

OITP to Propose Resolution on Traditional Cultural Expressions Policy

At Midwinter conference, ALA's Office for Information Technology Policy (OITP) plans to bring forward a Council resolution to adopt as ALA policy the principles document *Librarianship and Traditional Cultural Expressions: Nurturing Understanding and Respect*.

Traditional Creative Expressions (TCEs) are creative works of indigenous and traditional communities – folk tales, symbols, songs, dances, rituals, pottery, sculpture, textiles, architecture, crafts and music. For some indigenous communities, access to these works, especially when the works are sacred in nature, is an affront to their cultures. When librarians become stewards of TCEs, they often are unaware of the concerns of indigenous communities. Digital technologies exacerbate concerns by globally expanding unauthorized access to traditional cultural expression. Can the interests of indigenous communities whose creative works are central to their cultural identity be understood and met by the library profession when those concerns may be in conflict with the Library Bill of Rights?

To address these concerns, librarians, indigenous people, archivists, folklorists, and academics met at a three-day conference in fall 2008 to explore issues regarding access, preservation, and protection of these creative works, and the rights of indigenous peoples, including the importance of cultural identity, tribal laws, and traditions. Current library and museum programs designed to

organize and manage cultural expression were also explored.

Since the conference, a small group of conference attendees have been engaged over the last year in drafting a set of principles on libraries and traditional cultural expression for the consideration and review of ALA members and other stakeholders. In a series of collaborative activities including programs and an open forum at Annual Conference 2009 in Chicago, the group has worked through a number of revisions, and made numerous efforts to reach ALA membership, facilitate discussion, and gain consensus on this important topic. Council adoption of the resolution will ensure broad access to the principles and provide a source of guidance to librarians as they confront access and preservation issues regarding TCEs.

Members are urged to learn more about this topic by reviewing the principles at: <http://wo.ala.org/tce/> and express their support for OITP's resolution.

The conferences, meetings and subsequent activities are funded, in part, by a grant from the John D. and Catherine T. MacArthur Foundation to promote copyright advocacy and education.

ALTAFF Hosts "Nuts & Bolts" for Friends Groups and Trustees

Friends Groups, Trustees, and library staff are invited to participate in the popular "Nuts & Bolts" program with topics including fundraising ideas, book sales, membership development, advocacy, and board recruitment. Two sessions are scheduled on Saturday: 10:30 a.m. to noon and 1:30 to 3:30 p.m. Both will be held in room 153C of the Boston Convention & Exhibition Center.

The morning session will feature "Fundraising Best Ideas" with Alice Welch, president of Massachusetts Friends of Libraries as well as roundtable discussions on fundraising, general Membership Development, and book sales.

During the afternoon session Sally Gardner Reed, executive director, ALTAFF, will discuss how Friends and Trustees can work effectively together for the support and promotion of the library followed by "Trustee Topics" and roundtable discussion on advocacy, and board recruitment and development.

Attendance at both sessions is not required.

Choose Privacy Week Kickoff and "Peep Culture" Event at Midwinter

ALA's Office for Intellectual Freedom (OIF) invites you to join us for a fun and exciting event at the 2010 Midwinter Meeting, featuring social critic Hal Niedzviecki, author of *The Peep Diaries: How We're Learning to Love Watching Ourselves and Our Neighbors* (City Lights Books, 2009).

This event, which launches the ALA's new privacy initiative, Choose Privacy Week, will take place on Saturday, January 16, from 4:00 – 5:00 p.m., in Room 252 A/B of the Boston Convention & Exhibition Center, and will offer snacks and beverages for attendees. ALA President Camila Alire will be in attendance to welcome our speaker and to introduce ALA's first-ever Choose Privacy Week.

Niedzviecki's talk will focus on what he terms the age of "peep culture": a tell-all, show-all, know-all digital phenomenon that is dramatically altering notions of privacy, individuality, security, and even humanity. Peep culture is rapidly causing some of the core

values and rights we once took for granted to be renegotiated, often without our even noticing.

The author will be signing copies of *The Peep Diaries*, which will be available at the event.

The event will also highlight key resources for libraries to participate in the first-ever Choose Privacy Week, which will take place May 2-8, 2010. This civic engagement campaign invites library users into a national conversation about privacy rights in a digital age. In addition to our outstanding speaker, the Saturday event at Midwinter will introduce tools for libraries to educate and engage their users, helping citizens think critically and make more informed choices about their privacy. An exclusive discount and limited giveaway items will be provided at the event. Don't miss it!

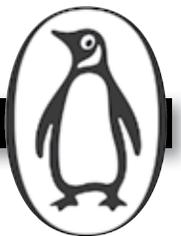
For more information on this event or on ALA's privacy initiative, contact Angela Maycock, Assistant Director, Office for Intellectual Freedom, at amaycock@ala.org.



Hal Niedzviecki

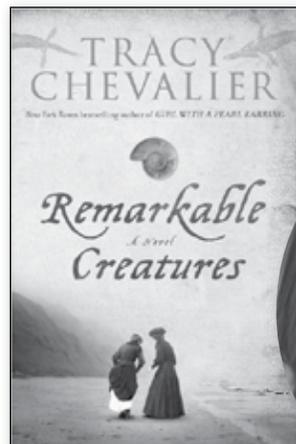
PENGUIN GROUP (USA)

PLEASE VISIT OUR BOOTH # 1324



AUTHOR EVENTS AT ALA

Friday, January 15



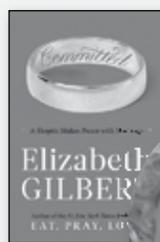
TRACY CHEVALIER

REMARKABLE CREATURES and GIRL WITH A PEARL EARRING

4:00–5:15 pm ALA/ERT Author Forum and Opening Session
Books to Movies

5:30–6:30 pm Signing, Penguin booth #1324

Visit our booth for information on other author events



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BETH HOFFMAN
SAVING CEECEE
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GEORGE SAUNDERS
IN PERSUASION
NATION



JANICE LEE
THE PIANO TEACHER

New Publications from ACRL Available at ALA Store

Two new ACRL publications – *Framing Library Instruction* and *Working Together: Collaborative Information Practices for Organizational Learning* – are available for purchase at the ALA Store in Boston.

In *Framing Library Instruction*, John M. Budd of the University of Missouri-Columbia School of Information Science and Learning Technologies addresses the philosophical and practical implications of cognition and information and the practice of library instruction in the light of those implications. Budd presents a complete examination of the cognitive aspects of students' perceptions and uses of information, including examples that can be adapted for courses or class sessions. *Framing Library Instruction* will stimulate con-

versations about the directions instruction can take in the future.

