

ALACognotes



2009 ANNUAL CONFERENCE — ISSUE 4

TUESDAY, JULY 14, 2009

Highlights

Closing Session

Steve Lopez

8:00 – 9:00 am

McCormick Place West,
W375

ALA Awards Reception

and Ceremony

5:30 – 7:00 pm

Hilton, Boulevard Room

ALA Inaugural Banquet

7:00 pm – midnight

Hilton, Grand Ballroom



SupERTuesday is your chance to win BIG! Join the ALA Exhibitors in Exhibit Hall F to celebrate another successful Annual Conference. There will be free food and prizes. Please see page 6 for more information and the entry form!

Registration and Check-in

Tuesday, July 14

7:30 am – Noon

Declassifying The Secrecy Hangover Through Freedom of Information

By Stacy L. Voeller
Minnesota State University
Moorhead

Jim Rettig's 2009 ALA President's Program on Sunday afternoon featured Thomas S. Blanton, Director of the National Security Archive at George Washington University in Washington, D.C. The National Security Archive is an independent non-governmental research institute and library located at The George Washington University which collects and publishes declassified documents obtained through the Freedom of Information Act.

Mr. Blanton served as the Archive's first director of planning and research beginning in 1986, became Deputy Director in 1989, and Executive Director in 1992. He filed his first Freedom of Information Act (FOIA) in 1976 as a weekly newspaper reporter in Minnesota; and among many hun-

dreds subsequently, he filed the FOIA request and subsequent lawsuit (with Public Citizen Litigation Group) that forced the release of Oliver North's Iran-contra diaries in 1990. Mr. Blanton is a founding editorial board member of freedominfo.org, the virtual network of international freedom of information advocates.

According to Blanton, "today's New York Times has a front page article entitled 'Cheney Is Linked to Concealment of C.I.A. Project' where the C.I.A. was said to have withheld information about a secret counterterrorism program from Congress for eight years on orders from the former vice president." Blanton asked, "A vice president involved in concealing a program from Congress, now why does that not surprise us?"

Blanton covered a variety of topics including the Library

» see page 25



A musical performance by St. Ailbe's Children's Choir, Chicago, Ill., opens the ALSC Charlemae Rollins President's Program, part of the ALA Auditorium Speaker Series.



Jill Bolte Taylor, PH.D., discusses an anatomically correct stained glass brain at her Auditorium Speakers Series presentation Monday.

Turning your Audience into Fans

By Kathryn Shields,
UNC-Greensboro

Learning how to teach certainly takes more than a 90-minute conference session. But that session can lay some of the groundwork for how to assess, design, and present a library instruction session and help you improve your teaching. On Sunday, July 12, the Library Instruction Round Table (LIRT) sponsored a program that did just that – "Preparing Yourself to Teach: Touching All the Bases," presented by Lisa Janicke Hinchliffe, University of Illinois at Urbana-Champaign, Beth Woodard, University of Illinois

at Urbana-Champaign, and Monika Antonelli, Minnesota State University – Mankato.

The presenters covered three "bases" – assessment as learning, student-centered learning, and teaching as performance. Hinchliffe began, rather than ended with, assessment. "We don't have to think about assessment as something we do after learning, but something that can be revealed through learning," she said. "Assessment for the purpose of learning can be used eventually for reflection, evaluation and accreditation,

» see page 24

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ALA Awards 2009 Diversity Research Grants

The American Library Association's Office for Diversity has announced the recipients of the Diversity Research Grants for 2009. Each year the Office for Diversity and the Diversity Research Grant Jury identify three areas of scholarship where research is needed.

Typically, one proposal is chosen from within each topic for a total of three awards. This year three grants were awarded under only two topics. Grant recipients compile the results of their research into a paper and are asked to present and publish the final product in

conjunction with the American Library Association Annual Conference.

The first grant will be awarded to Clayton Copeland, a Doctoral Candidate and Teaching Fellow at the University of South Carolina's School of Library and Information Science, for a study entitled "Library and information center accessibility: The differently-able patron's perspective." This study aims to understand library services and accessibility in public and academic libraries from the differently-able patron's perspective. By giving voice to differently-able patrons, the study is expected to suggest how library accessibility and services may be improved.

The second grant will be awarded to Diana Tedone, a recent graduate of UCLA's Department of Information Studies, and Zoe Jarocki, a Masters candidate at UCLA's Department of Information Studies. Their research project, "Bringing the Library to the People: Addressing the Job Related Information Needs of Day Laborers," will study the information needs of day laborers, a critically under-served community in Los Angeles. By creating a library to address the specific information needs of this community, the research will uncover new ways for libraries to serve this growing population.

The third grant will be awarded to Stephanie Maatta Smith, Assistant

Professor at the University of South Florida's School of Library and Information Science, Laurie J. Bonnici, Assistant Professor at the University of Alabama's School of Library and Information Studies, and Muriel K. Wells, librarian at the University of Alabama in Huntsville. Their project, "ICT Readiness Index: Measuring the preparedness of libraries to serve patrons with disabilities in the context of economic challenge," seeks to build a model to measure the ability and potential of libraries to serve special needs populations. The growth in the number of patrons eligible for services provided through programs for the Blind and Physically Handicapped (BPH) combined with a lack of funding makes this study particularly timely.

