabet, body parts, animals, babysitters, bedtime, birthdays, boats, manners, the circus, clocks, clothing, nature, fairy tales, food, friendship, kites, insects, safety, oceans, grandparents, glasses, and more. *Storytime Sourcebook II* includes:

- 145+ thematic ideas for storytimes
- 296 crafts
- 2,222 recommendations for books to use in storytimes
- 292 activities
- 685 video suggestions
- 149 songs
- 146 musical movement ideas

A total of 3,790 possible programs make this a must-have resource. With both *The Storytime Sourcebook* and *The Storytime Sourcebook II*, you can have infinite possibilities for making the most of your children's collection.

1-55570-589-8. 2007. 8½ x 11. 508 pp. \$75.00.  
ISBN-13: 978-1-55570-589-3



**BABY RHYMING TIME**

by Linda Ernst

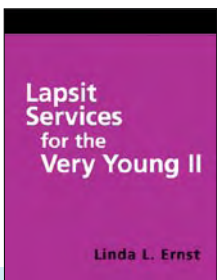
**150 building-block activities from the author of *Lapsit Services for the Very Young!***

The renowned authority on library services for the very youngest patrons has done it again! Linda Ernst has created programming based on the most important findings in babies' brain development. This new resource is full of activities that stimulate infants' and toddlers' cognitive, physical, and emotional growth. In this versatile book and CD-ROM package, you'll find book ideas, rhymes, songs and music, props, and more that can be combined to form hundreds of hours of quality programming that will wow parents, educators, and caregivers. The CD-ROM contains scripts, lyrics, patterns, forms, and posters that can be adapted and easily reproduced. In addition, the book contains suggestions for scheduling, room arrangement, and parent education. Now your programming for babies and infants can strengthen their language acquisition and motor-skill development...and connect your library with families right from the start!

1-55570-540-5. 2008. 8½ x 11. 183 pp.

Book & CD-ROM. \$59.95.

ISBN-13: 978-1-55570-540-4



**LAPSIT SERVICES FOR THE VERY YOUNG II: A How-To-Do-It Manual**

by Linda Ernst

The perfect companion to Ernst's *Lapsit Services for the Very Young* and a stand-alone guide for delivering outstanding services for children 12 to 24 months and their adult caregivers, this book includes:

- Child development research updates
- Planning theme, grab bag, and other lapsit programs
- 125+ book recommendations with annotations
- Nursery rhymes, fingerplays, songs plus musical enhancements and ideas for flannel boards, puppetry, activities, displays, handouts, and helpful Internet sites
- Includes a theme index to resources

1-55570-391-7. 2001. 8½ x 11. 217 pp. \$49.95.

ISBN-13: 978-1-55570-391-2

“An essential tool.”

—School Library Journal



**READY-TO-GO STORYTIMES: Fingerplays, Scripts, Patterns, Music, and More**

by Gail Benton and Trisha Waichulaitis

**If you travel from school to school, take this book and CD with you!**

“Benton and Waichulaitis will surely hit the right note with librarians with this title!”

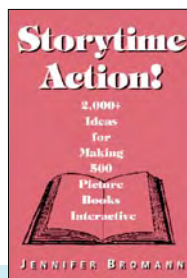
—Public Libraries

For experienced and new storytellers, this book and accompanying music CD will engage children and parents alike. Use these turnkey activities to create interactive, memorable 30-minute storytimes. Everything's included from the interactive song and a coloring sheet to an activity handout that reinforces the theme. It's a tasty collection of yum yum tales, animal adventures, desert and beach stories, colorful yarns, dress up and more, complete with music.

1-55570-449-2. 2003. 8½ x 11. 239 pp.

Book & Audio CD. \$65.00.

ISBN-13: 978-1-55570-449-0



**STORYTIME ACTION! 2,000+ Ideas for Making 500 Picture Books Interactive**

by Jennifer Bromann

“Recommended for both school and public libraries.”

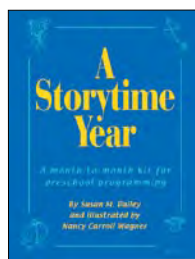
—Public Libraries

Move children from their love of storytime to a love of books and reading with the thousands of practical suggestions in this popular guide. It's a strategic way to showcase the book and its theme so students become involved and eager for more. With specific activities for 500 picture books, the author shares

clear, practical advice for planning programs and developing your own signature style. Whether you're a new or veteran educator, you'll use these fresh ideas to create interactive storytimes and to enhance your current repertoire.

1-55570-459-X. 2003. 6 x 9. 295 pp. \$45.00.

ISBN-13: 978-1-55570-459-9



**A STORYTIME YEAR: A Month-To-Month Kit for Preschool Programming**

by Susan M. Dailey

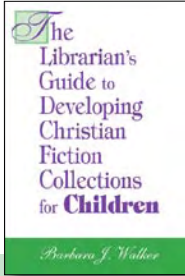
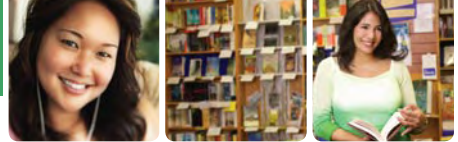
**100+ original participation activities.**

Are you constantly searching for storytime activities? This month-to-month guide provides preschool programming in 48 theme-based units. Each unit contains original and traditional material with an annotated bibliography, a storytelling activity, a video suggestion, and participation activities such as fingerplays, songs or games, and a craft project. This practical resource is packed with themes chosen for their broad appeal in a wide variety of preschool settings.

1-55570-389-5. 2000. 8½ x 11. 411 pp.

Looseleaf Binder. \$75.00.

ISBN-13: 978-1-55570-389-9



**THE LIBRARIAN'S GUIDE TO DEVELOPING CHRISTIAN FICTION COLLECTIONS FOR CHILDREN**

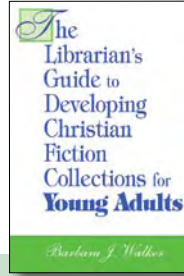
by Barbara J. Walker

“This is a milestone as no other reference source deals exclusively with Christian fiction for young adults or children.... The recommended core collections are the star attractions here.... The YA and Children's fiction titles are strongly recommended for public and school libraries.”

—Library Journal

With this guidebook you will be able to successfully meet the challenge of finding quality Christian fiction for children. Its recommendations will help you develop reading lists, storytimes, and theme-related activities.

1-55570-546-4. 2005. 6 x 9. 229 pp. \$55.00.  
ISBN-13: 978-1-55570-546-6



**THE LIBRARIAN'S GUIDE TO DEVELOPING CHRISTIAN FICTION COLLECTIONS FOR YOUNG ADULTS**

by Barbara J. Walker

“Should be required reading for anyone providing Christian reading material for teens.... Walker's guide deserves a wide readership in church, public, or school libraries serving young adults, and will be useful to new and seasoned selectors alike.”

—VOYA

Here you'll find a way to reach that very complex audience—teens—and their specific needs and interests. This guidebook makes it easy for you to prepare booktalks, plan programs, and create reading lists.

1-55570-545-6. 2005. 6 x 9. 201 pp. \$55.00.  
ISBN-13: 978-1-55570-545-9

FOSTERING  
**CULTURAL DIVERSITY**



**LIBROS ESENCIALES: Building, Marketing, and Programming a Core Collection of Spanish Language Children's Materials**

by Tim Wadham

“...an essential guide for building Spanish-language and bilingual collections and programming for this audience...Highly recommended.”

—School Library Journal

The must-have book to help you reach Spanish-speaking children and create bilingual storytimes.

Tim Wadham, author of the “highly recommended” (REFORMA) and “invaluable” (Booklist) how-to, *Programming with Latino Children's Materials* (1999), returns with this all-new guide for children's and school librarians. He provides a core collection of 100+

titles, including board books, picture books, short chapter fiction, novels, poetry, and nonfiction ideal for serving toddlers to teens. Wadham shares authoritative advice for selecting Spanish titles, including an overview of the market, key elements to consider, review sources, and tips for authoring collection-development policies. There is a wealth of programming ideas that may be used with the recommended core collection or adapted for other books. Wadham offers tips for marketing to your community and increasing circulation for these important titles. This unique resource also includes a guide to publishers and vendors and lists of award-winning books. Whether you are serving a Hispanic community, looking for ways to present bilingual programs, or building a new multicultural collection, *Libros Esenciales* is an invaluable, comprehensive guide.

1-55570-575-8. 2007. 8½ x 11. 322 pp. \$65.00.  
ISBN-13: 978-1-55570-575-6



**SERVING LATINO COMMUNITIES: A How-To-Do-It Manual for Librarians, Second Edition**

by Camila A. Alire and Jacqueline Ayala

Indispensable for both school and public librarians serving Spanish-speaking and bilingual patrons.

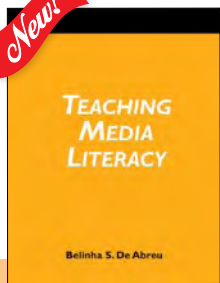
This completely revised and updated resource directory points to the best publications, organizations, and sites for more information on the important and growing Latino community. The authors—both past presidents of REFORMA (the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking)—are committed to making outreach a success for you and your Spanish-speaking and bilingual patrons.

Chapters are devoted to helping library staff:

- Understand the needs of their Latino community
- Develop successful programs and services
- Obtain funding for projects
- Work more effectively with Latinos
- Establish partnerships with relevant external agencies and organizations
- Improve collection development
- Perform effective outreach and public relations

In this second edition special emphasis is placed on electronic and Web resources to aid in outreach, new strategies for conducting focus groups and bilingual surveys, an increased number of programming ideas, and even more examples of bilingual promotional materials

1-55570-606-1. 2007. 8½ x 11. 260 pp. \$59.95.  
ISBN-13: 978-1-55570-606-7



## TEACHING MEDIA LITERACY: A How-To-Do-It Manual

by Belinha De Abreu

**Ready-to-go media literacy lessons that you can use with core subject areas!**

“Teachers, especially those reluctant to teach media literacy, need a practical guide like this one.”

—From the Foreword by Barry Duncan, author of *Mass Media and Popular Culture*

Television, radio, movies, magazines—information reaches kids through all formats. How can you help students develop the critical-thinking skills to navigate information in all media? *Teaching Media Literacy* offers an introduction to this important new area for use in the library or classroom. This

unique how-to includes ready-to-use lessons for:

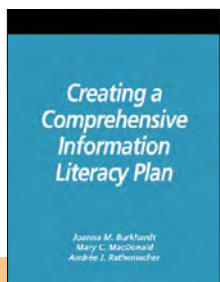
- Television—assessing sitcoms’ and dramas’ impact on and reflection of American values, deconstructing the construction of “reality” television, and looking at the multiple perspectives of “the news”
- Movies—determining historical accuracy and inaccuracy in films and looking at movies as cultural touchstones
- Photography and Images—learning about photo manipulation, reading and writing photo captions, understanding photo essays as storytelling, and critically appraising photos in journalism
- Music and Videos—coming to understand how images and lyrics affect our perceptions of women, body image, and ethnic cultures
- And more

De Abreu provides curriculum connections to English/Language Arts, Science, Social Studies, and other core areas; tips for adapting the lessons for different grade and ability levels; a complete glossary of terms; and bibliographies of helpful print and electronic resources. The companion CD-ROM features all of the worksheets and lesson-planning tools for easy replication or modification.

1-55570-596-0. 2007. 8½ x 11. 215 pp.

Book & CD-ROM. \$59.95.

ISBN-13: 978-1-55570-596-1



## CREATING A COMPREHENSIVE INFORMATION LITERACY PLAN: A How-To-Do-It Manual and CD-ROM for Librarians

by Joanna M. Burkhardt, Mary C. MacDonald, and Andrée J. Rathemacher

Information literacy has become part of the core mission of the library. This step-by-step guide offers suggestions about how to decide what to teach, when and how to deliver instruction, how to assess outcomes, and what to revise based on assessment results. Methods for writing, maintaining, assessing, and promoting the finalized plan are covered. The CD-ROM enables

“This is an essential resource, highly recommended for those needing to launch an IL program.”

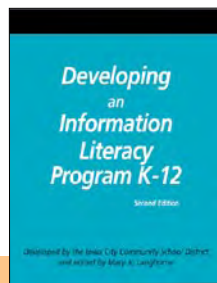
—*Library Journal*, starred review

users to adapt and print their own documents to use individually or with larger groups and committees.

1-55570-533-2. 2005. 8½ x 11. 174 pp.

Book & CD-ROM. \$89.95.

ISBN-13: 978-1-55570-533-6.



## DEVELOPING AN INFORMATION LITERACY PROGRAM K-12: A How-To-Do-It Manual and CD-ROM Package, *Second Edition*

Developed by the Iowa City Community School District and edited by Mary Jo Langhorne

“This title offers a model and excellent guidelines, practical suggestions, lessons, strategies, and sample units to develop and integrate K-12 information literacy in the classroom.”

—*School Library Journal*

**Includes more than 100 pages of lesson plans and workshops.**

Completely updated, this all-in-one resource offers directions for developing a successful information literacy program and ready-to-go tools to implement it. With more than 100 pages of model lesson plans and

student worksheets, you’ll find everything you need to teach an information literacy curriculum that is integrated with core subject areas. In this multimedia package, you’ll find guidance on:

- Keyword research
- Library and library materials organization
- Using nonfiction books
- Using the library catalog
- Using online databases
- Note-taking
- Creating bibliographies

Expanded and all-new sections provide proven strategies for:

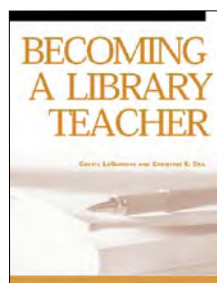
- Establishing a mission statement
- Utilizing standards and benchmarks
- Using literature as the foundation for information literacy
- Collaborating with administrators and teachers
- Developing assessment tools and communicating results

As an added bonus, the CD-ROM contains the forms, handouts, and transparencies needed to teach the lesson plans and units—formatted in Microsoft Word.

