



BAPPL

2018

**ANNUAL
REPORT**

A YEAR THAT ROCKED



**BETHLEHEM AREA
PUBLIC LIBRARY**

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A NOTE FROM THE DIRECTOR

It was with great joy that I learned that the 2018 theme for the Summer Reading Program at libraries across the country was to be “Libraries Rock.” I’m a big fan of rock music and the library has hosted lots of concerts in my time here (as well as a book-signing by a bona fide member of the Rock ‘n’ Roll Hall of Fame, Marly Ramone). I also love shaking up the notion of what a library is a little bit. Sure we’re a place to get your reading material, or to do some research, or find quiet refuge in a hectic world...

BUT CAN'T WE ALSO ROCK A BIT? INDEED, WE CAN.

So along with libraries across the country, we embraced the slogan and planned a 2018 that rocked. Hard. We hosted Bethlehem’s own kid-rock-stars Project 3², welcomed dueling bassoonists on the front porch, held a hip-hop dance party for kids, raised money with a concert by four noisy local favorites... and that’s not all! We unveiled a repository of a thousand mp3s by local indie rock bands, started a circulating record collection (that’s vinyl records!), and held a wildly popular punk rock flea market. And that’s only scratching the surface.

Another new service, that maybe didn’t rock but did expand the idea of what a library can offer, is free on-demand streaming of movies. The library’s Kanopy service offers a large collection of award-winning films, documentaries, foreign choices, and movies for kids. All free to borrow from the comfort of home – all you need is a library card!

Thanks for a fantastic 2018 to all our community partners, donors, and to you, the library patron. Truly it is you who rock the hardest.



ROCK ON.

John W. Bok

BOARD OF DIRECTORS

Thank you to the dedicated individuals who served on the Library Board in 2018. These trustees are appointed by Bethlehem City Council and the governing bodies of each of our supporting municipalities. Trustees do not receive compensation for the service they provide on behalf of the Library and their communities.

CITY OF BETHLEHEM

Anne Felker
Jane K. Gill
Olga Negron
Emil G. Signes
Marie F. Sterlein
Sharon A. Yoshida
Julie Zumas

BETHLEHEM TOWNSHIP

Malissa Davis
John Merhottein

FOUNTAIN HILL

Annamarie Jordan

HANOVER TOWNSHIP

Jamie Paxton



FRANKENREADS

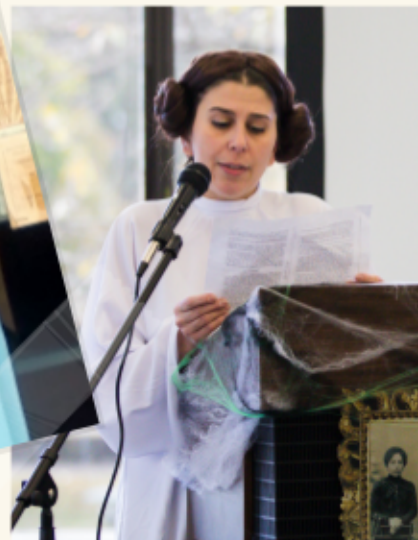


CELEBRATING 200 YEARS OF MARY SHELLEY'S CLASSIC AT BAPL

It was 200 years ago that a British teenager wrote what would become one of the most lasting works of any century. That writer was Mary Shelley and the book was her Gothic novel FRANKENSTEIN. BAPL joined with Lehigh University and book-loving folks across the world to celebrate the 200th birthday of this classic novel with an all-day read-aloud known as "FrankenReads."

The event was fittingly held on October 31. Professors and students from Lehigh as well as library staff and dozens of community partners took a turn to read. Participants included representatives from the City of Bethlehem, Bethlehem Area School District, St. Luke's University Health Network, PBS39, ArtsQuest, Northampton Community College, and more.

Thank you to Professor Elizabeth Dolan of Lehigh's English Department for leading this event. We read the entire novel aloud over the 10 hours that the library was open. We had tons of fun with costumes, Frankenstein cakes and other snacks, and lots of smiles. In other words, the event was a monster success.



Photos Christa Neu, Lehigh University

MLK, 50 YEARS LATER



HONORING THE LEGACY OF AN AMERICAN VISIONARY



Head of Adult Services Rayah Levy reads at Packer Memorial Chapel.



