

# ALACognotes

2014 ANNUAL CONFERENCE

Highlights Issue

## Jane McGonigal Connects the Dots: From Game to the Brain

By Brad Martin  
LAC Group

Jane McGonigal opened the ALA Annual Conference in Las Vegas June 27, telling the audience how 10 positive emotions experienced in the brains of gamers not only mean great hope for solving real world problems in the future, but also for harnessing power today.

McGonigal, author of *Reality is Broken: Why Games Make Us Better and How They Can Change the World*, played her first computer game in 1986 at a school library in Morristown, N.J. She drew a sharp contrast between the degree to which the global workforce and gamers are engaged in their respective activities – pointing out that 81 percent of the global workforce do not feel engaged with their work and what they are doing, and this costs companies about \$3.1 trillion a year (Gallup 2013). Gamers, numbering about one billion worldwide, are much more engaged in their activities and experience a whole range of feelings McGonigal called



Opening General Session presenter Jane McGonigal describes how alternate reality games affect the brain.

“positive emotions,” which she demonstrated in a series of photographs of wide-ranging facial expressions of gamers in action. These 10 positive emotions are joy, relief, love, surprise, pride, curiosity, excitement, awe and wonder, contentment, and creativity. Creativity is the most positive of these emotions, McGonigal said, adding, “these are the faces you want to see in your library.”

She pointed out how specific areas of the brain “light

up” during interactive game playing, but do not during passive exposure. Games teach players that it is possible to learn how to solve sometimes difficult challenges and the positive reinforcement they receive makes for an “upward cascade” of improvement, she said.

“Games make us more resilient,” said McGonigal, explaining how “super-empowered, hopeful individuals” are more likely to be able to collaborate – unlike in much of the working world, where

» see page 6

**“The opposite of play isn’t work. It’s depression.”**

## Session Concludes Successful Annual Conference with B.J. Novak

Author, actor and stand-up comedian B.J. Novak traced his journey from a boyhood obsessed with libraries to his emergence as an author whose recent children’s “picture” book appears on library shelves, at the July 1 Closing Session.



B.J. Novak speaks at the Closing General Session.

Novak, who is probably best known for his role as Ryan on the sitcom “The Office,” charmed the crowd from the start, when he announced that he was excited to speak before thousands of librarians in Las Vegas.

Novak said that his first ambition – before he wanted to be an actor or a writer or a player for the Boston Red Sox – was to become a librarian.

“I was enthralled by the library in my elementary school, where anything

» see page 14

### Video Highlights of the 2014 Annual Conference & Exhibition

<https://www.youtube.com/watch?v=07X0peeFYOc>



ALA President Barbara K. Stripling interviews award-winning actor, producer, and country musician Jeff Bridges and best-selling youth author and two-time Newbery Medal winner Lois Lowry during the ALA President’s Program.

## Lowry and Bridges Talk Creativity, Collaboration, Community

By Brad Martin  
LAC Group

Author Lois Lowry and actor Jeff Bridges shared their personal memories, creative processes, and responsibilities as artists at the ALA President’s Program on June 29.

Lowry, whose book *The Giver* has been made into a film to be released in August,

and Bridges, who plays the title character, conversed with each other as they responded to ALA President Barbara K. Stripling’s questions. The audience was treated to a “sizzle reel” of the film, which also stars Meryl Streep.

The subject of memory, central to the themes of *The Giver*, was explored, and

» see page 9

## A Message from 2014-15 ALA President Courtney Young

I hope you came away from this energetic Annual Conference in Las Vegas as I did, warmed not just by the temperature, but also by new ideas, connections, and friends. The number of quality events, sessions, programs, exhibit hall activities, and networking opportunities seemed greater than ever; what an array of ideas to implement and tools to support the transformations we're working on and to help us address our challenges.

Thank you for your lively participation, hard work, creativity, and commitment. I'm especially energized by the many conversations around key issues for libraries and librarians, from e-content, advocacy, privacy, and the latest in information technology, to picture books, graphic novels, makerspaces, and more. In the words of one of last year's attendees, it's "a feast at the smorgasbord of library knowledge."

Being inaugurated as the 2014-15 ALA president at the brunch event on Tuesday was of course a personal conference highlight for me. I'm excited about the year ahead, especially about working with everyone on my selected priority areas. One of those is to help make ALA more welcoming to new and current members – we'll focus in particular on how we can use social media more powerfully and consistently to accomplish that and other goals.

I'm also eager to help develop and articulate plans around the three strategic directions that ALA will be focusing on in the coming years: advocacy; information policy; and professional development. These three areas are key to the future of libraries, and there will be ongoing conversations and discussions about how to integrate them most productively into our work and initiatives.

Under the advocacy umbrella, we'll continue to build on the momentum of last year's "Declaration for the Right to Libraries." Thousands of people across the country have already signed, affirming their right to have vibrant school, public, academic, and special libraries in their communities. Based on the enormous popularity of this initiative, I know that we are just beginning to see its impact.

Please join us in 2015 to continue the work, learning, conversations, and fun at Midwinter Meeting in Chicago (where I guarantee we won't be craving air conditioning), and then at Annual Conference in San Francisco – and book early to be sure you get the discounted rates. Keep an eye out for announcements of exciting speakers, authors, and thought leaders who'll be joining us. For Midwinter, keep track of the key "News You Can Use" updates from ALA offices, divisions, and related external organizations, as they're added to the program. 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 hall will be as active as ever, with more than 425 exhibitors showing off the latest technologies, titles, and more.

I look forward to seeing you at either or both events, and in the meantime, let's keep our conversations going at #alaac14 and #teamALA (and include me via @librarycourtney), so we can increase the impact of our work as we share ideas and insights.

—See information about 2015 bundled registration opportunities on page 9.



2014-15 ALA President  
Courtney Young

## Philippe Petit Finds Creative Uses for Everyday Objects



Philippe Petit discusses his book *Creativity: The Perfect Crime* during his Auditorium Speaker Series presentation June 30.

By Talea Anderson  
Central Washington University

On June 30, Philippe Petit, high-wire artist and subject of the Academy Award-winning documentary "Man on Wire," spoke about his latest book, *Creativity: The Perfect Crime*. Petit designed the book to break conventions even as it explores the concept of creativity. "I love the idea of breaking rules," Petit said.

Petit called on his artistic background to create his book. He designed the pages, which when laid flat, measure in accordance with the golden ratio, the most aesthetically pleasing of proportions. He also included sketches and digressions colored blue to highlight the difference from the central narrative. Petit noted that creativity often emerges from digressions, and he illustrated his point by intertwining magic tricks into his talk.

Petit explained that creativity also comes through seeing ordinary objects in extraordinary ways. Audience members received plastic forks when they entered the auditorium, and Petit asked them to suggest new ways of using the utensil. Petit then presented some of the 37 uses he had conceptualized, including: tongue depressor, sundial, burglar alarm, bottle opener, and catapult.

For Petit, creativity also comes by trying new things. "Surprise yourself," he said, suggesting that audience members try walking barefoot on familiar surfaces, listening to new music, or visiting an unfamiliar shop. He noted that, by doing something a little uncomfortable, people often develop new and innovative ways of thinking.

Petit concluded by encouraging his audience to create through play. "We take ourselves way too seriously," he said. He noted that some of his best ideas have come by defying norms and ignoring expectations. As a self-described autodidact, he encouraged the audience to find their own ways of expressing themselves creatively.

### Lois Lowry: *The Gift of the Giver* (see story page 1)

[http://www.youtube.com/watch?v=A\\_OWwVwUJfs](http://www.youtube.com/watch?v=A_OWwVwUJfs)

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# ALA Announces Winner of the First-ever Lemony Snicket Prize for Noble Librarians Faced with Adversity

Laurence Copel, youth outreach librarian and founder of the Lower Ninth Ward Street Library, New Orleans, is the first recipient of the Lemony Snicket Prize for Noble Librarians Faced With Adversity. Daniel Handler, also known as Lemony Snicket, presented Copel with the prize on June 29 during the ALA President's Program.

"Copel is recognized for her extraordinary efforts to provide books to young readers of the Ninth Ward," said ALA President Barbara K. Stripling. "Copel is a brilliant example of how librarians can serve as change agents. Her leadership and commitment show the vital role that librarians and libraries play in energizing and engaging the communities that they serve."

Copel, who moved from New York City to New Orleans in 2010, saw a need to provide age-appropriate books to neighborhood youth. Known to the children in the Lower Ninth Ward as the "Book Lady," Copel opened a library in her home through self-funding and small donations while living on \$350 a week. She also converted her bicycle to a mobile book carrier allowing her to reach children and families that could not travel to her home.



In her efforts to serve her young readers she has had to overcome much adversity, including a burglary and significant weather damage to her home that destroyed many of the books she planned to give to children, limited financial resources, and empty promises of assistance from local politicians. Despite local challenges, Copel has provided more than 7,000 books to children in need.

"What especially struck me is that Copel is dealing not just with an adverse incident, but with continuing pervasive adversity," said Award Chair Eric Sues. "She has dedicated so much of her time and personal resources, as

well as her tremendous affection for the children of the Ninth Ward."

The Lemony Snicket Prize for Noble Librarians Faced With Adversity was established in 2014 by ALA in partnership with Daniel Handler, AKA

Lemony Snicket. The prize, which is co-administered by ALA's Governance Office and the Office for Intellectual Freedom, annually recognizes and honors a librarian who has faced adversity with integrity and dignity intact.

