



Alki

The Washington Library Association Journal

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Up Front

The WLA president speaks

CAROLYNNE MYALL

Growing, Connecting, Learning, Aspiring

Meeting rooms were full, energy levels were high, intellectual curiosity and good humor were abundant. What a conference we had in Tacoma! Who can forget the hilarious opening session, with *Unshelved* creators helping us find humor in the challenging working conditions of public libraries? Or bell hooks's vision of the library as common ground, community space, and place for individuals to get to know each other? Or the many other programs on topics ranging from children's nonfiction to RSS feeds to rural libraries to new models of reference service?

A conference as invigorating, inspiring, and well run as WLA Conference 2006 only comes about through attention to big ideas and little details. Please join me in thanking our terrific conference committee: Neel Parikh and Susan Odencrantz (conference co-chairs), Robin Clausen, Jennifer Wiseman, Karla Clark, Mary Power, Anne Bingham, Mary Jo Torgeson, Lynn Red, Bruce Ziegman, Cindy Bonaro, Rose Jetter, Elise DeGuseppi, Jo Davies, Elizabeth Iaukea, and Hester Kremer. Thank you, scholarship committee, for making the president's reception both fun and fund-raising. Thank you, too, to interest group program planners, presenters, and everyone else who participated in making the conference such a success.

Next spring's conference is in a new conference facility in Tri-Cities. I hope to see all of you there!

Thank You, Cameron

I met Cameron Johnson in 1998, when I was beginning my term as *Alki* editor and he was a member of the *Alki* Committee and an experienced contributor. How fortunate I was, during the next four years, to have Cameron's suggestions and knowledge, his distinctive "take" on the library world and how *Alki* should reflect and influence it.

And how lucky we have been to have Cameron as editor of *Alki* since 2002. He has updated *Alki's* appearance and production, assembled consistently stimulating and readable issues on important (and

catchy!) themes, and made *Alki* one of the best library publications available. Thank you, Cameron, for guiding WLA's journal to new levels of excellence.

Margaret Thomas, currently assistant editor, will become editor following this issue. Margaret, we look forward to your contributions and unique perspectives.

Thank You, Evelyn


During the last few years, WLA's website has had a makeover in both appearance and functionality. Our website now offers online membership enrollment, conference registration, and a spiffy calendar, and lots of other information, all in an attractive format. Our webmaster Evelyn Lindberg worked hard to make it happen; her hard work has provided reliable Web support to our association coordinator, listservs, and interest groups. Thank you, Evelyn, for your many contributions: redesigning the site, adding new features, and keeping it all going.

WLA Vice President (and past webmaster) Martha Parsons and a small task force are examining our Web options and searching for a new webmaster, to assume responsibilities this August.

Thinking Short-Term ... and Long-Term, too

WLA has seen a lot of planning activity lately. In June, incoming and outgoing WLA officers and chairs revised the association's strategic plan and set the course for the coming year. The 2007 WLA Conference Committee and the 2006 WALE Conference Committee are well into their work on our behalf. Interest groups are developing continuing education and program proposals. WLA's Legislative Planning Committee (LPC) is discussing the upcoming legislative session, while also considering possible strategies for library advocacy beyond next session.

Thinking beyond next year, while thinking short-term, too: tough to do, but essential for staying effective. During the last decade, libraries have experienced upheavals in distribution, information formats, client expectations, and funding. Within that context, the next year—maybe even the next month—seems as far into the future as libraries (and library associations) can hope to see. But thinking only in the short-term can sometimes limit our long-term possibilities.

We can't stop thinking about the short term. But we also need ideas about the future of our association beyond the next year, and of roles WLA can play to support the future of libraries. We need some strategies for moving toward that future. We'll be thinking ahead in the year to come. I hope to hear from you. 



Carolynne Myall, Head of Library Collection Services at Eastern Washington University, is president of WLA. Please send her your ideas for the Association at cmyall@mail.ewu.edu.

C o n t e n t s

FEATURES

Alki

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Alki's purpose is to
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and substantive analyses of
current and enduring issues
for and about Washington
libraries, personnel, and
advocates, and to facilitate
the exchange of research,
opinion, and information.

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From the Editor

CAMERON A. JOHNSON

Parting Words

Congratulations to this year's conference committee for overcoming obstacles and putting together a fine program. And thanks to all who contributed to this worthy conference issue. Well done all around.

The *Alki* Committee bids farewell to Erin Krake, whose term as intern ends. We welcome Maryan E. Reynolds Scholarship winner Erica Delavan, who has agreed to replace her. Thanks to both.

This is my last issue as *Alki* editor. On reflection, I realize that, for me, *Alki's* most important trait is its independence. Throughout its twenty-one-year history, *Alki* has included critical articles which have no doubt offended some group or other within our diverse WLA community. *Alki* works to treat such issues fairly, provides needed context within the articles, and encourages affected members to respond to or dispute claims with which they disagree. This creates healthy debate, and is important if we are to understand each other. Encouraging such debate is also vital to the association's integrity and to *Alki's* survival as a voice for *all* responsible opinion within

the association. *Alki* has never been a house organ or a captive of any faction. I am proud to have helped carry forward this tradition of independence.

Thanks to the WLA community for giving me a rare opportunity to learn so much and take on such wide responsibilities. Thanks to all who have contributed. Thanks to *Alki* Committee members for writing and soliciting articles, for coming up with issue themes, and for providing four years of dependable stewardship. Thanks for the indulgence of the staff and management of Everett Public Library. And thanks to Laura McCarty, who has provided *Alki* with both substance and polish.

Now to the future. I have worked closely with assistant editor Margaret Thomas for the past year. She has the chops to be a great *Alki* editor and she will be, with your support. The December 2006 issue will be her first as editor. Its theme is overdue: "Rural Libraries." The March 2007 issue theme is "Changing of the Guard," and will focus both on the influential generation of library workers now retiring, and on the promising generation now entering the profession. If you'd like to write to one of these themes, please contact Margaret at alkieditor@wla.org.



FREDERIC RAUBER



ROSE FERRI



MARY WISE



MARY WISE

Left: Rose Ferri, conference photographer. **Right:** Gene Ambaum and Bill Barnes of Unshelved. **Top:** 2006 *Alki* Committee. **Sitting:** Erin Krake, Margaret Thomas, Brian Soneda. **Standing:** Mary Wise, Theresa Kappus, Konny Thompson, Cameron Johnson.



Cameron A. Johnson is a reference librarian at Everett Public Library. Photos by Cameron Johnson unless noted otherwise

Alki • July 2006



MARY WISE

The Open WorldCat Is Out of the Bag

Whether you love it or hate it, the cat is out of the bag—the Open WorldCat, that is. Max Anderson, from SOLINET (South-eastern Library Network), came to the Washington Library Association Conference to explain how Open WorldCat works, and how it can benefit libraries and their patrons.

Open WorldCat is a public interface to WorldCat, the Online Computer Library Center (OCLC) union catalog. Open WorldCat—which OCLC manages—uses familiar websites such as Google and Yahoo to allow patrons, customers, and Web searchers to find books and other materials held in libraries. Google and Yahoo are OCLC's main partners, but publishers' and booksellers' groups have also begun to make library materials searchable from their sites as well. Open WorldCat extends a library's holdings beyond the local building and online catalog, and allows patrons to find materials from nearby libraries that they might not even know exist. Open WorldCat also makes parts of the "invisible Web" more visible to users.

Here is a current list of Open WorldCat partners, from the OCLC website:

- Abebooks (abebooks.com)
- Alibris (alibris.com)
- Amazon.com (amazon.com)
- Antiquarian Booksellers' Association of America (abaa.com)
- Ask.com (ask.com)
- Biblio (biblio.com)
- BookPage (bookpage.com)
- DirectTextbook (directtextbook.com)

- Google, Google Scholar and Google Books (google.com, scholar.google.com, books.google.com)
- Greenwood Publishing Group (greenwood.com)
- HCI Bibliography (hcibib.org)
- Yahoo! Search (search.yahoo.com)

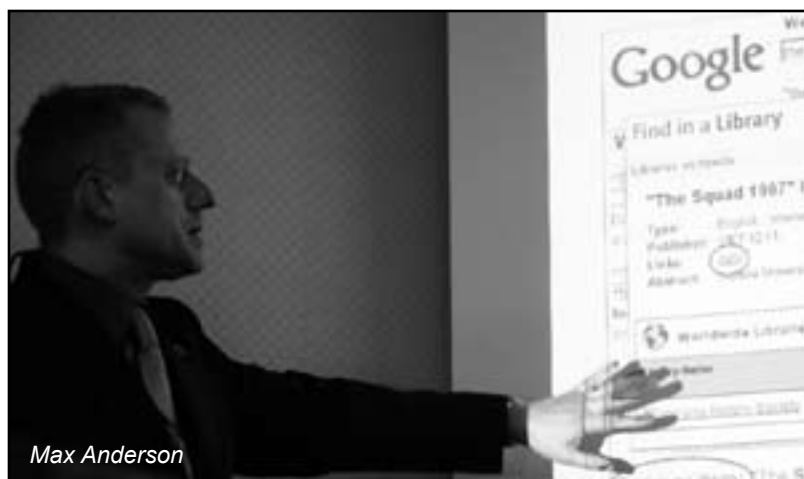
Open WorldCat is still looking for partners that might benefit users, and would appreciate recommendations from the library community.

How to Search

The patron types the title of an item, and the phrase "find in a library" into the search area of Google, Yahoo, or on one of the other partners' websites. (The result may not always be at the top of the page. Unrelated websites might inadvertently include this phrase.) From the search results, click on the title linked to www.worldcatlibraries.org. This action brings up the "find in a library" interface, with results keyed to your ZIP code or, conversely, with a box in which to enter your ZIP code. Library holdings for the item are displayed, listed by proximity to your Zip code. Libraries further from you than sixty-five miles are listed alphabetically. (One concern is that if only the library headquarters or main branch ZIP code is given for the whole system, the distance will be calculated from that ZIP code, and users may not see items at closer branch libraries.)

The holdings records will also list the format(s) of the item. For example, a book icon will appear in the listing, if such an icon is available. There are also tabs for "libraries," "details," "subjects," "editions," and "reviews." Clicking the "libraries" tab shows a list of libraries that hold the requested book. Clicking on the book (or other medium) icon just below the work's title links you to the holding library's catalog, which gives more information about the item, such as call number, availability, etc.

The "details" tab gives more information about the item and allows registered users to add table-of-contents and note information. Registering requires creating an Open WorldCat login and password. One need not be affiliated with a library to register. (If you already have a WebJunction login and password, they will work.) The "subjects" tab displays Library of Con-



Mary Wise is a catalog librarian at Central Washington University Library. Photo by Cameron Johnson.

gress Subject Headings (LCSH). The “editions” tab displays various editions, along with buttons to “buy it now,” if a patron would rather buy than borrow. This button is controversial with many library workers, who would rather promote library usage than sales.

The “reviews” tab allows registered users to read or write an online review. Users add information to entries using wiki software. Wiki means “quick” in the Hawaiian language. Wikis allow users to quickly add or edit information online, without cumbersome Web authoring tools. Allowing the general public to add information to records is familiar to users of such sites as the Internet Movie Database, Amazon, Netflix, and Wikipedia. Unlike those sites, however, the Open WorldCat wiki will not allow others to change what someone has already submitted. OCLC may also edit or delete posts deemed unsuitable.