Authored by Mary M. Somerville, *Working Together* presents a framework for comprehensive redesign of library organizations. Somerville provides a context for library decision makers as they move their organizations and workforces into the increasingly collaborative future. In addition to a review of core literature, *Working Together* presents workplace examples illustrating the efficacy of collaborative information practices orchestrated by inclusive leadership principles.

Both titles are also available for purchase through the ALA Online Store (<http://www.alastore.ala.org>), by telephone order at (866) 746-7252 in the U.S. or (770) 442-8633 for international customers.

Advocacy at Work Session to Highlight Successful Advocacy Practices

The ALA Washington Office and the Office of Library Advocacy are sponsoring an interactive session on advocacy from 10:30 a.m. to noon Saturday, January 16, 2010, at BCEC-ROOM 156A/B.

Librarians and library advocates will discuss how they get involved, the tools they use, and their general experiences with advocating for library issues. Advocacy doesn't have to be time-consuming, and this session will highlight the small, easy ways to make a difference to library issues, as well as discuss more exten-

sive techniques for those who want to take the "next steps" in crafting effective advocacy strategies.

Speakers include public, school, and academic librarians as well as a non-librarian library advocate, who will not only talk about their experiences in library advocacy but also talk about some of their success stories and their perspectives on library advocacy. There will be an opportunity to ask them questions, so please come learn how your colleagues have acted on the issues that matter most to libraries!



This Saturday, as in Denver during the last ALA Midwinter Reception, multiple raffle baskets will be up for grabs at this year's JCLC 2012 Fundraiser hosted by ALA President Camila Alire in her Suite.

JCLC 2012 – Open Reception and Raffle hosted by ALA President Camila Alire

The Joint Conference of Librarians of Color (JCLC) Steering Committee is excited to announce that on Saturday, January 16, 2010 from 4–6 p.m., ALA President Camila Alire will be hosting a fundraising reception at her Presidential Suite - 1645 at the WESTIN Hotel. All are invited to attend. A similarly successful event was held during the 2009 ALA Midwinter in Denver, CO.

The JCLC Steering Committee and officers of the five groups, American Indian Library Association (AILA), Asian Pacific American Librarians Association (APALA), Black

Caucus of the American Library Association (BCALA), Chinese American Librarians Association (CALA), and REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, will be announcing the new updated JCLC web presence located at: <http://ala.org/jclc>. You can find on the website, conference information updates as well as other fundraising and special events. Most importantly is the JCLC Volunteer link where you may actively participate in the planning and preparation by serving on one of the many working committees:

- Awards and Scholarships Committee
- Evaluation Committee
- Exhibits Committee
- Finance Committee
- Fundraising Committee
- Local Arrangements Committee
- Proceedings Committee
- Program Committee
- Publicity Committee
- Registration Committee

The conference planners invite all those interested in promoting diversity to save the September 19-23, 2012 date in Kansas City, MO and make plans to attend. For more information please contact Marcellus Turner, JCLC Steering Committee Secretary at mtturner@jefferson.lib.co.us.

**Win a Dinner-For-2 Worth \$200.00 at Ruth's Chris Steak House
Hurry to Booth # 2630 at ALA**

The Veronica Bird Charitable Foundation

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Friends of Bill W.

Marriott Copley Place –
Vineyard Room

Friday, January 15,
7:30-8:30 p.m.

AASL Releases Results of 2009 School Libraries Count Survey

Survey reveals increases in hours and collections, but decrease in budget

As school library media centers' increased their hours and collections, many school budgets failed to increase funding to support these trends, according to an updated report from the American Association of School Librarians (AASL).

The School Libraries Count! National Longitudinal Survey of School Library Media Programs launched in January 2009 as many schools faced uncertainty due to the United States' tough economic climate. Results from 5,824 respondents consisted of both public and private schools varying in enrollment size, location and school level. According to results many schools decreased expenditures, including a reduction in spending for information resources, compared to the previous year results.

"The results of this survey will not only help AASL monitor the status of our nations' school library media programs, but enable us as an organization to identify key areas where we can

Carolyn Forsman's Jewelry: Affordable Glamor

Looking for something upbeat, upscale, and affordable that benefits a good cause? Then visit booth 1960 in the Exhibit Hall to check out the creations of Carolyn Forsman, the New York-based jewelry designer. Forsman, the winner of the 2009 Museum Store Association Service Award winner, has a terrific assortment of fun, glamorous, and affordable jewelry (top retail price of \$50).

Are you "perfect", "quirky", a "blogger", or a "drama queen"? If so, then Forsman has just the rubber band bracelet for you, at the perfect price - \$1.00! Forsman will also feature her popular flashing "spike" rings (perfect for fireworks), glowing necklaces, newspaper headline pins, original "I Read Banned Books" bracelets (now featuring the cover of *Huckleberry Finn*), and her brand new Banned Books pins. All sales will benefit the Freedom to Read Foundation, the First Amendment legal defense arm of the American Library Association since 1969.

Carolyn's jewelry is currently sold in the museum stores at the Museums of Modern Art in San Francisco and Tokyo, the Victoria & Albert Museum in London, Guggenheim Berlin, and in several other gift shops and museums around the world.

Forsman, a former librarian and ALA Councilor, has raised over \$100,000 through the years for FTRF, and was named to the Foundation's Roll of Honor in 2001. We encourage you to visit her at Booth 1960, browse for a gift for yourself or your friends, and support the critical First Amendment work of the Freedom to Read Foundation.

provide support to those programs," stated AASL President Cassandra Barnett. Results are available for download on AASL's Web site at www.ala.org/aasl/slcsurvey.

Collections in school library media centers rose in every category with 29%, accounted for in periodical subscriptions. However, an investment in technology rose only 7% compared to a 20% increase in 2008. In contrast to the previous year, this year's respondents reported that school's investment into networked computers with library access has slowed in the last year. Between 2007 and 2008, the number of computers located elsewhere in the school with access to the library rose 31.8 points, compared to a mere 10.1 points between 2008 and 2009.

Results from the questions on staffing and hours indicate that on average school library media centers increased their hours of operation by more than 1.5 hours. While staff indicated taking on more hours, schools with combined levels were the only subgroup with an increase in staffing. Respondents in metropolitan high schools with a student population of 2,000 or more indicated increases in unscheduled, flexible time compared to last year.

