



## Campaign Ends – University Libraries Surpasses Goal

Thanks to the generosity of many, the University Libraries ended the Capital Campaign in June by exceeding its goal of \$5,500,000. When all gifts and pledges had been tallied, the Libraries had received \$6,730,185 over the course of the campaign. This total not only surpassed the Libraries' goal, but it is also the first time the Libraries has received gifts approaching this amount during any six-seven year period.

The dollars alone only begin to reflect the true value and significance of this impressive level of cumulative giving. Although the Libraries now receives strong support from the University administration, current funding levels and priorities would never have permitted the acquisition of collections equal to the many gifts-in-kind that were received. During

the course of the campaign important collections of scholarly books, sound recordings, photographs, diaries, personal papers and correspondence as well as important representative collections of popular culture and works of art from the Vienna *Secession* and the German *Die Brücke* movements were donated to the Libraries. The combined value of this exceptional level of giving will ensure that the Libraries' facilities, services, and collections will advance to new levels.

"I am honored by the generosity donors have shown the Libraries throughout the Campaign," Dean Louis A. Pitschmann said. "It has been gratifying indeed to see that both established donors and new friends

recognize and acknowledge through their gifts the critical role libraries continue to play in today's technology-driven environment, which continues to shape teaching, learning, and research."

Various individual gifts are described elsewhere in this issue of *Library Horizons*.



*Amelia Gayle Gorgas Library*

## UA Libraries Spotlighted By U.S. Government Printing Office

The University of Alabama Libraries was the first library to be showcased on The Federal Depository Library Program website, [www.fdlp.gov](http://www.fdlp.gov) in May. The Libraries has been a Federal depository library since 1860 and a regional depository library since 1965. The Libraries' government documents collection currently

numbers over 1.8 million pieces. Documents from 1976 to the present are housed in Gorgas Library, while specific documents in subject areas are sent to the departmental libraries on campus.

As a Federal Depository Library, UA Libraries has a responsibility to the citizens of the area.

Documents are stored at the University and are open to the public. "Users may check out the majority of government documents like other library materials. Patrons not affiliated with the University may view, scan, or photocopy documents within the

See "*Spotlighted*" on page 6



## LIBRARY HORIZONS

A NEWSLETTER OF THE  
UNIVERSITY OF ALABAMA LIBRARIES

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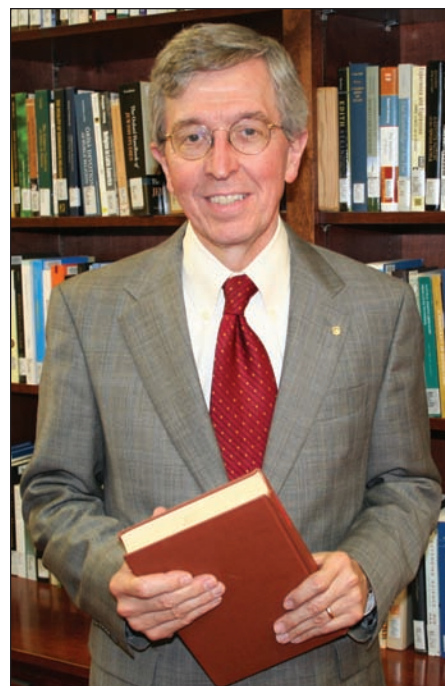
## Message From the Dean

This fall the University of Alabama welcomed a record number of students to the Capstone - 28,807 to be exact—up 47% since fall 2002. This increase is impressive, but the number of students visiting the University Libraries continues to increase at an even greater rate, up more than 79% over the same period.

Clearly, enrollment alone is not the reason students made more than 1.6 million visits to the University Libraries this past year. Informal assessments suggest that there is a direct corollary between the Libraries' ongoing investment in virtual collections and services and the increased use of library facilities. The downside of students' increased use of campus libraries is that they often arrive to find overcrowding. It is not uncommon for students to find all workstations occupied, all laptop computers checked out, and group and individual study space filled to capacity.

In response to students' expectations, Rodgers Science and Engineering Library now opens at 1 p.m. on Sunday and remains open continuously until 7 p.m. Friday. (Yes, there are students studying there at 4 and 5 o'clock every morning.)

To provide more seating and more computers, plans are being finalized to carry out a major refurbishing of the first floor of Gorgas Library in December. This project will increase seating on the main



*Dr. Louis A. Pitschmann,  
Dean of Libraries*

floor from 250 to more than 350. At the same time, the technology infrastructure will be significantly enhanced. Once these improvements are made, students and faculty will have access to a far greater array of computer hardware and software applications as well as areas for traditional quiet study to prepare for class or use our print collections.

