2013-2014
ANNUAL REPORT

your STORIES / your LIBRARY
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You might say that Knox County Public Library specializes in stories. After all, we have hundreds of thousands of stories on our shelves. Some are downloaded. Some are watched on a screen. Some are held in the pages of an old book or a recent best seller. The tales they tell vary greatly from simple to epic, romantic to mysterious. But in these pages, we have a story of our own.

This year’s annual report tells stories of a remarkable year. You’ll read about how we helped students complete their schoolwork and how we worked with jobless neighbors to find work. You’ll travel with us as we deliver books to our homebound friends and sit with us as we read stories to our children.

It has been an extraordinary year, and we want to share it with you. So settle in, because...

we have a good story to tell you.

PHOTOS
1. Entertainer David Claunch s-t-r-e-t-c-h-e-s storytime into funtime at North Knoxville.
2. In an annual orientation, teens learn about the resources and services offered to students at Lawson McGhee Library.
3. First Lady Crissy Haslam kicks off the early reading awareness event, Where Stories Begin, at Burlington.
4. A “baby bookworm” gets a head start on reading at Norwood.
7. Longtime Karns volunteer Karlean Cook tries the violin with help from Rachel Loseke of the Knoxville Symphony Orchestra.
8. Fountain City connects students at Belle Morris Elementary with Central High School students for the Picture Book Project.
9. Young Mascot Branch patrons show off the products of an art lesson with Anna Hughes.
10. A visitor browses children’s books on display in the Reading Appalachia exhibition held at the Museum of East Tennessee History.
11. Playwright Staci Swedeen leads a workshop during the 8-week Grand Entrances series for emerging playwrights, at Lawson McGhee Library.
introduced thousands of downloadable audiobooks and ebooks enjoyed an evening with amanda riley
When we first moved to Knoxville, I was 7. The Karns Branch Library was less than a mile from our house. Bliss! Once a week, I’d ride there on my big blue bike, load up on the limit for picture books, pedal home, and sit in my special spot in the apple tree and read until dark.

The best part of the library was Granny Hendrickson. Not only was she the librarian, but she was also my neighbor, and it was her apple tree in which I sat. One day she said to me, “Honey, you are going to have to give up pictures for words. We can’t keep sending you home with 30 books that you read in a day. Try this.” She handed me a Carolyn Haywood story about Eddie and his friends. I read it in two days and was back for more. Granny showed me the gold Newbery seal and suggested I read all of those books, hoping, I think, they would slow me down a bit. Didn’t work, but it did start me down a path of appreciating quality writing that still guides my choices today.

Once my own children were old enough to sit up, we became regular patrons at the [Howard Pinkston] Branch. Ms. Vicki, Ms. Laila and Ms. Anna take great care of us: reading stories to the kids, ordering books for me they think I’d enjoy, stocking the shelves with extra dinosaur books for my son, ordering Girl Scout cookies from my daughter. Now that the kids are teenagers, they still know that on Tuesdays, it’s library day.

The branch libraries are an inseparable part of the spirit of our local communities. I am grateful for the books, the computers, the resources, but mostly, I am grateful for the librarians like Granny.
Message from the Mayor

When I first took office in 2010, I visited every branch in our great library system. At each stop, I met patrons who depend on KCPL for critical access to information—whether it was their own bank accounts, a new book, or a genealogical record. Our libraries have a vital role in our community, serving residents of all ages.

In the past four years serving as your mayor, I’ve worked side by side with Myretta Black, our library director, as she and her staff have expanded online collections with ebooks, audiobooks, and downloadable magazines, launched a new website, and brought in excellent programming. I am proud to have partnered with Tennessee’s Secretary of State to provide online tutoring programs for students through Tutor.com.

The transfer of the impressive Tennessee Archive of Moving Image and Sound further augments the resources of the East Tennessee History Center’s McClung Historical Collection. Now, students, researchers, and audiences can revisit historic television programming, home movies, and news reels from our own backyard.

Children’s services have always been a mainstay at our library, and this year was no exception. KCPL provides access to vital information for every single citizen in Knox County. If you don’t already have a library card, it’s well worth a quick visit to one of 19 libraries close to you to get one.

Tim Burchett
Knox County Mayor

“There is a saying that if you sit in one place long enough, everyone you ever knew will eventually pass by. If I were to pick a place to prove this claim, it would be a branch of Knox County Public Library.”

PHOTOS

1. Read, study, or browse the stacks at Fountain City.
2. Stunning architecture in the Calvin M. McClung Historical Collection Reading Room at the East Tennessee History Center.
3. Welcome to Cedar Bluff.
4. The computer lab at Burlington hosts weekly workshops.
5. A bright mural helps young readers’ imaginations take flight in the Children’s Room at Karns.
6. A bronze statue outside Farragut.
7. This clock tower at Halls is also the book drop!
8. Patrons at Powell can enjoy a cozy seat by the fireplace, or...
9. by the window overlooking Beaver Creek and the bird sanctuary.
10. Some familiar characters hanging out at Norwood.
11. The children’s area at North Knoxville is ready for its pint-sized patrons.
12. A quiet reading nook awaits at Halls.

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For some, lifelong learning means mastering a foreign language or tackling a new computer program. For others, it means reading a book on history. For most, having a community to grow and learn with is important. KCPL offers workshops, lectures, and discussion groups year round. By partnering with other community organizations, we are able to present world-class authors and programs.

PROGRAMS MUSLIM JOURNEYS AND GRAND ENTRANCES
AUTHOR EVENTS ABRAHAM VERGHZE, AMANDA RIPLEY, AND ELIZABETH GILBERT

SOMETHING for EVERYONE

Programs at KCPL appeal to a broad range of interests. Here’s a look at just a few of the lectures and workshops offered in 2013-14:

- A Fair and Scruffy City: A Look at Two World Class Exhibitions
- Beginning Canning
- Migratory Birds Talk and Walk
- Shakesology
- Early Literacy Parent Workshop
- Mental Health Workshop
- Dividing & Planting Perennials
- Feed Your Soil
- Scrabble, Knitting, Songwriting
- Family Game Night
- Adventures in Self Publishing
- Dining with Diabetes
- Master Gardening – Herbs
- Massacre at Cavett’s Station
- Can it, Pickle It, Dehydrate It and Store It

PARTNER EVENTS

Amanda Ripley
KCPL joined a collaboration of organizations led by the Great Schools Partnership to host “A Conversation with Amanda Ripley” at the Historic Bijou Theatre on April 9, 2014. Speaking to a crowd of teachers, administrators, parents, and community activists, Ripley shared her findings detailed in her bestselling book, The Smartest Kids in the World and How They Got That Way.

