



Press Release

FOR IMMEDIATE RELEASE

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Texas State Library and Archives Commission

Derick Hackett, Communications Officer
(512) 463-5514, dhackett@tsl.state.tx.us

Texas State Library and Archives Commission promotes library usage in statewide radio ads

Lorenzo de Zavala
State Archives and
Library Building

P.O. Box 12927
Austin, Texas
78711-2927

1201 Brazos St.
Austin, Texas
78701

www.tsl.state.tx.us

Commission Chairman
Sandra J. Pickett

Members
Sharon T. Carr
Martha Doty Freeman
Cruz G. Hernandez
Scott McAfee
Sally Reynolds
Michael C. Waters

Director and Librarian
Peggy D. Rudd

Assistant State Librarian
Edward Seidenberg

*Making
information
work
for all
Texans*

AUSTIN, Texas - The Texas State Library and Archives Commission (TSLAC) in partnership with EBSCO Publishing are promoting the usage of Texas public libraries through statewide radio ads.

The 60-second radio ads promote Texas libraries as a resource including knowledgeable staff, Internet access, along with programs and services for the entire community. The library offers resources about careers, health, homework or home repairs, among many other topics that Texans can rely on.

The ads will begin to run in Austin the week of Feb. 16. Then ads will broadcast in the Abilene, Amarillo, Brownsville, Corpus Christi, Dallas, El Paso, Forth Worth, Houston and San Antonio markets. Ads will also be translated into Spanish in selected markets.

“Children, teens, adults and senior citizens can all benefit from the materials and available TexShare databases at Texas libraries,” said Peggy D. Rudd, TSLAC director and librarian. “This is an important message and we thank EBSCO for partnering with us in delivering this message.”

During hard economic times, libraries become even busier because they offer their communities free public access to computers, the Internet, financial literacy skills, assist with job searches and serve as resources to small businesses. According to recent reports by the American Library Association 73-percent of all libraries are the only providers of free Internet access in their communities. In rural areas the role of libraries is more critical as 83-percent are the only free Internet provider and are reporting double-digit growth in computer usage in 2008.

TexShare databases are available at local libraries from TSLAC. TexShare provides a wealth of electronic database resources to over 700 public, academic, and medical libraries in Texas, at a significant cost savings because of TSLAC’s negotiated group purchasing agreements. It is a cooperative program designed to improve service to Texans and offer a broader range of materials and services than any single library can provide.

TexShare databases include:

- **BUSINESS:** Business Source Complete; Legal Collection; and Regional Business News.
- **GENERAL:** Academic Search Complete; MasterFILE Premier; Military and Government Collection; Newspaper Source; Serials Directory; InfoTrac Newspapers; and NetLibrary.

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- HEALTH/MEDICAL: Alt Health Watch; Consumer Health Complete; Health Source: Consumer Edition; Health Source: Nursing/Academic; MEDLINE; Natural & Alternative Treatments: Health & Wellness Resource Center with Alternative Health Module; and Health Reference Center Academic.
- HISTORY/GENEALOGY: Bibliography of Native North Americans; Texas Reference Center; World History Collection; Handbook of Texas; Heritage Quest; and Texas Digital Sanborn Maps.
- HOMEWORK: Encyclopedia of Animals; ERIC; Funk & Wagnall's New Encyclopedia; MAS Ultra: School Edition; Middle Search Plus; Primary Source; Professional Development Collection; Religion & Philosophy; TOPICsearch; Vocational & Career Collection; and eLibrary Curriculum.
- LITERATURE: Literature Resources Center – LRC; Twayne's Authors Series; Scribner Writers; OCLC WorldCat; 20th Century American Poetry; and 20th Century English Poetry.
- SCIENCE/TECHNOLOGY: AGRICOLA; Computer Source; Information Science & Technology Abstracts; Internet & Personal Computing Abstracts; Psychology & Behavioral Sciences Collection; and Science & Technology Collection.
- SPANISH-LANGUAGE: Economia y Negocios; Fuente Academica; and MedicLatina.

TSLAC encourages patrons to visit their local library's website for TexShare database links and login instructions. Libraries can contact Russlene Waukechon, TSLAC's TexShare Database Coordinator at (512) 463-7402 or at rwaukchn@tsl.state.tx.us for more information about TexShare.

EBSCO Publishing is the leading database provider for libraries, offering nearly 300 full-text and secondary research databases via the EBSCOhost[®] platform. EBSCOhost databases provide unparalleled access to world-renowned content in all subject areas, for researchers at every level.

ABOUT THE TEXAS STATE LIBRARY AND ARCHIVES COMMISSION

TSLAC helps Texans find the information they seek. The people of Texas utilize TSLAC services and programs to effectively use information and materials that improve their lives, the lives of their families, and their communities. Since 1909, TSLAC has carried out a commitment of making information work for all Texans by providing history and genealogical services, federal and state government documents, electronic research, and library services to Texans of all ages who are unable to read standard print material due to visual, physical, or reading disabilities. For more information, go to <http://www.tsl.state.tx.us> or email pio@tsl.state.tx.us.