

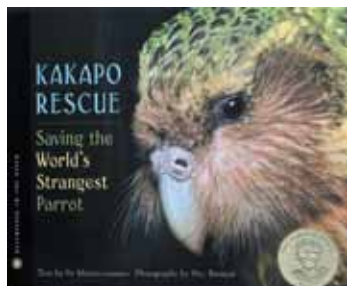
ALACognotes



SAN DIEGO — 2011 MIDWINTER MEETING

Monday, January 10, 2011

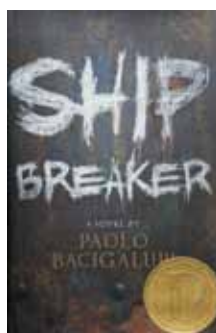
ALA Honors Top Youth Authors and Illustrators



Robert F. Sibert Medal
Kakapo Rescue: Saving the World's Strangest Parrot
Sy Montgomery
Houghton Mifflin Books for Children



Theodor Seuss Geisel Award
Bink and Gollie
Kate DiCamillo and Alison McGhee
Candlewick Press

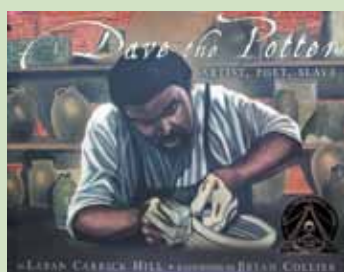


Michael L. Printz Award
Ship Breaker
Paolo Bacigalupi
Little, Brown and Company

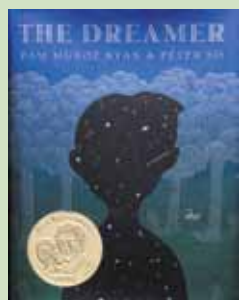
See additional award listings beginning on page 5.



John Newbery Medal
Moon over Manifest
Clare Vanderpool
Delacorte Press

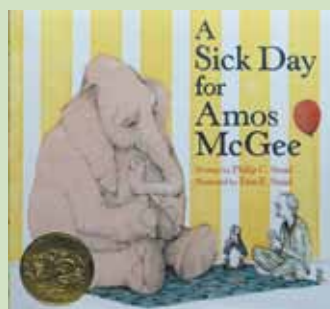


Coretta Scott King Illustrator Award
Dave the Potter: Artist, Poet, Slave
by Laban Carrick Hill
illustrated by Bryan Collier
Little, Brown and Company

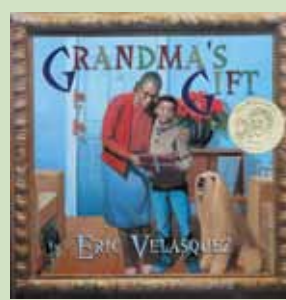
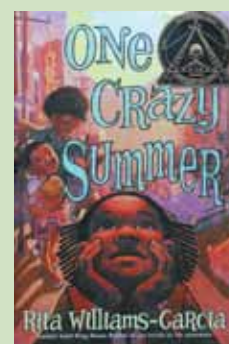


Pura Belpré Author Award
The Dreamer
Pam Muñoz Ryan
Scholastic Press

Randolph Caldecott Medal
A Sick Day for Amos McGee
Erin E. Stead
illustrator
written by Philip C. Stead
Roaring Brook Press



Coretta Scott King Author Award
One Crazy Summer
Rita Williams-Garcia
Amistad



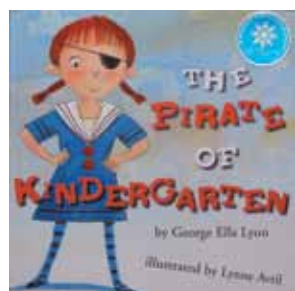
Pura Belpré Illustrator Award
Grandma's Gift
illustrated and written by Eric Velasquez
Walker Publishing Company, Inc.

May Hill Arbutnot Honor Lecture Award
Peter Sís

Mildred L. Batchelder Award
A Time of Miracles
Anne-Laure Bondoux
Delacorte Press

William C. Morris Award
The Freak Observer
Blythe Woolston
Carolrhoda Books

Andrew Carnegie Medal for Children's Video
The Curious Garden
Paul R. Gagne and Melissa Reilly Ellard



Schneider Family Book Award Children's
The Pirate of Kindergarten
George Ella Lyon
Atheneum Books for Young Readers



Schneider Family Book Award Middle School
After Ever After
Jordan Sonnenblick
Scholastic Press



Schneider Family Book Award Teen
Five Flavors of Dumb
Antony John
Dial Books

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Andre Dubus III Reads from His Memoirs and Addresses His Reasons for Writing

By Frederick J. Augustyn, Jr.
The Library of Congress

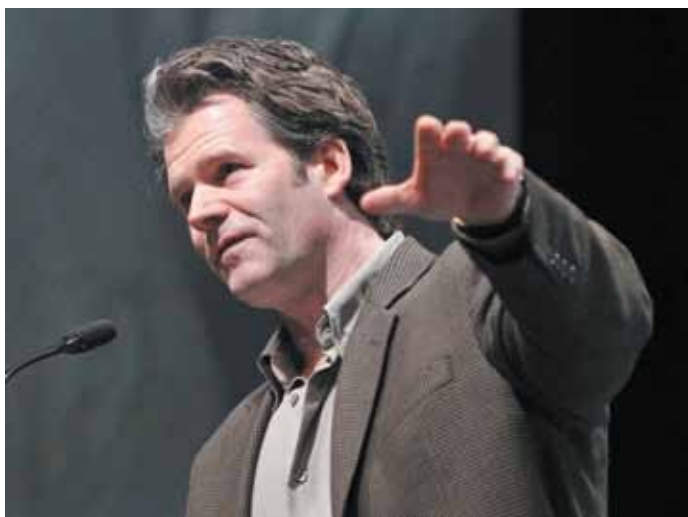
Author of works of fiction such as *House of Sand and Fog* (1999) and *The Garden of Last Days* (2008) as well as of the forthcoming *Townie: A Memoir* (2011), Andre Dubus III, at a presentation of the Sunrise Speaker Series on Sunday, addressed the sources of inspiration and motivation that made him decide to begin writing at age 22 soon after graduating from

UT-Austin. A product of the declining region of mill towns north of Boston, among them Lowell and Haverhill ("Jack Kerouac country," as he dubbed it), Dubus is the son of an underpaid community college professor who was also a noted short-story writer whom he scarcely knew and a homemaker mother who raised him, went back to school, and became "one of [his]

heroes." He gave credit to libraries because, although it pained him to see how many great books are no longer in print, "they are alive in the library" where they populate the shelves. He also thanked those institutions for providing him the carrels to write in during the first ten years of his chosen career.