Abraham Verghese
In his poignant memoir My Own Country, Abraham Verghese recounts his time treating AIDS in the late 1980s in rural Tennessee. Since then, he has become an international bestselling author with Cutting For Stone. We were pleased to partner with the Friends of the Library in supporting the University of Tennessee, Knoxville’s (UTK) Anne Mayhew Lecture on September 25, 2013, in Cox Auditorium, where he addressed a near capacity audience.
From her perch above Market Square in the St. Oliver Hotel, Elizabeth Gilbert finalized and sent off drafts of *Eat, Pray, Love* to her publisher. It was here, in 1999, when she served as a writer-in-residence at UTK, that she paused between her epic journey and becoming an internationally acclaimed celebrity writer. We were very pleased to partner with the Friends of the Library to welcome Elizabeth Gilbert home on November 1, 2013. She addressed a rapt audience from the stage of the Tennessee Theatre during the book launch of her epic novel *The Signature of All Things*.

**LET'S TALK ABOUT IT:**
**Muslim Journeys**
A reading and discussion series in America’s libraries

Sponsored by Humanities Tennessee, Muslim Journeys was an American Library Association *Let’s Talk About It* program focusing on literature by and about individuals of Muslim-majority nations. Beginning in January 2014, Cedar Bluff Branch Library hosted the seven-part series to learn more about Mideastern and Muslim culture. Led by UTK professor Douja Mamelouk, the “Points of View” theme sought to counteract one-dimensional views of Muslims as depicted in the media through an in-depth examination of five novels or memoirs. The authors reflect on the daily lives of individuals in a variety of cultural and historical contexts.

**CURTAINS UP**

*Knox County Public Library helped playwrights forge new ground through two programs.*

**Grand Entrances**

This eight-week workshop in October and November 2013 was designed to help emerging playwrights hone their craft. Each week, a group of 20 people gathered in Lawson McGhee Library’s meeting room. Led by Staci Swedeen and through a partnership with Flying Anvil Theatre, the program was aimed at the over-50 crowd, but attracted playwrights of all ages.

**New Play Table Readings**

Established and emerging playwrights alike need an audience to help them gauge the effectiveness of their words as they develop scripts. In February 2014, KCPL partnered with Tennessee Stage Company (TSC) to provide audiences for new plays early in their development. This year, TSC’s *New Play Table Readings* gave voice to three new works in 10 table readings. These plays were produced in the *New Play Festival* later in the year:

- **A Cocaine Comedy**
  *by Harrison Young*

- **Found Objects**
  *by Marylyn Barner Anseimi*

- **Let Them Eat Cupcakes**
  *by Leslie Agron*

**An evening with Elizabeth Gilbert**

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Unfortunately, kids who struggle in school can slip further behind during the long months of summer. The cumulative effects of the “summer slide” can account for up to 1.5 years of academic regression. The good news is that reading over the summer can help kids stay on grade level and even advance. All they need to do is open a book that appeals to them and start reading. Summer Library Clubs help readers of all ages find books that resonate. When kids read, the world opens to them, and they, in turn, open to the world. In fact, studies show that readers tend to be more compassionate, civic-minded, and able to adapt to an ever-changing world.

Reading a good story is rewarding enough, but we think a little prize pack sweetens the pot. Through the generosity of our community partners, we offer prizes for completing reading goals—a small toy and a Rewards Book worth more than $200 of eats, treats, and admissions to area attractions.

A list of sponsors can be found on page 31.
What started out in 2005 as a small event in World's Fair Park has now expanded to a world-class festival with award-winning authors, illustrators, and storytellers. Now, on the last weekend of spring before school lets out, World’s Fair Park transforms into something of a theme park for the literary arts. Andrea and Brian Pinkney, Michael Buckley, Toni Buzzeo, Chris Grabenstein, Carmen Agra Deedy, and Shelley Pearsall met throngs of adoring fans, talked about their craft, and signed books. With more than 10,000 people in attendance, the summer of the children’s book was launched.
In June 2014, KCPL opened Reading Appalachia at the East Tennessee History Center. The exhibition examined important titles by and about the people of Appalachia from the late 1800s through today. Designed as if walking through the pages of a storybook, the exhibition brought children eye-to-eye with life-size characters from Journey Cake Ho, Mountain Rose, How Rabbit Tricked Otter, When I Was Young in the Mountains, and others.

More than 50 books were available to touch, read, and explore. The exhibition also included hands-on activities that brought the subject to life for kids of all ages. Children were encouraged to try on masks of storybook characters and create their own story of childhood.

This exhibition, now available to travel, is an important showcase of Appalachian literature.

Why is Imagination Library so important?

Dolly Parton’s Imagination Library strives to help all Knox County families better prepare their children for success in school and beyond. Currently, 12% of school-age children in Tennessee repeat at least one grade level and 33% of fourth graders’ reading achievement is at a below-basic level (Annie E. Casey Foundation, 2013). Knox County Schools administer the Stanford Achievement Test to all kindergarteners, and in school year 2013-2014 the median percentile was below 50% on the national scale. These statistics expose the need for increased early childhood education. Closing the school readiness gap will require attention to the multiple influences on early child development, including the contributions of family and community, home environments related to language and literacy, parenting practices, and early education (Rouse, Brooks-Gunn and McClanahan, 2005).

Dolly Parton’s Imagination Library of Knox County makes a difference:

5,583
TOTAL NEW ENROLLMENT IN 2013

68%
PERCENT OF ALL KNOX COUNTY CHILDREN UNDER THE AGE OF FIVE RECEIVE BOOKS

17,780
TOTAL ENROLLMENT

The Great Cake Bake

FEBRUARY 22, 2014

East Tennessee’s premier cake decorating contest celebrated its 5th year. With more than 140 cakes entered in 16 categories, the event raised nearly $20,000 for Imagination Library. Many of the cakes are decorated with Imagination Library book themes. Thanks to Food City, UT Athletics, Knoxville News Sentinel, WVLT and many others for sponsoring this event.
1.5 MILLION free BOOKS delivered to Knox County children

Each month, Dolly Parton’s Imagination Library of Knox County mails one new, age-appropriate book to registered children in Knox County, at no cost to families and regardless of income.