"Individual schools and districts can use the data to make comparisons to other school library programs in order to advocate for improvements," said Barnett. "By conducting a longitudinal survey AASL is able to track changes and trends in school libraries at both the national and state level. After

three years of reporting we are seeing interesting results related to collection development, technology implementation and library expenditures. "

The School Libraries Count! National Longitudinal Survey of School Library Media Programs aims to gather data on changes in the field to gain understanding of the state of school library media programs nationally. While national estimates are developed on the basis of survey responses from a stratified random sample of public schools, all K-12 schools, public and private, were invited to participate on a voluntary basis. Private schools were included in the survey with the endorsement and support of AASL's Independent Schools Section (ISS). Data on this and previous School Libraries Count! longitudinal studies can be found at www.ala.org/aasl/slcsurvey.

Become a Celebrity at the ALA Store

Your library may already have a *Twilight*, Rachel McAdams, Ne-Yo, or other Celebrity READ® Poster greeting patrons as they enter in search of their next favorite book. How thrilling, then, if the next time a student, community member, or staff person walked into the library they saw themselves hanging next to Hugh Laurie or Eva Mendes? With the READ DVD Genres & Subjects, the newest

addition to the READ Design Studio products, your library lovers can appear right alongside their favorite celebrities to encourage reading and their love of it.

With input from more than 100 librarians, the READ DVD Genres & Subjects features artwork inspired by 23 popular genres and subjects—all contained in one DVD. Fantasy, mystery, cooking, sci-fi, and horror are a few of the reading favorites rep-

resented with art files.

Communities across the nation have used the READ Design Studio to promote their libraries, the power of reading, and the people who do it. Come to the ALA Store, located on Level 1, North Lobby, to learn more about the READ Design Studio or see the READ DVD in action. Demos will be held Saturday, January 16th at 10 a.m. and 2 p.m.

Visit H.W. Wilson Booth #1714

At the Wilson Theater:

- Fiction Core Collection—new 16th Edition
- Careers—coming this winter
- Art Suite—63 new Journals, New Images
- Biography products—new graphical interface coming

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Booklist Meets You on Your Mobile—and in the Exhibits

Booklist editors at booth #1814 look forward to introducing you to new ways to stay connected—wherever you are—with reviews and other books and media content. There's much to catch up on and a lot for the editors to show you, from mobile apps, new blogs, and e-newsletters to expanded youth content in both print and online.

Take a tour of the new *Book Links* landing page and related feature content that have been added to *Booklist* Online following the transition of *Book Links* from a standalone subscription magazine to a free quarterly supplement to *Booklist*. The new site features classroom stars, selected articles available to all users, and Web Connections related to each issue.

Other site updates to check out include a handy link to all the elements of the current print issue of *Booklist* magazine. This feature is visible from wherever you are on the

site and whatever you're working on—whether checking the review of the day on the homepage, reading a review, feature, or blog, looking up a book award, or working with a list.

Haven't had a chance yet to get your hands on the *Booklist* Editors' Choice/Top of the List January issue? Be sure to pick one up at booth #1814. The winning titles were selected by the *Booklist* editors from the more than 8,000 *Booklist* adult, youth, reference, and media reviews that appeared in 2009, and represent good writing, hot genres, and artistic innovation.

If you select or advise on curriculum-appropriate books, *Book Links* "Lasting Connections" list—the year's 30 best children's books for the classroom or school library—will help you get off on the right foot in 2010. The list is in the January *Book Links* supplement, also available free. The editors look forward to seeing you and to enjoying lively book talk.

Win ACRL 2011 Registration!

Visit the ACRL booth (#2000) in the Boston Convention and Exhibition Center Halls A and B from January 15-18 and register to win a complimentary registration to the ACRL 2011 National Conference, held March 30-April 2, 2011 in Philadelphia.

The winner will be announced on ACRL Insider blog (<http://www.acrl.org/acrlinsider/>) by January 31, 2010. Visit the ACRL 2011 Web site at <http://www.acrl.org/acrl/national-conference> for complete details on the upcoming National Conference.

Choice Reviews Online

www.cro2.org

Visit **Choice** at Booth #1908 to see a demonstration of the newly updated **Choice Reviews Online**, and enter for a chance to win an Amazon Kindle.

Stop by the **Choice** booth to receive your free 2010 desk calendar.

Already a **Choice Reviews Online** subscriber?

Come to the **CRO2 Clinic** in the ALA Office (**Choice** table) daily, 10-11:30 a.m. to have questions about your account answered.

ALA Dollars for Scholars Fundraiser Offers Chance to Win Conference Registration

During the 2010 Midwinter Meeting of the American Library Association (ALA) in Boston, the Office for Human Resource Development and Recruitment (HRDR) will make it possible for conference attendees to help support the aspiring careers of a new generation of librarians while increasing their own chances for support of their individual professional development needs.

For a donation of \$10.00, conference attendees will have two business cards laminated as luggage tags and enter a third in a raffle for a free conference registration for the upcoming Annual Conference in Washington, DC. All proceeds from the fundraiser, "Dollars for Scholars," will benefit the annual giving campaign for the ALA general scholarship endowments.

Donors may contribute at the Dollars for Scholars booth, which

will be set up in the general registration area. Operational hours are:

Friday, January 15
8:00 a.m. - 7:30 p.m.
Saturday, January 16
7:30 a.m. - 5:00 p.m.
Sunday, January 17
7:30 a.m. - 5:00 p.m.
Monday, January 18
7:30 a.m. - 2:00 p.m.

Since 1970, the ALA has assisted aspiring librarians by awarding scholarships towards tuition at an accredited master's degree program in library and information studies. ALA and its units provide more than \$300,000 annually in scholarships. There are more than 110 applicants for each scholarship ALA awards. For additional information about the program and how you can support the career of an aspiring librarian, visit: www.ala.org/dollarsforscholars.

Readergirlz Launched in 2007 To Celebrate Women's National History Month

This community of young adult authors and teen readers is the top online group for teen girls' literacy. Founded by five women authors in the Seattle area, Dia Calhoun, Holly Cupala, Lorie Ann Grover, Justina Chen and Melissa Walker, readergirlz works to produce online monthly issues published through www.readergirlz.com. Readergirlz features a young adult novel and accompanying service project each month via this publication. The authors also contribute to a blog (readergirlz.blogspot.com) and support two special literacy projects a year. This online community operates on a very small budget, but has already been recognized for the work they have done to promote teen literacy and leadership in girls, receiving a James Patterson PageTurner award in 2007. In November 2009, readergirlz received an Innovation in Reading Prize from the National Book Foundation.