Photo: Apoll Gamiz, The Morning Call

BAPL was honored to be part of the many events around the country scheduled on April 4, 2018 in remembrance of the assassination of Dr. Martin Luther King 50 years ago. With members of the Bethlehem NAACP, YWCA Bethlehem, representatives from the City of Bethlehem, Lehigh University, and many others, library employees gathered at Packer Memorial Chapel on April 4 to share thoughts, memories, and to read from the writings of Dr. King. Attendees and speakers from BAPL included Josh Berk, Rayah Levy, and Matt Wolf.

The memorial was a beautiful way to share the wisdom of Dr. King's written works, as well as to hear other inspiring works by African-American authors—all of which spoke to Dr. King's still radical call for equality.

After the event at Packer Memorial Chapel concluded, the community was invited to partake in a peaceful march dedicated to Dr. King—a reflection of the march that began 50 years ago on BAPL's front steps. The march this time started outside BAPL and included about 60 marchers who crossed the bridge, walked through south Bethlehem, and gathered at Reverend Dr. Martin Luther King Park.

There, several speakers provided additional inspiration. Esther Lee, President of the Bethlehem NAACP, spoke at the gathering: "We're here because fifty years ago a great man—Reverend Dr. Martin Luther King Jr.—a clergyman, was assassinated, murdered, in Memphis, Tennessee." Bells tolled at the time of Dr. King's death—starting in Memphis, at the National Civil Rights Museum, at the Lorraine Motel, and then all around the country, all the way to south Bethlehem.



Memorial Dr. King march in 1967. Bethlehem Lorraine History Room.



Photo: Apoll Gamiz, The Morning Call

BAPL BOOKS IS BORN



Bethlehem Library now publishes books, too

BY LINDA DOELL
Special to The Morning Call

To Josh Berk, the idea of a library publishing books is a logical next step for a place where reading and literacy are cherished.

BAPL Books, the new publishing arm of the Bethlehem Area Public Library, released its first two books last month, and the library's executive director says more are coming.

"It's a positive way for the library to support the local

literary scene," he says. "We like to be seen as a place where local writers can come and share their works."

"Home at My Typewriter: Selected Poems" by Bob Cohen (\$23.50 online; \$20 at the library) and "A Journey" by Matt Wolf (\$14 online; \$12 at the library) are available through the library's website, www.bapl.org, and at its main branch, 11 W. Church St., Bethlehem. The online prices also include shipping. Both are paperbacks.

The books also are a fundraiser for the library, with proceeds from Cohen's work and part of the proceeds from Wolf's book helping to pay for renovations to a multimedia room named in honor of Cohen, a prolific poet and avid library supporter who died unexpectedly in 2016. Work on that project is set to begin soon.

"With this publishing project, a lot of cool things came together," Berk says, in what could be called a tale of serendipity.

A published author in his own right, Berk had been watching the self-publishing industry, taking note of the ways writers can get their works in print, from doing all the work themselves to hiring people or a company to do it for them.

So when a local poet approached him a couple of years ago about publishing a book, Berk was aghast at the high price a self-publishing company



APRIL GANTZ/THE MORNING CALL
Bethlehem Library's first published books: poet Matt Wolf (left) holds his "A Journey" and library Executive Director Josh Berk holds "Home at My Typewriter: Selected Poems" by the late Bob Cohen.

Please see PUBLISH GO 2



LIBRARY LAUNCHES NEW PUBLISHING VENTURE

The Bethlehem Area Public Library not only stocks the works of authors from around the world, it now publishes its own books from authors right here in the Lehigh Valley. The initiative, known as BAPL Books, began to take shape over a year ago. Executive Director Josh Berk discussed the idea with Amy Miller Cohen, who had been collecting the vast writings of her husband Bob, who passed away in 2016 and was a library board member and champion.

Miller Cohen agreed to publish Bob's work through the library. With the help of a Moravian College intern, the many papers were typed and cataloged and a selection of Bob's poems was collected in what became HOME AT MY TYPEWRITER: SELECTED POEMS. The volume covers the span of Bob's eventful life with thoughtful poems penned over 60 years.

