Obama Proclaims Libraries ‘Windows to a Larger World’

By Brad Martin

ABC News

In the beginning was the word.” So begins both the Book of Genesis and Barak Obama’s Opening General Session keynote address June 25, wherein the freshman senator from Illinois emphasized both the historical importance of language and reading and presented his vision of libraries as “windows to a larger world.”

Obama proclaims that installing the value of reading at an early age is needed now more than ever, especially “at a time when truth and science are being challenged.” He pointed out that, throughout history, those who sought to gain or retain power have sought to control access to information, whether this has meant banning books.

Actor/Author Henry Winkler wowed the Closing Session crowd.

The Fonz’ Thrills at Closing Session

By Alberta Comer

Indiana State University

Henry Winkler, who played the Fonz on the acclaimed Happy Days series and admired by audiences of all ages, keynoted the closing session June 28. He spoke about growing up as the son of immigrant parents living in New York City and of his struggle with dyslexia that was not diagnosed until he was an adult. Although his father wanted him to follow in the family lumber business, Winkler had known since the age of 7 that he wanted to be an actor.

Winkler has received numerous letters and mementos from admiring fans. One in particular stood out. It was a metal cutout of the Fonz wearing his black leather jacket and admiring fans. One in particular stood out. It was a metal cutout of the Fonz wearing his black leather jacket and admiring fans.

United States Senator Barak Obama delivered the Opening General Session keynote address.

Electrical Sub-Station

Failure of an underground transmission cable caused a small explosion and a large fire and led to a power outage that affected thousands of homes and businesses in Chicago, including the McCormick Place Convention Center where the ALA Annual Conference was to open the next day.

The cable failure Friday, June 24 at 8:40 p.m. plunged the Convention Center into darkness and halted the finishing touches on exhibitor set-up. The electricians from ComEd, the city electric company, got the power back to McCormick Place back up after midnight, but many of the systems in the building took much more time to bring back. Computers had to be rebooted in ALA Registration, escalators had to be fixed, the air conditioning was out and all that pushed back the opening of ALA Registration.

The situation was compounded by largest registration in ALA history. On Saturday, June 25, lines were long and registration was backed up. However, there were many security guards and fire inspectors on site and no attendee was ever in danger. Further, the strict fire rules at McCormick Place were not violated, especially due to the lack of air conditioning, but lines were cleared up by about 11:00 a.m. and the exhibits went on as scheduled.

ALA wants to thank all the McCormick Place staff, the city employees and everyone who worked on getting the Annual Conference started as on time as possible. ALA apologizes to those attendees who had to wait longer than expected to get their badges and get on the exhibit floor and thanks them for their patience. Where ever ALA holds their conference, cities always compliment the association on their wonderful attendance and this unique situation showed how right they are. Thanks to all.

Continued on page 8
ALA President's Program: Coming Full Circle

By Alberta Comer
Indiana State University

2004-2005 ALA President Carol A. Brey-Casiano chose the topic of library as place because of the many questions she has been asked about the future of libraries in this age of the Internet and Google. One hundred and fifty years ago, libraries were community and cultural centers; libraries have come full circle and are again serving these needs. The keynote speaker, futurist Lowell Catlett, and distinguished panelists reiterated the idea of libraries serving as such centers of their community.

Catlett, speaking about economic trends, asserted that people are better educated and have more disposable income than have previous generations. Catlett said, "Starbucks understands about the importance of place and that is why customers return time and time again to buy a $4 cup of latte." All of this is important to libraries because "as people get wealthier, they have the attitude of giving me what I want, where, when, and how I want it." Also as the baby boomers age they want a sense of being "re-engaged." Whether this group uses the library more or less depends on if the library gives them a sense of place and a feeling of re-engagement.

Librarians Susan H. Hildreth and Karen J. McPeeters also addressed the topic of library as place. Hildreth said the library should be an exciting location, "truly a community destination" and gave examples of libraries that provide venues for local artists, historical centers offering a place for the community to preserve its history, and a place for teens to participate in video gaming. "The library is still a repository of books, but needs to go beyond that to become a promoter of knowledge, moving from a warehouse to a workshop," remarked Hildreth. McPeeters emphasized the importance of including the community in library decisions about creating space for everyone. She reminded the audience, "You must balance building, technology, and people to get a sense of place."

Architectsonn Frye and Guillermo Barajas, J. R. spoke about library architecture. Barajas emphasized the importance of consulting with the people who will be using the library. Frye said that "it's not enough to know your community," she added. "It is also important to be known by your community, so people know who they can talk to."

Yolanda J. Cuesta of Cuesta MultiCultural Consulting put the audience to work with exercises to illustrate these ideas and emphasized the necessity of involving one's staff with words and actions that reinforce or negate the things one says to other staff. "The message is in the details," she said, explaining how with a little insincere smile, everything that one says may be contradicted. Discussion very quickly developed throughout the room on some of the difficulties that people had had with their staff members and ways to resolve them. All four panelists attempted to walk that talk by speaking to the crowd from ground level, rather than the raised podium. But many suggestions to questions raised came from the crowd itself after hearing what the panelists had to say. "Do you know what this person is interested in?" asked one person in response to a woman who was having trouble engaging a certain employee.

Earlier Wagner had given an example of a colleague who treated each and every one of his employees as if they were the most important person in the library, whether they were a clerk or an M.I.S. "You have to earn their respect one employee at a time," said Wagner, "it's not about them, it's about you and how you treat people. "And if you send those messages correctly," she added "you won't have to bring me in."

Do As I Do: Practicing What You Preach to Enhance Outreach

By Adelaide Myers Fletcher
Louisiana State University

"Walking the talk" was the theme of the June 25 OLOS panel discussion on Your Library's Community Starts at Home: Four Steps to Really Connecting with Everyone on Your Staff, where four experts in library outreach shared their proven tactics for success.

Suggestions focused on changing one's own behavior as a supervisor to set a positive example that will enhance the library from the inside out. Three consultants and a librarian engaged the large audience with exercises that ranged from writing with one's non-dominant hand to irritating an angry 12-year-old.

