

ALSCConnect

June 2008, Vol. 6, no. 2

Attn: This is an ARCHIVE page. Web sites and e-mail addresses referenced on this page may no longer be in service.

Officially Speaking

ALSC Highlights

I'm sure every departing ALSC President has this thought, but this has been such a quick year! It seems like last week that I was busy preparing for the annual conference during which I would become your president and now, just like that, it's time for the annual conference that will see Pat Scales step into that role. As usual, for a vibrant organization like ALSC, it's been a busy and productive year. For the second year in a row, Día gained a national stage with a Senate event, arranged by our wonderful Washington office, which brought national lawmakers together with school children to celebrate this program that at its core brings children and books together. Also, for the second year in a row, we've been able to provide books to school and public libraries that are in desperate need of them through our "Bookapalooza" program. The brainchild of Deputy Executive Director Aimee Strittmatter, this program gives away all the books that are sent to the ALSC office for award and notables consideration each year. School and public libraries can vie for these books by describing their need as well as how they plan to use them. The Emerging Leaders also continued for the second year with ALSC choosing two leaders: Patricia Tarango of Los Angeles and Jessica Trujillo of New Brunswick, N.J., and we are looking forward to hearing about their year in this program and the work they did on their Emerging Leader project.

One of the highlights of this year, the "Light the Way" grant, was made possible through the generosity of Candlewick Press and Newbery Medalist Kate DiCamillo. ALSC administered the one-time donation to a library with exemplary service to traditionally underserved populations. The ALSC Library Service to Special Population Children and Their Caregivers Committee did all the work in this, from developing an application to choosing the grant's name, and finally, evaluating more than 50 applicants! We hope to be able to offer this on an ongoing basis in the future. This year, the donation went to the Rogers (Arkansas) Public Library for their program "Bilingual Teens as Teachers and Tutors."

Other highlights of note were: the change to the Pura Belpré award by the ALSC and REFORMA boards from a bi-annual to an annual award beginning in 2009; the announcement of the first-ever ALSC//Booklist/YALSA Odyssey Award for excellence in audiobook production; and the launch of an evaluation of our highly successful cooperative venture with PLA, Every Child Ready to Read.

I would like to thank our Executive Committee: Past-President KT Horning, President-Elect Pat Scales, Fiscal Officer Sue Zeigler, and Division Councilor Linda Perkins as well as the rest of our Board, Thom Barthelmess, Mary Fellows, Starr LaTronica, Penny Markey, Kate McClelland, Betsy Orsburn, Tim Wadham, and Judy Zuckerman. And of course, my eternal thanks go to Diane Foote, who must work 24 hours a day and makes us all look good, and the rest of her wonderful staff, Aimee Strittmatter, Linda Mays, Laura Schulte-Cooper, Marsha Burgess, Jenny Najduch, and Angela Smith.

I am particularly grateful to an amazing group of Priority Group Consultants – Marge Loch-Wouters (Group I), Randall Enos (Group II), Molly Kinney (Group III), Cecilia McGowan (IV), Diane Janoff (Group V), Julie Corsaro (Group VI), Jan Watkins (Group VII), and Judith Rovenger (Group VIII). In every instance, whether it's communicating with committee chairs, dealing with emergency replacements, helping with updates and revisions to award manuals, as well as the occasional emergency, they have handled it all with enthusiasm, energy, grace, and intelligence. Committee members and chairs should know what a great group you have speaking and acting on your behalf. When you see them at conference, thank them for all that they do.

That's it. My thanks are done. It's been a wonderful year.-- *Jane B. Marino, ALSC President*

2008 Arbuthnot Lecture a "Virtual" Success

I want to extend a special thank-you to Shawn Brommer and the South Central Library System in Madison, Wisconsin for making it possible to take part in the 2008 Arbuthnot Lecture event via streaming video. David Macaulay's lecture, titled "Thirteen Studios," will be published later this year in *Children and Libraries*, but it's always a pleasure to be on site and in the audience when the lecture is delivered. I had the opportunity to hear Susan Hirschman deliver the lecture when the University of South Carolina in Columbia was the host site. Then, as chair of the Arbuthnot Committee, I was present when Richard Jackson delivered the lecture at Drexel University in Philadelphia. Like many, I was unable to travel to Madison for the Arbuthnot Lecture this year, but I was present via my computer. Though I will look forward to reading Macaulay's words, it was a special treat to listen to him, and to the audience's response to his often humorous remarks. I actually found myself laughing out loud with them.

