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Fall 2021

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The Florida Library Association is a statewide organization that promotes excellence in Florida libraries by advocating strongly for libraries and providing high quality professional and leadership development for a diverse community of library staff, volunteers, and supporters.

Vision:

The Florida Library Association champions strong, indispensable, user-focused Florida libraries that exceed the expectations of the communities and constituents they serve.

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Florida Libraries Copy should be submitted by email to journal@flalib.org. You are encouraged to include press-ready digital photos (300 p.p.i.) and graphics with your articles, which will be included on a space-available basis.

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Letters to the Editor

We welcome your reactions and responses to what you read in these pages as a Letter to the Editor. Take this opportunity to respond to what you read and further enrich our discussions and exchange of ideas. Letters is not the place for event announcements, and we reserve the right to edit for clarity and length. Anonymous letters also will not be published. Please send letters to journal@flalib.org and be sure to include "Letter to the Editor" in your subject line.

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From the President

Libraries: Reset and Reconnect

By Phyllis Gorshe

This has been an unprecedented time for all of us. We are still facing uncertainty, economic struggles, health and mental health issues, political issues and equality and race issues. Throughout this time, a constant has been the library. Whether providing online services, curbside services or getting out into our communities and campuses, library staff have been front-line in some capacity. Our collections have evolved with new technologies and we are continually reinventing ourselves.

My theme this year is Libraries: Reset and Reconnect.

Resetting makes me think of a remote. You can hit pause, rewind and then record again. Libraries throughout Florida had to hit the pause button on programs, services and initiatives that staff had spent time planning and creating. I see this year as our way to record again. We have learned so much throughout this past year and we are charged with the goal of becoming better.

We need to reset and focus on the things that make libraries so important to our community whether a public library, academic library, school media center or special library. During the pandemic, we had to evaluate which services were necessity and what would be best in serving our clientele. And we had to support our staff, peers and co-workers and take into consideration their well-being and safety. Library staff has an innate need to go above and beyond to serve our clientele and our services shined while we were closed and when we re-opened.

Most importantly, we need to reconnect. This can be the families from story time, students on campus, our stakeholder groups and staff. Libraries are about connections. Patrons, students, users, customers are so happy to be back in our doors whatever the capacity. Let's give them what they love about libraries!

For the upcoming year, I ask that we take a dynamic approach to focusing on what makes libraries and library staff so exceptional. The Florida Library Association celebrated 100 years and now is the time to take advantage of all our organization has to offer. Our strategic plan was updated and with the pause we had, we need to reconnect with our membership and focus on our organization.

I am proposing this year to spend the time to update our bylaws which are so important to the foundation and mission of FLA. In addition, our membership has asked and we need to address the public library standards and outcomes as a working document that isn't just left on the shelf. We restructured committees to streamline our goals and this is our year to put those goals into action. We need to continue our focus on diversity, equity, inclusion and accessibility (DEIA) and be on the pulse to support our library workers. I truly feel reinvigorating our membership and reimagining our spaces is paramount in this coming year.

Libraries are the heart of every community. They are the one true enduring place where everyone is welcome. And they are the gateway to information, knowledge, culture, entertainment and so much more! Let us hit that reset button and reconnect with our patrons, students, customers and communities to showcase all the wonderful things happening in our Florida libraries!

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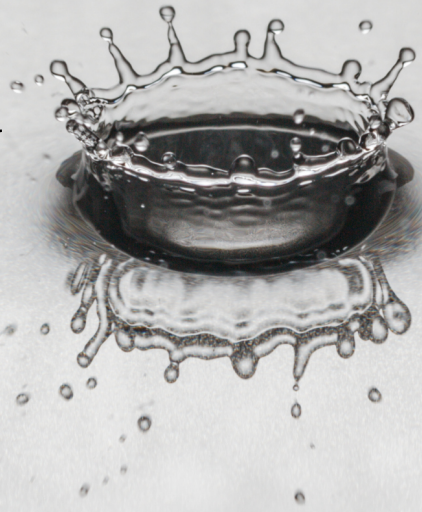
Small Library, **Big Impact:**

How JWU's North Miami Library Developed Early Career Library Professionals



by: Jade Kastel Assistant Professor, Music Librarian, Western Illinois University

In the thick of the first wave of the pandemic in the U.S., a June 2020 headline on culinary employees in the Miami Herald snatched the front-page spotlight: "Pipeline for S. Florida restaurants will be turned off in 2021." For Florida libraries, the headline should have read, "Pipeline for S. Florida library professionals will be turned off in 2021."

JOHNSON & WALES UNIVERSITY

NORTH MIAMI CAMPUS

When Johnson & Wales University (JWU) abruptly announced the permanent closure of their North Miami campus, it was easy to spot the blow to South Florida's culinary, hospitality, and tourism pipeline with its deep ties to JWU's famed culinary, baking & pastry, and hospitality departments. It was easy for Herald readers to empathize with JWU students searching for new education opportunities or JWU employees, now juggling both the stress of the virus and a new wave of anxiety looming from unexpectedly embarking into the COVID ravaged job market. It was not initially apparent how the rippling effects of this university closure would surface in the library realm.

JWU provided the South Florida Library Information Network (SEFLIN) with four members who each served on a SEFLIN committee. JWU's library director, Nicole Covone, was on the board of directors for SEFLIN. JWU library staff routinely presented at conferences for SEFLIN, the Florida Library Association, the Florida Association of College & Research Libraries, and at national conferences. Over JWU's tenure, it employed on average four to six library professionals in South Florida, helpful for a state producing many Masters graduates from two ALA accredited library schools.

In South Florida, large library systems of Broward County, Broward College, Miami Dade County, Miami Dade College, and Florida International University are just some of the major employers in librarianship. All of these institutions provide leadership in regional and national library networks. So why is the loss of an employer with a handful of library employees detrimental to the Florida library system? JWU offered opportunities for new library professionals and supported their career growth and development. This practice was indicative of savvy library leadership and an understanding of the benefits early career professionals bring to the larger scope of librarianship.

Employers want people with experience. But to get experience, you have to have a job. Entry-level positions are a finite number in library systems. The number of early career positions is insufficient for the number of MLIS graduates, and a degree does not guarantee a job. JWU attracted early career professionals, developed them for a

handful of years, and then launched them into advanced library positions, often in South Florida.

Nicole Covone supported her library staff in continuing their education, which for some was the pursuit of an MLIS while employed at the library. She encouraged employees to gain experience in library organizations and build their resume by serving on SEFLIN committees or trying new initiatives within JWU. Nicole saw the value in allowing flexibility for staff to attend conferences or fellowships, at local and national level. This foresight overshadowed deficiencies some smaller institutions may suffer from, such as lack of travel funding or fewer opportunities for advancement within the institution. But JWU library employees were advancing in their career development through experience and trusted guidance from a mentor. Librarians and library staff who gained experience at JWU have gone on to work at institutions including Florida International University, Nova Southeastern University, and Johns Hopkins University.

Because of JWU's size, librarians had the opportunity to wear many hats, sharing in the responsibilities of circulation, event planning, collection development, student-worker development, instruction, and reference. Key principles that made the JWU work environment successful were shared responsibilities, an organized system, and the opportunity and support to experience and contribute to a wide range of duties.

Jade Kastel, Lindsey Corey, and Jordan Workman presenting at the 2019 SEFLIN Conference/ Photo credit: Nicole Covone

What is telling is the continued relationship former employees share with JWU's former library director, Nicole Covone. This mentorship benefits the Florida library system, but to quantify the role these relationships play in the profession is difficult. It's hard to assign numbers, but the engagement and involvement of JWU library workers in library organizations, conferences, and their continued success in the library field correlates with the library mentorship Nicole Covone developed over her 19 years at JWU.

Mentorship in Libraries

At the 2019 North American Serials Interest Group, Inc. (NASIG) 2019 conference, Kirstin Steele and Courtney McAllister presented on mentorship. "McAllister likened mentorship to the concept of interlibrary loan: just as it is not possible for one library to have a copy of every book or article in their local collection, it is not feasible for one librarian to know everything they need to thrive and grow. In both cases, we strategically share what we have to expand the scope of our opportunities."[1] This mentor-mentee relationship is the legacy of the North Miami JWU Library by furthering the profession and encouraging former mentees to develop their own library interests and become mentors themselves. Mentorship and experience are the MLIS 2.0. To be a librarian, you need the MLIS degree. But to grow and find your niche—to take your career to the next level, that development relies on experience and guidance in the field.

Many MLIS students have the benefit of being employed in libraries as they pursue their graduate degree. In Making the Leap, Michelle Guittar echoed the benefits of a library assistant role. "My position provided me the opportunity to grow professionally: to cultivate broad expertise in different areas, collaborate on a range of projects across the library, and become familiar with the particulars of the organizational culture of academic and research libraries."[2] A fieldwork course, internship, or assistantship in an MLIS program provides practical application of the theories, practices, and protocols taught in Masters courses, but those of us fortunate to find employment in the field can attest to the added benefits our employment experience provided our skillset and our resume.