Sandra Rios Balderama of Rios Balderama Consulting recommended several formal and informal methods to help supervisors assess their commitment to "in-reach" as well as outreach.

"Are we walking the walk of equity of access? Do we view co-workers and staff members as peers? That is the basic premise," said Balderama. She suggested that assessment techniques typically used for outreach be applied to in-house performance measurements. However, "it is not enough to ask how you are doing," she said, "you must be willing to hear the answer."

Faye C. Roberts of the State Library and Archives of Florida moved the discussion into the realm of recruitment from within the library.

"Never miss the opportunity to put the right person in the right job at the right time," she said, "and if you walk away from this session now, that should be the one thing you remember." Roberts listed a baker's dozen attributes of a successful outreach coordinator emphasizing knowledge of one's community.

Extreme Makeover: Tips on Redesigning Your Library to Promote Usage, Circulation

By Michael Byrnes
Emory Riddle Aeronautical University

What does Barnes & Noble have that your library does not? For most libraries, the answer is a marketing plan. While the most libraries want to showcase new books by the main entrance, J. Jan Bernstein, Mt. Laurel, (N.J.) Public Library, advocates showcasing something they would not expect a library to have. "Everyone else has new books," she said. "Put together a display of DVDs or music."

It is not just what you feature, but how. Bernstein noted that gondolas with slatted end-caps allow for "jacket-out" book displays on end-caps as well as the traditional spine-out displays on the gondola's shelves. CDs and DVDs placed in stair-step browsers allow for better viewing of their covers. Librarians hope that patrons will not judge a book by its cover, but good cover art never hurt a band's sales. Do not be afraid to hang a near Movies sign above your DVD collection.

A great way to get people into the stacks is to insert slatted stack-ends so books can be displayed, much like they are in Barnes & Noble. This is a great way to feature displays such as Black History Month, banned books, poetry, and "a great way to merchandise the collection."

The Queens Library Community in New York has also gone through recent renovations. In their Corona branch, self-check out monitors are equipped to accept ATM cards so patrons can pay for fines on the spot. The library strives to create "a strong sense of place and an inviting environment," said architect, Peter Magnani. They have done so by implementing green design principles that incorporate natural light (the wall along Main Street in the Flushing branch is completely glassed). They have eliminated choke points by installing self-check-out stations, express check-outs (two items or less) and senior citizen check-out lines. "Ninety percent of our customers use the self-checkout system," said Magnani.

These are a couple examples of successful makeovers which are best summed up by a patron of the Mount Laurel Public Library, "I think this is the coolest library ever!"
With over 177 years invested in serving libraries, our commitment to you has never been stronger. By offering the programs, services, and product you need to best meet patron demand and expectation, Baker & Taylor can provide you with total solution from a single distributor.

What makes us so special?

- Over 90,000 U.K. titles available through Gardners Books
- Expanded Spanish language offerings through acquisition of Libros Sin Fronteras
- Access to over 80,000 eBook titles through partnership with NetLibrary
- Our database contains information on over 3.8 million print and non-print titles
- Over 1.3 million titles stocked at all times
- Five regional service centers for quick order turnaround
- Local sales consultants
- Experienced Customer Service Representatives
- Online Customer Service 24/7
- Customized Library Services
- Autoship services and notification to make your job easier

For more information on any of these services, please visit us at www.btol.com, call 1-800-775-1800 or contact your local sales consultant.
Bradbury Practices His Magic at Videoconference

By Brad Martin

ABC News

Just before the images of Ray Bradbury appeared on two giant video screens June 27, Sam Weller, who has spent five years working with the famous author of Fahrenheit 451 and countless other novels, short stories and screenplays, noted the obvious irony of the presentation. In Fahrenheit 451, written over fifty years ago, television screens had grown to take up entire walls, and here was the author himself, sitting in his home in California, wired up like a sportscaster, but surrounded by the loves of his life—books.

Weller, whose research has resulted in a new biography called The Bradbury Chronicles, moderated a conversation with Bradbury, who described as a nostalgic visionary, and then relayed questions from the audience.

Bradbury told of graduating from high school in 1938 and not feeling like he could do anything until he began his own studies in the public library. Describing libraries and books in almost religious terms, Bradbury told of the mystery he found there and how he never knew what he was going to discover next. Weller echoed this, saying, “I can’t think of another author who has had a more profound love affair with the public library.”

He then read a short quote from Bradbury’s National Book Foundation Medal for Distinguished Contribution to American Letters acceptance speech.

“As a boy of ten years I could imagine nothing finer than running to the library, where I would stand for a moment in the wide open door and call into the depths: ‘Are you there?’

“And all the silent voices of the ghosts of my most loved authors would answer from buried years, naming themselves Poe and Hawthorne and Dickens and Verne and Burroughs and Wells, and their whispering, promising answer was: ‘Yes.’ And I would step in to join the shadows.”

Bradbury advised the audience to “fall in love and stay in love,” which is how he described books, authors, and his many writing efforts. When he has traveled around the country, he recounted how he would always visit the local library. “I wanted to make sure my friends were there,” he said. As one gazed to the right of where Bradbury was sitting his “friends” not only lined the book shelves behind him, but were stacked high all over a table next to him.

The beginnings of Bradbury’s interest in science fiction was also explored when Bradbury recalled that he had been sad to see buildings being torn down at the end of the Chicago World’s Fair as young boy. He wondered, “How can you tear down the future when it shows you how to live forever?” He added, “If they’re going to tear down the future, I’m going to build it up.”

Hope and optimism ran through every word Bradbury spoke. He described both real-life experiences that provided the seed for beginning Fahrenheit 451, and pointed out that the book’s hopeful ending is one reason why it still has relevance today. Later, when one audience member mentioned being scared about some of the things happening in libraries related to the U.S. PATRIOT ACT, he didn’t hesitate a moment before answering, “Don’t ever be scared—get mad.”

Librarians of course sought advice, and Bradbury provided it freely. When discussing how to design a library, Bradbury said, “There are too many lights. There should be more shadows. A library should be full of intrigue. There should be spiral staircases. Above all, it should be fun.”

