



ALACognotes

2013 ANNUAL CONFERENCE

July 2013

Octavia Spencer Owns the Glass

By Ginger Rogers
University of Southern Mississippi



Octavia Spencer

She's an Academy Award winning actress who tends to take on powerful projects involving social issues. She was the reader of the audio book version of *The Help*, although she said it was the most difficult project she had ever taken on. She is now a children's author, who calls herself an arm-chair detective with a keen interest in martial arts. Equally proficient at comedic and tragic acting, although she prefers to be the comedic element in a drama, Octavia Spencer delighted and endeared herself to the audience in the closing session of the ALA Annual Conference on July 2.

Randi Rhodes Ninja Detective is the name of Spencer's series of books aimed at middle school students who love Encyclopedia Brown or Nancy Drew. *The Case of the Time Capsule Bandit*, the first book, includes an appendix of advice for would-be kid-detectives

» see page 4

Innovative
Click here to see our ad on page 3.

Annual Conference Attendance

Paid	15,918
Exhibits Only	4,319
Total Attendees	20,237
Exhibitors	6,125
Grand Total	26,362

Exhibits Overflow with Excitement

By Ashley Smolinski
University at Albany - SUNY

A low buzz began to grow shortly after 5:00 p.m. on June 28 at the entrance to the Exhibit Hall. By 5:25 p.m., both the anticipation and crowd had grown to full capacity, culminating in excited quick-moving crowds as librarians embraced a highly cherished and highly appreciated tradition: conference swag.

First-timers, experienced veterans, and everyone in between gathered together, contemplating their plans for navigating the aisles. While some mentioned ebooks or a chance to win an iPad mini, some



More than 780 companies exhibited at this year's conference.

focused on "learning more about ALA memberships and meeting some of the authors." easy to find something to pique your interest and fill

» see page 2

Stone and Kuznick: Learn From the Past to Face the Future

By Stacey P. Flynn
Montgomery County Public Schools (MD)

The July 1 Auditorium Speaker Series featured filmmaker Oliver Stone and historian Pe-

ter Kuznick for a thought provoking discussion about the darker side of American history. Their joint project, "The Untold History of the United States," is told in both a 10-part documentary film series for Showtime as well as a companion book. Stone and Kuznick meticulously researched and documented the events that lead up to the atomic bombing in Japan, the subsequent Cold War, and the fall of

» see page 13



Ford and Egan Win Carnegie Medals for Best Books

By Ashley Smolinski
University at Albany - SUNY

Against the glowing backdrop of the Radisson Blu Aqua Hotel ballroom, attendees gathered to celebrate the second Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. Excitement and appreciation filled the room as the winners were announced, delighting fans, family, and friends. Richard Ford's *Canada* received the medal for fiction, and Timothy Egan's *Short Nights of the Shadow Catcher: The Epic Life*

and *Immortal Photographs of Edward Curtis* received the medal for nonfiction. The highly competitive awards, funded through a generous grant from Carnegie Corporation of New York, provide winning authors with a medal and \$5,000. Both winning authors were present to receive their awards and mingle with attendees afterward.

Ford's *Canada*, published by Ecco, an imprint of HarperCollins Publishers, begins, "First, I'll tell you about the robbery our parents committed." The

» see page 4

Auditorium Speaker Khaled Hosseini



[CLICK HERE](#)

A Message from 2013-14 ALA President Barbara Stripling



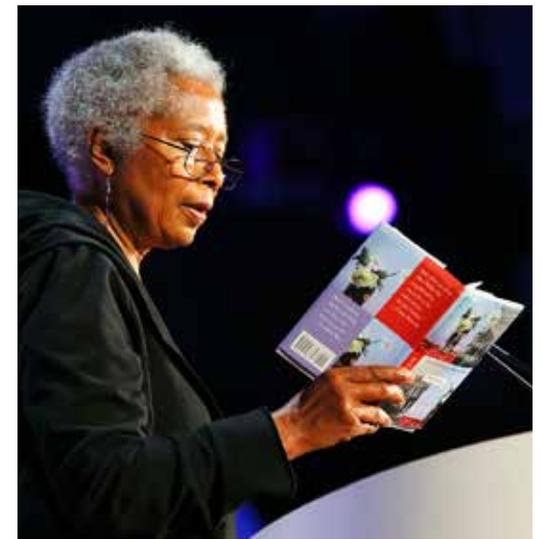
I hope you enjoyed this exciting Annual Conference in Chicago as much as I did, and came away with as many new ideas and connections. The number of unmissable events, sessions, programs, exhibit floor activities, and networking opportunities seemed greater than ever, and I am impressed by the many implementable ideas and tools that will support the transformations we're working on. Thank you all for your hard work, creativity, and active participation. I am especially energized by the many conversations around a wide range of key issues that affect us all, from e-content, privacy, and the latest in information technology, to picture books, graphic novels, makerspaces, and the Promise of Libraries.

Being inaugurated as the 2013-14 ALA President at the wonderful brunch event on Tuesday was of course a personal conference highlight for me. It offered a chance to reflect on what I hope to accomplish as I work with you during my presidential year. In addition to a sustained focus on access to e-books and the crisis in school libraries, we've got big plans for Libraries Change Lives, an initiative designed to highlight and sustain ALA support for three areas of transformative practice in our libraries where we are changing lives every day: literacy, innovation, and community engagement. I'm also excited about our "Declaration for the Right to Libraries;" we're aiming to get hundreds of thousands of people across the country to sign, affirming their right to have vibrant school, public, academic, and special libraries in their community. We're already well underway on these, and I'm counting on your continued engagement to make us successful.

We'll continue the work and conversations (and fun!) from this conference at Midwinter Meeting in Philadelphia in January. Keep an eye out for the upcoming announcements of exciting speakers, authors, and thought leaders who'll be joining us there. In addition to the hundreds of discussions and sessions on top-of-mind topics, the pre-Midwinter Institutes, and all the networking you can handle, the exhibit floor will be as active as ever, with more than 400 exhibitors showing off the latest technologies, titles, and more.

So please join us in 2014 for Midwinter Meeting in Philadelphia and then for Annual Conference in Las Vegas – a different city but the same great conference as the one that just wrapped up – and book early to be sure you get the discounted rates. I look forward to seeing you there, and in the meantime, be sure to share your stories about how your libraries have changed lives!

To learn more about the 2014 Midwinter Meeting, see page 13.



Alice Walker Greeted by Standing Ovation at Auditorium Speakers Series

By Kacee Anderson
Texas Woman's University
MLIS Student

Pulitzer Prize winning author Alice Walker spoke in front of a packed crowd July 1, during the Auditorium Speakers Series. Walker was immediately received with a standing ovation. Walker began by sharing her experiences with libraries growing up. She did not learn of her public library until she was 15 years of age, noting this as one of the horror stories of segregation.

"What you do is essential in teaching fairness," she said profusely thanking librarians for their work. "It is only when people are informed that they can grow the essential qualities to thrive in a democracy."

Walker was not afraid to speak her mind on issues she believes matter most. She spoke on politics, the treatment of the earth, and women's rights. She shared excerpts from both of her new books, *The World Will Follow Joy* and *The Cushion in the Road*. Throughout her session, Walker called for changes now and in the future and noted, "I believe in the human spirit. It has the capacity to transform."

Exhibits

» from page 1

your tote bag.

In addition to the acquisition of numerous advanced reader copies, author-signed titles, pens, totes, catalogs, and flash drives, the ALA Exhibits provided a perfect atmosphere for reuniting old friends, meeting new vendors, and inspiring ideas. As the band played, librarians who danced their way to free refreshments didn't miss a beat! Whether it was your first step on the exhibition floor or one of many to come, opening night was a blast.

Auditorium Speaker Jaron Lanier

[CLICK HERE](#)

THE PERFECT COMPLEMENT



Some things work better together.

For a perfect treat, Innovative and OverDrive are coming together to create one smooth combination of discovery and eBooks.

Carnegie

» from page 1

riveting novel is an atmospheric and haunting tale of family, folly, exile and endurance told in the precise and searching voice of Dell Parsons, a young man forced to navigate a harsh world.

In Egan's *Short Nights of the Shadow Catcher: The Epic Life and Immortal Photographs of Edward Curtis*, published by Houghton Mifflin Harcourt, popular historian Egan turns the life and work of master photographer Edward Curtis into a gripping and heroic story of one man's commitment to the three-decade project that resulted in the 20-volume *The North American Indian*.

Finalists for the Andrew Carnegie Awards in Nonfiction were *Spillover: Animal Infections and the Next Human Pandemic* by David Quammen and *The Mansion of Happiness: A History of Life and Death* by Jill Lepore. Fiction finalists were *This is How You Lose Her* by Junot Diaz, and *The*



Carnegie Award winner Timothy Egan, (L), ALA President Maureen Sullivan, Carnegie Award Winner Richard Ford, Awards Selection Committee Chair Nancy Pearl, David Quammen, ALA Executive Director Keith Michael Fiels.

Round House by Louise Erdrich.

Nancy Pearl, ALA President Maureen Sullivan, and ALA executive Director Keith Michael Fiels introduced

before she reached her present fame.

In May she appeared in Kevin Costner's film "Black and White," about a custody battle over a bi-racial child, in which Spencer plays the child's grandmother. Asked whether she purposely seeks out parts with social relevance, Spencer replied that she is attracted to scripts that cause her to stretch as an actress, as well as those that resonate with her on some level.

Spencer says that her appreciation of librarians began with her local school librarians who used to call her mother when they were about to throw away books. She remembers feeling very grown up when she got her own first library card, and appreciates that librarians are a valuable resource.

the awards, the program, and the authors. All shortlisted authors addressed the crowd – Egan, Ford, and Quammen in person, the other three authors in touching (and humorous) videos. Their deep thanks, accolades, and tales of the differences that librarians made in these authors' lives resonated. We mattered to them when they needed it most and we provided them with what they couldn't find anywhere else. From David Quammen's request for out-of-print journal articles from 1909 to Junot Diaz's story of learning he could take three books home where there were no books, the six shortlisted authors wore their deep

appreciation for librarians on their sleeves, thanking us for the resources, the support, and the personal influence on their lives.