The 2009 recipients will present their research at a program during the ALA 2010 Annual Conference in Washington DC. For more information on the Diversity Research Grants, please visit the Office for Diversity's website: <http://www.ala.org/diversity>.

Cognotes

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Editor

Stacy Voeller
Minnesota State University,
Moorhead

Reporters

Frederick J. Augustyn, Jr.
The Library of Congress

Regan Brumagen
Corning Museum of Glass, NY

Kay Ikuta
Inglewood Public Library

Brad Martin
ABC News

Students to ALA
Miranda Johnson
University of Maryland

Kathryn Shields
University of North Carolina,
Greensboro

Publisher

Deidre Irwin Ross, ALA

Assistant Publisher

Karee Williams, ALA

Managing Editor

Deb Nerud Vernon

Photography

Curtis Compton

Production

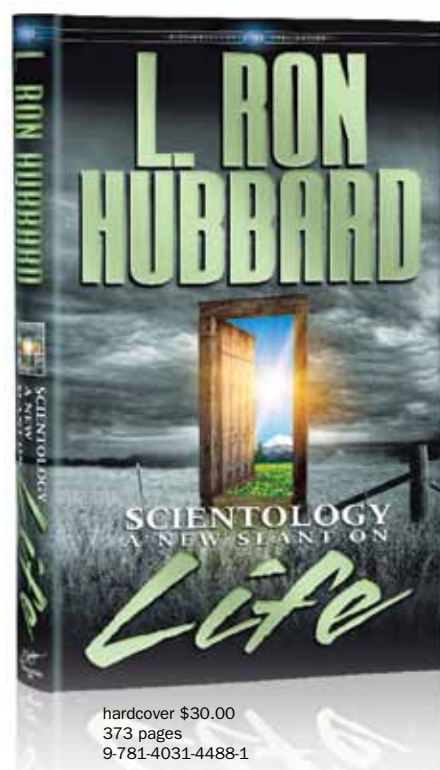
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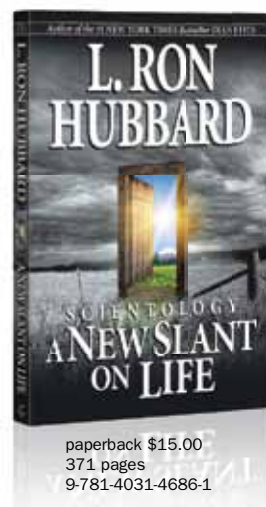
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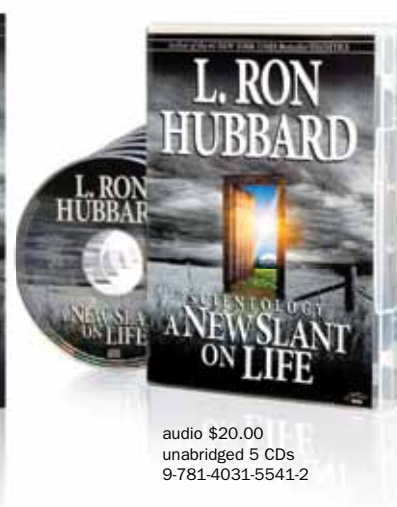
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Crime Writer Chats about Murder & Poetry

By Regan Brumagen,
Corning Museum of Glass, NY

Sunday morning July 12, bestselling author Michael Connelly spoke to an audience of fans and librarians about his 20-year career writing crime fiction. Connelly's best known character, Los Angeles homicide detective, Harry Bosch, will appear in a new novel, *Nine Dragons* this November. Connelly revealed that *Nine Dragons*, set partially in Hong Kong, will be a very significant story in Harry's life.

Bosch is named after the Renaissance artist Hieronymus Bosch, whose "weird paintings," according to Connelly were packed with all kinds of strange events happening simultaneously. Connelly was struck by "the fact that his paintings were a world gone wrong," in many ways just as a crime scene represents a world askew. A homicide detective, thought Connelly, would look at a crime scene like a painting which needs interpretation.

With the exception of Connelly's upcoming Bosch novel, most of his books are set in Los Angeles, where he worked as a journalist. In fact, his first novel was a fictionalized account of a crime he covered the first day he began working as a journalist in L.A. Connelly writes about the newspaper industry in his novel, *Scarecrow*, and talked to the audience about the industry's current economic struggle to compete with alternative news sources. He

compared the newspapers' situation to that of the publishing industry, which may face heavy competition from new technologies which bypass traditional editing and publishing processes.

Connelly's own writing, he believes, has improved as a result of his partnership with his editor and publisher, both of which are long-standing. He credits his editor with changing how he approaches writing the first 100 pages of his novels, now focusing on launching his readers immediately "into the story," or crime. He also credits writers as disparate as Raymond Chandler

and Edgar Allen Poe for influencing his work. In fact, Connelly immersed himself in Poe's poetry, while researching *The Poet*, using lines from Poe as clues in the novel. He spent so much time reading Poe in his hotel room, that he imagined a shooting in the hallway of his hotel one night. Although it was just a door slamming, Connelly admits that, "reading his stuff put me in a place where I totally freaked out." One of the audience members echoed that sentiment saying that reading *The Poet* had her "looking in all of my closets."