OCLC has a link to how Open WorldCat works: www.oclc.org/worldcat/open/how/default.htm

Library Requirements

Here are the requirements for a library to make its holdings records available in Open WorldCat:

- The library needs to be a member of the OCLC cooperative.
- The library must have contributed its holdings to WorldCat through OCLC.
- The library must subscribe to the FirstSearch reference service and make the WorldCat database available to its patrons.
- The library must enable “deep linking” with OCLC. (If deep linking is not enabled, the user will be taken only to the library catalog’s main search page.)

Linking is done in Open WorldCat using Functional Requirements for Bibliographic Records (FRBR). FRBR is a model developed by the International Federation of Library Associations and Institutions (IFLA) in 1998. FRBR restructures catalog displays to consolidate bibliographic records for one conceptual entity. For instance, in many catalogs the user finds several records for one intellectual work, such as *Gone With the Wind*. The user sees records for several different print editions, one or more for the film, one or more for the soundtrack recording, etc. FRBR gives a

scoping effect to the arrangement of bibliographic records. FRBR’s terms (from the OCLC website) are:

- **The work**, a distinct intellectual or artistic creation (e.g., *Gone With the Wind*)
- **The expression**, the intellectual or artistic realization of a work (i.e. the format: book, film, translations)
- **The manifestation**, the physical embodiment of an expression of a work (the edition)
- **The item**, a single exemplar of a manifestation (the individual copy)

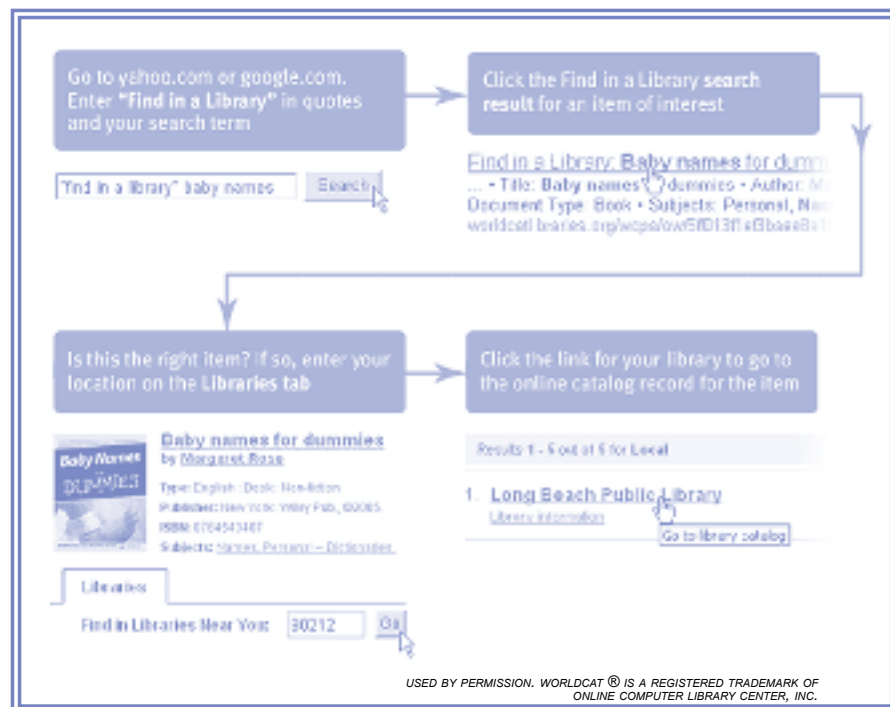
More detailed information about FRBR can be found here: www.oclc.org/research/projects/frbr/default.htm

A Critical Response

Open WorldCat faces criticism within the library community. Many users and library staff believe that its emphasis is too commercial, and that users are encouraged to buy material rather than find it in libraries. Some question where proceeds will go from clicking on certain buttons. Some patrons assume “buy it now” means they can purchase the item from a library. Google people have said they created the “find this book in a library” link in reaction to library employees unhappy that so many things are being scanned onto the Internet, and that Google is only trying to make the text of items easy for customers to find.

These criticisms aside, I believe Open WorldCat is a useful tool if people know it is there and how to use it. Using it may validate the library to patrons who think that if they can’t find something on Google, it doesn’t exist. It remains to be seen whether Open WorldCat will encourage more library usage—but it certainly does provide a higher profile for library holdings.

Anyone wishing further information, can email Max Anderson at manderson@solinet.net





CAMERON A. JOHNSON

Hooks Sees Redemption in Libraries

“I wouldn’t be bell hooks if it weren’t for public libraries,” bell hooks said in a speech at the Washington Library Association conference in Tacoma. “A lot of Black writers over 50 are indebted to public libraries.”



bell hooks

The writer, professor, social critic, feminist, Christian, and Buddhist used her banquet speech to talk about how libraries have helped her grow and change throughout her life.

Hooks, born Gloria Jean Watkins in Hopkinsville, Kentucky, began calling herself bell hooks

after her grandmother of the same name—“a sharp-tongued woman, a woman who spoke her mind, a woman who was not afraid to talk back. I claimed this legacy of defiance, of will, of courage, affirming my link to female ancestors who were bold and daring in their speech.” (1) She spells the name in lower case to make a point. “What’s in a name? It is the substance in my books, not who is writing them, that is important.”

Libraries and Books

Hooks said the public library was one place in the “apartheid South” that encouraged her to grow, connect, learn, and aspire. The library upheld the sacredness of free speech and openness in learning, and helped her learn about citizenship and democracy. “I had the help of librarians, directing me, helping me understand,” she said.

Hooks said she meets and sees a lot of friends at the public library. “I’m always checking out ten to twenty books. People ask me, ‘Are you going to read all that?’” This social aspect of libraries is something we should make room for: “If I could change libraries,

I’d change their architecture so that there is room in libraries for conversations about ideas.” She contrasted libraries with bookstores, which she said were part of the “culture of oppression” that had surrounded her as a child.

Change and Growth

Hooks’s speech centered on the revolutionary potential of learning for growth and change. Hooks grew up one of six children of a maid and a janitor in a small segregated city in Kentucky. In such communities, “Black women resisted by making homes where all Black people could strive to be subjects, not objects, where we could be affirmed in our minds and hearts despite poverty, hardship, and deprivation, where we could restore to ourselves the dignity denied us on the outside in the public world.” (1)

Hooks’s first move away from home was to Stanford University, where she embarked on an academic career that has led her to teaching positions at the University of California at Santa Cruz, Yale University, the University of Southern California, San Francisco State University, Oberlin College, the City College of New York, and most recently, at Berea College in Kentucky. One of the premier public intellectuals in the country, hooks has built her academic career as a writer of critical essays on systems of social domination, though she also publishes in mass market magazines and appears on television and radio. “We are looking at a culture where millions of people don’t read or write. If I want to get the message out there, I have to use some other format.” (2)

In her speech, hooks said that Americans today live in a crisis culture, and need spiritual change, love, and transformation. Hooks expands on this point in her book *All About Love* (2000, p.234):

As a nation, we need to gather our collective courage and face that our society’s lovelessness is a wound. As we allow ourselves to acknowledge the pain of this wound when it pierces our flesh and we feel in the depths of our soul a profound anguish of spirit, we come face to face with the possibility of conversion, of having a change of heart.

Hooks said we must be open to change if we are to grow. In her own life, she thinks and talks with women friends and with people involved with spirituality. “All

Cameron Johnson is a reference librarian at Everett Public Library. Photos by Cameron Johnson.

growth is spiritual,” she said. “We must nurture what is optimal. We must recognize our interdependency. We must accept a culture of belonging over a culture of commerce.” People choose whether to be happy or not, she said. “I thought that because I was an intellectual and an artist that I should be sad.” Change is not easy, hooks said. It means pain and chaos.

The Move to Berea

In 2004, hooks moved from New York City to Kentucky to take a position as distinguished professor and writer-in-residence at Berea College. The college was founded in 1855 as the first racially integrated and co-educational college in the South. The move meant leaving Greenwich Village restaurants for a Southern dry county where “people have the ten commandments nailed to a stick in the yard ... If someone had told me five years ago that I’d be returning to Kentucky, I’d have said, ‘Yes I will—I’ll be dead, then brought there to be buried in a cemetery.’”

While Berea is in a conservative area, the college is a liberal arts school that admits only students who can demonstrate financial need—then provides them with full-tuition scholarships. The move to Berea was a big step, but hooks is confident she made the right choice. She has found a lesbian-gay community in Berea, and a Buddhist community.

Hooks spoke passionately about the power of books and libraries in her life. “You can have an emotional relationship with a book. You can keep checking it out of the library, return to it again and again. You

can lie in bed with it and wake up with it.” And libraries and books helped give hooks the courage to make the latest change in her life, moving back to the South after a long hiatus. “Things changed for Jane Eyre. Things changed for Jo in *Little Women*. I said to myself, ‘I will find a way out.’”

“We have the power to grow and change,” she said. “Where did I learn that? At the library.”

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1. “bell hooks.” *Contemporary Black Biography*, Gale Research, 1993. Reproduced in Biography Resource Center. Farmington Hills, MI: Thomson Gale. 2006. <<http://galenet.galegroup.com/servlet/BioRC>> (17 May 2006)
2. *Current Biography Yearbook, 1995*. New York: H.W. Wilson Company, c1995.



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SCOTT CONDON

Gorman Touts Activism



American Library Association (ALA) President Michael Gorman's breakfast was delayed slightly by the disembodied voice of Steven Kellogg talking about the importance of sharing stories. The children's author was speaking in an adjoining room, but the hotel's sound system transmitted the first words of Kellogg's talk to Gorman's audience as well. Gorman had not yet been

introduced, and he took this technical glitch in stride as the hotel troubleshooters worked on the problem. Kellogg's message fit nicely, however, with Gorman's well-known advocacy of the book.

Gorman began by talking about touring New Orleans as part of a delegation preparing for this summer's ALA conference. He said that the tourism areas of the city, where the conference will take place, were not tremendously affected by hurricane Katrina, and he anticipates no transportation problems for conference attendees. He described the incredible destruction the hurricane caused to low-lying areas, such as St. Bernard Parish, where whole communities were wiped out. Gorman criticized the richest nation in the world for not doing better to allocate resources and provide disaster relief. The ALA has given Mississippi \$100,000 for the rebuilding of libraries, and Gorman says attendance at the ALA conference will help New Orleans survive.


The remainder of the breakfast was dedicated to highlighting the major components of the ALA's "Ahead to 2010" strategic plan. In the area of advocacy, Gorman looked at the example of the closing and subsequent reopening of the Salinas, California library. He described Salinas as an immigrant community in which many students and citizens don't have quiet places to study. Economic conditions are so bad that there is little money for anything beyond public safety. Gorman is not sure the Salinas library would have survived had it not garnered national and international attention for being in the hometown of John Steinbeck.

Gorman, who is also dean of library services at the Fresno campus of California State University, said thirty years of tax reform in California has turned libraries into whipping boys when local bond

measures don't pass, and that this sometimes leads to unequal funding levels for neighboring libraries that might otherwise be expected to be funded at similar levels. He said that "people have a right to good libraries" whether they live in Salinas or in well-off Monterey, and that "it is the people who need libraries the most that are most likely to be deprived of them." He noted that libraries of all types require advocacy, and he exhorted us to inform people about the importance of libraries and to present statistical figures to build a case for better funding. The ALA can help local communities identify national studies that demonstrate a healthy return on investment, and to make the case that the economic, social, and educational value of libraries makes them worthy of public support. Local efforts may require door-to-door leafleting, providing services to non-English speakers, and other action.