As attendees socialized afterward over wine and desserts, excited about the books and friends made during the reception (including Egan, Ford, and Quammen), Andrew Carnegie's comment was borne out: "Libraries are places of joy and imagination." Who better to share the joy and imagination with than the authors we love who love us back?

The Medals are funded through a grant from Carnegie Corporation of New York in recognition of Andrew Carnegie's deep belief in the power of books and learning to change the world. The awards are co-sponsored and administered annually by ALA's *Booklist* magazine and the Reference and User Services Association (RUSA).

Members of the 2013 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction selection committee included: Chair, Nancy Pearl; Brad Hooper, editor, Adult Books, *Booklist*, Chicago; Danise Hoover, associate librarian, Public Services, Hunter College Library, New York; A. Issac Pulver, director, Saratoga (N.Y.) Springs Public Library; Nonny Schlotzhauer, librarian, Collection Development/Social Sciences, The Pennsylvania State University, University Park, PA; Donna Seaman, senior editor, Adult Books, *Booklist*, Chicago; and Rebecca Vnuk, editor, Reference and Collection Management, *Booklist*, Chicago.

Closing Session

» from page 1

that is both informational and humorous. Spencer says she always wanted to be one of "those meddling kids" in Scooby-Doo.

Spencer was born in Montgomery, Alabama, the sixth of seven siblings. Her mother did some cleaning on the side to support her family, but she was not a maid. She gives her mother credit as saying that she told her children they could be anything they dared to dream, although she quips that her mother did say "well maybe not that," when she shared her dream of being an actress. Her mother passed away

Cognotes

ISSN: 0738-4319
Volume 2013 Issue 9

Senior Reporter

Brad Martin

LAC Group
New York, NY

Reporters

Kacee Anderson

Texas Woman's University
Hurst, TX

Stacy P. Flynn

Montgomery County Public
Schools
Germantown, MD

Lauren Wallis

Carmichael Library
The University of Montevallo

Students to ALA

Kirsten Anderson

University of Rhode Island

Ginger Rogers

University of Southern
Mississippi

Ashley Smolinski

University at Albany – SUNY

ALA Liaison

Paul Graller

Publisher/Managing Editor

Deb Nerud Vernon

Photography

Curtis Compton

Armando Solares

Michael Buxbaum

Production

Tim Mercer

CustomNews, Inc.

Jenn Waters

CustomNews, Inc.

Ellen Hopkins Verse Form Speaks to YA Fans

By **Stacey P. Flynn**
Montgomery County Public
Schools (MD)

Fans of YA fiction author Ellen Hopkins gathered at the Live @ Your Library Stage on June 30 to hear the *New York Times* bestselling author read from her upcoming verse novel, *Smoke*.

Smoke is the long-awaited sequel to *Burned*, published in 2006, which delved into the psyche of a teenage girl who is driven to the brink of a shooting rampage. Thousands of emails and tweets from fans prompted Hopkins to take up the story where she left off.

Using a unique poetic form, Hopkins has bravely delved into topics of social realism – addiction, homelessness, gun violence, and prostitution. With a string of successful novels, *Crank*, *Burned*, *Impulse*, and *Glass* (among others), Hopkins has developed a large fan base through social media and blogging. The authenticity of these personal narratives, drawn from primary research and interviews with real subjects has clearly resonated with her readers. According to comments

from audience members, this combination of subject with the verse form has turned many nonreaders into fans. "I wanted to honestly write about the things these kids face every day," said Hopkins.

"Breaking into the adult market has been a little more difficult because I think adult readers are a little bit afraid of the poetry

Hopkins has bravely delved into topics of social realism – addiction, homelessness, gun violence, and prostitution.

thing. They are kind of like, what is this?" said Hopkins of her recent adult novels, *Triangles* and *Collateral*. In addition, her YA novel, *Crank*, is being adapted for stage productions.

As part of her ever-expanding outreach efforts, Hopkins founded Ventana Sierra, a nonprofit advocacy and outreach organization that provides housing, vocational and health-related services targeted for teens that are either homeless or have aged out of the foster care system (www.ventanasierra.org).

Read the 2013 Annual
Conference onsite
issues of *Cognotes* at
ala13.ala.org/cognotes.

Ann Patchett Celebrates Readers and Reading

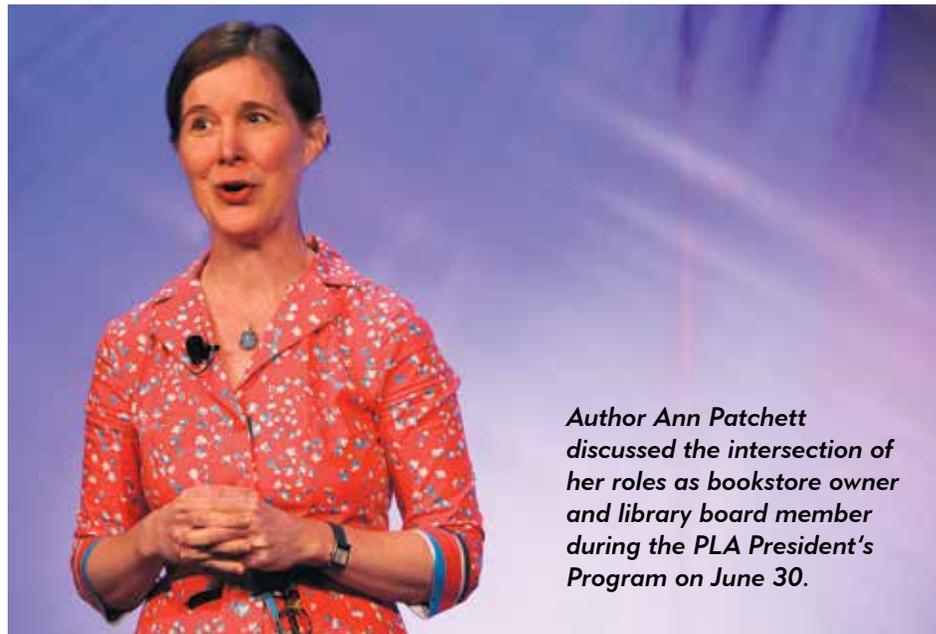
By Lauren Wallis
University of Montevallo

At the PLA President's Program on June 30, Ann Patchett expressed pure joy at being surrounded by librarians. "It feels like a relief to be here," she told attendees. "I know you guys, I know you're with me, I know you love reading."

Patchett discussed the intersections of her roles as creator and owner of Parnassus Books and long-time library board member in Nashville. "Lots of people think that bookstores and libraries are somehow at odds with each other," she acknowledged. "There is not a limitless number of readers in the world and we have to come together."

Patchett has been able to bring many authors to Nashville because of her contacts in the publishing world – or as she jokingly put it, "My whole life has become this kind of mafia deal. The list goes on and on of the people I've been able to extort and bribe to get to Nashville."

Once Patchett gets the authors to agree to come read, she partners with libraries to host the readings – and not just because she loves libraries or because of her long friendship with the retired director of Nashville Public Library. Her reason is much more



Author Ann Patchett discussed the intersection of her roles as bookstore owner and library board member during the PLA President's Program on June 30.

practical: simply that the libraries have bigger and better spaces to host author readings. "We can bring people into libraries who might not be your regular library patrons," she noted as she encouraged librarians to build partnerships with local bookstores.

Patchett originally opened Parnassus Books because "we needed a bookstore and it had to be done." Nashville previously had no independent bookstore. Although she admitted that she avoids operating the cash register, Patchett loves being able to match

books and readers at her store – and she finds that a lifetime spent reading on the couch has prepared her well. "You read something and you feel so excited about it that you want to give it away – that's what makes a reader a reader."

While giving books to readers is important, Patchett admitted that she also sometimes takes books away. She recounted telling one new Fitzgerald reader that *The Beautiful and the Damned* was "scraping the bottom of the barrel," and remembered directing

a woman on her way to her daughter's delivery room away from the war books and toward *Where'd You Go, Bernadette* – since it would be easier to "dip in and out of between contractions," of course.

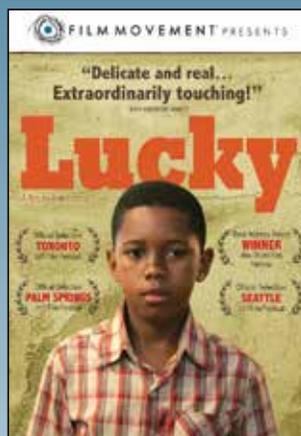
The talk closed with Patchett's personal book recommendations, ranging from new fiction like *Where'd You Go, Bernadette* to "perfect little novels" like *The All of It*. Each of Patchett's recommendations came with stories of their own. She avoided *Bernadette* until Jim Patterson bought it for her at Parnassus Books and placed it in her hands. Incidentally, she was impressed by the book's lack of fluff. "It's fast, fun, and you don't feel demeaned by having read it." She encountered *The All of It* when her friend pulled the out of print title from a box at a used bookstore, and loved it so much that she wrote an introduction and published a reissued version.

Other books came with medical advice: *A Day at the Beach* by Geoffrey Woolf is perfect for "anyone you know having heart surgery," and still others had brushes with celebrities. Patchett gave *The Patrick Melrose Novels* to Caroline Kennedy, who read them and then left them on a plane because "she couldn't stand

» see page 16

FILM MOVEMENT PRESENTS

AWARD-WINNING FOREIGN & INDEPENDENT FILMS



NEW RELEASES AVAILABLE INDIVIDUALLY OR BY SUBSCRIPTION

- Annual subscription available (one new film on DVD sent per month), or DVDs available individually
 - All films available with Public Performance Rights (PPR) and Digital Rights Licenses (DRL)
 - Discussion guides & marketing materials available for each title
 - All films are new releases, not yet available to the public!

To subscribe or learn more, contact Maxwell Wolkin:

(212) 941-7744 x211 • maxwell@filmmovement.com • filmmovement.com/libraries

Mention
"ALA" for a
25% Discount!