Guittar added thoughts on the vital role library leadership plays in the professional pipeline. "Supervisors

[1]Courtney McAllister & Kirstin Steele (2020) Mentorship in Collections and Resource Management: An Implied Competency, The Serials Librarian, 78:1-4, 93-97, DOI: 10.1080/0361526X.2020.1731884
[2]Ryan, Marianne, and Guittar, Michelle. "Making the Leap" Reference & User Services Quarterly [Online], Volume 52 Number 3 (22 March 2013)

and administrators have a great opportunity to encourage pre-librarian semi-paraprofessionals to be engaged with the field by encouraging them to seek out connections to broaden their experience and skills and treat them as resources to be cultivated. I found mentorship from such colleagues to be invaluable, as a young proto-librarian, to help me find my way at one institution as well as in the profession as a whole."[3] I echo this statement. I entered into librarianship while working in the library at Broward College, where librarian colleagues planted the seed and supported my pursuit of an MLIS degree. Johnson & Wales University was my first librarian position and the catalyst for launching my dream career in music librarianship.

What can Florida libraries take from this experience?

A eulogy for the JWU Library in North Miami is touching, but the void in service and loss to the Florida library field will not be filled by sentiment. A lesson from the pandemic comes in the form of introspection. There's an opportunity to reflect on the value of looking into a void and seeing "a consoling or hopeful prospect," as stated by the trusted library friend, Merriam-Webster.

Look into the void in librarianship caused by JWU's departure and you'll see that a small library team had a large impact, even if that impact is difficult to quantify. Quality is something that every library employee can offer, and this often appears like enthusiastic engagement, trying new experiences, learning on the fly, playing an active role in your environment, and looking for the silver lining in situations. These steps create positive ripples in the library profession.

What each library employee accomplishes day-to-day may not seem like much, but each contribution compounds, and meaningful impact can be the result of repeatedly showing up and contributing. When we do what we can, where we are, with what we have, change happens in increments. A book is read page by page. It's the same in our professional growth. A moral of this story is to foster an environment that inspires professional development and implements strategies that encourage employees to grow within their daily work.

Incorporating Impact into Library Systems

"Well begun is half done." It's an old adage that teaches putting something in motion is the bulk of getting it done, and initiating an impactful atmosphere can be achieved through many avenues. Identify avenues that interest you and see how they can be included in your current position. Brainstorm with your team and determine easily-accessible options for your professional development and identify where opportunities for service exist. For example, the Southeast Florida Library Information Network, a multitype library cooperative, offers webinars, including international presentations, that you can participate in from the comfort of your computer. Institutions offer workshops for employees and many professional organizations offer mentorship programs. Could your library be closed for the day of the regional library conference? Can you take turns and share coverage or duties to allow employees to travel to a national conference? What ways can you gain experience or add to your resume within your institution?

Once you've determined manageable goals for your department, implement the steps towards these goals into your workflow, benefiting your work and your growth. When we create impactful progress that's part of our daily process, growth and duties work together. New library staff benefit from concrete experiences and publications. For example, at JWU, we hosted a yearly Literary Cake Contest. This event demanded our time and energy for a portion of the year and we took the opportunity to turn this experience into a poster for a SEFLIN conference. In the larger picture, the addition of the poster was not really all that time consuming, and we had the support of our director to all attend the conference.

Literary Cake Contest 2018-"Chew and Swallow" inspired by the book "Cloudy With a Chance of Meatballs."Created by Johnson & Wales University students Cashe Clark and Jasmine Lowe, a JWU library student employee. Photo credit: JWU Library, ScholarsArchive@JWU https://scholarsarchive.jwu.edu/cake/24/

Presenting your experiences and networking with colleagues are helpful events for early career professionals, but this extracurricular professional development can easily fall by the wayside when juggling the learning curve in a new job and negotiating with an institution that perhaps does not see the value in conferences or outside committees. In a service-oriented position like librarianship, there can be a tendency to prioritize service of patrons, students, or faculty before oneself. This is an opportunity for library leadership to integrate professional development into the workplace and give employees agency to focus on their own growth in conjunction with their service duties.

[3]Ibid.

Jordan Workman, Nicole Covone, Lindsey Corey, and Jade Kastel. Photo credit: Lindsey Corey

Where are they now?

If you're curious what happened to the team of four JWU library workers facing job loss in the pandemic, here's the synopsis 15 months after the Miami Herald article hit the newsstands. Lindsey Corey found employment working for the West Florida Public Libraries as a computer technician; she recently graduated with an MLIS from the University of South Florida. Nicole Covone is the new medical librarian at Memorial Healthcare, and Jordan Workman is a Librarian 1 working with the bookmobiles at the North Dade Regional Library in the Miami-Dade County Public Library System. Jade Kastel worked as a visiting assistant librarian at Purdue University Fort Wayne for one year and is now the music librarian at Western Illinois University.

If you found the legacy of the North Miami JWU Library inspiring, you're likely already fostering aspects of mentorship and day-to-day growth that propel the library profession forward. A branch, a unit, a small library can each impact the development of early career library professionals and contribute to the larger library community. Yes, it's sad and a loss that the North Miami JWU Library is no longer here, but the legacy of the professionals who graduated with their MLIS 2.0 from the JWU library is alive and well.

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McAllister, Courtney, and Steele, Kirstin. (2020) Mentorship in Collections and Resource Management: An Implied Competency, The Serials Librarian, 78:1-4, 93-97, DOI: 10.1080/0361526X.2020.1731884

Ryan, Marianne, and Guittar, Michelle. "Making the Leap," Reference & User Services Quarterly [Online], Volume 52 Number 3 (22 March 2013).

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Know your Neighborhood:

Manatee County Neighborhood Histories

by Katie Fleck, Librarian II, Information Services, Manatee County Public Library System

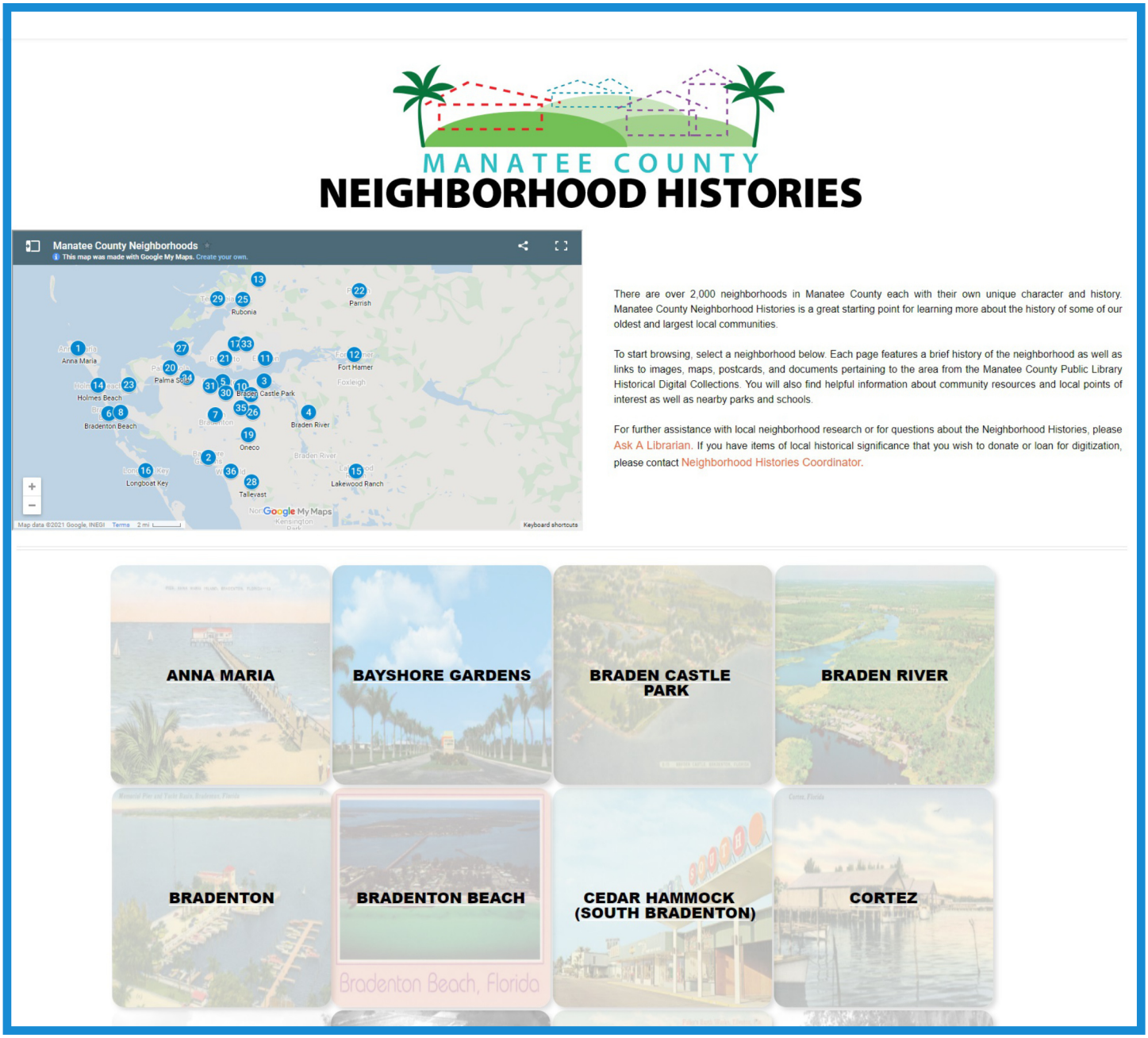
In Summer 2020, Manatee County Public Library System's Information Services team created a web resource called Manatee County Neighborhood Histories (MCNH). This web portal focuses on local community history. MCNH gives community members, visitors, and residents the opportunity to learn more about the different neighborhoods in our county from the comfort of their computer or mobile device. It also provides a new means of showcasing the Manatee County Public Library Historical Digital Collections, which contain nearly 40,000 items including photographs, postcards, documents, interviews, speeches, maps, and miscellany.