Knox County Public Library launched this important program in 2005 with the support of a volunteer board that raises more than $220,000 annually. Matched 100% by Tennessee’s Governor’s Books from Birth Foundation and with KCPL bearing the administrative costs of the program, all funds raised go directly to providing books to our youngest children.

Together with other community leaders, volunteers have registered more children per capita than any other urban community in the country, with nearly 18,000 Knox County children receiving a free book in the mail each month until their fifth birthday.

More information about Knox County’s Imagination Library is available in the 2013 program annual report.
With over 40 storytimes every week, Knox County children are never far from a good book. And that’s good news.

KCPL’s children’s collection is robust, enriched with new technologies such as animated picture books, ebooks, audiobooks, and Playaway Views. But the tried-and-true bound book is still the most popular.

Families, school groups, day cares, and homeschoolers use the resources at KCPL throughout the year. Parents and caregivers find lasting friendships through weekly programs. Major annual events such as the Children’s Festival of Reading afford children the opportunity to meet their favorite authors and illustrators.

By providing a solid foundation for reading, creativity, imagination, and discovery, children’s services set the stage for a lifetime of curiosity and exploration.

Two years ago, to celebrate its 125th Anniversary, KCPL invested in 125 Playaway Views. These all-in-one video players, pre-loaded with multiple videos, allow kids to view great content wherever they are. These educational and entertaining videos for children span Sesame Street and Elmo to biographies of American presidents and National Geographic wildlife documentaries.

THE COLLECTION HAS GROWN TO 573 PLAYAWAY VIEWS, CHECKED OUT 4,868 TIMES IN THE PAST YEAR.

There are too many stories to count! From tracking down classic movies like The Truman Show after a vacation where the movie was set, to discovering a Sundance film festival favorite sitting on our local library’s shelves. Hopping online to track down books to read for Christmas or to help with a school project. Or finding books by favorite Australian authors right here in Knoxville. And of course the top notch children’s programs featuring everything from the amazing Dr. Al Hazari to animal visitors to LEGOs. Then last night we discovered the wonders of technology again with the virtual tutoring site—a mama’s best friend. But the best thing of all is when the kids get excited when we roll into the library parking lot and come out with a stack of books to read at home.

your STORIES
I’ve always been a library lover, but when my two children struggled to learn to read, library access took on a whole new meaning. My kids, ages 8 and 6, have been diagnosed with dyslexia. It is genetic. Yet, they love the library! We go once every two weeks and pick out new books. The free access allows us to choose whatever we want, and as many books as we want! They are simply amazed by this... [A]llowing them to try a multitude of genres without the pressure of “this is expensive” is a godsend!
Creating a new generation of library lovers and supporters

Serving teens in any public library usually comes with its share of challenges. How do you get them in the door? How do you compete with the multitude of activities and responsibilities they have? What if they want to come but have no way of getting to you?

The good news is that in the past year KCPL saw an increase in usage of our teen collection, as well as registrants and finishers (993 in 2014, up from 793 in 2013) of our Teen Summer Reading program. Libraries help teens improve their literacy skills, yes, but they do so much more than that. Libraries have a real hand in helping tweens and teens discover their place in their community. When teens become involved, they become empowered and productive, and that is what Knox County Public Library is all about.

your STORIES

REBEKAH ELLIS
LIBRARIAN, L&N STEM ACADEMY

I am the librarian at the L&N STEM Academy, a public magnet high school in downtown Knoxville. Our Media Center is very small and has very little by way of physical resources. We have had wonderful experiences with KCPL since we first opened in August 2011.

Three years ago, librarians Bess Connally and Jamie Osborn came to our school and provided virtual tours of KCPL’s electronic resources as well as the layout of the library. Since then, Bess, Jamie, and Van Walker have continued this tradition by visiting our school each fall and orienting our new freshmen classes. This year, the Lawson McGhee Library has generously provided two of our AP classes with classroom space to meet and research.

In a new chapter of our continuing relationship with KCPL, one of our AP classes has been visiting the McClung Collection at the East Tennessee History Center to research famous Knoxvillians buried in the Old Gray Cemetery. The librarians at ETHC have tirelessly helped our students find resources that have elevated their research as well as their interest.

Our students have had the opportunity to take advantage of KCPL resources in ways that most high school students cannot. Location makes these visits easy, but the grace and kindness of the KCPL librarians and staff have made these visits so much more. Our visits to KCPL always have been meaningful and educational. KCPL is helping create a new generation of library lovers and supporters. We love KCPL!
Providing real-time homework help with live tutors online via Tutor.com

In September 2013, the Tennessee State Library launched a pilot program with Knox County Public Library and Knox County Schools to provide real-time homework help through Tutor.com. The program was a great success, with every student in the county having access to high-quality, real-time, online tutoring and homework help from 3-10 p.m., seven days a week. Available to students in kindergarten through intro-level college courses, the highest usage was by middle and high school students.

In this collaborative program facilitated by Fountain City’s branch manager Elizabeth Nelson, teens in a Central High School English class write and illustrate picture books that are read and reviewed by third grade students at Belle Morris Elementary School.

Teen Summer Reading

<table>
<thead>
<tr>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrolled</td>
<td>1748</td>
</tr>
<tr>
<td>Finished</td>
<td>993</td>
</tr>
</tbody>
</table>

Teen Collection

The teen collection had a circulation of 56,928.

NEARLY 8,000 BOOKS* HAVE BEEN ADDED TO THE TEEN COLLECTION SINCE 2010. THAT’S AN INCREASE OF 35%.

