



Sectionals

Mooresville scores
50-49 win over THN;
Monrovia falls short

— B1

Shrimp Alfredo hits the spot



— B3

Sweat-a-thon

Free classes
at Y Saturday

— A5



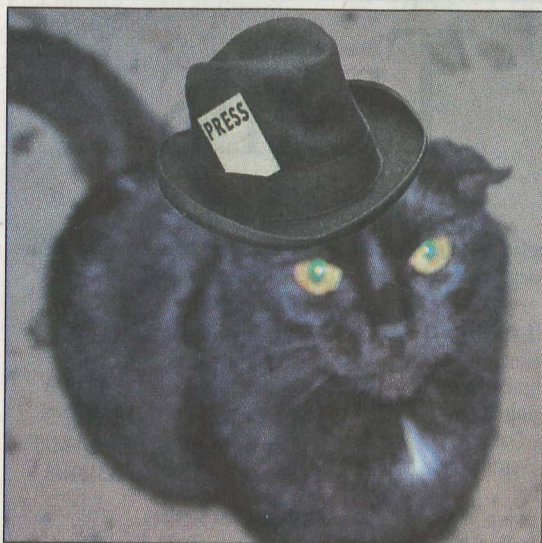
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Library reaches social media milestone

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MOORESVILLE

Although the Mooresville Public Library only serves about 10,000 residents, according to the 2010 census, its internet reach is global.

With 1,245,139 views on its Youtube channel, and 478,248 total page views on its most popular blog, "Cat's Eye View @ MPL," the Mooresville Public Library is reaching audiences around the world thanks to the power of technology. The library has had a strong online presence since 2010, and it has only grown since that time.

Cat's Eye View @ MPL is written by the Mooresville Public Library's semiretired feline roving reporter Cauli Le Chat, according to Director of Adult Information Services William Buckley.

"Right now, we've got three active blogs," said Buckley. "We've got Cauli's, which is kind of active — she's officially retired, but she has been posting off and on just to keep up with things. The other blogs that we've got that are more active are a local history blog that I do. And then I do a third blog that I started last year that's on library technology."

Buckley's Mooresville history

blog, "Mooresville Treasure Trove," was established April 2010, and "Biblio-Techno Global Footprint," Buckley's library technology blog, was started May 2017. They have page views of 152,351 and 10,805 respectively. Both of these are successful blogs, especially since, according to Buckley, the average library blog has on average 5,000 to 6,000 page visits. However, their viewership is dwarfed by Cauli Le Chat's nearly half-a-million views.

According to Buckley, Cauli was a cat who lived in the area but spent a lot of time hanging around the library.

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Mooresville Public Library's roving feline reporter Cauli Le Chat runs a blog with almost a half-million page views. Courtesy photo.

MPL welcomes new technical services coordinator

By Anthony Woodside
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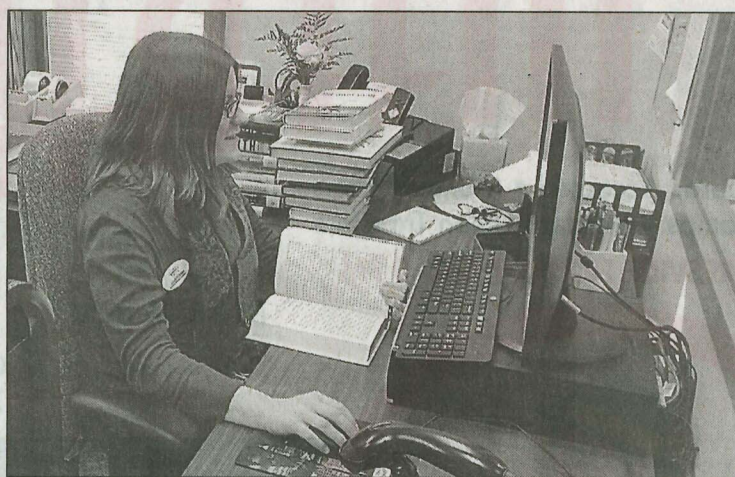
MOORESVILLE

The Mooresville Public Library recently added Laura Kirkham to its staff as the new technical services coordinator.