Creating Our Web Portal

In May 2020, we began creating the MCNH web portal as part of a Results First Internship. Results First is a program in which college students work under the mentorship of Manatee County Government staff to create a project that benefits both the county and the student. Amber Aultman, a local resident and graduate student in Library and Information Science at the University of Maryland, created the web pages for MCNH using information and resources gathered by Information Services librarians from our historical collections.

To determine which neighborhoods should be featured on the site, we collaborated with Manatee County's Neighborhood Connections, a division of the Neighborhood Services Department that works hands-on with neighborhoods, homeowner's associations, and community organizations. We selected neighborhoods based on criteria such as historical significance, distinctiveness, geographic and population size, and available resources at the library. After creating a list of about 30 neighborhoods that would be a good fit for the project, we began planning out the layout of the landing page and template for the neighborhood pages.
Some of the neighborhoods selected were Bayshore Gardens—a 1950s planned community comprised of mid-century modern ranch homes, Tallevast—an historically Black neighborhood originally established as a turpentine worker's camp in 1900, and Fort Hamer—an abandoned Seminole War fort which did not experience a residential resurgence until the 1990s.

The MCNH web portal is built on HTML pages hosted through ContentDM's Custom Pages feature. The HTML was written using Microsoft's free website building tool, Visual Studio Editor. The web portal's design was intended to connect it visually with our pre-existing website and Digital Collections. The logo for MCNH was created by graphic designer and librarian Audrey Dombroski. The map on the landing page is plotted with the geographical center of each neighborhood. This was created using the free MyMaps tool from Google. Each neighborhood has a title card linking to their individual page. All images used throughout the web portal are sourced from our own Digital Collections.

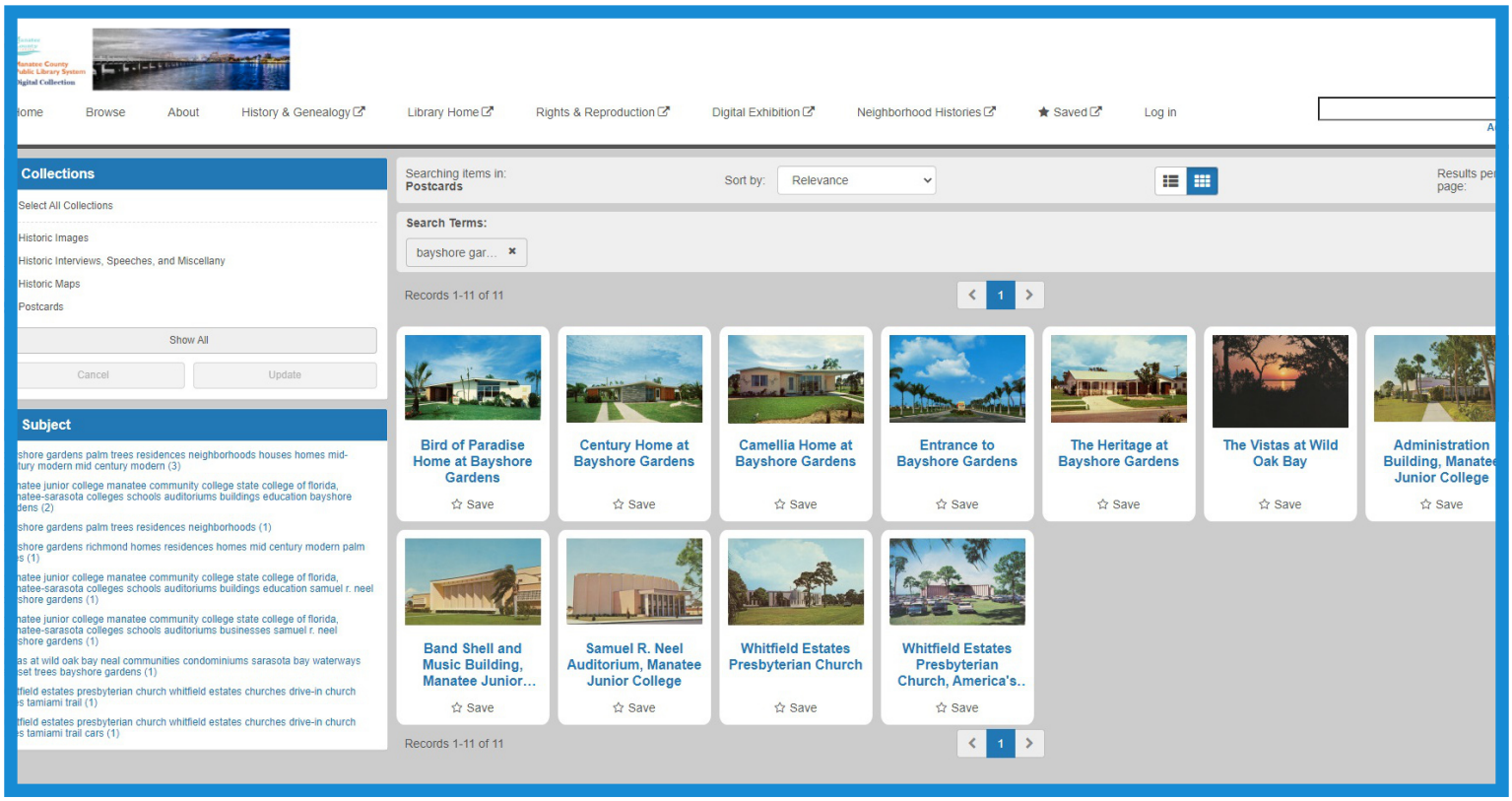


Manatee County Neighborhood Histories Logo/Landing Page

On each neighborhood page are links to related Manatee Libraries digital and physical collections. While pulling the data for the physical collections was as simple as creating a link to a keyword-search in our Polaris catalog, aggregating the Digital Collections was more complicated. To pull these resources via a keyword search link, we created neighborhood specific subject tags which then were manually added to any relevant images. Several Information Services librarians assisted with tagging images by searching the collection by street, landmark, geographic feature, alternative names, etc. Aggregating this information is such a large task that it continues to be an important role in maintaining the project. Our long-time digitization volunteer, Terry Hirsch, has continued to help tag records from home since we began working on MCNH.

In addition to providing historical resources from the library and a historical narrative about the neighborhood, we wanted to create a hub of resources for residents of the neighborhood. This information includes an education section listing the public schools serving the area, a list of nearby parks, preserves, beaches, and links to points of interest such as local museums and attractions as well as local landmarks and historical markers. Additionally, we include links to local media, community organizations, and other Manatee County resources. It was important to include information that would show both local history and a neighborhood's current characteristics.

Bayshore Gardens Neighborhood Page



Postcard Collections Results for Bayshore Gardens

Building and Growing

The MCNH web portal was first introduced to the public in August 2020 at a Manatee County Board of County Commissioners meeting. It was also featured in the Manatee County Neighborhood Connections Magazine and in Anna Maria Island's The Islander newspaper.
Since that time, Information Services has received many inquiries from community members eager to learn more about their neighborhood, its history, and any potential additions to the project. As of Fall 2021, we have 36 neighborhoods showcased on the web portal and are in the process of adding more. As the coordinator of this project, I continue to answer questions about the project, add and edit content, work with patrons seeking more information about their neighborhood, look for marketing opportunities, respond to requests for inclusion in the project, and develop partnerships with community resources that could be highlighted in the web portal.

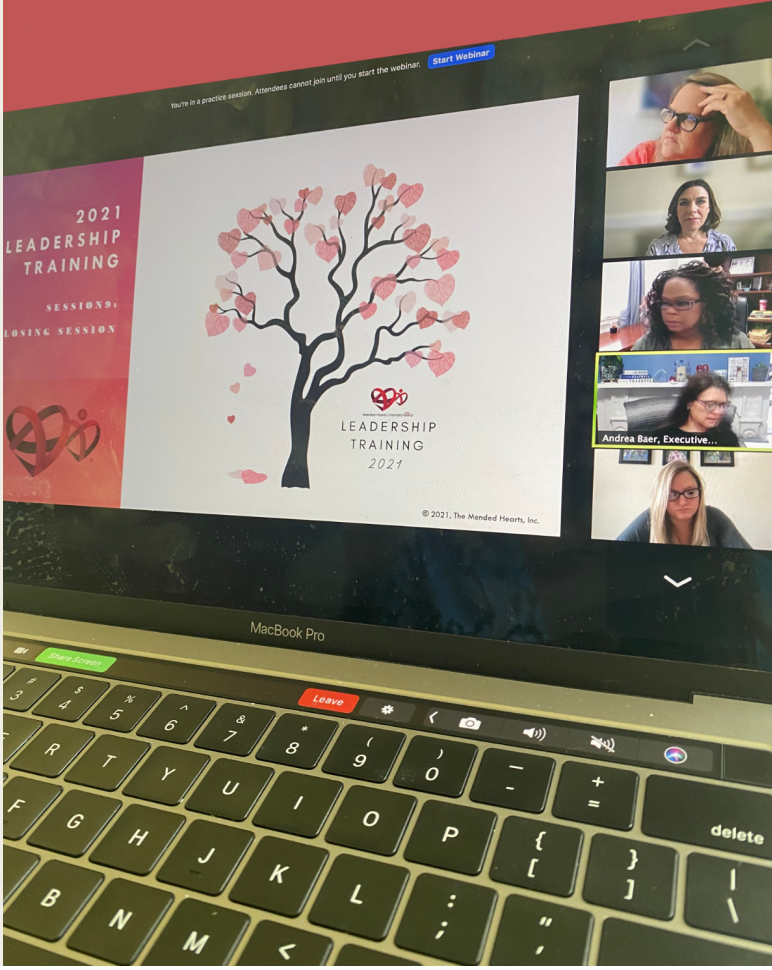
This project is also helping to grow our library's collection and network. Local residents have sought information and the Historical Preservation Board has requested to collaborate and showcase their efforts via MCNH.
Importance During Covid-19

In normal times, Manatee Libraries offers the vast resources of our Elizabeth Eaton Florida History Reading Room & Collection as well as research assistance and programming to patrons interested in local history. As we faced uncertainty in our ability to provide in-person reference and research assistance due to Covid-19, creating online information hubs became pivotal in our service provision. Although we reopened in July 2020, being able to provide digital resources for patrons who did not feel comfortable visiting the library in person remained paramount.

