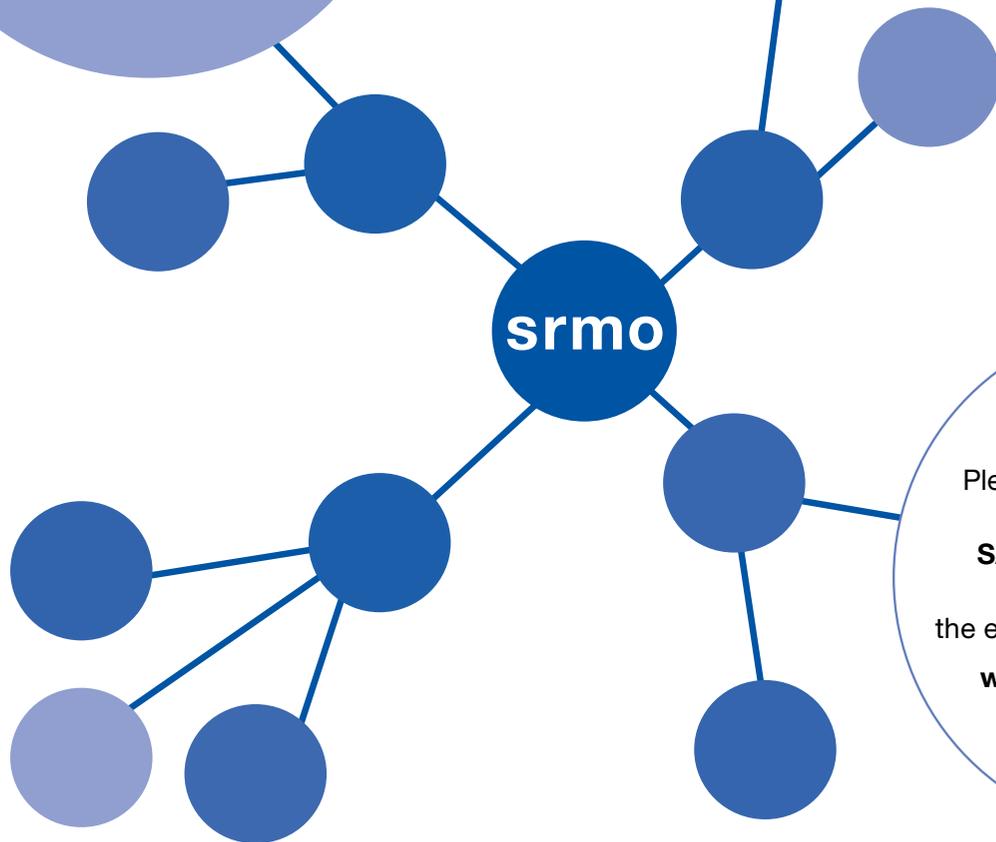


Are your students puzzled about

research design?



Direct them to SAGE Research Methods Online—they can use its unique tools to search award-winning Research Methods texts and find real-world answers.



Please visit us at **booth 3549** to learn more about **SAGE Research Methods Online (SRMO)**, the essential tool for researchers.
www.sagepub.com/srmo

Toni Morrison and Libraries: An Intimate Relationship

By Jeanna Vahling
University of Kentucky

Nobel Prize winning author, Pulitzer Prize winner, charming and witty are all words to describe Toni Morrison, this year's Opening Session Keynote Speaker. More importantly she is a library advocate with a genuine love for our profession. "I suspect that every single author that speaks to librarians can tell you about his or her intimate, steady, and vital relationships to libraries" she said in her opening remarks.

Morrison recalled stories of her youth and her first glimpse of the power of words. "I don't even remember my life, my sentient life, before I was able to read." With genuine affection she spoke about she and her sister using pebbles to spell out their names and other simple words. She recounted the story of their failed attempt to expand upon their vocabulary by writing out a word they happened to see spray painted, rather largely, on the side of a building. The word started with the letter F, and their mother prevented them from moving past the second letter.

Though Morrison, at the time, was too young to realize why their mother was so adamant in preventing the girls from writing out that specific word, by the age of 13 she had a general appreciation "that words have brutal power." And through her read-

ing in the public library she learned just how "provocative and transforming words [could] be."

Morrison spoke about her intimate relationship with libraries. She served as a library page after her sister became secretary to the head librarian in the town where they grew up. As Morrison puts it, she was a "very slow page", taking time to read or at least peruse the books she shelved in the stacks.

"What led me to writing was my hunger for reading" she told the audience as she began to talk about herself as an author. She was hungry for a certain kind of story. One she couldn't find, "so I wrote it," she humbly stated. It was only by accident that she began to write children's books. She explained that her son provokes the questions while she "pumps them up and develops them" into stories. "He's the one who sort of gives me the laughter and joy that I think I can move along with this, with his help."

She has recently written *Peeny Butter Fudge*, a story for her grandchildren and her way of passing down a third generation peanut butter fudge recipe. Morrison is pleased with the outcome of this book. "Language is magic for them [grandchildren]. They like rhyme and they like repetition. They invent words. They invent people. It's very creative for them."

Morrison stressed that every li-



ALA President Camila A. Alire shares a laugh backstage with Nobel Prize and Pulitzer Prize-winning American author, editor, and professor Toni Morrison.

brary has its purpose – from the newer, community-centered libraries with their adjacent coffee shops to the libraries of yesteryear still post-

ing "no talking" signs. In closing she expressed her desire to secure our future, "because that future is mine as well."

Library Cat has Facebook Fans

Nyx, goddess of night, is the collection management library cat at Chesterfield County Public Library (VA). This lovely dilute calico, was born without eyes but nothing keeps her from fulfilling her job responsibilities. She has many Facebook fans and is attending ALA where she has met some of her "libraryland" fans and visited the exhibits to hang out with her publisher friends and authors at Sisters in Crime.

Take Control

of your Digital Book future
eBooks, audiobooks & more

Visit booth 1741 to see
what's new from OverDrive

- Integrated eBook apps for iPhone®, iPad™, Android™ & others
- Manga & comics for children and YA
- Library eBook Accessibility Program
- OverDrive Dashboard™ for librarians



Stop by the Digital Bookmobile and help Random House record a community-sourced audiobook of *The Wizard of Oz!*



Friday - Sunday across the street from the Renaissance Hotel

OverDrive®

The leader in eBooks, audiobooks & more for libraries

www.overdrive.com

©2010 OverDrive, Inc.

WHERE **PUBLIC**
K-12 school
& **ACADEMIC**
libraries ARE GOING

BOOTH #1942



Ingram Library Services

INGRAM[®]

Ingramcontent.com



COUTTS[®]
Coutts Information Services

Dave Isay and StoryCorps: Preserving the Voices of Everyday People

By Brad Martin
LAC Group

About seven years ago, a booth was set up in Grand Central Terminal in New York to record interviews that would later be preserved for future generations to hear. Studs Terkel cut the ribbon and made a remark about people knowing who designed the famous railroad terminal, but that that we didn't know that much about the everyday people who built it.

Dave Isay, founder of StoryCorps, spoke to ALA attendees Sunday morning about this ongoing project and shared many examples of the recordings. According to Isay, these recordings, which are being preserved at the American Folklife Center at the Library of Congress, "exemplify eloquence and grace and wisdom in the voices of everyday people."

So far, about 60,000 people have participated in the project, resulting in about 30,000 interviews. Two years after its founding, StoryCorps took the project on the road with two Air-stream trailers, recording interviews coast to coast - often parking at public libraries.

Isay explained that "part of the power of listening to these recordings is that you are walking in their footsteps and you learn that there is more that unites us than divides us."