Thanks to the generosity of donors during the Capital Campaign such improvements to our facilities as well as the introduction of new services have moved from goals to realities. The following list cites only a few additional examples of how the University Libraries is actively engaged in

*See "Message" on page 5*



**Gary A. Wasdin**

Assistant Dean for Access and Information Services,  
Gorgas Library



**Cynthia F. Miller**

Music, Fine Arts and Performing  
Collections Coordinator



**Shawn Averkamp**

Metadata Librarian



**Lisa Campbell**

Information Services Librarian



**Donna Adcock**

Director, Public Relations /  
Libraries



## *News from the Faculty and Staff*

### Welcome New Faculty/Staff

**Gary A. Wasdin** was appointed Assistant Dean for Library Access and Information Services, Gorgas Library on February 23, 2009. Mr. Wasdin holds a MLS and a MS in English from Southern Connecticut State University, and a BA in Communications from Augusta State University. Prior to coming to UA, he served as Director, Office of Staff Development at The New York Public Library, Library Director at the Raymond Fogelman Library, Library Director at The New School in New York City and Public Training Coordinator for the Research Libraries of New York Public Library. Mr. Wasdin's knowledge and experience of Access Services is also enhanced by his service as Head of Access Services at Wesleyan University in Middletown, Connecticut.

**Dr. Cynthia F. Miller** was appointed Music, Fine Arts and Performing Collections Coordinator on June 15, 2009. Dr. Miller received her Ph.D. in Music Composition from the Graduate Center of the City University of New York, and a MA in Musicology from Boston University. Dr. Miller was an IMLS Fellow at the University of Alabama and has served in a number of positions since finishing her MLS degree at UA. She also holds an AB in Music/Organ Performance from Connecticut College. In addition to her experience in the libraries, she is a composer and organist. Dr. Miller has extensive teaching experience as well.

**Shawn Averkamp** was appointed Metadata Librarian on July 20, 2009. Ms. Averkamp holds an MLIS from the University of Iowa where she had an IMLS Fellowship in

Digital Librarianship. She also has a BA in Music from Luther College. Ms. Averkamp worked in Digital Library Services at the University of Iowa where she gained experience working on the Institutional Repository Implementation Project, the Presidential Campaign Video Collection, Traveling Culture Collection and African American Women Students at the University of Iowa Collection, among other projects.

**Lisa A. Campbell** was appointed Information Services Librarian in Gorgas Access Services on September 28, 2009. Ms. Campbell holds an MLIS from the University of Pittsburgh and a BA in Fine Arts from Carnegie Mellon University. Ms. Campbell served in Public Services at the University of Pittsburgh and Acquisitions at Carnegie Mellon University. She brings a variety of experience in reference, circulation, and instruction services as well as knowledge of electronic resources and the ability to work in a diversified environment.

**Donna Adcock** began serving as the Director for Public Relations for University Libraries on April 15, 2009. Mrs. Adcock has a BA in Communications from the University of Alabama. Mrs. Adcock brings a broad range of experience in marketing, fund raising events, and promoting philanthropic enterprises. She has worked in banking and for a national health agency. She served as president of the Parent Association, Lausane Collegiate School in Memphis, Tennessee. She is responsible for coordinating all public information releases for the Libraries and is the liaison between the Libraries and the Library Leadership Board, of which she is a former member.





## Karen Logan Hoss Retires

After 25 years of loyal service, Karen Logan Hoss retired in June 2009. Ms. Hoss earned an MLIS from the University of Alabama and spent her entire career working in the Cataloging Department of the Libraries. On June 22, 2009 friends and colleagues gathered to wish Ms. Hoss well and to see her receive her silver commemorative plaque for so many years of dedicated service. We wish her well!

## 2009 Faculty and Staff Award Winners

Jason Battles and Kevin Ray have been named recipients of the 2009 Library Leadership Board Faculty and Staff Awards. Both were honored at the May Library Leadership luncheon and recognized at the Library Forum June meeting.

Battles, head of Web Services, was recognized for his work in redesigning the library website and chairing two important task forces along with his responsibilities as a department head. He also leads a group developing a gaming site for the University Library, an innovative and creative project that many libraries are putting into place for learning and library resources.

One colleague wrote that Jason joined the University in 2007 and “hit the ground running and has not stopped since.”

Battles is also described as “always available when needed for consultations on web related issues.” He was praised for being able to draw together the different



*Provost Judy Bonner, Jason Battles, Kevin Ray and Dean Louis Pitschmann*

units and departments in the library and being able to make sure tasks are done efficiently, smoothly, and on time.

Ray, Institutional Records Assistant with Hoole Special Collections Library, earned his award for outstanding service to patrons and colleagues. Co-workers cited his patience, knowl-

edge of various collections in Hoole, and willingness to work on projects that exceed the expectations of his job.

“I have found him to be one of the most dedicated employees of University Libraries,” wrote one nominator. “His exceptional spirit

*See “Winners” on page 5*



## *“Winners”*

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of service is an example to us all.” Associates praised his ability to tirelessly fulfill requests from various departments on campus.