Operation Teen Book Drop is the result of a partnership between readergirlz, Young Adult Library Services Association (YALSA), and GuysLit Wire. Operation Teen Book Drop is a nationally coordinated effort to get new books to teens in need. In 2008 and 2009 readergirlz delivered over 20,000 books to teens in hospitals to help celebrate Support Teen Literature Day on the Thursday of National Library Week. This year's book drop will take place on April 15, 2010 and will benefit 10,000 Native teens through their tribal community or tribal school libraries.

Operation Teen Book Drop 2010 has paired with If I Can Read, I Can Do Anything, a national reading club for Native students that was launched in 1999 with support from ALA Past

President, Sarah Long. Operation Teen Book Drop has been working with tribal librarians across the country to coordinate the distribution of books. Currently, 36 schools with over 7,800 students are participating in the program. Schools are located in 15 states including: Minnesota, Nebraska, Alaska, Wyoming, California, New Mexico, Oklahoma, Washington, Wisconsin, South Dakota, Maine, Hawaii, Texas, Oregon and Arizona.

The readergirlz have already received donations of over 6,000 new books from publishers. Many of the librarians at participating schools have found space to store early shipments; 4,000 of these books have already been shipped to participating schools for distribution on April 15, 2010. In April, there will be coordinated efforts across the country to distribute books including media and celebratory events and visits from community liaisons. In addition, GuysWire Lit, an online community promoting literature for boys, is coordinating public purchasing of books via online bookstore websites.

Librarians working at tribal community or tribal libraries interested in participating in Operation Teen Book Drop should contact Dr. Lorie Roy (Anishinabe), Director and Founder of "If I Can Read, I Can Do Anything, at loriene@school.utexas.edu. Participation is fairly simple and requires very little on the part of schools. We request a physical mailing address, general contact information, and an estimate of the number of students enrolled at the school. For information about Operation Teen Book Drop 2010, see the website for If I Can Read, I Can Do Anything at <http://www.ischool.utexas.edu/~ifican>.



WHAT'S THE LONGEST MOUNTAIN RANGE ON EARTH?

BRING YOUR ANSWER TO THOMSON REUTERS BOOTH #1632.

THE FIRST 200 ATTENDEES WITH THE CORRECT ANSWER WILL WIN A PRIZE.

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Play **Discovery Challenge** and you'll be entered into the grand prize drawing for a \$1,000 travel voucher — good for any library conference. Visit the Thomson Reuters booth to play.

Friday: 6:00 PM, 7:00 PM
Saturday: 9:30 AM, 11:30 AM, 1:30 PM, 3:30 PM
Sunday: 9:30 AM, 11:30 AM, 1:30 PM, 3:30 PM
Monday: 9:30 AM, 10:30 AM

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The discovery never ends. Learn more at one of the following in-booth presentations and you could win prizes, like a desktop copy of *EndNote® X3* or a \$25 American Express® gift card.

- **InCites™: Greater Clarity** *Sat, 10:00 AM*
- **Patents: Not Just for the Inventor** *Sat, 3:00 PM*
- **Bibliographies on the Go** *Sat, 12:00 PM; Sun, 3:00 PM; and Mon, 12:00 PM*
- **Influential Life Sciences Research** *Sun, 10:00 AM*
- **Set Your Cites on Discovery: 2010** *Sun, 2:30 PM*
- **Supporting Your Institutional Repository** *Mon, 11:30 AM*

SET YOUR **CITES** ON DISCOVERY AT BOOTH #1632.

ALA/ERT Reception to Open Exhibits

Not just limited to baskets anymore, the ALA/ERT reception welcomes any prize to be displayed with company name in your booth this evening during the all-conference reception from 5:30 -7:30 p.m. Prizes will be raffled off at 7 p.m. on the exhibit floor during the all-conference reception. Winning names and company will be posted in the Sunday issue of Cognotes and running on a monitor in the exhibit hall beginning Saturday.

Company	Booth #	Prize Description
A. Rifkin Co.	1878	Executive Attache Case
Albert Whitman & Company	1413	Albert Whitman Favorite Picture books
Baker & Taylor	2032	Entertainment Basket
BBC Audio books America	2653	Complete DVD set of All Creatures Great and Small
Bearport Publishing	1348	Set of Bearports 2009 Children's Choices Selection
Birchard Company/EZDrop	2364	Handmade Chinese Framed Embroidery
Blackstone Audio, INC.	2117	Blackston Audio Gift Basket
Brodart Co.	2122	Playful Monkeys Rug + 4 Monkey books
Brookhaven Press	1948	Taste of Wisconsin Box
Candlewick Press	1547	Judy Moody's 10th anniversary gift bag
Charlesbridge	1417	Must Read for Middle-Graders
Chelsea House	1953	14 Volume Set - World Religions
Chelsea House	1953	11 Volume Set - Encyclopedia of American History
Crimson Multimedia	1355	\$100 gift certificate
Ellison	1600	Allstar Superstar Starter Set
Fourth Street Press	2642	Free Year subscription to EcoAmericas
Gaylord Bros.	1722	Gaylord Book Repair kit
Groupes Archambault Inc.	2365	French Product Basket
GUND Partnership	2505	GUND partnership Monograph - The Master Architect Series
Highsmith	1503	Wisconsin Tea Party Gift Basket
Holiday House	1313	Selection of Award winning children's books
HW Wilson	1714	Wine & Country Gift Basket
Independent Publishers of New England	2640	Basket of Books
Lerner Publishing Group	1303	10 book set of The Decades of 20th-Century America
LibQUAL +® from Association of Research Libraries	2354	Book - Celebrating Research: Rare & Special Collections from ARL
Literacy + Exercise = Literacise	1557	Books & Storytelling Prize Pack
Mango Languages	2314	Columbia City Trek II Parka with Mango Logo
Marcive Inc.	2037	Marcive Makeover Basket
MLR Press, LLC	2614	Collection of Titles from MLR Press
National Geographic	1623	Complete Set of National Geographic Countries of the World
Northern Micrographics	1950	Taste of Wisconsin Box
Novel Data LLC	2618	3 year subscription to www.essequels.com
OCLC	1654	OCLC Gift Basket
Orca Book Publishers	1454	Books
Penguin Group USA	1324	Penguin Classic Surprise
Simon & Schuster	1504	Gift Basket of Simon & Schuster books that have become Movies
Simon & Schuster	1504	Gift Basket of Simon & Schuster titles celebrating Poetry
Sourcebooks	1872	Gergette Heyer Collection
Star Bright Books	1453	Basket of Children's books
University of Alaska Press	2610	2 books - Alaska Native Art & The Aleutian Islands
Veronica Bird Charitable Foundation	2630	Collection of DVD's related to children and Autism
Workman Publishing Co.	1432	Brain Quest Set
World Bank Publications	2302	3 flagship reports from World Bank Publications



American Library Association Event Planner for the iPhone and iPod Touch

Be able to use your iPhone or iPod Touch to stay connected to the ALA Event Planner, before and during the conference. Connect from your hotel, the shuttle buses or the show floor. Use the ALA provided WiFi to review and search for exhibitors while walking the Exhibit Hall. Work in portrait or landscape mode. Clear graphics and a finger-friendly design make it easy for you to use.

