

# COGNOTES

MIDWINTER MEETING & EXHIBITS  
JANUARY 30-FEBRUARY 3, 2015

02-01-15

SUNDAY  
Edition

CHICAGO, IL

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AMERICAN LIBRARY ASSOCIATION

## Durbin Provides Washington Update: "Jury Is Still out on this Congress"

By Brad Martin, LAC Group

Sen. Richard Durbin (Ill.) told of the origins of his obsession with books at the Washington Office Update session "Whither Washington: The 2014 Election and What It Means for Libraries" Saturday, recalling two key events that were responsible. As a child, Durbin's mother, who had no formal education of her own, would take him to the art museum and to the Saint Louis Public Library. At the museum, she introduced him to paintings and other works of art, and at the library, he was allowed to check out as many books as he could carry. Later, as a student at Georgetown University, Durbin found a job as a clerk at Discount Books and Records, where he said the books were arranged by publisher. This taught him the importance of having someone help find the books.

Now, as a Democratic senator about to celebrate his 20th year in Congress, Durbin knows well the importance of libraries and librarians and can easily answer those who question their need in the age of the internet. "First of all, not everyone has a computer," he said, stressing that the digital divide is real and after all, "librarians are the original search engines." Durbin also pointed out that



Senate Minority Whip Richard Durbin (D-Ill.) is greeted by ALA President Courtney Young and ALA Executive Director Keith Michael Fiels, as ALA dignitaries look on.

anyone can walk through the door and get a library card, which he called the "passport to opportunity."

Durbin outlined issues of special interest to librarians and encouraged everyone to get organized in their advocacy efforts. He said that he is very aware of the Patriot Act

expiring at the end of May and that federal funding for library services – a "great bargain" in his words – faces challenges, with many in Congress against spending money on just about anything.

Despite what he called a "battle royal"

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## Mick Ebeling Opens Doors to Possibility

"Say yes first, ask questions later. Commit, then figure it out," said Mick Ebeling, who promises ALA Midwinter Meeting attendees an inspiring message about finding creative solutions to real-world problems by looking at them differently. Ebeling will be welcomed by Courtney



Young as the featured speaker at the ALA President's Program today from 3:30 – 5:30 p.m., McCormick Place W375b.

What if you discovered by accident that you could change the world? A film and TV producer by trade, and an optimist

by nature, Ebeling shows in his book *Not Impossible: The Art and the Joy of Doing What Couldn't Be Done* (Atria Books, January 2015) how anyone can help change the world. On the cutting edge of the new "Maker Movement," he is succeeding in finding ways to create and share new, simple, DIY technologies

that offer people greater access to medical devices, communication devices, and other things they need. Typical of his projects: using sunglasses, a web camera, and a coat hanger to get a paralyzed graffiti artist

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## Ayaan Hirsi Ali Calls for Questioning, Enlightenment



By Kacee Anderson, Harmony Science Academy

The Arthur Curley Lecture Series featured Ayaan Hirsi Ali on Saturday, focusing on the universal need for individual freedom and questioning. As a well-known politician, activist, and advocate for women's rights, Hirsi Ali opened by reading from her novel *Infidel*, in which she recalled her reaction to 9/11 as she watched on CNN in Holland. "I remember praying in Somali, 'Oh, Allah, please, please let it not be Muslims who did this. I knew this could ignite a major conflict.'"

After talking about the attacks with others, Hirsi Ali described her intellectual awakening. She began to question herself: "Which side was I on? Was this really Islam? Did Islam permit, even call for, this kind of slaughter? Did I as a Muslim approve of this attack? And if I did not, where did I stand on Islam?" Such difficult questions were not easily answered.

Hirsi Ali noted that the need for this type of questioning started early with

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## QUICK LOOK

### Registration

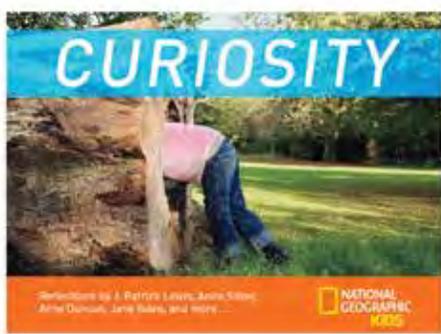
Sunday: 7:30 a.m. – 5:00 p.m.  
Monday: 7:30 a.m. – 2:00 p.m.

### Exhibits

Sunday: 9:00 a.m. – 5:00 p.m.  
Monday: 9:00 a.m. – 2:00 p.m.

### Event

Dr. Cornel West  
**2015 Martin Luther King, Jr. Holiday Observance and Sunrise Celebration**  
Monday, 6:30 – 7:30 a.m.,  
McCormick Place W181



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# Segel: Nightmares Simply Gatekeepers to Dreams

By Brad Martin, LAC Group

How does someone who was shy and suffered from night terrors as a child overcome his fears and grow up to be well-known as an actor, comedian, and screenwriter?

The answer has informed Jason Segel for much of his life and served as the inspiration for his 2014 book *Nightmares!* The first in a trilogy, *Nightmares!* helps young readers understand that what frightens them can also be seen as the key to overcoming. "Nightmares are the gatekeepers to our dreams," he said.

Segel's mother enrolled him in an acting class, and that helped him face his fears of being shy and feeling different. This class exposed Segel to a group of kids who were like him, and it wasn't long before his nightmares subsided. "Nightmares are telling us that we are afraid of something and we need to face it," he said.

Segel, the first to appear in the Auditorium Speaker Series Saturday, chatted onstage with Angela Carstensen, head librarian and an upper school librarian at Convent of the Sacred Heart in New York City. He revealed his early influences, which include Roald Dahl and Tim Burton. They addressed "a part of the human condition I really relate to: that there's been a mistake and we are meant for much more." He added that "this is an impulse I have related to all my life."

Segel hopes that *Nightmares!* tells everyone that they are special. They don't need

a golden ticket to achieve their dreams. They do, however, need to face their fears, as "the only way to get through to dreams is through the nightmare realm. Segel also told of receiving helpful advice from Judd Apatow, who encouraged him at a difficult time in his career and taught him to write. He also faced down some fears and doubts as he was preparing for a movie role as David Foster Wallace.