## Cognotes

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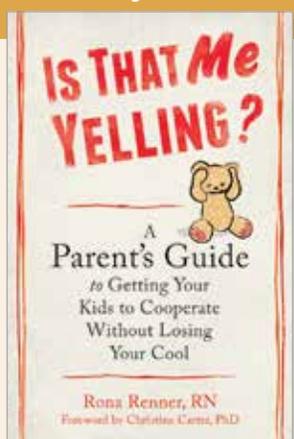
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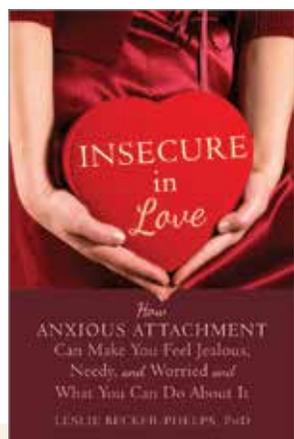
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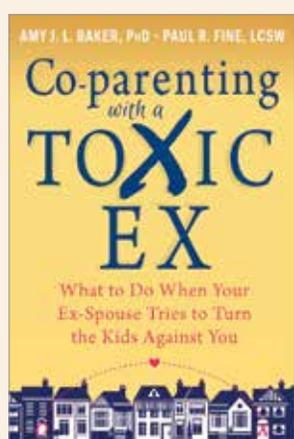
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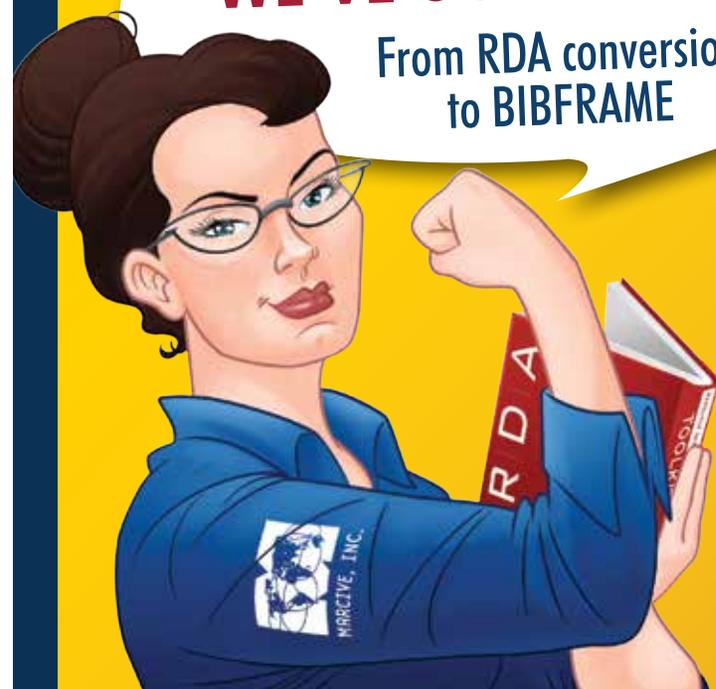
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## 2014 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction Awarded in Las Vegas

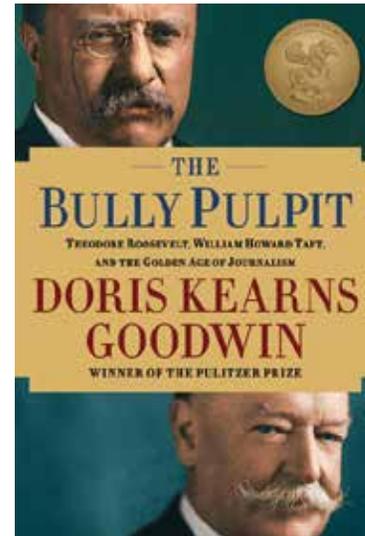
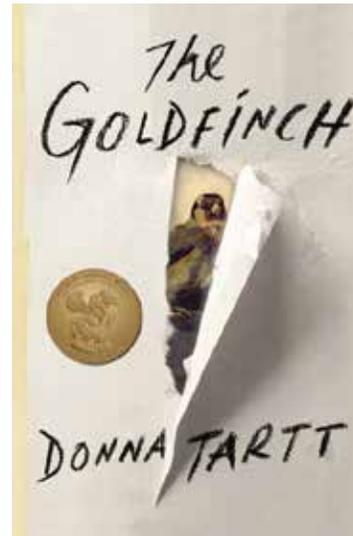
ALA is pleased to announce this year's recipients of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction, funded through a grant from Carnegie Corporation of New York. *The Goldfinch* by Donna Tartt received the medal for fiction, and *The Bully Pulpit: Theodore Roosevelt, William Howard Taft, and the Golden Age of Journalism* by Doris Kearns Goodwin received the medal for nonfiction. The selections were announced on June 28 at the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction Awards presentation during the ALA Annual Conference in Las Vegas.

The awards, established in 2012, recognize the best fiction and non-fiction books for adult readers published in the U.S. in the previous year and serve as a guide to help adults select quality reading material. They are the first single-book awards for adult books given by the American Library Association and reflect the expert judgment and insight of library professionals who work closely with adult readers. Nancy Pearl, librarian, literature expert, NPR commentator, and best-selling author of *Book Lust*, served as chair of the

awards' selection committee.

"Choosing the two winners of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction, which involves reading many wonderful books, arriving – after much passionate discussion – at a shortlist of three works of fiction and three of nonfiction, and then selecting the eventual winners is no easy task," stated Pearl. "I know I speak for the whole award committee when I say that we take the responsibility of selecting the winners very seriously indeed. The reward for all our hard work is that readers can be assured that the three finalists in each category, and of course the winners themselves, are terrific reads, wonderfully written, thoroughly absorbing, and illuminating."

*The Goldfinch*, published by Little, Brown and Company, a division of Hachette Book Group, Inc., tells the tale of 13-year-old Manhattanite Theo. In the wake of his father's abandonment, Theo grows extremely close to his vivacious mother – until an act of terrorism catapults him into a dizzying world bereft of gravity, certainty, or love. Tartt writes from Theo's point of view with fierce exactitude and magnetic emotion.



The *Goldfinch* received the Andrew Carnegie Medal for Excellence in Fiction. The *Bully Pulpit* was honored with the Andrew Carnegie Medal for Excellence in Nonfiction.

*The Bully Pulpit: Theodore Roosevelt, William Howard Taft, and the Golden Age of Journalism*, published by Simon & Schuster, examines the complex relationship between two presidents, Roosevelt and Taft, who played major roles in the Progressive movement of the early 20th century. Acclaimed historian Goodwin offers a superb re-creation of a period when many politicians, journalists, and citizens of differing political affiliations viewed government as a force for public good.

Tartt and Goodwin accepted their medals and \$5,000 prizes in person at the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction Awards presentation.

Andrew Carnegie Medals for Excellence in Fiction finalists included *Americanah* by Chimamanda Ngozi Adichie, published by Alfred A. Knopf, a division of Random House, Inc.; and *Claire of the Sea Light* by Edwidge Danticat, published by Alfred A. Knopf,

» see page 11

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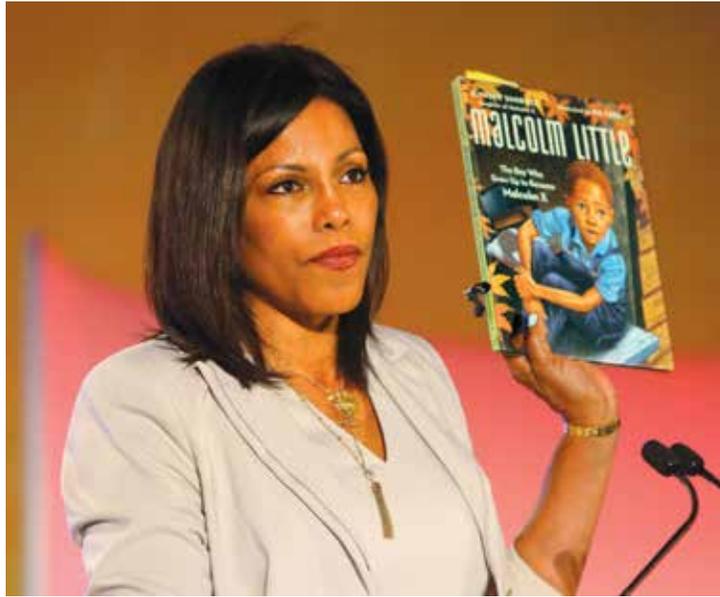
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## Ilyasah Shabazz Talks Family, Empowerment

By Talea Anderson  
Central Washington University

Speaking as part of the Auditorium Speakers Series on June 29, Ilyasah Shabazz called on her audience to nurture children to be compassionate, historically conscious leaders. The daughter of Malcolm X and Betty Shabazz, Ph.D., Ilyasah Shabazz has devoted herself to promoting higher education, intercultural understanding, and youth empowerment. “Each one of us has the power to make a change,” she said.