Everything is interconnected. A meeting's hotel can be brought up on the Maps app. Exhibitor websites are a single touch away in Safari. Message other attendees at the conference.



Developed for ALA by CISTEMS
www.cistems.com

Access the ALA Event Planner by going to <http://ala.cistems.net>

Take Part in Library Advocacy Day in Washington D.C.

As you make your plans for the 2010 Annual Conference, please make sure to attend the Library Advocacy Day activities on the U.S. Capitol grounds. This event, which will replace National Library Legislative Day for one year only, will be held at 11:00 a.m. on Tuesday, June 29, and will include a rally where library advocates will cheer on libraries. After rally, advocates will contact their members of Congress to show them how libraries provide valuable services to their constituents now more than ever before.

The rally is free and open to everyone. If you'd like to attend meetings with your member of Congress or their staffs, please register for the rally online and contact your state coordinator. For more information, register for this exciting, one-time event, and to identify your state coordinator please go to www.ala.org/lad.

Attend "Picturing America in Our Nation's Libraries"

Public and school libraries that received the Picturing America collection are invited to apply to participate in a very special opportunity that will enhance and expand the Picturing America resources.

On March 4, 2010, in collaboration with the American Library Association, THIRTEEN/WNET, the flagship public television station in New York City, will host "Picturing America in Our Nation's Libraries," a one-day conference for public and school librarians who have received the Picturing America collection. The conference, held at the Hilton Hotel New York, will premiere Picturing America on Screen, a series of short public television programs produced by THIRTEEN that feature the works of art in the Picturing America collection along with ideas for using them in innovative library programming. Participants will also learn new ways to engage with and understand the Picturing America collection using The Art of Perception, a nationally recognized training program that

teaches a wide range of professionals to enhance observation and communication skills by learning to look at and analyze works of art. Katherine Paterson, two-time winner of the Newbery Medal and the National Book Award for Young People's Literature and the newly designated Ambassador to Young People's Literature, will be the keynote speaker at the conference.

In addition, librarians selected for "Picturing America in Our Nation's Libraries" will also be invited to participate at no charge in THIRTEEN's fifth annual Celebration of Teaching and Learning that follows Picturing America in Our Nation's Libraries on March 5 and 6. This national K-12 professional development event brings more than 8,000 teachers, librarians, media experts, informal educators, and policy makers to Manhattan for a two-day conference devoted to best practices, education philosophy, and trends in media literacy. Plenary session speakers at this year's celebration include Education Secretary Arne Duncan; Her Majesty

Queen Noor; Lisa Henson, President of the Jim Henson Company; Bobby McFerrin; and Oscar-nominated actress Queen Latifah. There will also be a town hall meeting hosted by Meet the Press moderator David Gregory.

The American Library Association, the Institute for Museum and Library Services, the National Endowment for the Humanities, and THIRTEEN are extremely pleased to offer travel stipends and accommodations in New York City to seventy librarians from across the country for this unique and important opportunity. Each participant will receive a \$500 travel stipend and up to four nights free accommodation at the Hilton New York, located just north of Times Square in midtown Manhattan.

Applications are accepted online at <http://www.surveymonkey.com/s/PicturingAmerica>, and are due by 5 p.m. EST on Friday, January 22, 2010. Participants will be notified of selection no later than February 1, 2010. Only full-time public or school librarians are eligible to apply.

OIF and ALTAFF Offer Online Training for Trustees

The ALA Office for Intellectual Freedom (OIF) is partnering with the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) to present three one-hour webinars in February for library trustees on the topic of controversial materials in library collections.

The webinars, entitled "Controversial Materials in the Library: Supporting Intellectual Freedom in Your Community," are intended to help trustees understand the basics of intellectual freedom in libraries. They will cover information on collection development policies, procedures for handling challenges to library materials, and tips on responding to controversies that may arise. Angela Maycock, OIF Assistant Director, will lead the webinar series.

The webinars will be offered:

- February 17, 2010
4-5:00 p.m. EST,
- February 23, 2010
2-3:00 p.m. EST, and
- February 26, 2010
noon-1:00 p.m. EST.

Each session will include the same content. Registration is limited to 60 participants per session. The cost is \$49 for individuals, \$39 for ALTAFF members, and \$95 for a group of two or more attendees at the same location.

To register for "Controversial Materials in the Library: Supporting Intellectual Freedom in Your Community," visit <http://www.ala.org/oif/onlinetrainings> or call ALA Customer Service at (800) 545-2433 x5.

Nominate Teaching and Learning Websites

Now is your chance to submit nominations for the American Association of School Librarians (AASL) list of the Top 25 Websites for Teaching and Learning. This list honors Internet sites that enhance learning and curriculum development. An updated list of honored websites will be presented during an all-day interactive preconference at ALA 2010 Annual Conference in Washington, D.C. Nominations are being accepted at www.ala.org/aasl/bestlist.

Last year's top 25 were named so because they fostered the

qualities of innovation, creativity, active participation and collaboration. The Web sites honored included: 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.

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 Empowering Learners: Guidelines for School Library Media Programs*. All nominated sites should follow this basic criteria, as well as offer tools and resources in organizing and managing; content collaboration; curriculum sharing; media sharing; virtual environments; and/or social networking and communication.

Nominations can be submitted electronically at www.ala.org/aasl/bestlist.



LIBRARY CHAMPIONS

Companies and Foundations listed below are corporate sponsors committed to increasing public awareness of libraries and librarianship in America. Please visit them and thank them for their support. For information on how your organization can become a Library Champion, please contact the ALA Development Office at 312-280-5050.