Drawing distinction between reading books and watching television and movies, Segel said that reading books forces the reader to be creative and to use the imagination, whereas watching TV and movies encourages a much more passive response, and to believe that "what you are really good at is to sit and watch. We are meant for more than just sitting and receiving. Kids are smart."

Segel was asked to talk a little about *Nightmares! The Sleepwalker Tonic*, the forth-



Jason Segel talks about how his personal experiences were used for his children's book *Nightmares!* during his Auditorium Speaker Series presentation Saturday.

coming book in the trilogy. It was inspired by the way people are encouraged to deal with their problems through things like drugs and entertainment. "There are a lot

of influences out there telling you to numb your nightmares, but what happens is that it also numbs your dreams," he said.

## Sunrise Celebration to Mark MLK Holiday Monday

Internationally renowned intellectual Dr. Cornel West will keynote the 2015 Martin Luther King, Jr. Holiday Observance and Sunrise Celebration Monday, 6:30–7:30 a.m., McCormick Place W181.

Currently professor at Union Theological Seminary,



Dr. Cornel West (Photo by Sigrid Estrada)

he is the recipient of more than 20 honorary degrees. He has written many important books, including *Race Matters* and *Democracy Matters*.

Joining Dr. West will be Call-to-Action Speaker Satia Marshall Orange, former director of the ALA Office for Literacy and

Outreach Services.

The 2015 Sunrise Celebration will bring together leaders from across the association. Featured readings will include selected passages from the works of King.

Coffee and tea will be served. Attendance is open to all attendees of the 2015 ALA Midwinter Meeting.

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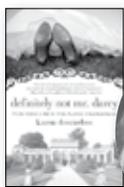
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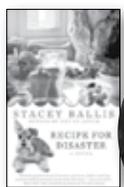
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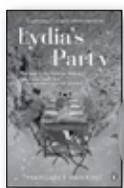
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3:00-4:00 pm Pop-Top Romance Panel, McCormick Place West\*



**JEN LANCASTER**  
author of **TWISTED SISTERS**  
12:00-1:00 pm Penguin Booth 4823  
3:00-4:30pm AAP's Library Family Feud, Hyatt Regency McCormick Place, 2233 S. Dr. Martin Luther King, Jr. Drive, Prairie Room B\*



**MARGARET HAWKINS**  
author of **LYDIA'S PARTY**  
2:00-3:00 pm Penguin Booth 4823  
5:00-6:30 pm RUSA Books and Media Award event, The Hilton Chicago, Williford Room, 720 S. Michigan Ave.\*



**RENÉE ROSEN**  
author of **WHAT THE LADY WANTS A Novel of Marshall Field and the Gilded Age & DOLLFACE**  
12:00-1:00 pm Penguin Booth 4823

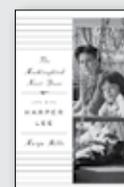


**MARJA MILLS**  
author of **THE MOCKINGBIRD NEXT DOOR Life with Harper Lee**  
2:00-3:00 pm Penguin Booth 4823

MONDAY, FEBRUARY 2ND



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author of **WHAT THE LADY WANTS A Novel of Marshall Field and the Gilded Age & DOLLFACE**



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author of **THE MOCKINGBIRD NEXT DOOR Life with Harper Lee**

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**Hirsi Ali**

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her first experiences in libraries. She talked about going to libraries in Somalia, reading

whatever books were available. Books were rare. Libraries were rare. Good schools were rare. Ethical and moral training on some level came from those books. "Had I not had that seeding of my intellectual life, I don't know if I would have been capable of questioning that day."

Hirsi Ali called for people to begin addressing moral dilemmas from a non-

**"Which side was I on? Was this really Islam? Did Islam permit, even call for, this kind of slaughter? Did I as a Muslim approve of this attack? And if I did not, where did I stand on Islam?"**

religious standpoint, stating that all people need to consciously start to promote the ideas of the enlightenment important to Western civilization.

After receiving a wide range of responses to *Infidel*, Hirsi Ali learned that the "collective" inhibits individuals and individual expression by varying degrees. She discussed her experiences with the "collective" growing up and her own evolution as an individual. In her own writing, she cares more about the message and expressing herself in the best way possible in her fourth language

[English]. "I should be able to express myself without fear that I am going to be punished for it."

Hirsi Ali believes that everything begins with open discussion. Through the exchange of ideas we can make this world a better place without resorting to the military.

In Hirsi Ali's forthcoming book *Heretic* (March 2015), she calls for a Muslim Reformation, identifying five key amendments to Islamic doctrine that must be made in order to break from seventh-century traditions and fully engage with the 21st century.

**COGNOTES**

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**President's Program**

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drawing again, or making a prosthetic arm for less than \$100 for a boy whose arms had been blown off in the war in Sudan. *Time* magazine called Ebeling's Eyewriter one of the "Top 50 Inventions of 2010."

Ebeling will share some of the stories behind his successes and lessons learned, and will talk about moving from "crowd-sourcing" to "crowd-solving." He plans to launch Global Labs in more than a dozen countries and at his next "Hacker/Maker" Weekend to create a cheap "Robot Walker," a rehab machine for kids with cerebral palsy and other neurodegenerative diseases.

Mick Ebeling is founder of Not Impossible Labs and The Ebeling Group, an award-winning international production company and creative think tank.

**Sunday Schedule**

10:00 – 11:00 a.m.

**Stories of Women**  
**Pursuing Their Destiny**

11:00 a.m. – 12:00 p.m.

**Fiction**

12:00 – 1:00 p.m.

**Jeffrey Brown**

1:00 – 2:00 p.m.

**Kimberly Brubaker Bradley**

2:00 – 3:00 p.m.

**National Storytelling Network**

3:00 – 4:00 p.m.

**Romance Panel****Economics Research Starts Here.**

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## Durbin

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shaping up, Durbin said librarians need to get organized and let people in Congress know about

the important issues.