Other than frightening his readers,

Connelly's fiction has also apparently led them to real-life romance, as one fan in the audience confessed that she met her husband at a bookstore, while both were looking at the cover of *The Concrete Blonde*. Connelly noted that he respects the effect his writing has on readers and the relationship they develop with his characters. He concluded his conversation with the audience by revealing that, through numerous book signings over the years, he is always reminded of "the importance of storytelling and what it can mean to people."

New Resources Available for School Librarians

The American Association of School Librarians (AASL) announced a new resource for school library media specialists and their teacher colleagues. The Best Websites for Teaching and Learning, honoring the top Internet sites for enhancing learning and curriculum development, is considered the "best of the best" by AASL. The two categories, the Top 25 Websites for Teaching and Learning and the Landmark Web sites for Teaching and Learning, include websites, tools, and resources of exceptional value to inquiry-based teaching and learning as embodied in AASL's "Standards for the 21st-Century Learner."

The Top 25 Web sites for Teaching and Learning were named so because they foster the qualities of innovation,

creativity, active participation and collaboration. The Web sites honored are: Animoto; Classroom 2.0; Curriki; Diigo; Edublogs; Facebook; Good Reads; Google Reader; Mindmeister; Ning; Our Story; Partnership for 21st Century Skills; Polleverywhere; Primary Access; RezED; Second Life; Simply Box; Skype; SOS for Information Literacy; Teacher Tube; Twitter; VoiceThread; Wikispaces; Wordle; and Zoho.

The Landmark Web sites are: AL-TEC; Annenberg Media Learner.Org; Apple Learning Interchange; Association of Supervision and Curriculum Development (ASCD); Discovery Education; Edutopia; EduWeb; Field Trip Earth; Global School; Google Earth; Library of Congress; MIT Open

Courseware; Merlot; Moodle; NASA; Our Documents; PBS Teachers; Read, Write, Think; Smithsonian Education; Thinkfinity; and WebQuest. They are recognized due to their exemplary histories of authoritative, dynamic content and curricular relevance.

All honored sites are free, web-based sites that are user-friendly and encourage a community of learners to explore and discover. They also provide a foundation to support AASL's *Standards for the 21st-Century Learner* and its counterpart publication, *Empowering Learners: Guidelines for School Library Media Programs*. Valuable information on each site, including tips for effective classroom use are available at www.ala.org/aasl/bestlist.

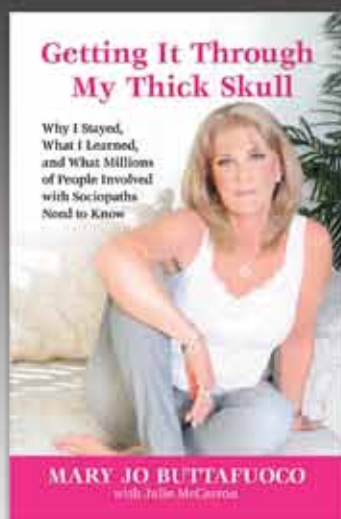
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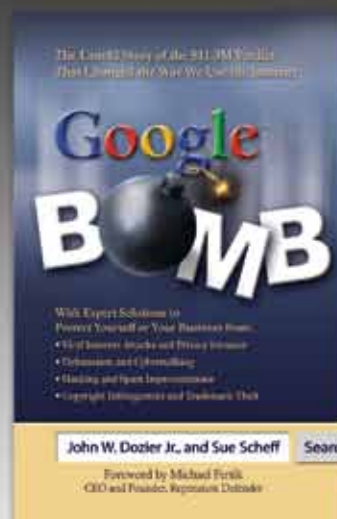
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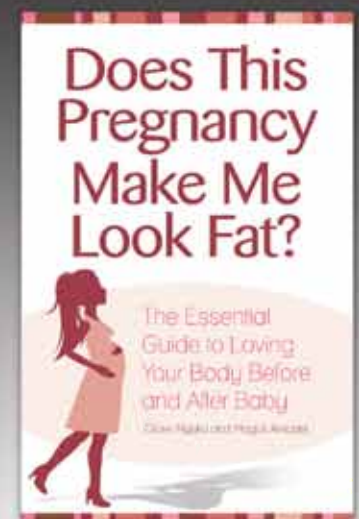
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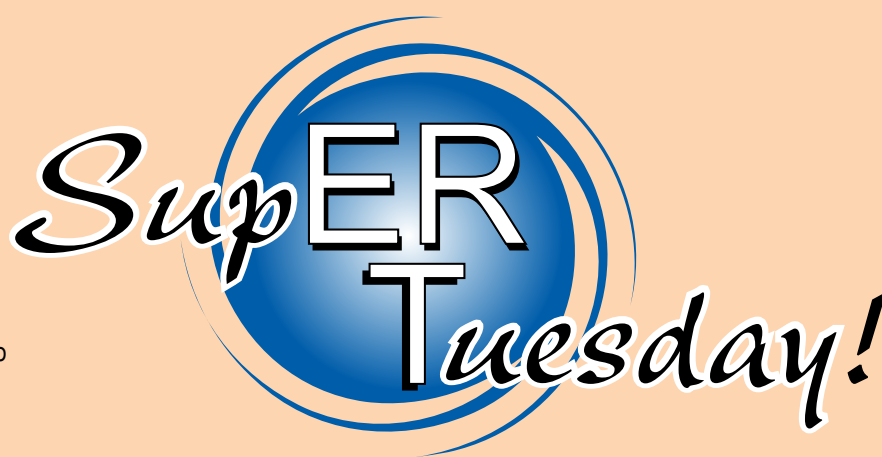
Last Chance!