Gorman outlined other areas of the ALA strategic plan, including certification programs, salaries, and an increased emphasis on opportunities for library workers. Regarding public policy, Gorman stressed privacy, First Amendment rights, information equity, preservation of cultural heritage, and the implications of globalization and other international concerns. In the area of education and literacy, he counseled that we should get over the argument about formats—what is important is how people interact with texts. Functional literacy is so low, he said, that many people cannot read about blood pressure measurement and then draw inferences from their own blood pressure tests.

Gorman emphasized that we, as stewards of the profession, need to transmit to our successors our practices, values, and policies. We, who are soon moving on to the "Elvis Presley retirement home for librarians," should also work to increase diversity in the profession. He also stressed the importance of ALA, and encouraged people to run for council. He said the recent decision to raise membership dues was necessary to ensure organizational excellence, and to respond to members' needs.

In closing, the longtime California resident said he anticipates the election of a Slovenian arm wrestler for the next governor in a state "where everything good and bad originates." 

Scott Condon is a reference librarian at Everett Public Library. Photo by Cameron Johnson.



RAYETTE STERLING **A Visit to the Vatican Library**

As a result of an unfortunate scheduling conflict, I was unable to attend this year's WLA Conference. While Washington librarians were gathering in Tacoma, my husband—a law librarian—and I were traveling through Italy. And although I missed the opportunity to network with my colleagues, libraries and library services did not stray far from my thoughts (well at least for a few hours), and our trip to Rome included a visit to the Vatican Library.

The Vatican Library is just a few blocks from St. Peter's Basilica, and across the courtyard from the papal residence. We scheduled our visit well in advance. Upon arrival, all visitors need to stop at the security/border checkpoint. We were required to fill out a form and show passports and the documentation for our visit. The Vatican Library is a separate entity from the Vatican Archives, as we learned by walking through the wrong door. Once through the gates, we found the building itself to be rather unassuming. Upon entering the library, we signed in and met our guide, who led us to a small elevator that took us up to the main reading room. Along the hallway were displayed reproductions of items from the library's manuscript collection. These included copperplates, and a reproduction of the *Codex Vaticanus*, the fourth-century Greek-language manuscript Bible. The reading room itself is furnished with long tables, with study carrels running down the center. Bookshelves of reference materials line the sides of the room. It is a lovely, formidable study space.

The library is the home of a large manuscript collection and an active print collection, which includes not only rare books, but also current items related to the Vatican Library's collections and fields of study. (No, I did not see a copy of the *Da Vinci Code* on the shelves). According to our guide, the library serves approximately 6,000 researchers per year.

The Vatican Library website (bav.vatican.va/en/v_home_bav/v_informazioni/ammissione.shtml), states the admission criteria for the library:

The Vatican Library is for specialized research in the fields of philology and history, and, retrospectively, in theology, law and science. It is designed for scientific research, with special emphasis on the study of manuscripts. It is open to qualified researchers and scholars who can provide documentation of their qualifications and their need to access the materials conserved in the Library. By accepting the Reader's Pass and signing the form in the Secretariat, the Reader undertakes to obey the Rules for Readers of the Library.

Although most of the materials are in closed stacks, the collection is searchable online, though the link is currently not working, possibly because the library is in the process of moving to a new OPAC. Okay—here's the stuff you won't see in any movie. The library uses MARC21 for cataloging, but has its own subject authority. When I asked about funding, I was told that the library's budget has been very tight. Vatican City is a small municipality, and as such has competing budget demands (sound familiar?). The library is running out of space despite having a separate climate-controlled storage for its archival collections. The library's location complicates any expansion plans, because any new construction is likely to unearth a valuable archeological site. Photography is not allowed. (The photo on this page is looking away from the library into a courtyard. The papal apartment also looks into this courtyard. The dome is of St. Peter's Basilica.) The Vatican has contracted reproduction rights through a third-party vendor. The library does not have sufficient staffing to manage copyright clearance.

When not overwhelmed by the magnitude and gravitas of the collection, I found it affirming to see that this collection had been and is being maintained by regular librarians and archivists. We do good work! If you'd like to visit the library, you should schedule your visit in advance. Please note the limited afternoon hours. The admission office telephone number is +39/06.6987.9403, and its email address is bavsegre@vatlib.it.

Krake (Continued from page 11)

how I could deal with them in a positive way. I began to wonder at the possibility, as I'd done years earlier, of uniting my sense of human responsibility and adventure with my education and skills—in this case, through my MLIS and my hands-on experience running a small, rural library. This panel presentation offered four unique examples of the many ways I could put it all together in a service trip abroad. From joining existing programs to pursuing my own ideas, from traveling to rural villages to assisting at universities or national libraries, from addressing literacy or technology to helping to build infrastructure—I know now that for someone with my passion and expertise there are many ways and many means for contributing to global equity.

ERIN KRAKE

Overseas Options

As my undergraduate education neared its close more than ten years ago, I began to consider my work options. “The Peace Corps,” I thought to myself, “I can go overseas and help people, gain a better understanding of myself, and develop hands-on skills to accompany my newly acquired education.”

My father, however, gave me an alternative I hadn’t considered. I could see it in his eyes: “Please don’t go to Africa! Please don’t go to Istanbul!” His alternative? “Why not become a VISTA volunteer (Volunteers in Service to America) and do good right here in our own country?”

And, that’s what I ultimately did, spending a year in western Colorado working for Habitat for Humanity, building homes for low-income families. But the urge to volunteer abroad, with its allure of an exotic setting and a different culture, has never left me.

And so it was with excitement that I attended the panel presentation “Librarians Abroad” at the 2006 WLA conference and learned of the wealth of overseas opportunities for librarians like me who have thought of using their library skills to make the world a better place. There are a multitude of organizations and programs that offer library work abroad. The conference presentation offered four unique examples that illustrate the range of opportunities.

Michelle Mason of Kitsap Regional Library and Toby Thomas of Seattle Public Library spent over three weeks in South Africa setting up a library in a rural coastal town through a now-defunct organization called the World Library Partnership (WLP). The mission of the WLP was to build sustainable libraries in poor communities, which they did by recruiting community members locally to partner with the WLP’s volunteer library workers. The librarians educated their community partners about what a library is, how it is run, and why it is important to their town and its citizens. In this case, Thomas and Mason helped build a library from the ground up, and they left behind a small, relevant, and functioning library.

Juliet Morefield, a school librarian from Zion Preparatory Academy in Seattle, had a creative idea for the independent study portion of her library degree program at the Information School at the University of Washington. She discovered a library in an all-girls’ school in Cambodia that needed and wanted help. She spent three weeks there assessing, organizing, and processing materials, and she left behind a simplified circulation system and trained staff to run it.

Sandy Zell, of the Pierce County Library System, traveled abroad through her “We Share a Story” program, which she created for the

Erin Krake is the librarian at Roslyn Public Library. Photo by Rose Ferri.



Michelle Mason

City of Bellingham. After the terrorist attacks of 2001, Sandy felt a deep need to connect with people of other cul-

tures. As a librarian, she knew that sharing stories and books is a sure-fire way to do that. As Morefield did in Cambodia, Zell created her own opportunity. She worked with Bellingham’s four sister cities—in Japan, Russia, Australia, and Chile—to bring schoolchildren together by having them read the same book.

Max Anderson of the Southeastern Library Network (SOLINET) paired his goal of learning to speak Spanish with attending a language school in Guatemala that works in cooperation with Proyecto Bibliotecas Guatemala (PROBIGUA). More than twenty-eight libraries and fourteen computer centers have been stocked and funded by PROBIGUA. The program is available to all villages, but villagers must first submit a request to get a library and show that they have the adequate infrastructure to support one. The program offers ongoing supervision in partnership with the local citizens of the villages. Anderson’s tuition allowed him to practice his new skills by traveling around in the program’s “Biblioteca Movil” and reading Spanish-language children’s books during storytimes in rural villages.

Although reasons for volunteering abroad differ, and situations vary, the panelists showed that librarians abroad often share a common experience. Any of us who decide to work or volunteer overseas will be confronted with challenges and setbacks. Mentioned by the panelists were encounters with bats, wasps, filth, sickness, miscommunication, and water and electricity problems. The travel, the country, and the library work were invariably not what the volunteers had expected. And of course, the pay always stinks. But, I’d place a bet that any librarian who has done this type of volunteer work would recommend the experience to others, as these librarians did.

As I finished my graduate program earlier this year, I found myself confronted with the world problems I’d been ignoring for two years, and I asked myself

(Continued on previous page)



LINDA ALLEN

Kellogg's Co-conspirators

Author Steven Kellogg had the immediate attention of the Children and Young Adult Services Interest Group (CAYAS) breakfast audience at the 2006 WLA conference when he declared, “dedicated librarians are the heroes of our society.” If that weren’t a lofty enough compliment, he furthermore said that librarians are shaping the next generation and therefore hold posterity (the future of the world!) in their hands.

As Kellogg explained, librarians become “co-conspirators” who bring stories to life through sharing books with children. Through these engaging experiences with stories we break down barriers, build bridges and bonds, and ignite the storyteller in each child. Believe it or not, this takes place with no exams, but through the gentle interaction of a library storytime. Kellogg sees books as magic mirrors where children can lose themselves in a story but find themselves as well, through the exploration of their own inner landscapes. This in turn results in gradual self-awareness and growth of self-confidence.


In books by Kellogg, these magical experiences do not happen by accident, but are carefully orchestrated by a master conductor. His stories begin with the opening illustration on the title page, which sets the scene and draws in the reader. Then the words and images intermingle and soar like the duet of two musical voices, providing more meaning than words or images alone could convey. This ideal may be why the book *Best Friends* took fourteen years to complete. He keeps reworking and refining, and refuses to let his books go to the publisher until they are as perfect as he can make them.

If his books are a duet of images and words, his presentation was nothing less than a chamber ensemble. As he used his voice, body gestures, and facial expressions to retell a story, he also quickly drew the characters and action on a large pad of paper. Kellogg said that at a very young age he knew exactly what he wanted to be. He watched the fathers in his neighborhood returning home from work with their shoulders

hunched and wearing unhappy expressions, and knew that that life wasn’t for him. He vowed to work at something he enjoyed. His illustrious career, which has spanned forty years and produced over 110 picture books, began with telling and writing stories for his younger sisters, Martha and Patty. Later, he added pictures to the stories and continued to draw his way through elementary, junior high, and high school. Kellogg attended the Rhode Island School of Design, where he majored in illustration, and spent his senior year in Florence, Italy. Upon his return to the United States he began submitting picture book ideas to publishers.

Most of the ideas for his books are rooted in his childhood. For instance, as a child he was obsessed with animals, and begged (to no avail) for a pet of his own. His mother believed that animals belonged in the forest or jungle and not in homes as pets. This memory resulted in his writing and illustrating an early picture book titled *Can I Keep Him?* In the story, a small boy keeps submitting new ideas for the perfect pet, from a cat or dog to a dinosaur, but the mother always says “no.” This book’s being published had major personal consequences for Kellogg. First, his mother recognized herself as the mother in the story and accused him of airing family linen in public. Secondly, Kellogg was finally able to get a pet of his own—the most gigantic dog he could find—which he named Pinkerton. We all know the rest of the story.