I hope that Shawn Brommer and her planning committee have begun a trend of expanding the audience for the Arbuthnot Honor Lecture by offering it via streaming video. What an exciting opportunity for Children's Literature students and teachers and librarians to see and hear the lecture "live" via their computers. It seems to me that this is the way that ALSC can expand our educational opportunities to our members and non-members who may never have the chance to travel to an event site.

Because of technology and a creative team of librarians who planned this year's Arbuthnot event, thousands could attend. Kudos to Shawn Brommer and her crew.-- *Pat Scales, ALSC Vice-President/President-Elect*

Bright Ideas

Collaborative Summer Library Program

Get a Clue @ Your Library was the theme of the 2007 Summer Reading Club for the Collaborative Summer Library Program (CSLP), a consortium of 41 states sharing artwork, incentives, publicity, and a manual of programming and promotional ideas. By combining resources and working with a commercial vendor, participating public libraries purchase posters, reading logs, bookmarks, certificates, and a variety of reading incentives at significant savings. (See *Get a Clue @ Your Library 2007 Collaborative Summer Library Program Manual*, ed. Patti Sinclair, p.vi.) At the Queens Library at Poppenhusen in College Point, I developed seven school-age and six preschool programs in 2007 for weekly meetings using the CSLP manual. Some of the highlights are included below.

School-Age programs

Writing messages in "invisible ink" using milk, then rubbing them with pencil shavings that revealed the messages. The lead in the shavings bonded with the calcium in the milk to make the messages visible. There's a possible science tie-in here!

Reading aloud a short mystery from a Web site referenced in the manual for participants to solve, and making spyglasses from two toilet paper tubes, clear plastic wrap lenses, and string.

Guessing smells hidden in 12 paper bags. Some of the mysterious aromas were produced by onions, lemon juice, liquid soap, maple syrup, peanut butter, vinegar, popcorn, coffee, perfume, a banana, and mint (tea).

A relay race in which each child was given something to wear or carry back when he/she reached the end of the room. Fun items included: feather boas, hats, Groucho glasses, streamers, balloons, and puppets. Next, memory skills were tested when I asked them to remember as much as they could about what I was about to do. I said and did various things, such as pointing, looking at my watch, saying my back hurt, and stretching. After participants reported back what they remembered, they all eagerly took turns, showing their talent for comedy.

During an Egyptian mysteries-themed program, we made gold foil cardboard cartouches (oval frames containing a name) and wrote our names on them in hieroglyphics. Kids enjoyed converting their names to hieroglyphics using the Web site www.upennmuseum.com/hieroglyphsreal.cgi/. We also read from *Mummy Riddles* by Katy Hall and Lisa

Eisenberg, and guessed the contents of 8 mystery touch-and-feel boxes. Contents included feathers, playing cards, CDs, puzzle pieces, and a plastic lizard.

Preschool Programs

Read *Alphabet Under Construction* by Denise Fleming and decorated letters that were placed around the meeting room to spell out "Read to Me Club Summer 2007."

Read *Dinosaurs Galore!* by Giles Andreae and made dinosaur skeletons by gluing Q-tips on black paper.

Read *The Magic Hat* by Mem Fox, *Whose Hat?* by Margaret Miller, and *Caps for Sale* by Esphyr Slobodkina and made a triangular newspaper hat. The kids also tried on different hats from my collection.

Read *You'll Never Guess* by Fiona Dunbar and *It Looked Like Spilt Milk* by Charles Shaw and made a shadow puppet with paper fastener joints.

Read *If I Had a Tail* by Karen Clemens Warrick and *What Do You Do with a Tail Like This?* by Steve Jenkins and made an animal tail fold-over guessing game. Read *Who Took the Cookies from the Cookie Jar?* by Bonnie Lass, *Forest Tracks* by Dee Dee Duffy, and *How to Be a Nature Detective* by Millicent Selsam and made a "match the animal to its tracks" lift-the-flap game.