As with so many people, Dubus believes that he had an unhappy childhood. His family was divided by

» see page 6



Novelist and writer of short stories Andre Dubus III delivers his Sunrise Speaker Series presentation.



Actor, environmental activist and author Ted Danson is interviewed by ALA President Roberta Stevens during the President's Program.

E-readers and Literacy for All: A Vision for the Future

By Stacy L. Voeller
Minnesota State
University Moorhead

for Literacy and Outreach Services moderated the session.

On Sunday morning, ALA's Committee on Literacy Research to Practice Discussion Group's topic was E-readers and Literacy for All: A Vision for the Future. Dale Lipschultz, PhD, Literacy Office from the Office

Lipschultz provided a yet-to-be-released paper by Gina Biancarosa and Gina G. Griffiths from the University of Oregon called "E-Reading Technology and the Future of Academic Reading: A Report to Carnegie Corporation of New York." The paper discussed how the

» see page 18

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Richard Rhodes Presents Librarians with a Reverie on the Effect of Technological Innovations on Words and Thought Processes

By Frederick J. Augustyn, Jr.
The Library of Congress

Twentieth-century historian Richard Rhodes, the author or editor of 22 books including the Pulitzer Prize, National Book Award, and National Book Critics Circle Award winning *The Making of the Atomic Bomb* (1986); *Dark Sun: The Making of the Hydrogen Bomb* (1995); and his latest *The Twilight of the Bombs* (2010), delivered the 12th annual Arthur Curley Memorial Lec-

ture on Saturday, January 8. Joseph Eagan, the Virtual Services Manager of the Montgomery County (MD) Library System, introduced Rhodes, who has served as both a visiting scholar at Harvard and MIT and a host and commentator for several PBS documentaries. In reviewing the momentous transformation in the distribution of ideas as we proceed through the digital revolution, Rhodes asserted that similar initially unsettling advances have happened before.

But first Rhodes paid homage to our profession. While going through a difficult childhood in Kansas City, Missouri, during which he often had to live on the street, Rhodes recalled that “the library for me was a refuge—literally, for safety and security” and also a place providing possibilities to reach out to the world. He learned to read at the age of four, instructed by the landlady of a rooming house. Not at all convinced that authorship can be taught in specifically-designed classes, he instead is a self-taught scribe who learned to write from reading. Good libraries, as well as bad ones, have served the purpose of conveying the art of writing to many authors. Although he today taps into online historical sources, according to Rhodes, “there is no substitute for working in libraries.”

The author took his audience back to what reading was like and what it had meant in earlier centuries. St. Augustine, when visiting Italy from the provinces of the Roman Empire, was surprised when he observed St. Ambrose reading silently since the custom had always been to read aloud, a more social rather than a solitary, meditative experience. Students in ancient times recited passages of works they wished to remember near particular buildings

and conjured up images of those structures when they sought to remember those passages. Socrates and many of his contemporaries feared that learning to write would foster forgetfulness because, in their opinion, writing was a lazy way to remember. The great philosopher considered writing to be like painting, that is, only an approximation of reality. “For Socrates, texts written down are mute—they cannot be interrogated.” Rhodes asserted that this was similar to the controversy over whether calculators should be used in the classroom, since they presumably discouraged the need to learn math, a method of training the mind.

The introduction of the printed book created even more turmoil than writing. Some argued that books should still be copied by hand, despite the introduction of printing, allegedly because parchment would last longer than paper but also because “copying by hand involved more diligence and industry.” There were often fewer spelling errors in copied than in printed books (which, of course, multiplied any errors.)

Rhodes queried why reality writing—“a narrative prose that requires external facts for authentication” is called “non-fiction,” a term defined by what it is not. He disclosed (and deplored) that this term was invented by a librarian in 1867 in the annual report of the Boston Public Library. He prefers to call this category of writing “verity,” a term taken from the French, which only sounds odd because it is new. Rhodes considers himself primarily to be a verity writer, although he has also written four books of fiction.

Rhodes asserted that the I-phone is “the death knell of the bar bet” because it allows the correct answer to many questions to be easily found. Despite the frequent discomforts of technology, he remains optimistic, for the pleasure of reading persists. With ever newer methods of conveying information, he stated that “the last generation’s trash is the next generation’s treasure.” And so the innovations associated with conveying information continue to develop, from writing, to printed books, to comic books, movies, and even video games.

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Today's Signings

9:00 – 10:00 a.m.

Abrams, #1910

Ann Angel

Janis Joplin: *Rise Up Singing*

10:00 a.m. – 2:00 p.m.

Caregiver's Path, #756

Viki Kind

*The Caregiver's Path to
Compassionate Decision
Making*

1:00 – 3:00 p.m.

