[Jerry Notaro] : Introducing . . . the Media Maven

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Picture This: Images, Technology and the USF Libraries

Use of images in the classroom is nothing new for teachers of art history and medical school instructors, armed with slides and carousel projectors. What is changing is the format of the image, from analog to digital, the ease of delivery to a wider audience through technology, and the increasingly pervasive use of images in academic classrooms for disciplines beyond the fine arts and medicine. Students of Anthropology, Psychology, Engineering, American Studies, Architecture, and more are experiencing the power and possibilities of images in their coursework and research.

To respond to the need for images in the classroom, the USF Libraries are delivering approximately one million color and black and white images from the USF Libraries web site through the sophisticated LUNA Insight software. Images are purchased and licensed for USF use. In addition, images such as photographs, maps, negatives, or postcards from the collections of the USF Libraries have been digitized for online use. The focus of the current image collection is on art and art history, architecture, Florida history, contemporary photographs, and historical maps. Mincom art and artifacts, rare maps and globes of the world, objects from the Metropolitan Museum of Modern Art, gravestones as artistic creation, political posters, photographs and postcards of early Florida are all captured online.

Linda McRae, University Librarian and Director of the CVPA Visual Resources Library is one of the partners of this initiative. She states, “In the College of Visual and Performing Arts, particularly in the School of Art and Art History, images are crucial in the support of classroom teaching. The great thing about digital images is that, unlike slides, they can be used in several different classrooms at the same time, and after they have been downloaded to the desktop, they don’t have to be returned and re-filed.” (Continued on page 2)
Introducing...the Media Maven

USF Librarians are dedicated professionals and experts in information management—what some might call “the ultimate search engine.” They work in partnership with faculty, students, and researchers to advance learning and new knowledge. Unfortunately, little is known about these professionals who work so diligently in support of the University’s academic programs. This series attempts to recognize & appreciate these valuable resources.

As a child, Gerald Notaro enjoyed visiting the library and vacationing in St. Petersburg. Now he oversees an impressive media center at the USF St. Petersburg library.

Learning to enjoy and embrace the arts at a young age, he studied voice, played in a band, and took solo bus rides from his native Buffalo to Toronto to see plays and concerts. A vice-president of his high school’s library club, Jerry later became the first member of his family to complete college when he graduated from Canisius College. While teaching English, he continued to play in coffeehouses and at weddings.

He received his library degree from SUNY Buffalo in the early 1970s. There he benefited from the convergence of media gurus, avant-garde mentors who taught him that libraries should embrace all forms of media and new technologies. His academic training compelled him to “get media items out of the closet and into the catalogue, and the hands of our patrons.”

For a while, he left libraries and became a professional theatrical makeup artist who prepared John Cougar Mellencamp, Jonathan Winters, and others for spotlight. By the mid-1980s, Jerry’s parents had retired in St. Petersburg and he had tired of the inconsistent paychecks that accompanied life in the theatre.

When Jerry joined the USF faculty in 1985, the St. Petersburg library had only fifty videos. He quickly transformed media services from a “step-child of the library” into an important part of the university experience.

By the early 1990s, library circulation statistics for media items soared. One of the earliest St. Petersburg faculty members with a USF email address, Jerry embraced the Internet, taught others of its value, and launched the MEDIALIB listserv. Within a few months, nearly 400 professionals throughout the world joined this successful discussion list, one still maintained by USF.

Jerry realized his dreams of designing a full-service media center when the current Poynter Library opened in mid-1996. Jerry and his staff provide audiovisual services for academic courses at USF St. Petersburg, manage an on-site studio, produce IDs, and maintain instructional materials and the juvenile collections. Poynter library now carries nearly 5000 catalogued videos, DVDs, and CDs.

Over the years, Jerry has performed with the USF St. Pete Singers and served as a guiding force for the USFSP Lecture Series, and the Committee on Issues of Sexual Orientation and Gender Identity (CISOGI). Professionally, he has published nearly 140 reviews in scholarly journals and led the Media Services interest group of the Florida Library Association. Current research interests include the preservation and digitization of slides, films, and photographs. In addition, he regularly works at the reference desk.