Advocacy also was discussed in presentations by University of Chicago professor J. Mark Hansen and the American Bar Associa-

tion's Thomas Sussman.

Hansen gave his view of the electoral landscape and demonstrated political party differences and their change over time. "The divisions are as wide and deep as ever," Hansen said, noting that increased polarization has made it harder to pass legislation and has made advocacy far more challenging.

Hansen offered a couple of pointers that can help with advocacy efforts. The first is to find a common theme – income inequality for example – something that both parties agree on, even though they differ on their

***"The divisions are as wide and deep as ever."***

approaches. He concluded by adding that librarians should use the assets they already have as members of a helping profession and mobilize support as much as possible. "When the game is partisan, you have to play a different game."

Sussman, formerly a consultant to ALA, said, "The jury is still out on the current Congress," and agreed with Hansen about

the level of partisanship in Washington. He described the new Congress as richer (more millionaires now), younger, and having increasing numbers of women. He also pointed out that it was the first election in a long time without a Bush or Clinton on the ticket (a symptom of what he called "dynasty fatigue.")

Like Hansen, Sussman sees a "not particularly hopeful picture" on the funding front and concerning advocacy, he agrees with the wisdom that says "the best way to predict the future is to create it."



**Don't take your badge with you when you leave. Drop it off in one of the Badge Recycle Bins around the registration area or on the Exhibits floor. ALA's roundtable for sustainability (SUSTAINRT) encourages you to take part in recycling for the future.**

## Ferguson Library Director to Share Thoughts During "Leading In Times of Crisis" on Monday Afternoon

Libraries and their staffs are agents of positive community change, even under the most challenging and tension-filled circumstances. In "Leading in Times of Crisis: A Conversation with Ferguson (MO) Library Director Scott Bonner," Bonner will discuss the recent turmoil in his community and how the library managed to lead through it. He will share his experiences, strategies and lessons learned since Ferguson entered the national spotlight in a special Libraries Transforming Communities (LTC) session, 1:00 – 2:30 p.m. on Monday, McCormick Place, W183c.

The fatal shooting of Michael Brown on August 9, 2014, brought chaos to

Ferguson, a city of approximately 21,000 near St. Louis. The ensuing protests divided residents and caused schools and city services to shut down – but the library stayed open, providing a much-needed safe haven for the community. Following the shooting and subsequent unrest, the library, which leans heavily on volunteers to supplement the work done by Bonner and 12 part-time staffers, became what Bonner called an "ad-hoc school" when classrooms closed. With the help of teachers, volunteers and local community groups, the library was transformed into a functioning school, reaching as many as 200 students. As news of the library's activities spread, donations – more than \$300,000 in one week – poured in from across the country.

Bonner is the Ferguson Municipal Public Library's sole full-time librarian. He was hired in July 2014 for what he told a local newspaper was his "dream job" working in a local, community-focused independent library.

Bonner's talk is part of Libraries Transforming Communities (LTC), an ALA initiative that seeks to strengthen libraries' roles as community leaders and change-agents by developing and distributing tools to help library professionals connect with their communities in new ways. The initiative is made possible through a grant from the Bill & Melinda Gates Foundation. Learn more at <http://www.ala.org/LTC>.



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# Outside Marketing Adds Value

By Kacee Anderson, Harmony Science Academy

“A book on a shelf that never gets checked out has zero value.”

Ben Bizzle, director of technology at Craighead County Jonesboro (Ark.) Public Library, spoke Saturday about the importance of marketing in the library. When he first started with Jonesboro in May 2008, Bizzle quickly discovered the perceived war taking place between libraries and what he called the “trinity of evil.” According to his colleagues, Google, Wikipedia, and Amazon were attacking libraries and they had to fight back.

How can a library battle such opponents when its only weapon is an outdated website? It all starts with good leaders. Libraries must have leaders who work with people, not managers who focus on processes. The leaders at Jonesboro understood that libraries

had to change, and fostered a culture of creativity where people can fail with confidence. People are encouraged to come up with ideas and succeed, not to be afraid to fail. Let the people that have talent in your library do the things they are good at.

In his book *Start a Revolution: Stop Acting Like a Library*, Bizzle addresses the aggressive marketing approach Jonesboro took to add value to the library. Internal campaigning is fine, but librarians have to get outside of the library to reach new patrons. Outside marketing with posters around town helped the Jonesboro library grow its summer concert series by 300 percent from one year to the next. Bizzle notes that librarians should “reach out to people where they are and don’t expect them to come to you all the time.” Revamping billboards, collaborating with other libraries, and creating YouTube videos all aided in Bizzle’s success.

After running a case study on Facebook page interaction across eight libraries, Bizzle and his team found that social media is a great platform. They posted event information in the morning and funny pictures in the evening, which helped to build a following.

Throughout the session, Bizzle stressed the importance of digital presence. “Your website is basically another branch of your library,” he said, “and it is just as valuable as the other branches.” Jonesboro now has a fully responsive web design created by a development company. In addition, it has a



Ben Bizzle said the library’s digital presence is critical during his ALA Master Series presentation, “Start a Revolution: Stop Acting Like a Library” Saturday.

mobile app which allows users to easily access the features they need most.

Quality promotion is key. Bizzle noted that it’s better to market an entertaining program and show patrons other useful programs once they’re in the library. “Sell them on the sweet stuff, and deliver the meat once they get there,” he said. Jonesboro held zombie prom, adult sci-fi parties, and bingo nights at the library. Bizzle used Facebook ads and placed posters throughout the com-

munity to promote the events. To those who argue that they have no marketing budget, Bizzle argues that Facebook advertisements help to build value. Increasing patrons at an event increases the value of the program.

“You have to try things that are a little bit risky,” he said. “Not every idea is a good idea. Don’t go too far, but don’t be afraid to stretch.” Libraries that put themselves out there will be far more effective than those that stay afraid to change.