Templates, Web sites, and program ideas presented by age group in the manual were a great help in planning fun activities. The suggested age groups were preschool (ages 2-5), primary (ages 6-8), intermediate (ages 9-12), YA, or a combination of age groups. (See 2007 CSLP Manual, page 3.) In addition, the diverse number of program ideas offered made it easy for planners to find options that they'd enjoy doing, which makes for better programs. For more information about the Collaborative Summer Library Program, contact: Collaborative Summer Library Program, 22 North Georgia, Suite 208, Mason City, IA 50401-3435; Voice/fax: 641-423-0005; Toll free: 866-657-8556; or info@cslpreads.org. -- Diane Janoff, Queens Library at Poppenhusen, College Point, N.Y.

Great Community Effort = Fun Pajama Story Time!

Our small, rural library hosts Pajama Story Time one Saturday night a month for children between the ages of four and ten years. It consists of story telling, reading, puppet shows, sing-a-longs, finger plays, felt board activities, and craft projects. This program is a great option for working families who cannot attend a traditional daytime story hour. It is a lot of fun and has attracted the attention of several of our local community service groups. Our high school Anchor Club performs the puppet shows and the readings, a Girl Scout troop arranges the craft projects, university professors provide us with musical entertainment, and supplies are funded by the Kiwanis Club. And of course, everyone wears pajamas!--Mary Beth Garrett, Alpine (Texas) Public Library

Library 2.0--Let the Kids (and Kids' Staff) Play Too!

Since Michael Casey coined the phrase Library 2.0 less than two years ago much of the thinking of the library world has shifted toward this magnetizing concept. Transformations of Library 2.0 such as Helene Blowers' rapid and far-reaching Learning 2.0 initiative continue this shift. Many 2.0-minded librarians have not only changed the way they think about what they offer to their users, they now challenge the very way they approach their jobs each day. The truth is that it doesn't take a techno genius to help move your library forward in the 2.0 universe. The wave has already started—you only have to be willing to ride it (and get a little wet during the process).

My key question is "Where is Youth Services in the 2.0 mix?"

Wait a minute, you say! We have National *Teen Tech Week* in March and many libraries are now blogging and even offering IM reference services. True, true. The realm of teen and adult library services are generally embracing of new technologies and rise up to meet the requests for trainings and programs regarding technology trends. Several years ago I worked with the Public Library of Charlotte & Mecklenburg County's (PLCMC) Web Services to build the first completely online teen summer reading club, then called "Train Your Brain." Teens latched on to this new way of managing a traditional program without blinking a virtual eye. This program was soon adapted by PLCMC to support the adult summer reading program as well. Once again, no major hitches.

But what about children's services? Ah, that's what I'm getting at. That's where the line was drawn back then. The year was 2000 and it was determined that kids and their parents simply weren't ready to "let go of the paper" to embrace a new way of handling the mundane tasks of registering and logging time spent reading during the summer months. The summer reading theme that year was going to be an obvious hit: Mission READ! We worked extra hard to create some terrific Web pages that were built around the slick graphics and theme. Despite the effort to straddle the fence between the traditional paper reading records and a virtual enhancement to our literacy effort, the paper won out. The Web pages were hardly hit upon that summer though the reading program buzzed along its usual path.

Even now as we have masses of kids discovering virtual communities through the savvy connections of commercial ventures such as Webkins, using Wikipedia to research their fourth grade social studies subjects, and creating networks via their favorite Web sites (Disney!), the world of children's library programs and services is still not the experimental ground for technology exploration we thought it would be half a decade ago.

I don't believe in "blaming" staff for not being more savvy with incorporating technology into their services and programs. In fact, most of the children's staff I know and work with each day are quite tech savvy—in their personal lives. The encouragement to bring technology into their library is often just not there—at least not in full force the way it is in teen and adult services. Children's librarians are some of the most outgoing and engaged individuals in the library world. Anyone who thinks that we are still simply a bandit crew of book lovers with easy access to puppets and a penchant for doing the hokey pokey hasn't visited a busy children's department in a while. Children's librarians can do more and reach further in the realm of technology—especially when they are given the encouragement and resources to do so. How do we create an environment that entices children's library staff to incorporate technology into their offerings? I'd like to suggest four ideas that can help trip the tech switch:

1. Get curious about technology. You can start simply by experimenting with the programs on your computer that you've wondered about but never tried. Ask your co-workers and users what their favorite Web sites are. Visit those sites—even if you don't have the faintest interest in handmade retail items or pro wrestling. You can learn much about the types of interfaces and information that appeal to folks by lurking in the virtual places they visit. Ask staff to play with cameras, iPods, laptops, and gaming equipment to figure it out. Say these words again and again: if it breaks, we can get another one. I have found that this small statement relieves quite a bit of anxiety about using new and/or expensive items.