Danny and Annie Perasa, from Brooklyn, NY, came to the StoryCorps booth at Grand Central Terminal in the first or second week it was in operation, and Isay shared some excerpts from several recordings they made over the years and which have been featured on NPR. One recording was broadcast just days before Danny, a retired OTB worker, died of cancer, and the original StoryCorps booth was renamed in his honor.

"This is about the real America," Isay said, "not the celebrities, the Lady Gagas, the sludge that comes in over TV so often."

Isay also played a recording of an interview between Olly Neal and his daughter Karama. Neal, a retired judge, told of being a teenager and stealing a book by Frank Yerby from a library because he didn't want others to know for fear it might hurt his reputation as a tough guy. Years later, he recalled how he learned that the librarians actually had known he was doing this, and had encouraged his reading by going to great lengths to buy more books by the same author. He said he could not understand why every time he returned a book, there was a different title by the same author magically on the shelf for him.

Isay played several other excerpts, including a couple of sanitation workers recalling being in Memphis at the

time Martin Luther Jr. was killed and a retired librarian telling her husband about how she originally prepared for her career by cataloging her comic books as a little girl.

StoryCorps will be coming to television this summer with animated cartoons accompanying the recordings, and Isay played one example of a young boy named Joshua Littman interviewing and being interviewed by his mother Sarah.

He closed by saying, "these are the people we should be building statues of in this country... at its core, every life matters equally."



Dave Isay, founder of StoryCorps, discusses his company's ongoing project at the Auditorium Speaker Series Sunday.

Librarians Can Change Society

By Amy Pace
High Point University (NC)

How can librarians become more engaged in social movements? On Sunday morning, activists, historians, librarians and other creative thinkers discussed their research and work to promote civic engagements to help provoke this question. The program was moderated by Annie Paprocki, Anthropology and Sociology Librarian

from the University of Illinois at Urbana-Champaign.

Cheryl Knott Malone, Associate Professor at the School of Information Resources and Library Science at the University of Arizona, spoke first, suggesting librarians today consider the history of the desegregation of southern public libraries, and the roles librarians played therein. "Both segregation and desegregation were processes that moved back and forth," she said. "Most southern cities and towns that built public libraries... restricted their use to whites." Exceptions to this were rare, she stated. However, Malone then described a number of articles and books that began to pop up before the passing of Brown v. Board of Education, which spoke of the more practical and fair desegregation of their public libraries.

She told the stories of two librarians: Ruth Brown and Juliette Morgan, early vocal proponents of civil rights in their libraries, whose careers ended with dismissal and suicide, respectively. Among the numerous stories involved in this evolution, Malone also told the history of the Houston Public Library's slow process of desegregation. This process began before such historic events as the Greensboro, NC sit-ins. Malone reminded attendees that social change is not always a big dramatic change, but sometimes a series of slow and incremental changes.

Speaking on the subject of libraries and the art of Balkan Identity was Jon Feffer, the co-director of Foreign Policy in Focus project Institute for Policy Studies in Washington, D.C. He described a series of presentations given by artists and activists in Germany in 2006 and 2007 on the subject of war to create the *Dictionary of War*. This idea led to the creation of the Balkans Project, "a collection of material, an organization of material and a presentation of material from several trips to the region." It is an "attempt to break down the barriers between art, activism, and academia." The project was sponsored by Provisions Library (www.provisionslibrary.org). The Balkans Project consisted of

» see page 23

Open the Door to Inspiration.

Project MUSE is adding back issues and more!

A core discovery and research tool for scholars in the humanities and social sciences, Project MUSE now offers even more rich archival content electronically. Back issues from over 80 of our respected, peer-reviewed journals are being added, with many available from the first issue. And, MUSE is incorporating further top quality and innovative new titles into the collections this year and for 2011.

Accessing this wealth of information has never been easier, with Project MUSE's affordable pricing and variety of subscription options for libraries of all types and sizes. For fifteen years, we've been providing the best current and archival scholarship to today's researchers, driving tomorrow's inspiration.

Visit us at Booth #3833 and unlock the door to discovery.



<http://muse.jhu.edu>
FREE 45-day trial offer



EDUCATIONAL RESOURCES FROM “ALBERT EINSTEIN” TO “ZEUS.” ALL FOR FREE.

Whenever teachers, parents and students ask you for help with schoolwork, answer their requests with Thinkfinity.org. It's your “go to” site for thousands of premium lesson plans, interactive activities, remarkable resources and more...all from leading educational organizations.

Thinkfinity.org. It's quick, relevant, engaging and best of all **FREE**.

THINK FAST. THINK MORE. THINKFINITY.

THINKFINITY.ORG

Privacy Experts to Discuss Key Issues in IFC/COL Program

On the heels of a successful first-annual Choose Privacy Week, the Intellectual Freedom Committee and Committee on Legislation are pleased to present “Privacy, Libraries, and the Law”—a panel featuring three of today’s foremost privacy experts in the country.

The program will address the current state of privacy law, including the USA PATRIOT Act; how social

networking website (especially Facebook) are changing our understanding of privacy; and new threats to privacy including data mining and data brokers. Panelists will include:

- Leslie Harris, President and CEO of the Center of Democracy and Technology. Harris has more than two decades of experience as a civil liberties, technology and Internet lawyer, public policy advocate in Washington.

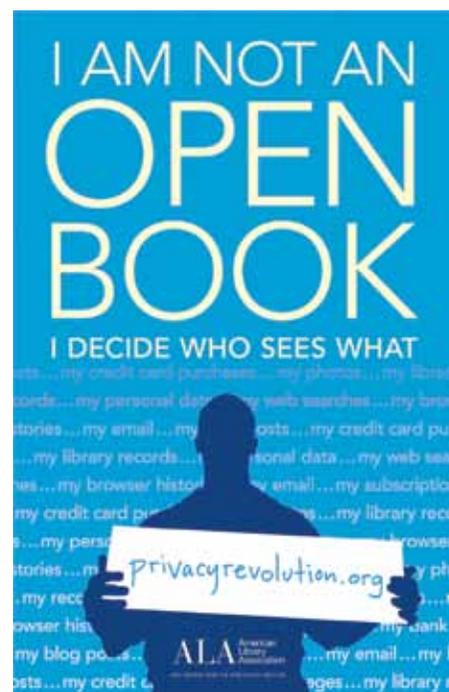
She testifies before Congress on technology, the Internet and civil liberties, and writes and speaks frequently on privacy issues.

- Lillie Coney, Associate Director of the Electronic Privacy Information Center (EPIC) and Coordinator of the Privacy Coalition, and EPIC project. An expert on a variety of privacy-related topics, including watchlists, voter privacy, and cloud computing, Ms. Coney has coordinated several major Internet Privacy advocacy campaigns, including the “Stop REAL ID Campaign” and the “Stop Digital Strip Searches” efforts.

- Anne Klinefelter, Director of the Law Library, University of North Carolina at Chapel Hill. An expert on privacy issues in libraries, she is the author of the article “Privacy and Library Public Services: Or, I Know What You Read Last Summer,” published in *Legal Reference Services Quarterly*.

Martin Garnar (moderator), chair of the ALA Intellectual Freedom Committee, and Reference Services Librarian and Associate Professor of Library Science at Regis University in Denver, CO. Garnar is past chair of the IFC’s Privacy Subcommittee and was featured in the documentary *The Hollywood Librarian* discussing the USA PATRIOT Act.

The panel will take place today



from 10:30 a.m.–noon, at the Washington Convention Center Room 146B.

For more information on ALA’s privacy initiative and Choose Privacy Week, visit www.privacyrevolution.org.