## EXHIBITS UPDATES

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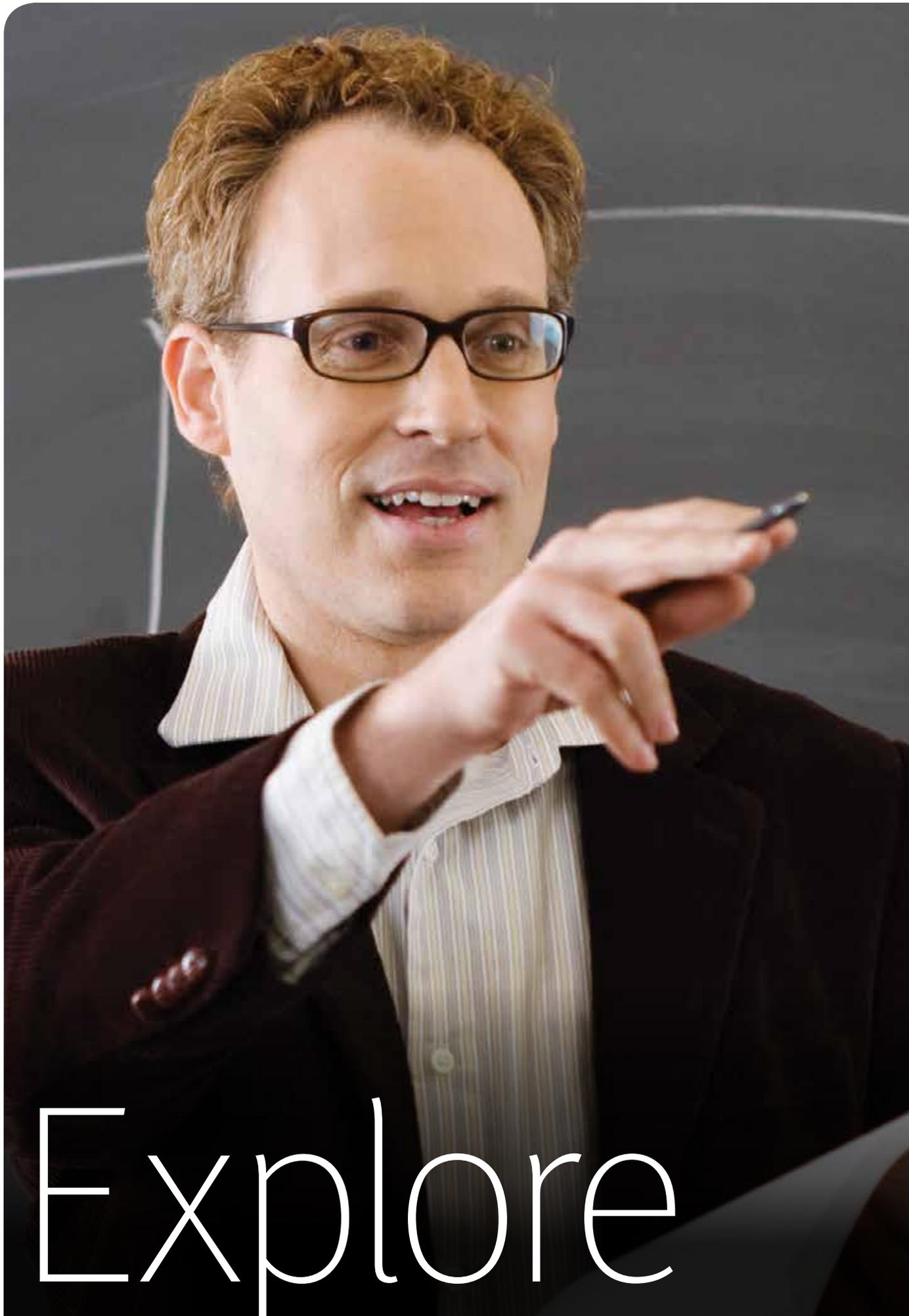
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Visit [ala.org/LTC](http://ala.org/LTC) to learn more and get free resources guides, webinars and more.

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*Libraries Transforming Communities is made possible by a grant from the Bill & Melinda Gates Foundation.*



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Lori Hancock, Lexington, Ky., starts her morning with a healthy Zumba/Fitness workout at Think Fit @ ALA.



ALA officials cut the ribbon to open the 2015 Midwinter Meeting & Exhibits.



Senate Minority Whip Richard Durbin (D-Ill.), second from right, gets a round of applause from ALA President Courtney Young, ALA Executive Director Keith Michael Fiels, and ALA dignitaries who greet him upon his arrival to speak during the Washington Office Update.



Acclaimed graphic novel authors Gene Luen Yang (from left), Cece Bell, Jeff Smith and Francoise Mouly share a laugh backstage before headlining the ERT/Booklist Author Forum.



The Exhibits Opening Reception draws a crowd, reflected on the floor of McCormick Place.

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## Small Library Creates Programs with Huge Success

Join the Public Library Association (PLA) to hear how the director of a small library in Texas was able to lead positive change for her library and its growing community. The webinar “Passion and Partnership: How a Very Small Library Created Programs with Huge Success” takes place at 1:00 p.m. (CST) on February 25.

Presenter Leslie Scott, director of the Prosper (Texas) Community Library, will discuss the challenges and obstacles she has faced as director of a small library with growing needs and share her experience implementing quality programs on a limited budget, developing community partnerships and recognizing creative ways to publicize. The Prosper Community Library may be small, but it has plenty of big ideas to share.

The cost to attend “Passion and Partnership: How a Very Small Library Created Programs with Huge Success” is \$28 (PLA Members), \$31.50 (ALA Members) and \$35 (Nonmembers). Groups of any size can register for \$129. The registration deadline is 11:59 p.m. CST Monday, February 23.

For more information about PLA, contact the PLA office at 1 (800) 545-2433, ext.5PLA, or email [pla@ala.org](mailto:pla@ala.org).

## ALSC’s Día Family Book Club Program Named 2014 USBBY Award Winner

The Association for Library Service to Children (ALSC), a division of the American Library Association, has been awarded the 2014 Bridge to Understanding Award by the United States Board on Books for Young People (USBYP) for its Día Family Book Club Program.