2. Create a commitment to staying in the know. You don't have to be a technology expert (I'm certainly not), but there are many ways to stay up on trends as well as what is emerging by keeping your eyes peeled and your bookmarks (or even better, RSS feeds) fresh. At least weekly, check out what some of the sharpest thinkers have to say about technology as well as edgier library practices. Make your weekly virtual treks to Library Bytes (www.librarybytes.com), Tame the Web (www.tametheweb.com), Librarian in Black (www.librarianinblack.net), and Mommy Librarian (www.mommylibrarian.com). To go deeper, follow their links into the labyrinth of Library 2.0. If you are a supervisor or manager, share what you're finding with your staff by making "technology learning" a standing agenda item in your meetings.

3. Take the personal into the professional. Sounds pretty heavy and high-minded? I'll make it simple: if you have all your favorite CDs and songs loaded on your iPod at home, why are you still using a CD player during your storytimes? Recently, we were able to provide 30 GB iPods and speaker stations to all of our branch locations to use for programs—either to support or as a catalyst for workshops. It only took a suggestion for many PLCMC youth staff to begin this process—and with some great results. “Using the iPod during storytime was an odd feeling at first,” Emily Little says, “but I was able to create my own playlists, mix them up and have them all at my fingertips. It is quicker, offers more options, and easier than lugging in an old-school boombox.”

In our personal lives, we create blogs to celebrate everything from our summer vacations to our current hobbies. Take this common and effective practice into your library branch or department. It's a wonderful venue to share group thought processes, a place to stash interesting photos from programs and events as well as a great way to log issues or information on the latest rush on research subjects to help part-time staff stay in the loop.

4. Put your resources behind your commitment. Yes, by “resources” I mean money. A good rule of thumb to use when deciding on how to spend your program funds is to ask yourself the question: What will have the most long-term impact? You could have a local performer come visit your library branch for two sessions that equals a cost of, say, \$350. You could use that same money to purchase two digital cameras. Or an iPod. Or a combination of the two. Think of the many program opportunities and practical applications these items could have (long after the juggler has left the building). Jason Hyatt, PLCMC education coordinator, suggests having a pre- or post-holiday How-To-Use-The-iPod-I-Just-Bought-My-Kid program for adults. And yes, kids love to take pictures. You can build a whole program around a couple of digital cameras. Set kids or teens loose in your building with a series of idea-starters (how about: “take a picture of the most comfortable—or uncomfortable—place in this building”). Let them snap away. Bring them back together. Download the pictures. Write witty captions for each. Repeat.

Saying “yes” to being a tech-savvy librarian doesn't mean you have to become the next big thing in the blogosphere or that your life will now be controlled by the keyboard or clickwheel. It does mean that you create the room to grow, learn, and move into a changing world that involves the users and staff you work with in new and possibly extraordinary ways. Along with these extraordinary ways come some really useful practical side-effects. It's time to get curious.-- *Tony Tallent, Public Library of Charlotte & Mecklenburg County, N.C.*

ALSC Voices

ALSC Profile

Lucía González

Associate Director for Programming and Youth Services

Broward County (Fla.) Library

ALSC Membership: This is my 18th year as an ALSC member.

Where did you attend library school?

University of South Florida, Tampa

What attracted you to library service to children?

Children's librarianship is the most refreshing, creative, and inspirational expression of our profession. I feel that working with children allows for a balance between my professional aspirations and my creative spirit.

Why did you join ALSC?

I wanted to have a voice in library services to children and families, to interact, network, and learn from other professionals in the field. Above all, I wanted to have a voice in the provision of multicultural and bilingual library services to children and families.

What to you is the biggest reward of being a children's librarian?

The biggest reward of being a children's librarian is interacting with the children. Childhood is the age of discovery and exploration. It is very rewarding to see the joy in children's faces when they discover a favorite book, hear an exciting story, interact with new technologies, get the help they need to succeed in class. Being a children's librarian is very stimulating.

What is the greatest challenge your library faces, particularly in the children's services department?

Broward County Library is going through a very challenging period during a time of statewide budget cuts resulting from tax reform. Maintaining appropriate levels of staff in youth services is a challenge.

What is the most popular children's program/event at your library?

