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Please consider the environment before printing a copy of this bulletin. The information will remain available on our web site.

READ GREEN



The Town of Glastonbury



INTRODUCTION: GREEN BY DEFINITION

Public libraries today operate on the basis of accessing a broad spectrum of information and resources and sharing them with the members of the communities they serve. In this way, fewer quantities of materials need to be produced and ultimately purchased to satisfy the needs of the many individuals utilizing the libraries' services. By using their public library, individuals can help reduce the amount of physical resources used to produce books and various forms of media. And, of course, the per-person cost of these materials is greatly reduced.

For example, if ten individuals purchase the same hardcover book title, then ten copies of that book have been produced, packaged, and picked up by or delivered to ten households. If the library purchases a single copy of that same title and ten people read it, then the price of that book has essentially been allocated to those ten people at a reduced individual cost. Fewer resources have been spent, less material and energy have been used, and the same number of people had the opportunity to enjoy the book. The same is true whether you're talking about books, audios, videos, or computers – all of which can be accessed at the Welles-Turner Memorial Library.



ELECTRONIC NEWSLETTER

Up until the summer of 2007, the Welles-Turner Library printed 14,000 copies of its multi-page newsletter for distribution by mail to Glastonbury residents four times each year. For a 3-panel newsletter, this is the equivalent of 168,000 sheets of paper used each year to communicate library news and events. Further, library patronage extends well beyond Glastonbury, so many people who use the library regularly did not receive the newsletter in their mail.

Library Director Barbara Bailey, a personal advocate of environmentally friendly practices, enlisted the services of a book news vendor.

"The library's newsletter is published on our web site on a page that is hosted by the vendor," Ms. Bailey explains. "The moment it's finished, the

"The moment it's finished, the latest issue of the newsletter is published on our web site. No time is lost reviewing printer's proofs, correcting them, printing and mailing. And virtually no paper is used to get the news out."

— Barbara Bailey, Director

latest issue of the newsletter is published on our web site. No time is lost reviewing printer's proofs, correcting them, printing and mailing. And no paper is used to get the news out." It's immediate, the expense has been dramatically reduced, and the library has been able to increase the frequency of the publication and make more exciting use of color. In addition, past issues of the newsletter (for about a six-month period) can be viewed online. "The key benefit of using this vendor is the distribution service it provides," she adds. "Patrons who sign up will receive automatic distribution of the library newsletter. In our busy lives, it's more likely that we'll read the news when it comes to us directly rather than our having to go looking for it." To sign up for automatic receipt of the Welles-Turner Library Newsletter, go to:

www.supportlibrary.com/nl/br.cfm?x=592&tem=template.html&url=@su.cfm?x=592%26nl=32

or visit www.wtmlib.com; select **Book Newsletters** under , and **Signup**.



May we have your e-mail address?

-  **Reminder notification of due dates**
-  **FASTER hold notification**
-  **Save a tree!**



Your address will not be shared with any outside sources.

55% of WTML patrons have chosen electronic over paper notification.

ELECTRONIC NOTIFICATION

Using the electronic catalog, library patrons can conduct searches from the privacy and comfort of their own homes. From the library web site, www.wtmlib.com, they can search a particular title, author or subject for materials they might want to borrow. If the materials are currently checked out, holds can be placed on them. Library staff will save them when they are returned and notify the requestors of their availability.

Patrons who have given the library their e-mail addresses will receive e-mail messages in less than 24 hours. Otherwise, paper notices will be printed the following day and mailed. The library has been campaigning for some time to gather patrons' e-mail addresses to save time, postage and paper. In fact, of 21,115 Welles-Turner Memorial Library cardholders, 55%, or 11,695 patrons, have selected e-mail notification as an alternative to paper.*

Patrons who elect e-mail notification benefit from another, extremely helpful feature of the system: Receiving e-mail reminders of upcoming due dates on their current checkouts. This helps prevent overdue fines resulting from forgotten due dates. Now *that's* green!

ONLINE DATABASES

Many resources can be accessed online without having to visit the library at all – the ultimate saving of time, energy and transportation costs. Here are a few examples:

- 🌀 **iConn.org** – a state-sponsored site containing links to a wide variety of data bases
- 🌀 **ReferenceUSA.com** – information about businesses, searchable by geographic area, size, and type
- 🌀 **Facts.com: Issues & Controversies** – burning topics in business, politics, government, education and popular culture
- 🌀 **Historical Newspapers: New York Times and Hartford Courant** – searchable full text articles from the first issue through 2001 (NYT) and 1984 (Courant)



DOWNLOADABLES

The following downloadable audio and video services require no paper or discs (although discs are an option), but allow patrons to borrow electronic book and movie files using their personal devices, saving energy, material resources, and the wear that eventually leads to discarding:

- ✧ **NetLibrary** (from Recorded Books) – unabridged audio recordings which can be downloaded from the library web site to MP3 players;
- ✧ **Overdrive** (from Library Connection) – electronic book titles which can be downloaded to a computer, transferred to a portable device, or burned onto a CD;
- ✧ **MyLibraryDV** – an on-demand movie service available through high-speed Internet access and the one-time download of free software.



KILL A WATT

The Welles-Turner Memorial Library has six Kill-A-Watt devices available for users to borrow. These small devices can be connected to household appliances to assess how efficient these appliances are. A large LCD display counts consumption by kilowatt hour, just like the utility companies. By using this device, it is possible to calculate electrical expenses by the hour, day, week, month or even the entire year. Users can also monitor the quality of power by displaying voltage, line frequency and power factor.

The devices are available at Lending Services and may be borrowed for three weeks. For more information, contact Lending Services at 652-7719.

These are some of the ways the library employs green practices as part of its philosophy and everyday operations. For more information about the library's green initiatives, please visit the library web site at www.wtmlib.com or contact the library director.

GLASTONBURY'S GREEN INITIATIVES PROGRAM

Glastonbury's Green Initiatives program operates under the direction of the Town Manager. The committee is chaired by the Purchasing Agent and the Superintendent of Sanitation. Committee members from across Town departments participate and contribute ideas and suggestions committed to a "greener" community.

The committee assembles information about products and services and makes the information available to specific departments that can evaluate them and develop applications in Town projects with the approval of the Town Manager.

These "Go-Green" bulletins contain information about the results of product evaluations and other accomplishments of Town departments. We hope this information can provide you insight to the Town's green initiatives and also lead others in the community to find ways to use environmentally preferable products. Please contact us if we can help you with further information or if you have additional suggestions. ■

