



City of Chicago



O2022-1098

Office of the City Clerk

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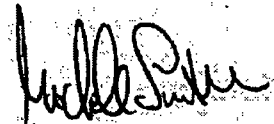
Meeting Date:	4/27/2022
Sponsor(s):	Smith (43)
Type:	Ordinance
Title:	Honorary street designation as "Honorary Tom O'Rourke and Peggy Barber Way"
Committee(s) Assignment:	Committee on Transportation and Public Way

City Council
April 27th, 2022
Alderman Michele Smith, 43rd Ward
Committee on Transportation and the Public Way
Honorary Tom O'Rourke & Peggy Barber Way

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CHICAGO

SECTION 1. Pursuant to an ordinance heretofore passed by the City Council which allows erection of honorary street-name signs, the Commissioner of Transportation shall take the necessary action for standardization of the 1800 block of North Fremont Street from Willow to Wicsonsin as "Honorary Tom O'Rourke & Peggy Barber Way."

SECTION 2. This ordinance shall take effect upon its passage and approvals



Michele Smith
Alderman, 43rd Ward

Icky Park

W Wisconsin St

W Wisconsin St

Knox College

N Bissell St

N Fremont St

Annie's Lincoln Park
Bed and Breakfast

Mulligan Apartments

Rivet Park

10th Ave

N Sheffield Ave

N Bissell St

N Fremont St

N Dayton St

Joe Saenz - REALTOR

Number
less store

W Willow St

Ayo Pizza Cafe & Shop

N Fremont St &
W Willow St, Chicago

W Willow

N S


N Bissell St

N Fremont St

N Dayton St

N B

1717 N Dayt

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Thomas J. O'Rourke

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Thomas J. "Cowboy" O'Rourke, 62 years, suddenly, July 31, 2008, beloved husband of Margaret "Peggy" Barber; loving father of Betsy (Dan) Spillane, Haley (fiance, Keith Morey) O'Rourke and Katie (Stipo) Udovicic; dearest grandpa of Francine, Shea and Beau Thomas; fond brother of Patrick

(Marilyn); dear uncle of Courtney (Dale) Gorder and Darby (Tim) Douglas. Memorial celebration will be held on Saturday, Aug. 2, 2008, 4 p.m. at St. James Lutheran Church, 2046 N. Fremont St., Chicago. In lieu of flowers, kindly make donations in Tom's name to Hartsel Library Friends, P.O. Box 10, Hartsel, CO, 80449. Funeral info, **Ewald-Barlock Funeral Home**, 773-549-0098.

Published by Chicago Tribune on Aug. 1, 2008.

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OBITUARIES

NEWS

Margaret 'Peggy' Barber, promotional mastermind behind National Library Week, celebrity 'Read' posters, dies

By **BOB GOLDSBOROUGH**
CHICAGO TRIBUNE | SEP. 20, 2019



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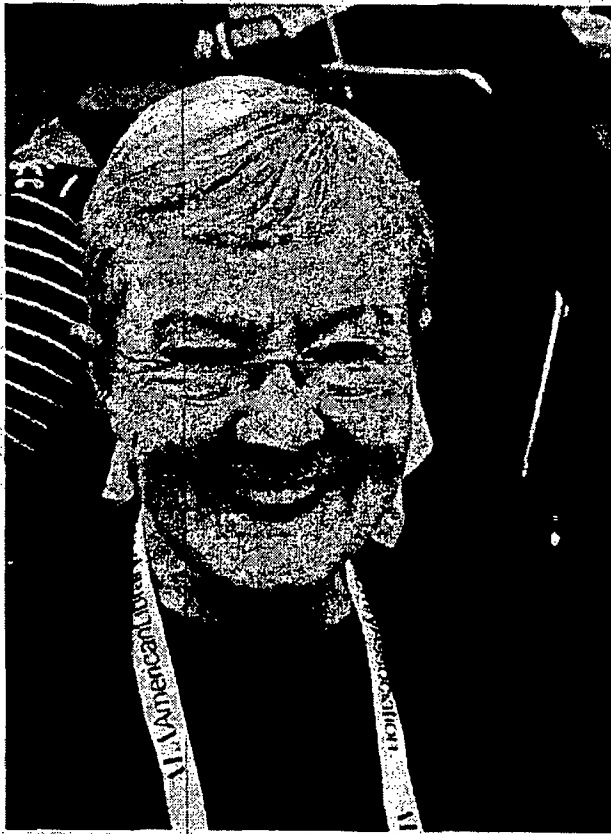


Margaret "Peggy" Barber oversaw the public information office for the Chicago-based American Library Association for 30 years before starting her own consulting firm dedicated to promoting libraries and librarians.

"She was a true believer in the importance of libraries to the health and soul of a community and their transformative powers for the individual users," said Art Plotnik, the former editor of American Libraries magazine.

Barber, 75, died of complications from lung cancer Aug. 25 at her Lincoln Park home, said her stepdaughter, Betsy O'Rourke.

Born Margaret Ellen Barber, she grew up in Alhambra, California. She received a bachelor's degree in English from the University of California at Riverside in 1965



Margaret "Peggy" Barber transformed how libraries and librarians promote their services to the public. (American Library Association)

and a master's degree in library and information science from Rutgers University in 1966.