The second poet publishing with BAPL Books was not hard to find — he works right downstairs. "Our own Matt Wolf is well known as a poet," Berk said. "I like to call him the Poet Laureate of Bethlehem." Wolf was approached about publishing a book and happily accepted. The volume, titled A JOURNEY, not only contains a selection of his poems, it features his own photography. The poems range from the personal to the spiritual with a strong local flavor, and include what may be the English language's first ode to the Westgate Mall ("perhaps this Mall is as real as any place in the universe / alive and kicking with its bus stop / and brazen beating hearts yearning to hold onto the marrow / of Bethlehem, PA...").

"BAPL Books gave me the perfect opportunity to bring my poetry to the public with this debut book," Wolf said. "I applaud the library for taking this step to publish local authors. It means a lot to writers and their community." The books were printed by Allentown's Working Dog press and bound into high-quality paperbacks. The proceeds from the sale of the books will support the library and, fittingly, help fund construction of the Bob Cohen Room at BAPL.



BOOKS FOR HEALTH



BAPL AND ST. LUKE'S TEAM UP FOR EARLY LITERACY

Along with receiving doctorly advice about eating your vegetables and washing your hands, patients visiting St. Luke's pediatric offices have started hearing from their doctors about the importance of reading. The program is a partnership between St. Luke's University Health Network, the Bethlehem Area Public Library, and other providers of youth literacy programs in the area.

To stress the importance of literacy, doctors at several pediatric offices have begun distributing a library-created calendar that includes a full listing of library storytimes as well as literacy events held at community partners including PBS39, Banana Factory, and the Bethlehem Township, Center Valley, and Lehigh Valley Mall Barnes & Noble. The calendars are being printed by St. Luke's and distributed to all families visiting ABW Pediatrics, KidsCare Bethlehem, and the St. Luke's Medical Center on Easton Avenue. The plan is to expand the program to other offices following this pilot period.

So why did St. Luke's decide to prescribe books as part of a doctor visit?

"Simply put, literacy is part of a person's success in life," says Kelly Berk, Network Director of Community Care Coordination. "In order to maintain good health and have overall positive life course outcomes, we need to get kids off to a good start when it comes to reading."

There are a number of community organizations that have these types of events, but before this initiative there was not one centralized place where they were all listed. All the events included

on the St. Luke's calendar are free and open to all—an important detail to note. Access to reading materials should not be limited to children because of economic status or other factors.

"We have a lot of disparities in the Lehigh Valley and there is not an equitable chance for success," Berk says. "So many kids are starting off behind. We need to get families no matter their zip code talking, singing, and reading to their kids. We want all kids on a path to academic success, and that path starts at birth."

Berk notes that 80% of a child's brain is developed by the age of three, making early learning experiences critical to future success. "What better way to get families doing this than through free storytimes? These are fun experiences that teach the joy of reading and give kids exposure to lots of words and lots of books."

The direct connection pediatricians have with families and children makes them ideal messengers to spread the word. They have an opportunity to reach families and teach them how to best support their child in all ways—including reading. Pediatricians will be scheduled as guest readers at library events, further reinforcing the message to their patients.

"One of the things we know is that there is a direct correlation," Berk says, "between the number of books you have access to growing up and the salary you make as an adult." Thanks to the library, the number of books kids can access is limitless.



Early Literacy Builds Strong Kids

Reading with young children develops healthy brains, great language and social skills, and sets them up to succeed. And all these programs are FREE to attend!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
*Registration required: 627-630-8671 / 762-1480 to register **Registration required: 627-630-8671 / 762-1480 to register			1	2	3
4	5	6	7	8	9
11	12	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30

Schedules subject to change. Please visit websites for up-to-date information, and to discover other early learning programs and events for your child and family!

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KINDNESS IS MAGIC

THE COMMUNITY RALLIES FOR KIDS

KINDNESS IS MAGIC INC.

Over \$5,000 was raised for community children this year, all thanks to holiday ornaments. BAPL partnered with Kindness is Magic Inc., a local charity focused on paying down student lunch debt, to raise money for their cause while also raising money to mitigate library fines. One in six children in Pennsylvania suffers from hunger and many of these same students are prevented from borrowing library books due to outstanding fees. We believe every child—regardless of family background or economic status—should have access to a warm, nutritious meal during the school day and the ability to read as much as they want from the library!