1-55570-509-X. 2004. 8½ x 11. 436 pp.

Book & CD-ROM. \$89.95.

ISBN-13: 978-1-55570-509-1



## BECOMING A LIBRARY TEACHER

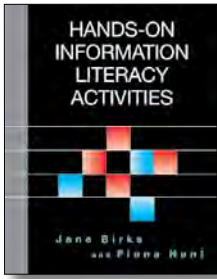
by Cheryl LaGuardia and Christine K. Oka

Here’s a step-by-step guide to the tried and-true methods for effective preparation, presentation, and teaching in today’s library. The authors carefully examine the key elements of successful instruction, including:

- Overcoming anxiety and building confidence
- Physically preparing through voice, movement, and body language
- Outline preparation
- The use of presentation software
- Interpersonal dynamics

1-55570-378-X. 2000. 8½ x 11. 115 pp. \$55.00.

ISBN-13: 978-1-55570-378-3



## HANDS-ON INFORMATION LITERACY ACTIVITIES

by Jane Birks and Fiona Hunt

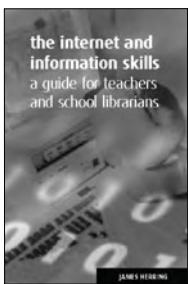
**Perfect for high-school information literacy lessons.**

This comprehensive collection of successfully tested, interactive learning activities is designed to assist students in determining the nature and extent of their information needs and how to access and evaluate that information. Exercises focus on:

- The library catalog
- Search engines
- Databases
- Search strings
- Boolean and advanced searching
- Types of information needs

Designed to support a variety of learning styles, this guide allows instructors to use the lessons in any order or any grouping that meets the needs of particular students and situations. To complete this innovative package, a CD-ROM—in Microsoft Word format—includes all the activity material and handouts.

1-55570-456-5. 2003. 8½ x 11. 135 pp.  
Book & CD-ROM. \$75.00.  
ISBN-13: 978-1-55570-456-8



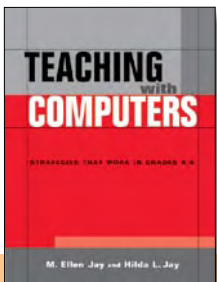
## THE INTERNET AND INFORMATION SKILLS: A Guide for Teachers and School Librarians

by James E. Herring

**Totally education-focused!**

You're always looking for new and innovative approaches to educating our children and improving your own skills. Well, look no further! In this handy text, you will find effective ways to exploit the Internet as both a learning and a teaching resource. You will gain skills in accessing the most relevant parts of the Internet to improve your teaching and to provide suitable information sources to aid students' learning. Published in Britain by Facet and available exclusively in the U.S. from Neal-Schuman.

1-85604-493-9. 2003. 6 x 9. 224 pp. \$55.00.  
ISBN-13: 978-1-85604-493-6



## TEACHING WITH COMPUTERS: Strategies That Work in Grades K-6

by M. Ellen Jay and Hilda L. Jay

In this content-rich handbook, you will find out how to get full educational return for your school's technology investment. The authors have provided instructional activities that effectively integrate the use of computers and 19 curricular-related software programs. The book is divided into four logical and well-organized parts.

1-55570-448-4. 2003.  
8½ x 11. 373 pp. \$59.95.  
ISBN-13: 978-1-55570-448-3.

“Any school looking for ways to gain the benefit of their computer investment and make a difference in education of children should have at least one copy of this title on their shelf. **HIGHLY RECOMMENDED.**”

—Library Media Connection



## TEACHING LIBRARY MEDIA SKILLS IN GRADES K-6: A How-To-Do-It Manual

by Carolyn Garner

**Practical tips and techniques to help you turn young library visitors into library users!**

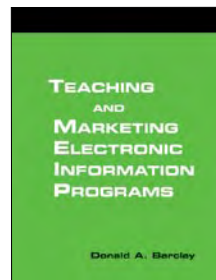
“Recommended for all elementary school library professional collections and academic circulating collections supporting library information science or school library programs.”

—ARBA

Looking for a good lesson for teaching the Dewey Decimal System or what the title page of a book contains? How about the proper use of a thesaurus and dictionary or an online

catalog or search engine? Here's just the roadmap you need to teach elementary school children how to navigate today's libraries successfully. Complete with CD-ROM, this comprehensive guide provides grade-by-grade, ready-to-teach lessons for introducing and reinforcing 12 essential learning objectives.

1-55570-464-6. 2004. 8½ x 11. 347 pp.  
Book & CD-ROM. \$65.00.  
ISBN-13: 978-1-55570-464-3



## TEACHING AND MARKETING ELECTRONIC INFORMATION LITERACY PROGRAMS: A How-To-Do-It Manual for Librarians

by Donald A. Barclay

**Includes 7 PowerPoint presentations with electronic information literacy lessons on CD-ROM.**

In the 21<sup>st</sup> century, being electronic information literate means more than knowing how to bid on eBay or frequenting a chat room. Here is your complete user-friendly guide to making all aspects of electronic information literacy instruction a success. Chapters cover practical details on everything from the basics—what information literacy is (and why the information you need is not just a “click” away), the ethics and economics of intellectual property, how to use search tools effectively and evaluate the information retrieved—to more complex issues—keeping up-to-date on electronic information literacy, evaluating instruction methods, designing and equipping your classrooms and facilities, and promoting your program through print, online tutorials, and Webcasting.

1-55570-470-0. 2003. 8½ x 11. 255 pp.  
Book & CD-ROM. \$75.00.  
ISBN-13: 978-1-55570-470-4





## BEST PRACTICES FOR SCHOOL LIBRARY MEDIA PROFESSIONALS

A series edited by Ann Carlson Weeks

These three special editions are designed for today's multi tasking library media specialist engaged in several roles including teacher, instructional partner, information specialist, and often, administrator. Series editor Ann Carlson Weeks is Professor of the Practice, University of Maryland, and former executive director of the American Association of School Librarians.



### DESIGNING DIGITAL LITERACY PROGRAMS WITH IM-PACT: Information Motivation, Purpose, Audience, Content, and Technique

by Ruth Small

Use this proven approach to information literacy!

“The content of this book is impressively thorough, and is supported with tables, charts, an index, and learning activities.”

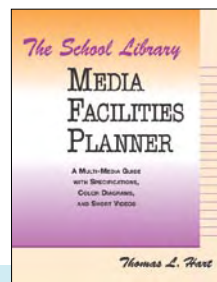
—School Library Journal

When you teach students how to understand, evaluate, and integrate information in multiple, computer-delivered formats, you're teaching them the skills they need to succeed in the 21<sup>st</sup> century. With the strategies in this book, you can design digital literacy programs using the key components of IM-PACT: information motivation, purpose, audience, content, and technique. Noted educator Ruth

Small shows you how to develop a teaching style that will keep students motivated, engaged, and ready to embrace the age of information. From needs assessments to collaborative planning, information literacy models to presentation methods, this essential guide includes tips, lessons, case studies, visual models, activities, surveys, and thought questions that will help you master the IM-PACT method and use it successfully.

1-55570-505-7. 2005. 8½ x 11. 243 pp. \$49.95.

ISBN-13: 978-1-55570-505-3



### THE SCHOOL LIBRARY MEDIA FACILITIES PLANNER

by Thomas L. Hart

Don't plan or remodel a school library without this book.

“This book will more than pay for itself with the prevention of even one design flaw or with the creative solution to a facility problem.”

—Teacher-Librarian

Transform your library into your learning community's knowledge center. Learn how facilities planning relates to teaching-learning, the knowledge center, open learning, information literacy, and the new goals for the knowledge society. With detailed planning strategies for both new and existing facilities, this book also offers examples of exemplary facilities, success stories, problem scenarios, a glossary of terms, and appendices with model policies, procedures, and planning documents. A companion DVD narrated by the author takes you and your planning team on tours

“Every detail appears to be covered.”

—School Library Journal

of model school libraries, demonstrating the design principles introduced in the book.

1-555750-503-0. 2006. 8½ x 11. 253 pp.

Book & DVD. \$95.00.

ISBN-13: 978-1-55570-503-9



### COLLABORATING WITH ADMINISTRATORS AND EDUCATIONAL SUPPORT STAFF

by Lesley S. J. Farmer

Library media specialists have a special opportunity to become collaborative, contributing leaders. This book shows you how it's done!

“Filled with practical advice for all school librarians...”

—Booklist

Who stands at the hub of today's learning community? In many instances, it's you...the library media specialist. Why? Because you work with students and teachers across all curricula, at all grade and ability levels, and across all subjects. This unique new resource gives you proven, practical techniques

and strategies for reaching out to faculty and students...and then goes further to give you valuable suggestions for reaching out to other educational service providers, such as reading specialists, special education teachers, counselors, technology staff, and principals and other administrators.

This breakthrough resource provides:

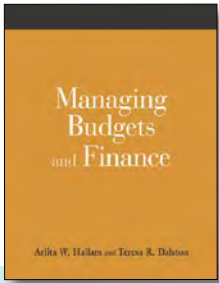
- An overview of how schools work—and how the media specialist fits into the larger organization

- The fundamentals of collaboration
- Tips for working with multiple levels of administrators
- Successful collaboration ideas for use with administrators, service personnel, school counselors, technology staff, pupil services staff, PE instructors, and those educators involved in co-curricular activities such as athletics, debate, science fairs, and more
- Techniques for assessing the effects of collaboration on student success, literacy, school impact, and more
- Advice for becoming a collaborative leader

For your own professional development and to support the work of staff and colleagues, this new resource is a “must have.”

1-55570-572-3. 2007. 6 x 9. 217 pp. \$65.00.

ISBN-13: 978-1-55570-572-5



## MANAGING BUDGETS AND FINANCES: A How-To-Do-It Manual for Librarians and Information Professionals

by Arlita W. Hallam and Teresa R. Dalston

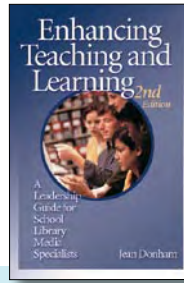
“This practical tool will enable readers to understand and prepare a budget, understand fiscal matters, and be able to make decisions on funding or managing a capital project.”

—Booklist

need to know to save money, build resources, and handle every financial challenge. You'll also find software suggestions to build and track budgets and helpful Web resources. The appendices include a sample accounting manual, annual report form, request for proposal, lease agreement, and security guidelines.

1-55570-519-7. 2005. 8½ x 11. 233 pp. \$65.00.  
ISBN-13: 978-1-55570-519-0

Tighter budgets. Shrinking resources. Pressures to do much more...with much less. That's the real world, and when you're managing your library's budgets and finances, this manual can be a lifesaver! It takes you through a step-by-step process detailing the nuts and bolts of staying on time and on budget by establishing a timeline for financial planning and tracking spending and fund allocation. With proven strategies, detailed examples, worksheets, handouts, forms, and tips, this guide covers what you



## ENHANCING TEACHING AND LEARNING: A Leadership Guide for School Library Media Specialists, Second Edition

by Jean Donham

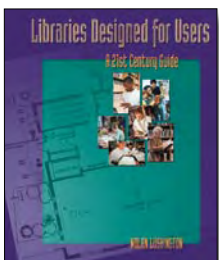
Two-part leadership guide for library media specialists.

“Demonstrates Donham's understanding of issues and concerns faced by professionals in the school, and offers information to help school library media specialists face those challenges....A worthy title with valuable information.”

—ARBA

Leader. Collaborator. Those are the roles of today's school library media specialist. You can take a proactive role in shaping instruction and respond to your users' needs and requests with this thoroughly revised and expanded guide. You'll learn how to develop and implement an effective library media program by integrating it into the total education environment. Part One covers all aspects of the school environment: students, curriculum and instruction, principals, school district administrators, and the community. Part Two shows you how to integrate the school library media program throughout these environments using interaction and collaboration. New in this edition are discussions of special education, post-high school transitions, shared school/public libraries, and more, along with a discussion of recent developments in elementary education, including standards, assessments, and the No Child Left Behind Act.

1-55570-516-2. 2004. 6 x 9. 335 pp. \$59.95.  
ISBN-13: 978-1-55570-516-9



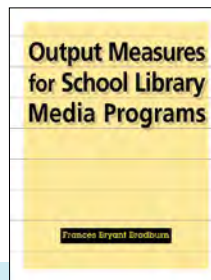
## LIBRARIES DESIGNED FOR USERS: A 21<sup>st</sup> Century Guide

by Nolan Lushington

A visual feast with 35 pages of plans, photos, and drawings.

Thinking about building a new library or renovating an existing facility? In this 247-page guide, Nolan Lushington shows you how library facilities can be successfully planned, designed, or remodeled with multilingual services, coffeehouse areas, late-night services, multimedia programs, outdoor facilities, day-care programs, electronic classrooms, art galleries, teen centers, and more. He also provides a directory of resources for the latest equipment and supplies. Actual plans, sketches, budgets, proposals, forms, and blueprints for renovations and new facilities are included in this invaluable and comprehensive 21<sup>st</sup> century guide.

1-55570-419-0. 2002. 8½ x 11. 247 pp. \$110.00.  
ISBN-13: 978-1-55570-419-3



## OUTPUT MEASURES FOR SCHOOL LIBRARY MEDIA PROGRAMS

by Frances Bryant Bradburn

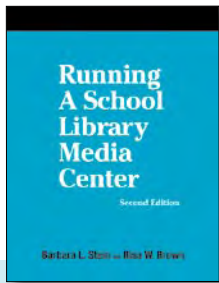
Make your case for a bigger budget with strategy and statistics.