I'd like to mention two programs. The first is AfterSchool @ Your Library, an on-going after school program funded by a grant from The Children's Services Council of Broward. This grant-funded program is on its fifth year. It was initially offered at five locations and now it is available at 15 branches. The continuous success and rapid expansion of AfterSchool @ Your Library goes to show where the needs really are.

The second program I'd like to mention is the countywide celebration of El día de los niños /El día de los libros. Last year Broward County Library was the national recipient of the Mora Award for Día. The celebration has expanded to multiple library locations working in collaboration with other community-based organizations and the Broward County Public Schools. By highlighting the different cultures and languages in the county, we engage the entire community.

What are you currently working on at your library?

We are getting ready for Summer Reading Program and working on next year's major events such as the Ashley Bryan Art Series at the African American Research Library and Cultural Center, and Broward County Library's Conference on Children's Literature.

How do you juggle all the demands of being an award-winning author, storyteller, AND children's librarian?

Even though the administrative responsibilities of my job as associate director have turned me into an amazing juggler, I continue to integrate my professional commitments with all other aspects of my life. This is part of the beauty of being a children's librarian. I became a storyteller and author as the result of my work with children. It is important for me to always keep all aspects of my work integrated.

Who/what is your favorite children's author/book and why?

It is difficult to select one book, or one author, among all my favorites. The story of *Perez and Martina*, retold by Pura Belpré, will always have a very special place in my heart.

What are your hobbies?

Storytelling, traveling, and juggling.

What three words best describe you?

Motivated, optimistic, idealistic.

Hear Ye! Hear Ye!

Member News

Congratulations to four ALSC members who were named 2008 *Library Journal* Movers and Shakers! They are: **Lucía González**, Broward County (Fla.) Library; **Marcia Mardis**, Wayne State University, Detroit, Mich.; **Tony Tallent**, Public Library of Charlotte & Mecklenburg County (N.C.); and **Jamie Watson**, Harford County (Md.) Public Library. These movers and shakers, nominated by their colleagues, are honored as creative innovators who are making a difference in libraries.

Linda Ernst, King County (Wash.) Library System, has a new book in print, *Baby Rhyming Time* (Neal-Schuman, 2008). It joins her *Lapsit Services for the Very Young* and *Lapsit Services for the Very Young II* as a resource that will help libraries serve children, newborn to 24 months, and their caregivers.

Carolyn S. Brodie, Kent State University, Ohio, is the recipient of ALA's 2008 Scholastic Library Publishing Award, bestowed on a librarian in recognition of extraordinary contributions to promoting access to books and encouraging a love of reading for lifelong learning. She will be presented with the award on July 1 during the ALA Annual Conference.

Ed Sullivan, Lake City (Tenn.) Middle School, received the Parents' Choice Silver Honor Award for his nonfiction book, *The Ultimate Weapon: The Race to Develop the Atomic Bomb* (Holiday, 2007). The book was also cited as an

Outstanding Science Trade Book for Students by the National Science Teachers Association and a Notable Social Studies Trade Book for Young People by the National Council for the Social Studies. To learn more about the book, please visit Ed's Web site at www.sully-writer.com.

The Boy Who Was Raised by Librarians (Peachtree), written by **Carla Morris**, Provo (Utah) City Library, has won the 2008 Read Aloud Book Award/Comstock Book Award (best read-aloud picture book for older children--ages 8-12) from the Curriculum Materials Center of Livingston Lord Library, Minnesota State University, Moorhead.

ALSC members **Eliza T. Dresang**, Florida State University, Tallahassee, **Oralia Garza de Cortes**, Pasadena, Calif., **Daisy Gutierrez**, Houston, Texas, **Sarah Park**, Long Beach, Calif., and **Junko Yokota**, National-Louis University, Skokie, served on the Jane Addams Children's Book Awards Committee. 2008 winners of the award, which is administered by the Jane Addams Peace Association, are *The Escape of Oney Judge: Martha Washington's Slave Finds Freedom* written and illustrated by Emily Arnold McCully, published by Farrar, in the Books for Younger Children category, and *We Are One: The Story of Bayard Rustin*, by Larry Dane Brimner, published by Calkins Creek/Boyd's Mills, in the Books for Older Children category. Honor books include: *One Thousand Tracings: Healing the Wounds of World War II*, written and illustrated by Lita Judge, published by Hyperion; *Rickshaw Girl* by Mitali Perkins, illustrated by Jamie Hogan, published by Charlesbridge; *Elijah of Buxton* by Christopher Paul Curtis, published by Scholastic Press/Scholastic, Inc; and *Birmingham, 1963* by Carole Boston Weatherford, published by Wordsong/Boyd's Mills. For additional information about the Jane Addams Children's Book Awards and a complete list of books honored since 1953, see www.janeaddamspeace.org.