Thank you, Steven Kellogg, for creating a magical world that readers of all ages can enter. A world full of courageous mice, a loveable dog, a stallion named Golden Silverwind, and a cow who “breaks all bovine barriers” and achieves her dreams. And thank you for giving librarians the opportunity to become your co-conspirators as we share your books with children.

In addition to Kellogg’s address, the CAYAS breakfast featured the presentation of the CAYAS Visionary Award to King County Library System librarian Cecilia McGowan, who concluded her thank-you speech by saying, “The best thing I’ve ever been called by a child is ‘the story girl.’” Kellogg would say “Amen!” to that. 



Kellogg fills one of many sketch sheets

Linda Allen is a youth services librarian at Mount Vernon City Library. Photo by Cameron Johnson.

KONNY THOMPSON

Communication and Risk in Libraryland

People who work in libraries are communicators. We have a social responsibility to communicate information accurately to our users. We also communicate within the profession—and with others—through publications. We learn, and learn again, to communicate more clearly and efficiently.

People who work in libraries are also, apparently, risk takers. The 2006 WLA conference offered a selection of sessions that dealt with the risk of unionization, the risk of sharing grief, the risk of publishing, and the risk of taking responsibility for one's own learning.

We Connect...

...to each other and to our users. Sometimes the impetus for connection is happy or neutral. Sometimes it is sad. "Grief at Work: Helping Staff Heal" dealt with the types of grief we may encounter in the work environment, and how best to react. Pamela Sarlund-Heinrich from Greater Lakes Mental Healthcare in Lakewood, Washington, pointed out that we feel grief for many reasons—loss of a loved one, a pet, a job, a favorite patron, or even a hope. Cultural background and family traditions define how each person deals with grief and loss. In some cases, grief may even manifest as physical pain. In the workplace, grief often arises over loss of a coworker. The person may not have died but moved to another job, or may have been laid off, but still we feel the absence. In such times it is important to connect with and support each other.

John Berry's session on "Workplace Rights at Risk" involved a different sort of connection among library workers. His talk emphasized the duty of library staff to protect our own rights, especially that of freedom of speech, in order to fulfill our social responsibility to provide complete and accurate information to library users. Libraries have the job of informing citizens when those who govern (and pay the bills) want staff to air only positive spin about a policy change that affects the public. Administrators have, too often, become accustomed to implementing cost-cutting fads, then instructing workers not to complain in public, thus infringing their right of freedom of expression. Un-aired policy issues are a root cause in the decline in library services. Speaking out alone can be risky in the face of such pressure, so we connect in unions.

It is also risky to connect to others by writing for publication, stated outgoing *Alki* editor Cameron Johnson and incoming editor Margaret Thomas in the session "Right Writing: Great Journal Articles by Occasional Authors." In return, however, a writer may:

Konny Thompson is the acquisition/serials librarian at Foley Library, Gonzaga University. Photos this page by Rose Ferri. Photo on page 14 by Cameron Johnson.



John Berry and Margaret Thomas



Pamela Sarlund-Heinrich

- Get recognition and respect
- Help set limits for debate and define professional practice
- Build the professional community
- Learn something and present findings
- Find an impetus to examine one's own biases
- Be seen as a leader and/or resource
- Improve a resume

It's not easy to push oneself into connecting with others so publicly. Fear stops people from writing, and myths and excuses rationalize fear. To forge ahead...

We Learn...

...that we have to release some myths about writing. Common myths: We "need inspiration" to get started. We "need inborn talent." We "must know in advance what we're going to say." We "need huge blocks of time."

Not only do we learn to write or to impart information, we sometimes learn to learn. The presenters of "Train with Less Stress, More Success" proposed "accelerated learning" as a winning model to increase training productivity. Audience members were their

own teachers in this session. Each “learner” was responsible for her own process, ferreting out information for herself using a process that makes education a personal discovery instead of an act of imbibing information. Accelerated learning uses four steps to learning: preparation, presentation, practice, and performance. Through skits, song, posters, and ingenuity, attendees demonstrated to each other the theory behind each of the four steps. Accelerated learning advocates the use of music, color, and manipulable objects to enhance any learning experience. These techniques increase retention in the same way that falling out of a tree will create a far more concrete memory than will hearing about what it’s like to fall from a tree.

We Aspire...

...to help others. Librarianship is, after all, a service profession. In some cases we are frustrated when we feel unable to solve a problem. Attendees at the grief workshop seemed eager to communicate with each other about grieving, particularly when it concerns coworkers who were alive and well, but had been laid off. In a way, this is a more hopeful type of grief since one may have the opportunity to share it with the person leaving. Sarlund-Heinrich said that the responsibility to accept the change and learn to live in the changed workplace is an unrecognized kind of grief.

In the case of a coworker who is suffering a loss, Sarlund-Heinrich said we should be available to listen and spend time with the aggrieved person. Ask about the loss, acknowledge their pain, and offer to help with arrangements, if this is appropriate. Healing takes time and can’t be rushed or “fixed.”

We aspire to learn in order to help others more effectively. We all have in our offices stacks of binders filled with workshop handouts. We sincerely mean to study them—someday, when we have time. Accelerated learning recommends throwing out the binders, internalizing the knowledge, and using it right away.

We may aspire to speak out when something in our library seems to have gone awry. It is perfectly acceptable to reduce the risk of that aspiration by speaking out as a group. A union can also aspire to make the workplace a better institution.

We also aspire to take the risk of publishing. *Alki* is a good place to build a collection of clips to give to editors as samples.

Upcoming *Alki* issue themes include: “Rural Libraries” (December 2006); “The Changing of the Guard” (March 2007); and July 2007’s conference issue. Further off themes are “Online Opportunities” and “Serving the Underserved.”

Sometimes even speaking about publication is risky. The presenters of “Right Writing” did not know until the post-session question-and-answer period that John Berry (editor of *Library Journal* [*LJ*]) was in the audience. He had a few comments about writing for publication also, which you can see in this article’s sidebar.



“Train with Less Stress, More Success”

From the Editors: Right Writing Tips

Tips from *Alki* on how to get published:

- Get familiar with the publication you want to write for.
- Know the editor’s name.
- Propose story ideas.
- Talk to the editor before beginning to write.
- Take initiative.
- Aim to use at least three sources (especially for newspapers).
- Research the topic.
- Interview people, preferably in person.
- Arrange for photos and artwork.
- Define acronyms and unusual terms.
- Include all important perspectives.
- Turn in clean (i.e., correct) copy—spelling, facts, etc.
- Communicate with the editor (schedule, treatment, length).
- Expect questions and changes from the editor.
- Don’t expect much (if any) payment.

And from *LJ* editor John Berry:

- Opportunities exist for writing things other than feature articles. These include letters to the editor, book reviews, opinion pieces, and short takes.
- Write the piece, then chop off the first one or two paragraphs. What’s left is often a better lead paragraph.
- When thinking about submitting to a journal, don’t just consider writing pieces similar to what they have already published. Editors also prize originality.
- Don’t submit the same piece to multiple journals at the same time.
- It’s okay to nudge the editor about the status of a submitted piece.
- It’s okay to submit to *LJ* without prior contacts, but their editor doesn’t care to see outlines or preliminary treatments (the *Alki* editors *will* look at draft approaches).
- *LJ* is not constrained by themes (*Alki* is themed).
- Have someone else read the piece. Listen to it being read aloud, if possible.



LAURA C. MCCARTY

The Social Web: A Good Fit for Libraries?

*"Your patrons are more social than you think they are."
"You want your community to talk back with you online."
"People are connecting to each other via their content."
"Your patrons expect to be content creators, not just consumers."
"The best things are being done by the grassroots."
"Go to where the users are."*

The 2006 WLA pre-conference "Rev Up Your Online Services: Blogs, RSS, Wikis and Other Dynamic and Low-Cost Technologies" was a presentation "mash-up"—a lightning-fast rundown on "Web 2.0" services, blended with a "Library 2.0" treatment of best practices in technology planning and implementation, and punctuated with brainstorming sessions exploring how our libraries might apply three tools—blogs, wikis, and Flickr—to support our mission. This article reviews the pre-conference.

The presenters were Jenny Levine (former Internet development specialist at the Suburban Library System in Burr Ridge, Illinois, but also known as The Shifted Librarian) and Michael Stephens (former special projects librarian at St. Joseph County Public Library in Indiana, but now an instructor at the Graduate School of Library and Information Science at Dominican University in Illinois). Having worked awhile back as an Internet development specialist, I listened with interest to what Levine and Stephens (L&S) had to say about how Web techniques have evolved of late. And having worked one summer as a researcher for the Bill & Melinda Gates Foundation,

where I surveyed automated library system (ALS) products for small libraries, I paid careful attention when L&S explained how and why weblogs (blogs) should integrate with the library catalog.

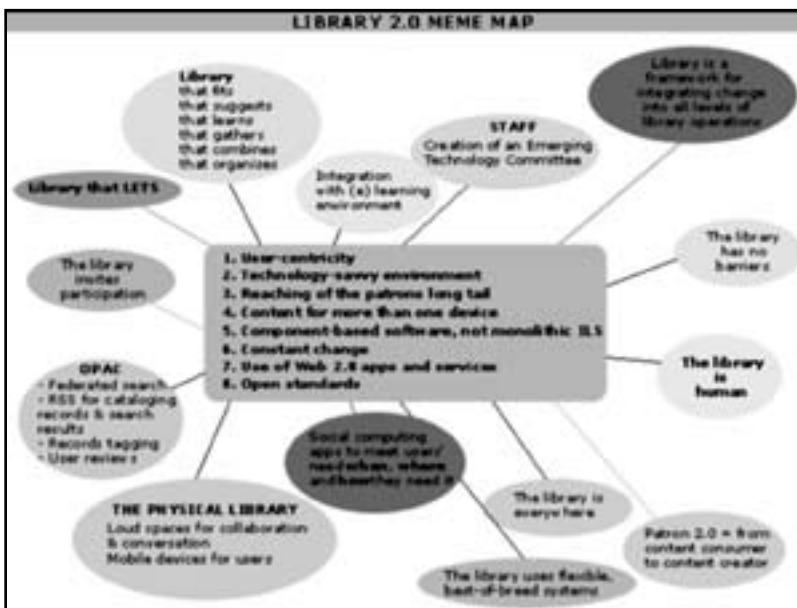
L&S illustrated "how-cool-is-that?" uses for an idiosyncratic array of "social software" that encompasses their mutual vision of what's new and popular in online communities, website development environments, and online content classification tools. L&S talked about blogs, aggregators, feeds, wikis, photo sharing, instant messaging (IM), text messaging to/from mobile devices, shared bookmarking, folksonomies, mash-ups, and more. (See *Wikipedia* articles on "social software," "Web 2.0," and "Library 2.0" for surveys of relevant tools and concepts.) The early social software—email and listservs—is now old hat.

Syndicated Content

One technology stood out from the rest as the most intuitively useful piece of the puzzle presented at the pre-conference. This was content "syndication" using RSS and Atom, which are standards and protocols to automatically incorporate "content" residing on one Internet server into Web pages residing on other servers, thus enabling automatic dynamic dissemination/updating of selected content. Sadly, L&S failed to provide us with a conceptual framework for syndication which could have enabled us to draw useful conclusions about the range of benefits to be derived from using RSS in library settings.