“This is the most user-friendly and useful how-to book I have read... appropriate for the novice as well as the experienced school library media specialist.”

—VOYA

Here's the track to confidence for every library media specialist. Following the format explained in this volume and using traditionally collected data, you can marshal support for existing programs and document the need for program changes. Bradburn also shows you how to use statistics to make your case and offers ways to collect the data if you have limited time and staffing.

1-55570-326-7. 1998. 8½ x 11. 95 pp. \$55.00.  
ISBN-13: 978-1-55570-326-4



## RUNNING A SCHOOL LIBRARY MEDIA CENTER: A How-To-Do-It Manual, *Second Edition*

by Barbara L. Stein and Risa W. Brown

Essential information for your school library and staff.

Whether you're an experienced veteran or an educator who has suddenly been tasked with school library responsibilities, this gold mine of a guide covers every aspect of school library media operations, including:

- Building productive relationships with students, teachers, and administrators
- Using policy-setting, procedures, budgeting, public relations,

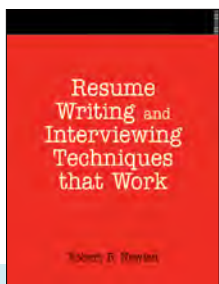
and staff training to improve library management and operations

- Smart strategies for collection development, cataloging, space planning, furniture selection, and circulation management
- Practical planning tools and techniques, including checklists, sample forms, templates, and more

1-55570-439-5. 2002. 8½ x 11. 179 pp. \$55.00.  
ISBN-13: 978-1-55570-439-1

“...Because of its comprehensive inclusion of easily accessible information, this is an important resource.”

—*School Library Journal*



## RESUME WRITING AND INTERVIEWING TECHNIQUES THAT WORK: A How-To-Do-It Manual for Librarians

by Robert R. Newlen

Starting a career as a librarian, moving, or looking for a new job? Newlen offers this brand-new, comprehensive resource as a guide to get you through every step of landing the ideal library job. Detailed guidance for authoring attention-grabbing cover letters—the most important part of any application package—will help you capture that administrator's attention and get your resume and application read. This practical and effective guide covers:

- Mapping out a strategy for navigating the interview process by researching organizations
- Rehearsing
- Dressing for success
- Developing questions to ask interviewers
- Etiquette
- Speaking about yourself
- Following up and more

“Written with style and wit and filled with practical tips, this well-organized resource should prove valuable for any librarian looking for that first or next job.”

—*Booklist*

1-55570-538-3. 2006. 8½ x 11. 206 pp. \$55.00.  
ISBN-13: 978-1-55570-538-1



## LIBRARIES DESIGNED FOR KIDS

by Nolan Lushington

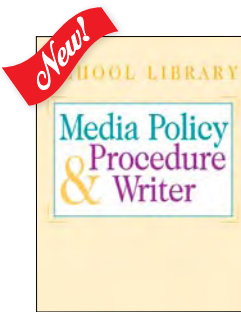
Bricks, mortar, memories, and magic! Create children's and YA spaces that work and welcome youth into the world of knowledge.

Get the “inside story” on creating those special spaces in your library that promote and encourage children's and young adult's curiosity, learning, and reading—and support their lifelong love of books and information.

Nolan Lushington—expert library design consultant—covers the complete planning process from concept to “grand opening.” He takes you from the technical aspects of design and construction, to the finer points of lighting, acoustics, furnishings, equipment, and multimedia areas, storywells, YA spaces, and more.

Whether you're a children's or YA librarian, library director, school facilities planner or architect, you'll discover valuable, practical tips and insights to help you create that inviting environment called the library.

1-55570-631-9. 2008. 8½ x 11. 150 pp. \$85.00.  
ISBN-13: 978-1-55570-631-9



## THE SCHOOL LIBRARY MEDIA POLICY AND PROCEDURE WRITER

by Elizabeth Downs and Joel Shoemaker

Why create policies and procedures from scratch when expert advice, model policies, and hundreds of procedures, forms, and more are already on a CD-ROM ready for you to customize and print?

In one detailed multimedia source, you'll find everything you need to evaluate your library's current policies and procedures, and suggestions to help you develop new ones in today's more complex digital content environment.

Among the many areas covered are:

- Collection Development
- Acquisitions
- Budgeting
- Equipment and Materials Maintenance
- Year-End Reporting
- Scheduling
- Web Publishing and Design
- Reading Incentive Programs
- Serving Students with Special Needs
- Copyright

You'll find more than 300 sample policies, procedures, and forms you can customize and print to help you manage each aspect of your library's operations. The accompanying CD makes it easy to tap the book's text without rekeying so you can create or revise your own library's manuals.

1-55570-621-0. 2008. 8½ x 11. 350 pp.  
Book & CD-ROM \$75.00.  
ISBN-13: 978-1-55570-621-0





## KIDZCAT: A How-To-Do-It Manual for Cataloging Children's Materials and Instructional Resources

by Deborah J. Karpuk

**At last—practical cataloging guidance specifically for youth materials!**

This user-friendly introduction to the basics of cataloging children's materials will help you and your staff keep your collections organized, accessible, and manageable. In 13 information-packed chapters, Karpuk covers everything you need to know about cataloging—description, authority control, automation systems and retrieval, MARC, subject headings, classification, and more. Each chapter includes illustrative exercises (with answers) to help librarians learn to catalog their most important and popular resources, like:

- Board and picture books
- Sound recordings, including children's music and audio books
- DVDs, including animations
- Computer programs, including games and prewriting software
- Multimedia kits
- Series books
- Children's Web sites, Internet portals, and online resources

Additional coverage includes outsourcing, local policy issues, future directions, and more. This is an essential resource for both new and seasoned librarians charged with cataloging children's materials.

1-55570-590-1. 2008. 8½ x 11. 275 pp. \$59.95.

ISBN-13: 978-1-55570-590-9



## CATALOGING AND ORGANIZING DIGITAL RESOURCES: A How-To-Do-It Manual for Librarians

by Anne M. Mitchell and Brian E. Surratt

Organizing, managing, and making a wide variety of resources accessible can be a daunting task. This timely manual shows the best solution for online integration of collection development, acquisition, description, organization, and administration. Problematic areas such as copyright considerations, Dublin Core metadata creation, user interface design, access control, hardware and software selection, and more are addressed.

Organizing, managing, and making a wide variety of resources accessible can be a daunting task. This timely manual shows the best solution for online integration of collection development, acquisition, description, organization, and administration. Problematic areas such as copyright considerations, Dublin Core metadata creation, user interface design, access control, hardware and software selection, and more are addressed.

1-55570-521-9. 2005. 8½ x 11. 219 pp. \$75.00.

ISBN-13: 978-1-55570-521-3



## CATALOGING NONPRINT AND INTERNET RESOURCES: A How-To-Do-It Manual for Librarians

by Mary Beth Weber

**Includes a whole chapter on cataloging kits.**

This comprehensive guide will provide you with invaluable insight into cataloging file resources such as DVDs, networked electronic files, Web sites and home pages, databases, and more. This how-to is packed full of examples, illustrations, and rule interpretations from AACR2R.

1-55570-435-2. 2002. 8½ x 11. 379 pp. \$65.00.

ISBN-13: 978-1-55570-435-3



## ESSENTIAL CATALOGUING

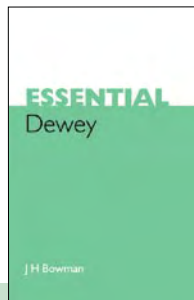
by J.H. Bowman

Would you like a simple companion to help decipher the cataloging process? Bowman covers descriptive cataloging and has designed this book as a simple companion to AACR2. This book shows you the easiest route using comparatively few of the rules. Put this on your must-have list if you are a library school student or a beginning cataloger.

Published in Britain by Facet and available exclusively in the U.S. from Neal-Schuman.

1-85604-456-4. 2003. 7½ x 9½. 216 pp. \$59.95.

ISBN-13: 978-1-85604-456-1



## ESSENTIAL DEWEY

by J. H. Bowman

**Covers just what you need to know to create Dewey numbers from scratch!**

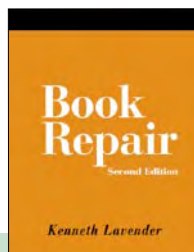
“An excellent addition to any cataloger's bookshelf...highly recommended.”  
—Public Libraries

Here's hard-working help for novice and out-of-practice classifiers. With this practical guide, you'll learn how to use the Dewey Decimal Classification to organize resources. After a thorough introduction to the structure and content of the system, readers then work through examples based on real titles, with fully worked-out answers and clear explanations. Chapters cover

topics from how to classify simple subjects through coping with difficult or hard-to-classify items, WebDewey, and more.

1-55570-544-8. 2005. 6 x 9. 192 pp. \$59.95.

ISBN-13: 978-1-55570-544-2



## BOOK REPAIR: A How-To-Do-It Manual, Second Edition

by Kenneth Lavender

**Every repair is illustrated and explained step by step.**

“Sound, practical, and affordable. Best of all, no previous experience as a conservator is necessary...highly recommended.”

This practical guide offers tips and techniques to help you successfully perform sound repairs to your materials on any budget. There are step-by-step, illustrated instructions on cleaning, mending, hinge and spine repair, strengthening paperbacks, and more. New second edition sections focus on repairing:

- Wet and water-damaged books
- Mold and mildew
- Book linings and pamphlet bindings
- With acid-free materials
- Linings for paper objects
- With affordable tools and supplies

1-55570-408-5. 2001. 8½ x 11. 293 pp. \$69.95.

ISBN-13: 978-1-55570-408-7

**New!**  
Family-Centered  
Library Handbook



## THE FAMILY-CENTERED LIBRARY HANDBOOK

by Sandra Feinberg, Kathleen Deerr, Barbara Jordan, Marcellina Byrne, and Lisa Kropp

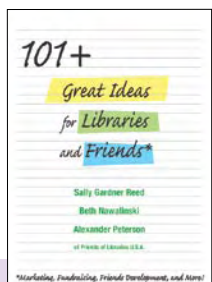
Looking for high-impact strategies to reach the families of young readers? Here's help for everyone on your team!

Literacy, the foundation for every child's school success, begins at home. This new book will give your children's services staff and everyone involved in community outreach terrific tips and techniques for engaging and involving parents and caregivers in the key work of helping children on the path to literacy. Topics include:

- Using library resources to support the role of parents and caregivers in children's growth and development
- Helping children's librarians interact successfully with families
- Implementing effective communication strategies, appropriate services, and useful spaces for adult/child participation
- How to attract and engage new and diverse families
- How to leverage your family-centered approach to build community visibility

This book serves as the primary text for Middle Country Public Library's popular Family Place Training Institute and is written by a team of librarians who have achieved remarkable success with their communities' families.

1-55570-541-3. 2007. 8½ x 11. 324 pp. \$65.00.  
ISBN-13: 978-1-55570-541-1



## 101+ GREAT IDEAS FOR LIBRARIES AND FRIENDS

by Sally Gardner Reed, Beth Nawalinski, and Alexander Peterson of Friends of Libraries U.S.A.

FOLUSA's (Friends of Libraries U.S.A.) many friends groups are breaking new ground in connecting libraries and their communities. This book offers 101+ of their simple, innovative, and tested marketing and fund-raising ideas, including:

- Advocacy, fund-raising, and membership campaigns
- Programs and public awareness events
- Projects to increase organizational effectiveness

“This book covers everything you need to know on creating and sustaining a friends group; creating a group logo, mission statements, bylaws, getting members, and more.”

—Public Libraries

**New!**



## LIBRARY CONTESTS: A How-To-Do-It Manual

by Kathleen R. Imhoff and Ruthie Maslin

Make your next library contest a winner!

Contests are great vehicles for showcasing your library's services, introducing new programs, raising funds, attracting new groups of patrons, and boasting your community commitment. This new how-to will answer your questions and guide you through the details of successful contests from logistics to promotion, budgeting to post-event assessment. Imhoff and Maslin give you practical programming suggestions including:

“This comprehensive book covers planning, implementing, and evaluating contests of all kinds for all kinds of libraries. ...The text is detailed and readers are sure to have many 'aha!' moments...”

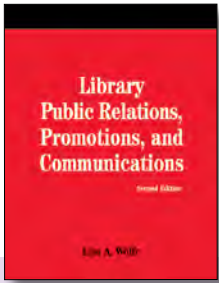
—School Library Journal

- How to address the needs of various age groups and their interests

- How to partner with schools, businesses, and other organizations
- How to build an effective publicity and marketing program
- How to plan, schedule, budget, and evaluate your event

From major national contests to statewide, regional, and local events, this book wins for helping you make sure your contest reaches the right audiences, with the right message, to achieve the results you expect.

1-55570-559-6. 2007. 8½ x 11. 182 pp. \$55.00.  
ISBN-13: 978-1-55570-559-6



## LIBRARY PUBLIC RELATIONS, PROMOTIONS, AND COMMUNICATIONS: A How-To-Do-It Manual, *Second Edition*

by Lisa A. Wolfe

“This book may just be the next best thing to having a public relations (PR) professional on the library staff.... This book is recommended for all library collections.”

—RUSA

Use these high-performance ideas to get your most important messages heard!