MCNH played a key role in ensuring that library patrons knew about the historical resources available to them outside the walls of the library. We have a significant physical collection of local history books, papers, and print media, and our online Historical Digital Collections is equally notable. Creating the new Manatee County Neighborhood Histories web portal helped us point a new audience toward that collection and grow our audience of local history enthusiasts.

www.flalib.org/advocacy-action-center

Health Literacy Education Goes National



by Jessica Daly, Consumer Health Librarian, The Clifford E. Grease Community Health Library of Orlando Health

Several years ago, I had the privilege of being introduced to an amazing and inspiring group of people who belong to a special organization called Mended Hearts. Since that time, I have been an honored guest presenter for meetings both in-person and, since COVID-19, through online virtual platforms sharing resources on a variety of health topics.

The Mended Hearts program is the nation's premier peer-support program for patients who have cardiovascular disease, their caregivers, and their families. Since its humble beginning in 1951, Mended Hearts has served millions by providing support and education, bringing awareness to issues facing those living with heart disease, and advocating to improve quality of life across the lifespan.

During the beginning of the COVID-19 pandemic, I kept in close contact with the local Orlando chapter and continued to present to them via Zoom. The meetings were always some of my favorites due to the participation and sincere interest of their members.

Earlier this year, I took the initiative to reach out to the national leadership of Mended Hearts, offering my online resources and virtual education sessions. After speaking with the Orlando chapter president as a reference, they watched a few of my recorded webinars, and held a Zoom meeting to talk. I was asked to present two live health literacy virtual sessions during their Mended Hearts National Leadership Conference in June of 2021.

My two 30-minute presentations were as follows:

Session #1 "COVID-19 - Reflections of the Heart"

- Fear of the Unknown
- Taking Precautions
- Vaccination
- A New Normal

Session #2 "The Heart of Self-Care"

- Defining Self-Care
- Risky Behaviors
- Benefits of Sleep
- Managing Stress, the Healthy Way

The Mended Hearts leadership team asked for my sessions to not only inform but encourage and inspire their chapter leaders to take care of their own personal physical and mental health. As leaders, they often ignore their own health and wellness due to being focused on the health of their members.

Since presenting these two sessions to the leadership and chapter leaders of Mended Hearts, I have been asked by chapter leaders across the country to present to their members on various health literacy topics. It is extremely exciting to present to cardiac patients from not only my own home state of Florida but chapters from as far away as California!

The most requested presentation has been "Becoming an Informed and Empowered Patient." This session gives patients free online resources they can utilize to become experts about their health and healthcare. My goal is for a patient to become an active participant within their healthcare team. If patients better understand their diagnosis, their medications, the risks, and benefits associated with their self-care, their health will improve along with their quality of life. I also cover things like how to prepare for a physician appointment or hospital stay, along with how to communicate with your physician.

Just a few weeks ago, I presented online to a chapter in Texas and met a member who turned 99 years old the day of my presentation. I am amazed at the reach this one initial connection has created for me to share and improve the health literacy of people I never dreamt of assisting!

I continue to be contacted by chapter presidents and collaborate with them to bring their members the best, most up-to-date health information available online for patients and family caregivers.

My advice for fellow librarians is to reach out to community organizations, clubs, churches, support groups, academic institutions, and even businesses to offer services and resources that only a librarian can offer. Though you may not hear back from everyone, the ones who do respond can make all the difference. Share the value of what you do and how your expertise can improve the lives of those living within the community you serve.

For more information and details feel free to contact me at Jessica.Daly@OrlandoHealth.com.

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ADVOCACY **CONFERENCE** **COMMITTEES** **LIBRARY DAY**
NETWORKING **PROFESSIONAL DEVELOPMENT**

Meet Mrs. Bettie Harris, Belle Glade Librarian (1946-1966)

by Luis Aponte, Research Librarian I, Belle Glade, Florida

It has been a year since I became the new Research Librarian for the Belle Glade Branch of the Palm Beach County Library System. One of my professional six-month goals is to complete a digitization project in order to help preserve the local history of our library. This includes scanning photos, internal documents, newspaper articles, library advisory board minutes, etc., and making sure they are keyword-searchable so that they may be digitally accessible to staff and, ultimately, the public.

1960s, Belle Librarian Bettie Harris with Children/ Photo credit: Belle Glade Branch library archives

An Unidentified Black and White Photo

During my digitization process, I came across a nostalgic black and white Belle Glade Branch library photo from the 1960s with no other identifying information. It was a picture of a Caucasian librarian surrounded by Black children in an outdoor library event. She has a warm smile and the children appear to be having a good time. This may seem like a normal Tuesday for libraries today; however, this is historically significant in 1960s. During this time, library sit-ins were being staged in Birmingham, Alabama[1]; Memphis, Tennessee[2]; Jackson, Mississippi[3] and other U.S. cities in order to peacefully protest segregated libraries. Black Americans were arrested simply for sitting at library tables traditionally reserved for whites. Within certain counties in Louisiana, "Negroes with (library) cards stamped with 'Negro' were permitted to borrow books only from a bookmobile and were prohibited even from borrowing in the library itself."[4] In order to better understand the cultural tone of the era, a local 1962 newspaper article interviewed the Belle Glade City Manager, Royce W. Owens who boasted that "Belle Glade now has a Negro civic center with ball fields and swimming pool near a neat, clean community in the southwest end of the city."[5] That civic center is now the current location of the Belle Glade Branch library. After scanning several letters of correspondence from the library and then cross-referencing the names and dates on Newspapers.com, I discovered the librarian featured in the unidentified black and white photo is Mrs. Bettie W. Harris. (Local newspaper articles spelled her

[1]"Library Sit-In," *The Tampa Tribune*, April 12, 1963, 11-A, accessed July 1, 2021. https://www.newspapers.com/image/330364489/?terms=negroes%20defiant%20ala.%20court%20fight&match=1.
[2]"New Demonstrations in Memphis," *The Jackson Sun*, March 22, 1960, 1. Accessed July 1, 2021. https://www.newspapers.com/image/282624086/?terms=Jackson%20Public%20Library%20sit-in&match=1.
[3]"Library 9 Case Set," Clarion-Ledger, April 11, 1961, 7. Accessed July 1, 2021. https://www.newspapers.com/image/180052437/?terms=library%20sit&match=1.
[4]"Court Reverses Sit-in cases," The Palm Beach Post, February 24, 1966, A20. Accessed July 1, 2021. https://www.newspapers.com/image/134476968/?terms=Court%20Reverses%20Sit-In%20Cases&match=1.
[5]Bill Antill, "City of Black Gold Based on Farm Economy," *The Palm Beach Post*, April 29, 1962, 13. Accessed July 1, 2021. https://www.newspapers.com/image/133659988.

first name, “Betty” with a “y”.) During this time, the library would submit “Use Your Library” ads in the local newspaper featuring quotes in order to promote their collection, such as this one for biographies: “The best teachers of humanity are the lives of great men.” With your indulgence, I would like to highlight the life of a great woman.

In the early 1960s, the Belle Glade Library inhabited a renovated house next to a police station.[6] It was also the clubhouse for the Belle Glade Women’s Club. In 1961, the library was open six days per week and Mrs. Harris was the only librarian.[7] The library board eventually approved an additional relief librarian so that Mrs. Harris could have Mondays off.[8] After being in charge of the library for 14 years, the library board petitioned the city manager to raise Mrs. Harris’ salary to $325 per month.[9] Put into perspective, the cost of a first class postage stamp in 1962 was only $0.04 and the maximum fine for a library book was $0.50.

Building a New Desegregated Library

In 1963, Congress was debating the Library Services and Construction Act (H.R. 4879) in order to increase federal funds to help establish or improve library service to all areas, regardless of population. Justifications included accelerated demands on public libraries with higher educational and reading levels of the general population. The median age of public library buildings in 1962 was estimated to be 53 years, 29% were built before 1901.[10]

On February 24, 1965, the Palm Beach Post highlighted the overcrowded and outmoded Belle Glade Library building. The book allotment budget for the library in 1965 was only $125 per month, which was significantly larger than the $25 a month budget when Mrs. Harris began as a librarian 17 years earlier.[11] The library’s 12,000 volumes of books covered just about all of the floor space in the building. Children’s section books had to be stacked high above any child’s reach and half of the reading table was used for storing files.[12] The community was growing and libraries were becoming desegregated. Bettie Harris and the Belle Glade Women’s Club were instrumental in raising money to open a new Belle Glade library on June 27, 1967.[13] To make the building possible, the city borrowed $80,000 from the Bank of Belle Glade. Tax funds from the sale of cigarettes were used to ensure the loan.[14] The Palm Beach Post celebrated Mrs. Harris for helping everyone, from the neighborhood children to an inmate in the city jail.[15] Her favorite “customers” were the children. On August 7, 1966, the newspaper reported that Mrs. Harris could remember children’s names, even when they come back to visit after several years.