Offer expires 9/1/13

John Lewis Inspires Audience To March Forward While Remembering the Past

By Brad Martin
LAC Group

Congressman John Lewis spoke with passion June 29 about his days in the civil rights movement and implored the crowd not to just embrace the progress we have made, but to be hopeful and optimistic that people have the power to make things happen.

Lewis, who has represented the fifth district of Georgia since 1986, was born the son of sharecroppers outside of Troy, Alabama.

As a boy he said he would “go downtown to the theater on a Saturday and all those little black children had to go upstairs to the balcony, and all the little white children went downstairs to the first floor.”

He asked his parents and grandparents why this was and said they told him, “That’s the way it is. Don’t get in the way. Don’t get in trouble.”

He told of being inspired to “find a way to get in the way” in 1955 at the age of 15 by the action of Rosa Parks and the leadership and words of Martin Luther King, Jr.

“And I got in the way. I got in trouble. Good trouble.”

Lewis was later joined on stage by co-writer Andrew Aydin and graphic artist Nate Powell, who collaborated with him on the forthcoming graphic novel *March* (the first in a trilogy), which chronicles those early days of the



Congressman John Lewis

civil rights movement and is intended to reach young people to provide a spark for them to also “get in the way” and work to better the world.

Aydin said the idea for the graphic novel format came from the 1959 comic book *Martin Luther King and the Montgomery Story*, which had inspired John Lewis and other student activists over 50 years ago. He said, “We owe John

Lewis an unbelievable thank you. We just might be able to inspire the next generation and make the world a better place to live.”

Powell spoke about his creative process and the challenge of creating the images that blended with the text of the story. In reference to *March*,

Powell pointed out that “sometime the most personal books can be the most universal.”

After expressing regret on this week’s Supreme Court decision striking down a key provision of the Voting Rights Act, Lewis closed on an enthusiastic and optimistic high note, “Tell the story. Use *March* to inspire another generation to get out there and push, to be brave, to be courageous – to get in the way, to make a way out of no way... so we should embrace the progress we have made. Celebrate it! Embrace it! Don’t get lost in a sea of despair. Be hopeful. Be optimistic that we have the power to make things happen!”

Click here to see an interview with Congressman Lewis

ALA Virtual Conference Set for July 24-25

Have you or your group registered yet for this transformative professional development?

Focusing on experimentation and innovation, the ALA Virtual Conference will focus on topics including: transformational community engagement; new directions for libraries and digital content; finding your first librarian job; iCloud for patrons; iPods, Games, and other innovative instruction ideas; improving student learning spaces; building a knowledge alliance; iPad administration and apps; creative community space; loud programming in the library; meaningful gamification in libraries; the Little Free Libraries project; and more.

“Enlightening, engaging, insightful, amazing, interesting, new, great, inspiring” and “fresh,” said last year’s attendees.

Keynotes include Steven Bell (“Transforming the Library Starts with Mapping the Journey”) and

Kylie Peppler (“Make to Learn Symposium”).

Other speakers include Susan Brazner, Sarah Loudenslager, Chris Woodall, Bridgette Sanders, Judy Walker, Amy Price, Nate Hill, Anastasia Diamond-Ortiz, CJ Lynce, Olivia Hoge, Carolyn Schwartz, Laura Wilson, Megan Hodge, Suzy Szasz-Palmer, Ashley Parker-Graves, Peter Brantley, Robert Wolven, Scott Nicholson, Maureen Sullivan, Cheryl Gorman, Todd Bol, Rick Brooks, and others.

Popular 30-minute author lunches will be hosted by *Booklist* editors and expert interviewers Brad Hooper (talking to Marie Arana) and Donna Seaman.

The archive of the conference is free to Virtual Conference registrants for up to six months; log-in information will be provided after the event.

For registration rates and information, visit <http://www.learningtimes.net/ala13/>.



Winners from the ALA Awards Presentation & President’s Program gathered for a group photo on June 30.

Ping Fu: Learning from Hardship And Passing it Forward

By Brad Martin
LAC Group

“It is very hard for me to say what libraries mean to me.” – Ping Fu

When Ping Fu was a little girl in China more than 50 years ago, her home in Shanghai had a library on the third floor, which she fondly remembers as a kind of sanctuary – and a place where precious ideas were taught to her by her “Shanghai Papa” – ideas that she would cherish and serve her so well.

“He taught me the lasting impression of the ideas that can be generated and learned in the library. He said that ideas, just like books, need proper care,” speaking in almost spiritual terms, Fu recalled. “Later, as a college student, new to our country, libraries large and small became my refuge. The library made me feel safe – safe to explore new places, new ideas, even controversial opinions. Safe to set off to a different path. Safe to question.”

“I have to share with you that I didn’t always feel safe before I came to this country,” Fu added. “There were times [when even] asking questions [could] be dangerous.”

It was an old Taoist saying passed on by her Shanghai papa that was perhaps the best idea of all and was the basis of a book she would later write when she grew up. “Bamboo is flexible, bending, but never breaking. Your ability to thrive depends on your attitude – taking everything in stride with grace.” Fu said the challenges have been many, and she related them in her memoir *Bend, Not Break: A Life in Two Worlds*.

When she was just eight years old, Fu’s world was turned upside down when she was taken away from the comfort of her Shanghai parents, sent to Nanjing, and given the responsibility of caring for her little sister Hong – someone she thought was her cousin. Her university-educated Shanghai



Ping Fu

parents – who were not her biological parents – were ordered into forced labor in the remote countryside, because “learning was a crime during the cultural revolution,” she said.

Bend, Not Break was met with some controversy after angry online comments attacking her recollections were posted earlier this year. Fu said, “When I was writing it I realized that I couldn’t quite portray the woman I became today without writing [about] the girl that I was before, so I wrote both.” She added that she had lost some sensitivity to Chinese politics after living in the United States for about 30 years. “It’s painful for anyone to think about it,” she said. “No one wants to look back to that shameful history.”

“By talking about it, it seems like I stirred a pot of painful memories for many, many people. All I can say is that I must have touched a very sensitive nerve, and if this can generate more civilized conversation about how to open up more records of that [time in] history, I would just call this a contribution.”

“I was once that broken child...I have a voice now. *Bend, Not Break* is a memoir. It’s a book, and today it sits on the shelves of libraries around the world.” Fu now seems most concerned with passing on her knowledge to future generations.

Digital Public Library Serves As a Portal for Discovery

By Brad Martin
LAC Group

Dan Cohen presented an overview of the recently-launched Digital Public Library of America (DPLA) and was interviewed by ALA President Maureen Sullivan at her President's Program on June 30.

Cohen, the DPLA's Executive Director, described the DPLA as "less a technical project than a social project." The three main things that the DPLA represents are a portal for discovery, a platform to build upon and a strong public option.

A portal for discovery means that the DPLA brings together hundreds (soon to be thousands) of collections from libraries, museums, and archives from around the country, and from around the world. The DPLA also is a service

hub, where it works with state and local libraries to help them make their collections more accessible online. One example of this is the Goodhue County Historical Society, which has been aided by the Minnesota Digital Library.

As a platform to build upon, the DPLA's data is freely accessible and individuals and institutions can download millions of items to do and do what they want with it. Some apps have been created using the DPLA API and include OpenPics, Culture Collage and StackLife for DPLA.

Cohen expressed special concern that the DPLA has a strong public option. With a reference to other past examples such as the Carnegie-funded libraries in America, he addressed some concerns in the digital world revolving around issues of ebooks and copyright. "The defaults for copyright



ALA President Maureen Sullivan and keynote speaker Dan Cohen, Founding Executive Director of the Digital Public Library of America, discuss DPLA and Sullivan's ongoing initiative, "The Promise of Libraries Transforming Communities" during the ALA President's Program June 30.

(of lifetime plus 70 years) don't make a lot of sense," he said. Instead Cohen suggested that there needs to be some creative thinking about how to make things more accessible.

In her interview with Cohen, ALA President Maureen Sullivan began by asking what attracted him to his cur-

rent position at the DPLA. Cohen responded by again touching on his belief in open access, and also described the opportunity to be involved as "a once in a lifetime chance."

"The ultimate goal is the expansion of knowledge and the democratization of knowledge."

Librarians Hold a Special Place In Janis Ian's Heart

By Kirsten Anderson
University of Rhode Island

Janis Ian got the crowd laughing and singing along at the "Wrap Up/Rev Up" on July 1 as librarians filed into the ballroom at McCormick Place.

Ian talked about her career and experiences with librarians

in store for the audience. She also sang from her forthcoming picture book, *The Tiny Mouse*, which she wrote at Dame Cleo Laine's request. She said that everyone needed to sing along with her, because she knows librarians have plenty of experience with storytime. She encouraged everyone to check out her website www.thetinymouse.com

to download three free MP3 versions of the book's song. She said she wants everyone to be able to sing along, and even make videos of it – she won't claim copyright infringement! Her father, a teacher, believed everyone should sing because it makes the heart warm. She wants all children to have the opportunity to sing along to her song.

Another book to check out is Ian's autobiography *Society's Child*, which won the 2013 Grammy for Best Spoken Word Album. Ian said her life's journey was about, "learning to love what she'd become," and how it was hard growing up on the outside of society. However, that also helped her develop into an artist because she was able to see society from a different perspective.

In closing, Ian reminded the librarians that, "When times are so hard we don't even dare to have our dreams anymore, it's artists that hold [onto them]." She believes it's the librarians who help out children that are like her, that need a place to them turn into someone like her, "and you are giving us something that hopefully someday we can give a little bit back to you."