3M Library Systems	Elsevier, Inc.	JanWay Company	Polaris Library Systems
ABC-CLIO, Inc.	Ex Libris	LexisNexis	ProQuest Company
Baker & Taylor, Inc.	FINRA Investor Education	The Library Corporation	Sage Publications
Bound To Stay Bound Books	Foundation	Marquis Who's Who	Scholastic Inc.
Bowker	Gale Cengage Learning	Marshall Cavendish	Severn House Publishers Ltd.
Brodart Company	Gaylord Brothers, Inc.	Mergent, Inc.	SirsiDynix
BWI/Follett Library Resources	Google, Inc.	Mirrorstone / Wizards of the	Springer
Candlewick Press	H.W. Wilson Company	Coast	Standard & Poor's Corporation
The Combined Book Exhibit	Highsmith, Inc.	Morningstar, Inc.	Swets
DEMCO Incorporated	InfoUSA/Reference Group	Neal-Schuman Foundation	Thomson Reuters
Dollar General	Ingram Library Services Inc.	OCLC Online Computer Li-	Verizon Foundation
EBSCO Information Services	Innovative Interfaces, Inc.	brary Center	World Book, Inc.

Attend the 2010 Young Adult Literature Symposium

YALSA will host the second Young Adult Literature Symposium in Albuquerque, N.M., Nov. 5-7, 2010. The 2010 symposium theme is Beyond Good Intentions: Diversity, Literature, and Teens. The symposium is funded in part by the William C. Morris Endowment.

YALSA will announce the preliminary program slate and paper presentations at the Midwinter Meeting. The preliminary program and slate will be listed online at www.ala.org/yalitsymposium. Registration and housing will open at the symposium website, www.ala.org/yalitsymposium, on April 2, 2010.

To learn more about the 2010 Young Adult Literature Symposium, visit www.ala.org/yalitsymposium or contact YALSA at 1-800-545-2433, ext. 4390, or email us at yalsa@ala.org.

Get Your School Library Media Program In Focus with AASL

The American Association of School Librarians' (AASL) Fall Forum 2010, *In Focus: The Essentials for 21st-Century Learning*, will take place November 5-6 in Portland, Ore. The Fall Forum will bring together brilliant minds in essential questions and enduring understanding – Gail Dickinson, Leslie Maniotes and Ross Todd. More information, including specific programming, is available at www.ala.org/aasl/fallforum.

In this dynamic age, students have unprecedented access to diverse, independent and immediate information resources. This may be the first time in history students are as familiar with modern research tools as their educators, but they still lack the essential skills necessary to responsibly and effectively navigate the educational environment.

In Focus: The Essentials for 21st-Century Learning is designed to aid school library media specialists in focusing learning on the essentials, as students distill and isolate information, think and re-think the world inside and outside their classrooms.

Using the *Standards for the 21st-Century Learner and Empowering Learners: Guidelines for School Library Media Programs*, attendees will connect school library media programs to current educational concepts at the core of curriculum, and leave with new insight to encourage, elevate and evaluate information literacy in their programs.

The Fall Forum occurs in the years that AASL does not host a National Conference. For more information, visit the AASL Web site at www.ala.org/aasl/fallforum.



Workers begin to assemble the Gaylord booth # 1722.

The Future of Science and Technology Indexing/ Abstracting Sources: Are We Driving Them to Extinction?

With the ongoing funding dilemma facing libraries, trimming the acquisitions budget has become a common activity. Cancellation decisions may be influencing the development and continued existence of the standard bibliographic tool, the indexing/abstracting database. Are these databases being cancelled in favor of full-text sources? Will libraries turn to fee-based products, paying for articles as needed? What are the

societies and vendors of traditional indexing databases doing to survive this rough economic period?

Darla Kremer (American Mathematical Society), Karen Berryman (INSPEC), and Julia Gelfand (University of California-Irvine Libraries) will address these issues from their and set the background for an informative discussion on Sunday, 10:30 a.m. - 12:00 p.m. in Room 253A of the BCEC.

Save While You Learn with ACRL e-learning

ACRL is offering a wide variety of upcoming online learning opportunities to keep you up-to-date while saving time and money. Upcoming courses and webcasts focus on information literacy, text messaging reference, web design and usability, copyright, Google Wave, and more. Make the most of your learning dollars in tough times through ACRL's e-Learning Frequent Learner Program. Register for three e-Learning courses or Webcasts and the fourth is free. Group discounts are also available.

Complete details and course listings are online at <http://www.ala.org/ala/mgrps/divs/acrl/proftools/elearning.cfm>.

 A photograph of a modern library interior featuring long, light-colored wooden shelving units with open shelves and closed cabinets. The lighting is soft and even.

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A fad or the biggest shift since the Industrial Revolution?



Meet Wiley author and social media expert

ERIK QUALMAN

Saturday, January 16th, 10:00 a.m.

Wiley booth #2104

The first 100 attendees will receive a signed copy of Erik's new book, *Socialnomics*, published by Wiley.

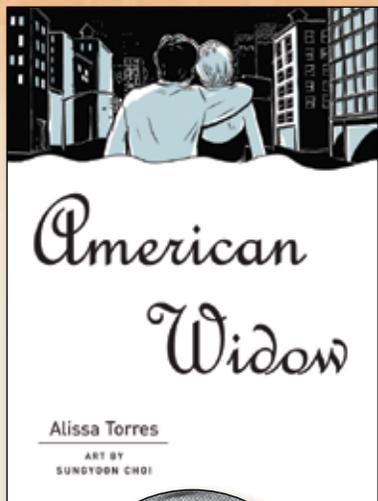
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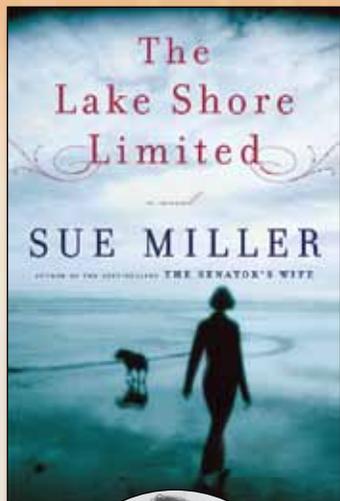
Day-by-Day at ALA Midwinter

ALA Midwinter 2010 – Boston, MA

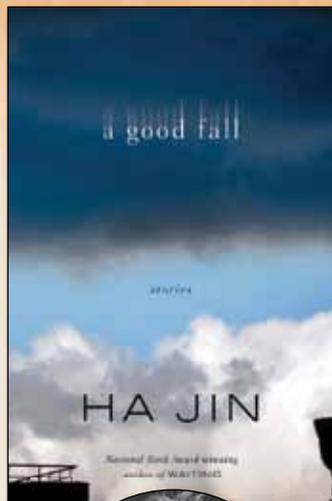
Booth #1520: Your Destination for Author Events, Giveaways and More!