Special Honors

The Pennsylvania Library Association has honored the Mt. Lebanon Public Library with its Best Practices in Early Learning Award for its innovative program, "Nationality Night." The library earned its award in the category "Programs that Showcase Community Collaboration" in the small library division. Mt. Lebanon has seen an increase of families from Eastern Europe and Asia. The children's librarians had talked about ways of making these families feel welcome in the library, and, in conjunction with several ESL teachers in the school district, began a yearly "Nationality Night" at the library. The ESL teachers sent invitations to families who had recently immigrated to the district and the librarians planned a program to highlight materials in the library to help these families learn English, as well as materials in their native language. We did a special story program for the children, gave each child a free book, and provided tours of the library for both children and adults.

Our goals were to make these families feel welcome in the library, become acquainted with the staff, and feel comfortable asking questions and getting library cards. Our hope has been that these families would bring their children to the library and borrow books—and children's books are a great way for adults to learn a new language and share stories with their children. Early exposure to books and reading fluency are real criteria for success in school, as we know.— *Judith A Sutton, Head of Children's Services, Mt. Lebanon (Penn.) Public Library*

Explore ALSC 2.0

Chances are you're not new to the wonderful world of Web 2.0, but when it comes to some applications, ALSC is! Connect with other members virtually by becoming involved with ALSC's blog, wiki, Facebook fan page, Google Calendar, and Second Life.

All ALSC members are invited and encouraged to participate in the ALSC blog. Post about your creative programming ideas or the other fun things going on at your library. Not into posting? Not a problem! Continue the conversation started by someone else by simply commenting on posts. The ALSC blog can be accessed from the ALSC home page at www.ala.org/alsc.

The ALSC wiki is a hidden treasure for many members and committees. It's a great way to publicly share information that can be edited and updated by anyone at anytime. Visit the ALSC Web site to view the wiki or for information about how to add and edit.

Spread the word about ALSC on our new Facebook fan page. Benefits of the fan page include being able to send updates to fellow fans, write notes, participate in a discussion board, upload photos and videos, and leave posts on the wall. Search for "ALSC" on Facebook to become a fan.

Want to stay in the loop about ALSC happenings? Check out our new Google Calendar! You can get to the calendar from the home page of our Web site, and even sync it with your Outlook calendar so you never miss a beat!

If you haven't been to ALA Island then pack your bags, it's time to teleport! ALA Island (128, 107, 29) is a virtual meeting ground for all ALA and ALSC members, and a place the public can visit to learn more about ALA. Keep your eyes out for ALSC events and discussions happening monthly in Second Life.

ALSC is growing and changing everyday to meet the needs of today's virtual world and we hope that you'll join us! For more information, visit the ALSC Web site at www.ala.org/alsc.

Kids! @ your library® Campaign Growing!

The ALSC Public Awareness Committee (PAC) has been quite busy this year developing new resource materials for the Kids! @ your library® Campaign and planning for its future. Now there are even more great reasons to check out the Kids! Campaign tool kit, which is filled with great, **FREE** resources for promoting libraries to youth!

What's New? The latest tool kit additions include: *The Library Dragon* readers theater script; line art adapted from Michael P. White's Kids! Campaign artwork; a bibliography of books about kids and libraries; a list of songs for kids about reading and libraries; a Dr. Seuss-themed hidden treasure puzzle; and a Dr. Seuss mad libs game. They are all free to download and use in your library and community.

Get the message out that there is So Much to See. So Much to Do @ your library® with fun, temporary tattoos or a rubber stamp, both bearing Kids! Campaign logo art. ALSC has teamed up with JanWay and Kidstamps to make our logo available to librarians on their products. For pricing information and to purchase tattoos, contact JanWay at 1-800-877-5242. Mention ALSC's customer number (26981). You will not be charged a set-up fee. That's already been paid by ALSC. To order rubber stamps, contact Kidstamps at: www.kidstamps.com; 216-291-6885 (phone); 216-291-6887 (fax); or Kidstamps, PO Box 18699, Cleveland Heights, OH 44118. Each stamp is \$8.50. Shipping is free and there is no set-up charge!