Gamadin, #718

Tom Kirkbride

Youth Media Award Honors

Alex Awards

The Reapers Are the Angels: A Novel
Alden Bell
Holt Paperbacks

The Particular Sadness of Lemon Cake: A Novel
Aimee Bender
Doubleday

The House of Tomorrow
Peter Bognanni
Amy Einhorn Books

Room: A Novel
Emma Donoghue
Little, Brown and Company

The Vanishing of Katharina Linden: A Novel
Helen Grant
Delacorte

The Radleys
Matt Haig
Free Press

The Lock Artist
Steve Hamilton
Thomas Dunne Books
for Minotaur Books

Girl in Translation
Jean Kwok
Riverhead Books

Breaking Night: A Memoir of Forgiveness, Survival, and My Journey from Homeless to Harvard
Liz Murray
Hyperion

The Boy Who Couldn't Sleep and Never Had To
D.C. Pierson
Vintage Books

King Author Honor Books
Lockdown
Walter Dean Myers
Amistad

Ninth Ward
Jewell Parker Rhodes
Little, Brown and Company

Yummy: The Last Days of a Southside Shorty
G. Neri, illustrated by Randy DuBurke
Lee & Low Books Inc.

King Illustrator Honor Book

Jimi Sounds Like a Rainbow: A Story of the Young Jimi Hendrix
illustrated by Javaka Steptoe
written by Gary Golio
Clarion Books

Printz Honor Books
Stolen
Lucy Christopher
Chicken House

Please Ignore Vera Dietz
A.S. King
Alfred A. Knopf

Revolver
Marcus Sedgwick
Roaring Brook Press

Nothing
Janne Teller
Atheneum Books for Young Readers

Newbery Honor Books
Turtle in Paradise
Jennifer L. Holm
Random House Children's Books

Heart of a Samurai
Margi Preus
Amulet Books

Dark Emperor and Other Poems of the Night
Joyce Sidman
illustrated by Rick Allen
Houghton Mifflin Books for Children

One Crazy Summer
Rita Williams-Garcia
Amistad

Caldecott Honor Books
Dave the Potter: Artist, Poet, Slave
illustrated by Bryan Collier
written by Laban Carrick Hill
Little, Brown and Company

Interrupting Chicken
written and illustrated
by David Ezra Stein
Candlewick Press

Batchelder Honor Books
Departure Time
written by Truus Matti and
translated by Nancy Forest-Flier
Namelos

Nothing
written by Janne Teller and
translated by Martin Aitken
Atheneum Books for Young Readers

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OUR AUTHORS AT ALA

COME VISIT THE PENGUIN BOOTH #1917



Monday, January 10

DEBORAH HARKNESS

AUTHOR OF

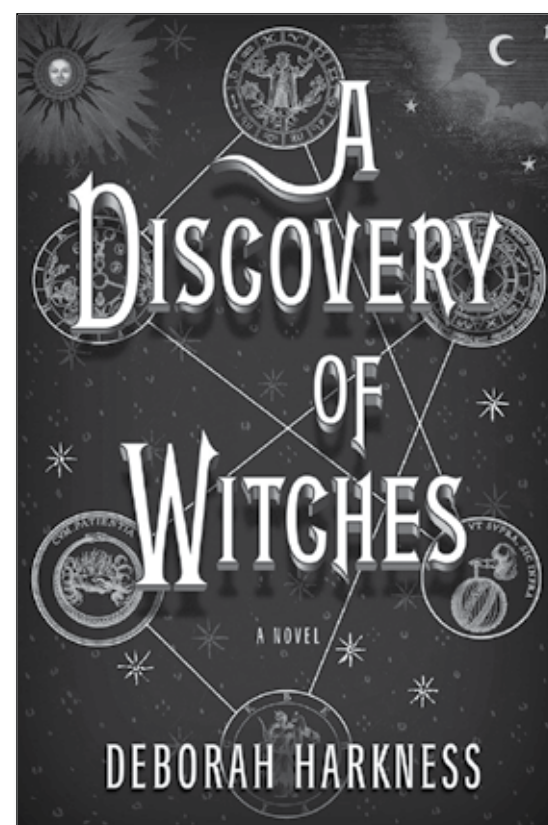
A DISCOVERY OF WITCHES



8:00–9:30 am AAP Author Breakfast,
Hilton San Diego Bayfront, Sapphire Ballroom A
Please RSVP at Penguin Booth #1917

"Harkness creates a compelling and sweeping tale that moves from Oxford to Paris to Upstate New York....All her characters are fully fleshed and unique, which, when combined with the complex and engaging plot, results in one of the better fantasy debuts in recent months."

—Booklist (starred review)



BCALA Announces the 2011 Literary Awards Winners

The Black Caucus of the American Library Association announced the winners of the 2011 BCALA Literary Awards during the Midwinter Meeting of the American Library Association. The awards recognize excellence in adult fiction and nonfiction by African American authors published in 2010, including the work of a first novelist, and a citation for Outstanding Contribution to Publishing. The recipients will receive the awards during the 2011 Annual Conference of the American Library Association in New Orleans, LA.

The winner in the Fiction category is *Glorious* by Bernice L. McFadden (Akashic Books).

McFadden interweaves rich historical details and vivid imaginative fiction in this riveting multi-faceted novel. Easter Venetta Bartlett, a fictional Harlem Renaissance writer, takes the reader on a journey from the Jim Crow South to the Harlem Renaissance and finally the Civil Rights movement. She battles racial oppression, betrayal, triumphs with success and ultimately finds redemption. *Glorious* is a brilliantly written novel and is destined to become a classic.

The winner in the Non-fiction category is *The Other Wes Moore: One Name, Two Fates* by Wes Moore (Random House). Honor Books for

Non-fiction were also selected: In the *Place of Justice: A Story of Punishment and Deliverance* by Wilbert Rideau (Alfred A. Knopf) and *John Oliver Killens: A Life of Black Literary Activism* by Keith Gilyard (University of Georgia Press).

The Other Wes Moore: One Name, Two Fates explores the importance of family, circumstance, opportunity, and its impact on African American male identity in urban America. Wes Moore provides an in-depth look into the journey of two African American males who happen to share the same name, but take very different life paths. In an environment disproportionately affected by poverty, a failing educational system, fatherlessness, and the rise of drug culture, this book raises the question of what does it take to positively impact the lives of young African American males? Equipped with a resource guide in its final pages, this book is an essential read for those who champion the critical influence of adults in young people's lives.