The Día Family Book Club project introduces books about diverse cultures from around the world to children and families through a series of book discussions. ALSC has selected books and provided toolkits, publicity kits, and lesson plans that provide a strong starting point for libraries to match the activities to their own communities. The Día Family Book Club, an extension of El día de los niños/El día de los libros (Children’s Day/Book Day), has succeeded in involving libraries nationwide.

“Día Family Book Clubs provide families with the opportunity to take a trip around the world, together,” said Ellen Riordan, ALSC president. The resources provided through this program are great examples of how our association can assist our members in serving their communities.”

For more information about the Día Family Book Club program and to download the club toolkit and lesson plans please visit <http://dia.ala.org/content/start-book-club>.

# Author Brad Meltzer to Serve as 2015 Preservation Week Honorary Chair

Our nation’s history is at risk, as more than 1.3 billion priceless treasures held by public institutions are endangered due to ignorance about preservation. Individuals also are not aware of the valuable role they play in preserving history through family heirlooms, records, and photographs.

*New York Times* bestselling author, television host, and library advocate Brad Meltzer will serve as 2015 Honorary Chair of Preservation Week, April 26 – May 2, 2015, a time when libraries throughout the country will provide information and expertise on how to archive and preserve individual and institutional treasures.

During Preservation Week, themed “Pass It On,” participating libraries will offer special programs and services that will help connect library users with preservation tools; promote the importance of preservation; and strive to enhance knowledge of preservation issues among the general public.

As the author of more than 20 books and the host of the History Channel’s series “Brad Meltzer’s Lost History,” Meltzer will lend his support to efforts to safeguard and reclaim our nation’s history. As honorary chair, Meltzer will be featured in print and digital Preservation Week promotional materials and audio PSAs and participate in media interviews.

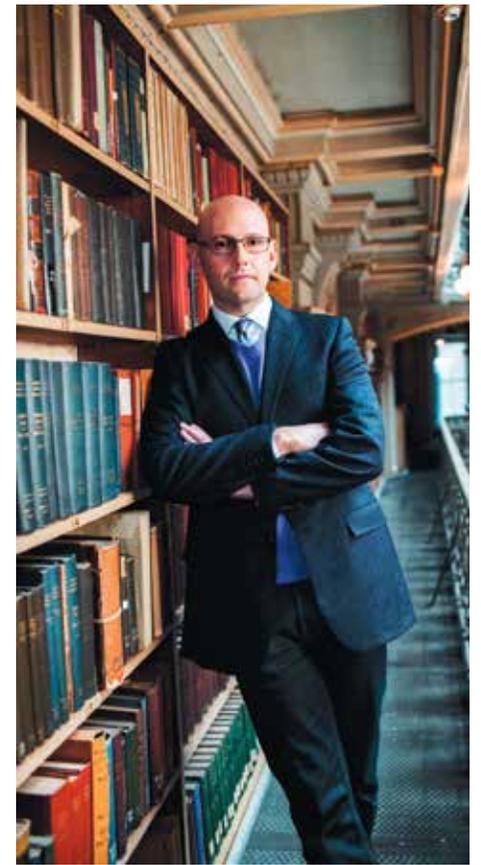
Brad Meltzer is the number one *New York Times* bestselling author of *The Inner Circle*, *The Book of Fate*, and seven other bestselling thrillers, including *The Tenth Justice*, *Dead Even*, *The First Counsel*, *The Millionaires*, *The Zero Game*, *The Book of Lies*, and his most recent, *The Fifth Assassin*. His latest thriller, *The President’s Shadow*, will be out in June.

In addition to his fiction, Brad is one of the only authors ever to have books on the bestseller list for Non-Fiction (*History Decoded*, *Heroes for My Son*, and *Heroes for My Daughter*), Children’s Books (*I Am Amelia Earhart* and *I Am Abraham Lincoln*) and even comic books (*Justice League of America*), for which he won the prestigious Eisner Award.

Meltzer also is the host of “Brad Meltzer’s Lost History” on H2 and “Brad Meltzer’s Decoded” on the History Channel. The *Hollywood Reporter* recently put him on its list of Hollywood’s 25 Most Powerful Authors.

Raised in Brooklyn and Miami, Meltzer is a graduate of the University of Michigan and Columbia Law School.

Preservation Week is a collaborative effort supported by the Association for Library Collections and Technical Services, a division of the American Library Association, Library of Congress and the Institute of Museum and Library Services.



Brad Meltzer

For more information regarding Preservation Week please visit <http://www.ala.org/preservationweek>.

## RUSA Book & Media Awards Ceremony and Reception

Join the Reference and User Services Association’s (RUSA) for its signature event, featuring speaker, Margaret Hawkins, author of *Lydia’s Party* (Viking, 2013). We’ll unveil the winners of the Reading List, Listen List selections – lists that are used by readers’ advisory librarians nationwide, and Notable Books – as well as the winners of the Dartmouth Medal for reference, the Sophie Brody Medal for Jewish literature, the Zora Neale Hurston Award for achievement in promoting African-American literature, and the Louis Shores Award for book reviewing. All meeting participants are invited to attend, starting at 5:00 p.m., tonight at the Hilton-Chicago, Williford room. Learn more about the division at <http://www.ala.org/rusa>.

## AASL Launches Where Learning Never Ends Digital Storytelling Contest

The American Association of School Librarians (AASL) invites students to participate in a digital storytelling contest held as part of the 2015 celebration of School Library Month. The contest asks students to reflect on the 2015 theme, “Your School Library: Where Learning Never Ends” and create a story using a website recognized as an AASL Best Website for Teaching & Learning.

Special author guest judges – Susan Verde, Amy Ignatow, Trevor Pryce, and Lauren Myracle – will review entries and determine contest winners. Winners will receive a set of books signed and personalized by the judging author. Prizes and author judges are graciously provided by ABRAMS.

Submissions for the storytelling contest

will be accepted until midnight on March 6.