In this regard it might have been helpful for L&S to explain that the various scenarios for library use of syndication fall into two categories—reading (pulling content) and publishing (feeding content)—and that potential benefits include service, promotional, and operational ones. For example, if utilized in such a way as to permit seamless embedding of someone else's Web content into *our* website, it is possible that syndication could save some of the time otherwise required for our staff to update Web pages manually.

L&S did a better job of illustrating how a library-catalog RSS feed could benefit library patrons. With the cooperation of Ann Arbor Public Library (AAPL) and some clever use of free software, AAPL patron Edward Vielmetti now automatically pulls his holds



CC - BONARIA BIANCU

Laura C. McCarty has primary responsibility for *Washingtonvoter.org*, an online project of the League of Women Voters of Washington. Email: laura.mccarty@gmail.com.

data from the library's Innovative Interfaces system into his blog, which now always displays the current status of his holds. To enable this, AAPL has built a Drupal (open-source content management system) front end to the library's catalog and created an RSS feed for each library patron's holds.

Low-Cost Technologies

All of the technological marvels in L&S's lineup are "hosted" (running on remote servers on the 'net, and requiring only a browser for use). All are free if one opts to use the version with the minimum feature set (some can be functionally expanded at additional cost). All are available immediately, making testing and adoption comparatively easy for those inclined to simply venture forth. However, all of these might just represent a vendor marketing strategy and therefore might just not be available tomorrow.

Open source software (non-proprietary, "free"—see *Wikipedia*) is crucial to the integrity of the fabric of the social Web; open source is the "super glue" that both amateur and professional computerniks will frequently rely on to adapt an existing service to fill a new need. Bundles of open source software (operating system, network service, database, and scripting language) have also long been considered serious alternatives to commercial packages.

Open source components may *seem* low-cost when compared to proprietary products, but the integration work required to "sew disparate technological systems together into a cohesive and sustainable whole" (1) normally requires considerable ingenuity, effort, and resources. L&S showed us Web pages of libraries that have chosen to incorporate one or more social Web applications into their public services or backroom infrastructure, but those libraries have probably hired adequate IT staff to support that choice. Certainly, being able to employ enough programmers couldn't help but make the social Web a more attractive option for any library—but that's hardly "low-cost."

Revved Up Communication

The pre-conference participants were told that the social Web presents opportunities to "rev up" communication in library communities. Cindy Cunningham, Corbis employee and former WLA president, covered some of this ground during the 2004 WLA conference: "So our users are in that infosphere, and hopefully we are in that infosphere too." (2) Echoing Cunningham, L&S proselytize a vision of library patrons and library workers communicating seamlessly in the same networked computing environment. Why are we supposed to buy into this vision? Because it would



CAMERON JOHNSON

satisfy patron expectations of being able to gain direct access—via personal electronic devices—to library "content," data, and staff.

What are these devices? Cell-phones, wireless laptops, and media players. Instead of focusing only on a lowest common denominator of communications activity, said L&S, our libraries must strive to serve patrons who are well-equipped to take advantage of a "continuous computing" field maintained by constant cooperation among mobile digital devices and wireless networks—and increasingly, harnessed by the social Web. (3) Located in a virtual space of their own making, these patrons are also, in steadily increasing numbers, tweaking their ICT (information and communications technology) setup to aggregate chunks of the infosphere—including library data records—into individualized Web environments that support constant interaction with peers.

A claim implicit in the pre-conference presentation was that contrasting communication styles signal attitudinal differences which in turn may reflect differences in power, and that L&S were showing us the communication style that is in its ascendancy. Prompting us to communicate as the socially ascendant group does, L&S urged us to speak always with a "human" voice (presumably eschewing the impersonal institutional style) and in this and most other ways to "go to where the users are"—for example, by opening an IM channel and hanging out a shingle for business. (What would that look like? An advertisement strategically placed on the Web: "Did you know you can now ask us a question with IM?" or "Adult Ref: I'm online. Send me a message.") This certainly seemed to suggest that L&S believed that we in their audience were *not already* "where the users are," a confrontational stance for them to adopt.

I prefer to take the view that having a competent understanding of the social Web could *expand* our options for communication and collaboration, enabling a wider range of interactions in the library universe—how vendors relate to their customer libraries, how library staff relate to library management, how staff relate to each other, how patrons relate to librarians, how patrons relate to each other, how libraries relate to the media, and so on.

Does It Fit

But the question remains, are any of these tools right for my library and my patrons? Conducting a pilot project is one way to seek an answer, and that is what the American Library Association is doing. It is evaluating the potential of the social Web for use by the

Pre-conference participants say how your library could use ...

Blogs (for content amenable to chronological or sequential order, and where monthly archiving would be okay)

- ☛ Suggestion box with comment forms (staff would filter comments)
- ☛ Community forum for library issues
- ☛ Homepage for library (news items)
- ☛ What staff are reading
- ☛ Press releases
- ☛ New materials
- ☛ Job notice postings
- ☛ Staff comments and reactions (intranet)

Wikis (for content amenable to classified order, or where easy co-authoring is important):

- ☛ User-created guide to the library
- ☛ Assignment wiki (school would add topics)
- ☛ Projects involving staff input from multiple locations/branches
- ☛ Gaming "tips and tricks"
- ☛ Reference manuals (update with RSS feeds)
- ☛ Indexed FAQ (use categories feature)

Flickr (large online shared repository of contributed photos, with various auxiliary photo-processing and display functions):

- ☛ Day in the life of a library
- ☛ Library staff picture trading cards (use Flickr's trading card function)
- ☛ Tour of library (use slide show function)
- ☛ Where did you read your book? (photos from library patrons)
- ☛ Show library at community events
- ☛ Strange things left in bookdrops
- ☛ Local history

association in serving its members and in supporting its operations. The ALA has cast this experiment as a "boot camp" for fifty library people who signed up for the ALA "Library 2.0" project (*not* the "Library 2.0" that is in *Wikipedia*). L&S are boot camp instructors.

How might your library use social Web tools today? Well, how does your library presently interact with and solicit input from patrons? Reference (in person, by email, by telephone, and so on), suggestion boxes, children's programs, library board/management policy-setting, reading groups and book clubs, trainings and classes, and so on. A relevant observation to make about these typical staff/patron interactions is that they are usually formal and controlled, and they tend to place restrictions on unfettered information exchange *among* patrons (even as libraries also do support it to an extent by providing spaces for free exchange, such as by providing meeting rooms and coffee shops). There was evidence of this professional tendency even in our pre-conference deliberations. For example, when we brainstormed ways to apply blogging in libraries, the consensus of several of the groups was that if a blog were to be used as a suggestion box, it would be necessary to *moderate* that blog to filter out inappropriate posts. Peer-to-peer communication is not moderated this way.


Can we simply ignore the social Web and continue to do things the way we do them now? L&S would say that we can't, the reason being that we cannot afford to ignore the expectations of patrons who expect not only to consume content but also to "talk back" and *create* content. The question each library must ask itself is, how important is this patron segment to the future of our library, and how many resources should our library devote to serving it?

Recent data show that only 7 percent of U.S. Internet users have ever created a blog, although a larger number are (knowingly or not) blog readers. (4) However, this proportionately small amount of participation has created a new flood of user-generated Web content—loosely-organized, *queryable* repositories of ephemeral content. The interesting thing for us is this content may represent new opportunities for providing library service, as L&S illustrated with an anecdote. It seems that one academic librarian had searched a collection of student blog entries for phrases characteristically used in requests for information, then contacted the students with offers of assistance. This novel service method relies on "open content" (content readable and/or modifiable by anyone—see *Wikipedia*) generated through widening participation in the social Web.

And How Do We Go There?

To paraphrase Levine and Stephens' final recommendations: Watch the tech trends, take advantage of what current tech offers in the way of immediate advantages, try out a lot of these new ways of integrating the library's computing environment with Web 2.0 tools, and then expand on any result that seems to improve service, especially to underserved populations. Look at what libraries like Ann Arbor Public Library and Kenton County (KY) Public Library have done, and ask questions. Create a "sandbox" for all your staff to experiment with social Web tools, and allow them to reach out to patrons who are already using open source technologies, mobile technologies, media devices, and blogs. Figure out a way to justify time that staff spend playing in the "sandbox." Advocate to library vendors that they enable RSS feeds to and from their products. And make user-centered planning the backbone of your approach.

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Left:
Jenny Levine and
Michael Stephens.
Top page 16:
Participants
brainstorm library
uses for blogs.

cc - MICHAEL STEPHENS



Theresa Kappus
**Selling the
Library Experience**

Having served on a few marketing committees, I like to collect tips and ideas for promoting library services. This made it simple for me to attend both “Branding for Libraries” and “Marketing Your Library” at the WLA conference. I was particularly interested in branding, because I feel it’s time to do something more with my “Distant Library Services” brochure at Gonzaga University. I haven’t come up with any clever taglines or logos yet, but now I’ve learned that branding is more than that anyway. The title of Laura K. Lee Dellinger’s presentation said as much: “Beyond Logos and Taglines: Creating a True Brand Experience.”

Dellinger is the senior executive vice president of the Portland, Oregon, office of Metropolitan Group, a communication and resource development firm that markets for nonprofits and is currently working with the Statewide Library Marketing Initiative. I was hoping we would get to look at a plethora of “cool” logos from other libraries, but the session focused not on clever marketing ideas, but instead on the overall purpose of branding and what to consider in creating a strong brand. Dellinger reminded us that a brand’s ultimate purpose is to get a desired audience to respond to your efforts. Maybe that cool logo or slogan is meaningful to you and your staff, but is it getting the results you want? Is it bringing more users into your library?

Dellinger began by making distinctions between marketing, public relations, and advocacy, and revealed suitable applications of each:

- **Marketing.** *Definition:* Causing transactions that satisfy human needs or wants in exchange for something of value. *Application:* Increase use of library programs and services; attract new card holders; bring in volunteers.
- **Public Relations.** *Definition:* Building mutually beneficial relationships between the library and its publics over the long term. *Application:* Building long-term relationships; cultivating partnerships; maintaining presence in the media.

- **Advocacy.** *Definition:* Using arguments to advance a specific cause or proposal. *Application:* Resolving questions about funding policy; advancing issues (i.e. literacy, freedom of speech/press/information).

A brand is much more than a logo or a slogan. It is the center of all your marketing, public relations, and advocacy endeavors. A brand includes all the feelings, experiences, and associations that all audiences have of your library. Did you catch that? *All* audiences, not just the patrons that use the library. Furthermore, *every* library has a brand whether they are aware of it or not, and smart libraries intentionally manage theirs. So, what does your brand say about your library? How well does it reflect your values? Is your brand reflected in everything you do?

Dellinger says a strong brand communicates the “unique value that your library promises to deliver.” It reflects your library’s values, service philosophy, programs, environment, and personality. The brand should assure the community that they can expect a positive experience in every encounter with your library. It should be no surprise that how your staff treats people is as important as how your library looks and what partnerships you form. Thinking of the total library experience as “the brand” was novel for me.

So, how do you create a strong brand? Dellinger offered the “Define, Align, and Assign/Empower” model:

Define—Defining your brand means clarifying the mission, vision, and values of your library. It also means defining your priority audiences and discovering what their needs are, what their perceptions of your library are, and what your brand promises to them. You should also know what competes for your audience’s attention. This process brings in your visual logo and your “brand platform”—what it is you stand for and what your message theme is. Once you establish your core words and themes, stick with them. How many of us have decided to change a marketing theme because we were bored with it? Dellinger reminded us that “it’s not for us!” Just because *we’re* bored with something does not mean our audience is. One idea is to keep the same look on your marketing items, but have your customers tell your story.