The second edition of PR powerhouse Lisa Wolfe's guide gives you solid publicity, positioning, and promotional wisdom. The guide's five new chapters: "Positioning Libraries in the 21<sup>st</sup> Century," "Brand-building for Libraries," "Using Technology as a PR Tool," "Creative Effective Web Communications," and "Planning for Crisis Communications" offer sweep-

ing new ideas to address your most significant PR challenges and opportunities. Each chapter offers proven ideas and step-by-step guidance to help you make a measurable difference when:

- Positioning your library with respect to policy issues, funding programs, and technological opportunities
- Developing your PR plan
- Building your library's brand identity and defining your library's key messages
- Using the Web, traditional media, and library-developed marketing materials to tell your story
- Creating buzz and word-of-mouth coverage
- Building crisis communications plans and evaluating and retooling your PR program

You'll use this book's sample PR materials (including event plans, newsletters, brochures, Web pages, press releases, and more) along with its lists of online publicity services and state and national networking opportunities to create successful PR strategies and programs for your library.

1-55570-471-9. 2005. 8½ x 11. 326 pp. \$65.00.  
ISBN-13: 978-1-55570-471-1



## GRANTS FOR LIBRARIES: A How-To-Do-It Manual

by Stephanie Rawlins Gerding and Pamela H. MacKellar

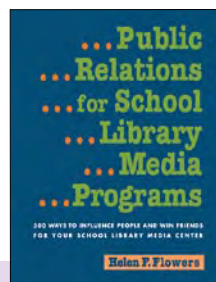
“...is like the Boy Scouts' field manual when it comes to grant-writing and development.... Grab it and go 'granting'!”

—Library Journal, starred review

This book and CD-ROM for do-it-yourself fund-raisers are authored by two experts with in-depth knowledge and practical experience, outlining the grant-writing process and providing a proven step-by-step strategy for getting your grant. More than 15 success stories from a variety of institutions and for various funding purposes are provided on the CD for you to model, adapt, or incorporate into your own winning proposals. Topics include:

- Preliminary planning
- Defining the project
- Forming the writing team
- Choosing the best source to approach for funding (government, foundation, corporate, and local organizations)
- Writing and submitting the proposal with all the necessary content (title sheet, cover letter, table of contents, overview, description, needs, methodology, timeline, budget, evaluation, etc.)
- A detailed section explaining how you should follow up on your submission, partner with outside organizations, and implement and evaluate the project when your funding is approved

1-55570-535-9. 2006. 8½ x 11. 252 pp.  
Book & CD-ROM. \$99.95.  
ISBN-13: 978-1-55570-535-0



## PUBLIC RELATIONS FOR SCHOOL LIBRARY MEDIA PROGRAMS: 500 Ways to Influence People and Win Friends for Your School Library Media Center

by Helen F. Flowers

“Plenty of ideas for action...[a] useful, nuts-and-bolts guide.”

—School Library Journal

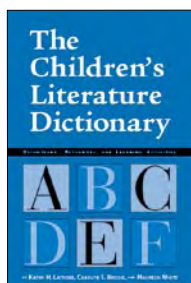
Successful public relations efforts require smart targeting. This book gives you more than 500 ideas targeted to your key stakeholders, including students, faculty, building administrators, school support staff, district administrators, school board members, parents, community, and legislators.

1-55570-320-8. 1998. 8½ x 11. 159 pp. \$49.95.  
ISBN-13: 978-1-55570-320-2

## STAY INFORMED ABOUT WHAT'S HAPPENING AT NEAL-SCHUMAN!

Be the first to receive information on our new titles, special promotions, books of interest to teachers and librarians, and more!

Join our list. Sign-up today at [www.neal-schuman.com](http://www.neal-schuman.com).



## THE CHILDREN'S LITERATURE DICTIONARY DEFINITIONS, RESOURCES, AND LEARNING ACTIVITIES

by Kathy Latrobe, Carolyn S. Brodie, and Maureen White

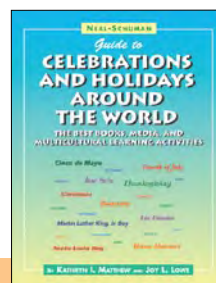
**Librarians' and teachers' favorite! Buy one for yourself and another to circulate!**

You've built a vibrant collection of children's literature. Now put these resources to work to lead young readers on the path to literacy and a love of reading. Use this guide as your road map:

- Powerful, practical explanations, examples, and activities
- Definitions of all key concepts and principles (illustrated by examples from contemporary and classic literature)
- Each definition includes ideas for programming activities to connect students to key concepts and the building blocks of stories

Whether you are looking for a way to teach "parallel stories," need to find popular characters that are clear examples of "archetypes," or searching for a straight-forward example of an acrostic or haiku, the answers, ideas, and inspiration are in here...and ready to support librarians, teachers, reviewers, parents, and storytellers alike!

1-55570-424-7. 2001. 6 x 9. 282 pp. \$59.95.  
ISBN-13: 978-1-55570-424-7



## NEAL-SCHUMAN GUIDE TO CELEBRATIONS AND HOLIDAYS AROUND THE WORLD

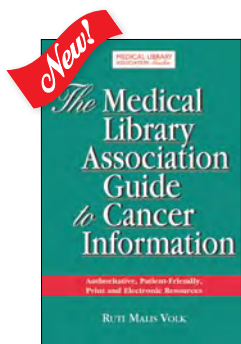
by Kathryn I. Matthew and Joy L. Lowe

“Useful to elementary librarians and teachers looking for culturally sensitive resources and activities to teach K-8 students about more than 80 holidays. A welcome addition to most elementary school libraries.”

—Booklist

Here you have it, in a single comprehensive volume—everything you want your readers to know about our world's rich holiday traditions. This handbook contains the best materials, insights, and suggestions for teaching kids about holidays, including Ramadan, Rosh Hashanah, Kodomo-no-Hi, Diwali, Dia de los Muertos, the Festival of St. Lucia, Mardi Gras, plus 73 others! Grouped by month, and with chapters on year-round special events (such as birthdays, weddings, powwows, and quinceañeras), this innovative and easy-to-use guide provides grade-specific advice on books, media, and learning activities.

1-55570-479-4. 2004. 8½ x 11. 453 pp. \$65.00.  
ISBN-13: 978-1-55570-479-7



## THE MEDICAL LIBRARY ASSOCIATION GUIDE TO CANCER INFORMATION: The Most Authoritative, Patient-Friendly Print and Electronic Information Sources

by Ruti Volk

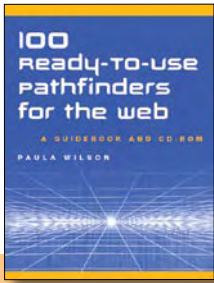
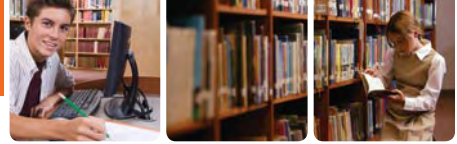
**The resource you need to help answer students' difficult questions.**

There are over 100 distinct forms of cancer affecting millions of patients and their families—in dramatically different ways. When patrons come into your library with cancer-related questions, will you be prepared with the best resources for them to consult? Thanks to the Medical Library Association and Ruti Volk (Manager of the Patient Education Resource Center at the University of Michigan's Comprehensive Cancer Center) you now have an authoritative guide to the best cancer information resources available for all levels of readers. Chapters are devoted to both specific types of cancer, as well as cancer-related topics, including how to talk to children about cancer.

For each type of cancer, the author provides an invaluable annotated list of resources, including print, Internet, electronic and multimedia.

Additional resources such as cancer patient organizations and online listservs are also featured. Whether utilizing as an aid in cancer-related searches or as a tool for building a consumer health collection, this unique guide will help any public, academic, or medical library better meet the health information needs of their users.

1-55570-585-5. 2007. 6 x 9. 372 pp. \$85.00.  
ISBN-13: 978-1-55570-585-5



### 100 READY-TO-USE PATHFINDERS FOR THE WEB: A Guidebook and CD-ROM

by A. Paula Wilson

“This helpful resource offers step-by-step instructions for creating pathfinders to post on your library’s Web site.... the strengths of this book are its painstaking attention to detail and its clear organization.”

—VOYA

Pathfinders are helpful and handy for your patrons, but creating them takes time. Paula Wilson, “Tech Talk” columnist for *Public Libraries*, has created this manual to help you create customized products for your library easily and efficiently. Included is a template and guide for creating, presenting, marketing, linking, and cataloging Web-based pathfinders, along with 100 pathfinders featuring leading articles, indexes, and databases. All are downloadable and ready for customization to meet your specific collection needs. Topics include health, genealogy, art, computer science, women’s studies, American history, current events, and more. All are in XHTML (in cascading style sheets for easy conversion to any library’s Web site).

1-55570-490-5. 2004. 8½ x 11. 225 pp.  
Book & CD-ROM. \$75.00.  
ISBN-13: 978-1-55570-490-2



### BEST OF HISTORY WEB SITES

by Thomas Daccord

Help students travel through time and cyberspace.

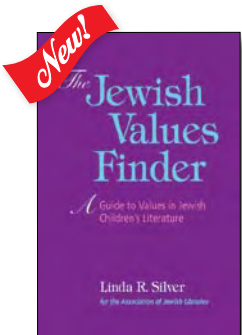
Here, in one complete volume, is your guide to the best history sites for use in high school, academic, and public libraries! Based on the author’s award-winning Internet portal, this new resource is the quickest path to a rich variety of content, including:

- Multimedia presentations
- Subject gateways
- Lesson plans and activities
- Primary resources
- Interactive quizzes and games
- Virtual tours
- Maps and atlases
- Statistical collections
- And more

Each entry includes the complete URL and a detailed annotation. Unique to this resource are easy-to-identify categories that indicate the type of content featured on the site; grade level recommendations; and “Best Of” selections that identify the best e-texts, research and plagiarism sources, advanced placement study guides, virtual tours, and more.

Two special introductory chapters help librarians and educators learn to locate and evaluate history Web sites and integrate them into the educational or library setting.

1-55570-611-8. 2007. 8½ x 11. 429 pp. \$89.95.  
ISBN-13: 978-1-55570-611-1



### THE JEWISH VALUES FINDER: A Guide to Values in Jewish Children’s Literature

by Linda R. Silver for the Association of Jewish Librarians

A landmark reference book from Neal-Schuman and the Association of Jewish Librarians.

Moral qualities + good deeds + instruction = decent person. These are the ideas and

the ideals that express the meaning of the term “Jewish values.” They are also the precepts embraced by most of the other world religions. This highly authoritative reference guide by Linda Silver—a specialist in Jewish children’s literature—evaluates and analyzes nearly 1,000 carefully selected children’s books that promote Jewish values.

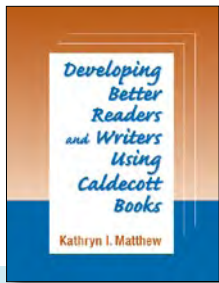
Each entry includes bibliographic information, age level recommendations, annotation, relevant value, and subject headings. School and public librarians, teachers, and parents concerned with character development will find this guide an essential resource.

1-55570-624-X. 2008. 6 x 9. 290 pp. \$55.00.  
ISBN-13: 978-1-55570-624-1

## READY TO PLACE YOUR ORDER?

See our order form on page 29. Complete it and send it via toll free fax to 1.866.209.7932 or 1.212.219.8916 (from outside the continental United States).

For more information, call toll-free 1.866.NS.BOOKS or 1.212.925.8650 (from outside the continental United States), email [info@neal-schuman.com](mailto:info@neal-schuman.com), or visit us online at [www.neal-schuman.com](http://www.neal-schuman.com).



## DEVELOPING BETTER READERS AND WRITERS USING CALDECOTT BOOKS

by Kathryn I. Matthew

100+ ready-to-use lesson plans and library activities...each featuring a different Caldecott Medal or Honor book!

The best children's books inspire young readers to new heights of imagination and creativity. The right guidance and encouragement will help those eager young learners to become stronger readers and writers. In this book, you'll find 100+ ready-to-use lesson plans

and library activities, each featuring a different Caldecott Medal or Honor book (ALA's annual award for the artist of the most distinguished American picture book for children). Each plan:

- Integrates the reading and writing process by introducing different forms of writing, including memoir and biography, history, poetry, realism, descriptive prose, persuasion, correspondence, and more
- Includes a summary of the featured book and author and illustrator information
- Offers discussion questions and a mini-lesson about the genre, type of literary device or illustration, and a structured writing exercise based on the title

Use this new book to help you form stronger collaborative partnerships with classroom teachers as you all help students build better writing competencies...which play a critical role in standardized testing.

1-55570-557-X. 2006. 8½ x 11. 257 pp. \$55.00.  
ISBN-13: 978-1-55570-557-2



## 250+ ACTIVITIES AND IDEAS FOR DEVELOPING LITERACY SKILLS

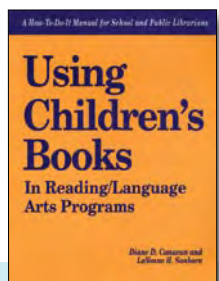
by M. Ellen Jay and Hilda L. Jay

Literacy in the 21<sup>st</sup> century means reading and the ability to interpret a wide range of symbols such as letters, musical notes, numbers, computer icons, and more. This book offers 250+ literacy development activities and ideas for librarians and classroom educators alike who are charged with helping students develop true information literacy skills.

1-55570-329-1. 1998. 6 x 9.  
177 pp. \$49.95.  
ISBN-13: 978-1-55570-329-5

“School librarians and other professionals will welcome this handy book.”

—School Library Journal



## USING CHILDREN'S BOOKS IN READING/LANGUAGE ARTS PROGRAMS: A How-To-Do-It Manual for School and Public Libraries

by Diane D. Canavan and LaVonne H. Sanborn

1-55570-101-9. 1992. 8½ x 11.  
206 pp. \$49.95.  
ISBN-13: 978-1-55570-101-7.

“One volume...teachers and librarians will reach for again and again.”