I would like to amend the old library newspaper ad and suggest that “the best teachers of humanity are the lives of great public servants.” In a time where Blacks were (and still are) fighting for civil rights, this unidentified photo buried in a library shoebox and articles from the 1960s suggest that Mrs. Bettie Harris was a public servant ahead of her time. Not only did she help expand the Belle Glade Public Library to meet the needs of a growing community, but she also served everyone, including children, inmates, and minorities who have been historically marginalized in our society. I feel it is no small task to provide great public service by reinforcing the commitment to provide equal library access to all as we strive to connect communities, inspire thought, and enrich lives.

The Laymen of the World

In closing, I would like to leave you with a quote I scanned from Mrs. Harris’ Library Annual Report on October 1, 1965: “The relationship of the layman to libraries is of more than casual importance. Libraries are not just another ‘worthy cause’. They are the foundations upon which education rests, and education is one of the two forces which can yet save the world. The contents of libraries and the use made of them will play a critical part in the history of the next few years, for the use of libraries, if it is made at all, will be made by those who determine the fate of mankind – the laymen of the world.”[16]

Belle Glade Branch library music event/ Photo credit: Belle Glade Branch library archives

[6]Jane Young, "Belle Glade's Mrs. Harris Knows Books, Borrowers," *The Palm Beach Post*, August 7, 1966, C-5. Accessed July 1, 2021. https://www.newspapers.com/image/130005266/?terms=Belle%20Glade%27s%20Mrs.%20Harris%20Knows%20Books%2C%20Borrowers&match=1.
[7]Alice M. Close to Thomas Dreier, February 8, 1961, Belle Glade Branch collection, Palm Beach County Library System.
[8]Royce W. Owens to Dorothy Jones, August 1, 1961, Belle Glade Branch collection, Palm Beach County Library System.
[9]Alice M. Close to Royce Owens, June 21, 1962, Belle Glade Branch collection, Palm Beach County Library System.
[10]U.S. Congress, *Summary of Public Library Legislation under Consideration by Congress*, HR 4879 and S 580, Title IV, Part C, December 16, 1963, Belle Glade Branch collection, Palm Beach County Library System.
[11]John Van Gieson, "*Size Puts Library in a Bind*," The Miami Herald, September 20, 1965, 1-C. Accessed July 1, 2021. https://www.newspapers.com/image/621889237.
[12]Van Gieson, "*Size Puts Library in a Bind*," 1-C.
[13]L.J. Margolis, "New library branch will feature extra space, art," The Palm Beach Post, November 17, 2011, 11. Accessed July 1, 2021. https://www.newspapers.com/image/163620403/?terms=New%20library%20branch%20will%20feature%20extra%20space%2C%20art&match=1.
[14]Iz Nachman, "Belle Glade's New Library Will Officially Open Today," The Palm Beach Post, June 27, 1967, 7. Accessed July 1, 2021. https://www.newspapers.com/image/134758522/?terms=Belle%20Glade%27s%20new%20library%20will%20officially%20open%20today&match=1.
[15]Young, "Belle Glade's Mrs. Harris Knows Books, Borrowers," C-5.
[16]Bettie W. Harris, *Narrative Report*, October 1, 1965, Belle Glade Branch collection, Palm Beach County Library System.

Student Voices

Should Public Libraries Purchase and Loan Computer Applications?

by Anna Noah, Student, University of South Florida

The typical public library provides access to one computer application (app)-- *Libby*. Created by Overdrive, the original application used by libraries to deliver ebook and other digital content, *Libby* is more customizable and was designed to make borrowing ebooks and audiobooks more convenient across a number of devices. The app is an excellent addition to an integrated library system, but its purpose as an interface between the user and the digital ebooks and audiobooks owned and loaned by public libraries is not a service provided in its own right.

Many public libraries circulate movies, music, audiobooks, ebooks, and videogames based on the premise that technological innovations that are story-focused or provide information fall under the purview of the public library. While many game apps have no plot and no educational value, some games apps present exceptional stories, and there are informative game apps available. Some of these apps are behind a paywall, and most require delivery via a smartphone or tablet, so there will be some community members who are unable to access the content without borrowing a device as well.

The question then becomes, “Will providing the community informational or story-driven apps be worth the cost to the library?” That, of course, depends on the needs of that community, the library’s collection development policy, and the local budget. Each library or library system needs to decide if apps are a good fit for their library and a worthwhile investment, then determine how they plan to make them accessible

Which Apps Should Libraries Purchase?

Many apps are designed to help people learn new things. One of the most laborious aspects of choosing an app is sifting through all of the available options to find appropriate fits for your community, but if you take the time to look you'll discover some gems.

The American Sign Language Dictionary is an app that uses videos of words or phrases to provide English to ASL translations. While print ASL dictionaries are available, the use of static images to describe hand movements can lead to mistakes, and in some cases small changes in hand motions can alter what's being said. Video illustrations, like the ones on the ASL dictionary app, minimize that risk.

Several companies and organizations have apps that aid in exam preparation for certifications, such as the International Fire Service Training Association (IFSTA),

which has a companion app for *The Essentials of Fire Fighting 6th Edition*. Exam preparation apps would be particularly useful if the library is in an area where many people are pursuing some sort of certification; for those libraries it could be advantageous. In a very different field, apps like the *Handy Art Reference Tool* could be helpful to artistic communities or art students.

Some useful apps are free, and their use is only inhibited by a user's lack of access to a smartphone or tablet. *Duolingo* is a free language-learning app that includes simultaneous audio and visual language practice. It also uses access to the device microphone to test the student's accent, a feature that books and audiobooks cannot replicate. *SoloLearn: Learn to Code* teaches "Python, C++, JavaScript, Java (and) jquery". There are many free practice exam apps available to prepare for the U.S. Citizenship test. One example is *US Citizenship Test 2021 Audio* from Creator Factory LLC, which includes flashcards that can be read aloud and practice tests. Each of the aforementioned apps could be valuable additions to a library's collection depending on the needs of the community. If none of them are a good fit, there may be other apps that are. Like any other form of media, the available options are incredibly varied.

How to Loan an App

If there is an app that would be appealing to the library's community, it is important to establish a mechanism for easy check out. The simplest option would be to purchase tablets or computers available for in-house use, with the apps preinstalled. This is the best fit for community members who do not have internet access, but there are some challenges. If the library chooses to purchase a tablet, the initial cost is high, and most high-quality apps only function on the newest systems, requiring purchase of newer devices every so often. If only one or two tablets are purchased, the number of patrons who can check out the devices will be very limited.

Apps, including an older version of *Duolingo*, can be downloaded onto library desktop computers, but most of these computers will not have as many options as a smartphone or tablet for manipulating the app. In both cases, the apps could only be used inside the library, which limits its usefulness. A possible solution may be allowing patrons to use the app directly on their phone. Apple Arcade recently created a monthly app subscription service that removes the ability to use the app once the subscription is canceled. Using the same setup, libraries could loan apps using *Libby* the way they loan ebooks. There's no way to know until the discussion has been opened if app creators would be able to open the same user agreements that govern authors.

Many libraries will have no reason to provide apps to patrons. Some community members are able to pay for the apps they need. In other libraries none of the apps would be useful enough to justify the cost. Whether or not apps would be a useful addition to a library's collection is an administrative decision, likely tied to the collections budget;, nevertheless, it's past time to open a discussion about the possibility.

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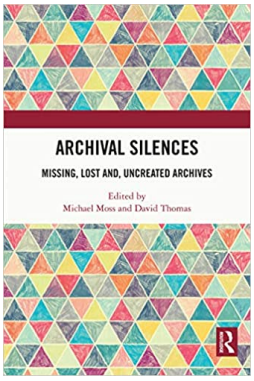


Book Review

Archival Silences: Missing, Lost, and Uncreated Archives
by Michael Moss and David Thomas
Routledge, 2021, 257 pp. $44.95 (paperback), ISBN 9780367774820

Reviewed by Adam Hunt, M.A. (Florida State University)

Archival Silences: Missing, Lost, and Uncreated Archives is a new entry in the discussion of archival silences that began with Michel-Rolph Trouillot's *Silencing the Past: Power and the Production of History* in 1995. This book was edited by Professor Emeritus of Archival Science at the University of Northumbria, Michael Moss, and former U.K. National Archives Technology Director, David Thomas. The contributors are all archivists, archival researchers, or educators in archival and information science. The book interrogates if "silences" serves as an appropriate term to describe the destruction, concealment, and absences in archival collections (p. i). It further argues that "the failure of governments to create records, or to allow access to records, appears to be universal" (p. i). This universality serves as the hegemonic narrative against which the contributors write about the actions of archivists and researchers to address silences in their respective institutions and fields. In short, this book, while exhibiting some slight conceptual complications, offers fresh ideas to theorizing, addressing, and mitigating archival silences through the lens of social justice.

The book contains an introduction, twelve chapters, and an afterword. The introduction, by Moss and Thomas, summarizes the book's purpose, contents, and identifies common themes across the essays. Chapter one, by Moss and Thomas, refines and builds further on Trouillot's theory of silences. Because Moss and Thomas thought previous scholarship was limited to Haiti and England, the book attempts to bring a global perspective with contributions from across the world in chapters two through eleven. From here, the organization of the book jumps from Australia to Iceland, Jamaica and Brazil to the Philippines, Africa to Turkey and India, and finally Denmark and the United Kingdom. The final chapter, also by Moss and Thomas, proposes strategies for filling in the gaps created by silences. David Hebb's afterword draws on decades of experience conducting archival research to discuss how silences can affect the researchers working with archival records.