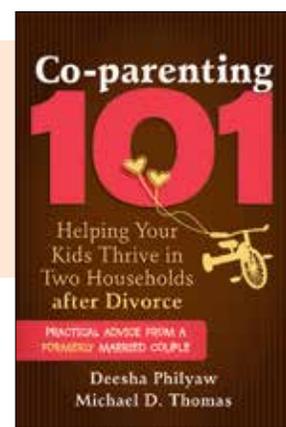
Award-winning singer-songwriter Janis Ian performed at Wrap Up/Rev up on July 1.

growing up in East Orange, New Jersey. Mrs. Anna Baker was her librarian at the local public library and Ian said, "She saved my life as an artist." Baker would give Ian recommendations, check out adult books for Ian on her own card, and they kept in touch after Ian moved. Ian said she always kept up on her reading so she didn't disappoint Baker, and that to this day, even after Baker's passing, she can't call her anything but "Mrs. Baker."

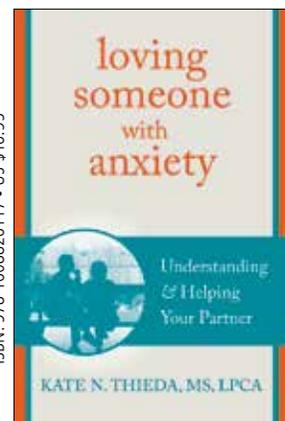
Sharing personal stories and well-known songs is not all Ian had

WE OFFER THE BEST IN PSYCHOLOGY and SELF-HELP FOR YOUR PATRONS

"I recommend that parents read this book not only to avoid problems but also as a manual to consult when difficult situations arise."
—Susan Pease Gadoua, author of *Contemplating Divorce*



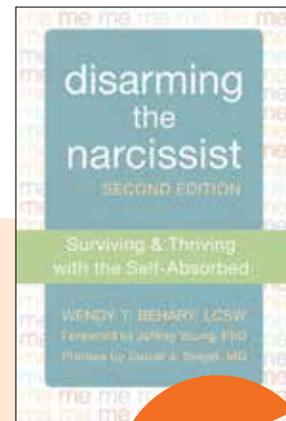
ISBN: 978-1608824632 • US \$16.95



ISBN: 978-1608826117 • US \$16.95

"If your loved one suffers from anxiety, I strongly encourage you to read this book."
—Julie Pike, PhD, licensed psychologist and expert in the treatment of anxiety disorders

"... This book is a terrific resource for those looking to better understand narcissism."
—W. Keith Campbell, PhD, professor in the department of psychology at the University of Georgia



ISBN: 978-1608827602 • US \$16.95



newharbingerpublications, inc.
1-800-748-6273 / newharbinger.com

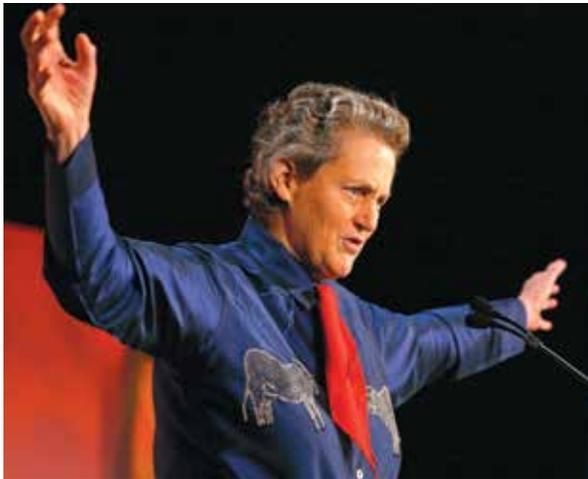


Temple Grandin Explores the Autism Spectrum with New Book

By Stacey P. Flynn
Montgomery County
Public Schools (MD)

Temple Grandin understands the true nature of the word spectrum – for creative problem solving in a complex society – all kinds of minds are needed.

Diagnosed with autism at the age of



Temple Grandin discussed her journey through the autism revolution during her Auditorium Speaker Series presentation on June 30.

two in 1949, Grandin has become one of the world's most influential and accomplished adults with autism. During the June 30 Auditorium Speaker series, she introduced her new book, *The Autistic Mind: Thinking Across the Spectrum* in which she explores the genetics, personality, and brain functions that contribute to the broad array of traits of for those with autism spectrum disorder.

As a visual thinker, Grandin has excelled in a career which supported her interests in animal behavior complemented by her skill at visual conception by designing livestock handling equipment for the meat industry. She attributes much of her success to

a supportive mother who advocated for her to receive as much one-to-one teaching as possible. As a child, this was particularly important in understanding social interactions and increasing her speech and language skills. At the same time, Grandin's special interest in art and design was given room to flourish. "Art class was my salvation," she said. It provided her with the needed confidence to pursue her talents.

Recent revisions to *The Diagnostic Statistical Manual of Mental Disorders* have narrowed the criteria for diagnosis of autism which may compromise how services are allocated, particularly for individuals with Asperger syndrome. Diagnostic tools like this can be useful as a way to create a behavior profile, but they are not precise, Grandin said. The Autism Spectrum includes everyone from the "talented, quirky kids" who are high-functioning to those who may live in a supervised setting all their lives.

"With all these different labels, we've got to make sure kids don't become their diagnosis. You've got to get to where you are looking at the kid and not the label." Like a music mixing board, individuals are comprised of a combination of personality, genetics and brain function all of which contribute to the whole.

Libraries and librarians can serve a unique role, said Grandin and she offered some useful suggestions:

- Use activities where children practice social skills like taking turns and following specific instructions or modeling.

» see page 16



ALA President Maureen Sullivan handed off the leadership to incoming President Barbara K. Stripling during the Closing General Session.

More Than You Knew: We Told You So

By Ashley Smolinski
University at Albany - SUNY

Whether you've advocated for years regarding privacy concerns or merely scratched the surface by listening to the latest news of WikiLeaks, you might be interested in what Michael German has to say. German, author of *Thinking Like a Terrorist: Insights of a Former FBI Undercover Agent*, and policy counsel for national security and privacy for the American Civil Liberties Union Washington Legislative Office, described the current state of privacy and violations of privacy within the United States at an ALA program June 30.

Throughout his presentation, entitled appropriately, 'We Told You So', a mixture of emotions clung to the circumstances surrounding recent news and not-so-recent concerns. "You're not paranoid if people are really out to

get you," German assured the crowd. Librarians were the first to warn the public and to sound the alarm in response to the Patriot Act. This was an effort to protect the innocent from potential profiling which could stem from formulaic predictions as a result of collected metadata.

As data and metadata is gleaned, (which may include phone records, tax records, location information, and medical records) and people become aware that they are being watched, German emphasized, their behavior changes. People respond by censoring their behavior, which they formerly had the freedom to explore. "When we do self-censoring," German asserts, "We're harming our society greater than those wrongfully accused."

Following German's explanations and updates of Section 215 of the USA-Patriot Act, members of the audience asked heavy and revealing questions regarding current procedures within and behind government policy. German responded candidly and specifically upon topics ranging from whistle blowing to de-categorization. One audience member cautioned, "We're seeing the trees and not the forest," asking, "What's the difference between a police force that acts in secret and a secret police?" German would argue that a difference does not exist.

The last question asked weighed the most. What can and should we do as librarians in order to support and advocate for the protection of privacy? There's a simple plan of action for a much more complicated problem. Get involved, letting Congress know you're concerned. Let others know what you know. Encourage public discussions in local communities. ALA provides website resources including ala.org/liberty and chooseprivacyweek.org which will help you start or continue the journey. As German explained, "This isn't the end, not even the beginning of the end."



Participants were off and running at the start of the Fun Run 5K & Walk down the Lakefront Trail along Lake Michigan at Burnham Park on June 30.

Joseph W. Lippincott Award Celebrates 75 Years of Excellence

2013 marks the diamond anniversary of the Joseph W. Lippincott Award, which honors distinguished service to the profession of librarianship. Every year since 1938, the award recognizes a librarian for distinguished service to the profession of librarianship. Recipients are selected based on outstanding participation in professional library association activities, notable published professional writing or other significant activity on behalf of the profession and its aims.

The award was established by the late Joseph W. Lippincott in 1937 and was first awarded to Mary Utopia "Topie" Rothrock, supervisor, library service for the Tennessee Valley Authority in 1938.

Lippincott wrote 17 books about animals and nature and was a strong supporter of education and libraries. He was a noted publisher, naturalist, sportsman and the grandson of Joshua Ballinger Lippincott, founder of Philadelphia publisher J.B. Lippincott Company, and of industrialist Joseph Wharton, founder of the Wharton School of Business of the University of Pennsylvania.

Dr. Carla D. Hayden, executive director and CEO of the Enoch Pratt Library in Baltimore was this year's recipient of the award, presented June 30 during the ALA Award Ceremony.



Past recipients of the JW Lippincott Award: (back to front, left to right) Carla Hayden, Camila Alire, Ann Symons, Peggy Sullivan, Beverly Lynch, Patricia Schuman, Winston Tabb, John Cole, Peggy Barber, Carla Stoffle, Robert Wedgeworth, and Richard Dougherty.

Hayden also was honored at a reception hosted by The Enoch Pratt Board, June 29. In attendance were past Lippincott recipients, Mr. and Mrs. Jay Lippincott, Enoch Pratt staff, ALA leaders, and friends.

"The jury for the 2013 Joseph W. Lippincott Award is delighted to honor Carla Hayden for her many accomplishments during a long, varied and distinguished career in American

librarianship," said Chair Winston Tabb. Among her achievements specially noted were Hayden's two decades of visionary leadership as executive director/CEO of the Enoch Pratt Free Library. As executive director Hayden restored the library to national prominence, making it a national leader in providing access to digital resources and collections. She has successfully positioned the Pratt Library as a major

and indispensable force in civic, community and municipal affairs.

Hayden's outstanding efforts as ALA President (2003-2004) were noted. Hayden was on the frontlines of successfully challenging the USA PATRIOT ACT as the government attempted to gain unwarranted access to library records. Her presidential initiative carried on the profession's commitment to diversity and supported efforts to train underrepresented groups to the library profession through ALA's Spectrum Initiative.

Her national leadership was also noted as a member of the steering committee overseeing creation of the pioneering Digital Public Library of America and as a presidentially appointed member of the National Museum and Library Services Board.