Each recipient received a framed certificate and honorarium. Their names were added to the University of Alabama Library Leadership Board plaque displayed in Gorgas Library.

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Donna Adcock  
Director, Public Relations



*Helga Visscher, Head of McLure Education Library, Dr. Karen Baldwin, Associate VP for Advancement, and Library Leadership Board Members John Murdock and Rhoda Smith visit before the Spring 2009 Library Leadership Board Luncheon and Meeting.*

## *“Message”*

*continued from page 2*

supporting teaching, learning, and research inside the Libraries and across campus as well.

§ Librarians and staff have developed a cutting-edge discovery interface, AquaBrowser, to facilitate identification and retrieval of both print and digital content.

§ Print collections continue to be developed so that information gaps do not occur.

§ To provide broader coverage and increased access to scholarly monographs, the Libraries continues to invest in e-books and the latest hand-held e-book readers.

§ Librarians and staff are developing groundbreaking, student-friendly, academically oriented training and service models—for example, Project Velius, an experimental online training tool that has already led to inquiries from campus faculty seeking assistance in developing similar learning tools in their courses.

§ Several librarians have received national recognition for their research, innovation, and creativity. In particular, Valerie Glenn’s work to make our government documents collections more accessible received the first-ever “Depository Library Spotlight” award from the U.S. Government Printing Office.

§ The ongoing support from President Witt, Provost Bonner,

and our donors has enabled libraries at The University of Alabama to rise to the rank of 46<sup>th</sup> among the 68 largest of some 620 publically funded university libraries in the country.

As you read this issue of *Library Horizons* you will see that the University Libraries continues to support the University’s commitment to excellence and national prominence and, like the University as a whole, continues to make major advances in quality and scope.

Louis A. Pitschmann, Ph.D.  
Dean, Universities Libraries



## Tami Melancon, First Recipient of Henderson Endowed Scholarship

Tami Melancon, Library Assistant II Government Documents, has been selected as the first recipient of the Patricia S. Henderson Endowed Scholarship. She joined the University Libraries in 1994 after completing a BFA in Theatre from Birmingham Southern and a BA and Masters in English from the University of Alabama. Tami has worked in Government Documents for the last fifteen years and worked at the Reference Desk in Gorgas Library until 2009.

In 2005, Tami enrolled in the School of Library and Information Studies (SLIS) program. As a widowed mother of a nine-year-old daughter, Tami's progress has been slow and steady towards her degree. With a young daughter to care for, time and money are always limited. "Night classes during any semester require extra monies for babysitters," states Tami. Just four classes away from her degree, Tami has been preparing herself for the future by "learning what goes on behind the scenes in a library."

In applying for the scholarship Tami stated that, "It would be an honor for me to be the first to take part in a tribute to Pat Henderson's memory, and it would be a blessing and help to me and my daughter in these uncertain financial times."

The Patricia S. Henderson Endowed Scholarship was estab-



*Tami Melancon*

lished by family, friends and colleagues of Pat Henderson, Associate Dean of Libraries for Collections Services. Pat passed away in 2006. Priority is given to full-time University Libraries staff members who are enrolled in or have been accepted to the School of Library and Information Studies or other graduate degree programs leading to a career in academic libraries.

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Donna Adcock  
Director, Public Relations

### *"Spotlighted"*

*continued from page 1*

library building and may also purchase a Borrower's Card," states Valerie Glenn, Government Documents Librarian.

However, the University Libraries goes one step closer to reaching the public by promoting the Libraries website, [www.lib.ua.edu](http://www.lib.ua.edu) to share materials. Users may go to the libraries' website, click on government documents, and browse the materials in the comfort of their house when the time is convenient for them.

The Libraries is making government documents available in another special way by blogging with Valerie. Recent topics on Valerie's blog, `BamaDocs, include: "Census 2010 and Why You Should Fill Out the Form, the Senate Health Care Bill, Election Date in Alabama, and This We Know: U.S. Government About Your Community."

Valerie and her staff are always willing to help patrons find the government information they need.

Whether it is in the library or on the website, it is the goal of the University Libraries to service the community and to provide current, topical information to the citizens of the state of Alabama.