Using her parents and grandparents as examples, Shabazz described how a loving family can instill positive values in children. Shabazz noted that



*Ilyasah Shabazz, daughter of Malcolm X and Betty Shabazz, worked with illustrator AG Ford on Malcolm Little: The Boy Who Grew Up to Become Malcolm X. Shabazz spoke during the Auditorium Speakers Series June 29 in Las Vegas.*

her grandparents, Earl and Louise Little, fostered leadership potential in her father, Malcolm X, whom Shabazz described as a compassionate man who sacrificed himself for the good of society. Although Shabazz was three years old when her father was assassinated, she recalls sitting with him and eating oatmeal cookies while he read and read. “I was in love with my father,” Shabazz said. “He was Daddy. The house came alive when he came home.”

Shabazz went on to speak about her mother and the need for society to empower women as well as children. She noted that her mother, widowed in her 20s, went on to raise six daughters and earn a Ph.D., despite being surrounded by a culture of violence. Shabazz noted that empowered women can inspire tremendous change in the world. “When you teach a woman,” she said, quoting her father, “you raise a nation.”

As part of responsible child-rearing, Shabazz urged audience members to teach accurate history. “History cannot be one-sided,” she said, describing hate crimes perpetrated against African Americans in the mid-20th century. “When we hate another, in actuality we hate ourselves.”

Shabazz has described her family’s experiences in *Growing Up X*. In addition, she co-edited *The Diary of Malcolm X* (forthcoming 2015) with Herb Boyd and worked with illustrator AG Ford on *Malcolm Little: The Boy Who Grew Up to Become Malcolm X* and with Kekla Magoon on *X* (forthcoming 2014). She expressed a hope that books like these can help society bring up kinder, more historically aware generations to come.

<http://www.youtube.com/watch?v=bcQVTvvHToc>

## Azar Nafisi: Library Shelves Have No Bias

By Brad Martin  
LAC Group

Azar Nafisi spoke passionately about the freedom to read on June 28, focusing on her forthcoming book, *The Republic of Imagination: America in Three Books* and the important meanings contained in literature.

Nafisi, author of the international bestseller *Reading Lolita in Tehran*, and the most recent *Things I’ve Been Silent About*, began by saying how special it felt to be speaking to a group of librarians. “The important thing about libraries is that the shelves have no prejudice and no bias.”

Nafisi told of being in love with many authors, most recently James Baldwin (previously Vladimir Nabokov). “The great thing about books is that we can be so promiscuous,” she said with a grin, adding, “we can love them, leave them, and then return to them



*Azar Nafisi, award-winning and critically acclaimed author of the international bestseller Reading Lolita in Tehran, delivers her Auditorium Speaker Series presentation June 28.*

whenever we want.”

Nafisi’s forthcoming *The Republic of Imagination: America in Three Books* contains her thoughts on three American writers: Mark Twain (*Adventures of Huckleberry Finn*), Sinclair Lewis (*Babbitt*), and Carson

McCullers (*The Heart is a Lonely Hunter*). It also features an epilogue about James Baldwin.

In exploring the themes of these novels, Nafisi returned again and again to the importance of reading and to what happens when individuals and countries as a whole do not read. She noted Joseph Brodsky’s quote about the “crime” of not reading and how individuals “pay with their lives. A country pays with the loss of its history.” She also quoted Nabokov, who said, “readers were born free and ought to remain free.”

Nafisi closed by saying that she feels the United States “is going through a crisis of vision.”

## McGonigal

» from page 1

people often feel much less engaged. To underscore this, she quoted Brian Sutton-Smith, the dean of Play Studies at the University of Pennsylvania, who has famously said, “The opposite of play isn’t work. It’s depression.”

McGonigal sees great potential in bringing the power of these individuals together to tackle problems in the real world and described some examples that have already taken place. Players of Foldit (where players “solve problems for science”) worked with scientists studying protein structures, and were cited in the journal *Nature* for their work. Another group of gamers came together and solved a molecular code problem that had stumped HIV researchers for more than a decade, and they did it in just three weeks.

McGonigal went on to describe a project of hers called “Find the Future: The Game.” Inspired by learning that 90 percent of young people have had the goal of writing a book one day, McGonigal wondered what could be done to help them reach this goal and thought, “how about collaborate on a book?” To encourage students to discover the McGonigal has higher hopes for gamers, and she said, “maybe we will see a gamer win the Nobel Prize one day.”

## Introverts as Influencers

By Michelle Kowalsky,  
Rowan University, Glassboro (N.J.)

The cheerful, animated banter of 2,000 librarians at the Association for Library Collections & Technical Services (ALCTS) President's session on June 30 further dispelled the common yet inaccurate notion that librarians are quiet, shy introverts. At the direction of guest speaker Jennifer Kahnweiler, an executive coach and professional speaker, the librarians discussed individuals from their past who had made a difference in their lives as "quiet influencers."

Kahnweiler recounted her childhood days spent in the Hewlett-Woodmere Public Library in Nassau County, Long Island (N.Y.), her father's love of reading and screenwriting, and her uncle's kind and reassuring words as the introvert of the family. "Librarians are the ultimate example of the power of quiet influence," Kahnweiler explained, but they need to ensure their voices are heard and their contributions are recognized.

Extroverts also need to recognize the challenges for their introspective, reflective colleagues in the workplace. Introverts may suffer from exhaustion when forced into constant verbal inter-



Jennifer Kahnweiler discusses the quiet strength of introverts during her keynote address at the ALCTS President's Program.

actions, and they may feel pressured to make quick decisions or challenge more forceful coworkers in team meetings. Kahnweiler's talk detailed ways to build on each of our natural styles and inherent preferences without overusing them.

Specifically, she noted that one way to change people's perceptions of introverts is to examine their strengths and encourage them to recalibrate existing relational strategies in order to make dialogue easier. Engaged listening, thoughtful use of writing and social

media, and focused conversation were suggested as methods of influencing many processes and activities both at work and at home. As the wife of a stereotypical introvert, Kahnweiler learned much about communication styles from interactions with her

husband and vowed to share them in a format that they could be useful to others.

Kahnweiler's latest book, *Quiet Influence: The Introvert's Guide to Making a Difference*, is available from Berrett-Koehler Publishers.

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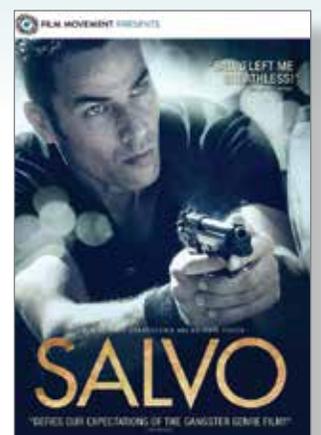
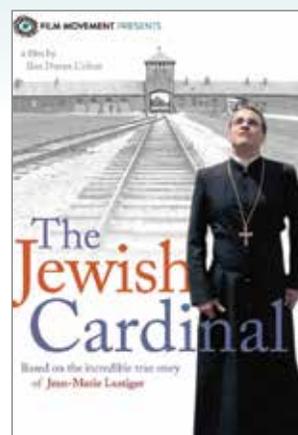
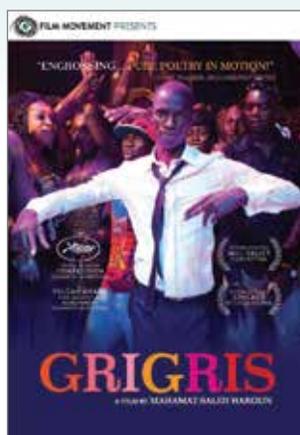
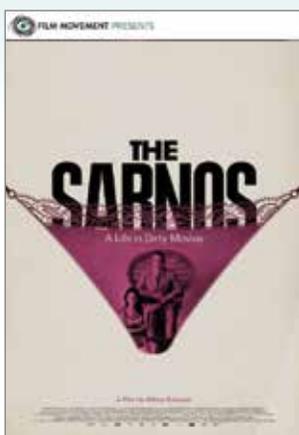


