Reinventing Ourselves For You 2006
ANNUAL REPORT

book worm garden club
The goal of the Union Branch’s Garden Club is to ignite an interest in gardening and the outdoors among young people. They also learn to share the bounty of their garden with families and people in the community.”

—Marrye Stanzen, Leader of the Book Worm Garden Club

The People’s University: Striving For Excellence

Members of the Board of Library Trustees

Thomas D. Corrigan
Vice President

Venerie L. Braham
Alice G. Butts
Lori McChung
Maritza Rodriguez

Vision

of “The People’s University” is to be the learning place for a diverse community, inspiring people of all ages with the love of books and reading, advancing the pursuit of knowledge, and enhancing the quality of life for all who use the Library.

Comments from Board President Charlene A. Jones

Since 2002 when Cleveland Public Library focused attention on the creation of a new community-based, comprehensive Strategic Plan, through the May 6, 2003 passage of Issue 2 by a 60 percent majority, to the present, Clevelanders have remained connected with their Library. Why, you might ask? Because we provide excellent service, listen to you, and involve you in our planning for the future.

All through the year, we reached further and touched more people than ever before. As a result, Cleveland Public Library is at the center of each community. From Glenville and Hough to West Park, the Library is partnering with other agencies and organizations to provide the highest standards of information and service to all residents. Our long-held belief remains: “Libraries Build Community.”

Our 2006 Annual Report illustrates the goals and initiatives of the Strategic Plan and highlights how your citizen initiatives were implemented throughout the Library system. You talked. We listened. We took action.

As President of the Board of Library Trustees, it has been a pleasure, privilege, and honor to serve you. My fellow Trustees and I salute the dedication of the Library staff, who everyday serve to achieve excellence in Library service and continued growth of Cleveland Public Library, “The People’s University.”

Charlene A. Jones
President
Message from the Director

Cleveland Public Library is a major information reference resource for our city, region, state, nation, and world. The commitment and dedication of our employees (Library Ambassadors), who provide customer service in a friendly and professional manner everyday, is complimented regularly.

Our community is fortunate to have a Library facility, which provides books, information and service, within one mile of most of our city’s residents. The wealth of opportunities we provide puts Cleveland first for its quality of Library services in the 2006 ranking of America’s Most Literate Cities.

Cleveland Public Library is a beacon of hope, barometer of our quality of life, laboratory of freedom, and gathering place for our community. We continue to be a bridge builder, developing and maintaining effective partnerships and coalitions with community organizations and institutions.

Thank you on behalf of our Library Ambassadors, Trustees, and Friends for supporting and using “The People’s University.”

Teamwork—Together we achieve the extraordinary.

Andrew A. Venable, Jr., Director

In the last five years your Cleveland Public Library has been transformed. After our Board of Trustees approved a wide-ranging Strategic Plan in 2002, we took action, asking you—our valued patrons—what services and programs are most vital to you and your neighbors. Your support of Issue 2 in May of the following year helped us make your visions a reality.

Five years ago you asked for increased Library hours. Today 26 of our 28 Branches and the Main Branch are open on Saturdays; for the first time in 40 years Library facilities have standard hours of operation. We’ve added more programs and services for children and young adults. This year we’re pleased to report that we’ve developed a uniform training program for all Children’s Services Librarians; this means that your children will get the same excellent service and information on children’s and young adult literature at each one of our Branches.

In 2002 you told us that you wanted more access to computers and computer training. Not only have we added more computer hardware to our facilities, we’ve also created a unified curriculum for our Computer Training Initiative. Now you can take specially designed courses at any Branch or at the Main Library, where qualified instructors impart their knowledge through an exceptional curriculum.

These are just a few of the ways we’ve reinvented ourselves for you. This annual report provides a record of our accomplishments in 2006.