“This contest will be so fun,” said AASL President Terri Grief. “We’re so excited to have these great judges that have volunteered their time. This is a super way to show off your school library.”

Student collaboration with educator support is encouraged; however, school librarians are asked to limit their help in the production of digital stories. Contest rules and eligibility can be found at <http://www.ala.org/aasl/slm/2015/storytelling>.

School Library Month is the AASL’s annual celebration of school librarians and their programs. Julianne Moore, award-winning actress and best-selling author, is the national spokesperson for the 2015 observance.



### Schedule

**Sunday**  
 1:00 – 2:00 p.m.  
 Maria del mar Sacasa  
 2:00 – 3:00 p.m.  
 Gary Wiviott  
 3:00 – 4:00 p.m.  
 Mindy Segal



ALA presidential candidates met Saturday to discuss their platforms (see story in Monday’s Cognotes). Left to right; J.P. Porcaro of Jersey City N.J., James LaRue of Castle Rock, Colo., Joseph Janes of Seattle, Wash., and Julie Todaro of Austin, Texas.



## FTRF Celebrates 45th Anniversary

In November, the Freedom to Read Foundation (FTRF) kicked off a year-long series of events in celebration of its 45th anniversary. It was on November 20, 1969, that the Freedom to Read Foundation filed its articles of incorporation with the State of Illinois. Since that time, FTRF has been instrumental in supporting efforts to keep books on library shelves, protect reader privacy from unwarranted government intrusion, and have unconstitutional laws struck down. To date, FTRF has hosted:

- An online Google Hangout kick-off November 20, 2014, featuring author Chris Crutcher, University of Illinois professor Emily Knox, and FTRF general counsel Theresa Chmara. This event was recorded and is available



at <http://www.youtube.com/user/FTRFTube>

- A reception in Salt Lake City on January 17 (coinciding with the anniversary of the first FTRF board meeting in 1970), in conjunction with Pioneer Theatre's world premiere of "Alabama

Story," a play about the controversy surrounding Emily Wheelock Reed, the Alabama state librarian who defended books that were under attack by segregationist state legislators in the 1950s.

- Its ninth annual Midwinter banned/challenged author event with Jeff Smith (creator of the *BONE* comics), Saturday night at Roosevelt University.

Upcoming events include:

- Meetup in Portland, Ore., on March 26, in conjunction with ACRL 2015.
- Reception in Austin, Texas, on April 15, in conjunction with Texas Library Association's annual conference.
- A reception in New York, on May 29, in conjunction with BookExpo America.
- An event in San Francisco June 27,

in conjunction with ALA's Annual Conference.

Several additional events will be announced soon! FTRF is working to create of a collectible tribute book celebrating FTRF's accomplishments and paying homage to the memory of FTRF's founding executive director, Judith F. Krug, and other FTRF heroes. Funds raised in the course of FTRF45 will be used to support the legal and educational initiatives of FTRF. To keep updated on the latest news with "FTRF45," visit <http://www.ftrf.org/?ftrf45>, follow @FTRF on Twitter, and like "freedomtoread" on Facebook. Use #FTRF45 for social media posts about 45th anniversary events. Questions? Contact Jonathan Kelley at [jokelley@ala.org](mailto:jokelley@ala.org) or (800) 545-2433 x4226.

## Recipients of Volunteer of the Year Award Announced

The Young Adult Library Services Association (YALSA) awarded two recipients with the Volunteer of the Year Award, honoring their outstanding service to the mission, goals and work of YALSA during the service year. This year the award went to Sarah Hashimoto for her work as a member of the Amazing Audiobooks for Young Adults Committee and Robin Fogle Kurz, chair of this year's William C. Morris Award Committee.

Despite joining the Amazing Audio-

books several months after the committee started, Sarah Hashimoto jumped into the work and quickly caught up. Fellow members were especially impressed with her listening and communication skills. This is her first year serving and she displayed the exemplary qualities needed for committee work, along with supporting all aspects of YALSA's mission.

Through her leadership skills as chair, Robin Fogle Kurz earned the respect of her fellow committee members.

"Robin created an important bond and an

understanding among all committee members, which is imperative while the committee, a group of very dedicated and passionate readers, comes together to discuss numerous book titles," explained committee member Molly Collins. "Throughout each discussion, Robin ensured that each committee member was heard, given a voice. Robin's commitment and dedication is among the best I've seen in all my years as a YALSA member."

Amanda Spratt-Goldson, administrative assistant of the Morris committee, agreed,

saying, "She has done as much research as I have, while keeping up with all of the reading, leading the meetings, etc., all while changing jobs and moving states!"

Any official YALSA group or individual appointed to an official YALSA group is eligible for consideration. All volunteer of the year award nomination forms are due no later than Dec. 1, 2015. For more information or to nominate someone, visit the Awards and Grants section of the YALSA website.

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The PopTop Stage draws a full house for the Diversity League's "Diverse Debuts: Writing Stories for Us All." Authors include Sabaa Tahir, Nicola Yoon, Francesca Zappia, Miranda Paul, Adam Silvera, Fonda Lee, Sona Charaipotra, IW Gregorio, and Danielle Paige.

## Explore Innovations in ELL Community Engagement

Join the ALA Office for Literacy and Outreach Services as three library literacy professionals from the Chicago area discuss successful and replicable programs and services geared towards English language learners (ELL). The session, titled "ELL Practitioners Panel: Innovations in Community Engagement" will be held on Sunday 3:00 – 4:00 p.m. in McCormick Place W183.

This hour-long panel will feature Patricia Barch with the Schaumburg Township District Library in Schaumburg, Ill.; Esther Chase from the Berwyn Public Library in Berwyn, Ill.; and Carmen Patlan with the Waukegan Public Library in Waukegan, Ill. Listen as they discuss their experiences as

participants in The American Dream Starts @ your library®, a grant initiative funded by the Dollar General Literacy Foundation and administered by the ALA Office for Literacy and Outreach Services. The three panelists will discuss tips, tools, resources, and best practices based on their years of experience serving English language learners in the dynamic and diverse communities surrounding Chicago.