"Dr. Hayden's achievements, accurately described by various nominators as 'visionary,' 'transformative,' 'indispensable' and 'legendary,' demonstrate in an exemplary way the 'distinguished service to the profession of librarianship' the Lippincott Award was established to honor," said Tabb.

For more information on the Joseph W. Lippincott Award please visit <http://tinyurl.com/lippincottaward>

The deadline for submission of applications for the 2014 Joseph W. Lippincott Award is December 1.

2013 LITA FORUM

Creation, Collaboration, Community

NOVEMBER 7-10, 2013, LOUISVILLE, KY

Keynote Speakers

Travis Good ~ Nate Hill ~ Emily Gore

REGISTRATION NOW OPEN

<http://www.ala.org/lita/conferences/forum/2013>

lita

Chicago Bulls' Luol Deng Named Honorary Chair of Library Card Sign-up Month

New print public service announcement available

This September, Chicago Bulls two-time NBA All Star Luol Deng will encourage children to get the most important school supply of all: a library card.

As the Honorary Chair of Library Card Sign-up Month, Luol Deng has donated his image to a print and digital public service announcement (PSA). ALA will place the PSA in magazines and on websites to remind parents and educators that a library card is a key tool in achieving academic success.

A native of the Sudan, Deng has won the NBA's sportsmanship award for the player who best exemplifies ethical behavior, fair play and integrity on the court. In 2008, Deng was honored with the UN Refugee Agency's Humanitarian of the Year Award for his efforts to bring education and sports to millions of displaced children.

Librarians looking to promote Library Card Sign-up Month locally can download the PSA at www.ala.org/librarycardsignup. Free

customization is available.

In addition to the PSA, 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, op-ed, proclamation and PSA scripts. visit www.ala.org/librarycardsignup.

Library Card Sign-up Month is a time when libraries across the country remind parents that a library card is the most important school supply of all. Thousands of public and school libraries join together 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.

Alejandro Mayorkas, Director of USCIS, right, and Susan Hildreth, Institute of Museum Library Services, signed documents, during the Washington Office Update on June 29. Looking on, from left, were PLA President Eva Poole, Director of ARSL Andrea Berstler, and ALA President Maureen Sullivan. (See story on page 14.)



ALSC Kicks Off Registration For Summer 2013 Online Courses

The Association for Library Service to Children (ALSC) has opened registration for summer 2013 ALSC online courses. Classes begin Monday, July 15, 2013.

Participants in online courses consistently respond that they would be very likely register for another course offered by ALSC. ALSC online courses are designed to fit the needs of working professionals. Courses are taught by experienced librarians and academics. For more information, please visit: <http://www.ala.org/alsced>

- The Caldecott Medal: Understanding Distinguished Art in Picture Books (six weeks)
- Children with Disabilities in the Library (six weeks, three CEUs).

- Getting to the Core: Librarians and Common Core State Standards (six weeks).
- Integrating New Technologies into Your Collections (four weeks)
- Out of this World Youth Programming (six weeks, 1.8 CEUs)
- Science, Technology, Engineering and Math (STEM) Programs Made Easy (four weeks, 1.2 CEUs).

Detailed descriptions and registration information is available on the ALSC website at www.ala.org/alsced. Fees are \$115 for personal ALSC members; \$165 for personal ALA members; and \$185 for non-members. Questions? Please contact ALSC Program Officer Jenny Najdich at jnajdich@ala.org or 1 (800) 545-2433 ext. 4026.

Elturk Honored as 2013 EMIERT Distinguished Librarian

Ghada Elturk, outreach librarian at the Boulder (Colo.) Public Library, was honored at the ALA Annual Conference as the 2013 recipient of the ALA Ethnic and Multicultural Information Exchange Round Table (EMIERT) Distinguished Librarian Award. Given biannually, the award recognizes a librarian for outstanding achievement and leadership in serving the community by significant collection building and outreach services and developing creative multicultural materials and programs.

As the outreach librarian for Boulder Public Library (BPL) Elturk takes leadership roles in numerous multicultural activities in Boulder. Her many accomplishments at BPL include the design and implementation of its community and cultural outreach program; implementing a wide variety of conversations programs (English, Spanish, Afghan, Arabic);

establishing and implementing Cesar Chavez Day in Boulder; establishing diversity literature discussion groups (Arabic, Latino, poetry workshops for youth); and implementing diverse film festivals.

"Ms. Elturk is appreciated by people of all cultures in Boulder as they realize what she has done to get them to the library by offering access to all types of materials in their particular cultural, multicultural programs, and other library services," said EMIERT Chair Tess Tobin. "She is a bridge-builder in a diverse society."

Elturk received a monetary award of \$500 from EMIERT as part of the award, which she is donating to the American Indian Library Association, Asian/Pacific American Library Association, the Black Caucus of ALA, and REFORMA, as well as EMIERT, all organizations which she has served as a longstanding and active member.

Unveiling the Evolving Patron

By Ashley Smolinski
University at Albany - SUNY

Lee Rainie, Director of the Pew Research Center's Internet and American Life Project, spoke on behalf of The RUSA President's Program, entitled "The Myth and Reality of the Evolving Patron" on June 29. Co-author of *Networked: The New Social Operating System*, he highlighted relevant trends, drawing attention to new surprises and of course, adorable kitty photos. "Everyday spent with librarians is a good day."

Rainie told the audience that times are still changing. While patrons may fall into two major categories, those who never want things to change and those who can't wait for it, statistical trends may help to shed light on services we offer and the expectations we hope to exceed.

Among the many available statistics, the Pew report found that 53 per-

cent of all surveyed Americans ages 16 and up have visited a library or bookmobile within the last year. Of this portion, parents with children played the largest role (64 percent) in usage and support; 39 percent of the library users accessed the library through websites; 13 percent participated through mobile connections. Surprisingly, while America may have a population near 319 million, there are 326.4 million subscriptions to mobile technologies including cell phones, smartphones, and tablets.

Advances have encouraged deeper dives into information, but have also decreased the attention span of our users. Unfortunately only 22 percent of the participants surveyed reported they knew of all or most of the services libraries had to offer. Rainie encouraged libraries to share their stories.

Presentation slides in addition to access to the report will be posted online at <http://ala.org/rusa/presidentsprogram>.

Spectrum Scholarship Program: Keep the Momentum Moving Forward

During the 2013 ALA Annual Conference in Chicago, the 2012 Spectrum Scholars convened at their Leadership Institute to meet each other, to learn about ALA, and to meet Library leaders. At the same time 51 2013 awardees were announced. The organization and implementation of the Spectrum Institute and the selection of new Spectrum Scholars demonstrates the hard work of the Office for Diversity and the success of the continued financial support. The successful Presidential Initia-

tive Fundraising campaign ending in 2012 resulted in over \$1 million in contributions; but there is still a great need for continued funding to sustain and increase the number of Spectrum Scholars in future years.

The Spectrum Scholarship Program reflects the commitment to increase diversity that is critical to the advancement of the profession and the relevance of the Association.

This year marks the 15th anniversary of the Spectrum Scholarship Program and a Council resolution was passed to honor this great milestone.

Silent Epidemic Becomes Force for Social Change

By Ginger Rogers
 University of Southern
 Mississippi

“With Great Power Comes Great Responsibility” was the title of the presentation on July 1 by Asi Burak, which was co-sponsored by ALA’s International Relations Round Table and the Social Responsibilities Round Table, as well as the Games and Gamers Roundtable.

The quote, most recently is attributed to Spiderman’s Uncle Ben, but can be traced back to a speech by FDR, and perhaps finally to Voltaire. The application in this case, is to the use of video games, which have been maligned as time wasters, and even a “silent epidemic” of young people according to Hilary Clinton (one of the worst criticisms of gaming ever, according to Burak), but in the case of Burak’s company, Games for Change, and others, is instead being used as an agent of social change.

Burak’s first game was called Peacemaker, a game which centered on making peace in the Middle East. Young people were encouraged to play the game, which made players consider both sides of an issue. Participants then had to negotiate for peace. The game was inspired by Burak’s real life

experience of growing up in Israel, and the desire for a peaceful life for his own child.

Burak makes the case for gaming that goes beyond entertainment, which adds to the libraries’ spectrum of educational resources, which reaches in some cases, a different audience than those who come to libraries for books or videos, and which may be the most dominant media of this century. According to Burak, gaming is a \$66 billion industry, which in some countries surpasses music and movies combined. One estimate is that there are 100 million players, who have a reputation for an immersiveness in the media that far surpasses that of readers and movie or TV viewers.

Gaming shares a legacy with graphic novels as sometimes being shallow, violent, and harmful, but Burak asserts that many games such as those on Games for Change, Free Rice, iCivics, ZMQ, and Folding Proteins, have made important contributions to society, each in very different ways.

Thanks to the sponsors of the game, 10 grains of rice are contributed to world food programs each time Free Rice is played. Ten grains sounds like very little, until you consider that the game has eight million daily page views.

iCivics was developed thanks to past Supreme Court judge Sandra Day O’Connor, to educate children in civics and government. The game now has 1.2 million players in 12,000 classrooms. Seventy-eight percent of students gained a better understanding of the subject, and 47 percent continued to play because they enjoy it.

ZMQ was designed to educate on safer sex practices for preventing HIV-Aids, and has shown a

significant upgrade in learning and attitude.

Players of Folding Proteins, given the information that the medical community had at the time, actually solved a real life medical problem in just 10 days, unlocking the structure of AIDS related enzymes.

The use of gaming to increase cognition in memory in seniors is recommended by promoters of gaming as well.