Jerry supports neighborhood associations, civil liberties organizations, and cultural activities. He takes a leadership role in St. Pete Pride and previously participated on the City of St. Petersburg’s Charter Review Committee. An avid fan of singer-songwriter Joni Mitchell, he also assists an archivist who is compiling information about her many performances over the years. (continued on next page)
The Library Council
USF Libraries’ Faculty Advocates

The Library Council is a standing council of the USF Faculty Senate and is responsible for advising the Library System Dean, the Provost, and the President on matters pertaining to the University Libraries.

In 2003, the Library Council updated and revised its charge to reflect the changing priorities and dynamic environment of the USF Library System. Council members found great resonance with their newly energized responsibility to act as advocates for the libraries throughout USF and in the community.

Main advocacy areas for the next five years will include the USF Libraries’ emphasis on meeting Association of Research Libraries membership criteria, sustaining and enhancing current budget levels, promoting campus wide efforts to increase information literacy among students and faculty, and working toward an expansion and major renovation of the Tampa Library and the Shimberg Health Sciences Library.

Their main objective for the 2004 Spring Semester is the launching of a new series of faculty author events. The goal of these events is to highlight published works by our USF faculty members in an effort to promote collegiality and shared scholarship with the students, faculty, and staff of USF, as well as interested members of the community. If you have suggestions for faculty speakers who have been recently published, please contact Kathy Whiteley, Tampa Library, kwhitley@lib.usf.edu.

Library Council
2003 Members:
Ann Abbott
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Rosalie Baum
Chery Dee
Terry Engle
Linda Evans
Jim Gray
Joan Gregory
Vicki Gregory
Larry Heilos
Lihua Li
Weimin Mo
Ram Pendyala
Candace Roberts
Gary Royal
Drew Smith
Carol Steele
Elizabeth von Dassow
Kathy Whiteley
Jack Zusan

(Author Event Continued)

A sign alongside Jerry’s office reads, “Television is known as a medium, because it’s never rare and seldom well-done.” The USF Library System is fortunate to have Jerry Notaro as its media man, both rare and well-done!

If you are looking for assistance regarding media resources, you can contact Jerry at the St. Petersburg Library, notaro@nelson.usf.edu.

BY JIM SCHNUR, ASSISTANT LIBRARIAN, NELSON POYNTER MEMORIAL LIBRARY, USFST. PETERSBURG
AND LISA JANINE MCNEILL, USFSF UNDERGRADUATE STUDENT

BOOKS OF HOURS:
Illuminated Devotion

Spotlight on Faculty/Library Partnerships
The second exhibition in our series entitled Sacred Leaves is Books of Hours: Illuminated Devotion. This exhibition and accompanying catalogue represent a further step in the USF Libraries’ continuing strategic direction of fostering interdisciplinary cooperation and faculty/student/library partnerships by encouraging enhanced access to unique, rare, and valuable materials housed in the Special Collections areas of USF Libraries.

Our first exhibition, entitled Bibles in the Age of Gothic Cathedrals, was led by Dr. Helena Szépe, USF Associate Professor of Art History with the assistance and expertise of Tampa Library faculty and staff members, notably Mr. Todd Chavez, Director of Technology and Technical Services.

Through this partnership, students enrolled in Dr. Szépe’s Fall 2002 Medieval Manuscripts Seminar were afforded the unique opportunity to conduct research on original 13th century Bible leaves. The results of their research formed the basis for an exhibition housed in the USF Tampa Library’s Special Collections Reading Room throughout most of 2003, as well as an accompanying website and catalogue.

This second exhibition and its accompanying catalogue, were again led by Dr. Szépe, with the assistance of Tampa Library faculty and staff. Dr. Szépe and her students have produced original research on a fine selection of leaves from Books of Hours. This research adds to knowledge about Books of Hours, and provides a rich understanding of the devotional context and practices of medieval society. Books of Hours are personal guides to daily devotions, and have been called the “bestseller” of the late Middle Ages.

Made possible by a private collector’s generous loan, the Books of Hours – Illuminated Devotion exhibition is opening February 4th with a special Benefit Opening (please see the Upcoming Events on page 8 for more details) and will be on view in the Special Collections Reading Room, 4th Floor, Tampa Library through August 2004.