Memorandum

MIAMI-DADE COUNTY

Date: August 29, 2012

To: Honorable Javier D. Souto
Commissioner, District 10

From: Carlos A. Gimenez
Mayor

Subject: West Dade Library

Attached please find the response to your memorandum to Library Director Raymond Santiago dated June 26, 2012 regarding the magazines and periodicals collection that have been removed from the collection at the West Dade Regional Library.

If you need additional information, please contact Mr. Santiago at 305-375-5026.

Attachment

c: Lisa M. Martinez, Senior Advisor, Office of the Mayor
Raymond Santiago, Director, Miami-Dade Public Library System

Memorandum

MIAMI-DADE COUNTY

Date: August 29, 2012

To: Lisa M. Martinez
Senior Advisor to the Mayor

From: Raymond Santiago, Director
Miami-Dade Public Library System

Subject: West Dade Regional Library

This memo is in response to Commissioner Javier D. Souto's request for information on the Library's Magazine and Periodicals Collection.

In selecting periodicals, the Library keeps in mind its mission to maintain and improve public library services reflecting the informational, educational, and recreational needs of our diverse community. Titles are selected that will inform and educate as well as entertain our patrons. Library collections and content vary from location to location depending on the community. All regional libraries represent different communities that have varying interests and at the same time maintain collections that are equally budgeted for those sized facilities.

On an annual basis, when Library subscriptions are due for renewal, each Branch Manager reviews the list of the subscriptions currently received. Branch managers, who are trained Librarians and who interact on a daily basis with their community, make recommendations as to which titles should be renewed, dropped, or added. These decisions are based on 5 criteria, (1) input from front-line staff reflecting requests they have received from patrons and the interest patrons have shown on specific periodicals or subject areas, (2) the demographics of the community; ethnic makeup of community, age of patron groups visiting the branch, income levels, etc., (3) titles selected in support of special initiatives of the Library System, (4) the size of the branch, similar sized facilities have equally sized collections, (5) budget, where unlike books which are typically a one-time purchase, periodicals are subscription-based and the Library considers not only the current budget but also what the budget is likely to be in coming years.

The reduction in the Library's budget has impacted all Library resources, including magazines and newspapers. Attached is a list of periodicals that are no longer being purchased for the West Dade Regional Library.

Attachment

West Dade Regional - Reduction of Magazines and Periodicals
FY 2010-11

Title	ISSN	Title Number	Library	Copies	Price
ALLURE	1054-7711	1661	WD	1	$16.40
AMERICAN LIBRARIES	0002-9769	1738	WD	1	$71.75
AMERICAN RIFLEMAN (C/W NAT'L RIFLE ASSOC MEMBERSHIP)	0003-083X	1026	WD	1	
AMERICAS - SPANISH ED	0379-0975	6474	WD	1	$24.60
ANTIQUES & COLLECTING MAGAZINE	1084-0818	1801	WD	1	$38.95
ART IN AMERICA (INCL ANNUAL GUIDE)	0004-3214	1044	WD	1	$40.95
ART IN AMERICA ANNUAL GUIDE TO GALLERIES MUSEUMS ARTISTS	0736-7619	87610	WD		
ASTRONOMY	0091-6358	89461	WD	1	$44.02
ATLANTIC MONTHLY	1072-7825	92450	WD	1	$30.70
BARK MAGAZINE	1535-1734	103899	WD	1	$18.45
BARRONS	1077-8039	1954	WD	1	$193.73
BETTER HOMES AND GARDENS	0006-0151	92495	WD	1	$22.55
BICYCLING (INCL BUYERS GUIDE)	0006-2073	1069	WD	1	$20.48
BICYCLING BUYERS GUIDE (C/W BICYCLING)	0142-954x	84560	WD		
BLACK BELT	0277-3066	1070	WD	1	$24.60
BON APPETIT	0006-6990	1077	WD	1	$24.60
BRIDES	1084-1628	43835	WD	1	$20.50
BYTE - ESPANA	1135-0407	122345	WD	1	
CARACOLA	0008-6118	83193	WD	1	$130.77
CASA DIEZ		123676	WD	1	$101.13
CAT FANCY	0892-6514	89464	WD	1	$28.67
CHILDRENS DIGEST	0272-7145	1107	WD	1	
CHIRP	1206-4580	58091	WD	1	$28.69
CLICK	1094-4273	57761	WD	1	$34.80
COASTAL LIVING	1097-3265	60595	WD	1	$16.00
COINAGE	0010-0455	1121	WD	1	$30.70
CREATING KEEPSAKES	1091-3580	49227	WD	1	$25.59
CYCLE WORLD	0011-4286	1153	WD	1	$22.55