Reinventing Ourselves For You

OPEN SATURDAYS!

www.yread.org
Reading is our business! Your Library is committed to offering programs that foster reading among people of all ages. This year the Summer Reading Club, “Summer Trek Through Africa...Read!” took preschool and school age children and teens from all 28 Branches and the Main Library on a cultural exploration of 31 African countries. Participants learned about the cultures of Africa through activities such as mask making and a program sponsored by the Federal Reserve Bank on the various currencies circulated on the continent. The Summer Reading Club Finale featured a Teen Expo, which was held at Cleveland State University, where participants redeemed “book bucks” earned by reading throughout the summer. This year adults were invited to join the fun, as the Adult Summer Reading Club — “Explore the World...Read!” — was launched in June. Club members who read or listened to any book, or read three magazines entered weekly prize drawings.

This year YRead?, the online service for children and teens, which includes live, online chats with authors, and the “Speak Out!” discussion board, featured popular books such as The Legend of Buddy Bush by Shelia P. Moses, Touching Spirit Bear by Ben Mikaelsen, and Black and White by Paul Volponi. YRead? enthusiasts had the chance to meet Volponi in October, when he and author Chris Crowe visited the Main Library in celebration of Teen Read Week. YRead? staff works closely with neighborhood Branches, schools throughout Cuyahoga County—especially the Cleveland Municipal School District—as well as county detention centers to help facilitate book discussions and encourage young people to become passionate about books and reading.

In partnership with Borders and Lionsgate, in April we hosted the first annual spelling contest for Cleveland students, grades 3-5 and 6-8. Appropriately titled “Book Bee 2006,” the program was held in recognition of National Library Week. It attracted hundreds of Cleveland’s young people, who qualified for a chance to represent each of our 28 neighborhood Branches. On April 22 Branch winners convened in the Louis Stokes Wing Auditorium, where they vied to be one of the Library’s Spelling Bee champions. All student contestants were treated to a free advance showing of Liongate’s Akeelah and the Bee, starring Laurence Fishburne, Angela Bassett, and Keke Palmer.
I can’t imagine my life if I didn’t have access to books in Russian. The Library collection is excellent—it has an astonishingly large number of books in my native language. Everything I read when I was in Russia is here, plus the staff is very helpful.

—Vladimir Melkumor, Library patron

Reading opens our eyes and minds to distant lands and new ideas, but for our community’s newest Americans, staying connected to their homeland is vitally important to their quality of life. Serving Cleveland’s immigrant populations is an integral part of our Strategic Plan; through foreign reading materials and programs in Spanish and Arabic, patrons can feel at home at their Library and in their new communities.

Master storyteller James Rumford was the recipient of the biennial Norman A. Sugarman Children’s Biography Award for his recent book, Sequoyah: The Cherokee Man Who Gave His People Writing. Winton Marsalis and Buzz Aldrin, and illustrators Paul Rogers and Wendell Minor were selected as Sugarman Honor Award recipients.

Engaging the Community

More than 1,700 patrons attended the Sunday Afternoons for Writers and Readers Series.

Hearing authors speak about their work further spurs people’s desire to read, and often, to write, and public dialogues about critical issues of our time stimulate interest in new ideas. 2006 marked the second year of SPECTRUM...The Lockwood Thompson Dialogues, a partnership with Cleveland Public Art, which is funded by an endowment from the trust of Lockwood Thompson. Kurt Andersen, National Radio commentator and host of Studio 360, moderated the 2006 public dialogues on issues impacting visual and popular culture. In April and December, Andersen engaged international artist Shahzia Sikander and Yale School of Art Dean Robert Storr in provocative discussions in the Louis Stokes Wing Auditorium. Copies of the publication resulting from last year’s inaugural series, which was titled Truth, Technology and the Visual/Virtual World, were distributed and the volume can now be found in 50 libraries nationwide.

An important part of engaging the community is giving our patrons a chance to meet some of the most revered writers of our time. This year our Sunday Afternoons for Writers and Readers series featured Rita Dove, 1993 poet laureate of the United States and author of many works, including the Pulitzer Prize-winning book of poetry Thomas and Beulah, and On the Bus with Rosa Parks, which was nominated for a National Book Critics Award; Khaled Hosseini, author of the sensationally popular book, The Kite Runner; Geraldine Brooks, journalist and Australian Pulitzer Prize-winning author of Nine Parts of Desire, Year of Wonders, and, most recently, March; Canadian author and literary critic Margaret Atwood, whose thematically diverse novels include The Edible Woman, The Handmaid’s Tale, Oryx and Crake, and The Tent; Ha Jin, author of books of poetry, short fiction, and novels—Jin’s Waiting won the 1999 National Book Award for Fiction and the 2000 PEN/Faulkner Award; and American playwright Nilo Cruz, the first Latino to win the Pulitzer Prize for Drama.