Align—Keep your brand promise in everything you do. Your program development, service delivery, training, marketing, and internal communication all must reflect your brand. Establish ways to “permeate the brand in all your core functions.” Give people an experience worth talking about.

Assign/Empower—Creating the brand experience in your daily encounters is everyone’s responsibility. It should be evident in how

Theresa Kappus is the interlibrary loan and distance services librarian at Gonzaga University. Photos by Rose Ferri.



Laura K. Lee Dellinger



Cindy Wigen

you treat your customers, but also in how you treat your coworkers. Train your team to “live the brand.”

Dellinger gave as an example a statewide library card project that Metropolitan Group worked on in Maryland. Here’s where the one really “cool” example came into play. The Maryland library card is called an MPOWER card. It’s lenticular—holding the card one way shows the local library’s name, then tilting it reveals the MPOWER logo. In that way, the local library’s identity is fused to the new “powerful” card. There was a display about the project in the conference exhibit hall, and you can view a video about this marvel at: www.marylandpublicschools.org/MSDE/video_details/04_07_205.htm

Since a brand includes all library transactions, and since such transactions should all be positive, someone asked, “How do you make experiences like overdue fines a positive experience for the customer?” I can say from personal experience that your attitude makes a big difference, but Dellinger suggested educating your customers on the reasons for overdue fines, stressing the importance of access for all. She said courtesy reminders can help project your image of helpfulness, and staff should always thank people for paying fines and let them know how the money will be used. At this point, someone from Pend Oreille County Library District shared the district’s overdue fine procedure. A coffee can sits on the service desk. A sign on top of the can says “Guilt.” A sign on the side of the can says, “You’re Forgiven.” Patrons with a sore conscience are gently directed to the “Guilt” can, where they can atone. While the library has no formal policy for collecting fines, this informal process meets the needs of patrons whose remorse when returning overdue books could be assuaged by paying some sort of fine.

Dellinger wrapped up the session by telling us, “Repetition and consistency are the most important things you can do with your brand. All brand messages tell your story and reinforce personal experiences.” Also, spread the word abundantly. Think about how you position yourself “out there.” In-house brochures are nice, but expand your brand and put things out where your customer base is!

“Branding for Libraries” PowerPoint slides are available at www.metgroup.com/assets/364_wlabrandingforlibs.pdf

Tips and tools for libraries from Metropolitan Group are at www.metgroup.com/content/index.php?pid=146

It Begins with a State of Mind, Ends with a Story

“Repetition and consistency,” or at the very least “repetition,” was also a focal point of Cindy Wigen’s portion of “Marketing Your Library: It Begins with a State of Mind and Ends with a Story.” Wigen, now a library associate at Spokane Public Library, worked in public relations for thirteen years. She reminded us that you have to repeat a message seven times before it gets noticed. Along with providing general marketing guidelines such as being persistent (synonyms: relentless, constant, continual, repetitive), this session included the case study of Whitman County Library’s (WCL) successful marketing strategy. Wigen’s co-presenter Beth Gillespie, now a communications specialist at Spokane County Library District, was the public services manager and associate director of WCL during the marketing campaign that turned the rural library district into one of the best small libraries in the nation. Together they shared a three-step formula for marketing, peppered with examples and anecdotes from WCL’s experience:

Step One: State of Mind—Challenges. So what are your marketing goals? Are you promoting a new program or service? As the first step in any marketing program, it is essential to determine the response you want to have from your desired audience. Wigen said to be realistic, but also get creative and brainstorm. Part of this process is to really know your library, including facts, figures, and history. You might consider providing trustees with a handy fact sheet, so they can spout great stuff about your library whenever the occasion arises. Help those who are already sold on your library to sell it to others. Once you have your goals in mind, shift your focus toward marketing challenges. I made a quick list of mine:

1. Google—marketing it not so much for what it is, but for what students *think* it is.
2. Reaching students who as seniors wander in and say, “This is the first time I’ve been in the library.”

3. Marketing the resources we *do* have to faculty members who long for the library at Big Money University, where they had everything.
4. Overcoming a lack of time, staff, and funding to devote to marketing projects. For WCL, as for most of us, a huge challenge is finding the time and the staff to do the marketing. Gillespie remarked, "There is a valid reason to have a person dedicated to PR on your staff."

Step Two: Building Awareness—Choices. Think like one of your customers. What do they need? Where do they live, work, or gather? Take your message to *them*, don't make them come to the library to find out about you. Think about taxpayers *before* election time! Keep your message customer-friendly; for example, don't market your "online databases" or your awesome "periodical collection" and expect your users to know what you mean. Let all your customers (including the media) know how much they need your library, and always keep your staff informed of your marketing efforts.

Step Three: Evaluate and Reinforce—Change. How effective are your marketing efforts or, for that matter, your library services? Find out what your customers think, not only by conducting surveys but by asking them in person when they're in the library or when you're out among them. Are your community leaders "in the loop?" Do they know about your services? They can help spread the word if they know what's going on. Whitman County Library made a conscious decision to grow. That was an ambitious goal for a small library system in a geographically widespread farming area. How did they do it? By having a library director, library board, and staff of "can do" librarians committed to public relations and improving customer service. They created positive partnerships with schools, scout groups, and other organizations in the area. They used direct mail effectively to go where their customers

were. They marketed audio books to farmers who spend long days in the fields. (I remember my brief ride in a combine a couple of years ago. It was fascinating to this city kid, but I'm sure the excitement wears off after a few hours of plowing or harvesting, and the grain truck experience could most certainly be improved by a good audio book!) The very supportive Friends of Whitman County Library sold more than 1,000 copies of their cookbook of recipes contributed by county residents; each one is an advertisement for the library. (You can order one right from the library's website, and Gillespie says the cookbook has become a standard gift item for visitors and dignitaries.) Receiving a grant to fund technology improvements included a personal visit from Bill Gates that was not part of their original marketing plan, but what an opportunity for library publicity!

In summary, branding and marketing share many of the same planning components: identify your library's product, set goals, take action, and evaluate your progress or success. I detected a clear focus in each session, however: *When branding, be consistent; when marketing, be persistent.*

RIG Logo Winner

The Reference Interest Group (RIG) is happy to present the winner of its logo contest: Leisha Sueko Muraki, a freshman at the University of Washington, who plans to become a graphic designer. Muraki describes the logo:

"The image depicts a book with its pages opened and turned. The pages symbolize the gaining of knowledge, while the book refers to reference services. In the middle of the book are the three letters. The 'I' has two colors to show the sharing of knowledge. I chose the color and decoration of the graphic by its ability to integrate nicely with the WLA logo."

As the contest winner, Leisha received a University Book Store gift certificate. Thank you, Leisha, and thanks to everyone for a great year!

—Deanna Sukkar and Jennie Westlund



INSTRUCTIONS TO CONTRIBUTORS

Alki: The Washington Library Association Journal is published three times per year (March, July, and December). Each issue centers on a theme selected by the *Alki* Editorial Committee. **Themes** of upcoming issues are announced on the WLA website and in the editor's columns. Articles should be in-depth examinations of issues of importance to Washington libraries. All works should be original. Unsolicited contributions and off-theme articles are encouraged but will be published based on the needs of specific issues. Submissions are edited. The editor and the *Alki* committee make the final decision on any submitted material. **Deadlines** for submission are January 15 for the March issue, May 15 for the July issue, and October 15 for the December issue. We prefer article text to be submitted as digital files in .doc or .rtf format. Also, we prefer that artwork be well-composed glossy black and white 35mm prints. However, we can accept some alternatives: ASCII text transmitted as an email message, in email attachments, or on a PC-formatted 3.5-inch diskette, Zip disk, or CD-ROM; and artwork transmitted as .tiff or .jpeg files of adequate resolution. Please include informative captions with artwork. We recommend that you contact the editor before submitting artwork. Artwork will be returned on request; otherwise it will not be returned. **Typical article lengths** range from one to three *Alki* pages, including artwork. A three-page article with no artwork contains about 2800 words. News items about personnel changes, professional organizations, awards, grants, elections, and facility moves or construction are included in the "Communiqué" column as space permits. **Columns** are regular features about library service or operations. Columns are typically pre-assigned to a designated person. Anyone interested in submitting material for a specific column should contact the editor. *Alki* retains electronic representation and distribution rights to its contents. *Alki* reserves the right to re-use text, photos, and artwork in subsequent issues, with notification to the submitters, if possible. Otherwise, all rights revert to the authors.



MARGARET THOMAS

NextGen Delivers the Straight Scoop on Library Work

An elderly woman informed librarian Lisa Oldoski one day that Oldoski's attire was inappropriate.

Oldoski doesn't remember what she was wearing, but chances are it wasn't a jumper and heels. At a recent library conference, her short, spiked hair was the color of molten lava, and a small silver ring clung to one nostril. Her combat boots are part of what appeals to some patrons at the Puyallup Public Library, and appalls a handful of others, she says.

In this case, Oldoski had just helped the woman retrieve an electronic article, so she was offended, too. "I would never make a comment about what someone was wearing," says the 29-year-old. "I'm just surprised every time it happens."

This time, though, the boss happened to be passing by and overheard the patron's complaint. Supervisor Gay Uhl stopped to tell the woman Lisa works at the library because she's good at what she does. Near retirement at the time, Uhl unwittingly showed a flair for "NextGen thinking." It's not about age, says Oldoski, who started the Washington Library Association's NextGen interest group about two years ago. It's about being open and excited about librarianship.

It's about "keeping yourself fresh by seeking out new opportunities and experiences and not relying on assumptions about your path and what you have to contribute," says Angelina Benedetti, an interest group member. In April, she and librarians Susan Madden, Tony Wilson, and Brian Bannon served as panelists at the WLA conference session titled "Straight Scoop," sponsored by NextGen and organized and moderated by Oldoski.

Benedetti, Madden, and Wilson also sat on the association's scholarship committee six years ago when Oldoski won. At the interview, the applicant wore an animal-print jacket, remembers Benedetti. "It was the most stylish outfit there that day." More importantly, she exuded energy and commitment. "When she was a part of something, she saw it through by doing outside things."

Since then, Oldoski has served on the association's membership committee, chaired the public relations committee, and co-chaired the scholarship committee. "I felt like I owed the association," she says.

Margaret Thomas is a research librarian at the Energy Program Library in Olympia. The library is operated by Washington State University Extension Service. Photo by Rose Ferri.

Soon, she plans to replace the NextGen listserv with a blog. Oldoski sees the interest group as a venue for sharing ideas, job opportunities, new technologies, and innovative management practices. She envisioned "Straight Scoop" as a conversation about librarianship that you might have over a glass of wine, "or with smokers in the alley."

Red or White?

Susan Madden reaches over Tony Wilson's white-haired head to hang a gold pendant with a price tag around his neck. She stacks paper cups on the presenter's table and pops open two boxes of wine: merlot and chardonnay. Someone whoops. Someone shuts the door. Librarians line up. It's 11:00 A.M.