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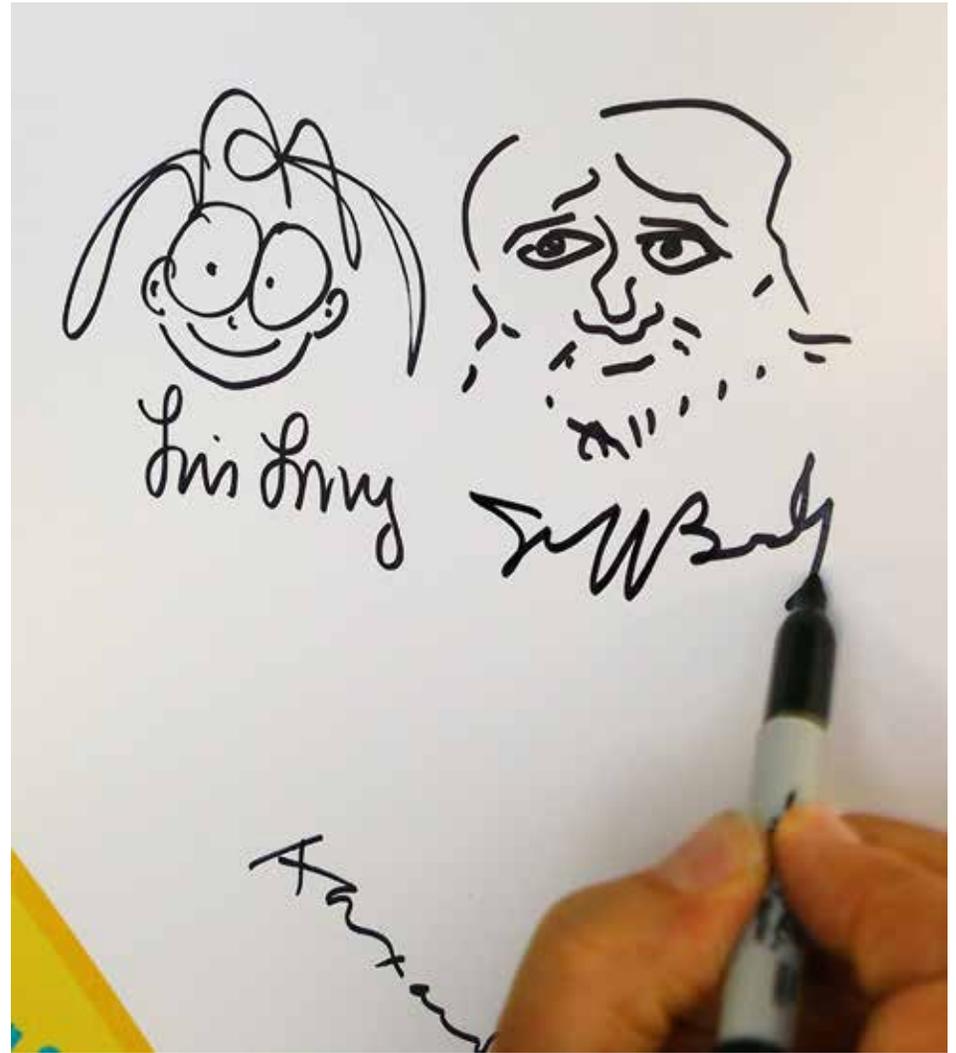
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Librarians Katie Kilts, left, Daniel Mauchley, Shelly Ripplinger, and Elaine Shelburne, Ogden (Utah) School District, dress up for the ALA Photo Booth in the Las Vegas Convention Center.



Award-winning actor, producer, and country musician Jeff Bridges signs his autograph next to the autograph of bestselling youth author and two-time Newbery Medal winner Lois Lowry after they headlined the ALA President's Program.



Attendees explore the exhibit floor during the ALA Annual Conference & Exhibition.



ALA President Barbara K. Stripling passes the gavel to incoming ALA President Courtney Young during the Closing Session.



Cheryl Gorman of The Harwood Institute demonstrates some ink with a temporary tattoo highlighting Turning Outward to Lead Change in Your Community.

## President's Program

» from page 1

Lowry began by saying that she considers memories “the only things that are completely ours.” She pointed out that two people can remember the same event, but that the details can often be quite different. Lowry, like Bridges, is a photographer, and she said that black and white photographs of her childhood have provided visual clues that have triggered memories, but in color.

Bridges recalled memories of his father, Lloyd, and how he learned acting techniques from him as a young boy, most importantly by watching how he behaved. “I use my father all the time in my characters,” he said, adding that often, when he is working hard on a role, “I feel him soar into the room.”

Curious about their creative approaches, Stripling asked Lowry and Bridges to speak about the importance of visuals and words, and which came first to them.

Lowry said that visual images appear in her mind first, and that the words come later.

Bridges began by saying he hesitated to talk about it, because, “It’s a bit like a magician: This is how I do the trick.” He did, however, emphasize the collaborative process involved in filmmaking and would later say that “the director is the painter, and I am sort of like the paint. He takes what I do, cuts it up, and makes a collage.” When asked later about deciding which roles to play, he said, “I do my best to resist. That’s the dude part of me!” He added, however, that he can’t resist “when the thing is too groovy... if it’s people I want to work with... if it’s just too terrific.”

By contrast, Lowry said that writing was a solitary endeavor for her and that “collaborative work doesn’t come easy to me.” She did say, however, that she was happy with how her work has been shaped into a film and that,

despite not writing the screenplay, she did provide creative input in its making and helped tweak the script.

Asked to speak on diversity and community, Lowry recalled growing up on Army posts and the daily rituals that included music playing as the flag was lowered at 5:00 p.m., and how everything stopped at that time. “Looking back, it seems bizarre,” she said. Lowry also told of her family’s life in a walled community in Japan, and that she always wanted to get on her bicycle and “see what it was like on the outside.”

Bridges said he remembers his father coming home one day with a book of photographs titled *The Family of Man* and saying, “this is what it’s all about.”

Memory of this led to a mention of his work in the fight against hunger with the organization Share Our Strength.

When asked to talk about the importance of journeys in their books and films, Lowry and Bridges said they were a critical part of every story they told. Lowry said “every book involves a journey of some sort,” citing Joseph Campbell’s writings about the hero’s quest.

“That’s the whole deal,” Bridges said, recalling the relationship of the two main characters in the movie “True Grit” and how their journey together changed them both.

On their responsibilities as actor and writer, Bridges and Lowry offered insights showing that, despite any dif-

ferences in their styles, they shared a deep concern for being a positive force. Bridges said, “We’re all receivers and givers.” The question is: “Am I brave enough to manifest what I have received?”

Lowry said her responsibility is “to always go toward the idea that the audience, the young reader, will be left with the feeling that it’s possible – that they can change the world.”

Bridges praised the impending film’s director, Phillip Noyce, as well as the producers, cast members, and crew. Lowry recalled memories of traveling to South Africa to be an advisor and expressed confidence that her book has been faithfully adapted in bringing it to the big screen.



Karen Jander, University of Wisconsin-Milwaukee Golda Meir Library, looks at the items in the Christopher Hoy ERT Scholarship Silent Auction to benefit the Chris Hoy Scholarship Fund. The artwork was generously donated by the artists and illustrators featured in the ALA Artist Alley.

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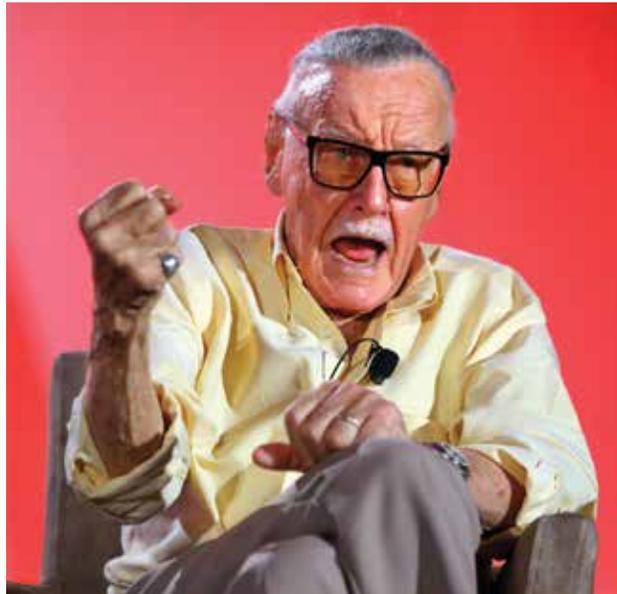


## Stan Lee Looms Large with Superhero Characters for All

By Brad Martin  
LAC Group

Stan Lee spoke to an overflow crowd June 28 and treated them to a humorous look inside his creative process and personal history. Nachie Marsham, executive editor at Disney Publishing Worldwide, interviewed Lee, and their conversation occasionally took an unexpected turn to the delight of the audience.

Of course, millions of people know Stan Lee as the creator of such superheroes as Spider-Man™, The Avengers™, X-Men™, Iron Man™, The Incredible Hulk™, The Fantastic Four™, and many others, but the audience also learned that Lee once “practically won the war singlehandedly” by creating training manuals that were so effective that they decreased the time needed for training



Stan Lee pumps his fist while discussing his characters during his Auditorium Speaker Series presentation.

by 30 percent, according to Lee.

Lee was asked about his characters, and said that it is important that they

all be quite different, noting that in Disney’s “Snow White and the Seven Dwarfs,” each character has a different name (Grumpy, Sleepy, and so on).

When asked about writing that appeals to different age groups, Lee said that the plot and the characters need to be interesting enough so that a young person could understand them, but an older person would also enjoy it. “Sometimes he might employ a larger word, but said the younger readers get the meaning by the context or by looking it up.

He also poked a little fun at Superman (not mentioning him by name) by saying that his body position prior to flying “just wasn’t realistic.”

Lee’s latest book is *Zodiac*, based on the Chinese Zodiac. Co-written with Stuart Moore and illustrated by Andie Tong, the book features a

Chinese-American hero. Lee said it is “the most illustrated novel ever,” and “if you don’t buy it, I am going to come back and talk to you again.”

—see video on page 13

### Comic Book Legend Named Honorary Chair of Library Card Sign-up Month

This September, Stan Lee, the co-creator of Spider-Man™, the Incredible Hulk™, X-Men™, Iron Man™, and the Fantastic Four™ 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, Lee 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.

Lee’s latest creation is *Zodiac*, an action-packed illustrated novel written by Lee and Stuart Moore, and illustrated by Andie Tong. In the first story, we follow Steven Lee, a young Chinese-American teen who is drawn into a mysterious conspiracy surrounding 12 mystical pools of energy and a power-hungry secret organization.

Librarians looking to promote Library Card Sign-up Month locally can download the print and digital PSAs featuring Lee at [www.ala.org/librarycardsignup](http://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.

To download free promotional materials, visit [www.ala.org/librarycardsignup](http://www.ala.org/librarycardsignup).

Library Card Sign-up Month is a time when libraries across the country remind parents of the importance of having a card. 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.