This session is part of the News You Can Use series of updates on the latest trends in the profession, and is open to all registered attendees of ALA's 2015 Midwinter Meeting.

To learn more, please visit <http://www.alamidwinter.org>.

## Tune in to District Dispatch Policy Blog

Have you advocated for library issues? Today is a great time to start! Visit the American Library Association Washington Office's new and reinvigorated District Dispatch blog, which highlights federal legislation and policy news that impacts libraries. The District Dispatch makes it easier for library advocates to find important information policy news, search articles, share news, and "drill down" further into national policy issues.

The new District Dispatch also includes a "Breaking News" feature that makes it easier for advocates to find the most current and

critical information they need to take action at the national level. Finally, the new blog makes it easier for library staff to find free policy-related webinars.

As we head into a new Congress, ALA members are encouraged to subscribe to the District Dispatch to keep abreast of relevant library policy news, such as federal funding opportunities, copyright reform, open access legislation, Federal Communications Commission proceedings and much more. Visit the blog today by going to <http://www.districtdispatch.org>.

## Survey Results Reveal More about Young Children, New Media, Libraries

In Summer 2014, the Association for Library Service to Children (ALSC), LittleLit.com, and the University of Washington iSchool conducted a survey of more than 400 public libraries in order to find out how librarians are incorporating new media into their children's services. Learn about these survey results during "Young Children, Libraries & New Media

Survey" on Sunday 3:00 – 4:00 p.m. at McCormick Place W183.

This News You Can Use session will feature a panel of experts from library, research and education fields who will discuss the survey results and the implications of the findings. Come prepared to share your own experiences and ideas.



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## CSK Award Titles Now Compiled

Carole McCullough, co-editor of *The Coretta Scott King Awards, 1970-2014: Fifth Edition* and co-author of *Coretta Scott King Award Books Discussion Guide: Pathways to Democracy*, will be present for a book signing at the ALA Store at McCormick Place West on Sunday at 1:00 p.m. during ALA's 2015 Midwinter Meeting.

The co-works by McCullough and Adelaide Poniatowski Phelps, are the latest publications from ALA that feature the prestigious Coretta Scott King Book Awards, which honor the best in children's and young adult literature representing the African-American experience.

*The Coretta Scott King Awards, 1970-2014: Fifth Edition* is an excellent tool for collection development, readers' advisory, and classroom use. More than just a bibliography, this resource includes a selection of biographical profiles introducing the creative artists and illustrators behind the award-winning books, excerpts and color plates from many of the titles, and a subject index ideal for curriculum planning.

*Coretta Scott King Award Books Discussion Guide: Pathways to Democracy* highlights titles appropriate for grades K-12. This discussion guide builds on the rich legacy of the Coretta Scott King

***These titles are the latest publications from ALA that feature the prestigious Coretta Scott King Book Awards.***

award-winning books to offer an important educational resource for teachers, librarians, parents, and other caregivers. This guide identifies within the plot, character, and themes of each book those values that relate to being an American citizen and to living in a democratic society, and then shows how to use the book as a springboard for discussion.

McCullough is a retired associate professor and dean of the Library and Information Science program at Wayne State University. She is currently an auxiliary faculty, trainer, and curriculum committee member for the Children's Defense Fund. In this capacity, she conducts workshops for college interns training to run summer literacy (Freedom School) programs. In addition to serving as chair of the CSK Book Award Committee, she served one term on the CSK Book Award jury and two terms as chair. She was a contributing reviewer to all four editions of *The Coretta Scott King Awards, 1970-2009: 40th Anniversary*.

Poniatowski Phelps is the recently retired coordinator of the Educational Resources

Lab in the School of Education and Human Services at Oakland University and a former lecturer in children's literature for the reading department there. She is a member of the Coretta Scott King Book Awards Committee and served two terms (2007-2008) on the awards jury. In addition, she was a reviewer for the journal *MultiCultural Review*; a contributing reviewer for the fourth edition of *The Coretta Scott King Awards, 1970-2009* book, edited by Henrietta M. Smith; a contributing author for the article (2008), "Weaving the Threads of Diversity: A School of Education's Reflection on Current Practices" in the journal *Issues in Education: Preschool through Graduate School*; and co-author of the chapter, "Information and Instruction Services" in *A Guide to the Management of Curriculum Materials Centers for the 21st Century: The Promise and the Challenge* (2001), edited by Jo Ann Carr and prepared by the Ad Hoc Management of Curriculum Materials Committee, Education and Behavioral Sciences Section, Association of College and Research Libraries (ACRL).

Both titles mark the 45<sup>th</sup> anniversary of the Coretta Scott King Book Awards. To learn more, please visit <http://www.alastore.ala.org>.

## Plan to Celebrate NLWD15

Plans are now underway for this year's celebration of National Library Workers Day (NLWD15) on April 14, 2015. Sponsored by the ALA-Allied Professional Association (ALA-APA), this day, celebrated on the Tuesday of National Library Week, is for library users, administrators, staffs, supporters, and friends to recognize the valuable contributions made by all of those who work in libraries. Library organizations are encouraged to host a celebration and submit a star to honor a great worker, team, or department.

To jumpstart the celebration, t-shirts are on sale in the ALA Store at a reduced rate of \$12. After Midwinter, pre-orders for t-shirts will sell for \$15 (which includes shipping). A "free" poster will be given to any library organization ordering 10 or more t-shirts through March 20, 2015.

For more information about NLWD15 and to learn ways to celebrate, visit <http://www.ala-apa.org/nlwd/>. You can also follow the APA on Twitter, @alaapa (using #NLWD15), or like us on Facebook. To share stories or plans on how your library organization plans to celebrate, please send them to [libraryworklife@ala.org](mailto:libraryworklife@ala.org).