ALSC is offering ten \$100 cash prizes to libraries for the best use of Kids! Campaign materials. Look for details of the contest in the July *Booklist*, August *American Libraries*, and September *ALSCconnect*. Contest entries will be due on **October 15, 2008**, and winners will be announced at the 2009 ALA Midwinter Meeting.

Phase Two Plans. The PAC has begun planning efforts for phase two of the Kids! Campaign. Phase two will bring additional resources and materials to the tool kit to help librarians promote the library to kids in grades five through eight. Phase one of the campaign is focused on K-4 children.

PAC members held a survey in February to collect information from librarians that would help guide the development of phase two materials. ALSC hired consultants to facilitate focus groups in April and May with kids in grades five through eight. The purpose of the focus groups was to connect directly with kids and find out what they think and feel about the library and how it should be promoted to them. On the February survey of librarians, respondents were given the opportunity to share questions they'd like to ask 'tweens. We received many thoughtful responses and a number of their questions were incorporated into the discussion guides for the focus groups.

The survey results and focus group findings will help ALSC develop relevant and practical tools to help libraries reach out to kids in grades five through eight. Phase two will kick off in 2009.

For more information about the campaign and to check out all the free tool kit materials available, visit www.ala.org/kids and click on the tool kit link.

Dora the Explorer™ and U.S. Senate Celebrate Día

Hundreds of libraries in the U.S. and Puerto Rico showcased their multicultural programs and services on April 30th during El día de los niños/El día de los libros (Children's Day/Book Day). This year marked the 12th anniversary of the "Día" observance, and libraries hosted celebrations with family programs, including bilingual story hours, book giveaways, and other literacy events.

This year, through the generosity of Nickelodeon®, Dora the Explorer™ supported Día as its first ever spokescharacter. Dora posed for a special bilingual poster and bookmark that encourages children to “Celebrate Books! -- Celebremos los libros!”

Through an unprecedented fourth grant from the W.K. Kellogg Foundation, ALSC provided free bilingual brochures to everyone who registered through the Día Web site. A total of 68,000 brochures were distributed to 310 libraries in 38 states and Puerto Rico. The brochure features current bilingual books and tips for parents that encourage use of the library by the entire family.

In a national Día celebration, Senator Debbie Stabenow (D-MI), Senator Ken Salazar (D-CO), Congressman Rubén Hinojosa (D-TX-15), and Congressman Mike Honda (D-CA-15) were joined by local children on April 30 in the U.S. Capitol. Pat Mora, award-winning children’s author and founder of Día, joined them for the event. Other participants included Jane B. Marino, ALSC president, and Mario Ascencio, president of REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking. REFORMA is the Founding Partner of Día.

“It was truly inspirational to see the national focus that Día has achieved through this event,” said Marino. “The two Senators and two Congressmen were wonderful examples of national leaders who embrace multiculturalism, reading, and education.”

“April 30 is a day to celebrate childhood, books, and culture,” said Ascencio. “And there is no better place to do so than in your public and school libraries. REFORMA is pleased to partner with Día founder, Pat Mora, and ALSC in these activities.”

During the Senate event, children were provided with bags filled with Dora bookmarks and brochures, as well as books, which were donated by HarperCollins/Rayo, Lectorum Publications, Random House, Pangaea, Scholastic, Inc., and Simon and Schuster Children’s Publishing.

For multicultural book lists, Día brochures, and tips on how to encourage children to read, visit www.ala.org/dia.

Media Awards - Send Us Your Suggestions

ALSC members are welcome to suggest titles and names for the upcoming media awards. Send recommendations with full bibliographic information to the committee chair listed below. For more information about each award, visit www.ala.org/alsc and click on “Awards & Scholarships.”

