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## ***Library Journal* Announces 2012 Movers & Shakers**

**New York, N.Y.**—Call them community builders, advocates, change agents, innovators, recession busters or tech leaders. All of them are librarians helping to shape libraries and communities across the nation. They are 53 outstanding professionals committed to providing excellent service to meet the needs of the people they serve—they are the 2012 recipients of *Library Journal's* prestigious “Movers & Shakers” award.

Now in its 11<sup>th</sup> year, Movers & Shakers is a distinguished annual award that has honored more than 500 individuals. This year’s honorees all ensure that libraries deliver the materials and services, training and technology, access to the Internet and instruction that Americans need to succeed.

“Behind every portrait of these Movers & Shakers, there is a deeper story of passion, dedication, and service,” said Francine Fialkoff, *Library Journal* Editor-in-Chief.

“The themes that unite these award winners are connecting people with the things and information they need, creating opportunities for collaboration, building relationships outside libraries, serving the underserved, encouraging and teaching reading, and helping children and adults get the skills they need to survive in the 21<sup>st</sup> century,” she added.

Members of the class of 2012 include:

***Community Builder*** – Joshua Finnell, Humanities Librarian at William Howard Doane Library, Denison University in Granville, OH, has been described by faculty members at Denison as the serious scholar’s best friend because he helps students and instructors take their research to a higher level. He works patiently with the most challenged students to overcome obstacles and pushes the most talented to make crucial connections through research. He has also partnered with faculty to help them meet their instructional goals by guiding students to build research skills through classroom sessions, online guides, and one-on-one encounters.

***Innovator*** – Erica Jenson, Web Manager and Graphic Designer at Cecil County Public Library in Elkton, MD, launched and coordinates the library’s blog, one of the many features of CCPL’s comprehensive website. When Salem Press awarded its 2011 Local Library Blog prize to the library, staffers there knew the credit should go to Jenson as the driving force. She has taken the website to new heights and made striking photography and graphic design an integral part of the library’s marketing and publications. She was also responsible for the My Library, My Lifeline tree-inspired logo used as part of a successful postcard marketing campaign aimed at

telling local officials how vital the system is to its community. After more than 1,000 postcards from CCPL supporters poured in, the library maintained its current funding even as most local agencies saw budget cuts.

***Recession Buster*** -- Trinity Behrends, Communications Manager at Greenville County Library System, SC, led a team that developed a successful program to attract people who were not using the library. “Your Recipe for Success,” a financial literacy program, attracted more than 2,300 people to 19 classes and 12 off-site outreach sessions. Most of the attendees were women age 18 to 64, including many heads of household with lower incomes. In order to measure the impact of the program, she developed evaluation surveys, which showed that nearly 90 percent of respondents said that they were either likely or very likely to change how they manage their finances because of the workshops.

***Tech Leader*** -- Richard Kong, Digital Services Manager at Arlington Heights Memorial Library, IL, and his appreciation of visual media played a role in one of the library field’s newest interpretations of the intersection of information, technology, and people. In 2009, he helped design and launch the innovative Skokie Public Library (SPL) Digital Media Lab, where users access software and hardware—and trained librarians—to create videos, music, podcasts, images, ebooks, websites, animation, and more. He also helps his colleagues develop digital savvy through the Reference Librarians Association for Continuing Education.

The 2012 Movers & Shakers were selected by the editors of *Library Journal*, the profession’s leading trade magazine. Each of the Movers & Shakers will be prominently featured in the March 15<sup>th</sup> issue of *Library Journal* and celebrated at a special luncheon in June during the American Library Association’s annual conference in Anaheim, CA. The print feature’s companion website is sponsored by OCLC and available at [www.libraryjournal.com/movers2012](http://www.libraryjournal.com/movers2012). The luncheon and awards ceremony is made possible by the support of sponsors, including ABC-CLIO, DEMCO, ProQuest, Reference USA, and Rosen Publishing.

Read more about new inductees at [www.libraryjournal.com/movers2012](http://www.libraryjournal.com/movers2012).

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### **About *Library Journal***

In its 136<sup>th</sup> year of publication, *Library Journal* is the oldest and most respected publication covering the library field. Considered to be the “bible” of the library world, *LJ* is read by more than 100,000 library directors, administrators, and staff in public, academic, and special libraries.