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### ALA MIDWINTER PRESENTATION SCHEDULE:

Presentations	Fri., Jan. 30	Sat., Jan. 31	Sun., Feb. 1	Mon., Feb. 2
T&F Library Packages	6:00 pm	10:00 am	10:00 am	9:30 am
TFO & TFO Mobile	X	11:00 am	11:00 am	X
CRC netBASES & netBASE Select	X	1:00 pm	1:00 pm	X
Implementing a Social Media Plan in the Library	X	2:00 pm	2:00 pm	10:30 am
Open Access at Taylor & Francis	X	3:30 pm	3:00 pm	11:30 am
South Asia Archive	X	4:00 pm	4:00 pm	12:30 pm



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## ACRL 2015 Early-bird Registration

The early-bird registration deadline for the ACRL 2015 conference to be held March 25-28, 2015, in Portland, Ore., is fast approaching. Register by February 13 and save \$70 or more. Special group registration prices, scholarships, hotel discounts, and reduced

airfares are also available.

ACRL 2015 features more than 300 carefully curated programs to help you stay at the forefront of the academic and research library profession. Be the first to receive conference announcements, connect



with fellow attendees, and learn more about ACRL 2015 on the conference website at <http://conference.acrl.org>.

## LLAMA Webinar Addresses Effective Staff Competencies

As popular as they are, staff competencies can still seem too confusing or cumbersome for many library managers and supervisors to use effectively. Learning how they have been developed and adopted successfully in another institution can help. The Library Leadership and Management Association (LLAMA) will present "The Matrix: Linking Competencies and Learning Opportunities," 1:30 – 3:00 p.m. (CST) on February 11.

This webinar will introduce the Staff Competencies Training Matrix, an innovative online tool that helps you access established library competencies and associated training resources. This tool provides a dynamic interface that allows for library-wide participation, transparency of job duties, and a framework for creating a need-based and outcome-oriented training program. You will find it useful for recruiting managers, trainers, supervisors, and employees wanting to advance or set goals. Participants will be challenged to consider the use of these competencies within their own libraries.

By the end of this webinar, participants will:

- gain a basic understanding of the current use of competencies in academic libraries;
- consider the application of this online tool, which links competencies with learning opportunities and creates a tangible way of connecting otherwise cumbersome and non-user friendly competencies to users in their institutions;
- understand how this open-source application can be easily implemented by IT professionals, and how administrators manage content.

Suggested audiences for the webinar include human resources, training and development, IT professionals, and managers and supervisors.

Presenters include Judith M. Roberts, training consultant, and Suchitra Yellapan-tula, IT programmer at George A. Smathers Libraries – University of Florida, Gainesville.

Fees are \$49 for LLAMA members; \$59 for non-members; \$199 LLAMA group rate (five or more people at one site); and \$239 non-member group rate.

Register online at <http://tinyurl.com/3zhtecm>.

Can't attend the live event? No problem! If you register, you will automatically receive a link to the recorded version for later viewing.

For questions about this webinar or other LLAMA programs, contact Fred Reuland at [freuland@ala.org](mailto:freuland@ala.org).



Use the ALA Shuttle Buses to get from McCormick Place to your downtown hotel. They are free, (and warmer than walking outside, too!)



All routes board at Gates 43 and 44 at McCormick Place West.



Complimentary shuttle service is provided between McCormick Place West and the official ALA hotels listed below. Shuttle information signs will be posted in the lobby of each hotel listed. Check the sign in your hotel lobby for additional information and changes. If you have questions about the shuttle or if you need to make a reservation for a wheelchair-accessible shuttle please see the shuttle supervisor at McCormick Place West or call KUSHNER & ASSOCIATES at (310) 274-8819 ext. 219 during shuttle hours.

### Hotels and Boarding Locations

Route 1 Hotels	Boarding Location
Hyatt Regency Chicago – HQ	Curbside on Wacker
Fairmont Chicago	At Hyatt Regency
Radisson Blu Aqua Hotel	At Hyatt Regency
Swissotel Chicago	At Hyatt Regency
Route 2 Hotels	Boarding Location
Hilton Chicago	Curbside on 8 <sup>th</sup>
Renaissance Blackstone	At Hilton Chicago
Route 3 Hotels	Boarding Location
Sheraton Chicago Hotel & Towers	Curbside on Columbus

### Hyatt Regency McCormick

The Hyatt Regency McCormick is connected to McCormick Place. Shuttle service is not provided.



### Shuttle Schedule

#### Shuttle Schedule to McCormick Place West

Friday, January 30	
7:00am – 3:00pm	Service every 20-25 minutes
3:00pm – 7:30pm *	Service every 20 minutes
Saturday, January 31	
7:00am – 11:00am	Service every 20 minutes
11:00am – 2:00pm	Service every 20-25 minutes
2:00pm – 6:00pm *	Service every 20 minutes
Sunday, February 1	
7:00am – 11:00am	Service every 20 minutes
11:00am – 2:00pm	Service every 20-25 minutes
2:00pm – 6:00pm *	Service every 20 minutes
Monday, February 2	
7:00am – 11:00am	Service every 20 minutes
11:00am – 5:30pm *	Service every 20-25 minutes
Tuesday, February 3	
7:30am – 1:00pm *	Service every 30 minutes

\* Indicates last time shuttle departs McCormick Place West returning to hotels. Last shuttle departs hotels coming to the McCormick Place West approximately 45 minutes prior to this time.

#### ThinkFit Shuttle Service

Saturday, January 31 - 6:30am - 7:00am

Shuttle service will be provided from the official ALA hotels listed to McCormick Place West beginning at 6:30am. Regular service will resume for return service back to hotels following the event.

#### Martin Luther King, Jr. Holiday Observation and Sunrise Celebration Shuttle Service

Monday, February 2 - 6:00am - 7:00am

Shuttle service will be provided from the official ALA hotels listed to McCormick Place West beginning at 6:00am. Regular service will resume for return service back to hotels following the event.

**Make sure to stop by Gale, Cengage Learning booth #2011 and check out what's new!**



Exhibitor News is offered to any company exhibiting at the ALA Midwinter Meeting & Exhibits. To place your item in the Monday issue of *Cognotes*, please send a request to [cognotes@ala.org](mailto:cognotes@ala.org), by 2:00 p.m. Sunday. The cost is \$100.00 per 40-word ad, per day.



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