SupERTuesday Closing Reception This Morning in Exhibit Hall!

This exciting Closing Reception will take place in the Exhibit Hall today from 9:00 am to 2:00 pm. The reception is a great way to end your Annual Conference experience!

Join us for the SupERTuesday Closing Reception sponsored by Exhibits Round Table, your Exhibitors and ALA.

SupERTuesday is your chance to win BIG! Join the ALA Exhibitors on the exhibit floor to celebrate another successful Annual Conference. There will be **free food and prizes**. Be sure to enter the **SupERTuesday raffle** to win BIG! Fill out the SupERTuesday **entry form** at the lower right of this ad and **drop it in the raffle boxes located at the middle of the 1300 aisle, the back of the 3700 aisle**. These raffles will be held **this morning at 10:30 am, noon, and 1:30 pm**. All of these drawings will take place at **random locations on the exhibit floor**. **Winners** will be announced via the PA System and **must report to the location that is announced at that time of the drawing**. **You must be present to win**. Fill out the entry form and join us for food and a chance to win fun prizes!



Bring this coupon to the drop boxes located in the exhibit hall. (Locations left) This will enter you into the SupERTuesday drawings, taking place in the Exhibit Hall throughout the day on Tuesday, July 14, 2009. WINNERS MUST BE PRESENT!

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TUESDAY, JULY 14

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How to Give the People What They Want at Your Library

By Brad Martin
ABC News

The importance of determining user needs by conducting qualitative research and analyzing the results was the focus of an ALA Committee on Research and Statistics program on Sunday, July 12 that featured Sandra Hughes-Hassell of The School of Information & Library Science at The University of North Carolina at Chapel Hill and Lynn Westbrook of The School of Information, The University of Texas at Austin.

Hughes-Hassell, co-author with Denise E. Agosto of *Urban Teens in the Library: Research and Practice*, and Westbrook, who has written a paper titled "Surviving Domestic Violence: Seeking Support in Cyber-Space," laid out the basic reasons for doing qualitative research, described some methods, and provided real-life examples from their own work.

Hughes-Hassell told of some unexpected results that came from research into how urban teens seek the information they need. Her example provided support for what was described as the key features of qualitative research – notably, that the researchers collect data in the "natural setting of the behaviors being studied" and that the "key data collection instruments are the

researchers themselves."

In the case of urban teens, a users group that no good research existed on, the researchers identified some key questions concerning what were the most information needs of this group, what were the sources or channels they favored, and what types of media were in the most common use.

After collecting and analyzing the results of data collected using such methods such as activity logs and group interviews, a clear pattern emerged where researchers identified seven areas where information-seeking behavior of the urban teens supported their self-development from adolescence to adulthood. These were in the area of social, emotional, reflective, physical, creative, cognitive and sexual development. By looking at specific needs in these seven areas, Hughes-Hassell pointed out how they could then identify resources and services to improve their library experiences.

Westbrook provided the example of studying the information needs of intimate partner violence (IPV) to stress the importance of determining what users need, and not what you think they need.

In one poignant case, Westbrook told of how one woman had endured numerous violent acts before leaving with only a few clothes and a laptop computer,

which she used to immediately seek out a wi-fi connection to go on the Internet seeking information on shelters.

Using methods including interviewing IPV survivors and first responders, and studying bulletin board queries and responses, researchers got a better idea of how to improve services to this often

invisible group of library users.

Westbrook also provided additional specifics on data collection and analysis in qualitative research and sought to take the fear out of librarians using software to analyze it by providing some reassurance that it was not difficult to learn.

Argument Over Antiquities Rages On

By Regan Brumagen, Corning
Museum of Glass, NY

The museum world has been shaken in recent years by battles with national governments over ownership of priceless antiquities held in museum collections all over the globe. James Cuno, President and Director of the Art Institute of Chicago, was on hand during the Association of Collections and Technical Services (ALCTS) President's Program to present his arguments and answer questions from the audience on this controversial topic.