—Booklist



## FIORE'S SUMMER LIBRARY READING PROGRAM HANDBOOK

by Carole D. Fiore

It's here! The long-awaited new guide to summer reading programs for children, teens, and families you've asked for is now available. Carole Fiore, director of Florida's award-winning summer reading program, has created an expansive, timely handbook for summer reading programs. Includes:

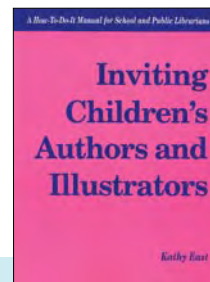
- Insight into setting goals and objectives
- Tips for establishing themes and schedules
- Strategies for marketing and promoting events
- Techniques for evaluating program success

“[This] handbook contains a wealth of information... Fiore's authoritative book belongs in every librarian's professional collection.”

—VOYA

Coverage encompasses the No Child Left Behind Act, developmental assets, using the Web, copyright issues, bilingual programming, online activities, outcome-based evaluations, and more. Fiore also provides an A-Z annotated list of thematic programming ideas and a special illustrated section with 25 exemplary programs and best practices from libraries across the country. Special sections offer resources about themes and member libraries of statewide and regional cooperative summer programs. You'll also appreciate the forms, checklists, and sample policies included in this comprehensive tool—essential for every summer reading program planner!

1-55570-513-8. 2005. 8½ x 11. 275 pp. \$65.00.  
ISBN-13: 978-1-55570-513-8



## INVITING CHILDREN'S AUTHORS AND ILLUSTRATORS: A How-To-Do-It Manual for School and Public Librarians

by Kathy East

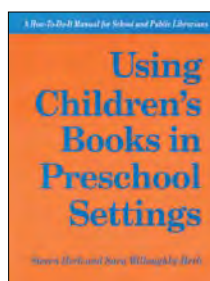
A staple for any librarian's bookshelf.

Take the worry out of bringing in guests to speak at your library! This tried-and-true guide provides everything you need to overcome unnecessary anxieties and uncertainties and prevent details from being overlooked. East outlines the entire process for you from start to finish.

“Furnishes the details to ensure a successful visit.”

—School Library Journal

1-55570-182-5. 1995. 8½ x 11. 136 pp. \$55.00.  
ISBN-13: 978-1-55570-182-6

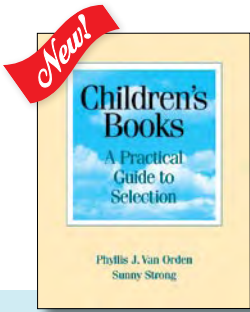


## USING CHILDREN'S BOOKS IN PRESCHOOL SETTINGS: A How-To-Do-It Manual for School and Public Librarians

by Steven Herb and Sara Willoughby-Herb

This step-by-step guide covers important topics for early childhood educators, including integrating literacy throughout the preschool day, planning storytime and language circles, read-aloud techniques and resources, involving parents, and working with children with disabilities and special needs.

1-55570-156-6. 1994. 8½ x 11. 182 pp. \$49.95.  
ISBN-13: 978-1-55570-156-7



## CHILDREN'S BOOKS: A Practical Guide to Selection

by Phyllis J. Van Orden and  
Sunny Strong

**Make better book choices with  
more confidence!**

“A useful tool for professionals, this outstanding resource also has much to offer teachers and students.”

—School Library Journal

Praise for the author's *Selecting Books for the Elementary School Library Media Center*

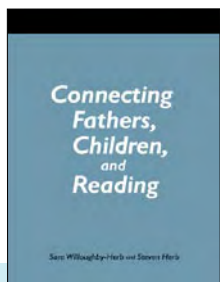
So many books. So little time. So many needs. So little budget. If this describes your situation, here's a new book to help you approach book selection confidently and strategically. If you are new to the library environment, in charge of training new librarians or paraprofessionals, or looking for new ideas in collection development, this resource is a must-have. Phyllis Van Orden, a past president of both the Association for Library Services to Children and the Association for Library and Information Science Education, and Sunny Strong share their advice for:

- Establishing general criteria and following guidelines
- Choosing diverse material
- Using selection tools effectively
- Special selection criteria for specific genres, including picture books, fiction, genre fiction, folk literature, rhymes, and poetry
- Special guidelines for selecting particular subjects

You'll learn how to:

- Ask the right questions
- Probe the intellectual content of the subject
- Examine the worth (quality, value, merit) of a book
- Verify the bottom line—is it worth the price?

1-55570-584-7. 2007. 8½ x 11. 243 pp. \$59.95.  
ISBN-13: 978-1-55570-584-8



## CONNECTING FATHERS, CHILDREN, AND READING: A How-To-Do-It Manual For Librarians

by Sara Willoughby-Herb and Steven Herb

“Comprehensive... well-organized, well-written source. Offering ideas for programs both in and outside the library...thought-provoking.”

—School Library Journal

This unique book focuses on the special and distinctly important effect fathers have on the language and literacy development of young children and how libraries can create opportunities to nurture and strengthen this connection. The authors explore fathers' roles in their children's lives and provide practical advice on book selection, library programming, and outreach to support dads and their young readers. Includes bibliographies, resources, Web sites for parents and librarians, advice, anecdotes,

stories, and more. If you're interested in reaching out to fathers in your school and community, this book will guide the way.

1-55570-390-9. 2002. 8½ x 11. 197 pp. \$49.95.  
ISBN-13: 978-1-55570-390-5



## A LIBRARIAN'S GUIDE TO GRAPHIC NOVELS FOR TEENS AND TWEENS

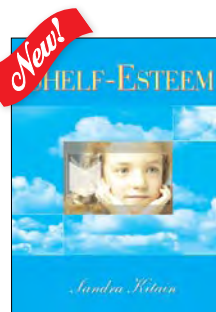
by David S. Serchay

**Build a blockbuster collection and  
manage it with “super-human”  
success!**

Graphic novels tell the stories, star the heroes (real and fictional) and address the issues relevant to youngsters and tweens in a style that holds their interest and keeps them coming back for more! More than merely comic books—and not always rated “PG”—they have an important educational component as well. In addition to being great for readers who are challenged by large chunks of text, graphic novels take advantage of the flexibility of nimble young minds that have grown up immersed in a multimedia world. Make no mistake, these works are not easy reads—they demand all the language and literacy skills educators strive to instill in their students, including: active decoding, comprehension, fluency, vocabulary building, sequencing and more.

This must-have resource on developing your collection of this important genre will give you a wealth of tips and practical advice about buying, recommending, cataloging, and shelving. Youth services specialist David Serchay shares the insights of librarians, media specialists, and vendors around the country about how best to build and manage graphic novel collections. You'll find this guide's annotated list of highly recommended titles invaluable.

1-55570-626-6. 2008. 6 x 9. 156 pp. \$55.00.  
ISBN-13: 978-1-55570-626-5



## SHELF-ESTEEM

by Sandra Kitain

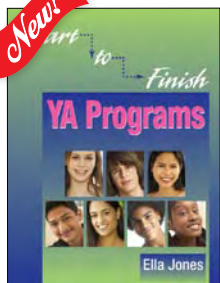
**A new tool for reader's advisory  
and collection development!**

You can use the emotional power of books to help young readers develop strength, happiness, and confidence. Author Sandra Kitain has identified many of the best books that deal with the tough topics kids face in today's world, including divorce, death, moving, sibling rivalry, fire, substance abuse, friendship, multiculturalism, separation anxiety, and more. Each entry includes:

- A booktalk to engage young readers
- An activity to help them understand and personalize the topic
- Discussion questions to aid in the emotional development of elementary school readers

Kitain also encourages involvement with dramatic arts, movement, and music to build students' confidence and lifelong love of reading. *Shelf-Esteem* fills two critical library needs. It's a valuable reader's advisory resource to help you connect children with the right books at the right times. It's also a powerful resource for collection development and programming for both public and school libraries.

1-55570-568-5. 2008. 8½ x 11. 180 pp. \$49.95.  
ISBN-13: 978-1-55570-568-8



## START-TO-FINISH YA PROGRAMS: Hip-Hop Symposiums, Summer Reading Programs, Virtual Tours, Poetry Slams, Teen Advisory Boards, Term Paper Clinics, and More

by Ella Jones

**Where do the teens in your school or community hang out? Here's**

**how to bring them into YOUR library!**

What teen wouldn't be interested in a poetry slam, hosting a cable TV show, or learning to be a DJ? In *Start-to-Finish YA Programs*, author Ella Jones gives you the "411" about planning powerful programs for teens. With high school enrollments increasing by 13%, the role of both school and public libraries is growing too. The author provides 25 successful teen programs from public libraries based on the Search Institute's 40 Developmental Assets for Teens. If you're looking for engaging, high-impact teen programming breakthroughs, buy this book and give some of these concepts a try:

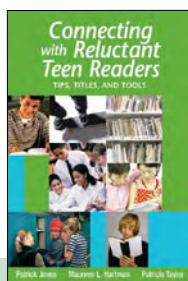
- Brown-Bag Concerts
- Library Teen Cable Show
- Commitment to Fitness
- Dance 360
- Oral History Video Projects
- Hip-Hop Symposium
- Youth Gospel Fest
- And more

The companion CD-ROM provides all of the sign-up forms, promotional posters, evaluation worksheets, permission slips, and more for easy reproduction and personalization.

1-55570-601-0. 2008. 8½ x 11. 300 pp.

Book & CD-ROM \$75.00.

ISBN-13: 978-1-55570-601-2



## CONNECTING WITH RELUCTANT TEEN READERS: Tips, Titles, and Tools

by Patrick Jones, Maureen L. Hartman and Patricia Taylor

**The advice you need to transform reluctant readers!**

It may sometimes seem impossible to get some kids to read, but YA experts Patrick Jones, Maureen Hartman, and Patricia Taylor believe in some proven tips, titles, and tools to make the impossible happen. They show you how to entice reluctant readers, what types of books are most likely to grab and keep their interest, and how to connect different kinds of readers with different genres. The featured lists include more than 600 sure-fire books, magazines, and series such as:

- Best Books for Struggling Middle School Readers
- Best Books for Boys of All Ages
- Best New Adult Fiction and Classics for Teens
- Best Turn-Around Titles That Get Non-Readers Reading
- Best Magazines and Comic Books

You will also find quick and easy guidance for using booktalks (including 50 ready-to-use scripts) and reading surveys.

1-55570-571-5. 2006. 6 x 9. 300 pp. \$59.95.

ISBN-13: 978-1-55570-571-8



## GAME ON! Gaming at the Library

by Beth Gallaway

**Will your library get in the game?**

Ever watched the teens and tweens in your library sneak in an online game in the middle of their research or study session? Have students come into the media center to log-in and check on their Neopets? Have concerned parents approached you to find out more about video game ratings? Even if your library hasn't formally begun collecting, circulating, or programming with video games, you are no doubt aware of their popularity and proliferation. Now *Game On!* has all of the answers and approaches you need to make effective, successful choices about video gaming in your library. Topics include:

- Video game basics—history, formats, and genres
- Benefits (developmental assets/technological skill/educational value) and controversies (ratings/graphics/content)
- Selection, collection, and circulation of titles
- Equipment and vendors
- Programming ideas
- Policy and management
- Storage, display, and marketing
- And more

Gallaway includes a core collection of games and systems that will appeal to users of all ages. Forms, bibliographies, and a gamer's glossary will get you gaming like a pro in no time.

1-55570-595-2. 2008. 6 x 9. 310 pp. \$55.00.

ISBN-13: 978-1-55570-595-4



## SERVING LESBIAN, GAY, BISEXUAL, TRANSGENDER, AND QUESTIONING TEENS: A How-To-Do-It Manual for Librarians

by Hillias J. Martin and James R. Murdoch

**Share this landmark new work with your colleagues throughout your learning community.**

“Essential for professional collections serving librarians who work with teens in both public and school libraries.”

—School Library Journal, Starred Review

In our shared efforts to serve every member of our YA community, this new title is an important addition to your professional collection. This guide will help you make informed collection, service, and programming decisions about materials for the growing lesbian, gay, bisexual, transgender, and questioning (LGBTQ) YA population. The authors provide an overview of LGBTQ literature, address concerns for serving these patrons, and help guide you and your colleagues through the benefits and challenges of collecting materials. This breakthrough new publication offers:

This breakthrough new publication offers:

- An A-Z guide to 50+ fiction, nonfiction, and multimedia works
- 30+ ready-to-use programming ideas and booktalks that will help you provide a more inclusive environment for all teens
- Suggestions for handling situations, such as patron privacy, parents' questions, and more

1-55570-566-9. 2007. 8½ x 11. 267 pp. \$55.00.

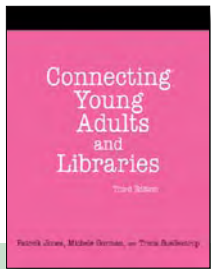
ISBN-13: 978-1-55570-566-4



## TEENS @ THE LIBRARY: The Series Every School & Public Library Needs to Reach Teen Readers!

edited by Joel Shoemaker

This is the decade of the teen. Their numbers are expanding, and they're coming into our libraries with more technological savvy and diverse needs than ever before. This groundbreaking series from Neal-Schuman, edited by Joel Shoemaker, a former President of the Young Adult Library Services Association (YALSA), will give you and your colleagues support, inspiration, and practical help as you create collections, services, and programs to bring teens into your library successfully.



## CONNECTING YOUNG ADULTS AND LIBRARIES: A How-To-Do-It Manual, Third Edition

by Patrick Jones, Michele Gorman, and Tricia Suellentrop

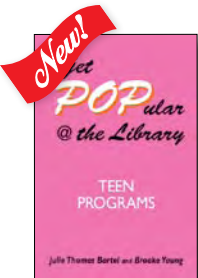
If you work with teens, this is your survival guide.