Bradbury remains an active writer and is working on the sequel to Dandelion Wine and a book version of a radio play about Moby Dick in outer space. Bradbury believes strongly in the value of space exploration (“we were born to go out from our planet”).

“Are you there?” Bradbury asked at the end of his presentation. “Are you there?”

Censorship Causes Blindness: How the Children’s and YA Professional Censors

By Kara Greenberg

Student, Westbury Library

The labeling of books by grade level and genre, self-censorship materials, and the inclusion of graphic novels in collections were just some of the topics discussed and debated at the June 26 seminar, How the Children’s and Young Adult Library Professional Censors, sponsored by AASL.

The panel represented a broad spectrum of professionals, including Pat Scales, author of Teaching Banned Books; Twelve Guides for Young Readers and anti-censorship advocate, Beverly Horowitz, Vice President and publisher of the Bantam/Delacorte/Dell group, Allyson Lyga, author of Graphic Novels in Your Media Center: A Definitive Guide and Maryland School Media Specialist, and Jerene Battisti of the Renton Public Library in Washington state.

According to Horowitz, the key to stopping self-censorship is to keep personal ideologies and objectives separate from professional duties, although they may overlap. “As long as it’s a book of quality and there’s merit to it, and if it’s not purposefully meant to harm, then there should not be self-censorship,” she contends.

From a School Media Specialist’s perspective, Lyga stated that selection needs to “reflect what’s good for the community and its students.” She believes that “every child should be able to find themselves on the shelves,” and that, by self-censoring, you are taking away that child’s chance to match themselves to a book.

“We must work together to educate everyone in our communities that libraries are comprised of diverse communities and it’s important to serve a broad range of people,” said Battisti.

Labeling materials by grade level or genre was a hot-button issue for the panel, prompting audience debate. From a publishing standpoint, Horowitz explained that, in addition to supplying libraries, publishers are also selling to chain stores and warehouses that require a grade or age level label. There are generally 4 labeling options open to the industry, including picture book, chapter book, middle grades, and young adult. While parents may focus on this information, Horowitz and others in the publishing field have found different ways to indicate what they deem the appropriate ages for readers of their books, including cover art, book size, text size, and spacing. By placing reading levels on books, Lyga said, we are “demeaning educators.”

The inclusion of the graphic novel in school libraries is an often debated topic, due to the nature of their stories and their portrayal of women. Allyson Lyga, who has a library of over 150 graphic novels in her Maryland elementary school, has seen her circulation figures rise dramatically since the arrival of these novels. Lyga suggested several ways to convince peers that graphic novels are valuable and worthwhile investments. Included on her list was the fact that these novels address the needs of visual learners, as well as those who need to expand their visual learning dexterity. Graphic novels have a higher vocabulary than those in books typically given to elementary-age children. Graphic novels also present current events faster than typical novels.

“In giving children the freedom to read,” Pat Scales concluded, “we are also giving them the power to reject.”
The western-styled performance of the Thousand Oaks Library Precision Drill Team of Newberry Park, CA, rounded up a second place finish (and a silver library cart) at the First Annual Book Cart Drill Team World Championship on June 26. First place and a gold library cart was awarded to Dewey, et al for my Baby from Madison, WI, while the bronze library cart for a third place finish went to Readin’ & Rollin’ of Batavia, OH. Bookcarts for the performances and awards were donated by DEMCO.
Outsourcing by Any Other Name: Federal Libraries, Meet ‘Competitive Sourcing’

By Adelaide Myers Fletcher
Student, Louisiana State University

Does the term “A76” mean anything to you? If you are a librarian for the Federal government it may make you run screaming in the other direction. That was nearly the reaction of Yemenne Farley when she heard the news because it meant that outsourcing was coming her way. But she was lucky enough to save her library, the Technical Information Center at the National Mine Health and Safety Academy in Beaver, West Virginia, from being contracted out to the private sector. She and others exchanged ideas about how she did it, and the implications of government outsourcing in “Competitive Sourcing: The Federal Experience and What It Means for Citizens and Access to Information,” presented by ALA’s Office of Government Relations and the Bookcart Drill Team Championships on June 26.

A76 is the section of the “President’s Management Agenda” passed in 2002, which effectively attempts to downsize the federal government by requiring each federal job to be inventoried and classified as either “inherently governmental” or “commercial.” In other words, what can be contracted out, will. A76 requires an organization, such as a library, to compete with the private sector by detailing its functions and costs in terms of labor. If the price is too high the job goes to a contractor and that’s that.

Speakers at this session each had specific suggestions for government librarians that would help them prevent or cope with being outsourced. Farley explained that she learned how important it was to stay visible within her organization, no matter how stressful the A76 process became. “Know who your supporters are and know who is making the decisions,” she advised. By mobilizing support from her customer base and by educating people above her in the hierarchy, she believes that she did more than simply outbid the competition, which she is not even sure she did. “It is political, even if they say it is a fair process,” she said.

She also recommended checking the “Fair Act Inventory” to find out whether one’s job has already been classified as “inherently governmental” or not.

Patrice McDermott, Deputy Director of ALA’s Office of Government Relations, had specific reading assignments for the audience. She described two studies: a Deloitte study and an article by Dan Guttman (see references at end of article), which effectively turn the reasons behind corporate and government outsourcing respectively, upside down.

Instead of making the contracted functions simpler and easier to manage, she explained, the opposite has occurred, resulting in operations requiring more management and more skilled oversight.

Objectives that outsourcing means to tackle, such as increasing the flexibility and scalability in an organization, are often answered with the opposite in this case, rigidity due to the inflexibility of the contracts themselves.

Board member Jim Thomas of the Chisholm Public Library said “Know who your supporters are and know who is making the decisions,” he advised. By mobilizing support from her customer base and by educating people above her in the hierarchy, he believes that she did more than simply outbid the competition, which she is not even sure she did. “It is political, even if they say it is a fair process,” she said. 

She also recommended checking the “FAA Inventory” to find out whether one’s job has already been classified as “inherently governmental” or not.

Patrice McDermott, Deputy Director of ALA’s Office of Government Relations, had specific reading assignments for the audience.