## *Gifts Enrich University Libraries*

### Dr. John W. Crowley

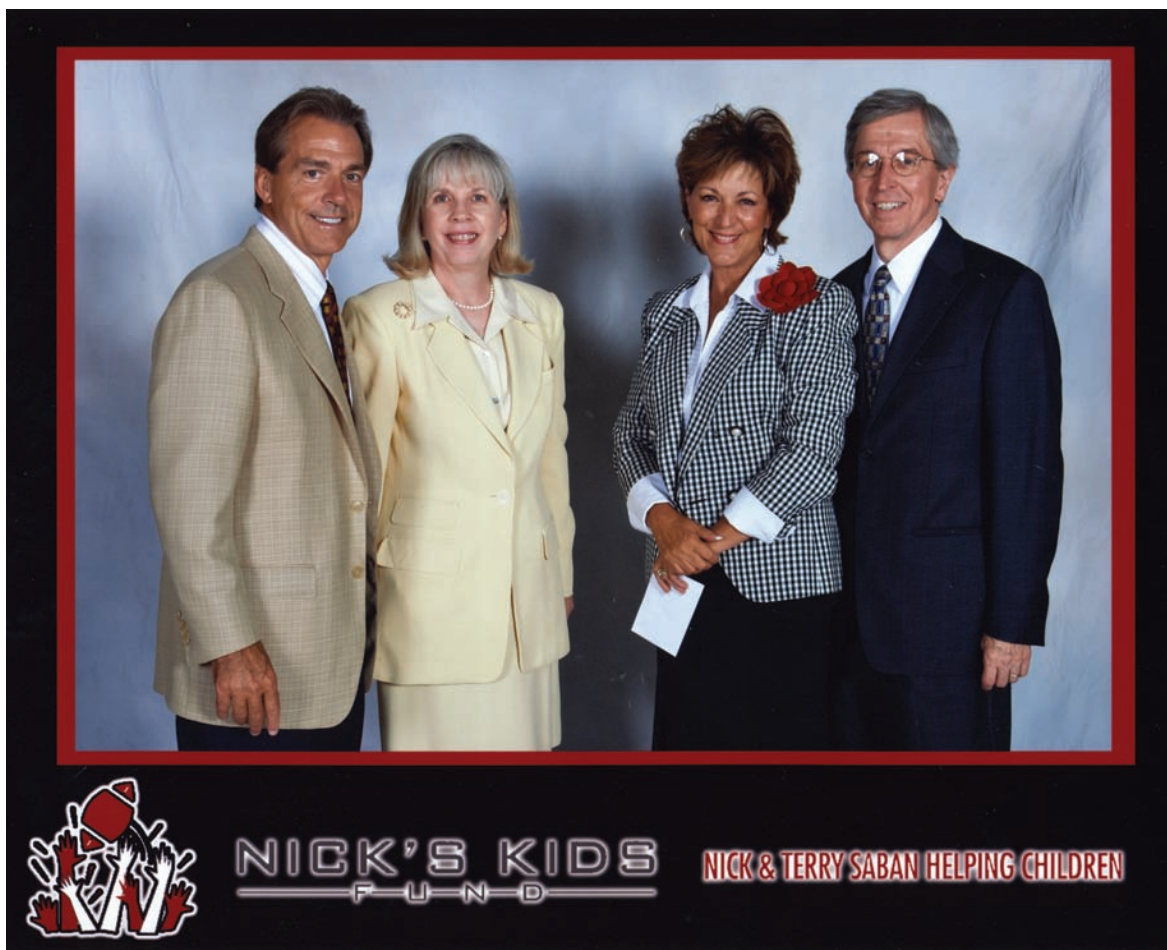
Dr. John W. Crowley and his wife, Emily Smith Crowley, continued to enhance the University Libraries' holdings during the past year. Recent gifts include an important collection documenting literary criticism in the 20<sup>th</sup> century. As a literary scholar, Dr. Crowley understands the varying perspectives presented in these materials and has compiled a collection that reflects the many views on literature and what it means. His collection will be a valuable

resource for students and scholars tracing the changing views of literature over time.

Dr. Crowley has an eye for fine and rare editions of books and finds them in the most unusual places. His passion for collecting and for books covers many subjects, but concentrates on literature. In another recent gift of nearly 700 books, Dr. Crowley, a Howells scholar, added editions of W.D. Howells to the libraries' holdings.

The Howells collection is particularly notable in that it contains first editions, letters, special issues of journals, biographies, bibliographies and other research tools. Major collections of Lionel Trilling, Wilfrid Sheed and Edmund Wilson were also part of this gift. Additional materials include many biographies, poetry anthologies and poetry criticism, memoirs and autobiographies.

See "*Crowley*" on page 8



*University Libraries recently received a contribution from the Nick's Kids Fund. Founded by University Alabama Coach Nick Saban and his wife, Terry, the fund supports over 150 charities and organizations throughout the state and surrounding areas. At this year's luncheon more than \$300,000 was awarded to several local and state charities. Pictured left to right are Coach Nick Saban, Donna Adcock, Director of Public Relations, University Libraries, Terry Saban, and Louis A. Pitschmann, Dean of University Libraries.*



## Dr. Wade Hall —

Wade Hall, of Union Springs, Alabama, continues to support the University Libraries. Since his first gift to the Libraries in 1990, his gifts have exceeded \$1.2 million in value. His recent gifts to the W. S. Hoole Special Collections Library include manuscripts, photographs, sound recordings, and a large number of books. Among the manuscripts are papers from the 1880s through the early 1900s of noted Baptist minister L. O. Dawson of Tuscaloosa and later Birmingham, papers of the Faulkner family of Union Springs, which include letters, genealogical material, and photographs, and a number of miscellaneous letters from several states which are illustrative of life and local conditions,

1850-1950. In addition, records of Thomas J. Scott & Sons, a real estate firm in Montgomery, Alabama. The records show that the company had additional interests in timber, mineral rights, and other business ventures.