Rally with AASL For Library Advocacy Day

The American Association of School Librarians (AASL) encourages all school librarians and supporters of school libraries to join together on Capitol Hill in Washington, D.C. on Tuesday, June 29 to show their support for school libraries. Starting at 10:00 a.m., AASL members, supporters and staff will meet on the Hill to raise their voices in support of school libraries. Find out more about AASL’s plans for Library Advocacy Day at www.ala.org/aasl/aasllad.

AASL wants their members and supporters to stand out! Before the rally, members and school library supporters should

pick up their blue bandana to wave during the rally at the end of the AASL Affiliate Assembly meetings. In conjunction with ALA’s Washington Office efforts, AASL encourages everyone to wear red.

For one year only, Library Advocacy Day (LAD) will replace National Library Legislative Day (NLLD). Register today to join AASL for Library Advocacy Day. For the latest information on LAD, continue to visit the LAD homepage, follow #lad2010 on Twitter, and visit the Library Advocacy Day pages on ALA Connect.



Lyngsoe Library Systems

a global leader in automated check in and sortation systems

Lyngsoe Library Systems acquired FKI Logistex Library Solutions in 2009. This acquisition gave Lyngsoe the most comprehensive and proven portfolio of automated material handling and sortation systems for libraries globally.

Lyngsoe provides solutions designed to improve customer service while enabling library staff to focus on the patron. Customers can count on Lyngsoe’s high level of service, dependability and innovation, and will also benefit from Lyngsoe’s knowledge and expertise in software, RFID and logistics solutions.

Visit us at Booth 1209

www.lyngsoesystems.com/library



Battledecks Champion To Be Crowned

Nine extemporizing presenters will compete for prizes and glory in the Battledecks competition tonight at 5:30 p.m. in Washington Convention Center room 103A, immediately following the Exhibits Closing Program.

Battledecks is often described as “PowerPoint Karaoke.” Each contestant will give an impromptu presentation on a topic that will be assigned in the room, using slides they have never seen before. Despite these challenges, the results are frequently hilarious, thought-provoking, and surprisingly insightful.

The field features four champions from previous Battledecks competitions at Midwinter, Internet Librarian, and Pres4Lib. They’ll be challenged by five newcomers hungry for their shot at the title, making this one of Annual’s most exciting competitions.

Battledecks is sponsored by *American Libraries* and the Learning Round Table.

Help Support the Christopher J. Hoy/ERT Scholarship

Participate in the Silent Auction, located at the Bottom/Left of the Hall A Escalators. You can win a quilt made and graciously donated by the ALA BiblioQuilters. The announcement of the winners will be made on Monday, June 28th at 1:00 p.m.

Needs of Accessing, Using, and Preserving News Sources Addressed by Researchers and Information Managers

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

The Association of College and Research Libraries' Education & Behavioral Sciences Section and Instruction Section (ACRL EBSS and IS), supported by LEXIS NEXIS, on June 26 hosted a discussion titled "News Literacy and Preservation: Finding Using, and Losing the News." This focused on the judicious employment of both older and newer information sources and the challenges of their access and preservation. A presentation of the 2010 EBSS Distinguished Librarian Award to Dr. Penny Beile for a long record of service, most recently at the University of South Florida Library School, preceded the forum.

Meg Smith, a specialist in local news and the lead researcher at *The Washington Post* for the Virginia Tech Massacre, emphasized the value in rapidly developing stories of new social media sources such as Facebook. She asserted that librarians are crucial in assessing the authority of news outlets, determining whether they are credible or the best or only sources. Smith recounted that *The Post* may have been the only media source using Facebook accounts for the circumstances surrounding those

involved in this tragedy. The newspaper's high school and college sports reporters, already well-versed in using Facebook, assisted in what may have been an unprecedented use of this tool. Smith noted that researchers and librarians should be cognizant of the fact that My Space has strong demographic differences with Facebook, with its users unattached to academic or other institutions, and it should be utilized accordingly. Social networks' electronic trail provides news immediacy. News services must use social media ethically but still do so lest competitors beat them to a story.

NPR archivist Hannah Sommers explained that her organization's archives goes back to 1971, presenting the challenge of preserving time-based rather than print-based media for both the parent organization and other users. Formats in the archives comprise audiotapes plus, since 1999, CDs with the earlier tapes at NPR having been transferred to CD format. Metadata used to support research lists the identity of everyone whose voice appears during broadcasts. There is a current partnership with the Corporation for Public Broadcasting to move materials in the designated American Archives Project into a central and accessible venue.

Bernard Reilly, President of the Center for Research Libraries, Global Resources Network, a consortium of academic depositories preserving primary sources for research, used diagrams to indicate how news is produced, accessed, and used today. He noted the newer phenomenon attendant to electronic news of secondary distribution, with many sites ag-

gregating news from different sources.

Debora Cheney, Communications Librarian and Head, The News and Microforms Library, The Pennsylvania State University, stated that news research requires knowledge of how people use it and what they expect. Contemporary student users: assume that news will be updated continually;
» see page 27

Natalie Merchant to Perform, Discuss New Release "Leave Your Sleep"

The American Library Association (ALA) will host Natalie Merchant: Leave Your Sleep—a Performance and Presentation at 4:30 p.m. today at the Washington Convention Center, Ballroom C.

Merchant, an acclaimed songwriter and performer, will share selections from her new release *Leave Your Sleep*, a 2CD set of songs adapted from the works by Ogden Nash, E.E. Cummings, Robert Louis Stevenson, Christina Rossetti, Edward Lear, Gerard Manley Hopkins, Robert Graves as well as anonymous nursery rhymes and lullabies. The album—her first studio recording since 2003—is the culmination of six years of research

and collaboration and is, in Merchant's words, "The most elaborate project I have ever completed or even imagined."

In addition to a new method of lyricism, Merchant stretches out musically on *Leave Your Sleep* by collaborating with a broad spectrum of artists including the Wynton Marsalis, Medeski Martin & Wood, The Fairfield Four, The Chinese Music Ensemble of New York, the Ditty Bops, members of the New York Philharmonic, The Klezmatics, Lúnasa and Hazmat Modine.

This event is made possible by Baker & Taylor, Nonesuch Records and WEA

Ten years ago, four guys started an industry with 3-ring binders that listed the electronic journals a library could access. **Serials Solutions** has grown far beyond that since then.

Two of those guys are back with something totally different. See it now because no one knows where we'll be in another ten years.

Table 4247.

This ad is not endorsed, paid for, sponsored, or approved by Serials Solutions, which you'll find at Booth 3505, or ProQuest, which is at Booth 3405. Please visit them; they're good people. Also, this new product doesn't compete with either Serials Solutions or ProQuest. But come to Table 4247, just to be sure.

LBS

LIBRARY BUREAU STEEL



OUR NEW HOME IN
CRAWFORDSVILLE
INDIANA, USA
www.LibraryBureauShelving.com

BOOTH # 4147

Religious Freedom and Intellectual Freedom: First Amendment Freedoms and Challenges

Freedom of religion has often prompted passionate debate in American society, and libraries and publishers often serve as the lightning rods. Recent controversies over the Danish

Muhammad cartoons and the U.N. anti-blasphemy resolution, "Combating Defamations of Religions," are having significant repercussions in the U.S. How do we balance intellectual free-

dom principles with cultural and religious differences? Join ALA's Intellectual Freedom Committee for a provocative program co-sponsored by the Association of American Publishers, "Blasphemy! When Religious Values Clash with Intellectual Freedom Values."