Sentenced to death row for the murder of a white woman at the age of nineteen, Wilbert Rideau spent forty-four years at the Louisiana State Penitentiary also known as Angola and nicknamed "The Farm," famed for brutality, riots, escape, and murder. His memoir, *In the Place of Justice*,

graphically and poignantly exposes his life in a place of "living hell" and his journey toward rehabilitation as a prison journalist. A saga of determination, transformation, personal integrity and redemption, his triumph over adversity is worthy of recognition and to be shared as a lesson learned.

John Oliver Killens: A Life of Black Literary Activism delves into the life and times of an enigmatic figure considered the spiritual father of the Black Arts Movement. Killen's life and political activism through literature are presented against a mosaic of other more well-known figures including Paul Robeson, W. E. B. Du Bois, Malcolm X and many others. Gilyard presents a well researched portrayal of Killens as novelist, teacher, essayist and founding chair of the Harlem Writers Guild. This is the first biography of John Oliver Killens and a significant contribution to the understanding of his influence as an African American writer activist.

The recipient of the First Novelist Award is Dolen Perkins-Valdez for *Wench* (HarperCollins).

Perkins-Valdez captures the complexities of the relationships between enslaved women and their masters in her debut novel *Wench*. The story centers around a historical resort in Ohio, where southern slave owners were said

to have vacationed with their enslaved mistresses. *Wench* tells the story of four women whose friendship is forged by pain, yet sustained by their love for their children and the hope of freedom. Perkins-Valdez has written an engaging and thought-provoking novel which examines another aspect of complicated relationships resulting from slavery.

For excellence in scholarship, the BCALA Literary Awards Committee presents the Outstanding Contribution to Publishing Citation to *Unfinished Blues: Memories of a New Orleans Music Man* by Harold Battiste Jr. and Karen Celestan (The Historic New Orleans Collection). *Unfinished Blues* is a memoir detailing Harold Battiste's life and career as a musician, composer, producer, arranger, and educator while championing New Orleans jazz for more than fifty years. Lavishly illustrated with personal photographs it promotes and preserves the influence of music on Louisiana culture and heritage.

Dubus

» from page 3

divorce and constantly seeking the cheapest rents. It was bereft of larger family ties because most of his relatives lived in Louisiana. He opined "I don't think that anyone has had a great childhood. If they say so, they're lying." Ironically, however, others have commented that he seems to look back nostalgically on what he had experienced and endured. He missed out on baseball (his dad did not play it with him), but has since learned about it from his own sons. Since "so often the writing is greater than the writer," a short story that he began evolved into the memoirs from which he read during this session. They are in the form of an autobiography rather than a fictional treatment, although many of the names have been changed.

He revealed that at age thirteen he was constantly stoned yet incredibly earned Bs in school although he often cut classes. Talk among his teenaged colleagues was mostly about sex, alcohol, and drugs. Rather small compared to his peers, he got tired of being beaten up so he worked out, took up boxing, and although he deplored violence, tended to go to bars where fights often began. He stated that writing "literally saved my life....I discovered how to express myself with words rather than with my fists." He said that "writing made me feel like me" and that "it takes you deeper into what you didn't know you knew." On the process of composition, Dubus said that he writes in his basement retreat in long-hand in pencil and without an outline. He praised his editor Alane Salierno Mason at W.W. Norton (Booth 1905) with shaping his manuscripts, for sometimes "editors know more about what the author wants to convey than he does."

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Monday

10:00 AM; 12:30 PM



RUSA Announces Winners for Outstanding Books and Media

The Reference and User Services Association (RUSA) announced their choices for outstanding books and media at the Midwinter meeting in San Diego.

This year's winners for Outstanding Fiction are: *Nashville Chrome* by Rick Bass; *Room: A Novel* by Emma Donoghue; *A Visit from the Goon Squad* by Jennifer Egan; *Crooked Letter, Crooked Letter* by Tom Franklin; *Freedom* by Jonathan Franzen; *Next* by James Hynes; *The Surrendered* by Chang Rae Lee; *Matterhorn: A Novel of the Vietnam War* by Karl Marlantes; *The Thousand Autumns of Jacob de Zoet: A Novel* by David Mitchell; *Skippy Dies* by Paul Murray; *The Lotus Eaters* by Tatjana Soli; and *The Lonely Polygamist: A Novel* by Brady Udall.

Outstanding Nonfiction: *Washington: A Life* by Ron Chernow; *The Hare with Amber Eyes: A Family's Century of Art and Loss* by Edmund de Waal; *Nothing to Envy: Ordinary Lives in North Korea* by Barbara Demick;

Travels in Siberia by Ian Frazier; *The Price of Altruism: George Price and the Search for the Origins of Kindness* by Oren Harman; *Last Call: The Rise and Fall of Prohibition* by Daniel Okrent; *Citizens of London: The Americans Who Stood with Britain in Its Darkest, Finest Hour* by Lynne Olson; *The Last Stand: Custer, Sitting Bull, and the Battle of the Little Bighorn* by Nathaniel Philbrick; and *The Immortal Life of Henrietta Lacks* by Rebecca Skloot; *Just Kids* by Patti Smith; *The Tiger: A True Story of Vengeance and Survival* by John Vaillant; and *The Warmth of Other Suns: The Epic Story of America's Great Migration* by Isabel Wilkerson.

The poetry selections include: *Unincorporated Persons in the Late Honda Dynasty: Poems* by Tony Hoagland; and *Wait: Poems* by C.K. Williams.

The 2011 Dartmouth Medal selection is *The Oxford University Press Encyclopedia of World Dress and Fashion* and the online Berg Fashion Library

which was selected for its extensive and outstanding multidisciplinary coverage of dress, fashion and its impact on society. In addition, the Committee awarded an Honorable Mention to the *Atlas of the Transatlantic Slave Trade*, published by Yale University Press.