Respected YA services consultant Patrick Jones teamed with two of today's most popular YA workshop leaders to update and expand the "bible" of YA service. This third edition includes more than 70% new materials, including:

- A glossary of adolescent development terms, teen slang, literary definitions, and library terminology

- A technology chapter with explanations of filters, teen Web sites, instant messaging, blogs, online book discussions, virtual author chats, and streaming media
- Expanded, updated collection development tools

1-55570-508-1. 2004. 8 1/2 x 11. 434 pp. \$75.00.  
ISBN-13: 978-1-55570-558-9



## GET POPULAR @ THE LIBRARY

by Julie Thomas Bartel and Brooke Young

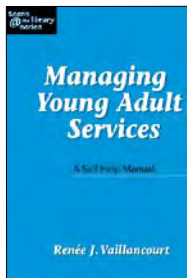
Talk to teens in their own language.

If you want to reach today's teen readers, you'd better stay in touch with what interests them. And what interests them is pop culture. Librarians who learn to connect with pop culture are more likely to be able to recreate the emotional realities of teenage life, enhancing their ability to work with, understand, and serve teens. Chapters offer pop culture-inspired programming ideas for:

- Books, magazines, comics
- Crafts and fashion
- Computers and video games
- Music
- Art of comics, graffiti, manga
- TV and movies

All of this is presented in a creative way which reflects the content, using lists, sidebars, quotes, etc., much as you would find in a popular magazine or on a show like VH1's *Pop-Up Video* or *I Love the 80's*.

1-55570-558-8. 2008. 6 x 9. 225 pp. \$55.00.  
ISBN-13: 978-1-55570-558-9



## MANAGING YOUNG ADULT SERVICES: A Self-Help Manual

by Renée J. Vaillancourt

Use this manual to add success and satisfaction to your work with teens. Renée J. Vaillancourt, features editor of *Public Libraries* magazine, guides you through the application of proven business theories and management principles

on the way to transforming the hectic world of YA services into a career that's successful, gratifying...and fun!

1-55570-434-4. 2002. 6 x 9. 141 pp. \$49.95.  
ISBN-13: 978-1-55570-434-6



## 101+ GREAT IDEAS FOR TEEN LIBRARY WEB SITES

by Miranda Doyle

Think of your library's teen Web site as "Their Space"!

This extremely well-written book will appeal to 'non-techies' as well as to those with advanced experience in creating Web sites. ...This book is highly recommended...

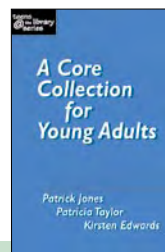
—School Library Journal

Teens want their own space online, and with the help of this new book, you can create a teen library site that's cutting-edge, engaging, and effective in connecting young adults to your library. Here you'll find inspiring examples and ideas from ground-breaking teen librarians across the country. From ready reference and homework help to forums for creative expression and online discussions, this book will help you take your online teen services to the next level and beyond. Doyle offers

ideas for providing online workshops and instruction, homework help, reference services, reader's advisory, programming, summer reading, and more via your Web site. In addition to outlining the must-haves of a teen site, she demonstrates innovative uses for the latest technologies, including:

- Podcasts
- Texting
- Instant messaging
- Blogs
- Discussion lists
- And more
- RSS feeds
- Wikis

1-55570-593-6. 2007. 6 x 9. 250 pp. \$65.00.  
ISBN-13: 978-1-55570-593-0



## A CORE COLLECTION FOR YOUNG ADULTS

by Patrick Jones, Patricia Taylor, and Kirsten Edwards

Patrick Jones joins English teacher Patricia Taylor and YA librarian/speculative fiction expert Kirsten Edwards to deliver the definitive core collection for teens. Focusing on the titles teens would be most likely to own or check out, the authors have selected and annotated more than 1,000 titles, including adult and young adult fiction and nonfiction, biographies and personal narratives, graphic novels and illustrated works, underground classics, humor, science fiction/fantasy, Web sites, databases, and

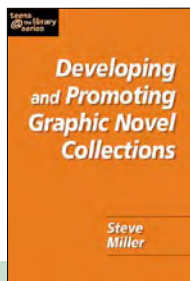
Essential...This resource is invaluable to a librarian working with teens.

—VOYA

other electronic formats. An accompanying title-checker disk helps you compare your catalog holdings to the recommendations.

1-55570-458-1. 2003. 6 x 9. 405 pp.  
Book & CD-ROM. \$75.00.  
ISBN-13: 978-1-55570-558-9.





## DEVELOPING AND PROMOTING GRAPHIC NOVEL COLLECTIONS

by Steve Miller

“ Librarians interested in starting or beefing up a graphic novels collection will find Miller’s work invaluable. ”

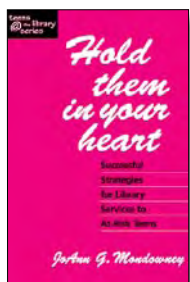
—Library Journal

Graphic novels are more than novel-ties... they’re “way cool”! And their intricate storylines and artwork can turn reluctant readers into avid fans. This comprehensive overview of graphic novels and their use as reader development tools explores the evolution, categories, and genres of graphic novels. The author also intrepidly addresses the nitty-gritty details of collection development,

acquisition, cataloging, and maintenance for this unique format. A special section shows how to promote graphic novels (including creative displays) and includes programming suggestions. You’ll appreciate the carefully crafted, annotated list of core titles as well. Use this guide to entice teens into your library!

1-55570-461-1. 2005. 6 x 9. 130 pp. \$49.95.

ISBN-13: 978-1-55570-461-2



## HOLD THEM IN YOUR HEART: Successful Strategies for Library Services to At-Risk Teens

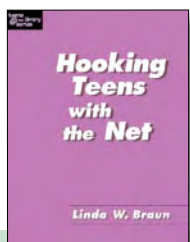
by Joann G. Mondowney

Use these proven programs and strategies for library services that can help teens deal with pregnancy, drugs, school failure, delinquency, and other problems. Strategies include approaching funders, gaining community support, planning programs and activities, and measuring success. You’ll also appreciate the information on best practices in outreach, tutoring, homework centers, and housing, plus insight about replicating these programs affordably.

community support, planning programs and activities, and measuring success. You’ll also appreciate the information on best practices in outreach, tutoring, homework centers, and housing, plus insight about replicating these programs affordably.

1-55570-393-3. 2001. 6 x 9. 139 pp. \$49.95.

ISBN-13: 978-1-55570-393-6



## HOOKING TEENS WITH THE NET

by Linda W. Braun

Use Linda Braun’s techniques to “hook” teens by integrating popular YA sites into your teaching and programming. The book features lesson plans, activity sheets, and templates for arts and entertainment (including music and movies), shopping, the quest for self-definition (the use of discussion boards, mailing lists, and chat rooms), and sports. A list of resources—both print and online—is also provided. The companion Web site offers links to all sites used in the activities.

also provided. The companion Web site offers links to all sites used in the activities.

155570-457-3. 2003. 8½ x 11. 123 pp. \$45.00.

ISBN-13: 978-1-55570-457-5



## BOOKTALKING THAT WORKS

by Jennifer Bromann

How can you make books connect with today’s wired teens? Noted booktalker Jennifer Bromann answers the question with step-by-step instructions and a collection of 50 booktalks that work. Practical chapters unlock the mysteries of teenage reading preferences and help you choose the right books. Topics also include booktalking basics, writing booktalks (even when you haven’t had the time to read the whole book), and more. Sample booktalks cover 10 genres: science fiction, realistic fiction, fantasy, historical fiction, nonfiction, short books, horror, mystery, humor, and popular books of temporary—but immediate—interest.

1-55570-403-4. 2001. 6 x 9. 155 pp. \$49.95.

ISBN-13: 978-1-55570-403-2



## MORE BOOKTALKING THAT WORKS

by Jennifer Bromann

Make booktalking a special part of your professional skill set!

From the author of the popular *Booktalking That Works*, this new collection gives you 200+ titles and brand-new booktalks to expand your repertoire. From classics like *Go Ask Alice* to current best-sellers like *The Five People You Meet in Heaven*, this new work is filled with practical advice to help you become the librarian who is in demand in classrooms throughout your learning community. Topics include:

“ School and public librarians will find many helpful hints, whether they are novice or veteran booktalkers. ”

—Booklist

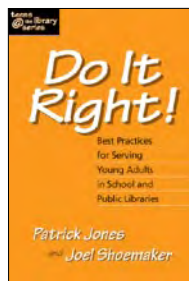
- Incorporating various genres and subjects

- Developing catchy “book hooks” to grab teens’ attention
- Varying your approach across a wide range of titles, including fiction, nonfiction, poetry, biography, and multicultural works

Entries for each book include a full, ready-to-use booktalk and suggestions for expanding the talk. You’ll use these proven techniques to build your own signature style for presenting memorable, motivating booktalks.

1-55570-525-1. 2005. 6 x 9. 145 pp. \$49.95.

ISBN-13: 978-1-55570-525-1



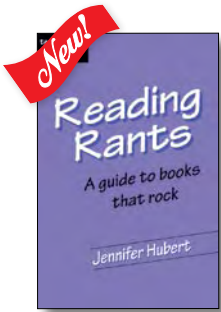
## DO IT RIGHT! Best Practices for Serving Young Adults in School and Public Libraries

by Patrick Jones and Joel Shoemaker  
introduction by Mary Kay Chelton

Serving teens is a challenge and an opportunity. YA experts Jones and Shoemaker apply customer service theory and techniques to serving this unique market. Charts, examples, and real-life case studies are included.

1-55570-394-1. 2001. 6 x 9. 182 pp. \$49.95.

ISBN-13: 978-1-55570-394-3



## READING RANTS: A Guide to Books That Rock

by Jennifer Hubert

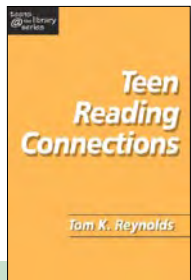
A new generation of readers deserves  
a new breed of books.

Jennifer Hubert knows what makes teens tick—and what genres, subjects, and storylines will keep them reading at the library. The creator of the popular Reading Rants Web site, Hubert has compiled 100 of her best recommendations in this unique resource. This book is invaluable as a collection development, reader's advisory, or booktalking tool. Each featured title includes an extensive annotation with a detailed plot, theme, and audience description; sources for review; and other related books to recommend. Topics covered include:

- Books for boys, girls, and tweens
- Graphic novels
- Historical fiction for hipsters
- Nailbiting mystery and suspense
- Gen-X sci-fi
- And more

Hubert's annotations will add real power to your booktalks, and her advice on "Why It Rocks" and her recommendations for "Hook It Up With" will help you make the most of your collections. This is an essential resource for school and public librarians who want to keep on the cutting edge of today's teen literature.

1-55570-587-1. 2007. 6 x 9. 200 pp. \$49.95.  
ISBN-13: 978-1-55570-587-9



## TEEN READING CONNECTIONS

by Tom K. Reynolds

Sometimes books like *Buffy the Vampire Slayer* and *Ghost World* can help you make incredible connections with your teen patrons. This unique resource gives you proven strategies for linking teens and books, providing you with tips for using fiction, nonfiction, booktalks, book promotion, training, and online resources. Reynolds shows you how to develop a personal reader's advisory strategy for YAs by recognizing their reading habits and responding with programs and services tailored just for them. The interspersed "Reading Scenes"—success stories, day-to-day accounts, and quick tips—cover cutting-edge teen reading choices. You'll find:

- Tip-filled sections covering every genre and format: manga, teen realism, series books, graphic novels, sci-fi and fantasy, nonfiction, instructional titles, magazines, and more
- Suggestions for effective booktalks, teen spaces, book displays, promotion, discussion groups, school programs, and technology applications

1-55570-506-5. 2005. 6 x 9. 200 pp. \$49.95.  
ISBN-13: 978-1-55570-506-0



## THE TEEN READER'S ADVISOR

by RoseMary Honnold

Talking to teens can be tough. Figuring out how to deliver reader's advisory to this uniquely challenging group can be even tougher. This important book addresses the challenges with the insight you need to:

- Explore the qualities, attitudes, and resources that make teen-centered reader's advisory effective
- Take an extensive look at YA literature, and 10 prominent teen book-awards programs

- Access well-researched lists of genre authors, YA literature formats, and lists of fiction titles on the topics most requested by teens, parents, and teachers

1-55570-551-0. 2006. 6 x 9. 489 pp. \$75.00.  
ISBN-13: 978-1-55570-551-0

“A perfect resource...”  
—Young Adult Library Services

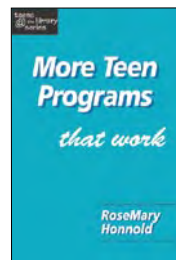


## 101+ TEEN PROGRAMS THAT WORK

by RoseMary Honnold

Jump-start your YA programs and services with 101+ affordable, tested, and successful ideas. From summer reading games, contests, and crafts to coffeehouse-style poetry and open mike nights, you'll find ideas to connect teens with your library. There are tips for connecting programming to your collection and gathering feedback from program participants, sample surveys, promotional pieces, photographs, and more.

1-55570-453-0. 2003. 6 x 9. 195 pp. \$49.95.  
ISBN-13: 978-1-55570-453-7



## MORE TEEN PROGRAMS THAT WORK

by RoseMary Honnold

For new and experienced YA librarians alike...a source of creative ideas and powerful programs!

In a follow-up to her highly praised *101+ Teen Programs That Work*, YA program expert RoseMary Honnold serves up more affordable, teen-tested program ideas, representing best practices from libraries across the U.S. and Canada. Special sections are specifically targeted to boys, girls, and tweens, and there are expanded sections exploring partnering with parents and kids.