Is Intellectual Freedom A Casualty Of War?

By Walter Bell
Lamar University

The threat war poses to intellectual freedom and the role of libraries in protecting those freedoms was the theme of a program sponsored by the ALA Intellectual Freedom Committee along with the Association of American Publishers and the American Booksellers Foundation on June 27. The session featured two leading scholars on civil liberties and First Amendment law in the United States – Geoffrey R. Stone, Harry Kalven Jr. Distinguished Professor of Law at the University of Chicago, and Floyd Abrams, a distinguished lawyer and currently William J. Brennan Visiting Professor at the Columbia University Graduate School of Journalism. Both speakers explored the history of intellectual freedom in the United States in wartime, the excesses of the McCarthy period during the 1950s Cold War, and the FBI’s COINTELPRO operations against radical leftist groups during the 1960s and 1970s as examples of how wartime conditions endanger free speech and the freedom to read.

In his discussion of political conditions since 9/11 and the USA Patriot Act, Stone argued that conditions are not as bad in the present day largely because of the actions of groups such as ALA to protect the rights and privacy of the reading public.

Likewise, Abrams argued the necessity of forcing the government to meet the burdens of proof in its measures to investigate and pursue terrorists and terrorist groups. He used the Pentagon Papers case of the Vietnam era as an example of “why government secrecy and national security concerns cannot be used to give the government a blank check to censor the press or prosecute individuals who leak embarrassing information to the media.”

Both presenters agreed that there was no need for a provision as severe as Section 215 of the Patriot Act which authorizes federal investigators to access records without having to show cause.
Nancy Pearl speaks on the joy of books during the Auditorium Speaker Series.

Nancy’s Pearls of Wisdom

By Kara Greenberg

Nancy Pearl, a rock star among librarians, best-selling author, and action figurine model, spoke at the June 25 Auditorium Speaker Series session about her journey through a life filled with books and the pleasures and perils she discovered along the way.

Pearl’s love of reading was fostered daily by Mrs. Whitehead, a librarian at the Parkman Branch Library of her hometown, Detroit. In order to escape an unhappy home life, Pearl became lost in the adventures of those characters she read about. “We are given only one life to live,” she said, “but, through books and reading, we are given the power to go anywhere and do anything.” At the age of 10, Pearl knew that she would dedicate her life to the promotion of reading. “I knew I wanted to do something good for the world,” said Pearl. “What could be better to do for a child than to do what Mrs. Whitehead did for me?”

Pearl’s dedication to books has taken on extraordinary shapes and forms. She worked as the head of Seattle Public Library’s Youth Services division, as well as Washington’s Center for the Book, before garnering nationwide acclaim for her best-sellers, Book Lust and its companion volume, More Book Lust. Pearl’s likeness and amazing shushing action can also be experienced as the Librarian Action Figure. Pearl concedes that her life of words has not been without its perils, however minor. According to Pearl, it is an unbalanced life. “Do you cook or do you read?” asks Pearl.

David Sedaris Engages Audience at PLA President’s Program

By Julia Schneider

Salt Lake County Public Library

More than 1,500 Sedaris enthusiasts converged to hear him speak at the PLA President’s Program June 27. Judging from the laughter that filled the room during his presentation, they were not disappointed by his unique mixture of wry, wicked and revealing humor.

“I’m going to begin by reading a fable,” Sedaris said. This parody of the service industry and its roundabout way of tempering the truth to suit a client’s bias was followed by The Solution to Saturday’s Puzzle, renamed Turbulence by the New Yorker. Everyone appreciated Sedaris’ crossword puzzle solution to the psychic blows inflicted by Becky, his malicious seatmate on a flight to Raleigh, as well as his mental retaliation and ultimate transcendence of the problem.

Sedaris’ presented the uncensored tributes he wrote about Terry Gross and an over-the-top description of how everyone in his Parisian French class pitched in to help a Moroccan woman with no knowledge of the event understand the significance of Easter with their rudimentary language skills. This had many references to chocolate as “faced with the challenge of explaining the cornerstone of Christianity, we talked about food.”

“I have always been a big library user,” he said. “Back in Raleigh I was desperate to find anything about homosexuality. But they didn’t have anything. They had books about cannibalism, but nothing about homosexuality.”

“When my own book came out and I saw it in the library I was just thrilled. My publisher would kill me, (for saying this) but I see no reason to buy books. I’d much rather go and find one at the library. I associate libraries with luck and with discovery.” Sedaris said he prefers libraries to bookstores. “Come on in, we’ve got places to sit,” he said was the sales’ pitch of the latter. “But it’s not a library because it’s not filled with home-less people, like a library should be.”

He concluded by saying, “When you leave tonight, I want you to imagine an underprivileged child standing near the cash register (near my books) saying ‘I wish I could read.’”

Cognotes Staff

Alberta Comer, Editor
Indiana State University

Brad Martin, Assistant Editor
ABC News

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

Walter Bel
Lamar University

Michael Byrnes
Embry Riddle Aeronautical University

Julia Schneider
Salt Lake County Library

Kara Greenberg
Student, Westbury Library

Adelaide Myers Fletcher
Student, Louisiana State University

Deidre Ross
Publisher, ALA Conference Services

Stephanie Hoerner, Associate Publisher
ALA Conference Services

Tim Mercer, Jenn Hess
Production Managers, CustomNEWS

Tim Riber
Photographer

Deb Nerud
Managing Editor
Googling a Better Mousetrap
By Michael Byrnes
Embry Riddle Aeronautical University
A distinguished panel gathered on Sunday, June 26 to discuss the RUSA sponsored, Googling a Better Mousetrap: Cyber Resources on the Front Lines of Reference.

Jimmy Wales, Founder and President of Wikipedia/Wikimedia Foundation, told the audience that although bold, Wikipedia’s mission is to “allow every person on the planet free access to a quality encyclopedia in their own language.” Wikipedia is an online encyclopedia that allows anyone the capability to edit, distribute and most importantly, manipulate entries. To help combat vandalism tampering with popular entries, Wikipedia is installing time delayed software for quality control to scan a contributor’s entry before posting it on the Web.