Among the sound recordings are to be found country, gospel, bluegrass, and other genres, with artists ranging from Hawkshaw Hawkins to the Blind Boys of Alabama. The large number of books includes titles on history, art, Southern literature, and cookbooks. Also in the collection are titles on Lincoln, the civil war, reconstruction, the revolutionary era, and U.S. water transportation, titles on major artists such as Georgia O'Keeffe and Thomas Hart Benton, subjects such as

American folk art and modern art as well as processes and techniques. Southern literature titles are by such authors as Winston Groom, Maya Angelou, Fannie Flagg, and Thomas Wolfe. The cookbooks include regional, community and church cookbooks such as *Kentucky Heritage Recipes*, *Savannah Sampler Cookbook*, *Favorite Recipes of Jefferson's County* (published in Charlottesville, Virginia), and *The Cookbook*, by the "Women of the First Presbyterian Church of Montgomery, Alabama."

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Clark Center, Archivist & Curator of Southern History & Life Collections

*"Crowley"*  
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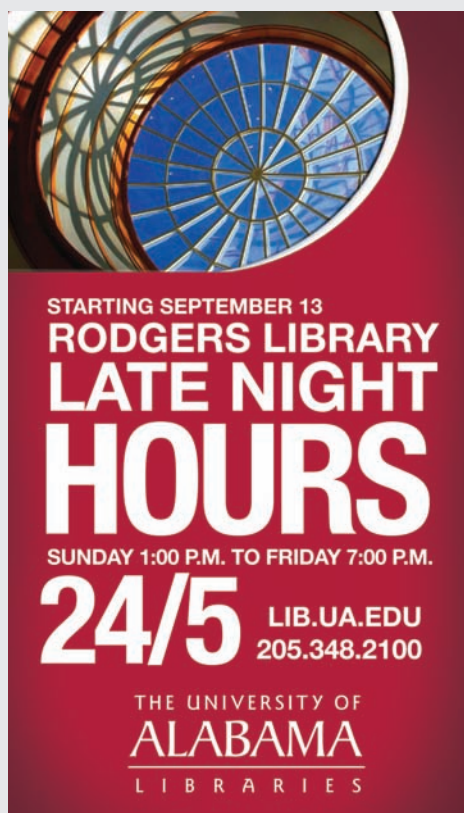
These gifts are additions to several others assembled and donated by Professor Crowley over the past five years. "The Crowley collections have enriched our holdings far beyond what the Libraries could ever have hoped to achieve on its own," said Louis A. Pitschmann, Dean of Libraries. "The rich and varied collections Dr. Crowley has assembled over a forty-year career would be all but impossible for a research library to duplicate at this time."

Dr. Crowley joined the University of Alabama Department of English in 2002 and is a member of the Library Leadership Board.

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Mildred Jackson, Ph.D.  
Associate Dean of Collections

## SGA Awards University Libraries

In April, University Libraries was awarded the Student Government Association Foundation Award. The Foundation Award honors individuals and organizations who have provided unwavering support and service to the SGA. This plaque recognizes the Libraries' faculty and staff for working closely with the SGA to provide late night study hours. As of September 13, 2009, Rodgers Library for Science and Engineering opens at 1 p.m. on Sunday and remains open continuously until 7 p.m. Friday.







## *Exciting New Services*

### 21st Century Public Services

Most of this year's incoming freshmen were born in 1991. They have lived their entire lives in a world with ubiquitous cell phones, Internet access, and information abundance. When they were 7, and learning to surf the Web, Google made its debut as a new search engine. The Class of 2013 brings very different experiences and expectations to the University, and to the Library.

Libraries are continually evolving as well, and here at UA we are ready to meet students on their terms! We have recently added several new services that allow our librarians to engage students in research assistance using platforms and tools that are familiar and appealing to them. These services help to ensure that a new generation of students can find assistance navigating an increasingly complex world of information.

It is an exciting time to work in academic libraries!

#### LibGuides Subject and Research Guides

<http://guides.lib.ua.edu>

These new online guides offer interactive research assistance for the UA community. These guides bring together services and resources from across the library and help focus students on the best way to get started on a project or paper. In addition to research databases, print collections, and websites, the guides connect the student with a librarian who can help answer more in-depth questions.

#### Ask-a-Librarian Online Reference Services

<http://ask.lib.ua.edu>

What time does the library open? How long can I borrow a DVD? Where can I find scholarly resources on the development of the European Union? No matter what your question is, answers are readily available via the new Ask-a-Librarian Online reference service. The system is new in that it will immediately match a question with an answer, if one already exists in the system. This is especially helpful for those routine questions which come in every day! Other questions are submitted to our reference librarians, who will provide an answer delivered directly to you via email.