This book makes a new theoretical contribution to the literature on archival silences through the editors' first chapter. Moss and Thomas recap Trouillot's central argument that silences can occur at the making of sources, the making of archives, the making of narratives, and the making of History in the final instance (p. 10). Through the lens of the creation of sources and archives, Moss and Thomas offer several nuances to the way that scholars have previously considered silences:

- Silences only exist when researchers notice them
- Absence of evidence is not evidence of absence
- The ending of silences does not always resolve issues
- The marginalized are not the only ones to suffer from silences

- Silencing has been part of government policies for millennia

- The textuality of archives can hide their meaning.

The most significant silence occurs when records intended to be spoken aloud are reduced to words meant to be read

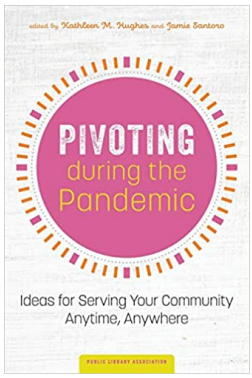
While they argue that silences are inevitable, they propose in their final chapter that if conventional archives are to combat silences, then they need to broaden acquisition policies and actively resist actions that may deliberately create them.

The idea of silencing as a government policy is a persistent thread throughout the book. Michael Piggott's section on refugee detention in Australia (chapter 2) illustrates the silence that occurs when a state creates records about a group but does not preserve or facilitate the creation of records by them in kind. Eiríkur G. Guðmundsson's essay on providing access to the records of the Special Investigation Commission in Iceland (chapter 3) highlights the deliberate silences caused by an inability or difficulty by a government to provide access to contemporary records containing sensitive information. Renato P. Venancio and Adalson O. Nascimento's chapter on Brazil (chapter 5) features the struggles of a post-dictatorial government to both provide access to and reckon with deliberately destroyed records documenting oppression and violence. Lale Özdemir and Oğuz İcimsoy offer nuance to this theme in their essay on Turkey (chapter 8) by discussing its "perceived" silences: "unintended, and devoid of any ill intent" (p. 152). They explain that the "perceived" silences in Turkish archives such as those caused by natural disasters are quite different from silences born of inadequate description and a lack of infrastructure for incoming born-digital records.

Another strong theme in the book explores the silences created by collecting and management practices that assume a Western understanding of archives as textual. In other words, everything not falling under that definition is excluded. Piggott (chapter 2) summarizes this observation in the humanities and archival literature: "For law courts, historians, and 'middle Australia', corroboration of oral knowledge by written and archaeological evidence is valued. When, on rare occasions, archival theorists discuss recordkeeping in societies where oral traditions are dominant, there is a feeling of reassurance when stories are complemented by song or ceremony, or even better tangible things …" (p. 30). The following essays traverse this theme and elucidate how oral histories either comprise silences or may help to alleviate them. Stanley H. Griffin points out that archival records retained in Jamaica (chapter 4) perpetuate colonial attitudes and do not include the perspective of local oral traditions, creating a dialectic between the discourses of colonial power and the subaltern. Swapan Chakravorty concludes that in India (chapter 9), where "traditional" archives are lacking in records to write contemporary history, the only way out is to accept the validity of oral history to interpret and write History. Finally, Mette Seidelin and Christian Larsen show through their search for children's voices in Danish records (chapter 10) how record creators suppress or even alter voices as their purposes dictate what becomes the official record.

Overall, this book offers a thorough and nuanced account of different examples of silences and strategies for addressing them in archives across the world. While the book does make a strong case for the prevalence of government failures in creating and preserving records, access is a more vague vaguer component. Successful access is undefined by the editors which runs the risk of conflating different societal and legal conceptions of access across the world with U.S. and U.K. conceptions of access. Furthermore, it falls short in questioning "silences" as an appropriate term. Instead, the editors add more interpretive nuance to the term and do not overtly propose another in its place. As for scope, the global approach succeeds in addressing gaps in the literature itself. Before now, silences have not been broached outside of individual countries in a cohesive, global manner and Moss and Thomas have done a fine job selecting representative chapters. In conclusion, *Archival Silences* is a welcome addition to the literature that adds more to our understanding of not only how archival silences are created, but how our professions can address and attempt to minimize them. This book would be a worthwhile read for graduate students and professionals in the fields of Information Science and Archival Science, History, as well as for anybody interested in social justice, transparency, and the role of archives as a mechanism to hold institutions accountable.

Book Review



Pivoting During the Pandemic: Ideas for Serving Your Community Anytime, Anywhere.
by: Kathleen M. Hughes and Jamie Wirsbinski Santoro.
ALA Editions, 2021. 133 pages. $29.99 (paperback), ISBN 9780838949740

Reviewed by Mary Daniels, MLIS, Maitland Public Library

Pivoting During the Pandemic is a timely release from the Public Library Association focusing on how libraries and librarians altered both their service models and programming during the COVID-19 pandemic. This collection of twenty-two essays by public and academic librarians, as well as library experts and consultants, reflects on the adaptive nature of libraries in a time when nothing was certain, information from the federal government was scarce, and no instruction manual existed on how to proceed.

Though the majority of essays in this volume are pertinent to public libraries, some of the ideas are applicable to academic or special libraries as well, including how to conduct a thorough virtual reference interview, utilizing social media to its best advantage, and improving virtual accessibility for distance users. The connective thread between all the essays—and indeed, all types of libraries—is that libraries provide much-needed social interaction for their communities, and that social aspect was taken away during the pandemic. Members of the public still rely on their libraries for materials and even virtual programming, but the thing they missed most was social interaction. It's a sentiment familiar to most librarians who worked through the thick of the pandemic, and begs the question: how can we stay together apart?

The essays in this book seek to offer practical solutions to that question by highlighting a range of ideas, including virtual author talks, Zoom-based genealogy workshops, virtual fitness and wellness programs, delivery services for homebound patrons, online reference and readers' advisory, and more. Many of the program ideas include how-to guides for librarians hoping to replicate these COVID-safe programs, complete with challenges faced and troubleshooting tips. Programs range in intended audience age from seniors to preschoolers to college students and everyone in between.

Public library programming aside, other useful ideas were presented in the essays. Suzanne Wulf, head of digital services in the Niles-Maine District Library in Illinois, explained how her library's hotspot lending program became a lifeline for users during the pandemic. Luke Thompson from Evanston Public Library in Chicago detailed how his library circulated Chromebooks and developed job-search kits in order to continue bridging the digital divide during library closures. Another excellent point, made by Carrie Banks and Barbara Klipper, is the importance of maintaining and improving virtual accessibility, especially with increased use during the pandemic. As many librarians shifted to video-programming, accessibility features like closed captioning became more vital than ever. They also emphasized the importance of using platforms that are compatible with Adaptive Technology (luckily, Zoom, WebEx, and Google Meets are all compatible). In her essay entitled, "Never Let a Crisis Go to Waste: Removing Customer Barriers During COVID-19," Cordelia Anderson of Northbrook Public Library in Illinois highlighted how to improve accessibility for all users with ideas such as streamlining the library card application process, removing fines and fees, and ending account expirations to improve the patron experience and overall library use.

Pivoting During the Pandemic would make an excellent addition to any librarian's personal collection, or any library looking to expand their online, virtual, or non-traditional programming models. Though we can all hope that the worst of the pandemic is behind us, for many libraries, virtual or hybrid programming is here to stay. This is a perfect volume for library professionals seeking fresh ideas and detailed how-to guides on COVID-safe programming, and innovative ideas to improve the user experience across the library spectrum.

Public Libraries' Use of Twitter in Hurricane Michael: A Look at The Panhandle and Adjacent Areas in Florida

Authors

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Abstract

Hurricanes are increasing in severity and duration, hitting Florida harder almost each year. Disaster preparation, response, and recovery efforts require entire communities to mobilize. As part of these efforts, public librarians play critical roles in connecting citizens with vital information, important physical resources, and necessary services. Though 2018's Hurricane Michael devastated much of the Florida Panhandle, including telecommunications infrastructure, these rural communities still used social media like Twitter to share some information, and libraries made use of these channels. In this study, we analyzed tweets that occurred before, during, and after Hurricane Michael, with special attention to the types of messages the tweets were meant to convey. Our results suggest that libraries focused on informing people about the change in library schedules and providing details on where food and shelter would be available, the provision of electricity in libraries and also gathered funds to provide basic needs to people throughout the disaster. The results of this study have illustrated that public libraries help people in so many traditional and unexpected ways in adverse events.