Kirkham, who has been with the Mooresville Public Library for three weeks, has a background in library work, having spent a few years working with a nearby public library.

"I used to work at the Lebanon Public Library. I worked there from 2015 to 2017," said Kirkham. "About half the time I worked there, I worked in the children's department. The other half, I worked in technical services."

Kirkham was searching for a



Mooresville Public Library's new technical service coordinator, Laura Kirkham, catalogs books at her desk for library circulation. Photo by Anthony Woodside.

new library job after leaving the

Lebanon Public Library when she discovered the opening in Mooresville.

"I saw that they had an opening here, and I like technical

services so I thought I'd apply."

Even though she only joined the library staff earlier this month, Kirkham said she's already enjoying her time with the Mooresville Public Library.

"I like it. Everyone here is really nice. Everyone's been really welcoming," said Kirkham. "I like what I'm doing here and I like the people that are here."

As the technical services coordinator, Kirkham is responsible for work at the library that is not often in the public eye.

Library technical services include much of the behind-the-scenes activities that allow the library to loan books out to the public. These technical services include ordering, classifying, cataloging and preparing li-

brary material for the shelves and cases in the library.

According to Kirkham, she has spent the majority of her time at the Mooresville Public Library so far cataloguing books, an activity that she enjoys since it gives her exposure to new material.

"The main thing is cataloguing books and getting them put into the system so that they can circulate. So far that's the main thing I'll be doing," said Kirkham. "You get to see all the new books that come in. You get to see all the materials. That's why I like it. I think it's fun to see everything that's new."

To learn more about the Mooresville Public Library and the programs they offer, visit moorevillelib.org.

LIBRARY

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The library asked around about her but no one claimed her. So Buckley and his wife cared for Cauli for some time. According to Buckley, his wife had the idea that if the cat was going to hang around, the library might as well put her to work.

"My wife was the one who suggested it," said Buckley. "My wife said, 'We've seen that other libraries have resident cats.'"

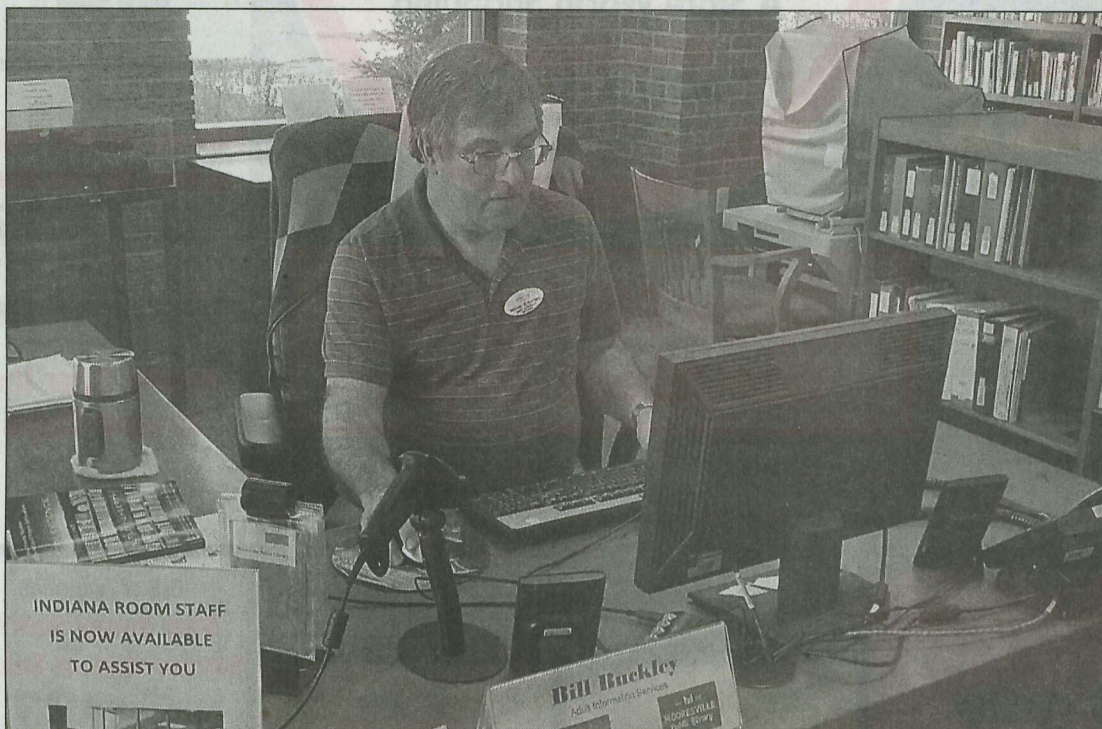
Buckley said that they drew inspiration from other library animals, especially those that also had blogs.