This is a Madden moment. Benedetti remembers the time Madden welcomed students on a field trip to the King County Library System's service center. "The question she asked all of us was not 'what was our favorite book,' but 'what was our favorite drink.' She made the library profession seem warm, open, and fun," says Benedetti. "It was the NextGen attitude."

Benedetti, who declines to give her age, says she was surprised when Oldoski asked her to be on the panel. "I told her I'd feel like the oldest kid at the high school kegger." In fact, Madden was already retired and Wilson soon would be after nearly forty years training library technicians at Highline Community College. At 31, Bannon was probably the youngest panel member. A Seattle Public Library branch manager, he looks more like a rock star with spiked hair, black denim jacket and jeans, and a shadow of beard stubble.

Wearing secondhand jewelry from Madden's collection (the proceeds from her booth go to the association's scholarship fund), the panel fielded a dozen preselected questions on topics ranging from the American Library Association's "impossible" website to Library 2.0, the idea that libraries should make information available wherever and whenever people want it. Following are sample questions and responses, plus additional comments from follow-up interviews with panel members.

In this Google-Amazon-Netflix-IM world, when will we as a profession, become obsolete?

Madden admits she's a "cat petter" and a "tea drinker," Wilson's favorite terms for traditional librarians. When he makes a crack about unemployed "harness makers," she whinnies. "Who's the authority? Keep saying that," she tells the audience.

Gone are the days when librarians can passively wait for patrons to come to them, Wilson explains later. The new librarian's job is to enhance the flow of information—all information. When you learn you have cancer, the National Library of Medicine may be your first stop, but when the doctors give up, you want a peek at the "crackpot stuff," he says. "We're not in charge of all material anymore, yet we want to vet the stuff ourselves," he says. "I think we can give up on that crap."

Why are catalogers closer to god than anyone else in libraries? Do we even need them anymore?

"They're closer to god because they suffer the most," jokes Benedetti, who says she now regrets cheating her way through her only cataloging class. Cataloging's not the sexiest job, but it is the underpinning for the slick interfaces, she says. "I've come to appreciate it. I get it. The light went on."

Wilson passes out a stack of yellowing catalog cards, relics from a time when catalogers lovingly created the records patrons thumbed. That's why catalogers *used* to be closer to god, says the former cataloger. "The automated catalog is so much better if you think the purpose is to retrieve books; and Google's so much better than that."

What happened to the librarian shortage we were promised in library school? If this profession is gray-ing, then everyone sure has a lot of hair dye.

There are positions on the East Coast and in low-salary jobs, says Madden, who doesn't use hair dye. Right now, libraries are making do instead of filling open

positions. "There is a shortage; I'm sorry it's not the shortage you were promised," she says. "You will be in demand; don't worry about it."

What is the hill you would be willing to die on in this profession? Is there more than one?


A friend once asked Benedetti, "Is it worth leaving my job over *Mrs. Piggie-Wiggle*?" In response to a parent's complaint, the library was considering removing the book from its summer reading list, says Benedetti. "That's my hill."

"I immediately thought of a hill on the San Juan Islands," quips Bannon. "There are lines that I've drawn and then crossed over them." Once an adamant believer that public libraries should not charge for any services, he concedes his branch charges for printing.

Are you doing what you thought you'd be doing as a librarian? Have you done everything you want to do?

While in college at Pacific Lutheran University, Bannon was active on issues of gender equality and gay rights. He found shared sensibilities on websites for the American Civil Liberties Union and the American Library Association. "I started to see the real value of protecting civil liberties like privacy," he says in a telephone interview. Bannon, who majored in psychology and gay and lesbian studies, says he was attracted to librarianship not as an avid reader but as an "information warrior." "In some ways, I'm doing exactly what I wanted to do," he tells the audience.

"All I ever wanted to do was be a children's librarian and marry a Beatle," offers audience member Deborah Jacobs, Seattle's city librarian.

University of Washington Information School student Sarah Evans says it was the composition of the audience that impressed her most at the "Straight Scoop" session. "I expected to see mostly new and student librarians full of fretful concerns," she writes in an email. The real clash isn't between the generations, it's between those who are open to new ideas and those who aren't, she writes. "The key to our joint success lies in recognizing and valuing the experience of each colleague, regardless of age." 

Tony Wilson, Susan Madden, Brian Bannon, Angelina Benedetti, and moderator Lisa Oldoski





Theresa Kappus
**“Washington Learns”
 Wants You!**

Raise your hand if you know what Washington Learns is all about. Now, raise your hand if you’ve ever been invited to one of its meetings. Aha! Before this session, I wasn’t at all familiar with the Washington Learns initiative and, because of that, I wasn’t sure what to expect from this session, except that I thought I’d probably be bored. When Neel Parikh announced that the speaker, Eric Liu, was stuck in traffic, I had a momentary feeling of joy akin to the feeling one gets as a student when a class is cancelled unexpectedly. However, I’m truly glad he eventually arrived, as I discovered how important this topic really is.

A knowledgeable and engaging speaker, Liu seemed completely unperturbed by running in late, and stopped only to drop his jacket. He launched immediately into his presentation without slides or handouts. Liu serves on the steering committee for Washington Learns and, according to the initiative’s website, is the only member of any of the initiative’s committees who has a direct library connection. After earning a law degree at Harvard University, Liu served as a foreign affairs speechwriter and deputy domestic policy advisor for President Clinton. For two years he worked as an executive at RealNetworks, and now teaches at the University of Washington’s Daniel J. Evans School of Public Affairs. He also serves on several nonprofit boards, including those of the Seattle Public Library, the Asian Community Leadership Foundation, and the League of Education Voters, and he hosts a local National Public Radio interview show called *The Power of Voice*. Liu is the author of *Guiding Lights: The People Who Lead Us Toward Our Purpose in Life*, a book about life-changing teachers and mentors, and of *The Accidental Asian: Notes of a Native Speaker*, a *New York Times* Notable Book featured in the Public Broadcasting Service documentary *Matters of Race*.

The Washington Learns Steering Committee was created by Washington Senate Bill 5441 in 2005 and is chaired by Governor Christine Gregoire. Over an eighteen-month period, the committee has been conducting a series of conversations that examines what the future of education in Washington state might look like. The steering committee on which Liu serves oversees the work of the initiative’s three advisory committees: early learning, K-12, and higher education. Liu said that Washington state is not graduating enough people to fill available jobs. There also are concerns that many young people will not pass the Washington Assessment of Student Learning (WASL). Those involved in Washington Learns hope that parents, educators, communities, and anyone involved with the education of our children will get involved in the initiative.

Theresa Kappus is the interlibrary loan and distance services librarian at Gonzaga University. Photos by Rose Ferri.

The intent of Washington Learns is to identify and support the connections between different levels of education. Liu compared the state’s education system to a pipeline with leaky joints, where many children are academically ill-prepared to advance to the next level. In particular, many students are simply not ready to enter middle school or high school, a fact that contributes to the state’s 30 percent high-school dropout rate. Those involved in the project have as their overall goal a “learner focused” outcome: “generating world-class learners.” The initiative’s three advisory committees are determined to look not only at ways to fix the current model, but also to look at other ways—and best ways—of educating students. Liu stated, “Focusing on what’s broken is insufficient to move forward and compete with the world.”

Each advisory committee is charged with scrutinizing education at its appointed level and answering such questions as:

- Are we adequately supporting families of very young children to ensure that every child is prepared from birth to succeed in school?
- Are all students achieving proficiency in reading, writing, and mathematics?
- Is a 70 percent high-school graduation rate good enough?
- Is our education system designed for our digital, global, knowledge-driven, culturally pluralist age?
- Are we spending current dollars efficiently and effectively?
- Are we investing enough to educate our citizens?




*Eric Liu and
 conference co-chair
 Neel Parikh*

So what does this have to do with libraries, and why are we listening to all this at a WLA conference? Well, one reason is the immediacy of the project—it ends in November 2006. According to Liu, Washington Learns is in a position to make a massive change



in education in this state similar to the change brought about by the WASL. Liu challenged us by asking how libraries as institutions can be better educators. He said that with the hoped-for new approach to learning, “libraries will have to be many more times involved with education and student learning.” He asked, how do our libraries fit into a comprehensive learning plan? Why are there no librarians on any of these committees?

One of the attendees pointed out that public libraries make important contributions to early childhood education and lifelong learning. Liu agreed that libraries are an important component of education, but he also told us not to expect an invitation to participate. Instead, he encouraged librarians who care about their role in Washington education to come to the meetings and join in the conversation. Some librarians already have. We were told many times in this session, “Don’t wait to be asked to participate—get involved!” Advisory committees will meet on 18 July, 22 August, 19 September, and 17 October. See the Washington Learns website, www.washingtonlearns.wa.gov, for more information and to join the initiative’s listserv.

So, go to the website and find a meeting to attend. The last thirty minutes of every steering committee meeting is open for public comment, and the three advisory committees want your input as well. From the website you can subscribe to a listserv that provides meeting information and updates. There’s also a link for adding comments. This is an excellent and vital opportunity to market libraries for the educational institutions that they are, but this particular opportunity won’t wait. We weren’t invited—but we *can* still be heard. 

Join WLA.

The Washington Library Association includes some of the best and brightest members of the Washington library community. In our numbers we have classified staff, trustees, Friends, librarians, techies, students, book-people, cybrarians, artistic types, literary types, creative types and even library directors! We come from college and university libraries, from public libraries, from special libraries, from school libraries. Some even come from no library at all.

What unites us is our care for the well-being of Washington libraries. WLA offers an annual conference, specialized training, legislative support for libraries, a journal, and a variety of leadership and creative opportunities. WLA makes a difference in how Washington libraries see themselves and their work. For more information visit our website at www.wla.org. Explore the site, and make our business your business. Download membership application from www.wla.org/memberap.pdf, or join online at www.wla.org/registration.html.

WLA : Building partnerships in the Washington library community.



BRIAN SONEDA

National Library Legislative Day

I had the honor of being part of Washington's library delegation to the other Washington, to participate in National Library Legislative Day. While Library Legislative Day was officially 2 May 2006 (the day we actually visited congressional offices for our appointments), there were preliminary events on Sunday and Monday, 30 April and 1 May. When coupled with my opting for the "Mike Wirt Strategy" of how to get to the capital and back, these were an exhausting four days. (Spokane County Library director Wirt's strategy is to fly to BWI Airport in Baltimore, take Amtrak into Union Station in DC, and walk to the hotel. Saves a lot of money, but takes longer and adds a little bit of tension, too.)

However, these were also among the best four days of my life, as I learned a lot about how best to communicate with elected officials in DC, saw a few of the required sights in our nation's capital, and shared much time with my six fellow delegates. The Washington delegation consisted of Wirt; State Librarian Jan Walsh; Rand Simmons, program manager for library development at the Washington State Library (WSL); WLA member Patience Rogge; North Central Regional Library trustee Jennifer Maydole; Whitman County Library director Kristie Kirkpatrick; and me.

Here is an eclectic list of highlights from this Legislative Day rookie:

- Visited the Japanese-American Memorial to Patriotism, a block from our hotel. This was the first thing I did after checking into the hotel. It was a truly moving experience for me.
- Actually enjoyed talking to highly competent, very professional legislative aides instead of the actual legislators. Due to a number of conflicts, we only met with one representative, Cathy McMorris. (We had been told to expect to spend most of our time over the course of the day with aides, so no surprise.)
- Five of us walked past the front steps of the Capitol on the evening of 1 May at the precise moment that an immigrant rights rally began forming around us. Before the first "si se puede" had been shouted, twelve or fifteen Capitol police officers materialized, seemingly out of thin air. The crowd and law enforcement officers showed admirable restraint.
- Five of us had our last dinner together in the Senators Grille at the hotel, happy with our work that day on behalf of WSL, WLA, ALA, the profession, and those we work for. Watching Rand Simmons unwind was entertaining.