The Sophie Brody Medal goes to *The Sabbath World: Glimpses of a Different Order of Time* by Judith Shulevitz. *Homesick* by Eshkol Nevo was selected as an honor book.

The Reading List selections include: *The Nearest Exit* by Olen Steinhauer (Adrenaline); *Under Heaven* by Guy Gavriel Kay (Fantasy); *The Invisible Bridge* by Julie Orringer (Historical Fiction); *The Dead Path* by Stephen M. Irwin (Horror); *Bury Your Dead* by Louise Penny (Mystery); *A Matter of Class* by Mary Balogh (Romance); *The Dervish House* by Ian McDonald (Science Fiction); and *Solomon's Oak* by Jo-Ann Mapson (Women's Fictions).

To find out more about RUSA awards visit <http://rusa.ala.org>.

Today on the PopTop Stage: Library Products

Today the PopTop Stage will focus on New Products for Libraries. The PopTop Stage will be located in Exhibit Hall H at the 700 aisle in the San Diego Convention Center.



Monday, January 10 Library Product Spotlight

10:00 – 10:30 a.m.
Attract More Patrons by Using Language Learning Software
Presented by: Tell Me More

10:40 – 11:10 a.m.
Work Flow Solutions
Presented by: Midwest Tape

11:20 – 11:50 a.m.
AV2 by Weigl Media Enhanced Books
Presented by: Weigl Publishing, Inc.

12:00 – 12:30 p.m.
The Benefit of Patrons Driving Library Acquisitions
Presented by: eBrary

12:40 – 1:10 p.m.
Primo: D2D, Mega-Aggregate Index of Scholarly Content, and a Scholarly Recommender Service: Scholarship and Content Never Had It This Good!
Presented by Ex Libris

Changes and Cancellations

Monday

Committee on Cataloging: Description and Access, 8:00 a.m. – 12:00 p.m. MAR Hall 4, CANCELLED.

Winners of the John Cotton Dana Library Public Relations Award

Five libraries are winners of the John Cotton Dana Library Public Relations Award, which recognizes and honors outstanding achievement in library public relations.

The honor has been awarded continuously since 1946 and is sponsored by the H.W. Wilson Co., the H.W. Wilson Foundation and the Library Leadership and Management Association (LLAMA), a division of the American Library Association. It is considered the most prestigious of all library awards in the field of public relations.

"This was a very difficult judging year," said committee Chair Kim Terry. "The quality was outstanding. We had entries from a variety of libraries - several academic libraries

applied with fabulous campaigns. Many of the submissions came from small- to medium-sized libraries. It's amazing that in these challenging economic times how wonderfully gifted libraries are at leveraging what they have to produce effective marketing campaigns."

The following five libraries were honored:

Loudoun County Public Library, Leesburg, Va., for "Try Poetry" – a year of building community through the borderless conversation of poetry. The program developed a long partnership with the public school system, created a unique relationship with the juvenile detention center and offered a variety of captivating presentations to the community. Extensive media

coverage in the *Washington Post* and other outlets, as well as highly respected authors, poets and actors helped to inform and excite all ages of the community.

Anythink Libraries of Adams County, Colo., built a "library of the future," responding to a voter-approved funding increase. A new customer service philosophy and branding increased population awareness and use in all areas, including a 42 percent increase in cardholders and 66 percent increase in visitors. The district Anythink name and orange swirl has become a nationally recognized signature for the library.

The University of California Santa

» see page 15

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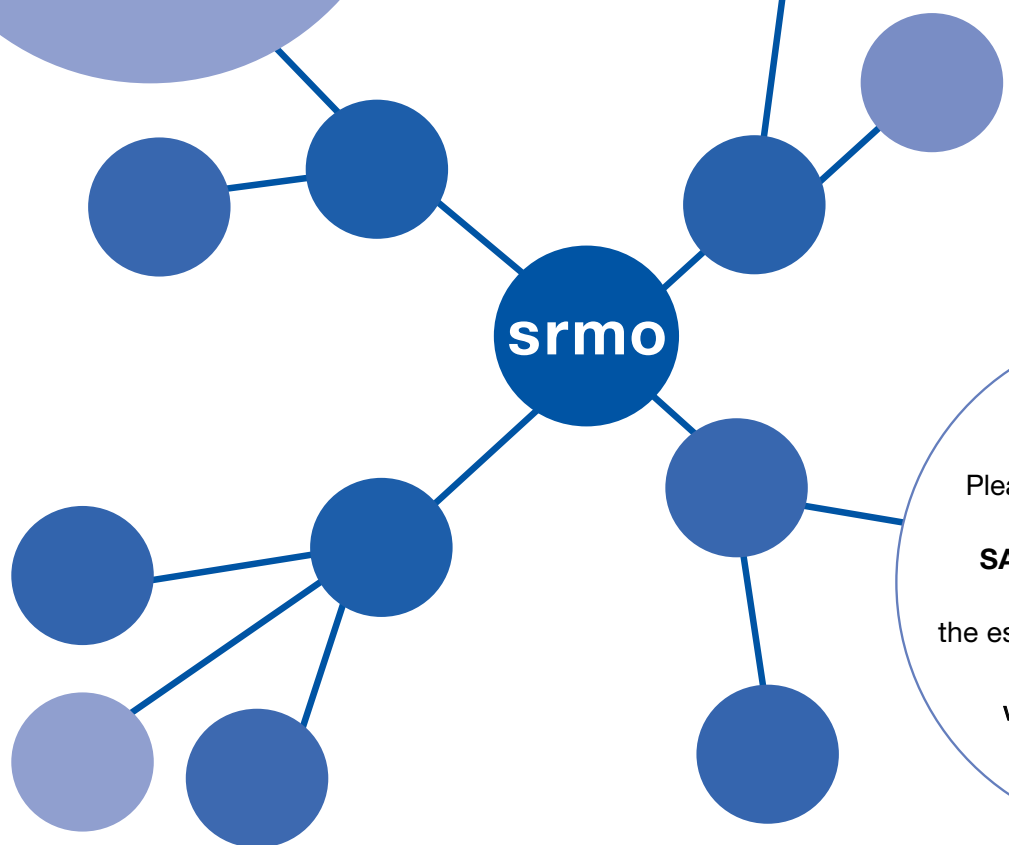
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Share, Talk and Write – Free Online Collaboration Tools

By Will Risser

The Library Instruction Round Table (LIRT) Web Advisory Committee held a demonstration of free online products designed to enhance communication, management and organization in the workplace.