In March Connie Schultz was the opening speaker of Cleveland Public Library’s first system-wide celebration of Women’s History Month. Schultz won the Pulitzer Prize for commentary in 2005 as a columnist for The Plain Dealer.
Cleveland Public Library delivers the quality programs and services to you and your neighbors where you live. Our Branches are located within one mile of most Cleveland residents, and many of them have been integral to the communities they serve for more than 75 years. Today your neighborhood Branch provides the latest, most popular books, magazines, DVDs, and CDs, but it also serves as a safe space for young people, who look to their Library for a place to gather with friends and classmates, study, or access the Internet. New Americans will feel at home at their Branches; our neighborhood team managers work with staff, planning cultural events and making the most up-to-date materials available in languages spoken by our city’s diverse citizens. Seniors enjoy computer courses such as Internet basics, as well as forums on health and financial planning. Your Cleveland Public Library is an important part of Cleveland’s rich history, and we are 21st century leaders regionally and nationally, pioneering technology-based services such as downloadable audio books, KnowItNow24x7, and YRead?

“In today’s global information society, it is both charming and powerful to be able to celebrate the 100 Year Anniversary of the South Brooklyn Branch Library. Our Branch has served the community well and will continue to adapt and maintain its relevance and permanence.”

— Brian J. Cummins, Council Representative Ward 15, Cleveland City Council
“When Refugee Family Services needed a place to tutor Liberian, Somali-Bantu, and Congolese young people, staff of the Walz Branch welcomed us to their facility. We always felt appreciated and well served; the staff graciously offered to help us find teaching materials in the children’s diverse native languages.”

—Reverend Richard Haluska, Steps Toward Advancing In Resettlement Skills (STAIRS)

“As Central Team Manager, I strive to understand and communicate the needs of many people throughout the Library communities I serve. Providing the best service to our patrons involves strengthening and establishing bridges between staff and patrons and community partners, and between Branch staff and Library administration.”

—Linda Chopra, Central Team Branch Manager

“Thank You Cleveland

VOTERS PASS ISSUE 2

TOWN HALL MEETINGS

Increased Hours

SATURDAY HOURS • FULL STAFFING ALLOCATION • TRAINING FOR STAFF • FACILITY PLANNING

Neighborhood Teams

West:
Carnegie West
Brooklyn
Eastman
Fulton
Lorain
Rockport
South Brooklyn
Walz
West Park

East:
Addison
Collinswood
East 131st Street
Glenville
Harvard-Lee
Hough
Langston Hughes
Maritie Luther King, Jr.
Memorial-Rottinglin
Mt. Pleasant

Central:
Broadway
Fleet
Garden Valley
Jefferson
Rice
Sterling
South
Union
Woodland

2002

STRATEGIC PLAN APPROVED

56%
95%
81%

Use Library from one to four times per week
Satisfaction with Branch Libraries
Rating Library service as very important

Statistics from the Strategic Plan, Community Survey Results

2003

Thank You
Cleveland

VOTERS PASS ISSUE 2

TOWN HALL MEETINGS

Increased Hours

SATURDAY HOURS • FULL STAFFING ALLOCATION • TRAINING FOR STAFF • FACILITY PLANNING

Neighborhood Teams

2004

Services for New Americans

We have been a vital part of Cleveland’s neighborhoods for more than a century; the doors of “The People’s University” are open to everyone. As is the case with all institutions of higher learning, the exchange of ideas incites change, growth, and innovation. You have been an integral part of our reinvention; we asked you—our valued patrons—what services and programs are most vital to you and your neighbors. During our Town Hall meetings, you spoke and we listened and took action. Today, your Library is a leader in web-based services for people of all ages, programs for seniors, children, young adults, and new Americans, and in celebrating the printed word and promoting reading and literacy.