This program will consider issues of intellectual and religious freedom from multiple perspectives and will invite audience participation and discussion. We are honored to have Paul Sturges and Irshad Manji as our distinguished speakers.

Paul Sturges served as Chair of the International Federation of Library Associations (IFLA)'s Freedom of Access to Information and Freedom of Expression (FAIFE) core activity from 2003-2009. His research focuses on exploring and discussing the rationale for intellectual freedom, tolerance and freedom of expression; the role of transparency in combating corruption; and comedy as freedom of expression.

The *New York Times* describes Irshad Manji as "Osama bin Laden's

worst nightmare." Oprah's magazine has given her the first annual Chutzpah Award for "audacity, nerve, boldness and conviction." Ms. Manji is Director of the Moral Courage Project at New York University, which aims to develop leaders who will challenge political correctness, intellectual conformity and self-censorship.

She is the internationally bestselling author of *The Trouble with Islam Today: A Muslim's Call for Reform in Her Faith*. In those countries that have censored *The Trouble with Islam Today*, Ms. Manji is reaching readers by posting free translations on her website. She is also creator of the Emmy-nominated PBS documentary, "Faith Without Fear," which chronicles her journey to reconcile Islam with human rights and freedom.

Please join us for this thought-provoking discussion today from 1:30-3:30 p.m. in the Washington Convention Center, Room 206. Ms. Manji will be signing books promptly after the program.

Take OXFORD for a Spin at BOOTH 3805

Sign up for a free trial of one of our new online resources* to spin the Oxford Prize Wheel! Prizes range from Kindles to coffee tumblers.

FREE GIFT FOR ATTENDING!

Today's Oxford Online Theatre Schedule

MONDAY

June 28th, 2010

- 9:30 Online Resource Centers
- 10:00 BBC College of Journalism
- 10:30 Oxford Bibliographies Online
- 11:00 Oxford Dictionaries Online
- 11:30 Social Explorer
- 1:00 Oxford Language Dictionaries Online
- 1:30 Oxford Journals
- 2:00 Berg Fashion Library
- 2:30 Oxford Bibliographies Online

OXFORD
UNIVERSITY PRESS

*Oxford Bibliographies Online, Oxford Dictionaries Online, Berg Fashion Library, BBC College of Journalism, Social Explorer

Five Outstanding Friends of the Library Groups to be Recognized at the ALTAFF Gala Author Tea

Five bestselling authors will speak about their writing and lives during the ALTAFF Gala Author Tea today from 2:00 - 4:00 p.m. in the Grand Ballroom at the Mayflower Renaissance.

Attendees will enjoy finger sandwiches, tea, and pastries while bestselling writers discuss their work. Featured authors include crime fiction writer Laura Lippman; Sharyn McCrumb, whose books have been

named notable books of the year by the *New York Times* and *Los Angeles Times*; Carolyn Parkhurst, author of the national bestseller *The Dogs of Babel*; Sophie Hannah, author of the psychological thrillers *Little Face* and *The Wrong Mother*; and award-winning writer Heidi W. Durrow.

A book signing will follow, with many books given away free and others sold at a generous discount. ALTAFF will recognize the winners of the 2009 Baker & Taylor Awards during the program. Winners include Friends of the Seattle (Wash.) Public Library, Friends of the Johnson County (Kan.) Public Library, Friends of the Castro Valley (Calif.) Library, Friends of Fitchburg (Wisc.) Library, Inc., and Friends of the Nederland (Colo.) Community Library. The ALTAFF Gala Author Tea is generously sponsored by ReferenceUSA. Tickets are \$45 at the door while seats are available.

Speaker Series

» from page 3

Diaz both redefines the immigrant experience and transcends it. His fiction has been published in *The New Yorker* and *The Paris Review*, and four times in *The Best American Short Stories*. *The New Yorker* placed him on a list of the 20 top writers for the 21st century. Born in Santo Domingo, the Dominican Republic, and raised there and in New Jersey, Diaz graduated from Rutgers and received an MFA from Cornell. He lives in New York City and Boston, and is a tenured professor at MIT.

mángo
languages

Fast, easy and
incredibly effective
language learning.



Mango teaches more than just vocabulary — each lesson integrates grammar, pronunciation AND culture, as well as proven strategies for increasing comprehension and retention, making Mango the most effective way to learn to speak a foreign language!

STOP BY **BOOTH #1637** OR VISIT US
ONLINE FOR MORE INFORMATION.

Where will **you** Mango?™

mangolanguages.com

Shortz

» from page 1

Shortz is perhaps most well known for his role as crossword editor for the *New York Times* and puzzle master for NPR's "Weekend Edition Sunday." Sari Feldman, PLA President, said she chose Shortz as the keynote speaker for the program because "I start every single morning with Will Shortz, and on Friday and Saturday I often end the day with Will Shortz."

Shortz said that he grew up in libraries in Crawfordsville, Ind. He was in the summer reading program and "read twice as many books as any other kid my age." He briefly considered majoring in library science at Indiana University until he discovered that he needed to be fluent in a second language. He then went on to create his own unique major in Enigmatology and is, to date, the only academically accredited puzzle master in the world. He has his own reference library that he said is probably larger than the collection in many library buildings. "Well-edited books are more reliable than information on the internet," he said and he knows his own books so well that they are often faster as well. He also has a collection of over 20,000 puzzle books and magazines dating back to the 16th century.

As crossword editor, Shortz gets puzzles every day from people across the country and files them away. Each week, he chooses puzzles and edits them. Puzzles need editing for various reasons – the clue is wrong, the clue and answer are different parts

of speech, the clue is too difficult for the day (Monday puzzles are easiest, and they get progressively harder throughout the week), or the clue is too confusing. Shortz also spoke about some of the most memorable puzzles he has edited, including "Flag Day," "Monumental Achievement" and "Grade Inflation," which was written by a fifteen year old girl. Shortz says that although some see crossword puzzles as an older person's activity, he has published five puzzles from teenagers in the past year, the youngest being 14. The oldest person to have a crossword published in the *New York Times* is 95.

If you are an aspiring puzzler, Shortz gave some of the basic rules of American crossword puzzles: grids must be symmetrical, no checked letters (every letter must appear in two answers), no two-letter words, no repeated words, and "every word in the grid has to be a real word or phrase, you can't make stuff up," relating that many puzzle submitters break this rule.

If the puzzle is going to be difficult, Shortz prefers the difficulty to come from wordplay, not from showing off random knowledge. He also likes "lively, colorful vocabulary." Shortz doesn't have puzzle testers but uses his own judgment to determine the difficulty level of a puzzle. "I don't even look at the clues. I look at the grid and know what day of the week the puzzle should be for."

On the pen versus pencil debate, Shortz says, "the only difference is pencil you can erase, pen you can write over." He also said that, sadly, librarians

don't often buy his books because they don't like to purchase books that you are supposed to write in and that the *Times* will not allow books that are meant to be written in appear on the best-seller list.

Shortz says that the internet has had "mostly all positive effects" on crossword puzzles. There are now internet groups for puzzlers to connect

with one another and also at least six daily blogs on the *New York Times* puzzle. Instead of paying for the "clue line" people now Google the answers, and of the top 50 things searched for on Google, two to three are *New York Times* crossword puzzle clues. You also see spikes in search trends based on when the puzzles come out in syndication.

Society

» from page 18

a series of 70 interviews in the Balkans; transcripts of the interviews are available at balkansproject.ips-dc.org, along with artist profiles, a blog, and a roundtable to explore. Feffer hoped to discover where the Balkans were headed in terms of identity, shared stories of various artists of the Balkans, including the story of Violetta, the first gypsy TV anchor in her region and Andre, who works on gay and lesbian issues in a homophobic society.