2010: 22,476  
2014: 30,430

NEED 28% MORE ENROLLEES IN 2014 THAN 2013

NEED 25% MORE FINISHERS IN 2014 THAN 2013

TUTORS SESSIONS BY TOPIC

- MATH: 56.9%
- SCIENCE: 21.12%
- ENGLISH: 13.36%
- SOCIAL STUDIES: 6.32%
- WRITING: 2.12%
- US CITIZEN TEST: 0.16%

Student comments on a survey following their sessions revealed the value this service holds for them:

“THIS WEBSITE HAS, more than once, SAVED MY MATH GRADE.”

“I have always needed a bit more help than others and have always felt shy about asking for help. Asking for help when everyone else around me seemed to have got it really made me feel stupid. Now with online tutoring, I don’t feel stupid or needy.

I know my grades are already going to be improving.”
At the heart of every library is its collection

Whether it be books, movies, music, newspapers, magazines, or even maps, KCPL’s is a strong and solid collection, maintained through the industry’s best practices. A collection development team meets regularly to choose titles for purchase.

With changes in technology, one title may be available in a variety of formats, from hardbacks and large print books to downloadable ebooks and audiobooks. KCPL works diligently to keep pace with advances in technology and demand.

Snapshot of the Adult Circulating Collection

628,439
ITEMS IN OUR ADULT COLLECTION

538,475
BOOKS

23,461
LARGE PRINT

25,881
AUDIOBOOKS

10,818
EBOOKS

16,697
DVDS

13,107
CDs

1.7
MILLION
ADULT MATERIALS CIRCULATED

CIRCULATION BY TYPE, 2013-14

<table>
<thead>
<tr>
<th>Category</th>
<th>Circulated</th>
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<tr>
<td>Adult Books</td>
<td>1,159,087</td>
</tr>
<tr>
<td>Audiovisual Items</td>
<td>306,596</td>
</tr>
<tr>
<td>Non-Cataloged Items</td>
<td>13,266</td>
</tr>
<tr>
<td>Downloadable Audiobooks</td>
<td>52,992</td>
</tr>
<tr>
<td>Ebooks</td>
<td>160,141</td>
</tr>
<tr>
<td>Zinio (downloadable magazines)</td>
<td>12,320</td>
</tr>
</tbody>
</table>

815,963
COURIER TRANSACTIONS

KCPL operates a busy courier service—completing on average more than 2,000 transactions each day—that allows patrons to request materials from any of our 18 libraries and ensures everyone has access to our entire collection. Materials can be delivered and returned to any Library location.
MONTHLY BOOK CLUBS

It’s no wonder that book clubs have gained unprecedented popularity in recent years. Reading can be such a rich experience that most people want to share and discuss the book. KCPL offers many different book clubs for that very purpose.

Mom’s Night Out
Area moms take a night off once a month to discuss a great book at the Fountain City Branch Library.

All Over the Page
Sponsored by Friends of the Library, these conversations are facilitated by an expert who can help attendees go deeper into the text. But academic, it’s not! We aim to provide a neighborly chat about a good book.

Read About It, Talk About It
In May, the Read About It, Talk About It book club was introduced at the Halls Branch Library.

Books Sandwitched In
This monthly lunchtime program focuses on important books about critical issues. Participants bring their lunch to the East Tennessee History Center. Sponsored by Friends of the Library.

West Knox Book Club
All are welcome at this lively Bearden book club, which discusses both fiction and nonfiction books. Members nominate and vote on books at the December meeting.

enriching lives

When I attended my first All Over the Page meeting, I made a comment that...I’d rather read a nonfiction book since I thought I was “wasting my time” reading fiction. I was totally wrong. I have learned that we, as humans, are storytellers. That is the way we explain ourselves to others, and others tell us about themselves via a story. I also learned that sometimes we can relate better to a fictional character.

I have also found myself learning about the author, listening to interviews, and reading reviews before going to each book club meeting. I have been enriched by this book club, encouraged to broaden my viewpoints, and probably most importantly, I have made new friends.

All Over the Page book club member Connie Gonzalez

Reaching Out

BOOKS FOR THE HOMEBOUND

Books for the Homebound serves patrons who are unable to get to KCPL due to permanent or temporary disability. The patrons may be in nursing homes or assisted living centers and are often referred to the program by branch library staff, family members, or directors of senior activities.

Homebound coordinator Anna Leah Keene makes the first visit to a patron’s home to determine what authors or genres they enjoy reading. She and the Homebound volunteers may be the only contact the patron has outside of health care personnel.

“I want them to know they are not forgotten.” —Anna Leah Keene

For one grateful library patron, Books for the Homebound is “a godsend.” Due to an injury, Veronica* has been confined to a wheelchair. No longer able to stand, walk or drive, Veronica still has a very active mind. Every month she receives 10 books through Books for the Homebound. She and her daughter, who lives out of state, discuss the books she reads via telephone or computer. Veronica reports, “The books are selected...to appeal to me. They take me to other places, so I can travel in my mind.”

*Veronica is not her real name.

KCPL believes every citizen, whether mobile or not, should have the ability to travel to another time and place through the magic of reading.

3,498 BOOKS, AUDIOBOOKS, & MUSIC CDs DELIVERED
Business Reference
Dedicated business librarians help patrons with resources in all areas of commerce including investments, business starts ups, small business management, and demographic information.

DEM城里GICS NOW (BUSINESS):
2,313 logins

LEGAL FORMS AND BUSINESS LETTERS:
1,142 documents retrieved

VALUE LINE (INVESTMENTS RESEARCH REPORTS):
3,298 logins

Photo and Document Processing
This year, KCPL introduced a new public document processing station. Patrons can scan paper documents or photographs and process them into various file types to output to email, cloud, or flash storage, or send to a mobile device. With personal digital archiving, patrons save time and fax fees, reduce paper storage and waste, and can easily share their files. Another crucial feature provides text-to-speech conversion so that people with reading disabilities can listen to their documents.

Interlibrary Loan
It is impossible for any one library to own every published material available. However, working with partner libraries, KCPL is able to borrow and loan hard-to-find and more esoteric titles requested by patrons. As part of the Firefly courier service, which transports books and items between most Tennessee libraries, KCPL is able to meet nearly every request for materials.