2005

Thank You
Cleveland

VOTERS PASS ISSUE 2

TOWN HALL MEETINGS

Increased Hours

SATURDAY HOURS • FULL STAFFING ALLOCATION • TRAINING FOR STAFF • FACILITY PLANNING

Neighborhood Teams

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—Reverend Richard Haluska, Steps Toward Advancing In Resettlement Skills (STAIRS)
Web Wise Seniors is able to offer services and educational opportunities to older citizens and their caregivers. Web Wise Seniors instructor Matt Godlaski works with senior service providers at the Margaret Wagner House.

Every year the Senior Day and Senior Spring Fling attract senior adults to their Library for programs and information. Seniors also enjoy computer training and services such as the SeniorsConnect.org web site.

INFORMATION

System-Wide Computer Training

A team of Library staff formed the “Train the Trainer” Task Force. This group of computer experts created a superior computer software curriculum that was implemented throughout Main Library and our Branches. The Committee and the new curriculum were formed because you told us you wanted enhanced computer training at your Library.

“Our ‘Train the Trainer’ program was developed with the goal of promoting computer literacy in the community; the new customized curriculum does just that. Being part of the task force that created the program was a very rewarding experience.”

—Craig Clark, Computer Learning Connection Librarian

Collinwood Teen Center

When it became apparent to staff at the Collinwood Branch that their teen patrons needed a safe place to meet, do their homework, conduct research, and browse the Internet, they took action, converting a rarely used conference room into a Teen Center. The Center is a place young people helped create; they worked with staff, Cleveland artist Brother Wali, Sankofa Fine Art Plus, Neighborhood Connections, and Sherwin Williams on a mural, which is on display in their Center. The mural reflects the interests of the teens, creating a comfortable, inviting environment where they feel safe discussing politics, music, and their dreams for the future. The Teen Center is a model of adaptive customer service; now teens in the neighborhood have a place to call their own and adult patrons can read, use computers, or conduct research in a quieter environment.

“The Collinwood Teen Center is a wonderful place for young people to receive information about the Ohio Graduation Test, the GED, colleges, and alternative education opportunities. It is a site where teens can relax and enjoy being themselves, while discussing political issues and their thoughts and dreams for the future.”

—Dona Walker, Young Adult Librarian, Collinwood Branch

When we recognized the need for a place for young people in the neighborhood to gather, staff at the Collinwood Branch responded by creating a Teen Center.

Civic responsibility is the cornerstone of Collinwood Teen Center and as stakeholders and emerging citizens it is a safe space for our young people to grow and evolve.”

—Sheba Marcus-Bey, Fleet Branch Manager (Collinwood Branch manager when the Teen Center was established)
The people who work at your Branch know your neighborhood, and they work hard to connect and collaborate with area businesses and community organizations to create events that are educational, fun, and relevant to your needs and interests. This year our Branches hosted a variety of programs, including the “Spoken Word” poetry reading at Brooklyn; an Ohio City tour at Carnegie West; a live gospel music performance and soul food feast at East 131st Street; an Arabic cultural program at Eastman Branch; a YWCA-sponsored dialogue on abusive relationships at Addison; Fairview Hospital’s “Motherhood to Menopause” presentation at West Park; Yu-Gi-Oh Tournaments at Fulton; “The Art of Headwrapping” at Glenville; Thursday night family movie nights at Woodland; and a croqueting class at Harvard-Lee. Your Library also plans system-wide programs, as well as celebrations commemorating Hispanic Heritage Month, Chinese Lunar New Year, Black History Month, and Women’s History Month.

More than 30 young people from four Branches—Carnegie West, Fulton, Langston Hughes, and Sterling—took part in a four-week Robotics Camp, which was led by staff from Cuyahoga County Community College’s Robotics Program. Instructors of this pilot program worked with teams of 5th through 8th grade youth, who used computer programs to design and build a moving robot. Aside from inciting interest in technology and engineering, the camp taught students conflict management, team building, and, because the program ended with a spirited exposition of each team’s final product, it instilled an appreciation for some friendly competition.
Chess for Success, an Ohio nonprofit organization founded in 2001, celebrated its fifth anniversary this year. For two days in April we held the fifth annual Chess for Success tournament at the Main Branch. More than 500 children participated in this spirited and intellectually engaging contest; they were joined by Channel 3 WKYC news anchor Tim White and DJ Kim Johnson from WZAK 91.3 FM.