Kathleen de la Peña McCook urged attendees to consider the stories of some courageous librarians over the years. McCook is a Distinguished University Professor at the School of Library and Information Science for the University of South Florida. She told about Agnes Ingles in 1924, Stanley Kunitz in 1938 and 1939 who inspired the Library Bill of Rights, standing up for *The Grapes of Wrath* when it was banned. Jacqueline Greed visited Japanese children in internment camps who could not have library services during World War II. McCook quipped of the redeeming quality of libraries, saying "Every President of the United States... spends the rest of their career building their library." She suggested all librarians read more information about the Access Study of 1963, which detailed the state of segregation in libraries at that time. Blanche Collins in 1965 stood up against the banning of *The Last Temptation of Christ*.

McCook warns "You always have

to be on the watch as librarians; you never know who is going to be the censor in your community." The question occurs: what would this world be like without the stands these librarians have taken for what they believe in. "There are stories large and small of librarians being powerful advocates for social change... but you have to be willing to be marginalized to some extent when you stand up."

Hurry to Choice Booth #2331



Today is the last chance to win an iPod Touch!

Everyone will receive a free Choice banner pen with a Metro map. Grab your gift while supplies last at Booth #2331.



FILM MOVEMENT PRESENTS...

AWARD-WINNING FOREIGN & INDEPENDENT FILMS



ONE NEW FILM EACH MONTH MADE AVAILABLE TO LIBRARIES ON DVD!

ANNUAL SUBSCRIPTION (12 FILMS)

PUBLIC LIBRARIES: \$499/\$599 (one time PPL/unlimited PPL for 3 years)

ACADEMIC LIBRARIES: \$1,000/\$1,400 (no PPL/one time PPL)

- Available in more than 1,000 libraries
- Over 200 films from 40 countries all from the world's top film festivals

Get 25% off by stopping by the Film Movement booth today: #2559

FILM MOVEMENT
www.filmmovement.com

FREE DVD FOR ALL PURCHASES MADE ON-SITE

Focusing the Lens on Local Communities

By Karen E. Brown
University of Hawaii

Imagine if your bandwidth were so slow, you had to physically mail a CDR or thumb drive containing

PDFs of your hard work to another location for someone else to upload? What if the only computers you have to help digitize your beloved cultural materials are infested with worms and viruses? These are legitimate

difficulties encountered, along with extremely positive experiences, by some of the speakers of the panel entitled "Libraries as Gateways to Local History Around the World", hosted by the International Relations Round Table Paper Committee.

First to speak was George I. Paganelis, Curator of the Tsakopoulos Hellenic Collection (THC) at California State University, Sacramento, who spoke about his experience with local area studies. His unique take on how materials are collected for the THC extends beyond the physical locale of a community to distant locations (such as Greece and surrounding areas) to enhance those collections existing in the U.S. Paganelis is interested in the intersection of local studies, area studies, and larger Greek studies to enrich the THC.

Speaking about the digital library project of the Belize National Library Service and Information System (BNLSIS), National Heritage Library (NHL) was Felize Swaso, Librarian. The BNLSIS employs "five staff members who have Bachelor or Masters degrees in Library Science," which is notable because there are "no LIS classes available in Belize."

Under the direction of Michael Bradley, at the beginning of the project in 2004 staff scanned 30 books in three months at 150 DPI. Since that time, knowledge and speed has increased but there are obstacles that continue to arise. Regarding the collection of local information, Swaso said, "compliance is a major issue because persons on the ground don't find that what they're doing is that significant." In addition the BNLSIS faces having one IT staff for

35 locations, costs of hardware and software, security issues, and Belize's touch-and-go electricity with random "black outs". What drives the project is Bradley's enthusiasm and optimism along with Swaso's leadership and strong administrative support and staff enthusiasm.

Birgit Lotz, Executive Library Director of Branch Libraries for The Public Library of Frankfurt, highlighted the European Strategy for Multicultural Education (ESME) project funded by the European Union (EU). The ESME project "aims to provide adults with ways to improve their knowledge and skills, keeping them mentally fit and potentially more employable" and is an alliance with three other national entities, a requirement to receive EU Lifelong Learning Programme funding.

The ESME project values social inclusion and the idea of "libraries for all" including immigrants, as libraries are easily accessible places of learning and communication. Services in two pilot libraries include information literacy for parents, action boxes with materials promoting multicultural reading and creativity, and materials in several languages. In order to reach the target group of ESME, cooperation with several key groups (parents, day care centers and schools, foundations, etc.) is essential and, as Lotz points out, is easy.

Valuing access to community material as a way to preserve the past and present for the future generations is rarely an insular production, even on an island in the Pacific Ocean. Speaking about the Pacific Digital Library (PDL) was Jane Barnwell of the Pacific Resources for Education and Learning and PDL Program Director, and Karleen Manuel Samuel from the College of Micronesia-Federated States of Micronesia (FSM) and PDL Technical Director.

The PDL (<http://pacificdigitallibrary.org/>) is truly a collaborative project. After a team member identifies titles for inclusion the material is scanned, a PDF file is created, and the actual disc or flash drive is mailed to Samuel in Pohnpei, because the bandwidth in FSM is too slow to upload files. After files are reviewed and described appropriately, consultants in New Zealand upload them into PDL collection. The PDL is hosted on the University of Hawai'i at Hilo server and the cycle starts over again.

Hosting the collection on Greenstone, the powerful, open source software, is great for access to the collection, but it also has a steep learning curve – something that has been problematic to the project and deems it necessary to consult with New Zealand. The goal is that the PDL will go home to Micronesia and be hosted there and, judging by how far they've come in just a few years, the future looks bright.

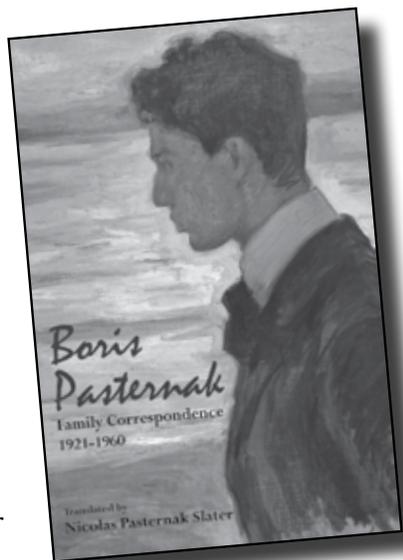


Hoover Institution Press

Boris Pasternak

Family Correspondence 1921-1960

Best known in the West for his epic novel *Doctor Zhivago*, Boris Pasternak is most celebrated in Russia as a poet—perhaps the most influential Russian poet of the twentieth century. This and many less well-known facts of Pasternak's life come to light in this selection of correspondence with his family from 1921 to 1960, translated into English for the first time.



Translated by
Nicolas Pasternak Slater

ISBN: 978-0-8179-1024-2 cloth
ISBN: 978-0-8179-1025-9 paper

Available from Ingram and Baker & Taylor or
visit us at **Booth 2327**

Spencer G. Shaw (1916 - 2010)

"When you speak of storytelling, many people relegate it to the nursery. I use storytelling as an important means of sharing cultures of the world. I use storytelling for all age groups, regardless of how young or how old they may be."



The University of Washington Information School and community mourns the loss of nationally and internationally known librarian, storyteller, and educator Professor Emeritus Spencer G. Shaw. Spencer passed away on June 16 at the age of 93.

We invite you to a celebration of Spencer's life at this year's Spencer G. Shaw Lecture featuring Jane Yolen, on October 14 at the University of Washington.