21,557 interlibrary loan transactions

Technology Literacy
The library has long served a critical role in teaching technology skills. At KCPL, patrons may make an appointment with a reference librarian to learn on their own devices. In addition, this year marked KCPL’s 15th year of computer workshops for patrons with little or no computer experience as well as for more advanced users. KCPL offers workshops regularly in small class sizes which some patrons attend repeatedly for better retention or as a refresher. In 2014 we offered over 50 sessions of 8 different computer workshops, such as Introducing the Computer, Internet and Email Basics, and Microsoft Office, in addition to the appointments for personal mobile devices.
It’s not uncommon for people to question the role of libraries in the age of the Internet. It’s true that some information, such as ZIP codes and business locations, is much easier to obtain. But information needs are becoming more complex than ever before.

Reference services have seen a seismic shift in the way information is delivered. What was once available only in print volumes at Lawson McGhee Library is now available 24/7 through our website, with a library card. KCPL subscribes to more than 80 databases and online resources that are not otherwise available for free. Experienced researchers appreciate the increased access; for less experienced researchers, the KCPL reference librarians are able to help patrons efficiently navigate the most relevant and credible sources.

**Your Stories**

When I became unemployed, I needed to get out of my apartment, and I didn’t own a computer. I made the library my office. I looked for and applied for jobs. I saw friendly familiar faces.

When my husband enrolled in grad school and needed to watch many art films, the library had all of the films. What an amazing collection! Someone knew exactly what to stock.

Now, to keep my sanity, I am devoted to daily reading concerning my profession. I could never afford to purchase [so many] books about the creative process, marketing, and other special interests. Everything I need to find is at the library!

**Debra Dylan**
Editor/Writer, KnoxZine Magazine

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**By the Numbers**

**Our Staff Fielded Over 321,148 Reference Questions. That’s 880 Questions Every Day**

**DATABASES**

KCPL provides access to over 80 online databases and resources. Here are a few of our most popular:

- **Ancestry.com Library Edition**
  - 3,305 logins

- **Chilton Library**
  - 850 car repair manuals accessed

- **Gale Virtual Reference Library**
  - 1,403 ebook retrievals

- **Tumblebooks**
  - 62,161 children’s read-alongs accessed

- **Newsbank**
  - (newspapers & broadcast news transcripts)
  - 1,867 logins
Story Keepers

Historians, both professional and hobbyist, come to the East Tennessee History Center from all over the region. They may be researching their ancestral lines, hunting down a local legend, or gathering evidence for a boundary dispute. It would be nearly impossible to know the number of stories held in our historical collections.

The East Tennessee History Center is home to the Calvin M. McClung Historical Collection, the Knox County Archives, Tennessee Archive of Moving Image and Sound, and the Museum of East Tennessee History (operated by the East Tennessee Historical Society).

Your Stories

Dr. J.C. “Jim” Tumblin
Retired optometrist, journalist, and East Tennessee historian

As the author of a monthly newspaper column on historic subjects, I rely on the McClung Historical Collection for research and as a source for historic photographs. Not only is their collection of books outstanding, but their collection of historic photographs also excels.

As a member of two national boards, I have visited probably 50 libraries, including the Huntington (CA), the West Point Library (NY), U.S. Army War College (PA), New York Public Library (NY), National Archives (GA), Library of Congress (DC), together with the state libraries of possibly 10 states from North Carolina to Hawaii.

The helpfulness of the staff and the selections available at the Calvin M. McClung Historical Collection in its book shelves, its biographical files, and the specific vertical files of businesses, historic sites and landmark institutions and homes make the CMMHC equal to or superior to any other library I have visited.

“The helpfulness of the staff and the selections available...make the [McClung Collection] equal to or superior to any other library I have visited.”

Calvin M. McClung Historical Collection
An extensive genealogical research library, holdings include rare books, photographs, maps, manuscripts, and newspapers, many of which are available online.

Visitors: 17,137

McClung Collection Holdings:
- Books: 75,184
- Maps: 3,836
- Bound Periodicals: 13,538
- Microfiche & Microfilm: 23,537
- Manuscripts (Linear ft): 5,082
- Vertical Files: 180
- Total: 121,357

Knox County Archives
A repository of non-current, permanent records created by Knox County Government since 1792. Thanks to the Friends of the Library, most of the Archives’ major databases are now online, meaning patrons can search for what they want from anywhere.

Visitors: 2,423

Tennessee Archive of Moving Image and Sound (TAMIS)
TAMIS contains regional historical recordings dating back to the early 1900s.

TAMIS Collection Highlights (Approximate Figures)
- Audio (Discs & Audiotapes): 2,500
- East Tennessee Radio Programming 1930s-1990s: 2,000
- Regional Record Collection Early 1900s-Present: 3,500
- Moving Images (Reels): 1,500
- Regional Home Movies 1915-1987: 2,000
- Local Newsfilm (WBIR, WATE) 1956-1983: 1,500
- Local TV Programming 1953-2000s: 1,000
A window into the past has never been clearer

The Calvin M. McClung Digital Collection contains 10,207 images available online, documenting early days of photography through the late 20th century. Here are just a few highlights from the collection:

Woman Suffrage
The Harry T. Burn Papers related to his decisive vote in favor of women’s right to vote in the Tennessee House of Representatives in 1920 is a key component of this collection.

Hugh Tyler Collection
Hugh Tyler’s twin sister, Laura, was the mother of Knoxville writer James Agee. Tyler’s album and manuscripts include photographs of James Agee and his mother’s family.

George F. Barber Mail Order Catalog Collection
Best known for his late 19th and early 20th century residential designs, American architect George Franklin Barber largely succeeded due to his early and enthusiastic adoption of national sales catalogues for his architectural plans.

Access the collection at http://cmdc.knoxlib.org
A growing collection

Binge watching TV series may be the current rage, but library patrons have been able to check out entire series for years. From the most obscure foreign film to the latest blockbuster, KCPL’s collection of movies, documentaries and television series continues to grow, with more than 69,000 items currently in the collection. Circulation rates also continue to climb, making the audiovisual collection the most popular at Lawson McGhee Library.

Audiobooks have gained popularity, with downloadable audiobooks now achieving 65% more circulation than in 2011 (the first year downloadable audiobooks were offered). Part of the popularity of audiobooks may be linked to an increased interest in physical fitness. Patrons are walking and reading to get a double dose of good habits.