In his recent book, *Who Owns Antiquity? Museums and the Battle Over Our Ancient Heritage*, Cuno argues that "encyclopedic" museums are often the best stewards of these treasures from our past, having the

most advanced means of preservation at their disposal, as well as offering the widest access to the objects. Repatriation of antiquities, contends Cuno, is motivated by nationalistic politics, rather than a concern for the longevity of the antiquities.

A lively debate followed Cuno's presentation, as audience members discussed issues such as the return of sacred objects and human remains to sovereign nations, the lack of diversity in museum administration, and the archeological ramifications of studying dispersed fragments of an antiquity. Cuno acknowledged the complexities of these issues, but reasserted his central thesis that museums are "dedicated to protecting the past" and have a cultural responsibility to preserve it for all of the world's citizens.

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SATURDAY

10:00-10:10 am

Authorities:

Saving time and money with automated processing of bib and authorities records

Joan Chapa

12:00-12:10 pm

Cataloging:

Easy way to get cost-effective MARC records, smart barcode labels, and spine labels

Richard Smith

1:00-1:10 pm

MARC Record Enrichment:

TOC, Fiction/Biography, Summaries to aid retrieval and determine relevancy

Janifer Meldrum

2:30-2:40 pm

Managing Metadata:

What administrators need to know about authority control

Carol Love

3:30-3:40 pm

ERIC:

New ways to provide access to ERIC documents through your catalog

Jim Noël

SUNDAY

10:00-10:10 am

ERIC:

Bring ERIC documents to light in your online catalog

Joan Chapa

12:00-12:10 pm

Authorities and Database Building:

How to retrieve everything you already own

Carol Love

1:00-1:10 pm

Reading Counts, Lexile, and Accelerated Reader:

Helping school and public library users find appropriate material

Janifer Meldrum

3:30-3:40 pm

Going More Electronic:

Adjusting your MARCIVE GPO services to reflect fewer physical selections

Jim Noël

MONDAY

10:00-10:10 am

Authorities:

Saving time and money with automated processing of bib and authorities records

Joan Chapa

11:00-11:10 am

WorldCat® Local:

Is your database ready?

How MARCIVE can help you prepare

Janifer Meldrum

12:00-12:10 pm

Reclassification:

How one college moved from Dewey to LC call numbers cost-effectively

Carol Love

1:00-1:10 pm

Authorities:

New series options

Mary Mastraccio

3:30-3:40 pm

ERIC:

New ways to provide access to ERIC documents through your catalog

Jim Noël

TUESDAY

10:00-10:10 am

ERIC:

Bring ERIC documents to light in your online catalog

Joan Chapa

11:00-11:10 am

Cataloging:

Easy path to cost-effective MARC records, smart barcode labels, and spine labels

Carol Love

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Frances Weisman, Park Ridge Public Library, Park Ridge, Ill., and her husband Mark, try their hand at drawing a sculpture while participating in a drawing class during the ALA/ProQuest Scholarship Bash, Great Impressions at the Art Institute of Chicago.



ProQuest CEO Marty Kahn and scholarship recipients kickoff the ALA/ProQuest Scholarship Bash, Great Impressions at the Art Institute of Chicago.



The audience gives the St. Ailbe's Children's Choir, Chicago, Ill., a standing ovation as they open the ALSC Charlemae Rollins President's Program, part of the ALA Auditorium Speaker Series Monday morning.



A youngster shines during his solo performance at a concert by the St. Ailbe's Children's Choir, Chicago, Ill., to open the ALSC Charlemae Rollins President's Program, part of the ALA Auditorium Speaker Series.



Isabella, left, and Olivia Gerasole demonstrate some of their cooking skills in the Cooking Pavilion. Publication of their first cookbook, *The Spatulatta Cookbook*, made them the youngest-ever winners of the James Beard Award.



Sandra Andrews, left, and Linda Gann, right, both from University of North Carolina, Greensboro, look over Egyptian artifacts as they tour the Art Institute of Chicago during the ALA/ProQuest Scholarship Bash.



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- ✓ **SwetsWise Selection Support** – Combines holdings information with usage statistics to help libraries make logical acquisition decisions.
- ✓ **eBooks & MyiLibrary** – Simplify your library's electronic resource needs—order serials and eBooks from a single source. Gain access to MyiLibrary's package of nearly 180,000 eBook titles.

Presentation Schedule

Products	July 11	July 12	July 13	July 14
SwetsWise eSource Manager	10:00 am	10:00 am	10:00 am	9:30 am
ScholarlyStats	11:00 am	11:00 am	11:00 am	10:00 am
SwetsWise Selection Support	2:00 pm	2:00 pm	2:00 pm	10:30 am
SwetsWise eBooks & MyiLibrary	3:00 pm	3:00 pm	3:00 pm	11:00 am

AASL Publication Completes Learning Standards and Guidelines Trio

In April, AASL released the much-anticipated publication *Empowering Learners: Guidelines for School Library Media Programs*. Already in its second press run, these guidelines, along with the *Standards for the 21st-Century Learner* and *Standards for the 21st-Century Learner in Action*, complete an essential professional development package for school library media specialists. This publication can be purchased on the AASL pages of the ALA store at <http://www.alastore.ala.org/aasl>.

