Notably Notaro: An Encore Performance
A western New York winter, 1953
Canisius College, Buffalo, New York
Bachelor of Arts, English
SUNY Buffalo
Master of Library Science
Once upon a time, a librarian living in a cold place sought a new, warm library to call “home.” ...
He soon discovered a beautiful waterfront campus with a friendly atmosphere.
They even had a big party to celebrate his arrival in 1985!
Jerry quickly settled into his position as Media Librarian, and began to build the best media collection in Pinellas County.
Second floor, old Poynter Library, mid-1980s
Bob Thush, AV Equipment Operator, working on a multitude of projects.
Jerry assisting a student at the circulation desk
Jerry has developed many excellent exhibits, such as this one on diversity that was outside the AV office in the old library.
Jerry has continuously worked in partnership with our faculty, such as Harry Schaleman, and he has mentored countless students.
David Kenerson, Lowell Davis, and Samuel Fustukjian celebrate at a library exhibit during the late 1980s. ...
Whether at the desk or celebrating at graduation, Jerry has been there to support our students.
Library staff, 1993
After the 1993 groundbreaking ceremony ...
Jerry planned for the new Media Center and studio.
Discussion list started by Jerry in the mid-1990s

MEDIALIB@LISTSERV.ADMIN.USF.EDU

Media Services in Libraries
MEDIALIB, Media Services in Libraries, is a discussion list for those involved with these services. These services include the selection, acquisition, and cataloging of audio-visual material, instruction media production, film and video distribution, etc.

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MEDIALIB Archives
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. As 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 arts, avant-garde innovators 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 Winen, 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 theater.

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 e-mail address, Jerry embraced the Internet, taught others of its value, and launched the MEDIALIB listserve. 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-1998. Jerry and his staff provide audio/visual services for academic courses at USFS St. Petersburg, manage an in-site studio, produce CDs, and maintain instructional materials and the juvenile collections. Poynter Library now carries nearly 5000 cataloged videos, DVDs, and CDs.

Over the years, Jerry has performed with the USF St. Pete Singers and served as a guiding force for the USFS Lecture Series, and the Committee on Issues of Sexual Orientation and Gender Identity (CISOCID). 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.
Notaro, Gerald A.

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This collection contains some of the publications of Gerald A. Notaro, University Librarian, Nelson Poynter Memorial Library, USF St. Petersburg.

EDUCATION

- Master of Library Science, State University of New York at Buffalo
- Bachelor of Arts, English/Education, Canisius College

PROFESSIONAL INTERESTS

- Collection Development and Management of Special Collections
- Instructional Technology
- Faculty Governance
- Library Reference
- Library Management

CONTACT INFORMATION

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