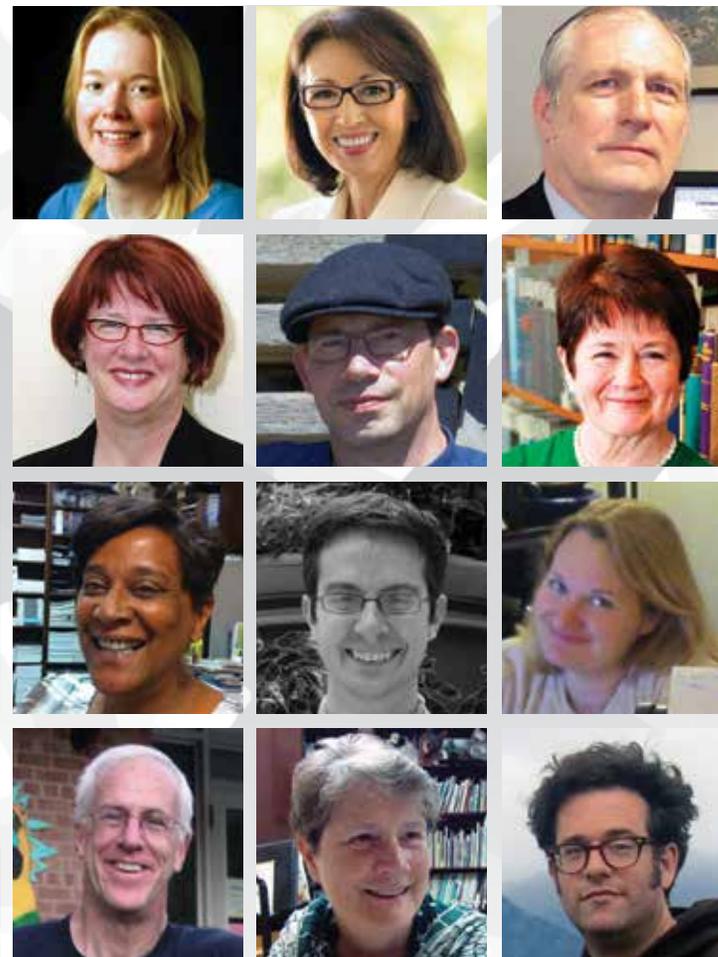
Erin McKean presented at the ALCTS President’s Program on July 1.



VIRTUAL CONFERENCE

July 24 & 25, 2013 | American Library Association

Mapping Transformation



INDIVIDUAL REGISTRATION

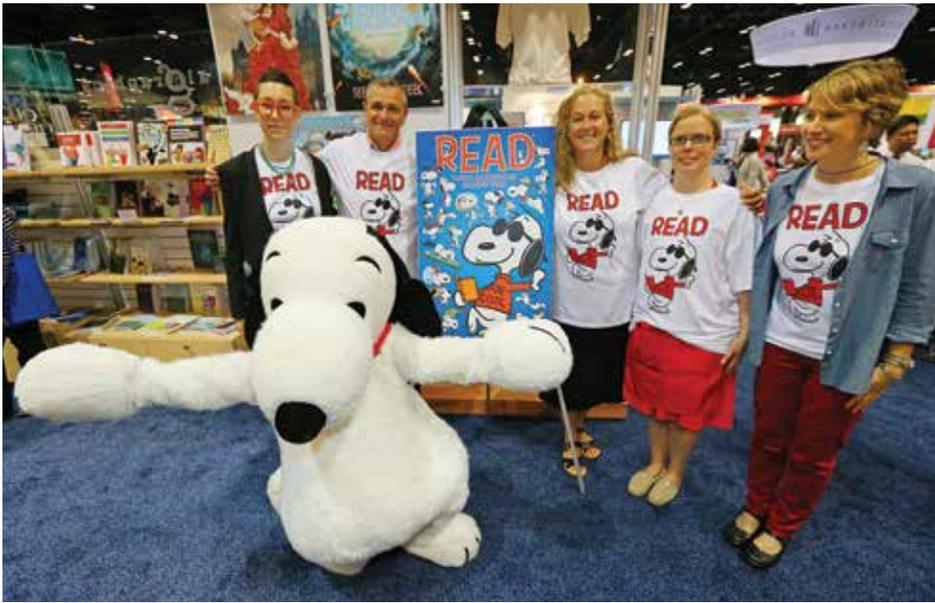
\$70 ALA members
 \$80 non-members

GROUP REGISTRATION

\$325 ALA members
 \$350 non-members

Register now at www.learningtimes.net/ala13





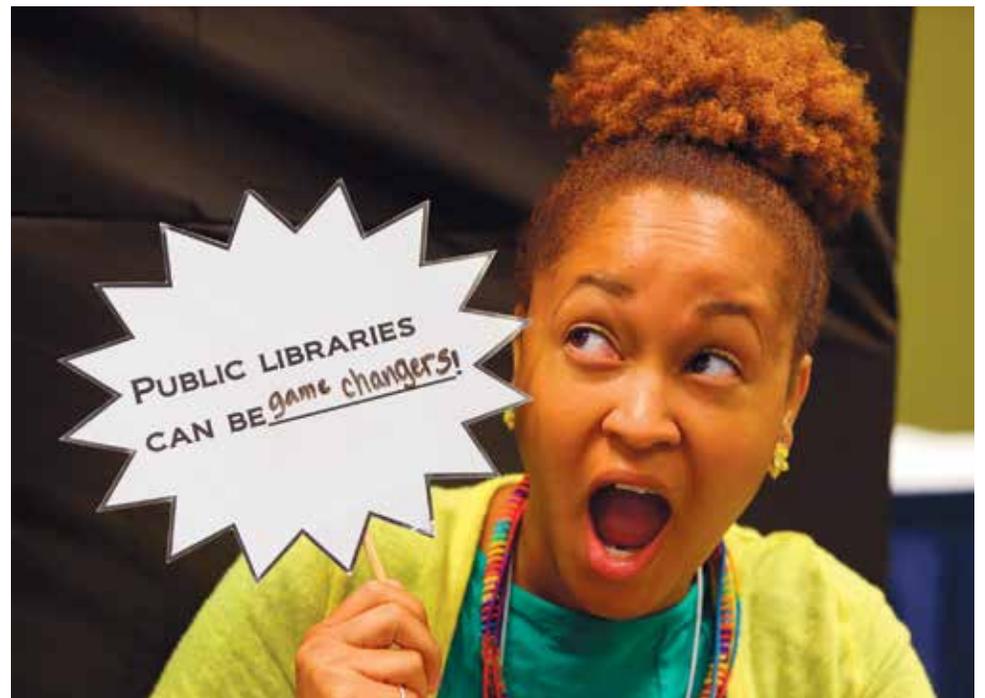
Snoopy and his friends from Andrews McMeel Publishing officially unveiled his READ poster at the ALA Store on the Exhibit floor on June 29.



Librarians applauded Alice Walker as she read a new poem from her book, *The World Will Follow Joy*, during her Auditorium Speakers Series presentation on July 1.



The Graphic Novel Pavilion was packed during the Exhibits Opening Reception June 28.

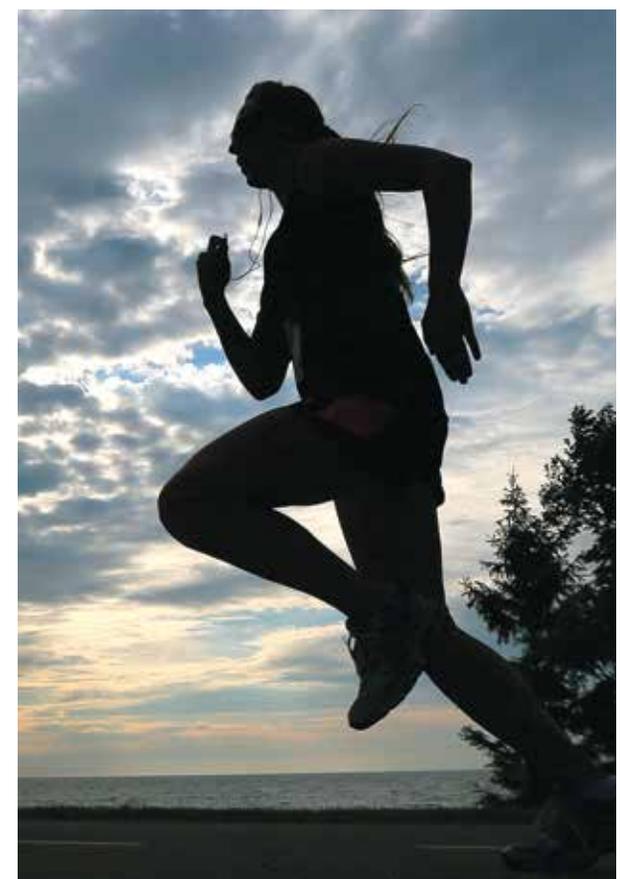


Librarian Krishna Grady, Stamford, CT, became the subject of an Instagram photo as part of her Emerging Leaders Poster Session presentation on June 28.



(left) Kate Kosturski, JSTOR/PORTICO, Norwalk, CT, displayed an impressive collection of ribbons, as she attended the Council II meeting on July 1.

(above) Robyn Truslow (left), Calvert Library, Prince Frederick, MD, shared a laugh after Mark Billingham autographed a copy of *The Dying Hours* for her on July 1.



A participant sprinted to the finish line along Lake Michigan in the Fun Run 5K & Walk on the Lakefront Trail at Burnham Park on June 30.

Stone & Kuznick

» from page 1

Communism, leading the reader and viewer into the current political landscape.

The project challenges current beliefs and orthodoxy about the role the U.S. has played in foreign interventions since the World War II. Both Stone and Kuznick, a professor of history and director of the award-winning Nuclear Studies Institute of American University, expressed concerns about the ways that history is being taught in public schools, referencing the “sanitized” and often incomplete portrayal of the role of the U.S. in foreign interventions, a narrative that sits in contrast to the versions being taught at the university level. “We are the first to tell this narrative in one documentary, one book that when strung together reveals the pattern of hypocrisy, the criminality and the arrogance of American foreign policy,” said Stone. “No one has done this in one book or one documentary.”

Stone and Kuznick made extensive use of the libraries and librarians of the American University. “You can’t do this kind of research without the support of librarians and access to information,” said Kuznick, who holds the current record for the largest number of books, checked out at any one time at AU. “I currently have about 700 out. I did give a few back.”