Keywords:

Hurricane, Hurricane Michael, Twitter, social media, situational crisis communications theory, public libraries, disaster preparedness, disaster response, disaster recovery

1. Introduction

In 2018, Hurricane Michael made landfall in the Florida Panhandle as the strongest hurricane to hit the United States since 1992, resulting in numerous deaths, injuries, and widespread property damage[1] throughout the southeast U.S. Though natural disasters activate an array of local, state, and national relief efforts, Northwest Florida's public librarians had a central role in serving their communities throughout the storm event, often at great peril to themselves.[2]

Social media is one of the tools librarians use to reach citizens during crises.[3] Twitter remains a leading social media channel to share updates and social responsibility endeavors.[4] In this paper, we document Twitter use in public libraries' Hurricane Michael disaster communication. Social media can be an indispensable tool for reaching many people quickly. However, Hurricane Michael destroyed many cell towers throughout the region, and social media's role in this disaster's communication infrastructure has been largely undocumented. Despite this seeming

[1]"Hurricane Michael. National Hurricane Center Tropical Cyclone Report." Updated May 17, 2019, accessed October 3, 2021, https://www.nhc.noaa.gov/data/tcr/AL142018_Michael.pdf.
[2]Mardis, Marcia A., Faye R. Jones, Curtis S. Tenney, and Zoe Leonarczyk. 2021. "Constructing knowledge about public librarians' roles in natural disasters: A heuristic inquiry into community resiliency in Florida's Hurricane Michael." *Library Trends 69* (4): 768-789. https://doi.org/10.1353/lib.2020.0046.
[3]Han, Sharon. 2019. "Weathering the Twitter Storm: Early Uses of Social Media as a Disaster Response Tool for Public Libraries During Hurricane Sandy." *Information Technology & Libraries* 38 (2): 37-48.
[4]"Social Media a Key Conduit for Warnings and Hope During #Hurricanemichael." 2019, accessed December 3, 2020, https://www.prdaily.com/social-media-a-key-conduit-for-warnings-and-hope-during-hurricanemichael/

hindrance to librarians' communication, many used social media accessed through other cell service providers to keep their communities updated.

Internet users trust librarians more than any other online support[5], and librarians often use social media to address the spread of critical information during disasters[6]. Our purpose in this paper is to determine how, with the limited available data, public libraries in the Panhandle and nearby areas used Twitter to communicate with their communities and if those communications reflected any aspect of established crisis communication frameworks. We explored this idea further through the research question of "How did libraries' situational crisis communication manifest at different stages of Hurricane Michael?"

2. Literature Review

The *National Response Framework*[7] defined four phases of effective disaster response: preparation, response, recovery, and mitigation. Preparation encompasses planning, organizing, training, equipping, implementing, evaluating, and improving; response involves shifting from building capacity to employing resources, saving lives, protecting property and the environment, and preserving places and things; and recovery includes assisting others in returning to self-sufficiency through short-term and long-term efforts. Mitigation takes place before and after the disaster to prevent a disaster, reduce the chance of a disaster happening, or reduce the damaging effects of unavoidable emergencies. Each phase has specific communication and assistance needs.

2.1 Role of Libraries in Disasters

Current public libraries' services include a wide array of information, technology, and digital resources such as computers, Wi-Fi, charging stations, and e-books. Library users find these services unique and extremely valuable[8]. The value of these services increases dramatically during or after a disaster, making libraries a vital access point to the outside world. This access is essential for vulnerable populations with little or no access to their own devices, Wi-Fi, and utilities in a storm; generator-equipped libraries maintain essential connectivity during outages[9].

Florida public libraries are information centers that get mobilized during storms[10]. For example, public libraries in Pasco County, Florida, act as a communication hub for county emergency management response because they have many computers and phones. A public library is a primary access point to the digital world for 70% of library computers users[11]. Public librarians also take calls from residents when emergency services personnel get overwhelmed by call volume. The library staff has designed a database to store information about locations where food and water are available. Librarians provide this information to callers during an emergency and update these data for each storm[12].

[5]Canty, Nick. 2012. "Social Media in Libraries: It's Like, Complicated." *Alexandria 23* (1). 10.7227/ALX.23.2.4.
[6]Han 2019
[7]"National Response Framework." Updated January, 2008, accessed October 30, 2020, https://www.floridadisaster.org/globalassets/importedpdfs/nrf-core.pdf.
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[11]Perlman 2006
[12]Perlman 2006

2.2 Social Media in Disaster Communication

Citizens use social media in all disaster phases. For example, an American Red Cross survey showed that 24% of the US population and 31% of the online population used social media to inform their friends and family about their safety[13]. During the 2007 Southern California wildfires, users invented Twitter hashtags to filter information about the emergency[14]. Social media plays a role as an outreach for librarians because they can continue their services in concert with responders[15]. There are numerous success stories[16] in which social media was vital to risk reduction and disaster response.

2.3. Situational Crisis Communication Theory

The Situational Crisis Communication Theory integrates concepts of organizational responsibility and reputational influence. This theory also predicts that organizations will use multiple methods to shape public perceptions during crises[17]. Situational Crisis Communication Theory indicates that organizational-public coordination should meet evolving goals of each crisis stage[18]. Sturges[19] and Badmus[20] described three types of communication strategies (i.e., instructing, adjusting, and bolstering information). In particular, Instructing Information strategies tell people how to physically react to the crisis; Adjusting Information helps people emotionally cope with the crisis; and Bolstering promotes a positive image of the organization by publicizing strategies.

2.2.1 Instructing

During a disaster, librarians actively inform people of their services, including the preventive measures to be taken to minimize the risk[21]. Instructing information is a method of reporting information related to crises, motivated by the ethical expectations of the organizations[22]. Organizations often lead Instructing information with reputation-restoration strategies such as justifications or apologies[23].

2.2.2 Adjusting

The Adjusting Information strategy is beneficial when used along with the strategy of Instructing information. This strategy is useful in simplifying the treatment of psychological stress and

[13]"The Case for Integrating Crisis Response with Social Media. White Paper." American Red Cross, 2010, http://redcrosschat.org/wp-content/uploads/2010/08/The-Case-for-Integrating-Crisis-Response-with-Social-Media-TR.docx.
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[16]Hjorth, Larissa, and Kyoung-hwa Yonnie Kim. 2011. "The Mourning After: A Case Study of Social Media in the 3.11 Earthquake Disaster in Japan." *Television & New Media* 12 (6): 552-559. https://doi.org/10.1177/1527476411418351 and Kamel Boulos, Maged N., Bernd Resch, David N. Crowley, John G. Breslin, Gunho Sohn, Russ Burtner, William A. Pike, Eduardo Jezierski, and Kuo-Yu Chuang. 2011. "Crowdsourcing, Citizen Sensing and Sensor Web Technologies for Public and Environmental Health Surveillance and Crisis Management: Trends, OGC Standards and Application Examples." *International Journal of Health Geography 10*: 67. https://doi.org/10.1186/1476-072x-10-67.
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[21]Liu, Lai, and Xu 2018
[22]Grunig, James E., and David M. Dozier. 2002. *Excellent Public Relations and Effective Organizations*. New York, NY: Routledge.
[23]Coombs, W. Timothy, and Sherry J. Holladay. 2002. "Helping Crisis Managers Protect Reputational Assets: Initial Tests of the Situational Crisis Communication Theory." *Management Communication Quarterly 16* (2): 165-186. https://doi.org/10.1177/089331802237233

threat. While using this strategy, organizations report measures taken to cope with the disaster; assure the public about corrective actions taken (if any) to reduce the harm; and express concern for the victims[24].

2.2.3 Bolstering

The Bolstering strategy is most effective during the recovery period of the disaster as it is related to the organizations' efforts in thanking and praising their partners who helped them during the tough times. Also, the most important point in this strategy is to express sympathy towards the victims who have been affected during the disaster[25]. The Bolstering strategy helps community building by crediting accomplishments; bolstering also cultivates solidarity among the victims and the broader community[26].

3. Method

We gathered all the tweets which were tweeted in response to Hurricane Michael. These data were retrieved using a package called 'GetOldTweets3'[27].The command used to retrieve the data was:

GetOldTweets3 --querysearch "Hurricane Michael" --since 2018-06-01 --until 2018-10-09

This command retrieved a total of 223,650 tweets, 187 (.27%) of which were posted by libraries. The Twitter data were then categorized by disaster phases:

1. Preparation: June 1, 2018-October 9, 2018
2. Response: October 10, 2018-October 20, 2018
3. Recovery: October 21, 2018-December 31, 2019

a. Short-Term Recovery: October 21, 2018-December 20, 2018 (3 months)
b. Intermediated Recovery: December 21, 2018-March 20, 2019 (4 months)
c. Long-Term Recovery: March 21, 2019-December 31, 2019 (9 months)

Because the region has still not fully recovered[28], the mitigation phase was excluded from the data collection time period.

Table 1 provides a summary of all tweets and tweets posted by libraries by disaster phase.

Phase	Tweets	N (%) Library-Posted Tweets
Preparation	28,772	24(.08)
Response	120,250	49(.04)
Recovery		
• Short-term	35,841	62(0.17)
• Intermediate	7366	08(0.10)
• Long-term	31,421	44(0.14)
Recovery Total	74,628	114(.15)
Total	223,650	187(.27)

Table 1. Tweets and Tweets About and By Libraries

[24]Liu, Lai, and Xu 2018
[25]Liu, Lai, and Xu 2018
[26]Coombs and Holladay 2002
[27]"Getoldtweets3 (Getoldtweets3 Python3 Library Documentation)." 2019, https://pypi.org/project/GetOldTweets3/.
[28]Federal Emergency Management Agency (FEMA). 2020. "Two Years Later, Panhandle Continues Recovery from Hurricane Michael." Last Modified October 9. Accessed October 3. https://www.fema.gov/press-release/20201009/two-years-later-panhandle-continues-recovery-hurricane-michael.

As Table 1 indicates, the Twitter data relating to Hurricane Michael preparation were composed of 28,772 tweets, of which 24 (.08%) tweets were posted by libraries. The response data included a total of 120,250 tweets, out of which 50 (.04%) tweets were from libraries. The recovery data had a total of 74,628 tweets out of which 114 (.15%) tweets belonged to the libraries. To classify the Hurricane Michael tweets from libraries, we read the tweets in each of the time categories and assigned the tweet a Situational Crisis Communication Theory category of instructing, adjusting, or bolstering.