The ornaments were handmade by library staff and volunteers, upcycled from discarded library books. Each purchase resulted in a contribution to Kindness is Magic and also helped a child regain access to the library.

Once purchased, ornaments were either taken home or hung on the "Kindness Tree" placed outside the Main Library. Support for the fundraiser grew and grew, with many individuals giving money without even wanting an ornament. Many local businesses sold the ornaments as well, including Church Street Market, Let's Play Books, Donegal Square, Red Stag Pub, Historic Bethlehem Visitor's Center, Cactus Blue, ImageEvolution, and the Bethlehem Area School District Administration Center. Trinity Episcopal Church of Bethlehem "adopted" a local school and paid down their entire library fines and a significant portion of their school lunch debt. It was wonderful to see so many community members support this cause and the kids in our schools. Kindness truly is magic!



THE MORNING CALL

Ornaments made from books to help Bethlehem students



Holiday Ornament Fundraiser

BAPL is hosting a holiday fundraiser with Kindness is Magic Inc. Each ornament is handmade by volunteers, upcycled from discarded library books. Proceeds benefit area students by paying down student lunch debts and paying off library debt.



Help us decorate our Kindness Tree!

\$5 per ornament

available for purchase at the front desk of the Main Library

SOUTH SIDE BRANCH

BAPL BRANCH BUSIER THAN EVER



BAPL's historic South Side location has been experiencing a bit of a renaissance—as the entire neighborhood has been growing and changing and thriving. A quick look at the door-counter for the 4th and Webster Street location shows that the number of visitors has been spiking upward. In 2014 a typical month was around 2,000 people; in October of 2018 the number of people through the door was 4,537! The total number of people through the door in 2018 was 44,945, a 10% increase over the previous year.

This impressive number continues to grow in part thanks to excellent new programming on topics including music, art, poetry, languages, and even unconventional topics such as "Halloween makeup." South Side Library employee Libby Ortiz is a master of spooky makeup and led happy students in classes on creating truly terrifying effects.

The biggest event in 2018 was the SummerQuest Camp. The camp was held over 35 days with nearly 600 children attending. Stories were shared and students had the opportunity to participate in hands-on art projects, as well as to play games and enjoy healthy lunches. The lunch program was a new initiative in partnership with the United Way, Bethlehem Area School District, and the Lehigh Valley Food Policy Council.

Another highlight of the year was an innovative English as a second language program called "Vocational ESL of the Lehigh Valley." The South Side Branch was the recipient of a \$1,000 grant from Vernon Library Supplies, which funded the program. This course was one of the few ESL classes structured not only to help refugee and immigrant communities excel in English proficiency, but also navigate the process of searching for employment in the United States.

Judy and Shai Robkin, owners of Vernon Library Supplies, had the altruistic goal of donating one hundred percent of Vernon's 2017 operating profits to libraries and other non-profits helping Americans gain English literacy and proficiency.

Immigrants and refugees make up both an influential and invaluable part of not only Bethlehem's cultural tapestry, but also our country's. In offering this program to refugees and immigrants, regardless of status, we are strengthening our resolve to being a non-profit that educates, informs and inspires by providing free and open access to materials and information to all people.



YOUTH SERVICES



The Youth Services Department at BAPL had an eventful, and occasionally rather loud, year. The theme of SummerQuest, the summer reading program, was "Libraries Rock" and BAPL really took it to heart. There were concerts and dance parties and an "instrument zoo" where over 100 kids came to learn about music hands-on. There was a bagpiper and a heavy metal guitarist and all sorts of percussion. Kids and families were invited to move around the room, experiencing the various instruments and the sounds each made. It was a perfect way to kick off "Libraries Rock!"



Other highlights of the summer included an animal presentation by Lehigh Valley Zoo, a magician, and a number of events just for teens. Teen programming was on the rise with a well-attended slate of interesting events for students in grades 6-12. These included Coffee & Coloring, Kindness Rocks, The Price is Right, and Teen Bad Art. The art was really bad, but oh, so good!



**LIBRARIES™
ROCK!★**

On the end-of-summer survey, one family summed it up pretty well, writing: "The library has everything I need! My whole family loves coming here. We love the Bethlehem Library!"