## Jane Fonda Opens Auditorium Speaker Series

By Katie O’Connor  
Student to ALA

Award-winning actress, producer, *New York Times* best-selling author, and activist Jane Fonda opened the June 28 Auditorium Speaker Series by discussing the challenges adolescents face, and highlighting how librarians and parents can work together to meet these challenges.

Fonda began with a frank discussion about the role libraries played in her early life. “All my life, I’ve taken refuge in libraries,” she said, detailing her experience volunteering in her school library. The difficulties she faced in her teenage years led to a lifelong passion for helping adolescents and inspired her to found the Georgia Campaign for Adolescent Power &



Jane Fonda speaks June 28.

Potential in 1994.

Fonda said her newest book, written for an older teenage audience, can help young people navigate the difficulties of their adolescent years. *Being a Teen: Everything Teen Girls & Boys Should Know About Relationships, Sex, Love, Health, Identity & More*, addresses emotional changes and how

critical healthy relationships are to teens. Many adolescent girls develop uncertainty about their identity, in part due to unhealthy cultural messages about physical appearance. Fonda’s book offers research and advice on helping girls retain a voice and gain a strong sense of self.

Adolescence can be a very different experience for boys. The media often delivers conflicting messages about masculinity. Fonda offered tips to help raise empathetic, compassionate boys. As early as age five, it is important to have boys name their emotions. They can learn to identify emotions in other people by looking at body language, tone of voice, and facial expressions. Naming these emotions can help them keep a sense of compassion as they enter into early adulthood.

<http://www.youtube.com/watch?v=a0wkOk9DVBc>

## Carnegie Awards

» from page 5

a division of Random House, Inc.

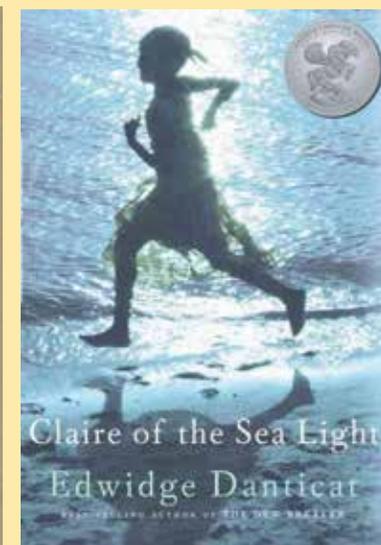
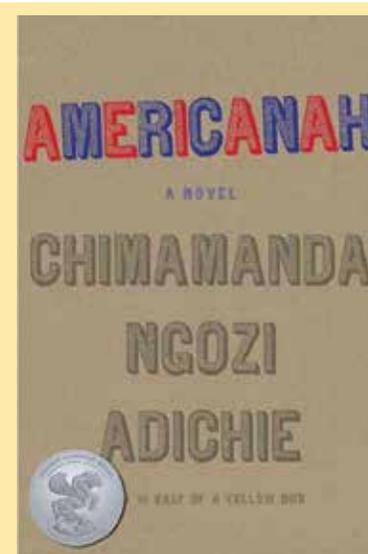
Nonfiction finalists included *On Paper: The Everything of Its Two-Thousand-Year History* by Nicholas A. Basbanes, published by Alfred A. Knopf, a division of Random House, Inc.; and *Five Days at Memorial: Life and Death in a Storm-Ravaged Hospital* by Sheri Fink, published by Crown Publishers, an imprint of the Crown Publishing Group, a division of Random House, Inc.

Members of the 2014 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction selection committee included: Chair Nancy Pearl; Brad Hooper, adult books editor, *Booklist*; Brian J. Kenney, director, White Plains (N.Y.) Public Library; Nancy

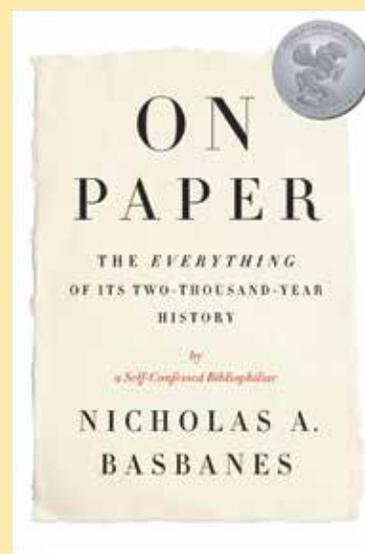
L. McGill, retired collection development and analysis coordinator, King County (Wash.) Library System; Cathleen Towey Merenda, executive director, Westbury (N.Y.) Memorial Public Library; Donna Seaman, senior editor, adult books, *Booklist*; and Rebecca Vnuk, editor, reference and collection management, *Booklist*.

The awards are made possible by 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, and are co-sponsored by ALA's *Booklist* Publications and the Reference and User Services Association (RUSA).

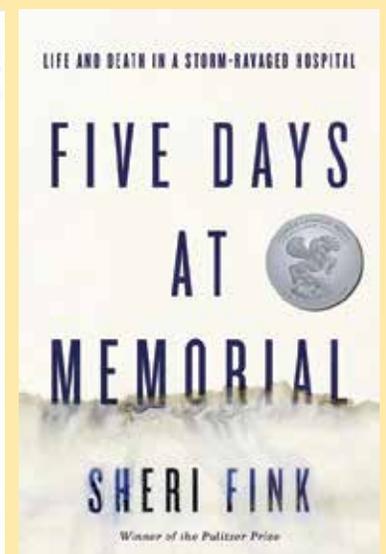
Annotations and more information regarding 2014 winners, finalists, and the awards are available at <http://www.ala.org/carnegieadult>.



Andrew Carnegie Medals for Excellence in Fiction finalists



Andrew Carnegie Medals for Excellence in Nonfiction finalists



Former United States Senator Jim Webb spoke to ALA members about his new book and the importance of being politically active.

## Jim Webb Calls for Leadership and Change in Current Political Climate

By Ashley Smolinski  
Grand Rapids, Mich.

Jim Webb, former U.S. Senator from Virginia and combat Marine, spoke about the need for political reform, the valuable roles that libraries play, and his new book, *I Heard My Country Calling*. As a bestselling author Webb describes his book as a memoir of his early years, sharing insight into his childhood, his family, and his early years serving his country.

Webb spoke of the value of books in inspiring us to discover what we have yet to experience, describing the magic of great writing. "Public libraries are such a valuable part – opening up the world that we have been given to people who wouldn't have that opportunity."

Webb related his wishes for a more cooperative political climate.

He stressed the need for leaders with the ability to solicit support from both sides of the aisle, emphasizing that the current political climate with its highly polarized bases is causing paralysis on the Senate floor. This lack of political action has caused the American public to become disgusted and discontent. Emphasizing the importance of engaging the younger generation with clear leadership,

Books inspire us to discover what we have yet to experience.

Webb expressed the need for the political base of each party to move toward the center in order to work together.

During the question and answer period, Webb agreed that librarians can effectively advocate for libraries and their patrons by talking to and asking for a meeting with their representative. He described the value of the library as a vehicle that provides everyone with access, "a conduit of information."

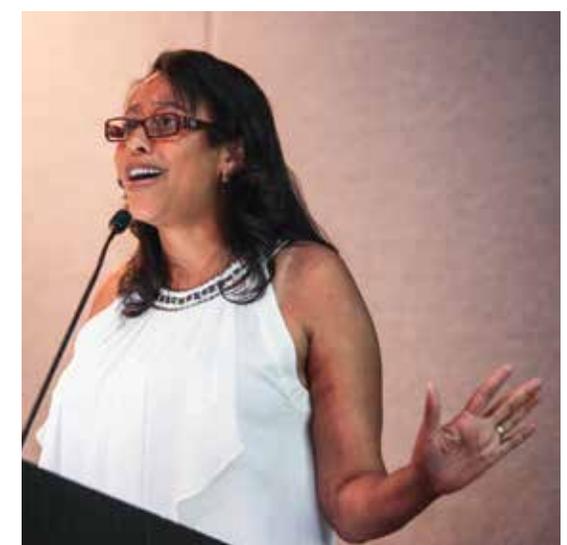
## Singletary Champions Financial Literacy at Your Library

By Talea Anderson  
Central Washington University

This year's President's Program for the Association of College and Research Libraries (ACRL) was dedicated to financial literacy education at libraries. Michelle Singletary, journalist for the *Washington Post* and author of the personal finance column "The Color of Money," and David Eisler, Ph.D., president of Ferris State University, urged libraries to work closely with students to improve their skills in managing finances.

Singletary and Eisler remarked in particular on the increase in student loan debt in the United States. Last year, 71 percent of students who graduated from four-year colleges did so with an average of \$29,400 in debt. Singletary and Eisler noted that students with loan debt are more likely to take on other kinds of debt – for cars, credit cards, and more. "We have to get away from this model of debt," Singletary said. "The next major crisis is going to be student loan debt."

Singletary encouraged librarians to take a leading role in educating students about financial responsibility. She described her own church and prison outreach programs, which emphasize mentorship. Modeled after Alcoholics Anonymous, these programs



Michelle Singletary speaks about financial education and planning during the ACRL President's Program June 28.

assign financial mentors to participants to help them grow in financial responsibility. Singletary advised libraries to partner with financial experts to create entertaining, engaging, and enlightening programs for young people.