Billie Peterson-Lugo, Assistant Director of the Electronic Library at Baylor University discussed the benefits of a free online project management tool called BaseCamp. BaseCamp is a collaborative tool that provides com-

munications services like message boards and a real time chat program called “camp fire,” document management such as file sharing and project details like to-do lists and apps for android, blackberry etc.

“It’s easy to set-up and acts as a central hub for all project information, which simplifies project coordination,” said Peterson-Lugo. Residing on the internet, BaseCamp is available as long as internet access is available. A 30-day free trial is offered on all accounts, but is limited to one project and

does not offer file sharing. The basic plan is \$24 a month and allows 15 projects, 5 GB storage and unlimited users, while the max program is \$149 a month and has 75 GB of storage and allows for unlimited projects.

Carrie Forbes, Instruction and Reference Librarian at the University of Denver, discussed and demonstrated free online conferencing and meeting programs, which virtually allows for multiple users in different locations to meet face-to-face. The benefits of this free technology include saving money on travel costs, file and data sharing and increased participation. Features include instant messaging, Voip and invitation options. A primary drawback of these programs, which are cloud based, can be security. Who can access the meeting and is the information confidential are things that need to be considered.

Some free software, like DimDim, have access codes to help with security. DimDim, like many others, allows for up to four web-cams displayed on-screen at once. “I usually don’t like to have that many webcams on-screen at once because it gets distracting seeing all those heads,” commented Forbes.

The ability to record the meeting is a feature that the free versions won’t offer and free software often has a cap on number of people conferencing at once. “I often use the free software. You can go in right away without contacting any IT people,” said Forbes,

“but the paid subscriptions usually have better lay-out options.”

Robin Kear, Reference/Instruction Librarian at the University of Pittsburgh, talked about the benefits of free social document creation sites like GoogleDocs, which is a web-based program with file storage a single point of entry. She uses the free program for a number of things including peer review, facilitating collaboration and presentations, but it also can do word processing, spreadsheets, chat and forms. One aspect Kear did not like was that links can’t be attached to pictures in GoogleDocs.

“GoogleDoc forms are easy to get their information from because they are right there,” said Kear, “I use it for ALA committee work, evaluating and reviewing applications and group projects at work”.

ALA Connect is another free online program, which supports live documents, chat and other features. It can be used internally or externally and streamlines collaborative work. Additionally, it’s paperless and offers an archive feature up to storage capacity.

While there are pros and cons to the different programs and applications Peterson-Lugo finds the free options are just easier. “Even if your institution has a paid subscription to a service, it can be easier to use the free software because you can do it yourself without having to set anything up or call someone to help you,” she said.

Make your Mark on ALA: Vote in the 2011 Election

Polls open March 16 for the 2011 American Library Association (ALA) election, in which members will choose their new president-elect and council members.

Members of specific divisions/sections and roundtables will be voting for officers and committee members. In order to be eligible to vote, you must have your membership dues paid by Jan. 31, 2011.

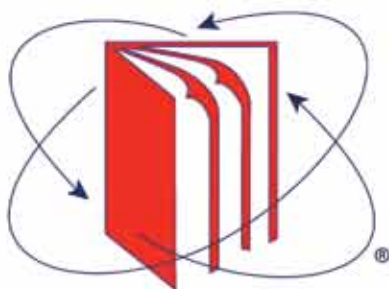
For the third year in a row, the ALA is holding its election exclusively online. Although the 2011 election is being conducted online, there remains one exception. Members with a disability and no Internet access may request a paper ballot by contacting ALA cus-

tomers service at (800) 545-2433, ext. 5. The deadline for requesting a paper ballot is April 9, 2011.

“Voting is one of the most important things you can do as a member,” said ALA Executive Director Keith Michael Fiels. “The President represents all of us as members, whether doing hundreds of media interviews each year or helping to guide the association through financial opportunities and challenges.”

The polls will close at 11:59 p.m. CST on April 22, 2011. The Election Committee will meet to certify the results on April 29, 2011.

For more information on the election, call (800) 545-2433, ext. 5, or e-mail membership@ala.org.



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RUSA Board of Directors Meeting Opened Up as a Virtual Town Hall Meeting

By Frederick J. Augustyn, Jr.
The Library of Congress

The Reference and User Services Association (RUSA) Board of Directors, meeting in its first session on Saturday, devoted its first hour to a chat line via rusatownhall@rusa.org for those who could not attend in person. RUSA President Barry Trott called the meeting to order announcing the appointment of a new division webmaster and RUSA's new Emerging Leader. Much attention was given during the first half of the meeting to determining how well RUSA was achieving its goals and how it could improve, in particular drawing upon successes of other ALA divisions.

Although RUSA has been relatively successful in recruiting new members despite the current economic downturn, there is a continuing need for surveys to determine why current members do not always remain onboard. The division might benefit from a project manager coordinating recruitment at library schools supplemented by packets of materials for "RUSA ambassadors" who enlist new members. Since some problems have been detected with RUSA's online volunteer forms, would-be volunteers might be better off applying to serve on committees by directly notifying

committee chairs or vice-chairs.

Since RUSA delivers value through mutual assistance and fellowship and learning and growth opportunities, better marketing should result in appreciably more members joining and remaining. Trott noted that many people join RUSA because of the work and the specific focus of its sections. Developing additional sections might result in more members. Consideration might be given to following the Special Libraries Association's example of offering graduated registration fees based on income.