“It sounds like the book is all about whether we should intervene in foreign countries but it’s more than that,” said Kuznick. “The fact that we don’t learn from our own history makes us unable to understand what’s going on now,” citing the repeated foreign interventions by the U.S. in Asia, despite the failure of the efforts during the Vietnam War. This “sanitized” and one-sided version of history leaves kids bored, resulting in malaise and misinformation.

“They are forgetting about it or they never really learned about it in the first place. We believe that history is vital. If people start to understand this alternative version of these events, we have a better chance of changing things,” Kuznick said.

With the current climate of secrecy and surveillance threatening democratic principles, Stone was asked what an average person could do to support change. “Read this book,” he said. “Write. Contribute. If anything, history has shown that the curve of the ball can break differently. We get a Martin Luther King Jr. We get a Robert Kennedy who was originally on the side of McCarthy but switched over. We get a Henry Wallace. There was great hope with Obama but that’s turning the other way with this Snowden business. Don’t give up hope.”

Washington Office Update Highlights Information Technology

By Brad Martin
 LAC Group

Susan Crawford addressed attendees of the Washington Office Update session June 29 and focused on the importance of libraries being involved in every conversation that deals with information technology and the Internet.

Crawford, author of *Captive Audience: The Telecom Industry and Monopoly Power in the New Gilded Age* is a leading expert on Internet law and teaches at the Cardozo School of Law.

Crawford told of how crucial it is to expand broadband access and speed in the United States and pointed out how far behind this country is in this area. In addition to the country lagging behind other countries worldwide, the

nation’s libraries are also reporting deficiencies in its internet connectivity. She cited a statistic indicating that 41 percent of libraries have said their bandwidth is inadequate, but cautioned that she believes the percent is actually much higher.

“High-speed internet access is our new general purpose communications network, our replacement for the telephone, and it needs to be treated that way,” she added. “When you’re on the cutting edge, it’s much better to be the knife rather than the salami. We need to be pushing the envelope and libraries are essential in doing that.”

ALA Washington Office Director Emily Sheketoff was thrilled to report a fresh victory for the commonly cited “treaty for the blind,” which was approved by the World Intellec-

tual Property Organization (WIPO) in Marrakesh on June 27. The treaty is officially titled the *Treaty to Facilitate Access to Published Works by Visually Impaired Persons with Print Disabilities*.

Read the
 2013 Annual
 Conference
 onsite issues
 of Cognotes at
[ala13.ala.org/
 cognotes](http://ala13.ala.org/cognotes).



Dozens of formal and informal opportunities to engage, learn, and network

- ★ Digital content and e-books
- ★ Books and authors
- ★ Thought leaders and innovation
- ★ Products, technologies, and services
- ★ ALA Youth Media Awards
- ★ Community engagement
- ★ Library advocacy
- ★ Technology in libraries
- ★ Leadership
- ★ RDA
- ★ Hundreds of exhibits
- ★ Policy, research, and other updates from leading institutions
- ★ ALA JobLIST Placement Center

Start making your case for attending—
 use the resources at alamidwinter.org

Registration and housing for ALA Midwinter Meeting open October 1, 2013.

Bundle Registration for 2014 Midwinter Meeting and
 ALA Annual Conference (Las Vegas, NV: June 26-July 1, 2014) open September 9, 2013.

alamidwinter.org

Why Libraries Need To Be Involved in Marketing

By Ginger Rogers
University of Southern Mississippi

David Vinjamuri, a brand marketer who has conducted training for American Express, Johnson & Johnson, the U.S. Navy and many others, spoke to ALA attendees June 30 about PR. Vinjamuri is the author of a non-fiction work on marketing, *Accidental Branding*, and a self-published work of fiction, *Operator*.

Vinjamuri led the audience through history from 1450 when the printing press enabled reading to become a common pastime to the present age of quandary complicated by TV, videogames, Facebook, mobile devices, ereaders, and the conflict between libraries, publishers, and the rise of importance of self-published authors. Libraries, stated Vinjamuri, are the “keystone species” of reading, the very reason that reading is prevalent as a leisure activity in our society.

Libraries, said Vinjamuri, need to advertise the results of a Pew study that states that there are 1.6 billion visits yearly to libraries and 2.4 billion lends of materials – a very efficient \$42 per person spent yearly on all services. He suggests that this is the most efficient use of tax dollars in the country, and by an institution that is also perceived as the most trusted institution in the country.

The role of libraries has changed from the 1950’s role of archivists who gave the public what they wanted and

collected material for future use. At that time, with the number of books published per year, some libraries could actually afford to buy all the books published per year. Most could purchase all the top sellers. Today the explosion of publishing makes this impossible. With the use of the various ereader devices, some books are not even accessible to libraries, or come at a price far higher than the price of a physical book, but with limitations to the extent of access. Studies show that people who use ereading devices tend to read more books in general, but this indicates a huge change in the role of libraries.

Vinjamuri said this gives libraries a prime opportunity to keep reading vibrant in our society by becoming curators, marketers of books, using every opportunity to promote materials when patrons visit the library for other reasons. Place eye-catching displays of books for adults where parents will see them when they bring children in for children’s programs, for instance, so that they can browse while waiting for their children.

Library sales are vital to the publishing industry, says Vinjamuri. Studies show that 30 percent of people surveyed claim that they would buy a book if they hadn’t read it at the library. But it is a marketing fact that only 10 percent really would. The sales to libraries are vital to the industry. It’s up to librarians to make that fact known.



Librarians watch a video address about health care from President Barack Obama before the June 30 Auditorium Speakers Series presentations.

Thinking with 20/20 Vision

By Ashley Smolinski
University at Albany - SUNY

Who knew that asking basic questions about a portrait could lead to thoughtful discussions and introspection? That was exactly the scenario experienced at the “Charlemae Rollins President’s Program: Think with Your Eyes.” Wendy Lukehart, Chair of the ALSC Charlemae Rollins Program aimed to provide ‘replicable and fundable models’ librarians and educators could provide to strengthen cognitive abilities. Oren Slozberg, former eighth grade teacher and expert trainer in Visual Thinking Strategies (VTS) led the audience in a meaningful discussion experience that can be shared and replicated in classrooms and libraries everywhere.

“There is an assumption that because we all have eyes, we all make meaning in the same way,” Slozberg explained, however “People make meaning with different strategies when they look at art.” At that moment in his presentation, instead of explaining the method, we looked at art. For twenty seconds there was silence and contemplation until Slozberg asked, “What’s going on here?” First no one answered, but after a few moments, someone shared. Through neutral paraphrasing, reflective summarizing, and affirmative statements, Slozberg walked us through a collaborative sense of meaning surrounding the portrait. The process was aimed at creating an atmosphere that provided for a multiplicity of right answers, reflection, and above all, no judgment. When asking for evidence (‘why do you think she’s sad?’), the facilitator responds with respect and curiosity.

VTS is a process that scaffolds upon ideas formed by the group of students participating. Through the process, participants are inclined to use words like ‘feel’, ‘think’, ‘wonder’, and ‘see’. Perhaps most intriguing part of the presentation is knowing what Slozberg and others who practice Visual Thinking Strategies do not ask. They

do not ask ‘What do you see?’ Doing this, Slozberg explained would limit the creativity of the child and deduce thinking to a list of objects rather than providing the freedom to think beyond concrete ideas. Like reading comprehension, visual comprehension can be developed over time and through experience.

Following the exercise Slozberg asked attendees to reflect on the practice and describe what they had learned. Appropriately, they weren’t given the ‘right’ answer, but instead

“There is an assumption that because we all have eyes, we all make meaning in the same way. ... People make meaning with different strategies when they look at art.”

could discern and construct the meaning behind the strategy themselves. Members of the audience shared that this experience helped students engage in metacognition while others mention the forming of group intelligence. The strategy taught us “how to think,” one suggested, while another mentioned that you were more likely to listen to the thoughts of others. The question “What more can we find?” indeed led to finding more information and afterwards the collective feeling of accomplishment.

Slozberg explained that the process helped children to build creativity and beyond the practice provided educators with pedagogy formed around a way of thinking. When used in the library, this practice helped to illustrate that the library is a place of active learning and active thinking. Additional resources that may help you in providing your students with this type of experience may be found at <http://ala13.ala.org/node/10118>.

IMLS/USCIS Sign Partnership Agreement

By Brad Martin
LAC Group

Libraries will find it easier to get the citizenship and immigration information they need to serve their communities, thanks to a new partnership agreement between the Institute of Museum and Library Services (IMLS) and the U.S. Citizenship and Immigration Service (USCIS) signed at the ALA Annual Conference on June 29.

USCID Director Alejandro Mayorkas said that the agreement “was deeply personal to me,” relating how his family had come to the United States as refugees from Cuba, ultimately settling in Los Angeles. Mayorkas pointed out the role that the public library played as he grew up. “We would very often as children spend the afternoons in the public library doing our homework, learning the pleasure and privilege of reading and becoming a part of our community.” He added that, in the course of his work as the Direc-

tor of USCIS he had traveled to Hartford, Connecticut, where a tour of a public library gave him firsthand knowledge of the innovative ways it served its diverse community. “We realized the power of the public library, the power of the community library to serve new immigrants, to serve the community on a much broader scale.”

IMLS Director Susan Hildreth, in remarks to *Cognotes* after the signing ceremony, acknowledged that “libraries all around the country are already engaged in all kinds of work with new Americans.” And that this agreement was “a great opportunity for us to officially partner with the United States Citizenship and Immigration Services to further their work and make the connection between immigration services and libraries.” Hildreth also emphasized that the USCIS has developed a lot of really great resources to help individuals follow the pathways to citizenship and we want to make sure that libraries are pointing to those resources.

Bringing the Digital Conversion to Schools

By Kacee Anderson
 Texas Woman's University
 MLIS Graduate Student

Mark Edwards, 2013 American Association of School Administrators (AASA) National Superintendent of the Year, spoke June 29 at the American Association of School Librarians' (AASL) President's Program on the digital conversion and fundamental rethinking of teaching and learning that took place during his tenure as superintendent of the Mooresville, NC Graded School District (MGSD).