Information School
UNIVERSITY of WASHINGTON



The Internet's Impact on Democracy

By Stacy L. Voeller
Minnesota State
University Moorhead

"Participatory Democracy in an Internet Age," sponsored by the Law and Political Science Section of ACRL featured Bryce Cullinane, Deputy Director of The Institute for Politics, Democracy, and the Internet at George Washington University, as the first speaker. According to Cullinane, approximately 25 percent of people go online to investigate a politician and most of them are very young who don't often vote. He said that there are more ways to track how a website is performing. He demonstrated some tools available in Facebook where "you can advertise something and can keep track of who is looking at your Facebook page.

"Young people have a desire to find more and more efficient ways of handling problems in our communities."

"Google Analytics is another great tool," Cullinane said. "It will show you where people are coming from. If you want to make sure you are penetrating certain markets, Google Analytics can do that for you." Google Analytics will also show you what is most popular on your web page, and Cullinane explained "how you can put up two versions of something and see which of them gets the message across the best. You can see what really works."

Cullinane demonstrated some "cool tools" such as Eventbrite which "allows you to publicize an event that people can register for in a very professional manner, and allows you to track interest and how many will be in attendance. You can also publish the RSVP list which may encourage others to attend." The second tool was Vimeo, which according to Cullinane, is "so much better than YouTube as you can have any length of video and track statistics on how many people are using it or even like it. Vimeo will give you raw html code that allows you to embed it into other sites." The third tool was USTREAM which allows one to live stream whatever you are doing.

The next presenter, Decker Ngongang vice-president for programs at mobilize.org told about his organization. It is an all-partisan network dedicated to educating, empowering, and energizing the Millennial Generation to increase civic engagement and political participation. "The purpose of mobilize.org is to improve the way democracy works by investing in Millennial-driven solutions."

According to Ngongang, 61 percent of Millennials surveyed say their generation has a unique and distinctive identity which is technology. This is the belief behind mobilize.org and Democracy 2.0 which is a way to enable young people to engage in civic participation. "The philosophy of Democracy 2.0 is that change in our system depends on leveraging these

unique characteristics of a generation not acting in spite of them."

Ngongang explained that "the attitudes of Millennials are not going to change. Young people have a desire to find more and more efficient ways of handling problems in our communities."

Dave Karpf, Assistant Professor Rutgers University talked about "Unexpected Transformations: The Internet's Effect on Political Associations in America." The internet is "transforming our media and political institutions because it enables novel types of communication like asynchronous, many-to-many, and unbounded by geography. It allows new communication tools like blogs or twitter which promote the social web and are particularly good for communities-of-interest. The Internet has also changed membership and fundraising regime shifts leading to the rise of a new generation of advocacy groups and networked advocacy leaders."

Karpf discussed how the newspaper crisis is similar to what is happening to political organizations. "The high infrastructure cost of running a traditional newspaper cannot be paid in the online movement. More people today are actually reading newspapers than ever before, they're just doing it online, and are still going to the trusted sources like nytimes.com or cnn.com."

New Librarians: Know Thyself

By Kathryn Shields
High Point University (NC)

On Saturday afternoon, Lisa Carlucci Thomas (Digital Services Librarian, Southern Connecticut State University) and Karen Sobel (Reference and Instruction Librarian/Assistant Professor, University of Colorado Denver) spoke to a packed audience in a program entitled "Starting Out? Start with You: What Every New Librarian Needs to Know," sponsored by ACRL.

Sobel focused on a challenge that many new (and experienced) librarians face—research. When you come up with a research question, she suggests asking yourself "whether your research will benefit patrons and colleagues." She encouraged new librarians to plan out projects in great detail before starting. Also, she said to think about partnerships, either with other, more experienced librarians (at your institution or others) or with faculty members.

She provided tips for surviving the Institutional Review Board (IRB) process, including being prepared for bizarre questions. Sobel also suggests gathering as much demographic data as you can, be-

cause you never know what kind of correlations one might draw. Sobel advised, "think early on in your research about where you want to publish your work, and to aim high when considering which publications you should submit to. Write with a particular publication in mind, and pay attention to their specific formatting guidelines. Write clearly and don't use jargon. If an editor returns your paper with suggested changes, it's a good sign."

If you are completely rejected by a publisher Sobel said to get colleagues to read and suggest what you can do to make it better and then submit it elsewhere. "Once you do get published," she said, "you'll get in a groove and gain some confidence."

Carlucci told the audience know yourself, "this means thinking about where you are now and where you want to be. Know your expertise, your talent, your niche, and be you – that's how you can stand out." She also said to know your institution. Find the organizational chart and know who you need to know, especially the people who have decision-making authority.

» see page 26

NBA Star Dwyane Wade Honorary Chair of Library Card Sign-up Month

This September, Olympic gold medalist and 2008-2009 NBA top scoring player Dwyane Wade wants Americans to know that a library card is the “smartest card” in every wallet.

As Honorary Chair of Library Card Sign-up Month, Wade has donated his time and image to the creation of a print public service announcement (PSA). ALA will place the PSA in magazines during the month of September. Librarians can download the PSA at www.ala.org/librarycardsignup.

During Library Card Sign-up Month 2009, Wade donated \$25,000 through his Wade's World Foundation to help save the struggling William Leonard Public Library in Robbins, Ill.

In these tough economic times libraries are on the forefront of providing their communities with cost-effective tools that many Americans need to succeed.

In addition to the PSA Library Card Sign-up sample media tools are now available to remind the public of all the resources available for free with a library card. Tools include a sample press release,

newsletter article, proclamation and public service announcement. To download free promotional materials visit www.ala.org/librarycardsignup.

Library Card Sign-up Month was launched in 1987. Library Card Sign-up Month is a time to remind parents that a library card is the most important school supply of all. Since then, thousands of public and school libraries join each fall in a national effort to ensure every child signs up for their own library card.

The Campaign for America's Libraries is the ALA's public awareness campaign that promotes the value of libraries and librarians. Thousands of libraries of all types—across the country and around the globe—use the Campaign's @your library® brand. The Campaign is made possible in part by ALA's Library Champions.

The “Smartest Card” was created by the Public Library Association (PLA), a division of ALA, in cooperation with the Campaign for America's Libraries, to promote the library card as the most important card in every wallet.

NEH, ALA Announce 30 Libraries to Receive Programming Grants

Funds will support diverse Picturing America programs

The National Endowment for the Humanities (NEH) and the American Library Association (ALA) Public Programs Office announced that 30 public libraries will receive grants of \$2,000 to support humanities programs that feature the Picturing America collection of art reproductions. Programs for youth, family and adult audiences, and well as programs that promote inter-generational dialogue, were selected to receive the grants.

The funded programs will present the iconic American artworks featured in the Picturing America collection through a variety of programming formats, including discussions of local history, musical performances, a photography contest, storytelling events, author visits, hands-on art workshops, a celebration of Native American heritage, art-inspired poetry, and scholarly lectures. Additionally, several libraries will present one of five Let's Talk About It reading and discussion series developed by the ALA Public Programs Office to highlight and enhance the Picturing America collection.

For inspiration and resources to support humanities programs for public audiences of all ages that feature the Picturing America collection, all public libraries are invited to visit <http://www.programminglibrarian.org/picturingamerica>

Picturing America, an initiative of NEH, has provided masterpieces of American art to more than 50,000 classrooms and libraries nationwide. Through the program, students and citizens gain a deeper appreciation of our country's history and character through the study and understanding of its art.

For more information about Picturing America, including a list of the schools and libraries selected to participate, visit <http://picturingamerica.neh.gov>.