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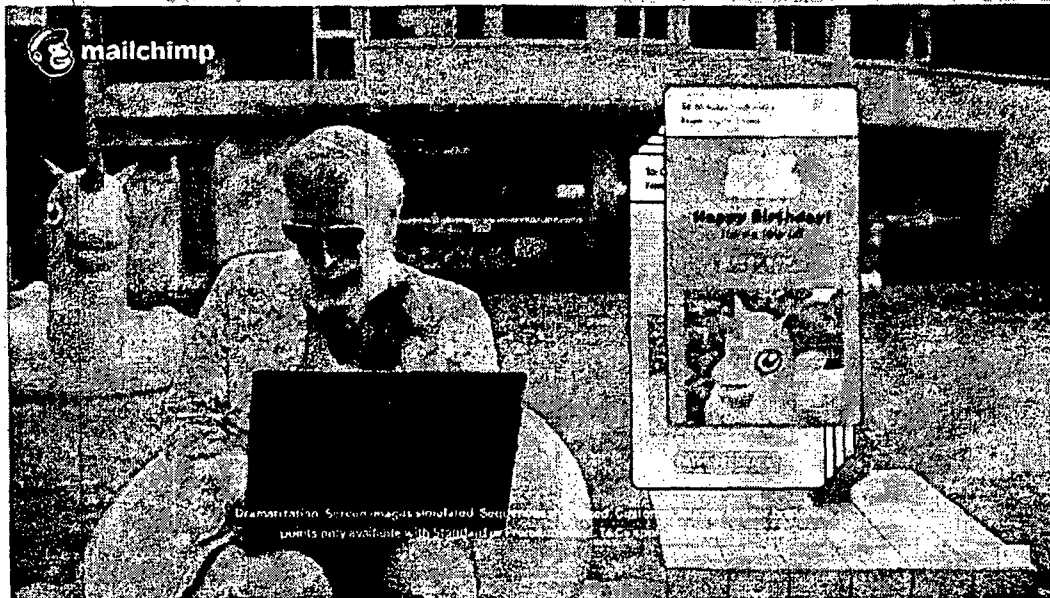
Early in her career, Barber worked as coordinator for the Orange County Cooperative Library System and as a reference librarian for the Bay Area Reference Center at the

San Francisco Public Library.

In 1970, Barber joined the American Library Association, where her official title was associate executive director for communication. Instantly, she began to put her stamp on the organization, recalled Robert Wedgeworth, who was the American Library Association's CEO from 1972 until 1985.

Barber transformed how libraries and librarians promote their services to the public through two initiatives: National Library Week and annual communications audits, Wedgeworth said. National Library Week wound up providing funding that allowed the association to develop a robust public relations function, Wedgeworth said, while the communications audit yielded advice that helped the association develop a wide-ranging set of public programs.

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“Peggy Barber was the guiding hand behind these two developments that became a major financial and organizational success,” Wedgeworth said. “Peggy was masterful at coordinating powerful, competing interests to cooperate as participants in her programs.”

Barber started the practice of annual posters featuring a major celebrity with a book, along with the headline “Read.” The subjects of such posters included Sting, David Bowie, Mel Gibson, Julia Stiles, Maya Angelou, Stephen Hawking and the rock band R.E.M., among others. The posters also featured beloved characters such as Mickey Mouse and Miss Piggy of “Muppets” fame.

“How she managed to persuade the owners of Mickey Mouse and Miss Piggy images to authorize their use to promote libraries still amazes me,” Wedgeworth said.

Patricia Glass Schuman, a librarian who was president of the American Library Association from 1991 until 1992, called Barber “a consummate innovator and a pioneer.”

"Peggy's efforts changed the way librarians and library supporters think about communication and advocacy — and she pushed us all with determination, style and grace," Schuman said. "Her advocacy for public communication and support for libraries and literacy profoundly influenced the American Library Association

SECTIONS

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Plotnik worked in the early 1970s for a national magazine for librarians before Barber helped recruit him to join the American Library Association as the editor of American Libraries magazine. The two wound up being colleagues for more than two decades.

"Having walked the walk in her library work, she was a true believer in the importance of libraries to the health and soul of a community and their transformative powers for the individual users," Plotnik said. "One might have called her a zealot, cheerleader or even missionary for libraries, but she wouldn't have fit the stereotype. Her style was from the heart — never false or overbearing — and her career was one of action, not just words, in bringing the library message, of both traditional and modern services, to the public, to the media (and) to funders."

In 2000, Barber left the American Library Association and formed her own consulting firm, Library Communication Strategies. She shuttered the firm in 2015.

With Linda Crowe, Barber co-authored the 1993 book "Getting Your Grant: A How to Do It Manual for Librarians."

Barber chaired the National Coalition for Literacy and the Community Advisory Board of WBEZ-FM. In retirement she enjoyed travel, playing the cello and walking her golden retriever, Lucy, her stepdaughter said.

Barber's first husband, Haig Depoian, died in 1994. Her second husband, Tom O'Rourke, died in 2008. In addition to her stepdaughter, she is survived by a

brother, Gary Barber; a stepson, Mike Depoian; four other stepdaughters, Haley Morey, Kate O'Rourke, Rose White and Donna Szpytek; and 13 stepgrandchildren.

Services were held.

Bob Goldsborough is a freelance reporter.

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