Empowering Learners provides leadership principles that address how and what is required to master a changing school library environment that is driven by learners and the learning process. It builds on a strong history of guidelines published to ensure that school-library-media-program planners go beyond the basics to provide goals, priorities, criteria and general principles for establishing effective library media programs. The publication advances school library media programs to meet the needs of the changing school library environment and is guided by the *Standards for the 21st-Century Learner* and *Standards for the 21st-Century Learner in Action*.

"The release of *Empowering Learners: Guidelines for School Library Media Programs* completes the triad of updated AASL tools school library media specialists need to lead their library programs," said Ann M. Martin, AASL president. "Teaching and Learning guidelines within the book include collaborative partnerships, the role of reading, multiple literacies, effective practices for inquiry and assessment. *Empowering Learners* provides guidelines and actions for library media specialists to take to ensure students and staff are effective users of ideas and information. School library media specialists need this critical publication because it is the essential connector

required to create a 21st century library media program."

Explaining how the three publications work together, Martin said, "The *Standards for the 21st-Century Learner* is the framework for developing curriculum and focuses on the learning process. The *Standards for the 21st-Century Learner in Action* provides support in teaching the fundamental skills identified in the *Standards for the 21st-Century Learner*. And *Empowering Learners* places these skills in an

environment conducive for developing students who are successful and competent in today's global world."

"These guidelines will shape how we lead our students into their futures. The *Standards for the 21st-Century Learner*, the *Standards for the 21st-Century Learner in Action* and, now, *Empowering Learners* will shape our programs and our teaching and need to be on every library media specialist's desk," said Sara Kelly Johns, AASL immediate past president.

Become an ACRL Legislative Advocate

Looking to demonstrate service to your profession without the expense of travel? Become an ACRL Legislative Advocate and help promote a policy climate favorable to academic/research libraries and higher education in 2-3 hours per month. Attendance at ALA Mid-winter and Annual, or visits to Washington, D.C. are not required. Advocates can choose issues in their individual areas of expertise and interest. Apply today and become a leader in supporting teaching, learning, and research.

PLA Launches Online, On Demand Courses for Public Librarians

PLA recently launched e-Learning courses to help public librarians learn more efficiently at their own speed, where and when they choose. These interactive, short courses are available on demand and are reasonably priced. Currently offered are courses on tackling the Public Library Service Responses, as well as courses dedicated to strategic planning and management topics.

The Public Library Service Responses online courses can help library planners see the possibilities that exist for matching their services to the unique needs of their communities. These are not traditional online courses and there are no assignments or grades. Instead, forums, a wiki and other interactive, cutting edge tools will help participants

master each service response.

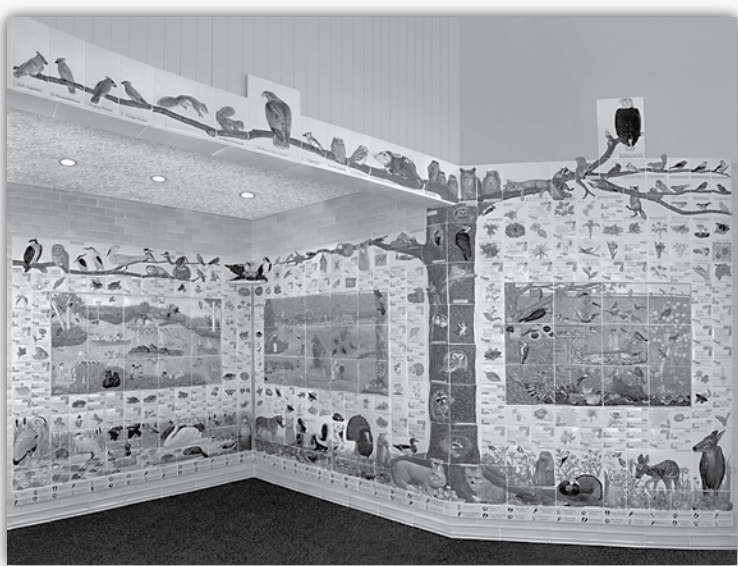
The Power Tools for Planners e-Learning course features interactive, electronic decision-making templates that clearly define each step of the strategic planning process and provide the information needed to select the most effective choices for your library. In addition, How to Get the Library Director Job You Want will help those ready to start looking for a director position to present themselves and their credentials in the most effective way.

Course pricing begins at \$39 for PLA members and \$59 for ALA members. Discounts are available for those who purchase multiple courses. Find more information and register online at www.pla.org.

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Applications Sought for PLA Results Boot Camp

The Public Library Association (PLA) is now accepting applications for PLA Results Boot Camp 5: Intensive Library Management Training. This popular five-day immersion program will be held Oct. 12-16 at the Olive 8 Hotel in Seattle, Wash., and will cover topics such as strategic planning, data-based decision-making, effective resource allocation and other topics related to management

training. By the end of the workshop, participants will have the skills needed to develop and implement a strategic plan in their library.