#### Text-a-Librarian 66746

SMS texting is one of the fastest growing technologies today. In the U.S. alone, over 2.5 billion text messages are sent every day. Now, students can text us their reference question, and a librarian will respond. If you are using a smart phone such as the iPhone, you can even follow links to websites for additional help. Want to try it out? Just be sure to start your text message with the word "AskUALib" and text it to 66746. For example, AskUALib What is the best database to use for researching American literature?

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Gary Wasdin  
Assistant Dean for Access and Information Services, Gorgas Library



## New Discovery Tool for Library Resources

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AquaBrowser is the University Libraries' new discovery tool. It provides new ways to search the catalog for the holdings of the UA Libraries. The online catalog has served us well in providing access to the materials in the Libraries' collections based on standard search options, such as title, author, or subject. Our records in the catalog, however, include a great deal more information about these items that are not "findable" through the online catalog search interface. Many libraries have moved to a new class of products and services known as discovery interfaces that mine the valuable

data collected in catalog records in order to provide enhanced discovery of the resources and services offered by the library.

The UA Libraries Discovery Interface Task Force recommended the Libraries pursue the AquaBrowser product among available options. Through new web-based technologies, AquaBrowser supports a user in navigating his/her way through a word cloud of related terms and refining searches by format, genre, other topics, publication year, language, and keywords that other users have assigned to particular items. A soft launch of

the new service was implemented in October.

This powerful engine reduces the time-investment of users zeroing in on the real topic of interest and at the same time broadening the discovery of related items. Through AquaBrowser the investment the Libraries has made in describing our resources over the years generates a substantial return for faculty and students. Check it out for yourself: <http://ab.lib.ua-net.ua.edu>.

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Tom Wilson, Associate Dean for Library Technology

## Libraries Join the E-book Revolution

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E-book readers have been a recent addition to many libraries, and they have been wildly popular. This fall the University Libraries will join the e-book reader revolution through a pilot project that will circulate the popular devices. The Libraries has selected the Kindle 2, Kindle DX and Sony Reader to test in Gorgas, Bruno and Rodgers. "The Kindle, Sony and other e-book readers aim to mimic the experience that readers have long enjoyed with printed books," said John Sandy, a member of the team charged with implementing the e-book reader service in the University libraries. Gary Wasdin, Assistant Dean for Access and Information Services, Gorgas Library adds, "E-Book Readers have become increasingly popular as the technology has

improved tremendously over the past few years. This is a great opportunity for the UA Libraries to introduce students, faculty, and staff to an emerging technology, allowing them the chance to try it out for free."

The Kindles are available now and the Sony Readers will be available in 2010. Librarians have preselected a number of books to load on the devices, but patrons will also be able to request titles to be added. E-book readers will circulate for two weeks to faculty, staff and students.

In addition to the e-books available on readers, the Libraries' has also added thousands of electronic books available via the library's catalog and website. This fall over

40,000 electronic books will be available for students and faculty from ebrary's Academic Complete. This collection provides access to current materials from scholarly publishers such as Oxford University Press and Cambridge University Press. In 2008, Rodgers Library expanded its collections with over 5,000 e-books from Springer Publishers in the areas of engineering, chemistry and materials sciences, and computer science. These e-books have been accessed over 18,000 times since implementation showing that there is already a demand for the format.

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Mildred Jackson, Ph.D.  
Associate Dean for Collections



## Social Media Arrive

How libraries communicate with users is changing. E-mail, once a favorite tool to stay in touch, is losing ground to Blogger, Facebook, Flickr, Delicious, Twitter, and other social media.

Always ready to try newer technologies, the UA libraries have joined the rush to use social media. As ports fisherman are apt to say, you go where the fish are biting. At UA, a student without a Facebook account is rare, and many students and faculty routinely connect with associates using other kinds of social media as well.

Social media are about sharing and interaction. Social bookmarking with Delicious improves instruction and research and can enhance professional development. Students in a biology class may choose to bookmark references and share access to common reading lists, for example. For other students, Flickr offers an effective way to share photos depicting research activities with classmates.

Social media were created with a general, public audience in mind. Even so, we can use social media effectively in a library setting. Recently, the Rodgers Library for Science and Engineering adopted a full range of social media software for the purpose of opening lines of communication with users.

During the summer, Rodgers Library introduced its first blog, called R-Lib. With R-Lib, we

introduce new and popular resources as well as changes in services, to faculty and others. Since the blog is “interactive,” faculty are welcome to post and commit on the blog.



Courtesy Matt Hamm

By fall, Rodgers Library was ready to roll out Twitter, another popular social media tool. The goal with Twitter is to reach out to undergraduate students. In real-time, “tweets” are posted on the Twitter site for the whole community to see and read. Are seats open this week during late night 24/5 hours? Well, yes, says a new post on the library’s Twitter page.