1-55570-529-4. 2005. 6 x 9. 245 pp. \$49.95.  
ISBN-13: 978-1-55570-529-9



## TEEN BOOK DISCUSSION GROUPS @ THE LIBRARY

by Constance B. Dickerson

Use book discussions to encourage teens to share their responses to stories and their own life experiences and feelings. Dickerson draws on her years of experience in leading popular book discussion groups and shares her proven techniques. Content includes:

- 15 "surefire" suggestions for successful book discussions, covering all the details from group size and rules to optimum settings
- Discussion resources for 50 books, complete with bibliographic and programming information for each title
- Author, title, and theme index to help you select books for every age and interest

1-55570-485-9. 2004. 6 x 9. 172 pp. \$49.95.  
ISBN-13: 978-1-55570-485-8

“If you can only have one reference book on how to excite teens about reading, this book covers it all and will be a great addition to public and school libraries.”

—Young Adult Library Services

NEAL-SCHUMAN PRESENTS YALSA'S BEST GUIDES



**GET CONNECTED:  
Tech Programs for Teens**

by RoseMary Honnold for the Young Adult Library Services Association

**If you buy only one resource on technology programs for YA—this is the one to buy!**

A must-have resource for librarians serving Young Adult patrons! Straight from the Young Adult Library Services Association (YALSA)—this essential guide is chock-full of ideas for implementing the most popular virtual activities into your services. *Get Connected* offers detailed snapshots of the most cutting-edge technology-oriented programs sure to draw teens into the library—and keep them reading and accessing library resources. Topics include recreation—and education-based programs, working with special teen populations, drawing young readers in the social networking scene, tips for working with teen advisory groups, and YALSA's innovative ideas for celebrating Teen Tech Week! Both novice and tech-savvy young adult librarians will find this book an essential resource for connecting with their patrons.

1-55570-613-4. 2007. 6 x 9. 168 pp. \$45.00.  
ISBN-13: 978-1-55570-613-5



**THE OFFICIAL YALSA  
AWARDS GUIDEBOOK**

Compiled and edited by Tina Frolund for the Young Adult Library Services Association

With contributions by Michael Cart, RoseMary Honnold, Pamela Spencer Holley, Mary Arnold, and Betty Carter

**You've waited more than 20 years...finally...at your fingertips...a one-stop source for information about these prestigious awards and books that have been honored as the best!**

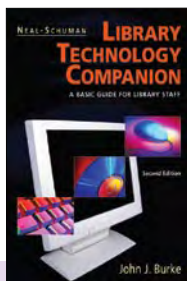
This information-packed volume compiles bibliographic information about the books and authors honored by the Alexander, Edwards, and Printz awards given by YALSA—the division of the American Library Association (ALA) that serves the librarians who work with young adults. Essays written by experts in young adult content are included, and there are separate chapters about each award and its criteria. In addition, you'll find complete lists of award-winning books to date, speeches by and interviews with the winning authors, along with brief annotations, publisher information, subject/thematic descriptions and display and programming ideas.

1-55570-629-6. 2008. 6 x 9. 225 pp. \$55.00.  
ISBN-13: 978-1-55570-629-6



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## NEAL-SCHUMAN LIBRARY TECHNOLOGY COMPANION: A Basic Guide for Library Staff, *Second Edition*

by John J. Burke

“This guide truly succeeds in elucidating the complexities of library technology and should provide a welcome addition to all libraries.”

—Booklist

A must-have reference for your entire staff—an indispensable text for technology workshops and classes.

Stay connected with the latest library technologies and their power to improve everyday operations and outreach. In this second edition to his basic primer, John Burke offers the quintessential guide to the technology topics that matter most, and he expands on new frontiers, including blogs, wikis, and

new adaptive and assistive technologies. Here, in one powerful volume, you will find everything you need to know about:

- Planning, evaluating, purchasing, and troubleshooting technology
- Managing digital resources
- Fundamentals and tools (Internet, PCs, ILS, databases, and more)
- How to put technology to work (blogs, user authentication, distance learning, self-checkout, and more)
- Maintenance (security, usability, and more)

An extensive glossary of technology terms completes this comprehensive text.

1-55570-550-2. 2006. 6 x 9. 239 pp. \$59.95.

ISBN-13: 978-1-55570-550-3



## PLANNING FOR INTEGRATED SYSTEMS AND TECHNOLOGIES: A How-To-Do-It Manual for Librarians

by John M. Cohn, Ann L. Kelsey, and Keith Michael Fiels

Installing an automated system for the first time, or updating your current system? In this handy, how-to-do-it manual,

you'll find invaluable information and techniques for assessing, acquiring, using, and maintaining your system. A step-by-step section on selection and implementation covers a wide variety of topics, including:

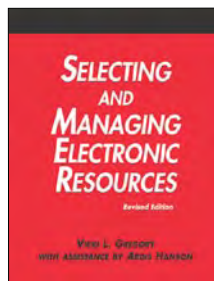
- Preparing RFPs
- Evaluating vendor proposals
- Negotiating contracts
- Testing
- Training

Chapters cover:

- How integrated systems can be configured to enable access to Web resources and new formats
- Exploring and planning for today's evolving information environment
- New and emerging standards for new formats like e-books
- How to find, select, and work with a consultant

1-55570-421-2. 2001. 8½ x 11. 205 pp. \$65.00.

ISBN-13: 978-1-55570-421-6



## SELECTING AND MANAGING ELECTRONIC RESOURCES: A How-To-Do-It Manual for Librarians, *Revised Edition*

by Vicki L. Gregory, with assistance by Ardis Hanson

Prepare your collection for the next wave of information!

This expanded and updated how-to manual will prepare you to cope with the opportunities and pitfalls raised by electronic collections—accessibility, usability, content, and cost. The author details:

- The specifics of collection policies and processes
- Budgeting and acquisitions
- Evaluation and assessment
- Preservation issues

Totally new sections explain:

- Digital rights management
- New technologies
- New models and standards for organizing and accessing content

In addition, there are figures, forms, and worksheets to give you the tools you need to prioritize your work.

1-55570-548-0. 2006. 8½ x 11. 139 pp. \$65.00.

ISBN-13: 978-1-55570-548-0



## WIRELESS NETWORKING: A How-To-Do-It Manual for Librarians

by Louise Alcorn and Mary Ellen Mott Allen

What you need to know to go wireless.

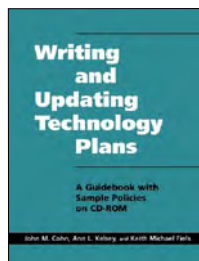
Wireless networking has arrived in libraries and is here to stay! In this practical guide, you will find essential information about why and how libraries should go wireless, including standards, transfer rates, equipment options and costs, planning and implementation, technical and project management concerns, and site surveys. Common library-specific issues are addressed, such as compatibility with existing networks, marketing to your patrons, creating good policy, security options, and troubleshooting. For your convenience, a wide variety of planning tools is included—checklists, cost tables, a glossary of terms, and resources for further research.

“Anyone in a small library of any kind considering the installation of a wireless network would be well advised to get this title as a part of the project cost. It will soon be marked up and dog-eared and the networking project a success.”

—Catholic Library Journal

1-55570-478-6. 2006. 8½ x 11. 201 pp. \$65.00.

ISBN-13: 978-1-55570-478-0



## WRITING AND UPDATING TECHNOLOGY PLANS: A Guidebook with Sample Policies on CD-ROM

by John M. Cohn, Ann L. Kelsey, and Keith Michael Fiels

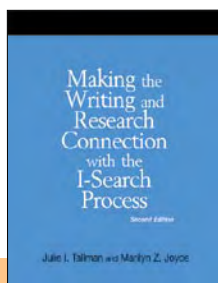
Would you like to know how to meet the requirements for the federal e-rate program? Or how about using your technology plan as leverage for grant and budget applications? The answers to these and other questions are here in this one-volume multimedia package.

1-55570-365-8. 2000. 8½ x 11. 101 pp.

Book & CD-ROM. \$99.95.

ISBN-13: 978-1-55570-365-3





## MAKING THE WRITING AND RESEARCH CONNECTION WITH THE I-SEARCH PROCESS: A How-To-Do-It Manual for Librarians, *Second Edition*

by Julie I. Tallman and Marilyn Z. Joyce

“The flexibility of this edition is particularly welcome as it suggests how to apply the I-Search process to any area of education.”

—School Library Journal

**Updated and expanded—45 more pages of worksheets, lesson-planning tools, and resources!**

Using the I-Search process, your middle grade and high school students will find new ways to enjoy the process of research.

This innovative technique for

creating research and term papers avoids the pitfalls and frustrations of traditional research methods by having students write in first person about the topics they're interested in. With step-by-step clarity, this manual will help teachers and media specialists collaborate successfully to make the reading and writing connection click in their schools. Content includes:

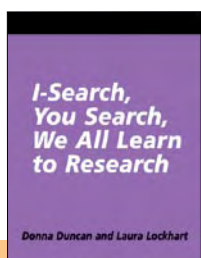
- Starting the process
- Narrowing the topic
- Assessing progress
- Writing the final paper
- Conducting in-service training

Appendixes provide sample questions, a time frame for keeping students on track, and student instructions for reading a chapter or magazine article for research purposes. Companion CD-ROM includes worksheets, tools, and sample I-Search papers.

1-55570-534-0. 2006. 8½ x 11. 167 pp.

Book & CD-ROM. \$55.00.

ISBN-13: 978-1-55570-534-3



## I-SEARCH, YOU SEARCH, WE ALL LEARN TO RESEARCH: A How-To-Do-It Manual

by Donna Duncan and Laura Lockhart

“A welcome guide.”

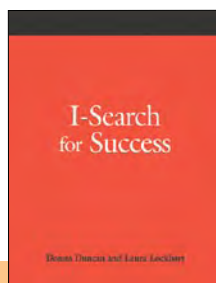
—School Library Journal

This is the essential guidebook you need to help your elementary-level students develop their critical thinking and information

problem-solving skills...the skills they'll need to succeed throughout their 21<sup>st</sup> century academic careers and beyond.

1-55570-381-X. 2000. 8½ x 11. 159 pp. \$55.00.

ISBN-13: 978-1-55570-381-3



## I-SEARCH FOR SUCCESS: A How-To-Do-It Manual

by Donna Duncan and Laura Lockhart

“This is a valuable resource guide for teachers and librarians using, or planning to use, the I-Search method.”

—Booklist

Building on the highly successful *I-Search, You Search, We All Learn to Research*, this companion guide focuses on science, social studies, and other key content areas to help boost student achievement and test scores. In its 20 questions, this resource will help you teach students

to develop research questions; locate and record information and findings; interpret, summarize, and develop major points; list sources; write and present their reports; and more. Reading, writing, listening, and speaking standards are incorporated into every lesson. Other key topics include:

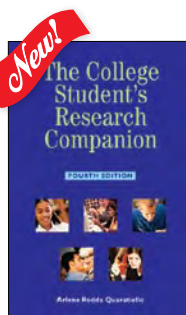
- Assessing student performance
- Instructional methods
- Proficiency in developing and delivering effective lessons

This guide also offers a collaborative planning guide for teachers and librarians, a student research journal for classroom use, a sample standards-based I-Search unit, and a PowerPoint presentation for collaborating with faculty and administrators, which are reproduced on the CD-ROM for easy customization. If you're interested in integrating the I-Search approach into key content areas, this manual and CD-ROM give you a head start.

1-55570-510-3. 2004. 8½ x 11. 277 pp.

Book & CD-ROM. \$75.00.

ISBN-13: 978-1-55570-510-7



## THE COLLEGE STUDENT'S RESEARCH COMPANION, *Fourth Edition*

by Arlene Rodda Quaratiello

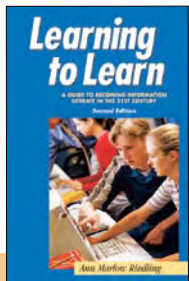
**Help your students go beyond Google!**

Most students faced with writing a research paper probably start at the same place—Google. This new, cutting-edge edition of the highly acclaimed *College Student's Research*

*Companion* is designed to save your students from fruitless and random Web searching. With up-to-date guidance for utilizing both the library and the Internet (including Google), students will learn to easily and effectively find the best information in all formats, print and electronic. Quaratiello begins with library organization basics, including how to use the OPAC, and moves through to the use of reference books, periodical indexes, online databases, and popular search engines and Web portals. She also covers how to evaluate information once it is found. Each chapter includes invaluable exercises that reinforce the instruction and guidance. Written in an easy, breezy style and filled with real-world examples, illustrative diagrams, and screen shots, this is the ideal text for teaching today's students.

1-55570-588-X. June 2007. 6 x 9. 175 pp. \$45.00

ISBN-13: 978-1-55570-588-3



## LEARNING TO LEARN: A Guide to Becoming Information Literate in the 21st Century, *Second Edition*

by Ann Marlow Riedling with foreword by Michael Eisenberg

“ Succinctly lays out the steps and approaches to information literacy, from beginning to end... a valuable tool. ”

—From the foreword by Michael Eisenberg

Adopt as a text and receive instructor support materials—PowerPoint presentations, exercises, figures, charts, instructional tips, and more!

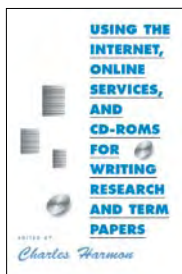
In today's world, students and workers need to know much more than just how to "use" a computer or "surf" the Internet. As an educator, you assume the awesome responsibility of helping them master

essential information literacy skills to succeed in the high-speed environment in which we live. This simple, step-by-step guide is the perfect tool to accomplish that task! It is designed to help students—from middle school through beginning college—move through the research process proficiently. Original exercises reinforce the discussion using the individual student's unique ideas and interests. Students will learn the meaning of "information literacy" and how to:

- Locate the "right" information
- Use traditional and online libraries
- Evaluate and identify authoritative sources
- Cite sources properly
- Turn research papers into something that displays their own ideas and ingenuity

The companion Web site features printable exercises, webliographies, and other instructional resources.