As an example of an effective financial literacy program, Eisler spoke about Ferris State's recent activities in conjunction with Money Smart Week®. At an event called "Get Real," the university instructed students about financial responsibility through games and simulations. Local business leaders and university employees participated in the program. (Video at: <http://www.youtube.com/watch?v=LSNmbwz4l8>).

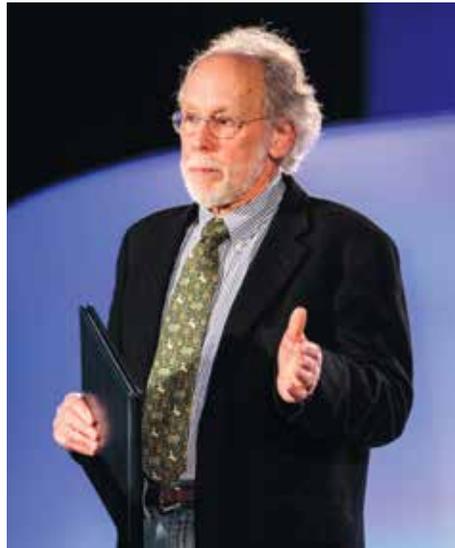
## Finding Yourself in the Public Library

By Ashley Smolinski  
Grand Rapids, Mich.

“Nobody does any of this alone,” Barry Lopez said as he described the process of writing, publishing, and providing books to those who will cherish them. Lopez, award-winning author of *Arctic Dreams*, spoke about his experience and relationship with libraries, his appreciation for public libraries, and his work as a writer at the PLA’s President’s Program on June 29.

Lopez’s life as a writer did not begin in a library. Instead, it started at home at the kitchen table as he underlined the familiar words. He remembered longing for his own rows of books like the ones on his local library’s shelves. As Lopez grew, so too did his relationship with public libraries. His research for papers in high school expanded to writing books, even going so far as reading original copies with white gloves in front of a guard as he wrote *Of Wolves and Men*.

Later he became a regular patron of the Blue River Library, enjoying the title of patron because of its emphasis on commitment. “It took me a long time to understand the special landscape of the public library,” Lopez emphasized, thanking librarians for providing direction. “You chose to be librarians and we are blessed by your work.”



Barry Lopez speaks during the PLA President’s Program June 29.

Lopez compared his work and the work of librarians as similarly motivated, sharing not only a tradition, but also a feeling of obligation to the reader. As he writes, he focuses on being the reader’s companion.

Sharing three stories of various public libraries, Lopez described the common and natural expectation we have for each town to have a public library, a designated meeting place where patrons of all levels of education and interests can find what they’re looking for. We expect the library to represent us and to select books that matter and are capable of changing lives.

## ALA Now Accepting Nominations for the 2014 Carnegie Corporation of New York/*New York Times* I Love My Librarian Award

The American Library Association is now accepting nominations for the 2014 Carnegie Corporation of New York/*New York Times* I Love My Librarian Award. The award invites library users nationwide to recognize the accomplishments of the exceptional public, school, college, community, or university librarians. Nominations will run through September 12 and are being accepted online at <http://atyourlibrary.org/ilovemylibrarian>.

Up to 10 librarians will be selected. Each librarian will receive a \$5,000 cash award, a plaque and a travel stipend to attend the awards ceremony and reception in New York City, hosted by *The New York Times*.

Each nominee must be a librarian with a master’s degree from a program accredited by the ALA in library and information studies or a master’s degree with a specialty in school library media from an educational unit accredited by the National Council for the Accreditation of Teacher Education. Nominees must be currently working in the United States in a public library, a library at an accredited two- or four-year college or university or at an accredited K-12 school.

In the award’s first six years, library supporters nationwide have sent in more than 13,000 nominations

for their librarians. A total of 60 librarians have won the award to date.

Carnegie Corporation of New York has provided ALA funding to administer the national award. *The New York Times* supports the award through ads in the newspapers and NYTimes.com. The award is a collaborative program of Carnegie Corporation of New York, *The New York Times* and ALA.

Carnegie Corporation of New York is a philanthropic foundation created by Andrew Carnegie in 1911 to do “real and permanent good in this world.”



Back row (L to R): Spectrum Scholars Gilda Ramos, Meera Garud, Nik Dragovic, Audra Everett, Barrye Brown, and Pam Cory, ProQuest Vice President Global Marketing. Front row (L to R): Scholars Jennifer Brown, Aiyanna Looney, and Sophie Young.

## Spectrum Scholars Celebrate New Connections at the Spectrum Institute

The 2013-2014 Spectrum Scholars and alumni of the Spectrum Scholarship Program gathered together at the 16th Spectrum Leadership Institute. The 2014 Institute included education programs developed and presented by Spectrum alumni, networking opportunities with alumni and leaders from across the association, and opportunities for Spectrum Scholars to experience the full scope of the ALA Annual Conference.

Spectrum Institute presentations included: Branding You! Matching Your Brand to Your Career Plan; Advocating Smarter: Powerful Persuasion Techniques for the Influential Professional; Branching Out: Adventures in Non-Traditional Libraries and New Emerging Roles; Making a Mentorship Match: What Works, What Doesn’t, and What Can ALA Offer; and Power, Privilege, and Positionality: Applying a Critical Lens to LIS Education. On June 27, the full day of alumni-led programming included a luncheon featuring representatives from Library Champion ProQuest, who joined the Spectrum community to personally make a special announcement.

Prior to the start of this year’s conference, ALA announced a new level of support from ProQuest for the Spectrum Scholarship program. In a collaborative effort between the Office for Diversity and ProQuest, a new funding solution was created that expands the scope of engagement and interaction with the Spectrum Scholars. Beginning this year through 2016, ProQuest will donate \$52,000 to fund seven scholarships plus one dedicated in memory of Ron Clowney, a former ProQuest executive.

“The talent and energy from the Spectrum Scholars was very evident at this luncheon,” said Pam Cory, vice president global marketing, ProQuest. “Interacting with these students and alumni reinforces the importance of supporting this program. We are thrilled to be working closely with the program leaders to create new professional development opportunities for this community of librarians.”

Since 2001, ProQuest has funded 142 Spectrum Scholars through direct contribution and sponsorship of past years’ Scholarship Bash events.

## Model for Digital Humanities Questioned

By Talea Anderson  
Central Washington University

On June 29, the Association of College and Research Libraries (ACRL) Digital Humanities (DH) Interest Group met to discuss issues recently raised on the [acrldigitalhumanities@ala.org](mailto:acrldigitalhumanities@ala.org) listserv. The session broke into groups, where participants spoke about how digital humanities are supported at their particular institutions. Models of support vary widely depending on the size and type of institution. Interest Group members raised a variety

of questions for future discussion.

The DH Interest Group spent much of its time discussing models of support for digital humanities projects. Some institutions use a distributed model whereby a faculty group and operational group collaborate to manage projects. At some universities, projects are undertaken entirely outside of the library, which provides marginal support. Representatives from smaller libraries noted that digital humanities projects are often supported by single librarians, who have additional responsibilities such as reference, instruction, and liaison work. Several

group members raised questions about how to manage workload at smaller institutions where DH has less support. “Our time is valuable,” said one librarian, summarizing concerns about workload.

The leaders of the recently organized DH Interest Group noted their desire to undertake more programming in the future. Group members called for further discussion on the listserv and on the [dh+lib](http://dh+lib) website. In addition, they expressed a hope that ACRL will offer more digital humanities programming at its future conferences.

## Out-of-the-box Ideas 'Ignite' Creativity, Collaboration

By Ashley Smolinski  
Grand Rapids, Mich.

Ready for an idea adventure? At the Ignite: "What's Popping Up" session, six presenters shared their exciting and out-of-the-box experiences.

Julie Stam and Denise Raleigh challenged librarians everywhere to engage their local authors by asking for their self-published submissions. The Soon To Be Famous Illinois Author Project stemmed from the "\$84 question" as Stam and Raleigh asked themselves, "Why are publishers charging us \$84 when the public is paying less?" In response, the project was born; a contest for self-published fiction-writing authors who lived in Illinois. Out of 103 contestants, Joanne Zienty, author of *The Things We Save*, was honored at the 2013 ALA conference and will soon be famous!

"Campus Collaborations!" presented by Robyn Reid focused on community and organizational relationships for campuses everywhere. Reid pointed out that international students, transfer students, and

doctoral students often have advisors who can connect with librarians to provide resources like research guides, language materials, and writing tips to students. Workshops could be offered on organizational tips and research for students with disabilities or freshmen attending orientations. When considering unique partnerships with the community, Reid suggested offering space for literacy programs, continuing education, or senior citizen activities.

Rebecca Carlson insists that librarians can be local tour guides and advocates for their cities and towns. While it may be easy to see greener grass elsewhere, teaching others to appreciate the beauty of their home cities can be simple. Start bringing appreciation by venturing out as your own tour guide, building the collection about the local community, and building community partnerships. By participating in online communities via social media with local organizations, establishing a love for the home around you and resources for your patrons can breathe beauty into even the most ordinary location.

"Blurring the Lines of Books" by Erin Reilly-Sanders captured attention with a list of innovative books doing exactly the same thing. Reid-Sanders highlighted books including the *39 Clues* for its online games and cards, *Horrible Hauntings* for augmented reality ghosts, *Skeleton Creek* for videos essential to the storyline, and *Wild Card* for creating a prequel with a scripted reality TV show. While books like *Cathy's Book* included unique voice messages, other books escaped the traditional in other ways. *Press Here* created interaction with readers while *The One and Only Ivan* combined poetic verse and prose. What did these new books have in common besides popularity? They were short, multi-modal, and interactive.