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DAILY BUSINESS REVIEW	1070-6437	103151	WD	1	$366.95
DANCE MAGAZINE	0011-6009	1157	WD	1	$35.82
DETAILS MAGAZINE	0740-4921	9937	WD	1	$15.38
DEVIAJES		123677	WD	1	$122.91
DICK DAVIS DIGEST	0890-0957	29492	WD	1	$148.63
DIEZ MINUTOS		30933	WD	1	$535.05
DIRT BIKE	0364-1546	1160	WD	1	$20.49
DISCOVER	0274-7529	1163	WD	1	$35.82
DOG FANCY	0892-6522	89476	WD	1	$28.67
EBONY	0012-9011	1172	WD	1	$19.48
ECONOMIST	0013-0613	89953	WD	1	$130.18
ELLE DÉCOR	1046-1957	13014	WD	1	$29.73
ENTREPRENEUR	0163-3341	89956	WD	1	$20.47
EVERY DAY WITH RACHAEL RAY	1932-0590	111455	WD	1	$24.60
FAMILYFUN MAGAZINE	1056-6333	27297	WD	1	$15.38
FILM COMMENT	0015-119X	3220	WD	1	$25.57
FITNESS MAGAZINE (MIND BODY SPIRIT)	1060-9237	90071	WD	1	$20.48
FLORIDA DESIGN	1082-3891	98255	WD	1	$20.49
FLORIDA GARDENING	1086-3087	80572	WD	1	$21.53
FLORIDA SPORTSMAN	0015-3885	3336	WD	1	$27.62
FLORIDA TREND	0015-4326	3339	WD	1	$30.70
FOOD & WINE	0741-9015	3069	WD	1	$37.92
FORTUNE	0015-8259	1210	WD	1	$71.70
FUTBOL TOTAL		122222	WD	1	$63.80
GATOPARDO	0124-616x	108124	WD	1	$70.72
GEEK MONTHLY	0733-4923	134380	WD	1	$20.49
HARPERS BAZAAR	0017-7873	1231	WD	1	$18.45
HELLO		22812	WD	1	$182.44
HIGHLIGHTS FOR CHILDREN	0018-165X	1239	WD	1	$35.82
HISPANIC	0898-3097	89972	WD	1	$16.40
HISPANIC BUSINESS	0199-0349	4434	WD	1	$12.25
HOT ROD	0018-6031	1250	WD	1	$10.25

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HUMPTY DUMPTYS MAGAZINE	0273-7590	1253	WD	1	$20.45
INVESTECH MARKET ANALYST (INCL INVESTECH MUTUAL FUND ADVISOR)	0896-4157	91972	WD	1	
INVESTECH MUTUAL FUND ADVISOR (C/W INVESTECH MARKET ANALYST)	0896-4165	91972	WD	1	
JACK & JILL	0021-3829	1266	WD	1	$20.45
KIPLINGERS PERSONAL FINANCE	1528-9729	20753	WD	1	$24.55
LADIES HOME JOURNAL	0023-7124	89486	WD	1	$17.39
LATIN BEAT	1553-5460	49826	WD	1	$35.88
LEO LEO	0214-2627	57799	WD	1	$130.77
LETRAS LIBRES (FORMERLY VUELTA)	1405-7840	88246	WD	1	$76.88
MARIE CLAIRE	1081-8626	34932	WD	1	$20.47
MIAMI TIMES	0739-0319	22205	WD	1	$54.48
MOJO : THE MUSIC MAGAZINE	1351-0193	94472	WD	1	$103.29
MONEYLETTER	1526-5110	58197	WD	1	$168.10
MORNINGSTAR MUTUAL FUNDS	1059-1443	20100	WD	1	$896.88
MOTHER EARTH NEWS	0027-1535	1320	WD	1	$15.38
MOTHER JONES	0362-8841	4800	WD	1	$15.38
MOTOR TREND	0027-2094	1324	WD	1	$10.25
MOTORBOATING	1531-2623	1323	WD	1	$14.35
MS	0047-8318	1326	WD	1	$46.13
MUY INTERESANTE	1130-4081	34632	WD	1	$146.81
NADA OFFICIAL OLDER USED CAR GUIDE		3295	WD	1	$67.65
NADA OFFICIAL USED CAR GUIDE	0027-5794	8089	WD	1	$79.95
NASCAR ILLUSTRATED	1549-5256	114731	WD	1	$45.00
NATIONAL GEOGRAPHIC ANNUAL INDEX		33074	WD	1	$12.25
NATIONAL GEOGRAPHIC EN ESPANOL	1138-1434	62483	WD	1	$29.73
NATIONAL GEOGRAPHIC TRAVELER	0747-0932	4436	WD	1	$18.40
NATL RIFLE ASSOC MEMB (INCL AMERICAN RIFLEMAN)		93956	WD		$15.38
NATURAL HISTORY	0028-0712	1341	WD	1	$30.75
NEW ENGLAND JOURNAL OF MEDICINE	0028-4793	108771	WD	1	$681.63