ADULT SERVICES



Where else can you watch a Japanese film, hear a lecture about baseball, see a jazz guitarist, be part of a book club, dance to salsa music, meditate and do some yoga, or play a vintage video game—all for free? Only at the library! In addition to answering thousands of reference questions, helping with countless computer queries, and getting books into the hands of ravenous readers, the staff of our adult services department hosts an impressive number and variety of events during the year.

The video game event was part of a "Retro Arcade" put on at BAPL in partnership with the Alternative Gallery of Allentown. Kids of all ages came to the library to play vintage video games and learn about the history of this favorite pastime. There were vintage consoles, homebrew & indie games, hacks/mods, imports and all the classics. Even the librarians had a great time playing Super Mario Brothers like it was 1985 all over again.

The baseball lecture was a presentation given by journalist, researcher (and pretty good pitcher) Geoff Gehman. The topic was "Shoeless Joe, the Babe & the Steel"—a fascinating look at the little-known history of Bethlehem Steel's baseball league of 1918. The league included steelworkers but also Major Leaguers who were signed to temporary contracts to avoid being drafted.

The Summer Reading Program for adults was a major success this year, with the number of participants markedly increased over past years. Readers won prizes to area businesses such as Backdoor Bakeshop, National Museum of Industrial History, Jenny's Kualu, Bethlehem Dairy Store, ArtsQuest, the Allentown Art Museum, Lit Coffee Roastery and Bakeshop, The People's Kitchen, and more. To enter, readers simply had to read or listen to a book, write a review, and submit it to the library. It was a great way to get excited about the love of reading, and to share that love with others. (And get prizes.)

Thanks to everyone who came out to one of our events this year – there were over 3,700 of you! Look forward to more great events in 2019 as the renovations on the Cohen Room are completed and the space becomes available for more events.



BOOKMOBILE



The bookmobile was busy in 2018!

With stops in the City of Bethlehem, Bethlehem Township, Fountain Hill, and Hanover Township, "Bookie Monster" covers a lot of miles over the course of its daily runs, criss-crossing the neighborhoods of the Bethlehem area for a total of nearly 5,000 miles in a year.

The number of items checked out this year was very high as well: 9,651 library items were borrowed from the bookmobile in 2018.

One of the fun things the bookmobile does each year is to host a "Where's the Bookmobile" contest. Bookmobile Driver Mike takes pictures on his travels throughout the service area and posts them to the library's blog. Readers are invited to guess where the pictures were taken from clues in the background. This year Theresa O. and family of Bethlehem Township won with a perfect score! Their prize was a two-hour bookmobile party at the location of their choosing. When the bookmobile comes to your neighborhood, everybody wins.





FINANCIALS

*BAPL IS SUBJECTED TO A YEARLY AUDIT BY MAHER DUESSEL
THE DATA PUBLISHED BELOW IS PRESENTED PRIOR TO AUDIT AND
SUBJECT TO CHANGE.*

REVENUE

City of Bethlehem: \$1,315,934
State of Pennsylvania: \$510,204
Bethlehem Township: \$416,462
Hanover Township: \$190,698
Interest: \$ 100,259
Fountain Hill: \$81,116
Overdue fees: \$73,158
Book Sales: \$70,363
Buy-a-book fundraiser: \$15,240
Miscellaneous: \$14,543
Copy Services: \$14,206
Rental books: \$1,520

EXPENSES

Salaries & Wages (FT): \$1,009,158	Building supplies: \$19,714
Salaries & Wages (PT): \$643,235	Library supplies: \$8,540
Benefits: \$252,972	Legal services: \$7,197
Library materials: \$243,993	Payroll expenses: \$3,961
Pension obligation: \$165,444	Miscellaneous: \$2,853
Utilities: \$109,466	Transportation: \$759
IT/Automation: \$98,419	
Financial Services: \$51,615	
Phone/Computer Network: \$41,913	
Insurance: \$38,934	
Equipment repair/maint: \$30,511	
Office supplies: \$21,851	

MAJOR DONORS

BAPL WOULDN'T BE BAPL WITHOUT THE SUPPORT OF OUR GENEROUS DONORS. THE FOLLOWING INDIVIDUALS, FOUNDATIONS, COMPANIES AND COMMUNITY PARTNERS MADE A SIGNIFICANT FINANCIAL CONTRIBUTION TO THE LIBRARY IN 2018.*

THANK YOU!