Mary Wagoner introduced the concept of a pop-up library and ideas for implementation to combat summer

reading loss. Sending bilingual staff to various unexpected locations like grocery stores, women's shelters, or housing communities, the program focused on bringing storytime, activities, and resources to families across the Houston area. Wagoner stressed that it was important to engage the family, providing resources like free backpacks with books and activities.

Finally, Laura Costello wrapped the session with "The Learning Theater," a library redesign project focused on including community input at the university level. In order to create a radical redesign, the plan created design events including students, experts, and staff. Participants watched short documentaries, heard from a variety of design experts, brainstormed, and worked together to create prototypes based on use cases. After holding the mini-design event, the project plans to break ground in one year.

## Positioning LIS Education to Tackle Important Issues Focus of Annual Panel

On June 29, a well-attended panel, "Power, Privilege, and Positionality: Applying a Critical Lens to LIS Education," produced a rousing response from the audience, many of whom said they had never engaged in a conversation of this nature in library school and wished they had. Tweets from the event quickly hit the #alaac14 hashtag, referencing the conversation among @librarynicole, @safiyanoble, and @robinkurz demonstrating the value of talking about issues of racism, sexism, and social justice in LIS. In a reprise of a conversation started at ALISE 2014, Nicole Cooke, Ph.D. (University of Illinois), Safiya U. Noble, Ph.D. (UCLA), and Robin Kurz, Ph.D. (Emporia State University) discussed the use of critical theory in their courses.

Among the messages from the panelists were challenges to current norms in LIS programs that foster dominant narratives about the alleged neutrality and objectivity of the profession. Each of the educators emphasized how, through their own research and teaching, they are able to integrate conversations about privilege and positionality into any type of LIS courses because critical theories of race, gender, and social justice are relevant to the entire field.

Many attendees commended the panelists for taking on such an important topic, particularly given that each are not yet tenured, and implored full and tenured professors to take on the leadership of talking about power and privilege. Session participant Emily Drabinski said, "The panel challenged

us to think about race beyond diversity, and the role librarians can play in transforming LIS education and the profession. As organizers of information as well as our communities, this is our professional responsibility. I've never done that much nodding in agreement at any ALA ever!"

Immediately following the panel, some attendees went to the ALA Accreditation meeting to suggest that diversity and critical educational perspectives be incorporated into evaluation standards for LIS programs.



Representatives from Lenovo, a first-time exhibitor, help librarians with product questions on the floor of the ALA Exhibits.

**Stan Lee: Libraries a "Magic Place"** (see story page 10)

<http://www.youtube.com/watch?v=x0RiRqRY6GQ>

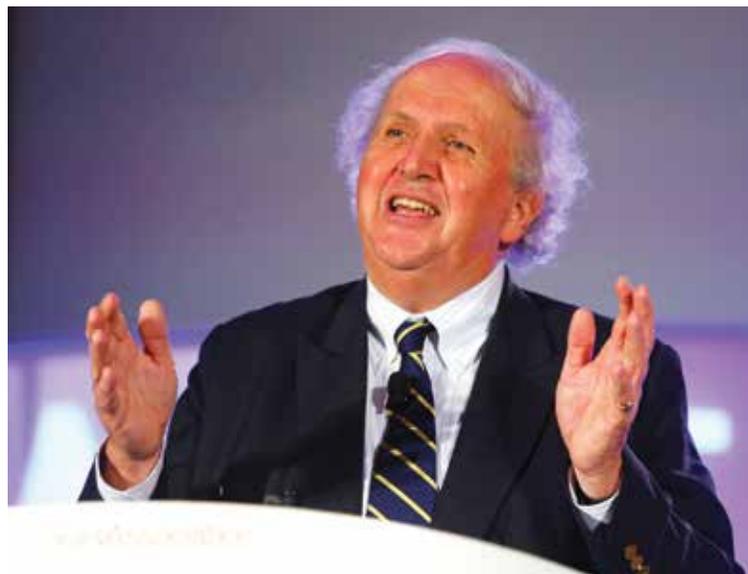
## Alexander McCall Smith Charms Audience

By Heather Johnson  
Student to ALA

Internationally acclaimed author Alexander McCall Smith has penned more than 100 books, including his well-known and bestselling *No. 1 Ladies' Detective Agency* series, academic titles, and popular children's books. Smith has delighted millions with his works.

Smith spoke vivaciously about his personal life, explaining his contribution to The Really Terrible Orchestra in Edinburgh as a bassoonist. While Smith was born in what is now Zimbabwe, he was raised and educated in Scotland. With enthusiastic storytelling, Smith narrated his self-proclaimed "nonfiction" experience in Italy as he journeyed on a bulldozer and assisted a priest and winemaker for a Montalcino wine tasting.

Weaving humor throughout his presentation, Smith spoke about the nature of readership, complaints from book groups, and adoration for his characters. With jest, he urged the American Library Association to manage book groups as a serious issue



Alexander McCall Smith, author of the internationally acclaimed *No. 1 Ladies' Detective Agency* series, makes his Auditorium Speaker Series presentation June 29.

like intellectual freedom, encourage authors not to write books by offering prestigious awards, and compared librarians to wine tasters, who classify and describe books with expertise.

Smith told the audience about the origin of his *No. 1 Ladies' Detective Agency* series and diagnosed himself as a "serial novelist" with no known cure. After his talk, Smith accepted and

answered questions from an engaged audience.

As for his writing and future content, Smith's newest standalone title, *The Forever Girl*, was recently released. New additions will be released in the coming year, including new titles to the *No. 1 Ladies' Detective Agency* series and *The Sunday Philosophy Club* series to be released October 2014.

## Issues Examined in Offering 3-D Printing Services in Libraries

By Michelle Kowalsky  
Rowan University,  
Glassboro (N.J.)

Information professionals from many types of libraries gathered on June 28 to discuss evolving 3-D printing policies and their implications. The session, sponsored by United for Libraries, featured a panel of ALA staff members who addressed legal and policy issues in offering this service to patrons, as well as a public librarian who implemented 3-D printing programs in multiple branches.

Corinne Hill, executive director of the Chattanooga (Tenn.) Public Library, described the efforts of her staff in providing 3-D printing services that encourage innovation and experimentation at a low cost. Fees for consumable materials for printing projects are charged to patrons' library cards, and library staff provided basic and advanced training in use of the machine.

The service became so popular that print jobs from both children and adults had created up to a three-week waiting time before additional printers were purchased. "I believe that 3-D printing will soon impact our daily lives, and it will do for manufacturing what the Internet did for information," Hill said.

Such technological advances present many options for technological and ethical learning. Patrons may inadvertently infringe on existing patents and trademarks, such as when a child wants to print a replica of a popular toy. Yet these instances present teachable moments.

"The legal implications are many and uncertain," explained Charlie Wapner, information policy analyst at ALA's Office for Information Technology Policy, "but this should not scare us as librarians." Wapner said librarians' 3-D printer initiatives should not be hampered by fear of impending legislation or evolving best practices.

Barbara Jones, director of the Office for Intellectual Freedom at ALA, provided some preliminary guidelines for 3-D printer policies while multiple ALA committees are working together to identify and review possible models for adoption. She encouraged libraries to use positive language in the policy rather than worry patrons with a negative or worried tone and implement a written policy immediately, even if it must be revised more frequently than other policies.

Jones encouraged librarians to share their policies, problems encountered, and results of challenges with ALA so that guidelines which are being developed can be informed by practices already encountered in libraries. Send your suggestions for 3-D printing guidelines to [bjones@ala.org](mailto:bjones@ala.org).



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Library Systems & Services, LLC (LSSI)

Thomson Reuters

Midwest Tape

TLC-The Library Corporation

Morningstar

VTLs Inc.

## Novak

» from page 1

could happen and no one told you where your mind was supposed to be," he said. He established his own library in his bedroom, but he can't remember lending books.

Novak said he was extremely lucky to grow up in a house that was filled with the written word. His father, William Novak, was an author of such books as *The Big Book of Jewish Humor* and the ghostwriter of the autobiography of Chrysler executive Lee Iacocca.

"Humor for adults takes the rules of the world (that we all know to be true) for granted and then twists them. The world has already provided the setup," he said.

But humor for the youngest children needs to provide both the setup and the punch line, he said. In Dr. Seuss books, there is "an established sense of order that it would be particularly funny to disrupt."

In 2014, Novak published his first book for adults: *One More Thing: Stories and Other Stories* (February 2014, Knopf). Soon after, he wrote his first children's book, *The Book with No Pictures* (September 2014, Dial Books for Young Readers). As he developed what would ultimately be a picture book consisting only of words, "I thought, 'What if I designed a book that introduced kids to the power of the written word by showing them how to abuse that power?'"

He said, "There is no more meaningful, important, or exciting rule to introduce to children than the power of the written word. That the written word is something that can give them joy and power. That the written word is their ally in wanting to make the world a more exciting, fun, and funny place."



Pura Belpré Medal recipient Meg Medina, left, author of *Yaqui Delgado Wants to Kick Your Ass*, receives congratulations during the Pura Belpré Award ceremony.



Pura Belpré Award recipient Yuyi Morales, author/illustrator of *Niño Wrestles the World*, shows her work to the audience during the Pura Belpré Award ceremony.