With exposure to social media, distance education students get a special boost. Distance education students may seldom come to campus, but they can learn about facilities, collections and services by viewing the Rodgers Library Photo Gallery, a special collection of online photos on Google’s Picasa Website.

Social media are easy to access. Students at UA find a link to Rodgers Library’s social media from the library’s homepage. More creative students get the same content using a media feed directed to a personal laptop or smart phone.

The UA community has discovered social media “big time.” Always part of the action on campus, UA Libraries is on board with this trend.

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John H. Sandy, Head, Rodgers Library for Science and Engineering

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## Ask A Librarian

GO TO

[www.lib.ua.edu](http://www.lib.ua.edu)

OR CALL US BY PHONE

**Gorgas Information Services Department**

(205) 348-6047

**Angelo Bruno Business Library**

(205) 348-1080

**McLure Education Library**

(205) 348-6055

**Eric and Sarah Rodgers Library for Science and Engineering**

(205) 348-2100

**W. S. Hoole Special Collections Library**

(205) 348-0500





## Electronic Resources Add Millions of Pages to Collections

Over the summer, UA Libraries added a number of full text and full image electronic resources, expanding our growing digital library. Access to these resources will enhance the teaching, research, and scholarship of our faculty and students and place UA in the company of many of the top research libraries in the U.S.

**The Libraries and the College of Arts & Sciences worked together to provide access to ARTstor**, a digital library of nearly one million images in the areas of art, architecture, the humanities, and social sciences. Images from major museums as well as smaller special collections are included in the database.

**Two resources that have been standing requests were added this summer.** Based on Joseph Sabin's famed bibliography, *Bibliotheca Americana*, *Sabin Americana, 1500-1926* is an online collection of books, pamphlets, serials and other works about the Americas, from the time of their discovery to the early 1900s. The *Sabin Americana* collection is rich in original accounts of discovery and exploration, pioneering and westward expansion, the U.S. Civil War and other military actions, Native Americans, slavery and abolition, and religious history. *The Times Digital Archive, 1785-1985*, considered the "world's newspaper of record," provides every page published for 200 years. Content covers all major international

historical events from the French Revolution to the Falkland War.

**We have also expanded our collections of historical newspapers.** Serving southwest Alabama, the *Mobile Press Register, 1923-1992* is the state's oldest daily newspaper. Its pages reflect the cultural and political changes in the South over 170 years. *New Orleans Times Picayune, 1923-1988* covers the 20th century. The paper's reporting has included coverage of Louisiana's agriculture, energy, music, and shipping industries. *African American Newspapers, 1827-1998* provides online access to approximately 270 U.S. newspapers chronicling a century and a half of the African American experience. This unique collection features papers from more than 35 states—including many rare and historically significant 19th century titles. Historical newspaper packages have also been added for Alabama,

1818-1922; Georgia, 1783-1922; Louisiana, 1805-1922; Mississippi, 1818-1922; and Tennessee, 1795-1896.

With these new resources, we continue to expand the digital collections of the University Libraries and provide access to materials that will support scholarship for many years.

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Mildred A. Jackson, Ph.D.  
Associate Dean for Collections





## Current News and Events

### University Libraries Celebrates Felix Mendelssohn's 200th Birthday

On Tuesday, February 3, 2009, University Libraries hosted a special celebration of the 200<sup>th</sup> anniversary of the birth of composer Felix Mendelssohn (1809-1847). The event organized by music and performing arts librarian, Cynthia Miller, was free and open to the public. Held in the J. Wray and Joan Billingsley Pearce Foyer on the second floor of Gorgas Library, the program featured performances by faculty and students of the School of Music and the Department of Theatre and Dance. A large audience from both the University and the surrounding community enjoyed music as well as birthday cake from Edelweiss Café.

The concert program was all-Mendelssohn and included a performance of the Piano Trio in C minor, Opus 66, by Peter Rovit, violin; Wesley Baldwin, cello; and Noel Engebretson, piano. The School of Music Graduate String Quartet performed the first movement of the String Quartet No. 2 in A minor, Opus 13, and a double string quartet made up of students and faculty performed the first movement of the wonderful Octet in E-flat Major, Op. 20. In addition, students of Amanda Penick performed several selections of the *Songs Without Words*.

Another highlight of the concert



from the evocative *Midsummer Night's Dream Music*, with a chorus of students from the Department of Theatre and Dance. Dancers Jamie Kelton and Frank Barber portrayed Titania and Bottom in a recreation of George Balanchine's choreography for the Nocturne from this work. The production was directed by Raphael Crystal and conducted by William Martin.

The event also included an exhibit of several of Mendelssohn's scores and original drawings as well as a short talk by Dr. Joanna Biermann, which put Mendelssohn and his work in their historical context.