When asked how Google Scholar intends to rank its findings, John Lewis Needham, Strategic Partner Development Manager, Google, said, “Appropriate ranking of formats is a tricky question.” John Dove, President, Xref, added, “Search engines can add value to a search by adding meta-data.” Search engines should be able to attach subject headings to scholarly works that aren’t necessarily as rigid as LOC but subject headings that are more likely to be used by average searchers. Marilyn Parr, Library of Congress, admitted “We use Google even to find our own stuff.” Needham also added that Google became successful because they have been committed to speed and comprehensiveness in the garden of the open Web.

One librarian pointed out that Wikipedia and Google are successful because they have “fun names” that are attractive to the younger generation.

When an audience member asked if it is possible for Websites to offer different interfaces for different learning behaviors, Scott Smith, Thompson Gale Group, said “We’ve come full circle.” This is what users wanted when Websites first came out, and then they wanted a uniform interface, now it’s back to customization.

Conzuelo De Vay (left), Spanish Peaks Library, Walsenburg, Colo. gets a comforting hug from her library director, Monica Kirby, as Army Rosenbaum, ERT President presents De Vay with the $5,000 grand prize check during the SuperTuesday event.

Obama
Continued from page 1
individual books or burning of entire libraries, such as the Library of Alexandria.

Obama described his teenage behavior in libraries and made a public apology to several librarians who often had to discipline him in Hawaii – librarians who obviously made quite an impression on him, because he acknowledged them all by name. “But I did make something out of myself contrary to their expectations,” he added, eliciting a roar of approval from the audience.

Obama served up a quote from his speech to the 2004 Democratic Convention – one that proved to be red meat for the throngs of librarians in attendance. “We worship an awesome God in the Blue States, and we don’t like federal agents poking around our libraries in the Red States,” Obama said then – adding, “or the Blue states either” in his keynote speech to ALA. Obama declared that it should be possible for Congress to work together to fight terrorism “without trampling on our civil liberties.”

Obama then returned to his main theme for the night, describing literacy as “the most basic currency in the new economy of the 21st century.” He said that the United States is still using 20th century and sometimes 19th century tools to compete in the modern global workplace, and is simultaneously not providing the kind of support libraries need. Citing alarming literacy statistics, Obama said that there was a lot of work to be done to improve literacy rates and to prepare Americans to be more competitive in the world. He went on to describe some of the disparities in these rates, with regard to both race and ethnicity and to rich and poor.

“Everyone talks about the federal budget deficit, but I think what we have is an empathy deficit in this country,” Obama said.

However, despite what government can do, Obama placed responsibility firmly in the hands of every citizen, imploring everyone to do what they must do on a family level to get books into the hands of children at an early age and to help promote the value of reading, a “gateway skill.”

Obama made it clear that his love of reading came from his upbringing, and he described how his birthday presents from his mother were often books – “although at the time I think I was hoping for a basketball or a bicycle,” he added. When it comes to his family, he is passing along this love of books to his children, describing his bedtime stories as “a little bit of heaven every night.”

Noting that promoting reading is often difficult due to culture being full of distractions (television, video games, etc.), Obama suggested one change that may help. “What if instead of a toy inside of a happy meal, there was a book,” he said.

Obama suggested one change that may help. “What if instead of a toy inside of a happy meal, there was a book,” he said.

Obama suggested one change that may help. “What if instead of a toy inside of a happy meal, there was a book,” he said.

Obama suggested one change that may help. “What if instead of a toy inside of a happy meal, there was a book,” he said.

Obama suggested one change that may help. “What if instead of a toy inside of a happy meal, there was a book,” he said.
Colleen Venable (left) of the Children’s Book Council, New York City and Marilyn Hollinshead, author from West Tisbury, Mass. prepare to hang artwork for the Silent Auction, which benefitted the ALA Scholarship Fund and the Children’s Book Council.

David Nisbet (standing left) and Carol Sites joke with the audience during a cooking show at ProQuest’s booth.

Avery Anderson, 5, hugs the Emery-Pratt Robot after the ribbon cutting of The Stacks. Avery is the daughter of Chicago Convention Bureau Convention Sales Director Mark Anderson.

After speaking as part of the Auditorium Speaker Series on June 25, author Erik Larson signed his book, Devil in the White City, at the Random House booth (2716) on the busy exhibit floor.

Kelly Drath (left), Carpets for Kids, Portland Ore., hands Dennis Franczak, RDW Group, Boston, Mass. some Bash Cash at The Stacks.
Over $1.3 Million in Federal Grants to Improve Library Service for Native Americans

237 Native American tribal communities and Alaska Native Villages will benefit

The federal Institute of Museum and Library Services awarded Native American tribes across the country $1,361,000 in grants to improve library services. In all, 229 grants will strengthen library service for 237 Native American tribal communities and Alaska Native villages. For a list of grant recipients organized by state, access www.imls.gov/whatnew/current/062805NatBindex.htm.

Applicants also have the opportunity to apply for an additional $1,000 supplement that can be used for staff development and/or professional assessments of library services. This year library service in 176 tribal communities and Native villages will benefit from the Education/Assessment supplement, 117 more than last year.

“These grants provide opportunities for improved library services too very important but often underserved part of the nation’s community of library users,” said Dr. Robert S. Martin, Director of the Institute.

“arthe Institute’s Native American Library Services Basic Grant programs are designed to help indigenous communities overcome many challenges. The grants will not only strengthen core library services and lifelong learning, but will also help preserve Native languages and lifeways.”

Indian tribes and Alaska Native villages and corporations are eligible to apply for the Institute’s Native American Library Services Grant programs.

Joint-Use Library Partnerships Worth the Work, Panelists Say

By Kara Greenberg

Student Westbury Library

A shared vision that information access and literacy are cornerstones of educational advancement and individual improvement are driving forces behind the development of joint-use library partnerships. A June 25 Real Life Joint—Use Partnerships seminar, a distinguished panel of librarians, library directors and college administration spoke of the journeys they have taken to form joint use partnerships and the unexpected hurdles they overcame along the way.