Discussion moved to the ALA White Paper on the continuing importance of the Midwinter conference. There was recognition that ALA determined that Midwinter would continue to exist at some level because: it brings in revenue; some awards must be given in person; it allows ALA to meet in more regions (whose attendees cannot always go to Annual); and it is helpful for library advocates to meet face-to-face. Nevertheless, since units can decide to conduct more business-related matters rather than full-fledged, specific programs electronically, meetings that are at least partially virtual appear to be useful experiments. Many participants appreciate actual rather than virtual encounters with colleagues, however,



RUSA members hold a discussion during the RUSA Town Hall Meeting.

and conferences delivered through electronic methods can interrupt the regular patterns at work. The conclusion was that RUSA needs to maintain a presence at Midwinter and to remind people of reasons to attend.

Until technology costs decrease, the price of having many virtual meetings will remain prohibitive.

The second session of the board meeting will be held today at 1:30 p.m.

AASL Student Video Contest

The Sunday issue of *Cognotes* (page 14) provided readers with information on the AASL "Learning4Life in My School Library" Student Video Contest." AASL announced yesterday that Macklin will also be sponsoring the contest, and will be providing \$500 in books to the school libraries of the winners. Visit www.ala.org/aasl/14lvideocontest.

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ALA attendees ascend a flight of illuminated stairs exiting the San Diego Convention Center at night.



Newbery Medal winner and best-selling author Neil Gaiman is interviewed by librarian, best-selling author, and literary critic Nancy Pearl during an "Afternoon with Neil Gaiman and Nancy Pearl" on Sunday.



A large crowd of ALA attendees applaud as Neil Gaiman and Nancy Pearl take the stage.



An ALA attendee, far left, appears to do a double take walking past a group of life-like cutouts that are part of the Digital Library Systems Group booth in the Exhibit Hall.



Librarian Robin Moskal, University of Maryland, Baltimore County, takes in the view of the San Diego skyline from the second floor of the San Diego Convention Center.



Librarian Catharine Cook, Chickasha Public Library, Chickasha, Okla., picks up an endangered species shirt at the ALA Store that includes librarians in the Exhibit Hall.

AASL Announces Preconference Lineup for ALA 2011 Annual Conference

The American Association of School Librarians (AASL) will offer two preconferences in New Orleans during the American Library Association's (ALA) 2011 Annual Conference. The preconferences will be held Friday, June 24. For more information, visit www.ala.org/aasl/annual.

The full-day interactive preconference, "AASL's Top 25 Websites for Teaching and Learning: Categories, Criteria, and Collaborative Strategies," will offer an in-depth look at the 2010 Best Websites for Teaching and Learning. During this fast-paced, hands-on, collaborative workshop attendees will learn which websites best support the "Standards for the 21st-Century Learner," inquiry learning and the curriculum. The presenters will keep attendees actively involved as they Skype, tweet, survey, organize, create, click, video and have fun learning about the Web 2.0 tools. Laptops are essential to get the most out of the session. Be prepared to leave energized with resources to implement these exciting tools in your school. You might even get a sneak peek at the newest top 25 websites!

Fees are \$179 for personal AASL members; \$229 for personal ALA members; \$269 for non-members; \$179 for retired AASL members; and \$179 for student AASL members.

Terry Young and Nancy Teger will lead a panel of school librarians in a discussion on disaster preparedness at the preconference, "Disaster Preparedness for School Librarians." Attendees will gain valuable insight to disaster planning as experts share their experiences, successes and lessons learned. Learn the ups and downs of disaster recovery as they apply to the school librarian and the library. Discover the subtle differences of planning and recovery as they apply to public and private schools. Use the knowledge and experience of this panel to devise a plan in the event of a disaster.

Fees are \$79 for personal AASL members; \$129 for personal ALA members; \$184 for non-members; \$79 for retired AASL members; and \$79 for student AASL members.

AASL's preconferences will not only benefit school library media specialists, but all librarians that work with children and young adults.

PR Awards

» from page 8

Cruz Library for its hugely successful campaign surrounding its acquisition of the Grateful Dead archives. In addition to coverage in many national newspapers and magazines from the *Wall Street Journal* to *Rolling Stone*, the library's Facebook page for this archive has more than 48,000 friends - second only to the Grateful Dead's own Web page - and they have received \$1.5 million in donations.

The Edmonton Public Library, Edmonton, Alberta, for "Rebranding the Edmonton Public Library," a masterful blending of the work of professional designers and library staff that let each do what they do best. The simple, stylish logo and the slogan "Spread the words" were taken by

library staff and customers and used in a guerilla marketing strategy that was impossible to ignore and hard to resist. The success of this campaign was built on a strong foundation of shared values, clear assessment, strategic marketing and a committed and enthusiastic library staff.

Worthington Libraries, Worthington, Ohio for the "Find Yourself Here" rebranding campaign, a unique, informative and fun way to position the library as an information source and inviting destination. Beginning with staff communications guidelines and expanding to service provision, the library was positioned as a place where everyone belongs and is accepted. The net result was a 35 percent increase in online homework usage and a 36 increase in the circulation of downloadable books.

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Youth Media Honors

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Odyssey Honor Recordings

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Little, Brown and Company

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David Walliams illustrated by
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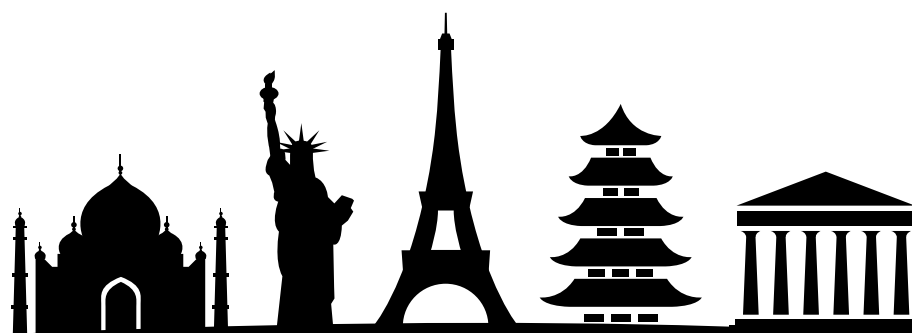
Janis Joplin: Rise Up Singing

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Library Automation Technologies, Inc. (Booth 908): Want to be as satisfied as San Diego Public Library who deployed fifty LAT self checks? Visit BOOTH 908 to see: allCIRC-X patron self check/disc dispenser - LAT-Stena, LOW COST behind-the-desk disc security, and the MAX and MAXine book self checks.