Anonymous
Sharon and Ron Yoshida
The Reidler Foundation
Anonymous
Friends of the Library
Lehigh University
Laros Foundation
In memory of Dawn Dubbs
Shafer Family
Charlotte and Tore Hartmann-Hansen Community
Grant, Morning Star Rotary of Bethlehem
Bethlehem Rotary Club
Vernon Library Supplies
In Memory of Itie Velds Ytsma
Vivian Appell
Bill & Mimi Stanford
American Fence
William Cohen
In Memory of Fritz Toner
Marian Weiss
Ann and Vic Berger
Hugh Carlin
Karen Fair
Maryjane Karabin



USAGE & STATISTICS



HOW MANY RESIDENTS IN EACH OF OUR MUNICIPALITIES SIGNED UP FOR A **NEW** LIBRARY CARD IN 2018?

City of Bethlehem: 2,526
Bethlehem Township: 538
Fountain Hill: 151
Hanover Township: 262

HOW MANY **ACTIVE** CARDHOLDERS ARE THERE?

City of Bethlehem: 26,932
Bethlehem Township: 6,297
Fountain Hill: 1,611
Hanover Township: 3,668

HOW MANY **VISITORS** CAME TO THE LIBRARY?

Visitors to the Main Library: 203,465
Visitors to the South Side branch: 40,935 (10% increase over 2017)

WHAT ELSE GOT **CHECKED OUT**?

Internet hotspots borrowed: 572
e-book downloads: 18,623 (26% increase over 2017)
Bikes borrowed: 115
Kanopy films streamed: 2,061
Bookmobile books borrowed: 9,651
Sessions on public computers (includes wifi and library PCs): 71,808

TOTAL ITEMS BORROWED: 535,180

OUR COLLECTION

BOOKS 153,247
DVDS 18,552
AUDIOBOOKS 6,745
MEDIA 11,571
(records+microfilm+CDs)

PROGRAMS & EVENTS



HOW MANY EVENTS WERE HELD AT BAPL?

Events for kids (Main + SS) = 786
Attendance at these programs (Main + SS) = 4,044

STEM programs for kids: 54
Attendance at STEM programs: 2,427

Events for adults (Main + SS) = 255
Attendance at these programs (Main + SS) = 24,146

WHAT WERE THE BIGGEST EVENTS OF THE YEAR?

Visit from the Lehigh Valley Zoo: 175 attendees
FrankenReads: 62 readers & over 150 attendees
SummerQuest 2018 Kick-Off Instrument Zoo: 110+ attendees
KeyStone A Capella Holiday Concert: 100+ attendees

HOW MANY LIZARDS' BIRTHDAYS WERE CELEBRATED?

Just the one, but it was a big one.
Happy second birthday, Spike!



YOU SAID IT!

BAPL ROCKS BECAUSE...

A very active library with events for everyone to enjoy. Their book sales are primo!

- ROSE STRONG

It's so much more than a library. I don't even need to check the calendar—I can go there on a Saturday morning and know my four year-old is going to have a blast.

- CATIE MOYER

BAPL Rocks because it thinks outside of the box!!! Not many public libraries are doing what BAPL does to involve all walks of life to come together under one roof. They are helping to create community through literature, music, art, and beyond!!!

- TOM PATTERSON,
SLINGSHOT DAKOTA

I am so grateful for Mr. Berk and the amazing staff of the BAPL for their kindness and partnership in relieving student library and lunch debt.

- JACK SILVA, ASSISTANT
SUPERINTENDENT, BASD

I've said this before and I'm sure I'll say it again but the staff of the Bethlehem Area Public Library are just some of the nicest and most helpful people. It's such a great place to be.

- RACHEL SANDERS

This library is amazing because it continues to reinvent itself for the benefit of the public. By reusing some old space in a new way, it helps the library draw the community in.

- DOMINIC HABERSTUMPF,
HANOVER TOWNSHIP



State Representative Steve Samuelson presents Director Berk with a proclamation recognizing National Library Week 2018!



BETHLEHEM AREA PUBLIC LIBRARY

Learning Starts Here

11 West Church Street
Bethlehem, PA 18018
bapl.org