According to Dr. Richard Rhodes, El Paso Community College (Texas), which works hand in hand with the El Paso Public Library, there are many motivating factors in the formation of library-university partnerships. Included in his list is expanded access to resources benefiting an underserved population, leveraged budgets formed by combined resources, and the creation of open avenues of communication between community members as well as institutions. “With passion, perseverance, and trust,” Rhodes said, “joint-use partnerships can be a resounding success.”

By Frederick J. Augustyn, Jr.

The Library of Congress

Ted Kooser, 2004–2005 Poet Laureate Consultant to the Library of Congress, a voice from America’s heartland of Nebraska (via his birthplace in Iowa), is the first U.S. Poet Laureate ever to speak at an ALA function. At this conference Kooser spoke at several events. On Sunday, June 26, Kooser communicated directly with the audience assembled at the LC booth about the personal experiences that provided much of the basis for his writings. He read from his poems and answered questions.

Quite the opposite of an austere, ivory-tower figure, Kooser suggested that the nation might be better off if everyone wrote poems rather than primarily those who did so for a living. He gladly signed copies of his books. Kooser also appeared on a panel sponsored by the RUSA/CODES program Library Tastes: A Notable Books Breakfast held on June 26 at the Palmer House. More information on the Poet Laureate Consultancy can be accessed at www.loc.gov/poetry/laureate.

U. S. Poet Laureate Addresses ALA

PLA President Carla Bohrer talks with author David Sedaris before his speech at the PLA President’s Program.

Closing Session

Continued from page 1

Winkler currently writes children’s books about Hank, an underachiever. Winkler read from one letter he had received from a young fan, “Mom couldn’t get me to read; now she can’t get me to stop.” And from another letter, “I’m so glad the librarian showed me your books.” Winkler said that millions of children are grateful to librarians for being in their lives. He quoted a librarian who said, “We are a sales force, we sell reading. We are in the forefront of making America literate.” Winkler has met many librarians during this convention and believes, “It’s a gift you exist and that you’ve chosen to do this. It benefits your community, your state, your world.” The meeting concluded with a standing ovation for the Fonz.
The ubiquitous nature of Google makes us forget that companies are not
Librarians and the PATRIOT ACT: A Report from the Front
By Brad Martin
ABC News
Preliminary findings from a survey of academic and public libraries and their experiences with law enforcement related to the USA PATRIOT ACT were the highlight of the ALA Washington Office information update session June 25.

The purpose of the study, which included both surveys and structured interviews of librarians and library leaders, was to find out about the kinds of contact libraries have had with law enforcement and how this contact may affect their management and operation.

Abby A. Goodrum pointed out that “at least a total of 137 legally executed requests by federal and state/local law enforcement in both academic and public libraries have taken place since October, 2001.” Goodrum went on to point out that “respondents often indicated that they felt strongly about educating the public about privacy and intellectual freedom issues.”

Attorney Tom Sussman addressed how provisions of the USA PATRIOT ACT: “There’s still a chill out there, said Sussman, who also described how the survey and interviews could be conducted and still comply with the law.

The final report is due by the end of summer, but Goodrum said that she thinks this first comprehensive study of this subject already indicates “an opportunity for ALA to provide additional support to libraries” as they continue to deal with this difficult issue.

Following the presentation of the preliminary survey information, Patrice McDermott gave a rundown of recent congressional activity, highlighting the fact that the House of Representatives, in a 238-187 vote on June 15, approved Rep. Bernie Sanders’ (I-VT) amendment to the House Science-State and Justice Subcommittee (SSJ) C appropriation bill, barring the Department of Justice from using any appropriated funds to search library and bookstore records under Section 215 of the USA PATRIOT ACT.

Exhibitor Listing

- Morningstar.com Library Edition is a happy blend of sophisticated capabilities and useful information in an easy-to-use product.”
- Library Journal

Chicago-based Morningstar, Inc. is a leading provider of independent investment research. Morningstar.com Library Edition is our online investment database tailored exclusively for libraries.

The service includes data on more than 6,000 stocks, 18,000 mutual funds, and 150 exchange-traded funds. The database also provides access to 3,500 stock and fund analyst reports, screeners, portfolio tools, and our interactive Investing Classroom.

Our reasonable per-seat license pricing allows even the smallest libraries to offer Morningstar research to their patrons. And with Remote Access, users can access our service from anywhere.

- Available with Remote Access
- Coverage of 20,000+ stocks and funds
- Independent buy/sell guidance
- Includes Investing Classroom

Call for a free guided tour 866-215-2509 (toll-free)

Visit Us on the Web http://global.morningstar.com/us/mle

Morningstar is a corporate member of the American Library Association

- Online access to floor debates.
ENTHUSIASTIC, CREATIVE, YOUNG LADY SEEKS PAID INTERNSHIP EXPERIENCE in a working in a public, school, or aca-
demic library for one year full-time in order to finish her degree. Will live to work in Texas (but will consider other areas). Loves children's literature, music, photography, and more. Contact: Julie Arequín, 936-560-1808; jilea13@yahoo.com

Hot Jobs: Career Leads in Cognetics

HEAD, PRESERVATION SERVICES DEPARTMENT

The University Libraries University of California, Riverside

The University of California, Riverside Libraries seeks an innovative and dynamic preservation librarian to lead a vital and expanding preservation program, which is currently comprised of a comprehensive Conservation and Collection Services program. The position is responsible for the preservation of the University's collection and the development of the program. Responsibilities include the preservation of academic and research library collections. The Preservation Librarian will work with the Conservation Librarian to provide long-term preservation goals and perspectives in regards to the libraries’ growing digital initiatives, staff preservation education, and other strategic areas.

QUALIFICATIONS: Effective leadership and management skills, extensive knowledge of preservation techniques, and an understanding of digital preservation. Experience with preservation planning and conservation. Ability to work with conservation professionals. Must have a strong commitment to diversity, equity, and inclusion. Must have the ability to work independently and in a team setting. Must have excellent oral and written communication skills. Must have a Master’s degree in Library Science, or equivalent, with professional experience in library preservation.