Project MUSE (Booth 1112): Visit us for a sneak preview of Project MUSE e-Book Collections, a new initiative to incorporate frontlist humanities and social science monographs from university presses into our platform, fully integrated with our successful scholarly journal collections.

Thomson Reuters (Booth 2225): Web of Knowledge – EndNote – In-Cites: Visit booth #2225 to find out about the new Web of Knowledge, coming this spring! Attend an in-booth presentation for a chance to win a \$1000 travel voucher.

e-reading

» from page 3

“Carnegie Corporation of New York assembled a group of some of the foremost educational publishers, e-reading technology developers, reading researchers, and educator advocacy group to discuss the promise and pitfalls of adopting e-reading technology into the educational experience.”

Recommendations from this draft paper are: Require operating system compatibility for e-reading hardware; Require core features for any e-reading interface; Develop innovative features to support learning; Incorporate and develop new features to support reading development; Support personalization; Support reader assessment and data aggregation; Build the e-reading research base; Maximize e-reading technology utilization; and Advocate for

modern educational materials adoption policies.

Bonnie Kelley, Supervisor of Library Media/Technology, Pinellas County Schools, Fla. talked about how at Clearwater High School they currently have 2,200 Kindle e-book readers. “We have our math and language arts textbooks on the Kindles already, and we are looking into adding social studies and science textbooks. *The St. Petersburg Times* has given us a free subscription for every student to their newspaper.”

Kelley has also taken several lists of award winning books and ordered them and sent them home over the summer for students to read. “We charged \$20 up-front cost to students to insure them [Kindles], and if there is any damage because of other issues, students pay \$25 for the first replacement and \$50 for the second replacement and we actually have a surplus of money from this.”

She said some issues to keep in mind are that “if you want a textbook converted, “Kindle-izing” a textbook costs between \$1,100 to \$1,500. AT&T had to beef up access because our use of these shut down the phone system the second day. Lastly, Amazon is currently working with us to allow students to be able to have their own account so they can switch out the two accounts so students can purchase individual items.”

Issues raised by the audience included compatibility, providing technical support and troubleshooting, the inability of not being able to share the resources with someone else is problematic for academic work, translation issues for non-first language English adult readers, internet access and browser capability in the public schools, and intellectual freedom issues. These services are tracking what users are reading, and that is a concern as well.

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9:30	Bridging Physical and Digital Preservation / a selection from www.digitalpreservation.gov and www.youtube.com/loc/
10:00	American Folklife Center: Civil Rights History Project / Margaret Kruesi
10:30	Getting the Most Out of RDA with Cat Desktop / Colleen Cahill
11:00	Veterans History Project / Robert Patrick
11:30	Copyright Office / George Thuronyi & Peter Vankevich
noon	Center for the Book / Guy Lamolinara
12:30	Jonathan Franzen / a webcast from the Library of Congress 2010 National Book Festival
1:00	Modern Marvels: The Library of Congress / featured video from the History Channel

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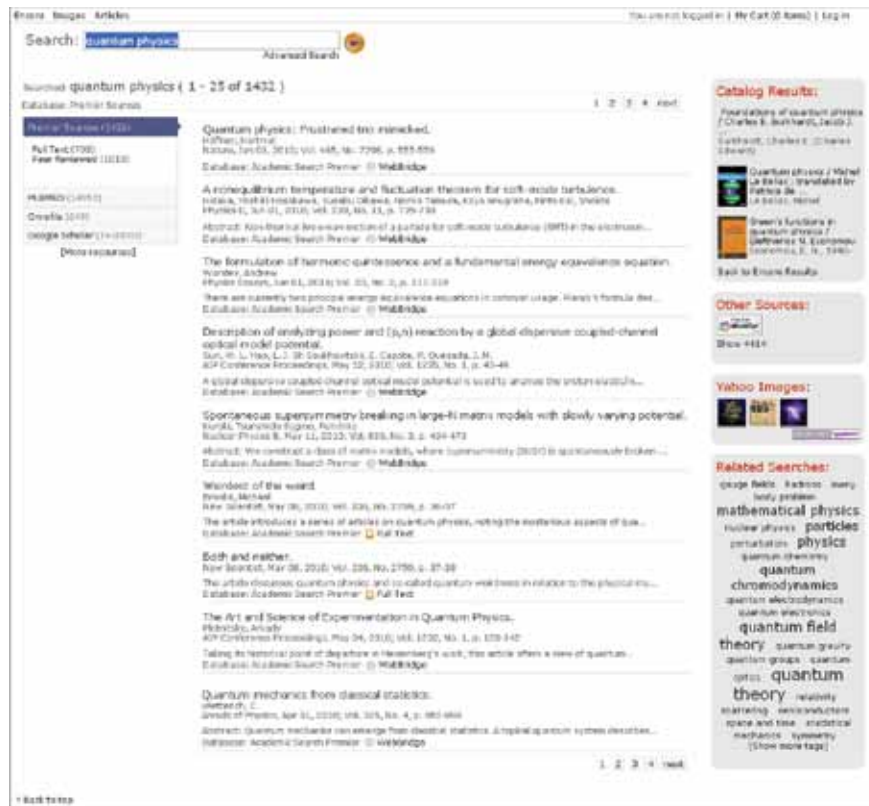
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