“I can’t imagine a better move than these young people using chess as way to build their minds and character!”
—Tim White, WKYC, Channel 3

Resources available to our Community

Genealogy Exhibit Encourages Library Patrons to Discover Their Past

The History & Geography Department presented a popular exhibit on our genealogy research materials from April 1 through September 30. A continuous showing of Henry Louis Gates’ four-hour documentary, “African-American Lives,” complemented the exhibit and helped to educate patrons on the ways in which records can be useful in locating their ancestors. During the course of the exhibit, thousands of copies of the department’s 22-page genealogy research guide, “Genealogy Resources at the Cleveland Public Library, Genealogical Records & Resources in Cuyahoga County,” were distributed to patrons who then made use of our collections and research databases.

Many patrons commented to the staff about how useful the guide was in helping them navigate our extensive resources. Contact the History & Geography Department at 216-623-2864 or history@cpl.org for a free copy of the genealogy guide.
The following individuals and organizations made generous donations to the Library in 2006. Some gifts were made in honor of loved ones, while others were made to enhance specific Library services, programs, or collections. All gifts to the Library are greatly appreciated as they improve our ability to deliver high quality service and to build outstanding collections.

**Donors of Up to $99**
- 1936 Mount Vernon High School Graduating Class • Janet Armstrong • Gayle & Richard Ausperik • Kathleen & Gary Bauer • Diana & Doug Bellify • Martha Byrne • Century Federal Credit Union • Helen & Donald Cook • Mr. & Mrs. Wallace Domahue • Arthur Fults • Mr. & Mrs. Frank Golebowski • Barbara & Vanene Harrison • Felicia Kalinski • Ray Kousie • Rebecca Kosak • The Family of Roger Lefkowitz • The Staff of Lorain County Community College • Carolyn Meyer • Mr. & Mrs. Thomas Romano • Bonnie & David Shahab • Shorey & Hughes, LLC • Mary & Scott Strong • Dr. Donald & Laurel Waier

**Donors of $100 to $499**
- Mikhail Balcham • Cleveland Museum of Art—Women’s Council • Gertrude Medler • Yoruba Parapo • Pyle Fund • Hayes Rowan • Barbara & John Schubert • Janet Weirick • Zeta Phi Beta Sorority—Gama Delta Zeta Chapter

**Donors of $500 to $999**
- American Society of Heating, Refrigerating and Air-Conditioning Engineers—Cleveland Chapter • The Harley C. Lee and Elizabeth K. Lee Fund • Library of Congress—Center for the Book

**Donors of $1,000 to $4,999**
- Alpha Phi Alpha Fraternity—Delta Alpha Lambda Chapter • Dr. John F. Burke, Jr. and the Honorable Nancy A. Fuerst • Dr. Andre K. Mickel • John Wiley & Sons, Inc. • Western Reserve Kennel Club

**Grants**
- Bill & Melinda Gates Foundation, for the period March 1, 2006 through December 31, 2008—$151,500 for pc’s in branch libraries
- Libraries for the Future and the MetLife Foundation, for the period October 31, 2006 through December 31, 2007—$20,000 for the Fit for Life Program
- Starting Point, for the period October 1 through December 31, 2006—$40,000 for Early Childhood Mobile Services (see story on page 19)
- State Library of Ohio, LSTA Service to Youth, for the period October 1, 2006 through September 30, 2007—$80,000 for Early Childhood Mobile Services

**Other Funds Received Regularly**
- Friends of the Cleveland Public Library—$24,333 for program support
- Estate of Anna M. Schweinfurth—$66,384 for the purchase of architectural materials
- Frederick W. and Henryett Slocum Judd Fund—$185,992 for the Library’s Homebound Service (see above story)
- Lockwood Thompson Memorial Fund—$18,613 for the purchase of fine arts materials, lectures, staff recognition and travel expenses
- Winfield Beech Young Testamentary Trust—$48,052 for services to blind persons of the Cleveland Western Reserve

**Addition to the Founders Fund**
- Estate of Donald J. Lupata—$8,187 unrestricted

**Addition to the Sugarman Fund**
- Washington Independent Writers—$16,500 for the Norman Sugarman Awards Program

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**ACCESS TO OUR RESOURCES**

Year Library was awarded $185,992 from the Frederick W. and Henryett Slocum Judd Fund to support our Homebound Service, which connects elderly and disabled patrons to books, magazines, DVDs, computer software, and music CDs. At the request of our patrons, Homebound Services staff sends Library materials directly to their doorsteps; when they are finished with the items, they simply return them in their reusable envelopes and contact Library staff to arrange free return mail service. The grant ensures that our city’s most isolated citizens also have access to “The People’s University.”