The University Libraries offers an excellent salary and benefits package, including health insurance, retirement, and paid time off. This position is available immediately, subject to budgetary approval.

APPLICATIONS ARE INVITED. Please visit the University Libraries website at www.lib.ucr.edu for complete job description, including salary and benefits. Applications are accepted until the position is filled or June 30, 2023, whichever comes first. For more information, contact: Alix Wirth, Assistant Director for Collection Management, axwirth@library.ucr.edu. The University Libraries is an equal opportunity employer.

INFORMATION SERVICES LIBRARIAN

Saint Francis University invites applications for the position of Information Services Librarian, a full-time, 9-month academic year appointment. The Information Services Librarian will be responsible for providing reference services, collection development, and instruction. Duties will include developing a collection of basic library research/information literacy curriculum materials, training users in effective use of information resources, and developing and updating instruction materials.

APPLICATIONS ARE INVITED. Please visit the University Libraries website at www.lib.stfrancis.edu for complete job description, including salary and benefits. Applications are accepted until the position is filled or June 30, 2023, whichever comes first. For more information, contact: Alix Wirth, Assistant Director for Collection Management, axwirth@library.ucr.edu. The University Libraries is an equal opportunity employer.

www.lib.ucr.edu/hr/diversityplacementcurrentconference.htm

www.calState.edu/words/jobviews.cfm
Francis University, POB 600, Loretto, PA 15940. Applications begins immediately and will continue until position is filled. A.A.EOE.

LIBRARIANS (2 positions). McDaniel College seeks qualified candidates for 2 professional positions in the liberal arts and sciences institution located near Baltimore and Washington, D.C., invites applications for 2 full-time, 9-month academic positions at the rank of Assistant Librarian. Positions report to the Chief Information Officer. Responsibilities include: assisting students, faculty, and staff with the use of library resources, the research process, and the interpretation of information from a variety of sources, and may include the assignment of particular library collections and resources to specific academic departments. The successful candidate for this position will demonstrate commitment to excellence in library instruction and reference services, the ability to work effectively with students, faculty, and staff, and a commitment to the profession. Write to: Gary L. Buh, McDaniel College, 1 College Hill, Westminster, MD 21157. Review of applications will begin immediately and will continue until the position is filled. A.A.EOE.

SERIALS AND ELECTRONIC RESOURCES LIBRARIAN, University of Maryland Libraries. Category: Non-tenured faculty, full-time (12-month). Salary: Commensurate with qualifications and experience. Comprehend the principles and services of the library. The University of Maryland Libraries at College Park is seeking a qualified candidate to fill an open position in the Serials and Electronic Resources Department. The position reports to the Head of Serials and Electronic Resources. Responsibilities include: managing the department, including overseeing the development, implementation, and evaluation of policies and procedures related to the management, acquisition, and management of serials and electronic resources; ensuring the efficient and effective use of library resources; developing and maintaining relationships with vendors, publishers, and other library partners; and assisting in the development and implementation of library policies and procedures. The successful candidate will possess a Master's degree in Librarianship from an ALA-accredited program; a minimum of 3 years of professional library experience in acquisitions, cataloging, or serials management; strong interpersonal and communication skills; and the ability to work independently and as part of a team. The University of Maryland Libraries is an AAM/AHA employer.

LIBRARY NETWORK

PROGRAM DEVELOPMENT ANALYSTS. The Southeastern Library Network, Inc. (SOLINET) seeks 2 dynamic, energetic, and innovative professionals to serve as program development analysts (PDAs). PDAs perform activities related to the development, evaluation, and management of information and services. They must achieve SOLINET’s goals of providing its membership with effective and relevant products and services. SOLINET’s mission is to provide local and regional access to information and services. SOLINET is an equal opportunity employer.
Director, Development Office

American Library Association

As a member of the American Library Association’s management team, the Director of the Development Office is responsible for planning, implementing, and evaluating the association fundraising activities, programs, projects and events. Major functional duties include grants, bequests, sponsorships, endowments, donor relations and Library Champions. This individual reports to the Executive Director.

RESPONSIBILITIES: department administration, financial management, researches for potential donors, cultivates resources and matches funding sources, coordinates and supervises a board/staff gift raising program. This individual will oversee fundraising activities of the association as they relate to direct mail, phone and e-mail appeals, foundation proposals, government grants, corporations, endowments, gifts, and other activity or program initiatives with the purpose of strengthening ALA’s donor base; and will maintain systems. This individual will also be responsible for continuing annual fundraising and planning giving programs.

QUALIFICATIONS: minimum of 5 years of progressive and successful experience fundraising for a national organization, including research/done development; major gifts and planned gifts campaigns, evidence of strong managerial skills, demonstrated success in obtaining competitive grants, from government and/or foundations; outstanding presentation and communication skills; excellent organizational skills; evidence of creativity and self-directed initiative; and the ability to establish, maintain and support effective relationships in a complex and dynamic environment. Knowledge of library issues and trends are desirable. Experience in nurturing the growth of new programs is strongly desired. An advanced degree is desirable.

Salary Negotiable, with date: June 15 end position is filled.

For consideration, send a letter of application with salary history to:

American Library Association
HR Dept. - R025
50 E. Huron St.
Chicago, IL 60611
Fax 312-944-6763; Email dragstal@ala.org

The American Library Association is an equal opportunity employer. Applications are invited from women, minorities, veterans and people with disabilities.

Director, Houston Public Library

The Board of Directors of the Houston Public Library is seeking nominations and applications for an innovative and energetic executive director. HPL currently serves over 2 million people through a central library and 37 branch libraries with a library staff of 516, including over 135 librarians, a collection of over 3.2 million books, and an annual budget of over $35 million. Candidates need a master’s degree in library and information services from an ALA-accredited program, library experience, and a minimum of 5 years of progressively more responsible administrative experience. Compensation: Six figures and competitive (final) salary will be dependent upon experience and qualifications.

How to apply or obtain further information: Complete details, including the job announcement, job description and community links can be found at www.gossagesse.com/hplhlint. Interviews for this position will be held during the ALA Annual Conference in Chicago (June 24-28). To schedule an interview or to obtain additional information contact Don Sager at 312-961-5536 or by e-mail at sager@hplil.com. The closing date for applications is June 30, 2005.