4. Results

This section details the result's analysis and depicts the overall pattern in which libraries have adapted to various strategies in various periods of Hurricane Michael. Figure 1 provides an overview of the tweets' categories and is detailed in the subsequent sections.

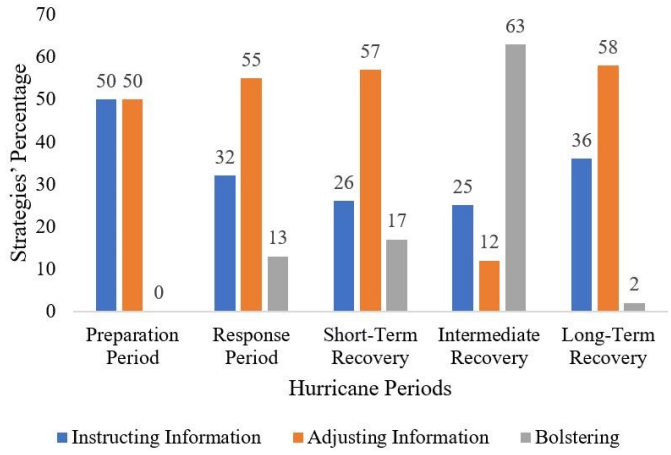

Figure 1. Summary of Communication Strategies by Hurricane Time Period

4.1.1 Preparation

The preparation phase includes planning and organizing essential activities to respond to the disaster[29]. Out of the 25 tweets related to the library, we considered only eight tweets because the remaining 16 of them did not have any responses, i.e., they did not have any favorites, replies, or retweets. Four of these eight tweets included Instructing information; Figure 2 provides a sample.

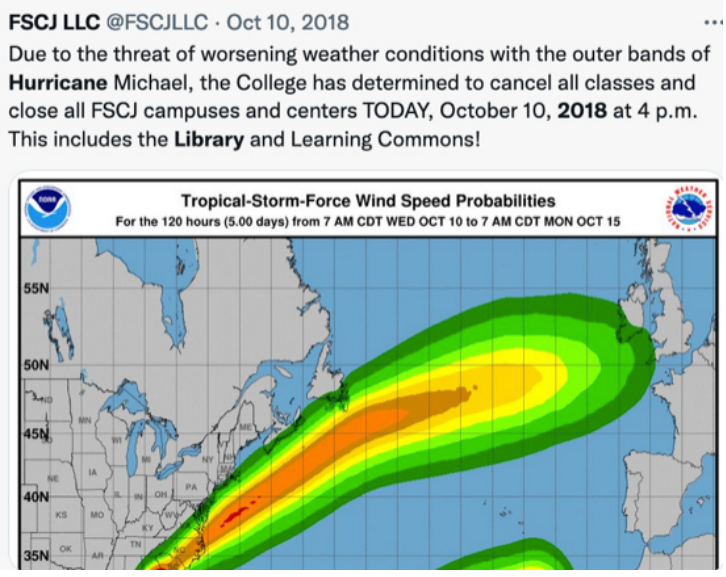

Figure 2. An Instructing information tweet posted by a library during the preparation period

As Figure 2 shows, Instructing information made followers aware of opportunities to learn of the impending storm and library closures before the storm hit the library's campus. The tweet also contains storm projection five days in advance to help followers prepare. The remaining four tweets came under Adjusting information as they explained the library's plan to face the hurricane.

4.1.2 Response

The response phase includes the use of resources to save lives, help safeguard property and the environment, and maintain the jurisdiction's social, economic and political framework[30]. As with the Preparation period, we sorted data in the response period based on the three information Situation Crisis Communication Theory strategies. We considered only 32 tweets (out of 49, 65%), as the remaining 17 did not have any responses. These 32 tweets had 12 replies, 76 retweets and 142 favorites. Based on the tweets, we documented 10 tweets that were about informing people the library's physical accessibility to services. Seventeen tweets were in the Adjusting Information category because they were about plans on coping up with disaster, as Figure 3 suggests.

Figure 3. Example Adjusting Information tweet posted by a library during the response period

As Figure 3 shows, Adjusting Information tweets inform people about the availability of resources such as food, shelter, water, and electricity. Four tweets were related to thanking fellow partners and organizations who helped libraries during the disaster.

4.1.3 Recovery

The recovery process involves helping citizens, families, vital infrastructure, and companies to meet basic needs and return to self-sufficiency . We have divided this Recovery period into three phases – Short-term, Intermediate, and Long-term, based on the time period after the hurricane has ended.

a) Short-term Recovery

The total library-related tweets during this period were 62, but considered only 42 (68%) because they had 14 replies, 117 retweets and 209 favorites and the remaining tweets did not have any response. In analyzing these tweets, we found that the highest number (n=24 or 57%) of tweets were about requesting donations to rebuild and restock the libraries; these tweets come under Adjusting Information as they were trying to cope with the disaster. The next highest was about Instructing Information with 11 tweets, in which they were trying to inform people about

the donation centers and its timings. Seven tweets were for thanking people who came forward to help the libraries with their donations.

b) Intermediate Recovery

This period included eight tweets, five of which were about thanking people for donating and helping libraries to come out of the loss from the hurricane period; these tweets were examples of Bolstering. These eight tweets had four replies, 12 retweets and 67 favorites. We also noted that the libraries' strategies were changing. Bolstering strategy has taken over in this period and this is the only period where Bolstering strategy is most followed, as illustrated in Figure 4, and previously in Figure 1.

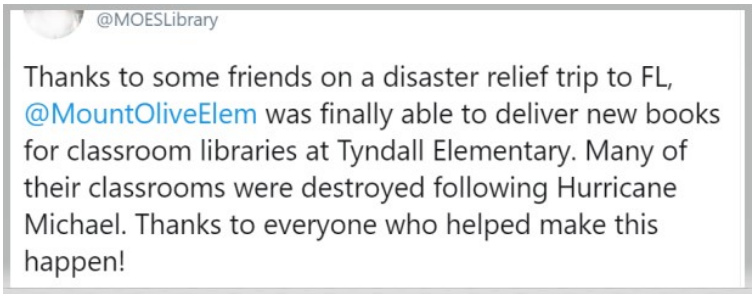

Figure 4. Example of a Bolstering tweet posted by a library during the intermediate period

c) Long-term Recovery

In this period, we analyzed 36 valid tweets related to libraries out of 44. The remaining eight of tweets had no responses, i.e., they did not have any favorites, replies or retweets; hence, we excluded them from the analysis. These 36 tweets had 16 replies, 52 retweets and 156 favorites. This analysis of 36 tweets showed that libraries were close to returning to their normal state. Twenty-one tweets (58%) were about describing their funds utilization and showing how they were coping with the disaster. Thirteen tweets (36%) were about the changes in schedules and latest library timings. Only two tweets were thanking people.

5. Discussion: How did public libraries' social media strategies for situational crisis communication manifest in different stages of Hurricane Michael?

According to Situational Crisis Communication Theory, organizations should meet public goals unique to each crisis stage. Our results show that libraries responded to Hurricane Michael in different ways in each crisis stage. During the Preparation period, libraries focused on the Instructing and Adjusting Information categories equally. This information emphasized on informing people about the change in library schedules and providing details on where food and shelter would be available. In the Response Period, the emphasis has shifted to the Adjusting Information category of Situational Crisis Communication theory. Most of the tweets were about informing people about the provision of electricity in libraries and gathering funds to provide food and shelter.

Once the short-term recovery period had begun, libraries were still in the Adjusting Information phase, tweeting about the availability of food, shelter, electricity, and donations; people were still in need of the basic requirements even after the hurricane was over. Once the period shifted to Intermediate Recovery, librarians started tweeting about thanking people who funded and helped during the disaster. People also started tweeting about libraries that helped and guided them to food and shelter. The Bolstering strategy took over. In the final long-term recovery period, the strategy shifted back to Adjusting Information because libraries that explained how they utilized aid funds they received during the hurricane period.

Libraries' communication efforts were aligned with Situational Crisis Communication Theory. In each stage of the hurricane, librarians have followed a different information strategy, based on which period of hurricane it was and what people needed during that time. The Preparation period was meant to prepare people for the upcoming disaster, Response period was meant to guide people to find basic needs during the disaster and Recovery Period was meant to help cope up with the disaster and get back to normal life and be thankful to all those who have given their best in helping others. All these requirements are met by the libraries and are thus aligned with the Situational Crisis Communication Theory.

6. Conclusion

In this study, we analyzed tweets from public libraries relating to Hurricane Michael's devastating strike in October 2018. Our purpose was to determine how public libraries in the Panhandle and nearby areas used Twitter to communicate with their communities and if those communications reflected any aspect of established crisis communication frameworks. Our analyses confirmed what prior researchers reported about public libraries in Florida and elsewhere: libraries play a pivotal role in providing help and guiding people during disasters. In this central role, public librarians often use Twitter to communicate with the local community during adverse events. Even considering the communication challenges (e.g., downed cell towers, electricity outages) faced by the Florida Panhandle during Hurricane Michael, the results of this study have illustrated that public libraries help people in so many traditional and unexpected ways during disasters. By looking at how public libraries function in their communities throughout disasters, we can better understand the spectrum of public librarians' critical roles and draw awareness to the need to consider their expertise and empathy when considering community preparation, response, and recovery strategies.

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