Focusing on local music has always been an important aspect of collection development. KCPL’s music collection reflects a strong heritage of musicians in our region. Boasting more than 17,000 CDs in the collection, local music is well represented.

<table>
<thead>
<tr>
<th>COLLECTION HOLDINGS</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult and Teen Audiobooks</td>
<td>11,668</td>
<td>15,045</td>
<td>16,317</td>
<td>18,712</td>
<td>20,230</td>
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<tr>
<td>Children’s Audiobooks</td>
<td>977</td>
<td>1,042</td>
<td>1,109</td>
<td>1,240</td>
<td>1,142</td>
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<tr>
<td>Downloadable Audiobooks</td>
<td>2,318</td>
<td>3,260</td>
<td>3,765</td>
<td>4,999</td>
<td>5,651</td>
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<tr>
<td>TOTAL AUDIOBOOKS</td>
<td>14,963</td>
<td>19,347</td>
<td>21,191</td>
<td>24,951</td>
<td>27,023</td>
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<tr>
<td>Adult DVDs</td>
<td>10,349</td>
<td>13,084</td>
<td>13,720</td>
<td>14,995</td>
<td>16,697</td>
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<tr>
<td>Children’s DVDs</td>
<td>5,844</td>
<td>6,772</td>
<td>7,048</td>
<td>7,504</td>
<td>8,830</td>
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<tr>
<td>TOTAL DVDS</td>
<td>16,193</td>
<td>19,856</td>
<td>20,768</td>
<td>22,499</td>
<td>25,527</td>
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<tr>
<td>Adult CDs</td>
<td>11,825</td>
<td>12,457</td>
<td>12,442</td>
<td>12,925</td>
<td>13,107</td>
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<tr>
<td>Children’s CDs</td>
<td>2,761</td>
<td>3,084</td>
<td>3,313</td>
<td>3,646</td>
<td>4,043</td>
</tr>
<tr>
<td>TOTAL CDs</td>
<td>14,856</td>
<td>15,541</td>
<td>15,755</td>
<td>16,571</td>
<td>17,150</td>
</tr>
</tbody>
</table>

**Most checked-out DVD of 2014 (358 circulations)**

**Most checked-out CD of 2014 (78 circulations)**

**Most downloaded audiobook of 2014 (320 downloads)**

465,360 TOTAL SIGHTS & SOUNDS CIRCULATION

<table>
<thead>
<tr>
<th>Audiovisual Items</th>
<th>306,596</th>
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</thead>
<tbody>
<tr>
<td>Juvenile AV Items</td>
<td>105,772</td>
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<tr>
<td>Downloadable AudioBooks</td>
<td>52,992</td>
</tr>
</tbody>
</table>

81% BIGGER THAN 2010
Celebrating **10 YEARS** of **MOVIES on MARKET SQUARE**

Every autumn, when the days turn shorter, it’s time for our popular outdoor movie series. The series was begun to shine a light on KCPL’s outstanding collection of movies and music. In 2013, we celebrated 10 years of Movies on Market Square with record-breaking crowds.

**ATTENDANCE: 12,000**

*Movies on Market Square is made possible through the generous support of Lusid Media, Downtown Knoxville, The Trust Company, PetSafe, Knox Life Church, The Tomato Head, City of Knoxville, KUB, Metro Pulse, WBIR, B97.5 and Lunar Cinemas.*

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**SUNDAY SCREENINGS**

*Woman in Hiding* is one of the gems from the Sights & Sounds film collection to be “large-screened” as part of the Sunday Screenings series. A classic film noir, this movie is notable because at least a third of the action takes place in a Knoxville few of its 1940s inhabitants would recognize. On hand to discuss the movie was historian and film buff, Jack Neely.

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**CONCERTS @ THE LIBRARY**

Cold nights felt a little warmer for those who attended the winter Concerts @ the Library series. Designed to showcase the many excellent musicians in Knoxville, this series presented all kinds of music from straight ahead jazz to the American songbook, gospel and show tunes and the peculiar magic of Jack Rentfro’s Apocalypso Quartet.

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**your STORIES**

**CAROL ZINAVAGE SHANE**

**PRINCIPAL KEYBOARDIST,**

**KNOXVILLE SYMPHONY ORCHESTRA**

**SENIOR PIANO FACULTY,**

**COMMUNITY SCHOOL OF THE ARTS**

As a professional classical musician and teacher, I use Lawson McGhee Library’s audio-visual services constantly. I can’t count the times I’ve learned pieces using recordings from the library’s holdings, and I continually make use of CDs to introduce my students to various composers. Owing to the nature of classical music titles, which are often listed in multiple languages, specific works are occasionally difficult for me to find. Lawson McGhee’s AV experts are always eager to help when I am unable to find what I need. I greatly value the AV services of Lawson McGhee Library.
In today’s world, access to computers and the Internet is essential. School catalogs, banking, and job applications are moving exclusively online. Even the IRS depends on the Internet for distribution of forms.

Citizens who do not have adequate computer skills or access to the Internet would be unable to function in our increasingly digital world if not for libraries. Simply put, public libraries are the bridge in the digital divide.

Downloadable magazines ZINIO

In October 2013, KCPL launched a new download service that allows library cardholders to access 75 full-color, interactive magazines spanning subjects from art and photography to science and technology. The service, which includes titles for adults, teens, and children, builds on KCPL’s focus on providing digital content to current cardholders. Awarded Best New Database of 2012 by Library Journal, Zinio is the world’s largest newsstand, offering multi-user access to popular publications.

30% of households in the United States DO NOT HAVE BROADBAND CONNECTIONS.

Pew Research Internet Project, September 2013

KCPL OFFERS OVER

300 COMPUTERS AVAILABLE TO THE PUBLIC
850 HOURS PER WEEK THROUGHOUT LOCATIONS 19

99% OF PATRONS WAIT LESS THAN 10 MINUTES FOR A SESSION ON A PUBLIC COMPUTER

Additionally, every location is equipped with Wi-Fi for personal devices. Patrons can use their phones or tablets for browsing, email, and social media.
K KnoxLib.Org

a “virtual branch”

2,012,756

UNIQUE VISITS

11,096,307

PAGEVIEWS

K CPL is fortunate to have a robust brick and mortar system. But online services now make up a strong portion of the overall mix and are available 24/7, anywhere a card holder happens to be. Think of it as a virtual branch.