Applicants should send a meaningful cover letter and a current resume to the executive search firm of Gossage Sager Associates, preferably as Word attachment via email to dsgager@hplil.com. Applicants are invited from women, minorities, veterans and people with disabilities.

Director, Public Library

The Preble County Library seeks a dynamic technology-oriented professional to provide leadership and vision for a progressive board, staff, and county. The director will manage all functions of the library including strategic planning, financial management, technical development, programming, personnel, collection development, and facilities. PCL serves a population of 45,000 with 7 branches, an admin center, a local history and genealogy resource center, 26.5 FTE staff, and a $1.27 million budget. ALA/MLS and 3-5 years of progressive experience, including management skills, are required. Minimum salary: $50,000 with excellent fringe benefits. Send cover letter, resume and 3 references by July 15 to: John Wallach, Preble County Library, Preble County Admin. Bldg., 450 S. Barron Street, Eaton, OH 45320. For complete position description, see www.preblelibrary.com.

Director, Washington County Public Library seeks an energetic administrator to provide leadership and vision for a 7-member board, to implement new technologies, develop and manage new services, strengthen library partnerships and lead all aspects of library management. The director will manage an annual budget of $3.2 million, 7-8 FTE staff, and support services. Search Committee, President, Preble County Library, 450 S. Barron Street, Eaton, OH 45320. Contact: Brent Stokesberry, Preble County Public Library, 904 Indiana Ave., La Porte, IN 46350. Call 219-362-6156 for or print out required application at www.wcpl.org, or email brent@wcpl.org. Interviews will be held in mid-August.

LIBRARIANS: San Diego County Library (SDCL) is hiring. SDCL has 32 branch libraries and 2 bookmobiles, and serves the County of San Diego, one of the largest counties in the country. We have current openings at all levels. Librarian II (Salary range: $41,049-$43,920). These are our entry-level positions for librarians. In the branches, these positions are reference librarians. Our branch heads are responsible for a division in program services, community services, cataloging and access services. Librarian II (Salary range: $45,380.60-$53,161.60). These positions are usually our branch librarians or head of a unit in program services, collections/cataloging or access services. Librarian I (Salary range: $50,032.20-$60,756.80). These positions are the first step in management. These positions are responsible for a division in program services, community services, collections/cataloging, or access services. Librarian II. (Salary range: $53,745-$65,841). These positions are responsible for a division in program services, community services, collections/cataloging, or access services. Please stop by Booth 19 at the Career Center at the ALA Annual Conference to pick up an application and for an informal interview, or contact Rick Needham, Departmental Personnel Officer, at 858-684-2436. You can also access the applications for these positions online at www.sdcounty.ca.gov, and then click on “Jobs.”

LIBRARIAN IV (24608), Volusia County Library. Salary: $42,029-$66,195. Closes: Open until filled. MINIMUM QUALIFICATIONS: Master’s degree in library science from an ALA-accredited program with a minimum of two years of progressively responsible experience in a public library, including supervision of other librarians. Hiring range is from $75,408-$90,480 annually DCG. Position will close on July 31 at which time resume review will begin. Send resume to vclralearning@volusialibrary.org to view the full job description. IDEO.

DIRECTOR OF LIBRARY SERVICES. The City of DeSoto is seeking a director of library services. MINIMUM QUALIFICATIONS: An MLS degree from an ALA-accredited program, or 18 hours of graduate study in library science from an ALA-accredited program and 5 years of progressively responsible experience in a public library, including supervision of other librarians. Hiring range is from $75,408-$90,480 annually. Send resume to: Brent L. Pool, Library Director, City of DeSoto, PO Box 1630, DeSoto, TX 75115. Applications will be reviewed upon receipt. Visit our website at www.deSotoLibrary.org for more information. Return application and cover letter to: Brent L. Pool, City of DeSoto, PO Box 1630, DeSoto, TX 75115. Applications will be reviewed upon receipt. Visit our website at www.deSotoLibrary.org for more information. Return application and cover letter to: Brent L. Pool, City of DeSoto, PO Box 1630, DeSoto, TX 75115.
Library Branch Operations Manager

The library branch operations manager will manage the overall library branch operations, including day-to-day operations, budgeting, and staff management. The ideal candidate will have at least 2 years of experience in a library management role, with a strong understanding of budgeting and fiscal management. A bachelor's degree in a related field is required, with a master's degree preferred. Salary range: $60,000-$70,000, depending on experience.

Special Library

The special library is seeking a professional with a master's degree in library science and at least 5 years of experience in a similar role. The ideal candidate will have experience in reference and collection development and be proficient in managing a diverse collection of resources. A strong commitment to digital literacy and experience in project management are also essential. Salary range: $70,000-$80,000, depending on qualifications.

State Library

The state library is looking for a director with at least 5 years of experience in a similar role. The ideal candidate will have strong leadership skills and experience in managing a diverse team. A master's degree in library science is required, with a PhD preferred. Salary range: $100,000-$120,000, depending on experience.

Teen Services Librarian

The library is seeking a teen services librarian to develop and implement programs and services for teenagers. The ideal candidate will have a master's degree in library science and at least 2 years of experience in a similar role. A strong commitment to youth services and experience in youth development are also essential. Salary range: $40,000-$50,000, depending on qualifications.
The Solution:
Open Database
Native support for Oracle, as well as DB2, MS SQL, and Sybase to leverage your current investments and relationships.

Why? Because we listen.

“I can’t let my ILS vendor be making technology purchase decisions for me. When a vendor forces me to adopt another database or operating system it forces me to buy redundant licenses and strains my IT training and systems management resources. I need an ILS vendor that is flexible enough to work within my IT architecture policies.”

—Susie Corbett
Systems Development Librarian
University of Alabama, Lister Hill Library

1,101 Academic Libraries...
...run Dynix solutions. Surprised? Don’t be. Dynix provides library technology to leading academic institutions around the world.

Visit us in booth #1512.