The ALA Public Programs Office promotes cultural and community programming as an essential part of library service in all types and sizes of libraries. Successful library programming initiatives have included “Let's Talk About It” reading and discussion series, traveling exhibitions, film discussion programs, the Great Stories CLUB, Live! @ your library and more. Recently, the ALA Public Programs Office developed www.ProgrammingLibrarian.org, an online resource center bringing librarians timely and valuable information to support them in the creation of high-quality cultural programs for their communities.

For more information on the ALA Public Programs Office, visit www.ala.org/publicprograms.

New Librarians

» from page 25

“Changes will happen, and you want to be part of that in a constructive way,” said Carlucci. Generational differences are also a factor, as values and expectations vary. Attitude matters, Carlucci stressed, even when everyone around you is being negative, continue being positive. Style also matters – “when it's time to look professional, look professional.” Carlucci said to know your profession and don't be afraid to change your mind. “As you grow in the profession, your roles and responsibilities may change, and you may need to join different groups. At conferences, introduce yourself, ask questions, and don't be intimidated.”

In closing Carlucci said to “chart your course. Your job is not your career, and you need to seek professional fulfillment through your professional involvement. If you're not in a job that's right for you, or you're waiting for the right job to come along, seek experience-building positions in the direction you want to go or grow. Manifest your own destiny in real time – you must constantly be engaged in setting and maintaining your own personal and professional priorities.”

Adventure Vicariously

Dungeons & Dragons® fans enjoy immersing themselves in epic quests filled with heroic action.

With *New York Times* best-selling authors, legendary characters, and expansive fantasy settings, it's no surprise they also read our novels.

Visit us at booth 2253

To order Wizards of the Coast books, contact your local wholesaler.

DungeonsandDragons.com



TM & © 2010 Wizards of the Coast LLC.



Find Great Professional Development With YALSA's Webinars, Online Courses

The Young Adult Library Services Association (YALSA) will offer low-cost professional development online, including monthly webinars, two summer online courses, and two fall online courses.

For those seeking short, interactive sessions, YALSA's hour-long webinars provide discussion on a variety of topics, led by content experts chosen by YALSA. All YALSA webinars take place at 2:00 p.m. Eastern.

Registration costs \$39 for YALSA members, \$49 for individual nonmembers. Group registration is available for \$195 by contacting Eve Gaus, YALSA's program officer for continuing education, at egaus@ala.org or 1-800-545-2433, ext. 5293. Upcoming webinars include:

- **July 15: Risky Business** Linda Braun, immediate past president of YALSA, will discuss why risk is important in teen services, how to be smart when building risky collections, how taking risks can help in programming with teens, what the best way is to take risks with technology and how to assess risky situations.

- **August 19: Back to the Facts:** YA Nonfiction Angela Carstensen, 2010 Chair of the YALSA Award for Excellence in Nonfiction for Young Adults, will discuss YA nonfiction, including collection development and more.

- **September 16: Ready, Set, Go! 30 Ways to Reach Reluctant Readers in 60 Minutes** Jen Hubert Swan, author of *Reading Rants!*, offers up 30 quick tips for connecting with reluctant readers in 60 minutes.

To register, or learn more about YALSA's webinars, visit www.ala.org/

[yalsa/webinars](http://www.ala.org/yalsa/webinars).

For those seeking longer, more in-depth education, YALSA will offer two sessions of online courses. The summer session begins July 12 and runs through August 9. Summer session classes include:

- **Power Up with Print** In this online course, participants will learn how to boost the library's circulation through the development of teen-centered programs, material evaluation & selection, booktalks and more. Instructor: Jamie Watson.

- **Beyond Booklists: Serving Today's Diverse Teens** Participants will learn about tools to help them identify diverse teen populations and explore ways to design, implement and evaluate services and programs. Instructor: Jennifer Velasquez.

The fall session runs October 4 to November 1. Fall classes include:

- **Growing, Managing, and Defending the Young Adult Budget** Participants in this course will learn a two pronged approach to building and growing a young adult services budget. Instructor: Monique Delatte.

- **Tapping Youth Participation to Strengthen Library Services** Participants will learn the benefits of teen participation and engagement in the library, and will examine examples of youth participation in collec-

tion development, programming and planning of physical/virtual spaces. Instructor: Amy Alessio.

YALSA's 2010 summer and fall courses cost \$135 for YALSA members and students, \$175 for ALA members and \$195 for nonmembers. Discounts are available for groups of ten or more, and all YALSA e-courses are

available for licensing. To learn more or register, visit www.ala.org/yalsa/onlinecourses.

If you have questions about YALSA's webinars or online courses, please contact Eve Gaus, program officer for continuing education, at egaus@ala.org or 1-800-545-2433, ext. 5293.

Earn Credit Hours for AASL's Summer Tour of Online Courses

School librarians are encouraged to sign up for the American Association of School Librarians' (AASL) 2010 summer online courses. Designed to isolate and strengthen problem areas, the four 4-week courses will help develop the skills and techniques school librarians need to bring their programs into the 21st century. Registration and course information are available at www.ala.org/aasl/eacademy.

"The Path to Collaboration: Making it Happen" will be offered Monday, July 12 – Friday, August 6, and will be facilitated by Marilyn Heath. Both of these courses are self-paced.

From now until July 19, participants can register with the

University of Colorado Denver School of Education & Human Development Program to earn up to 2.0 graduate credits hours. In order to earn the hours, participants must submit a personal reflection and a course evaluation by Aug. 23. The fee is \$150. The registration form is available on the e-Academy pages.

Detailed descriptions of each course and registration information are available on the AASL e-Academy pages at www.ala.org/aasl/eacademy. Fees are \$99 for AASL members; \$149 for ALA members; \$225 for nonmembers; \$99 for retired AASL members; and \$75 for student AASL members.

News Sources

» from page 21

are more familiar with aggregators than with the original providers or creators; and largely lack a personal relationship with broadcasters such as during the heyday of Walter Cronkite. Penn State studies indicate that students rely on faculty recommendations, familiar databases, and journals and magazines. There is a dominant use of "brand-name newspapers" such as those that dominate with their coverage of the news and a lesser, but still important, employment of local sources and social media. Students apparently rarely access pre-1922 newspapers or international news sources, even those in English. Students also too infrequently search by Boolean methods or truncation and prefer keywords instead. Researchers, thus, are not using databases as efficiently as they can, but perhaps adequately to meet their expectations and needs. Librarians can serve to enlighten them as to how they can improve their search strategies. But researchers, particularly at the beginning stages, need to discern between comment and facts to become "news researchers rather than news receivers."

Historical Collections

» from page 6

and the like and being realistic about workloads that the projects require, which often require the hiring of additional staff. Among mental takeaways for those in attendance were the proposals to: let the needs set digitization priorities; promote and assess the projects while proceeding; standardize metadata such as dates, names, and geographical terms; recognize that in-house approaches are not always the least expensive; and optimize digitized collections for searchability by a variety of engines since much demand is virtual rather than in-person. Further information about Duke's projects is accessible at <http://library.duke.edu/digitalcollections>.