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NEWS FOR YOU	0884-3910	4534	WD	1	$39.98
NICK JR	1526-6397	131208	WD	1	$25.63
NYLON MAGAZINE	1524-1750	144348	WD	1	$20.47
OCEAN DRIVE	1092-7530	83351	WD	1	$51.24
OUTSIDE MAGAZINE	0278-1433		WD	1	$20.45
PACK O FUN	0030-901X	1372	WD	1	$22.52
PAPER CRAFTS	1548-5706		WD	1	$20.47
PARENTING EARLY YEARS (FORMERLY PARENTING)	0890-247X	4681	WD	1	
PARIS MATCH	0397-1635	4691	WD	1	$169.13
PERSONAL FINANCE	0164-7768	10473	WD	1	$99.43
PHOTO LIFE	0700-3021	1385	WD	1	$37.92
POPI	1138-3364	45756	WD	1	$122.29
QUE LEER	1136-3916	111680	WD	1	$143.14
RAGAZZA A LA ULTIMA	1133-1917	123682	WD	1	$122.93
RANGER RICK	0738-6656	94104	WD	1	$20.45
READING TODAY (C/W READING TEACHER)	0737-4208	66	WD		
REDBOOK	0034-2106	1403	WD	1	$18.45
ROAD & TRACK	0035-7189	1405	WD	1	$22.55
S & P BOND GUIDE - MONTHLY (DB)	0277-3988	16994	WD	1	$462.39
S & P OUTLOOK (CJ)	0030-7246	17791	WD	1	$305.45
S & P STOCK GUIDE - MONTHLY (CK)	0737-4135	17789	WD	1	$343.98
S & P TRENDLINE DAILY ACTION STOCK CHARTS (SC)	0277-4968	47836	WD	1	$1,483.64
SANDRA (SPANISH)		135742	WD	1	$40.00
SCIENTIFIC AMERICAN	0036-8733	1431	WD	1	$40.95
SELF	0149-0699	5256	WD	1	$18.42
SEMANA	0037-1793	106063	WD	1	$388.41
SHUTTERBUG	0895-321X	99519	WD	1	$12.30
SIEMPRE MUJER	1556-2638	127696	WD	1	$18.45
SMARTMONEY	1069-2851	27207	WD	1	$24.60

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SMITHSONIAN	0037-7333	1441	WD	1	$36.90
SMM	0163-7517	5110	WD	1	$49.20
SOUTHERN BOATING	0192-3579	96836	WD	1	$23.52
SOUTHERN LIVING	0038-4305	1447	WD	1	$20.45
SPIN	0886-3032	13058	WD	1	$15.32
SUNSHINE ARTIST	1081-6542	5782	WD	1	$35.82
SURFER	0039-6036	1463	WD	1	$15.34
TOWN & COUNTRY	0040-9952	5593	WD	1	$28.70
U.S. NEWS & WORLD REPORT	0041-5537	1488	WD	1	$50.99
US WEEKLY	1529-7497	88534	WD	1	$101.48
VARBUSINESS	0894-5802	21165	WD	1	$123.00
VINO Y GASTRONOMIA	1131-5997	111687	WD	1	
VOICE OF YOUTH ADVOCATES - VOYA	0160-4201	1499	WD	1	$56.38
W	0162-9115	5938	WD	1	$30.65
WILD ANIMAL BABY	1526-047X	84758	WD	1	$20.45
WINE SPECTATOR	0193-497X	7578	WD	1	$51.20
WIRED	1059-1028	28564	WD	1	$24.60
WOMANS DAY	0043-7336	1508	WD	1	$18.45
WOMENS HEALTH	0884-7355	108030	WD	1	$16.37
WORKING MOTHER	0278-193X	6341	WD	1	$13.29
WRITER	0043-9517	1521	WD	1	$33.77
WRITERS DIGEST	0043-9525	1522	WD	1	$20.46
YOUR BIG BACKYARD	0886-5299	94105	WD	1	$20.45
ZOOBOOKS	0737-9005	1527	WD	1	$26.60

Total Reduction **$10,975.03**