



# Office of the City Clerk

City Hall  
121 N. LaSalle St.  
Room 107  
Chicago, IL 60602  
www.chicityclerk.com

## Legislation Text

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File #: O2022-1098, Version: 1

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City Council April 27\*, 2022 Alderman Michele Smith, 43<sup>rd</sup>  
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 I.** 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 Wisconsin as "Honorary Tom O'Rourke & Peggy Barber Way."

Michele Smith Alderman, 43<sup>rd</sup> Ward

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

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Thomas O'Rourke. Obituary (2008) - Chicago. IL - Chicago Tribune

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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; Uddvicic; dearest grandpa of Ffancirie, 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-Barlbck Funeral Home, 773-549r0098.

Published by Chicago Tribune on Aug. 1, 2008.

<https://www.iegac.org> <<http://www.iegac.org>>

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

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# 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, a pioneer in the field of library science, was dedicated to promoting libraries

in her office for the Chicago Public Library.

"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.

Her daughter, Ellen Barber, she grew up in Alhambra, California. She received a degree in English from the University of California at Riverside in 1965

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4/14/22, 3:59 PM Margaret • Peggy' Barber, promotional mastermind behind National Library Week, celebrity 'Read' posters, dies in Chicago Tribune

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

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Margaret "Peggy" Barber transformed how libraries and librarians promote their work (Library Association)

**San Francisco Public Library.**

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

In 1970, Barber joined the American Library Association as its 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 association's communications advice that helped the association develop a wide-ranging set of public programs.

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

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'■ Peggy Barber was the guiding hand behind these two developments that became major financial and organizational success," Wedgeworth said. "Peggy was a key participant in the development of these 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; the rock band Rush, 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 still "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."

<https://www.chicagotribune.com>

Margaret 'Peggy' Barber, promotional mastermind behind National Library Week, celebrity 'Read' poster, dies - Chicago Tribune

"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

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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 WT3EZ-FM. In retirement she enjoyed travel, playing the cello, and walking her golden retriever, Lucy, her stepdaughter said.

her husband, Haig Depoian, died in 1994. Her second husband, Tom died in 2008. In addition to her stepdaughter, she is survived by a

<<https://www.chicagobW%c2%a3>>

4/22/2022 4:00 PM Margaret 'Peggy' Barber, promotional mastermind behind National Library Week; celebrity reader; Chicago Tribune

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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