Edwards stated, "Children want, need, and must have access to books and information." In order to provide that access, MGSD underwent a technological overhaul. The district is widely known for this digital conversion. They have been featured in

several publications and even enjoyed a recent visit from President Barack Obama. The digital conversion in Edwards' schools allows all 4-12th grade students to take laptops home. The program works to close the digital divide and provide relevant instruction, 21st century readiness, real world experience, instructional practice, improve academic achievement, and a moral imperative.

With the digital conversion, Mooresville uses a project-based, inquiry-based model of instruction. There are numerous implications of this project including: Formative assessments and detailed intervention allow for more precise instruction to take place; Creativity and relevancy drive student productivity; Students see the direct connection between what they're doing in the classroom and their futures.

Schools wanting to go digital should focus on building the culture, 21st century tools, be data rich and intensive, ubiquitous leadership, and have an "all-in" mindset from every person. "All in means that every adult and every student counts in a major way, and every adult and every student is counted on in a major way. And we want them to know it," remarked Edwards. He added that building public support is essential to success. This includes stakeholder buy-in, public organization and planning, and continuous support for professional development. Edwards also noted that a major key to success has been teacher involvement.

Mooresville focuses on a new way of learning in which students construct meaning by making connections with prior knowledge through multiple resources. Since their digital conversion,

MGSD has seen higher graduation rates and improved student performance across the district.

Edwards noted, "School improvement only occurs when teachers and librarians deeply reflect on their work." The district provides staff numerous trainings in the summer and throughout the year to do just that. Edwards thanked teachers and librarians for their continued dedication to helping every student every day. "To be a successful school librarian requires emotional courage," he stated. Pride, endurance and energy, self-initiative, love and work ethic are seen in the confluence of educators.

Edwards further discusses the success of this project and how other schools can follow suit in his book *Every Child, Every Day: A Digital Conversion Model for Student Achievement*.

Massive Open Online Courses: The Future of Learning?

By Ashley Smolinski
 University at Albany - SUNY

Perhaps you are one of many who have heard the word 'MOOC'; you've enrolled in one or have questioned the role they might play within higher education. On July 1, a forum of speakers including Michelle Keba, Heather Rayl, Ilene Frank, and Valerie Hill, PhD, set out to introduce and de-mystify this specific type of educational delivery model and to describe its potential implications for future use.

Massive Open Online Courses, or MOOCs were originally created in 2008, although the popularity of their use has grown immensely and more recently in 2011. The first MOOC was described as having 2,000 people, which is quite small by today's comparative standards, and consisted of 24 paying students and 1,700 non-paying students. Because the course was massive (larger than average by far), open (available within and outside of traditional educational settings), online (no explanation needed on this one), and in fact a course, it became the first of its kind and may revolutionize the way we think about higher education.

Larger models of the MOOC were delivered and publicized in 2011, with 160,000 enrolled students capturing significant attention while taking an Artificial Intelligence course taught by Sebastian Thrun and Peter Norvig. Now, in 2013, three large providers of these gigantic online courses emerge; Coursera, edX, and Udacity. Keba, through her thorough introduction highlighted two types of MOOCs including the more traditionally delivered xMOOC and the collaborative and student-influenced cMOOC. While the xMOOC features video and lecture format, knowledge duplication, and online quizzes, cMOOCs concentrate on knowledge creation, social networking, student input and crowd-sourced

learning.

The money flow concerning these 'free' courses was quite intriguing during the forum as Rayl discussed that although MOOCs are routinely offered free-of-charge, they're costly to produce. Due to the time requirements ranging from 100 – 300 hours of preparation which may include lecture chunking, assessment creation, video editing, and the acquisition of free and open content, MOOCs may cost \$15,000 – \$50,000 per course. Additional costs include server space to accommodate the massive amount of participants, advertisement services, and some appropriately question whether or not sustainability is an option for many MOOCs. Covering the costs of these courses may arrive in a number of ways from university partners, course licensing and verified certification costs, to add-on features

like professor contact or tuition credits.

Concerns regarding copyright and intellectual freedom were also discussed during the session. At this time in the MOOC's lifecycle while many may speculate, answers to questions are likely to evolve with the technology instead of before it. Questions regarding the ownership of the course, permission requirements, fair use policies, and whether or not the material is licensed, are all valid and reading the terms of service is advised.

If you're interested, like thousands of others, in learning about cool topics with thousands of people at no cost or from experts at MIT or Harvard, you might consider joining in. However, you are also right to be concerned about issues that MOOCs raise like assessment practices, accreditation, quality assurance, sustainability, and the future of academic careers.

Don't be afraid of trying a MOOC in order to form your opinions. It's easy enough to do and won't cost you a dime. To search a variety of offered courses, travel to <http://www.coursebuffet.com>, which will collect classes from a variety of platforms.

Appropriately, presenters of the session on MOOCs met in a MOOC about MOOCs. That's a lot of MOOC to muck through. Thankfully, their collective experience and efforts helped them to find each other, learn more, and collaborate through Google Hangout, Second Life, and via email, in order to share with you the experience of many. Although many speculate about the future, it's difficult to know how MOOCs will affect higher education in the long-term. What is known, however, is that they are affecting many, even tens of thousands, at this very moment.

Interview with Comic Book Author Jacob Chabot

[CLICK HERE](#)

Patchett

» from page 5

to be with them anymore.” Patchett acknowledged that reading the series of five novels was “a little like sticking your hand in a toaster, in a good way!” More recommendations from Patchett and the staff of Parnassus books can be found at the store’s website: www.parnassusbooks.net.

Patchett’s effervescent joy about books, reading, and readers was evident throughout her talk. “The books made me,” she said. “And when you give a book to someone you are making them.”

The PLA program also included an awards presentation that celebrated the work of the “givers of books.” PLA President Eva Poole presented awards in 11 categories that will help public librarians build collections, develop technology, and fund innovative programs.

Chicago Mayor Rahm Emanuel Welcomes ALA Attendees

[CLICK HERE](#)

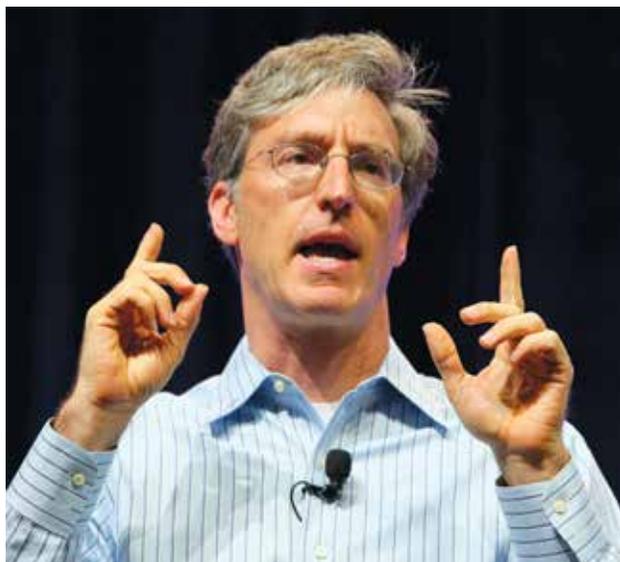
Opening General Session Provides Attendees Freaky Good Time

By Brad Martin
LAC Group

Steven Levitt described how he ended up in a relatively unconventional branch of economics and also told of his biggest failure and greatest success at the June 29 Opening General Session of the ALA Annual Conference.

Levitt, professor of economics at the University of Chicago and co-author with Stephen Dubner of the forthcoming book *Think Like a Freak* and the previous bestseller *Freakonomics*, has been called the Indiana Jones of economics.

Levitt began by saying, “we are in a world economically where, with globalization, the only thing that determines our incomes is the productivity of our workers, and the only thing that really determines the productivity of our workers is the innovativeness with which we improve the processes by which we makes



Steven Levitt

things and create things.”

“Now, we may not lead the world in everything, but for certain our country is at the head when it comes to being able to think and to have ideas – yet I don’t think we do enough of it,” he added.

Instead, Levitt said that “everyone is so busy doing meetings and printing reports that nobody ever thinks.”

He went on to tell that “I didn’t have what it took to be a real economist” because he was terrible at math. When confronted with this dilemma, Levitt decided to take the advice of his father (who embraced the medical specialty of intestinal gas). “Your only hope is to pick a set of topics no self-respecting member of that profession would embrace,” his father advised.

He said that “never before in the history mankind has a problem been solved by people coming together and putting aside their differences to solve a problem.”

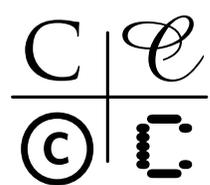
In looking at the problem of global warming, Levitt and Dubner had a different approach to looking at the usual solutions of merely reducing carbon emissions. Unfortunately, they

had negative reactions to some of their alternative solutions, with the media also growing tired of reporting on the issue after the Copenhagen meetings.

Levitt’s greatest success involved his work with a Chicago prostitute, where his interviews resulted in her raising her hour rate from \$300 to

\$400 – something he only discovered while she was delivering a paid guest lecture to his class and was asked what she charged. When his initial anger about being lied to subsided, Levitt realized that his interviews and subsequent suggestions to her had actually resulted in success.

COMPLIMENTARY
WI-FI SERVICE

CREDO  **literati**

ALA thanks Credo Reference for its sponsorship of free Wi-Fi service throughout McCormick Place during the 2013 Annual Conference.

The sponsored (complimentary) Wi-Fi was made available by using your Wi-Fi-enabled device to locate and connect to the hotspots named **ALA2013** throughout the convention center.

Visit Credo Reference at
www.credoreference.com.

Grandin

» from page 8

- Provide opportunities for kids to help with shelving and other tasks.
- Through lighting and sound design, create an environment that reduces impact on auditory sensory functions. Consider removing fluorescent lighting in favor of other options.
- Support project-based learning activities, clubs and classes where children learn to work together to solve problems with hands-on and real-world environment, including Library Maker Spaces and technology driven projects.