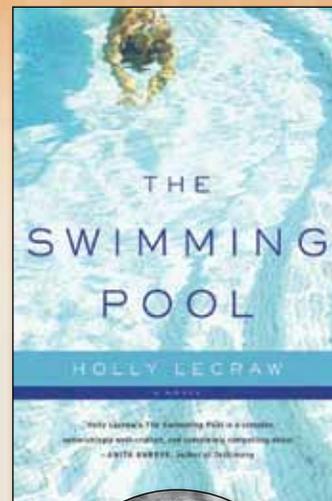
ALISSA TORRES



SUE MILLER



HA JIN



HOLLY LECRAW

SATURDAY, JANUARY 16TH

2:00pm – 3:00pm

ALTAFF Spotlight on Adult Literature featuring ALISSA TORRES, *American Widow* (Villard) with a signing in the Random House, Inc. booth.

2:00pm – 3:00pm

ALTAFF Spotlight on Adult Literature featuring SUE MILLER, *The Lake Shore Limited* (Knopf) with a signing in the Random House, Inc. booth.

SUNDAY, JANUARY 17TH

8:00am – 9:30am

AAP Breakfast with the Authors featuring HA JIN, *A Good Fall: Stories* (Pantheon). *Signing to follow on-site.*

MONDAY, JANUARY 18TH

2:00pm – 4:00pm

FOLUSA Author Tea featuring HOLLY LECRAW, *The Swimming Pool* (Doubleday). *Signing to follow on-site.*

ALTAFF SPOTLIGHT ON ADULT LITERATURE

Saturday, January 16TH • 2:00pm – 4:00pm

— **Featured ARE Giveaways** —

- Other Lives* by Peter Bagge (DC Comics; Vertigo)
- Claude & Camille* by Stephanie Cowell (Crown)
- The Passage* by Justin Cronin (Ballantine)
- Once A Spy* by Keith Thomson (Doubleday)

*Limited quantities. Available while supplies last.



The Random House, Inc. BOOK BUZZ: Sunday, January 17TH, 12:00pm–1:00pm

Join us for a slideshow of the big Spring / Summer 2010 books you MUST have and the important mid-list books you don't want to miss! All attending will receive a selection of FREE, hot advance reader's copies! Refreshments will be served. Please RSVP to library@randomhouse.com for location information.

Children's Titles: 10:30am – 11:30am • Adult Titles: 12:00pm – 1:00pm

Learn Create Share @ your library during YALSA's Teen Tech Week

Encourage teens to take advantage of the many technology resources at your library during YALSA's Teen Tech Week, March 7-13, 2010. The 2010 theme — Learn Create Share @ your library — fosters teen creativity and positions the library as a physical and virtual place for safe exploration of the many types of technology available at libraries, including DVDs, music, gaming, video production, online homework help, social networking, tech workshops, audiobooks

and more. Visit the Teen Tech Week website at www.ala.org/teentechweek to register by Feb. 8.

The Teen Tech Week website also includes great programming ideas, tools to get publicity in your community and unique planning resources recommended by the Teen Tech Week committee.

Teen Tech Week also encourages teens to use libraries' nonprint resources for education and recreation, as well as recognize that librarians

are qualified, trusted professionals in the field of information technology. Teen Tech Week 2010's Promotional Partners include ALA Graphics, Evanced Solutions, and Tutor.com.

Teen Tech Week is a national initiative sponsored by YALSA and aimed at teens, their parents, educators and other concerned adults to ensure that teens are competent and ethical users of technologies, especially those that

are offered through libraries.

For more than 50 years, YALSA has been the world leader in selecting books, videos, and audio books for teens. For more information about YALSA or for lists of recommended reading, viewing and listening, go to www.ala.org/yalsa/booklists, or contact the YALSA office by phone: 800-545-2433, ext. 4390; or e-mail yalsa@ala.org.

Exhibitor News

These listings are paid advertisements. To place an Exhibitor News item in Cognotes in future issues at this meeting, visit the Cognotes office inside the ALA office, BCEC Room 210, no later than 1:00 pm the day before desired publication.

ACLS Humanities E-Book (Booth # 2553): ACLS Humanities E-Book finalizes plans for "universal" collaboration with publishers to offer complete title lists and new purchase and perpetual-access options. "HEB Portal" will facilitate cost-effective distribution of monographs and related materials to scholars and libraries. Please visit Booth 2553.

Serials Solutions (Booth # 1512): Demo the service that put "web-scale discovery" on everyone's radar. Summon and its 6000 content providers integrate access to your library's collection – books and e-resources – in a single search box. See for yourself: there's only one Summon.

LAT (Booth # 1624): 100% DVD security & 0% librarian drudgery! See the allCIRC DVD circulation solution automatically dispensing discs safely and security! BOOTH 1624 @ LAT. Learn how you can eliminate problems associated with a burgeoning, rapidly circulating disc collection with allCIRC!

Stay Connected with Resources for Cultural and Community Programming

In order to keep libraries informed of best practices and funding opportunities in cultural and community programming, the ALA Public Programs Office developed ProgrammingLibrarian.org, an online resource center for all types of libraries.

The goal of ProgrammingLibrarian.org is to assist librarians in finding authoritative resources for cultural programming, train librarians in cultural programming techniques using a variety of online methods and involve library schools in examining the need for courses in cultural programming. In addition to finding ideas and resources, site users are

welcome to contribute information and ideas from their own experiences in developing cultural programs of their communities.

Among the resources available:

- Opportunities for program grants and funding
- Ideas and inspiration for programming related to humanities celebrations (National Poetry, Black History Month, and more)
- Tips and tools to help promote your programs and raise your library's profile in the community.
- Current information available turnkey programs, such as traveling exhibitions and reading and discussion series
- Updates on trends and best practices in library programming.

To sign up for a free, monthly newsletter, containing updates on grant availability, programming ideas, resources and more, visit www.ProgrammingLibrarian.org.