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Cynthia Miller, Ph.D.  
Music, Fine & Performing Arts  
Collections Coordinator





## Sanford Media Center Student/Staff Members Excel as Part of UA AdTeam

The Sanford Media Center is proud to have had two of the 2009 University of Alabama AdTeam members as part of the media center student-staff during the 2008-2009 academic year. Jason Brandt (Dallas, TX) and David Calhoun (Jackson, MS), both advertising majors, were members of the highly successful 2009 team.

The team won the district competition in May, winning over six other universities from surrounding states. In early June, the team traveled to the national competition in Washington, D.C., where they claimed an impressive second place finish among the 14 other district winners from around the nation.

The AdTeam is made up of selected students from the College of



*Jason Brandt and David Calhoun, Sanford Media Staff/Students*

Communication and Information Sciences. Each year, the group competes in the American Advertising Federation (AAF) National Student Advertising Competition.

The AAF selects a client, provides a small budget and campaign objectives to all teams. This year's objective was to create an ad campaign focused on awareness and prevention of binge drinking for Century Council, a non-profit group that promotes responsible decision-making in alcohol consumption.

The UA team went a step further than the competition's requirements by implementing their ad campaign in the local community. The team cultivated sponsors to help with the costs, held events, and placed their ads in local bars and restaurants. Some of these events included placing 500 Frisbees with the "LessThanU-Think" slogan and less-than sign



*The Winning Print Advertisement*

*See "AdTeam" on page 15*





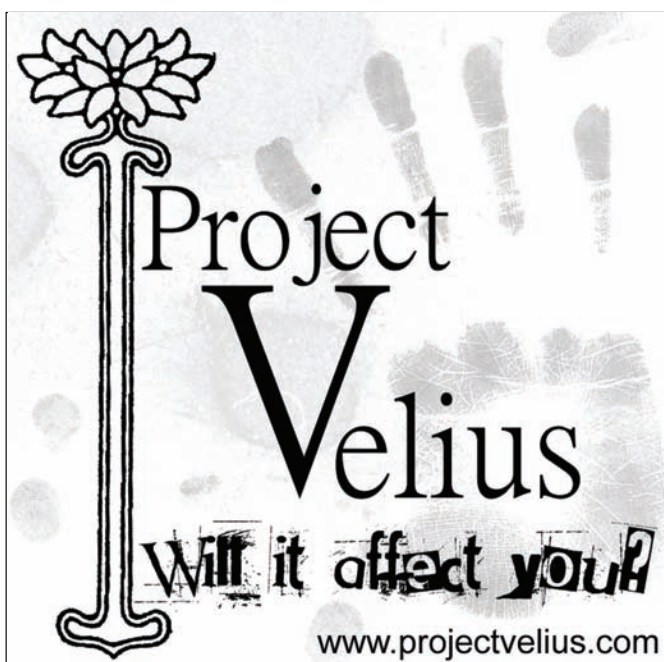
## Project Velius

The University Libraries' Game Development Working Group recently launched the Project Velius alternate reality game. The purpose of the game was to expose students to the University Libraries and its resources in an innovative way while also improving participants' research and critical thinking skills. Project Velius represents the University Libraries' initial entry in the burgeoning movement to incorporate games and gaming into academic settings. Alternate reality games (ARGs) have been popular in recent years for marketing movies (District 9), television shows (Lost) and video games (Halo), but Indiana University and the British Red Cross have used this approach for educational purposes.

The ARG format enabled the Libraries to use popular social media sites like Facebook and YouTube in creating a game environment in online places students already occupied. While freshmen were the target audience, the game attracted participants from the entire University community. By exposing students to library resources and services early in their UA careers, we hoped

to build a connection to the library that would carry throughout their course of study. Project Velius, like most ARGs, was a story-driven game that led the player through a variety of sites and resources, some fictionally created and some using existing library and electronic resources. The game was completely online thus enabling participation from both on-campus and distant students. Designed so that individuals could play at their own pace, the game's hub was a Facebook group that also provided players with a platform to work collaboratively to resolve clues. Although Project Velius has concluded, the working group continues to explore ways to improve and build upon this effort in future library games.

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Jason Battles  
Head, Web Services



### ***"AdTeam"***

*continued from page 14*

on the quad, passing out condoms, stamps and flyers with the "LessThanUThink" branding, and placing large posters in the participating bars and restaurants and on campus.

The University Libraries has been proud to support and sponsor the 2009 UA AdTeam. The University Libraries aided the AdTeam by working with them to provide roof access for filming during the implementation week and providing large format printing for the 12 campaign ads that were placed in the bars and other locations on campus and in the community.

Congratulations to the 2009 UA AdTeam for a great year of competition and representation of the University of Alabama. We look forward to Jason's continued presence as part of the 2009-2010 SMC staff and wish David the best of luck with his graphic design/web design internship for Birdsong Creative in Franklin, TN.

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Lindley C. Shedd  
Media Services Coordinator



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