1-55570-556-1. 2006. 6 x 9. 148 pp. \$24.95.  
ISBN-13: 978-1-55570-556-5



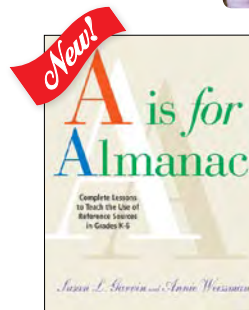
## USING THE INTERNET, ONLINE SERVICES, AND CD-ROMS FOR WRITING RESEARCH AND TERM PAPERS, *Second Edition*

edited by Charles Harmon

Ideal as the text for your next introductory research course or for ready reference and circulation.

This revised, expanded edition of the acclaimed 1996 guide does for electronic resources what Turabian does for print. Valuable for both high school students and those entering college, this handbook explains how to use online library catalogs, the most commonly available print and electronic indexes and databases, electronic encyclopedias, Web search engines, and commercial online information services such as AOL.

1-55570-374-7. 2000. 6 x 9. 126 pp. \$49.95.  
ISBN-13: 978-1-55570-374-5



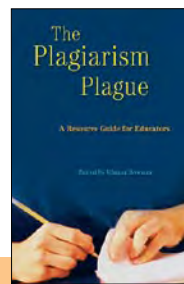
## A IS FOR ALMANAC: Complete Lessons to Teach the Use of Reference Sources in the Library Media Center, Grades K-6.

by Annie Weissman and Susan Garvin

A one-stop solution for teaching reference skills in science and social studies. And higher-order thinking skills too!

Chock-full of librarian-perfected lessons and worksheets, this book and accompanying CD contain ready-to-go lesson plans, worksheets, activities, and more for teaching students how to use both print and electronic atlases, almanacs, dictionaries, online catalogs, and encyclopedias. You'll find lessons for each grade level, emphasizing either science or social studies. And each lesson has been developed using Madeline Hunter's EEI (Essential Elements of Instruction) lesson plan format. Lessons are well scaffolded for grade-to-grade continuity and the authors have even included high-interest games and contests to engage and motivate students. Designed to encourage collaboration between librarians and classroom teachers, the lessons can be easily correlated to state and district standards. The accompanying CD includes all of the worksheets, games, and contests, as well as posters for your library...all of which can be customized for your own collection, library layout, call numbers, and curriculum.

1-55570-623-4. 2008. 8 1/2 x 11. 225 pp.  
Book & CD-ROM. \$65.00.  
ISBN-13: 978-1-55570-623-4



## THE PLAGIARISM PLAGUE: A Resource Guide and CD-ROM Tutorial for Educators

edited by Vibiana Bowman

Research papers for sale. Cabinets with papers available for fraternity and sorority members. Plagiarism is an epidemic, and this unique multimedia package will provide you with smarter ways to combat the problem. Learn how schools and universities are counteracting plagiarism, and use Bowman's suggestions to teach students the appropriate ways to use published and copyrighted information. Topics include:

“ The accompanying CD-ROM enhances an already excellent text with hyperlinks, three tutorials, and an interactive quiz. All educators and librarians could benefit from reading this guide. Highly recommended. ”

—Booklist

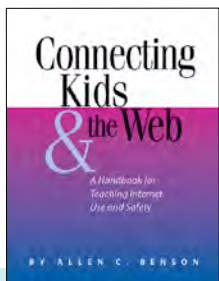
- How to catch students who plagiarize: sources where students buy papers, programs for detecting plagiarism, and educational sites to get students on the right track
- Tips for creating materials about plagiarism

- Special concerns in high school and college, including ESL education

This practical handbook also includes several Web resources, a step-by-step how-to guide on designing instructional materials, and a comprehensive annotated bibliography. The CD-ROM provides one-click access to the recommended Web resources and three interactive tutorials that can be uploaded to your library's Web site.

1-55570-501-4. 2004. 6 x 9. 283 pp.  
Book & CD-ROM. \$65.00.  
ISBN-13: 978-1-55570-501-5





## CONNECTING KIDS & THE WEB: A Handbook for Teaching Internet Use & Safety

by Allen C. Benson

“This book is a fabulous resource.”

—VOYA

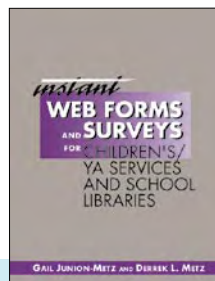
**Essential for school media specialists, librarians, teachers, homeschoolers, parents, caregivers—even Internet novices.**

It's a big universe out there, and finding a safe and effective way to send kids into cyberspace is an awesome responsibility. In this user-friendly CD-ROM and book package, you'll find resources, lesson plans, and ideas to get you quickly up to speed. Browsers, e-mail, chat rooms, virtual libraries, search engines and subject trees, sound, streaming video, Web safety, and more are featured. The accompanying CD-ROM contains links with annotations to sites covered in the book and hundreds of additional sites carefully selected and organized by subject.

1-55570-460-3. 2003. 8½ x 11. 346 pp.

Book & CD-ROM. \$65.00.

ISBN-13: 978-1-55570-460-5



## INSTANT WEB FORMS AND SURVEYS FOR CHILDREN'S/YA SERVICES AND SCHOOL LIBRARIES

by Gail Junion-Metz and Derrek L. Metz

**Cut your time and expenses.**

“This book will cut librarians' time and expense by providing many of the most popular and useful library forms and surveys we would like to see on our Web sites.... This really is a must-have for libraries that want to make the most of the Web.”

—The Shy Librarian

Your time is valuable. Now you can upgrade your Web site without spending hundreds of hours doing it! This one-of-a-kind toolkit, combining a manual and CD-ROM, takes the time-consuming work out of designing and uploading online forms and surveys.

The CD-ROM contains:

- 24 ready-to-use forms and surveys (including Homework Assignment Help Request, Assignment Alert, Sign Up for a Class, Kids/YA/Teen Training Interests, Parents/Teachers/Homeschooler Training Interests, Library Computer Reservation, Recommend a Book, Kids/YA/Teen Reading Interest, Missing Book Report)

- Perl scripts that enable surveys to be gathered online and directed to a specified email address for review, tally, or other action

- A step-by-step tutorial on how to apply and use the forms on your library's Web site

1-55570-413-1. 2002. 8½ x 11. 225 pp.

Book & CD-ROM. \$99.95.

ISBN-13: 978-1-55570-413-1



## INTERNET WORKSHOPS: 10 Ready-to-Go Workshops for K-12 Educators

by Beverley E. Crane

**Make your in-service workshops must-attend events!**

“Crane's book is a must-have tool to create and present exciting Internet workshops that can be adapted to your school's teacher-training needs.... A one-stop book for planning a successful Internet workshop for educators.”

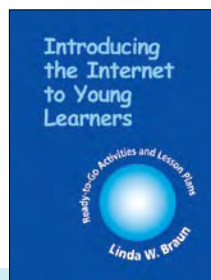
—Children and Libraries

This multimedia package has everything you need to prepare and present powerful in-service Internet workshops. Covered topics include using search and communication tools; evaluating Web sites; creating Internet-based lessons for science, social studies, and language arts classes; using plug-ins; and creating Web pages. Special issues such as filtering are also addressed. Sequenced for beginning, intermediate, and advanced users, each of the 10 workshop modules teaches skills required to complete prescribed activities successfully.

1-55570-454-9. 2003. 8½ x 11. 414 pp.

Book & CD-ROM. \$75.00.

ISBN-13: 978-1-55570-454-4



## INTRODUCING THE INTERNET TO YOUNG LEARNERS: Ready- to-Go Activities and Lesson Plans

by Linda W. Braun

**Written by the founder and director of LEO (Librarians and Educators Online).**

“There are a number of titles on the market that introduce children to the Internet but (this) is one that stands out among the rest... Librarians, teachers, and parents should consider this a worthwhile purchase.”

—Public Libraries

You know about the educational opportunities the Internet presents. Here's the source you need to help children develop the critical-thinking skills they need to become savvy Internet users. Filled with creative and innovative ways to use the Internet in schools, libraries, and homes, this manual is an essential resource for parents as well as teachers and librarians. From basic Internet functions to ways to integrate the Web into student learning, you'll find a wealth of pretested, easy-to-use activities and lesson plans that support technology-integrated teaching. You'll also find sections that cover the delicate issue of Internet safety and the legal

issues of how to evaluate and cite electronic information.

1-55570-404-2. 2001. 8½ x 11. 147 pp. \$45.00.

ISBN-13: 978-1-55570-404-9



## THE KIDSLICK! Web Searching Skills Guide with CD-ROM

by Jerry Kuntz

**90+ exercises and activities for teaching information searching and evaluation skills to students ages 8–15!**

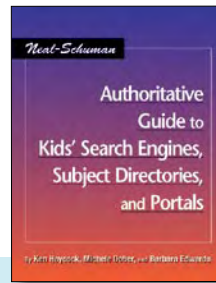
“Provides good practice for language or grammar skills.... [The Web site] is informative and well-linked to other sites.”

—Book Report

In this invaluable book and CD-ROM package, you'll find suggestions about how to integrate information searching and evaluation skills into curricular areas such as language arts and math. You'll also find an original checklist for evaluating children's searches. The activity sheets and checklist are in Microsoft Word for both PC and Mac formats for you to use "as is" or adapt to your needs. Based on the Ramapo Catskill Library System's

popular KidsClick! Worlds of Web Searching site, this multimedia tool will be an important asset for you and your students.

1-55570-396-8. 2001. 8½ x 11. 123 pp.  
Book & CD-ROM. \$55.00.  
ISBN-13: 978-1-55570-396-7



## NEAL-SCHUMAN AUTHORITATIVE GUIDE TO KIDS' SEARCH ENGINES, SUBJECT DIRECTORIES, AND PORTALS

by Ken Haycock, Michele Dober, and Barbara Edwards

“Librarians and classroom teachers will appreciate this guide. ...could also be used to educate their faculty and staff about appropriate Web sites.”

—Library Media Connection

Here's your one-stop resource for search engines, subject directories, and portals especially designed for kids! In this content-rich handbook, you'll find an explanation of children's searching behaviors and descriptions of the kinds of logical thinking, critical evaluation, and search strategies they need to use when doing research on the Web. Beginning with definitions of search engines, subject directories, and portals, the authors explore the elements of a search tool, discuss

ownership and documentation, examine the selection and content coverage, and look at display and navigation tools, search features results, and rankings.

Features include:

- Top 20 recommended search engines and subject directories for kids—covered in detail
- Descriptions of online tutors and homework help sites
- Discussions of filtering, privacy, and commercialization
- Tips for enhanced searches
- Internet safety
- Tools for evaluating sites

1-55570-451-4. 2003. 8½ x 11. 236 pp. \$55.00.  
ISBN-13: 978-1-55570-451-3



## THE YOUTH CYBRARIAN'S GUIDE TO DEVELOPING INSTRUCTIONAL, CURRICULUM-RELATED, SUMMER READING, AND RECREATIONAL PROGRAMS

by Lisa Champelli

**An essential Internet guide for school and public librarians.**

“Any librarian excited by the possibilities technology offers will be energized by the ideas presented here.”

—School Library Journal

You're continually looking for ways to enhance your youth services, teach information literacy, and provide opportunities for students to succeed in the world today. This programming manual gives you the foundation you need to begin or augment Internet programs for your young learners. In

this user-friendly guide, the author highlights dozens of proven library programs from across the country, describing for each the target audience, the required equipment, the program plan and goals, notes from an experienced teacher of the program, and one library's use-policy for that program. Programs are arranged into four major groups: instructional, curriculum related, summer reading, and recreational.

1-55570-427-1. 2002. 8½ x 11. 189 pp. \$55.00.  
ISBN-13: 978-1-55570-427-8



## THE 21<sup>ST</sup> CENTURY TEACHERS' GUIDE TO RECOMMENDED INTERNET SITES

by Marvin DiGeorgio and Sylvia Lesage  
**Load. Open. Point. Click. Teach!**

“By streaming the access to the high-quality Internet resources listed in the guide, the CD-ROM turns this package into a useful teacher.”

—Book Report

Harness the power of the Internet for students in kindergarten through college. This time-saving guide and CD-ROM provide descriptions and links for more than 400 educational Web sites. These Web sites link to countless more sites in areas such as art, business, health, computing, math, and science. Recommended sites include those with easy-to-use lesson plans, sample quizzes, exercises, multimedia tools, interactive lessons, and a wealth of other resources.

1-55570-401-8. 2001. 6 x 9. 283 pp.  
Book & CD-ROM. \$59.95.  
ISBN-13: 978-1-55570-401-8



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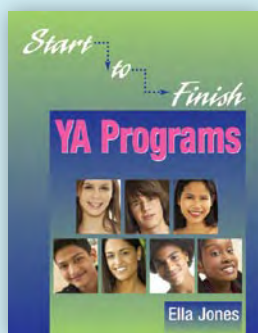
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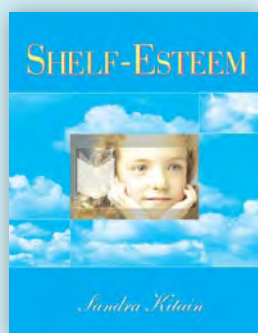
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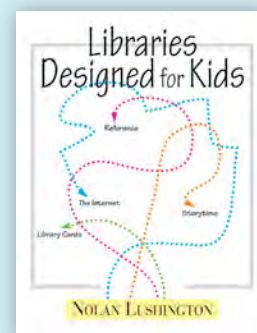
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