“The grant from the Frederick W. and Henryett Slocum Judd Fund ensures that Homebound Services will continue without interruption, keeping this free service available to our homebound patrons.”

— Reha Clark, Homebound Services

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**How Library Dollars Were Spent**

**General Operating Fund**

<table>
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<tr>
<th>Revenues</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Library and Local Government Support Fund (State Income Tax)</td>
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<tr>
<td>Property Taxes (City of Cleveland)</td>
<td>$32,224,171</td>
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<td>Intergovernmental Aid</td>
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<td>Charges for Services (CLEVNET)</td>
<td>$2,886,536</td>
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<tr>
<td>Other Revenue</td>
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**Total Revenue**

$69,193,463

Available for General Operations

$94,529,728

**Expenditures and Encumbrances**

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<th>Category</th>
<th>Amount</th>
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</thead>
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<tr>
<td>Salaries and Benefits</td>
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<tr>
<td>Library Materials</td>
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<tr>
<td>Utilities and Purchased Services</td>
<td>$10,923,605</td>
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<td>Other Expenditures</td>
<td>2,259,220</td>
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<td>Transfer to Building and Repair Fund</td>
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**Total Expenditures and Encumbrances**

$70,118,384

Carried Forward for the Next Year’s First Quarter Operations

$24,419,344

**Planning the Future**

**ON THE ROAD TO EARLY CHILDHOOD MOBILE SERVICES**

Starting Point awarded the Library a $40,000 grant to support the Early Childhood Mobile Services “On the Road to Reading” initiative. The program also received funding from State Library of Ohio, LSTA Service to Youth; this grant covers the period October 1, 2006 through September 30, 2007. The ultimate goal of “On the Road to Reading” is to train staff to drive a customized van to daycare and Headstart Centers, where they will give providers tools to encourage reading and literacy among children age two to five. Rotating collections will remain at each site so that daycare and Headstart care providers can use them between Library staff visits. “On the Road to Reading” combines the goals of established literacy programs such as A Cultural Exchange’s Road, Baby, Read with the convenience and inclusiveness of Mobile Services.

“The Starting Point Grant helped to create a librarian’s dream story time collection, which centers around the six fundamental skills of beginning literacy.”

— Rhonda Fulton, Children’s Librarian, Mobile Services
Along with the key objectives of our Strategic Plan—increased hours, more computers and computer training, and greater services for seniors, children and young adults, and new Americans—and the latest popular DVDs, music CDs, and books to you is fundamental to our mission. To meet your demands for books such as Mary Higgins Clark’s The Two Little Girls in Blue, or J.K. Rowling’s Harry Potter and the Half-Blood Prince, this year we launched the High Demand Materials Department. This new department works in concert with Collection Management to get multiple—15 or more—copies of popular titles on the shelves or in patrons’ hands quickly and efficiently.

Our staff scans hundreds of sources—The New York Times Book Review, trade publications such as Library Journal and Booklist, blogs, and reviews for librarians and booksellers, and popular media—to anticipate which titles may be popular among our patrons. We also respond to requests from readers who suggest titles for purchase by emailing Collections staff through our web site. Collection Management staff not only scours the market for books, they also monitor release dates of popular films. And, while they may have pre-ordered multiple copies of a newly released DVD they, like bookstore managers, must pledge not to put titles on the shelves before the film’s official release date. The goal of the newly established High Demand Materials Department is to process titles quickly and efficiently—within 48 hours—so that you may begin enjoying the latest books, books on tape, and DVDs as soon as they are available. Reading is our business; superior customer service is our goal.