Angela O'Neal, Ohio Historical

Society, Director of Information Technology, shared her experiences with Ohio Memory's over 200,000 images, most with metadata. She touted the benefit, even the necessity, of collaborating with institutions such as historical societies, museums, libraries, and archives, at least one from each of the state's 88 counties. Such joint efforts: foster invested users, who are later good for fundraising; serve as inducements for the standardization of metadata; provide new ideas and often better products; distribute tasks more equitably and according to specialties; and promote equipment sharing. O'Neal stated that providing access to historical collections via digitization is an acceptable goal in itself, but the additional chance to preserve the collections is also, of course, eminently desirable. Preservation,

however, necessitates particular types of decision-making and use of archival friendly material from the beginning. Digitization alone does not result in preservation, but simply in the multiplication of copies in a particular format. She noted that an institution's digitization efforts should reflect its collecting strengths rather than the perhaps varying interests of curators. In other words, work with what you have. She also advised administrators to know and cultivate their audience (and potential donors) with feedback forms and be aware of historical anniversaries that their institution's collections can highlight. She warned that users expect everything to be digitized which is an unattainable goal for the foreseeable future for any but the smallest and best-funded organization. In the attempt to come

closer to that end, however, digital replication should become part of the regular workflow.

Matthew Sheehy, New York Public Library, Acting Director for Research and Reference Services, mentioned the shift, for financial considerations, at his institution from mass preservation to customer or request driven digitization. The NYPL believes in free access to information, but the institution is assisted by revenue raised by the sale of high quality reproductions. In a similar fashion, anything revenue driven (that is, propelled by grant money) also gets priority. Additional preservation techniques are reserved for items that are often, or at least once, requested. Items that are not requested in these straightened times are probably safer remaining on the shelf where they are. Digitization whets the appetite for using the originals represented, so draws in rather than discourages onsite users. Lest other libraries draw back from digitization, Sheehy advised them to consider that "if the NYPL, with its byzantine structure can overcome the challenges to digitization, your institution can, too."

Exhibitor News

These listings are paid advertisements.

AAAS/SB&F (booth 4214) Enter to win an Apple iPad! No purchase necessary. Stop by booth 4214 to enter. Plus, receive a free gift with any new subscription to SB&F: Your Online Review Guide to Science Resources. Visit the AAAS/SB&F booth to learn more about our science programs for libraries.

Baker & Taylor (booth 3741) Baker & Taylor hosts Bob McGrath from Sesame Street at Booth 3741 11:00 a.m.– 1:00 p.m. Monday. Bob, winner of two ALA awards along with Parents' Choice and Children's Music Web awards, will perform and sign CDs.

CSWE Press (booth 4052) is part of the Council on Social Work Education, is a niche publisher of books and nonprint resources that address the needs of social work educators. CSWE also publishes the *Journal of Social Work Education*, a peer-reviewed professional journal circulated to more than 3,900 subscribers.

Innovative Interfaces (booth 3305) Discover what reporting can look like! Encore Reporter provides complete, next-generation reporting on the data you need most. Includes circulation and patron trends, Google Maps™ mash-ups, facets, popular titles, material-type trends, collection development information, and more! Innovative Interfaces Booth 3305.

LAT (booth 1624) features the LAT-Stena; low priced, behind-the-circ-desk automated disc security and management solution by LAT. See LAT-Stena issue librarian managed DVDs on demand at high speed and 100% accuracy to your patrons- scalable productivity at extremely low cost!

Thomas

» from page 8

for Orson Welles. When we were teenagers, most of our dates took us to the movies, and then for a burger and I was always looking at the clock. Once I was with this cute boy, and suddenly “Good Night Sweetheart” played on the radio as it always did at 12 o’clock so my date and I raced back to the house. My father was standing out on the driveway with a shotgun in his hand. We got out of the car and he just stood there, shotgun in hand, and said young man, what time were you supposed to bring my daughter home? Johnny said, “12 o’clock” and Orson said, “What time is it?” and he said, “12:15” And he jumped back in the car and left. My father said “I really scared him, didn’t I?” and we laughed because my father didn’t even know how to shoot that gun!”

After her book *Free to Be... You and Me* was out and successful, “my father was campaigning as he often did for a local politician. My father was a conservative republican, and I am a liberal democrat. He was campaigning for someone I didn’t like, so I asked him how he could possibly do that telling him that he was a creep and it looked bad for the whole family. My father said, ‘Oh, I get it, I’m free to be you and not free to be me?’ Well, he got me there.”

Thomas spoke passionately about

the children’s hospital her father started. “St. Jude’s Hospital was definitely my father’s passion; more than laughter, more than his career. My father had been quite clear that the hospital would not be a burden to us after he died. When I got to the driveway of the hospital the first time after he died, I was terrified to go inside. I was afraid that all the memories would come back and I didn’t want the children see me cry. There was a party going on with cake and streamers and confetti I asked whose birthday it

“My father said, ‘Oh, I get it, I’m free to be you and not free to be me?’”

was and the nurse said that it wasn’t a birthday party, it was an off chemo party. I was so touched and I knew at that moment that my father’s spirit lived there. I saw a part of my father that hadn’t been clear to me.”

In writing her latest book she asked many popular comedians how they found their funny. In many ways they experienced the same kind of family fun and laughter as she did growing up. “My father got his [sense of humor] from his uncle who was so funny he was barred from family funerals. I had a really fun time writing the book, and I think you’ll enjoy it.” She closed wishing the audience good health and good fortune and lots of laughs.



Actress, producer, and social activist Marlo Thomas, best known for her leading role in the TV series “That Girl” from 1966-71, delivers her Auditorium Speaker Series presentation.

Cataloging and Beyond: The Year of Cataloging Research

By Megan Hodge
University of North Texas

Moderated and organized by Alyson Carlyle of the University of Washington’s iSchool, this Sunday panel brought together four experts on current cataloging trends in order to provide research ideas for what ALCTS has dubbed the Year of Cataloging Research.

First panelist Sara Shatford Layne, UCLA, provided a theoretical background and explained that for the purposes of this panel, the term “cataloging” covers cataloging, classification, and metadata creation. Cataloging research attempts to measure the effectiveness of the connection between user and bibliographic record. She noted that catalogers wish that research could answer the question, “Is what I’m doing useful?” or “What should we be doing differently?”, but that usefulness is not a measurable concept. Researchers can measure use and can measure what users say, but questions that can be easily answered by studies are not necessarily worth doing research on.

Lynn Silipigni Connaway of OCLC stated that users want the catalog/database search to be “as easy as Google Book Search.” She performed a literature review on the digital information seeker, analyzing twelve user studies published in the U.S./UK over the last five years, in order to determine what the researcher today looks like. While the results were inconclusive, she commented on a few trends: users want things easy (they prefer basic search) and on their desktop. They view only a few pages of an ebook at a time, which leads her to believe that ebooks are the future of ready reference. Users are not as

concerned with information overload in the form of thousands of retrieved database results; their problems arise from trying to access the information they have found; they desire more full-text results to be available from the catalog. Information seekers use search engines to perform quick searches to become familiar with a topic and want library catalogs to be just as natural-language-friendly. Results should be obviously relevant and the criteria used to determine relevancy should be made known to users. If a needed book or article is not owned by the user’s library, the patron wants to know where s/he can get it

Jane Greenberg, UNC Chapel Hill, said that there is currently a metadata bottleneck (a term she borrowed from Liddy) and that automated metadata generation is now necessary because traditional, manual cataloging approaches are costly and too slow to keep up with current trends in cataloging and user behavior. Catalogers should work on improving search algorithms; while ontologies work well in the sciences, they are not as effective in the arts, humanities, and social sciences. Genre/content-driven keyword generation would be helpful in these disciplines. Content creators have been creating metadata for a long time and will continue to do so: catalogers should utilize these subject specialists and help them do it better.

Amy Eklund of Georgia Perimeter College wants to know what the next generation catalog will look like, and advises subscribing to the NGC4Lib listserv in order to participate in its ongoing discussion. She asks, “Are there things that users expect next-gen catalogs to do that they don’t?” She suggests observing users’ behavior to reveal their hidden agendas.