Acceptance into the program is competitive, and applicants will be notified of their status within two weeks of applying. Interested librarians are encouraged to submit their applications early, since this workshop does cap the number of participants

to ensure an intensive small-group learning environment. Multiple applications from the same library must be submitted at the same time in order to qualify for a group discounted rate. All applications must be received in the PLA office by Sept. 11. Find more information and apply online at www.pla.org.

Those who apply by July 1 and are accepted qualify for early bird regis-

tration rates: \$745 for PLA members, \$845 for ALA members and \$945 for nonmembers. After July 1 and through Sept. 11, registration rates will be \$795 for PLA members, \$895 for ALA members and \$995 for nonmembers. Discounts will be offered to multiple applicants from the same library. More information about group discounts is available online at www.pla.org.

New Children's Products Available from PLA

The latest children's products from the Public Library Association (PLA), in conjunction with the West Bloomfield Township (Mich.) Public Library, are available now.

The 100 Best Books to Read in Kindergarten, created by the West Bloomfield Township (Mich.) Public Library, lists some of the best picture books to read aloud to kindergarten-age children. The list includes well-loved classics as well as contemporary books and is designed so that books can be checked off as they are read. The kit is sold in sets of 25 for librarians to distribute, and consists of two posters: 100 Picture Books to Read in Kindergarten and 100 More Picture Books to Read in Kindergarten and corresponding bookmarks. The kit also includes a guide that will help parents get their kindergartners ready to read.

Both items are available at the 2009 Annual Conference Bookstore

The poster 75 Books for the Very Young, also created by the West Bloomfield Township (Mich.) Public Library, is sold in packets of 25 for librarians to distribute to patrons, and includes the best board and picture books to read to children from birth through preschool. The list includes classics, books that teach important concepts, stories to sing, books with rhyme and rhythm and books for bedtime.

Both items are available for purchase at the 2009 Annual Conference Bookstore as well as online at www.store.ala.org. ALA members receive a 10 percent discount on items. For more information about PLA products, visit www.pla.org.

YALSA Offers Fall Online Courses On Graphic Novels, Serving Tweens

The Young Adult Library Services Association (YALSA), the fastest-growing division of the American Library Association, will offer two online courses next fall: Graphic Novels and Teen Readers: The Basics and Beyond, taught by Francisca Goldsmith, and AIMing at Tweens: Advising, Involving, Motivating, taught by Teri Lecesne. Both four-week courses will begin Oct. 5 and end Nov. 2.

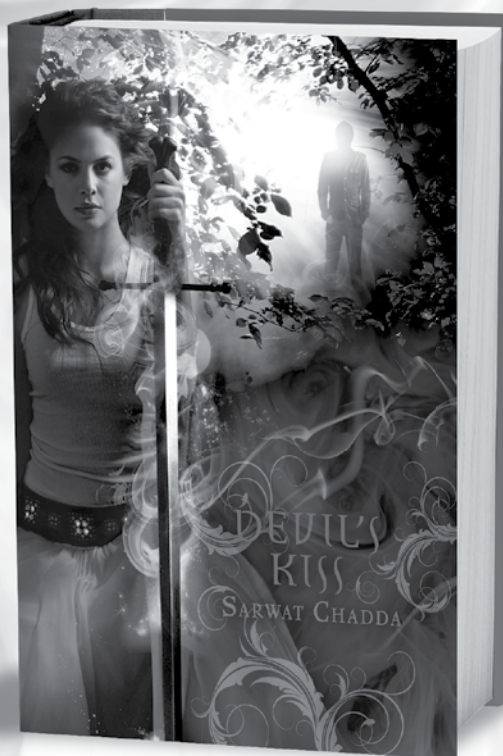
YALSA's fall courses cost \$135 for YALSA members and students, \$175 for ALA members and \$195 for nonmembers. To read course descriptions and register, please visit www.ala.org/yalsa and click on "Online Courses." Discounts are available for

groups of ten or more, and all YALSA e-courses are available for licensing.

If you have questions about YALSA's fall online courses, please contact Amy Gelbman, program officer for professional development, at agelbman@ala.org or 1-800-545-2433, ext. 5293, for more information.

For more than 50 years, YALSA has been the world leader in selecting books, videos, and audiobooks for teens. For more information about these awards or for additional lists of recommended reading, go to www.ala.org/yalsa/booklists. For more information about YALSA, please contact us via e-mail, yalsa@ala.org; or by phone at 1-800-545-2433 ext. 4390.

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Phase Two of Kids! @ your library® Targets Tweens

By Laura Schulte-Cooper

Phase two of the Association for Library Service to Children's (ALSC) Kids! @ your library® public awareness campaign, officially launched during this ALA conference, focuses on tools to help librarians promote library services to kids in grades five through eight. No fan of children's illustration will want to miss the latest offering in the campaign's online tool kit: artwork designed by David Diaz, award-winning children's book illustrator and graphic artist. Camera-ready PDFs of a mini-poster and ready-to-cut bookmarks feature Diaz's colorful, imaginative work and artistically embody the message: there's so much to see and do @ your library®. The PDF files are free to download and print for library displays and as give-aways.