"There was the famous one in Iowa, Dewey Readmore Books, that they wrote all the books about and become an international famous cat," said Buckley. "Then there's the book distribution company Baker and Taylor. There was a library in Nevada that had two cats that they called Baker and Taylor, and they became the spokescats for the company."

According to Buckley, one library cat, Tober of Thorntown Public Library, had a blog with 200,000 page views, despite Thorntown's small population of 1,520 people.

"We did some investigating and we found that Tober was a huge patron magnet," said Buckley.

The library director didn't quite support the library's official adoption of Cauli, but the library continues to employ her as a reporter. Since her blog began, Cauli has since been adopted by a couple but that has not kept her from updating her



Mooresville Public Library Director of Adult Information Services and library blogger William Buckley stays hard at work in the MPL Indiana Room. Photo by Anthony Woodside.

blog with the library.

"The way that it works is that Cauli tells me, what she wants to say and I translate it into human words," said Buckley. "She has nicknames for all the people who have worked here. She makes the most fun of me because I'm the most irritating human she has to deal with. She, like all cats, has 'cattitude.' She only suffers us because humans are useful."

Buckley said that it is hard to pin down what makes the blog so popular, but he presented a few ideas as to why so many people have visited the site.

"I figured that it boiled down to four factors. One was quantity and variety of postings. She's

posted over 1,300 articles," said Buckley. "Then there's humor. We figured that if Cauli is funny, maybe library people are more likely cat lovers, maybe they're getting the cattitude thing. The cuteness factor, kids especially like library animals. Then this worldwide audience concept, that since it's out there on the web, people are stumbling upon it and it's catching their attention for whatever reason."

Cauli truly has a worldwide audience, with 2,500 page views coming from France in the past month. In fact, during that time, the United States ranked fifth in terms of traffic to the blog, behind France, Italy, the United Kingdom and Turkey.

"Cauli also produces our videos," said Buckley, referring to the videos on the library's YouTube channel.

The YouTube channel is one of the most popular YouTube channels for libraries in the country.

"That appears to rank second among public libraries in the country, behind the New York Public Library," said Buckley. "Only the New York Public Library appears to have more views than we do."

Although the New York library has more total views, the Mooresville Public Library posts more videos, something that Buckley believes is a big help with viewership.

"We have more videos than the New York Public Library. We've got over 800 and they've got 600 or so," said Buckley. "We have a lot of different varieties too. I think that helps with the viewership. About half our videos are book trailers, and then the others are combinations of things like, children's videos, like read-alouds and sing-alongs and nursery rhymes and reader's advisory type 'vlogs,' where puppets talk and suggest craft activities and suggest books to read. We've also got some videos that are also reader's advisory where two librarians talk and they say 'here's what we're reading this week and so forth.' Then we've got how to videos on how to use the technology here and promotional trailers for programs, or collections or resources that we have. I do local history videos. We have some music parodies."

Buckley noted that the music in the videos, courtesy of his son and musician Daniel Buckley, helped keep viewers engaged as well.

"One of the things I think that has made the videos more watchable is that we have a composer who writes music and lets us use it. There was only one time where he custom-wrote a piece specifically for us," said Buckley. "His music really makes the videos come to life."

To visit Cauli Le Chat's blog, Cat's Eye View @ MPL, visit mplcatseyeview.blogspot.com. To see the Mooresville Public Library's YouTube videos, visit youtube.com/user/MPL46158