## Pura Belpré Awards Ceremony Celebrates the Latino Cultural Experience

More than 200 librarians, authors, and publishers celebrated the works of Yuyi Morales, illustrator of *Niño Wrestles the World*, and Meg Medina, author of *Yaqui Delgado Wants to Kick Your Ass*, as both received the prestigious Pura Belpré Awards, along with Honor recipients Rafael López, Angela Dominguez, Matt de la Peña, Margarita Engle, and

Duncan Tonatiuh.

Known for high quality, parents, caregivers, and educators view the Pura Belpré Awards as a guide for the best of the best in children's books by Latino authors and illustrators. They continue to assist with efforts to diversify book collections in private, school, and public libraries.

The Pura Belpré Award, estab-

lished in 1996, honors Latino authors and illustrators whose work best portrays, affirms, and celebrates the Latino cultural experience in works for children. The award is jointly co-sponsored by REFORMA: the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking, an affiliate of the American Library

Association (ALA), and the Association for Library Service to Children (ALSC), a division of ALA.

The inspirational and colorful event also included the participation of Latino children from a local dance group, the Ballet Folklórico Izel, and the presence of recording artist José -Luis Orozco performing a traditional song.

## Turning Outward to Lead Change in Your Community: Aspirations

By Brad Martin  
LAC Group

In the first of four sessions about ALA's Libraries Transforming Communities initiative at this year's ALA Annual Conference, Cheryl Gorman of The Harwood Institute for Public Innovation facilitated a workshop on orienting oneself toward the community as opposed to the place of employment, creating the best environment for change to take place.

"It is literally the direction you are facing," Gorman said, adding that "without it, there is little chance for change."

In the first exercise, Gorman stressed that attendees must think of themselves as members of a community by taking off their "library hats" before answering a question: "What are my aspirations?" She said that there is a strong tendency to immediately be problem solvers before taking stock of what the real needs are.

After a short time, attendees reported back their aspirations, including: embracing and celebrating diversity; creating a better future for children; fostering greater social cohesion in the community; increasing safety; embracing newcomers; and creating a better, more positive dialogue.

Gorman noted that there was general agreement on some of the aspirations, as often happens when

going through the process. She then moved to the second question: "What are the challenges that might get in the way of fulfilling these goals?"

Challenges that came up in the different groups included: the entrenchment of the community's attitudes; not actually knowing what community aspirations are; a tendency toward having an attitude of scarcity rather than abundance; and a general lack of trust.

People need to be careful of jumping in too quickly with solutions before first working through the aspiration and challenge questions, she said.

The third question to be answered is: "What would it take to work your way through the challenges you have identified?"

Ideas that emerged included: a need to go from "me" to "we" thinking; changing existing perceptions about so-called "strangers" in the community being responsible for the lack of safety; dealing with the divide between "haves" and "have-nots;" and a need to show respect for each other.

In her summary, Gorman shared a community aspirations narrative from a similar exercise done in Battle Creek, Mich., and it echoed similar themes. She

called this narrative a "north star" message, and said it was crucial to get it out in the community so everyone was aware of it. A Facebook page was one example given on how to do this. Gorman cautioned never to deviate from the questions, but did say that a key fourth question could be added, which for libraries might be: "How can the library help?"

It is also possible to change the definition of what the community is made up of (the local neighborhood, the city, etc.) and do the exercise again. More information can be found at [www.ala.org/lac](http://www.ala.org/lac).

<http://www.youtube.com/watch?v=ZVX06vt7Lt0>

## FTRF, GSLIS at Illinois to Collaborate on Intellectual Freedom Course

The Freedom to Read Foundation (FTRF) and the Graduate School of Library and Information Science (GSLIS) at the University of Illinois at Urbana-Champaign, are pleased to announce a partnership to offer an online graduate-level course on intellectual freedom for library and information science (LIS) students around the country. The course, to be taught by GSLIS professor Emily Knox, is the first education-related project of FTRF's Judith F. Krug Memorial Fund.

"Intellectual Freedom and Censorship" will be held August 26 – October 10, 2014, and is open to any student enrolled in an LIS program. Those at Illinois and other institutions in the WISE consortium ([www.wiseeducation.org](http://www.wiseeducation.org)) are eligible to enroll in the course via the WISE system. For those at non-WISE institutions, please contact Tonyia Tidline, GSLIS director of professional development, at (217) 244-2945 or [tidline@illinois.edu](mailto:tidline@illinois.edu). Additional information can be found at [www.ftrf.org/?Krug\\_Education](http://www.ftrf.org/?Krug_Education).

Each student who takes the course will be provided by FTRF a copy of the book *True Stories of Censorship Battles in America's Libraries*. In addition, staff and volunteers from FTRF will lend their expertise as guest speakers, and videos and other materials created for the course will be available on FTRF's Krug Fund Education Project website.

"We're thrilled to enter into this partnership with the University of Illinois," said FTRF Executive Director Barbara M. Jones. "GSLIS recently was named the top-ranked library school in the nation by *U.S. News & World Report*, and for good reason. Its scholarship on intellectual freedom issues is unmatched. We're particularly looking forward to working with Emily Knox, who has quickly established herself as a leading expert in the field."

Jones continued, "One of the proudest moments of Judith Krug's

career was receiving her honorary doctorate from Illinois in 2005. The archives of FTRF and ALA, including many of Judith's writings and recorded speaking engagements, are housed at Illinois. It is therefore appropriate that GSLIS host the inaugural FTRF/Illinois course."

Emily Knox said, "I'm excited about partnering with FTRF for this course

as the organization's archives and membership provide rich material for understanding the role of censorship in our society. We will explore a range of topics in the class from the historical roots of intellectual freedom to pro- and anti-censorship arguments, as well as learn practical strategies for supporting intellectual freedom in libraries and other institutional settings."

## Membership Honor Bestowed upon Patricia Glass Schuman

Honorary membership, ALA's highest honor, was conferred on Patricia Glass Schuman at the Opening General Session on June 27. ALA president Barbara K. Stripling presented Schuman with a plaque which acknowledged Schuman's dedication to America's right to know and to social justice, as she repeatedly changed the culture of ALA, the perception the profession of librarianship has of itself, and its communication with the people of our nation. In every aspect of her life – librarian, businesswoman, author, editor, mentor, educator, association leader, activist – Patricia Glass Schuman has made a significant impact.

Schuman was a prime mover in establishing the Social Responsibilities Round Table (SRRT) and its Task Force on Women (now the Feminist Task Force) in the early 1970s. In 1984, Schuman was the first woman elected treasurer of the American Library Association. In 1990, she became the first woman elected to serve both as treasurer and president. Schuman led the successful drive to endow the ALA Scholarship Fund.

Following her presidency, Schuman founded ALA's Library Advocacy NOW! effort and helped



Stripling, left, embraces Schuman during the June 27 Opening General Session.

to establish the Libraries Change Lives, Better Salaries for Librarians and @ your library campaigns. She has chaired numerous ALA committees and served on the boards of other national and international organizations. The author/editor of six books and more than 100 papers and articles, Schuman has testified before the U.S. Congress and been published nationally and internationally.

As co-founder (1976) and president of Neal-Schuman Publishers, which merged with ALA in 2011, Schuman encouraged scores of authors to produce more than 300 professional books and periodicals, including numerous award-winning tools and texts. With John Vincent Neal she established the Neal-Schuman Foundation (2000-2011) to support research, advocacy and education.

## Exhibitor News

*These listings are paid advertisements.*

**Better World Books:** The socially responsible online bookseller announced the newest library recipients of their Learning and Education in Action Program (LEAP) grants at ALA. Learn more about how the program empowers libraries to do the most important work in their communities at [www.BetterWorldBooks.com/LEAP](http://www.BetterWorldBooks.com/LEAP).

### American Library Association Black Caucus Unveils Reading is Grand! Grant Winners

During the American Library Association (ALA) Annual Conference and Exhibition, Jerome Offord, Jr., president of the Black Caucus of the American Library Association (BCALA), announced three libraries will receive the 2014 "Reading Is Grand! Celebrating Grand-Families Telling Our Stories @ Your Library" grant. The program is a celebration of the important role grandparents play in the lives of children, as, through their infinite wisdom and experience, children learn the unique cultural and familial values that help them grow into valuable contributors to the community.

Each grant-winning library will receive \$500, which will be used to supplement their Reading Is Grand! program. Funds may be used to purchase books, supplies, and/or activities for their program based upon their use of creativity and originality.

The Reading Is Grand! Project is supported by the Black Caucus of the American Library Association (BCALA). It was developed as part of 2009 – 2010 American Library Association President Camila Alire's Family Literacy Focus Initiative, an effort to encourage families in ethnically diverse communities to read and learn together.

## Video Highlights of the ALA Exhibits in Las Vegas

<https://www.youtube.com/watch?v=8P2ajqnTjYU>

### Relive Your Favorite Sessions or Hear What You Missed

If you were a full registrant of the ALA Annual Conference, you'll have a chance to revisit some of your favorite sessions and catch some you missed through the conference recordings. All full registrants will receive an e-mail in a few weeks when the recordings are available with instructions on how to access them. Although we don't have permission to record all events and sessions, the range of what is available will offer you a good chance to recapture some of the learning, highlights, and energy you enjoyed on the ground here in Las Vegas. We encourage you to make the most of this benefit of your full registration!