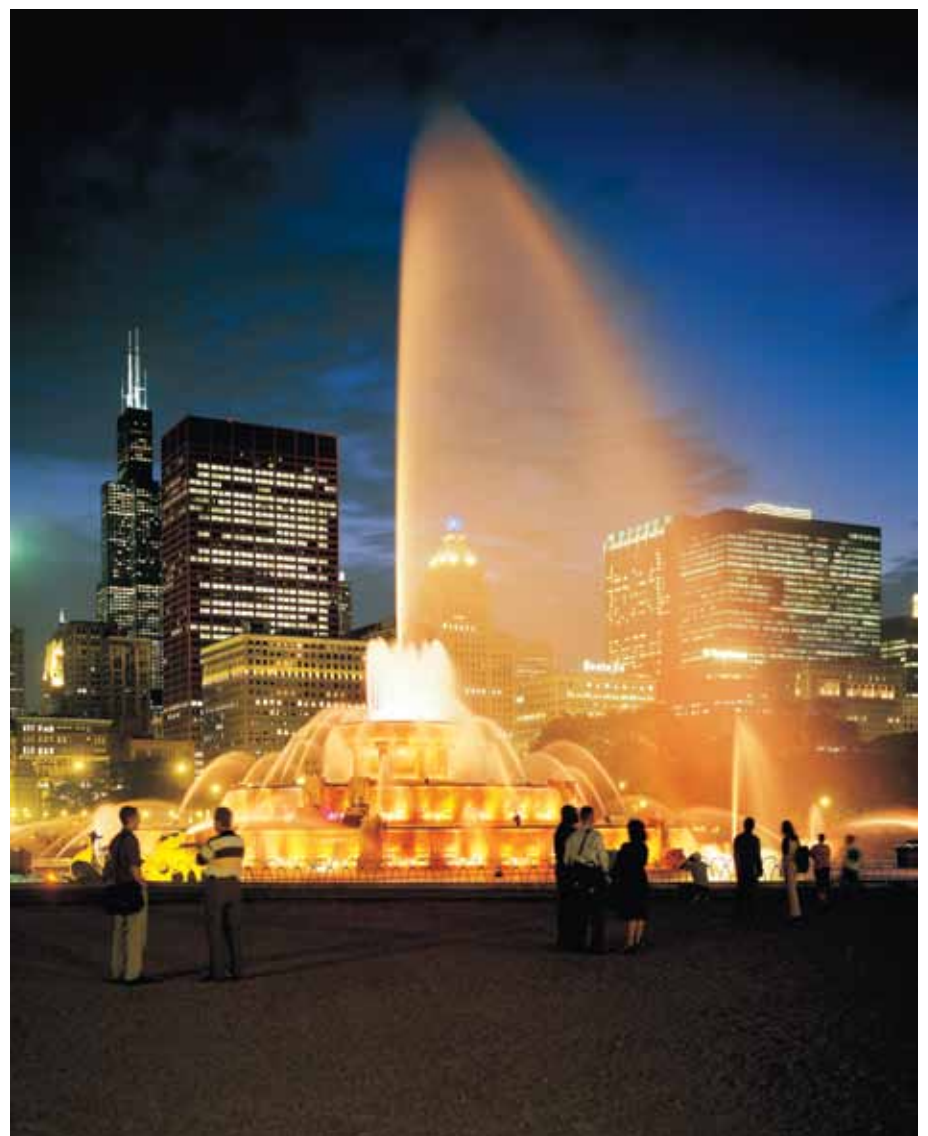
Other new resources include two readers theater scripts, adapted from excerpts of *Bud, Not Buddy* by Christopher Paul Curtis and *The Library Card* by Jerry Spinelli. A readers theater

"how to" guide provides tips on planning, promoting, and creating scripts for readers theater at the library.

If you're looking for fresh games or activities to offer at the library, the tool kit now has a library treasure hunt for grades 5 to 8; a fun mad lib-style game and challenging word search puzzle, each with a library theme; a compilation of successful programs just right for tweens; and information on how to get involved in letter boxing.

A new navy blue and lime green version of the So Much to See. So Much to Do. @ your library® artwork includes translations in Russian, Polish, and French. The artwork is ideal for promotional flyers and library handouts.

For more information about the Kids! @ your library® Campaign and to check out all the free tool kit materials available, visit www.ala.org/kids and click on the tool kit link.



Buckingham Fountain lights up the night. Photo: © Chicago Convention & Tourism Bureau

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New PLA Reader Packs Useful Information for Time-strapped Librarians

In an era of ever-encroaching budget cuts, library directors and managers are finding themselves stretched thin. *The PLA Reader for Public Library Directors and Managers* was designed specifically for those with a minimal amount of time.

Each chapter of the reader tackles one of the prevalent topics faced by public libraries, such as advocacy basics, tips for retaining high-performing employees, library communications, intellectual freedom, the latest topics in reference, and brief entries on technology. By offering practical and applicable solutions to these issues, *The PLA Reader for Public Library Directors and Managers* aims to provide the best information to help public library managers and directors lead their libraries.

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