Newbery Medal, Rose V. Treviño, rose.trevino@cityofhouston.net

Caldecott Medal, Nell Colburn, nelc@multcolib.org

2010 Arbutnot Lecture, Kristi Elle Jemtegaard, kjemtegaard@arlingtonva.us

Batchelder Award, Sandra Imdieke, simdieke@nmu.edu

Belpré Award, Claudette S. McLinn, cmclinn@aol.com

Carnegie Award, Margaret Tice, mtice@nypl.org

Geisel Medal, Joan Atkinson, jatkinso@slis.ua.edu

Notable Children’s Books, Caroline Ward, cward@fergusonlibrary.org

Notable Children’s Recordings, Jane Claes, claesj@uhcl.edu

Notable Children’s Videos, Kathleen Apuzzo Krasniewicz, kras@perrotlibrary.org

Odyssey Medal, Pam Spencer Holley, pamsholley@aol.com

Sibert Medal, Carol Phillips, cphillips@ebpl.org

2009 Wilder Medal, Cathryn Mercier, cathryn.mercier@simmons.edu

Getting Together

Morris Lecture Features McKissack

The 12th Annual Effie Lee Morris Lecture, titled "Storytelling, the Heart of Literacy," will take place on Friday, June 6, 2008, at 4:30 p.m. at the main San Francisco Public Library, lower level, Koret Auditorium. The guest lecturer is Patricia McKissack, 1993 Coretta Scott King Author Award and Newbery Honor Award winner for *The Dark Thirty*:

Southern Tales of the Supernatural. Prior to the lecture, a reception and book signing will be held at 3:30 p.m. in the Latino/Hispanic Community Meeting Room.

Brazelton to Keynote ALSC President's Program

T. Berry Brazelton, MD, will be the featured speaker at ALSC's 2008 Charlemae Rollins President's Program on Monday, June 30, 2008, from 8:00-9:30 a.m. The program is part of the ALA Auditorium Speaker Series to be held during Annual Conference in Anaheim, Calif. Admission to the program is open to all ALA Annual Conference attendees.

Dr. Brazelton, founder of the Brazelton Touchpoints Center at Children's Hospital Boston and a world-renowned authority on pediatrics, child development, and parent-child relationships, will address the role of librarians, educators, and other child advocates in the strengthening of families. According to Brazelton, "Our goal is that parents everywhere work with supportive providers, feel confident in their parenting role, and form strong, resilient attachments with their children. To help achieve this, providers must be responsive to parents, knowledgeable about child development, and eager to see every parent succeed."

"Dr. T. Berry Brazelton has an understanding of who we, as librarians, serve. That understanding will help librarians improve the programs and services they offer," said Jane Marino, ALSC president. "The opportunity to hear from such a respected and knowledgeable expert as Dr. Brazelton will increase our ability to help support healthy families, children and communities. Through his research and practice Dr. Brazelton has changed early childhood theory into fact and ideas into actions."

Dr. Brazelton is the author of over 40 books on pediatrics and child development, including the best-selling *Touchpoints: Your Child's Emotional and Behavioral Development* and the seven titles in the "Brazelton Way" series: *Sleep, Discipline, Calming Your Fussy Baby, Feeding Your Child, Toilet Training, Understanding Sibling Rivalry*, and *Mastering Anger and Aggression*. His television series, "What Every Baby Knows" ran for twelve years and won two Emmy Awards. Dr. Brazelton is Professor of Pediatrics Emeritus at Harvard Medical School.

Trailblaze Your Path to Library Success

Register now for ALSC's 2008 National Institute to take advantage of our special Early Bird pricing for ALSC members through June 30. The Institute will take place September 18-20, 2008, in Salt Lake City, Utah, and feature three exciting tracks: Technology & Children's Services, Programming in the New Millennium, and Inspiring Lifelong Reading.

In addition to outstanding program tracks, you'll also get to meet nationally recognized children's authors/illustrators such as Laura Vaccaro Seeger, Sharon Creech, William Joyce, and Christopher Paul Curtis. Along with their editors, Sharon Creech and William Joyce will be part of the first ever "Breakfast for Bill" program on Friday morning to honor the memory of William C. Morris, longtime ALSC member and friend. An exciting Friday evening reception will be held at the Salt Lake City Public Library where you can mix and mingle with local author/illustrators and participate in hands-on gaming fun.

Throughout the Institute, ALSC will feature a new Association Connection program to get new members "roped-in" with seasoned ALSC veterans. Engaging networking activities and fun short programs will provide for an enjoyable and successful Institute experience for all.

Registration is now open! For more information or registration rates, visit www.ala.org/alscinstitute or call (800) 545-2433, ext. 2163. Remember our Early Bird special won't last long so register today! ALSC would like to thank Tutor.com, Guildcraft Arts and Crafts, and the Salt Lake City Public Library for helping to make this Institute possible.