Grey House Publishing Becomes Publisher of R.R. Bowker's Books In Print® Product Line

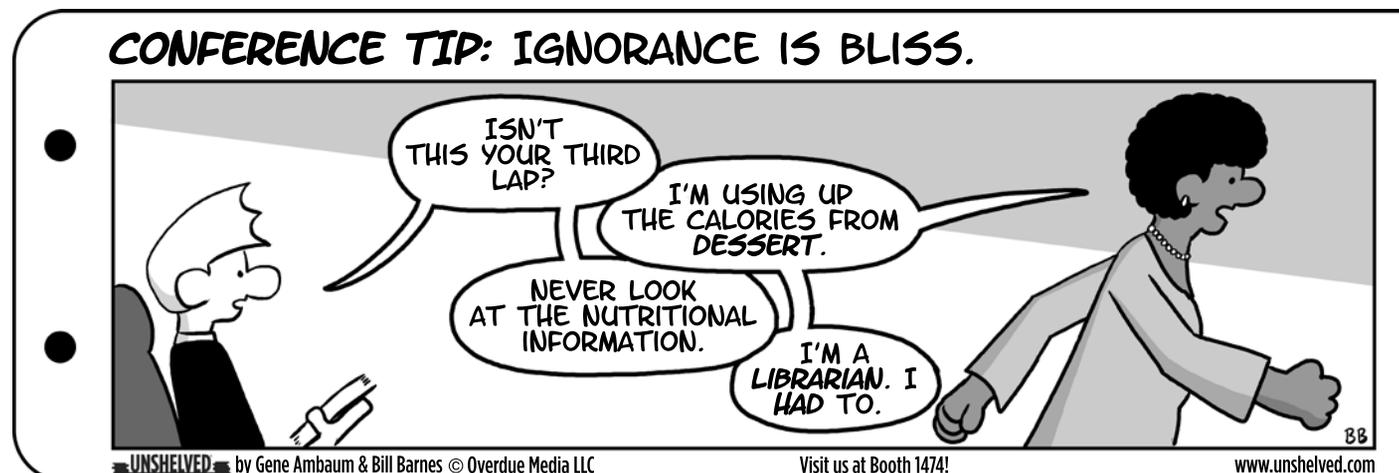
Grey House Publishing and R.R. Bowker are pleased to announce that Grey House will become the publisher of the print editions of the Books In Print® product line, under an exclusive license from Bowker, effective January 1, 2010. This extraordinary reference resource will continue to be derived from the Bowker managed publishing database.

For over 100 years, Bowker has been delivering comprehensive, authoritative bibliographic information to publishers, libraries and booksellers. Books In Print, now with coverage of over 400,000 titles, represents the largest, most comprehensive collection of bibliographic information in print.

Grey House will maintain the publishing schedule of their critical reference titles, with new annual editions scheduled to come off press beginning in January 2010, with *Books Out Loud: Bowker's Guide to Audio Books*.

Effective January 1, 2010, Grey House will fulfill existing orders, standing orders as well as fulfill new orders. All customer service inquiries should be directed to Grey House.

Queries with respect to online subscriptions to the Books In Print database should continue to be directed to R.R. Bowker.



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**It's teatime
(and tee-time)
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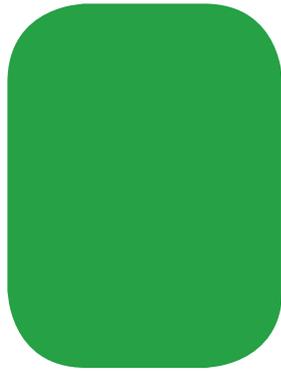
Mango is the online language learning system for libraries. Using an easy-to-follow interface, practical conversations, and audio from native speakers, it's the easiest way for your patrons to learn a foreign language.

STOP BY BOOTH #2314

for an interactive demo, a hot cup of mango tea and your very own Mango t-shirt!

learn more at mangolanguages.com





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Enjoy a Spot of Tea at Ex Libris Seminars during ALA Midwinter 2010

Attendees can enter to **WIN** an Amazon Kindle™

Saturday, January 16, 2010

Info on Demand: Broaden Your Primo Experience with the Primo Central Article Repository

8:00 – 10:00 a.m.
Westin Waterfront, Harbor Ballroom I
Mark Dehmlow, *University of Notre Dame*
Pascal Calarco, *University of Notre Dame*
Tamar Sadeh, *Ex Libris*
Susan Pastore, *Ex Libris*

Primo® and Primo® Central together represent a powerful solution to students' and researchers' quest to find all the highest quality resources quickly and easily, with a single search query delivering local traditional and local digital content, combined with the world of scholarly publishing from Primo Central's hosted article repository. We will see how the new Primo interface weaves all this content together—with the added benefit of bX, the scholarly article recommender service.

Saturday, January 16, 2010

Benefit from Users' Collective Wisdom: the bX Scholarly Recommender Service

10:30 a.m. – Noon
Westin Waterfront, Harbor Ballroom III
David Walker, *California State
University System*
Nettie Lagace, *Ex Libris*

bX® is an exciting new service from Ex Libris that provides recommendations for scholarly articles, helping your users discover potentially relevant articles from the ever-growing information universe. This session will introduce you to the bX service, describe MESUR, the research concepts on which it is based, and present the bX experience as described by a current customer.

Sunday, January 17, 2010

A Brave New World for Collection Development: New Workflows for the Next- Generation Environment

10:30 a.m. – Noon
Westin Waterfront, Harbor Ballroom II
David Swords, *Blackwell Book Services*
Ted Schwitzner, *Illinois State University*
Kathryn Harnish, *Ex Libris*

Ex Libris plans for Unified Resource Management (URM) focus extensively on workflows for streamlining and improving selection and acquisition services for the next-generation library environment. The speakers will address opportunities for simplifying selection and acquisition processes, and providing better services to staff, by sharing information between vendors and the next-gen ILS system. The goal is an overall realignment of processes and systems to address e-resources more fully.

Refreshments will be served.

Visit us at **booth #2340**
to learn how Ex Libris
can be your bridge to
the future!



The Art of the Library at University of Western Ontario

Challenge: Simplify digitization and unify access to local special collections

Solution: Content Pro digital library tool

Result: Faster workflow and united access to both university archives and museum holdings



Content Pro

When the University of Western Ontario's McIntosh Art Gallery (Canada) staff decided to digitize their unique collection, the Library began using Content Pro to unite access to both archival materials and local artwork. Bringing it all together, simplifying workflow, and supporting teaching and research—now that's the art of the library.

Come see Content Pro at booth #1912!

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