In early 2014, we launched a redesigned website that is more user-friendly and responsive to mobile technologies, with more features and interactivity.

ROBIN CAMPBELL

OUT-OF-COUNTY CARDHOLDER

I live in a very small rural community south of Knoxville. While we do have a library (about 4 or 5 miles from where I live on a farm), I depend on the Knoxville library for reading materials. The annual cost of my “out of county” card is the best bargain ever!

Thanks to the KCPL presence on the Internet, I can get books on hold from all over the county and manage my account on my phone. I use the library A LOT, averaging about 30 books and 10 digital books checked out at a time. Since I have to commute to work, having books on CD to listen to while I drive is a must, as are the digital downloads to my MP3 player for walking my three dogs and working out at the gym. I am the Library’s biggest supporter for their digital services. Who wants to pay for audiobooks when you can get them free at the library?

In the last year I have discovered the movies and music that are also available, just another part of the greatest bargain in Knox County.

Who knows how many thousands of books I have read and listened to over the years, since I got my first card back in 2003. Thanks, KCPL!

e-media collection

for downloading, streaming, or viewing online

- Downloadable ebooks (19,065)
- Downloadable audiobooks (7,028)
- Downloadable magazines (75 titles)
- Streaming music
- Library podcasts
- Animated read-alongs & videos for children
- Local history digital archives
- Online reference materials, resources, & databases including Gale Virtual Reference Library, Ancestry.com, Newsbank, Chilton Library, Tutor.com, and more
In a time of tightened belts, KCPL has done an excellent job of continuing to provide superior services and materials. Our collections are strong, and we’ve been able to expand our online offerings to meet the increasing demands for digital and downloadable media.

The transfer of the Tennessee Archive of Moving Image and Sound to the McClung Historical Collection provides an invaluable asset that we could not have purchased. This addition not only augments the Library’s holdings, but it preserves a very important part of our heritage for future generations.

With 19 facilities across the county, KCPL is open to the public 850 hours every week with a collection that is 1.2 million items strong and is circulated 2.8 million times. In short, the Knox County Public Library is an excellent return on your investment.

KCPL SNAPSHOT

850 HOURS/WEEK
139,642 TOTAL CARDHOLDERS
1.2 MILLION ITEMS OWNED
2.8 MILLION TIMES ITEMS CIRCULATED
209 FULL- AND PART-TIME EMPLOYEES
KCPL PROVIDES A GREAT RETURN ON INVESTMENT

$4.78 FOR EVERY $1 INVESTED IN KCPL, PATRONS RECEIVE A $4.78 RETURN.

MORE VISITORS THAN TOP KNOXVILLE ATTRACTIONS

KCPL had higher door counts than Neyland Stadium, Tennessee Smokies Park, and the Knoxville Zoo combined.

KNOX COUNTY PUBLIC LIBRARY SYSTEM
1.61 MILLION TOTAL VISITORS

NEYLAND STADIUM, SMOKIES PARK, & KNOXVILLE ZOO
1.45 MILLION TOTAL VISITORS

NOW THAT’S A FAN BASE! If all KCPL card holders decided to go to a football game, NO STADIUM in this country is large enough to hold them all—not Neyland (102,455) or even Michigan (109,901).

your STORIES

GEOFFREY TROWBRIDGE
NATIVE KNOXVILLIAN

My grandpa used to say, “The library makes life worth living.” I think the tradition of public libraries in this country is one of our best American traditions, one we should cherish. It’s a hallmark of an open and democratic society, a hallmark worth preserving, enriching and defending. The idea that no matter who you are, or how much money you have, for the nominal fee of a library card, you can have access to so much of the world’s knowledge, to so many voices, and this is considered a worthy investment by our community, is incredibly inspiring to me....

When I think of what I love about my home, and what makes it feel like Home, I can’t help but think of the KCPL. It is a precious part of my life, and I believe the life of my community.

RESOURCES USED, 2014

<table>
<thead>
<tr>
<th>RESOURCE</th>
<th>VALUE*</th>
<th>EXTENDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books (Adult, teen, and juvenile)</td>
<td>1,955,602</td>
<td>$20.00</td>
</tr>
<tr>
<td>Audiovisual (movies, audiobooks, CDs)</td>
<td>412,368</td>
<td>$20.00</td>
</tr>
<tr>
<td>Downloadable audiobooks</td>
<td>52,992</td>
<td>$10.00</td>
</tr>
<tr>
<td>Ebooks</td>
<td>160,141</td>
<td>$8.00</td>
</tr>
<tr>
<td>Downloadable magazines</td>
<td>12,320</td>
<td>$1.50</td>
</tr>
<tr>
<td>Interlibrary Loan</td>
<td>21,557</td>
<td>$30.00</td>
</tr>
<tr>
<td>Reference questions</td>
<td>321,148</td>
<td>$15.00</td>
</tr>
<tr>
<td>Adult programs (attendance)</td>
<td>19,955</td>
<td>$14.00</td>
</tr>
<tr>
<td>Children's programs (attendance)</td>
<td>74,640</td>
<td>$11.50</td>
</tr>
<tr>
<td>Meeting room (hours)</td>
<td>2,869</td>
<td>$50.00</td>
</tr>
<tr>
<td>Computer use (hours)</td>
<td>231,467</td>
<td>$12.00</td>
</tr>
<tr>
<td><strong>TOTAL VALUE</strong>:</td>
<td><strong>58,711,642</strong></td>
<td><strong>$12,292,182</strong></td>
</tr>
</tbody>
</table>

*These figures are based on estimated and average costs for library resources and services. Sources: Maine State Library (www.maine.gov/msl/services/calculator.htm) and Massachusetts Library Association calculator.

**Excludes Wi-Fi usage, online subscription services, and in-house magazine and newspaper usage.
As a taxpayer-funded agency, KCPL delivers essential services to all Knox County citizens. Our strong community partnerships enable us to enhance and extend the scope of these services. Whether it’s bringing world-class authors to town or delivering books to children under five, partnerships are truly the key to our success.

FRIENDS OF THE KNOX COUNTY PUBLIC LIBRARY
For more than 40 years, Friends of the Library has supported and advocated for library services through their 1500+ strong membership. These vital partners support a wide range of programs and services. Author visits, summer library clubs, holiday programming, Imagination Library, a breakthrough exhibit on children’s Appalachian literature, book and author programs, and so much more are possible because the Friends walk with us every step of the way. They even bought lunch for every Library staff member to show their appreciation. More than their financial support, however, is the heartwarming knowledge that these dedicated citizens value library services so much that they give freely of their time to make our library and our community a better place.

2013-14 Board President: Martha Gill; Executive Director: Abby Wintker-Burris

DOLLY PARTON’S IMAGINATION LIBRARY OF KNOX COUNTY
While KCPL is the administrative host for Dolly Parton’s Imagination Library of Knox County and the Governor’s Books from Birth Foundation provides a one-to-one match for funds raised, it is up to the community to fund books and mailing. Knox County’s Imagination Library has the highest per capita registration of any urban community in the country, which means that the Imagination Library Board is charged with raising approximately $230,000 annually. Year after year, this committed group continues to accomplish this considerable task through their hard work and dedication.

2013-14 Chair: Bonny Naugher
Coordinator: Danielle Velez

EAST TENNESSEE HISTORICAL SOCIETY
The East Tennessee History Center houses one of the region’s finest collections of historic materials for local history and genealogical research. While the History Center is maintained by Knox County Public Library, the ETHS is a critical partner in its operation. The world-class Museum of East Tennessee History, operated by the Society, is the public face of the Center. The Society organizes much of the Center’s programming, hosting genealogical classes and workshops, Brown Bag lectures, and feature exhibitions. In 2014, the Historical Society and KCPL teamed up to develop the traveling exhibition Reading Appalachia: Voices from Children’s Literature.

2013-14 President: Marvin House
Executive Director: Cherel Henderson

KNOX COUNTY PUBLIC LIBRARY ADVISORY BOARD
Nine citizens across Knox County are appointed by members of County Commission to represent each district, ensuring that library policy has a solid sounding board for all county residents. The board meets bimonthly for updates and discussion of library news.

2013-14 President: Anne Crais

KNOX COUNTY PUBLIC LIBRARY FOUNDATION
Founded in 2006 to support major capital needs of the KCPL system, the Library Foundation has long supported children’s programming through its Margaret Dickson Fund. This year, the group took on a new project to digitize all issues of the Knoxville News Sentinel between 1922 and 1990. In 2014, the Foundation vetted the project.

2013-14 Co-chairs: Ginger Browning and Ginna Mashburn

OLD LAWSON MCGHEE BOARD
Meeting annually, the “Old” Lawson McGhee Board is a legacy organization primarily made up of descendents of the original board of trustees that founded Lawson McGhee Library in 1885.

2013-14 Chair: Edward S. Albers, Jr.
Our community provides

Many of KCPL’s programs are made possible through the generous support of community sponsors. Whether it’s a donated pie for the Great Cake Bake or financial support for the Children’s Festival of Reading, our community provides the resources that enhance Library programs and services.

American Library Association
American Museum of Science and Energy
Brad Anders
@home Audio Video
Asset Planning Corporation
B975
Ross Bagwell, Sr.
Balloon Walk Abouts
B&G Catering
Bliss
Randy Boyd
Bricks 4 Kidz
Bruster’s Center for Children’s & Young Adult Literature (UTK)
Central Business Improvement District (CBID) - Downtown Knoxville
Charles Schwab
Chick-Fil-A
Children’s Museum of Oak Ridge
City of Knoxville
Ben Clark
Clayton Foundation
Clayton Homes
Comcast
Cornerstone Foundation
Cruze Dairy Farm
The Cup
Dale’s Fried Pies
Denton’s
Earth Fare
East Tennessee Children’s Hospital
East Tennessee Historical Society
East Tennessee PBS
Joe and Cindy Emert
Flying Anvil Theatre
Food City
Fountain City Diner
Friends of the Knox County Library
Gap
Gigi’s Cupcakes
Glowing Body
Keith Goodwin
Governor’s Books from Birth Foundation
Green Mountain Coffee Roasters
Nico Hardin
Haslam Family Foundation
Holidays on Ice
Home Federal Bank
Humanities Tennessee
In Flight Celebrations
Dr. Joe Johnson
Junior League of Knoxville
Kickstand Bicycle Collective
KJ Cookies
Knox County Health Department
Knox County Master Gardeners
KnoxLife Church
Knoxville Area Transit
Knoxville Catering
Knoxville Historic Homes
Knoxville News Sentinel
Knoxville Pediatric Associates
Knoxville Songwriters Association
Knoxville Symphony Orchestra
Knoxville Zoo
Lil’ton’s
Lunar Cinema
Lusid Media
Magpies
Metro Pulse
The Muse of Knoxville
National Endowment for the Arts
National Endowment for the Humanities
ORNL Federal Credit Union
Papa John’s
PetSafe
Petway Foundation
Pilot Flying J
Q100.3
Rita’s Bakery
Rita’s Italian Ice
Wayne Ritchie
River Sports Outfitters
Ronald McDonald House
Rosa’s Catering
Scripps Howard Foundation
Shafer Insurance Agency, Inc.
Shoney’s
Ed and Jeanie Sims
Smith Foundation Charitable Trust
South Knoxville Tae Kwon Do
Star 102.1
Strike and Spare Family Fun Centers
Subway
Sugarbaker’s
Tennessee Arts Commission
Tennessee Ornithological Society, Knoxville Chapter
Tennessee Soccer
Tennessee Softball
Tennessee Stage Company
Tennessee Valley Fair
Tennessee Volleyball
B. Ray Thompson Foundation
Titanic Museum Attraction
The Tomato Head
The Trust Company
Union Avenue Books
University Health Systems, Inc.
University of Tennessee
Variety of East Tennessee
VG’s Bakery
The Village Bakery
George and Stephanie Wallace
Walmart
WBLR-TV
WDVX
Women’s Basketball Hall of Fame
WVLT-TV
YMCA of Knoxville

For a complete list of individual Imagination Library donors, see Dolly Parton’s Imagination Library of Knox County Annual Report.