Brian Soneda is director of Mount Vernon City Library. Photos by Brian Soneda unless noted otherwise.



- Bumped into Jan Sanders, ex-Spokane Public Library director, current Pasadena (CA) Public Library director. Six of us had lunch with her on Monday.

I would like to thank the WLA and the WSL, and specifically Carolynne Myall and Jan Walsh, for putting together what became a very good team, and for supporting my attendance at National Library Legislative Day. We have great library leadership in this state.



SUZANNE MILLER



KRISTIE KIRKPATRICK



JAIWE HERRERA



Clockwise from bottom: Capitol police at immigrant rights rally. Delegation with Cathy McMorris. Japanese-American Memorial. Delegates. Wirt and Sanders. Soneda, Simmons, Wirt. Hart Senate office building. Top of page: Rights rally.



2006 WLA Awards

WLA Awards Committee members are Jan Walsh, chair; Mary Carr; Katrina Disbennett; Sharon Hammer; Katherine Lord; Deidre Miller. Photos by Rose Ferri.



WLFFTA Distinguished Service Friends/Foundation Award #2 **Kris Passey, Editor and Publisher** **Arlington Times and Marysville Globe**

Grounded in the spirit of community, newspaper publisher Kris Passey initiated a subscription campaign to raise money and advocate for the Sno-Isle Library System. In September, Passey received the Sno-Isle 2005 Library Advocate Award. It is because of forward-thinking people like Passey that the system's library foundation is able to grow and expand into new opportunities. He has been an important component of the foundation's new outreach initiative and is a role model of true community spirit in action.



WLA Merit Award for Outstanding Performance in a Special Area **Jonalyn Woolf-Ivory, Director** **Sno-Isle Libraries**

Woolf-Ivory's vision for Sno-Isle is based on the belief that a good library system cannot rest on its laurels, but must continue to find new and better ways to serve its communities and patrons. In many areas, including fiscal health, community outreach and diversity, Woolf-Ivory has brought to the district a vision of excellence which has enabled it to grow and prosper.



CAYAS Award for Visionary Library Service to Youth, 2006 **Cecilia McGowan** **King County Library System**

Cecilia McGowan is the children's section supervisor of the Bellevue Regional Library. McGowan is active in WLA, PLA, ALA (serving on the Robert F. Sibert Informational Book Award Selection Committee). She has served on the WLMA (Washington Library



WLA Merit Award for Advances in Library Services **Buff Hirko** **Washington State Library**

Through her leadership of the LSTA-funded Statewide Virtual Reference Project, Buff Hirko has nourished a collaborative community of libraries that are developing consortia and sharing resources to better serve their patrons. The project goal of "combining the power of libraries, librarians and technology to help all Washingtonians get information wherever they are" has been much more about combining than anyone anticipated.

Media Association) board and chaired that association's Sasquatch Committee, which awards the Sasquatch Reading Award for chapter books for kids grade 4 to grade 8. She is a mentor to new librarians at the local, state, and national levels and has fostered cooperation between school and public libraries. McGowan's tireless efforts in serving children in countless capacities are an inspiration to us all.



WLFFTA Distinguished Service Friends/Foundation Award #1 Friends of the Liberty Lake Municipal Library

The Friends group started as the Community Library Council, with the goal of starting a library to serve the residents of the newly incorporated city of Liberty Lake. Initially, the group collected donations and

ran the library. They now participate in fundraising events, support the children's department, and are always on hand when needed. Left to right: Mike Rineer, Janet Rineer, Linda Dockrey, Pat Dockrey.



WLFFTA Distinguished Service Trustee Award #1 Tanya Patton Columbia County Rural Library District

Patton almost single-handedly brought about countywide library service to Columbia County, a county of about 4,500 people located immediately east of Walla Walla County. As a board member of the Dayton Public Library, she recognized severe budget problems in the city and determined that a county library district could help solve some of the issues. Patton has devoted years of passionate and intense work toward improving services for the residents of Dayton and bringing countywide service to Columbia County.



Candace Morgan Intellectual Freedom Award Director, library board, and staff of Whatcom County Library System

In 2004, an FBI agent asked the Whatcom County Library to provide the names of all library patrons who had checked out a book about Osama bin Laden. Airoldi and the board decided that they did not believe that providing these records would follow the laws of the land, so the board passed a

resolution to quash the subpoena, which was then withdrawn. The incident sets an example for all libraries in Washington state. We salute our brave intellectual freedom troops at the Whatcom County Library. Their actions are an inspiration for other in the state that may face similar encounters in the future. Accepting the award at the conference were Deming Branch Manager Frances Barbagallo (left) and Whatcom County Library System Trustee Jan Hunter.

(Continued on next page)



During the last thirty years, the roles and assignments of library-allied and support staff have greatly expanded. Successfully fulfilling these roles requires preparation. Washington has been fortunate to have two outstanding library technology programs, directed for many years by two outstanding and innovative library educators. These two individuals have helped fill our libraries with excellent staff, and they have made many contributions to WLA as well. The 2006 WLA President's Award honors the contributions to Washington libraries of Sue Bradley and Tony Wilson.

2006 WLA President's Award

Sue Bradley, Coordinator, Library Technician Program, Spokane Falls Community College
Tony Wilson, Coordinator, Library Technician Program, Highline Community College

Maryan E. Reynolds Scholarship Award Winner

"... I found myself floundering to define my long-term career goals. As a grant writer, my knack for research and organization were important but tangential to the work I did. My interest in the law stemmed from my wanting to help underprivileged people understand highly complicated information. But that, also, seemed too narrow a focus. I wanted to obtain a graduate degree in something that would broaden my possibilities, not limit them. Then, one day a few years ago, my mother asked me on the phone, 'Have you thought about a degree in library science?' ... Ah-HA! The light went on. Here was a way that I could take my love of seeking and imparting information, and make that the primary focus of my career."

—from Erica Delavan's 2006 WLA scholarship application

Erica Delavan, the 2006 WLA Scholarship recipient, is a student in the distance Master of Library and Information Science (dMLIS) program at the Information School at the University of Washington.

Delavan arrived in Seattle more than ten years ago, following graduation from Northwestern University. Armed with a theatre degree, she worked in a variety of positions at the Seattle Children's Theatre —education intern, house manager, executive assistant, and finally as director of corporations and foundations. She

currently serves as legal assistant at KCTS, the public television affiliate in Seattle.

Beyond her studies and job, Delavan has squeezed in a number of volunteer opportunities. Her experience includes stints at the Seattle Public Library and the Hutch School (Fred Hutchinson Cancer Research Center). She also served as a court-appointed special advocate for King County, representing infant twins in dependency court through the adoption process. Adding to her already full list of activities, Delavan and her husband will become parents this summer.

Delavan hopes to put her love of helping people find information and her experience working with children to good use as a children's or young adult librarian in a Seattle-area public library. Writing reviews for the Puget Sound Council for the Review of Children's Media and coursework in the Information School contribute to this goal. Following graduation, Delavan looks forward to active involvement in WLA, particularly advocating for young adults and children.



Erica Delavan



Mark your calendars! The Washington Association of Library Employees (WALE) 2006 conference takes place on 5-7 October 2006 at the Lakeway Inn and Conference Center in Bellingham. With beautiful Puget Sound to the west and the rugged North Cascades to the east, the scenery is spectacular. Mount Baker, which inspired our theme this year, rises majestically in the distance.

In keeping with the setting, our conference theme this year will be "Push for the Summit!" Join us as we strive to help you become the best that you can be...personally, emotionally, and—most importantly—professionally!

The 2006 WALE conference will commence Thursday evening with a dessert buffet and a warm welcome from Heidi Chittim, chair of the conference committee, and Katie Cargill, chair of WALE. The conference committee is putting together an exciting slate of sessions and speakers.

Conference registration is online on the WLA website: www.wla.org.



BRIAN SONEDA

Summer Reading Extravaganza

Seven children’s librarians from the King County Library System (KCLS) dazzled a room full of summer reading program enthusiasts at the “Collaborative Summer Reading Program Extravaganza” session at the WLA conference. Aside from their employer, the only connection between the seven presenters was the loose starting point of the Collaborative Summer Library Program’s 2006 theme, “Paws, Claws, Scales & Tales.”

Here are highlights from the session, which was sponsored by the Children’s and Young Adult Services Interest Group (CAYAS). Avis Jobrack, costumed as an archaeologist, studied “the library as habitat” and as an antidote to that oppressive and potentially deadly summer environment, the television. Carol Fick displayed Trebeckian talent while leading attendees through a rousing game of “Library Jeopardy.” Bernadette Salgado introduced an über over-the-top public service announcement (PSA) commissioned by KCLS for last summer’s “Dragons, Dreams & Daring Deeds” theme; this year’s PSA was not quite ready to screen for the session. The reader’s theater production of *The Judge: An Untrue Tale* (by Harve and Margot Zemach) enlisted the participation of attendees, who hammed it up with great glee.

The seven presenters provided a tremendous range of ideas, show-and-tell, and handouts of value to any libraries using the “Paws, Claws, Scales & Tales” theme this summer (which is almost all of us across the state and across most of the country).

In Skagit County, the absence of a countywide library district is not stopping children’s librarians representing the various municipal and partial county district libraries from collaborating on many aspects of summer programming. I asked three of them who attended WLA what they thought about the “Collaborative Summer Reading Program Extravaganza” and about collaboration in general.

Lisa Anderson, from Burlington Public Library, loved the interactive component of the session, and “thought the librarians did a great job of planning and preparing.” Cara Leverett, from Upper Skagit Library District, called the session “Awesome!” and noted with approval that most of the session components “were done as if they were being presented to the children themselves.” Linda Allen, from Mount Vernon City Library, loved the hilarious PSA created by Charlie “The Noiseguy” Williams and his son (the star of that über over-the-top thing I mentioned). “There were lots of usable ideas with great handouts,” Allen added.

Over the last couple years, the libraries in Skagit County have worked in an increasingly collaborative way on the summer reading program (SRP). For the

Avis Jobrack acts out her role as if the audience were a roomful of children.

Bottom right:
Kate Patrick, left, and Franja Bryant facilitate interspecies communication.




Brian Soneda is director of Mount Vernon City Library. Photos by Cameron Johnson.

2006 “Paws, Claws, Scales & Tales” program, the highest level of collaboration ever between the libraries has resulted in the scheduling of a joint countywide finishers’ program at the Skagit County Fairgrounds, as well as a partnership with Skagit Transit, which makes SRP reading logs from any public library in Skagit County a free bus ride to and from the library for any participating child. And as Leverett noted, “We also collaborated on our reading log, parent letter, and efforts to book performers and programs, which saves time and money, as performers and printers give us group/bulk discounts.”

Those of us in the library world are committed collaborators. We have taken a word that hasn’t always had the best of connotations and made it one of our favorites, one with entirely admirable connotations. But that doesn’t mean we always collaborate well. Clashing personalities and excessive turf consciousness can get in the way. I do know that “Paws, Claws,

Scales & Tales” is a shining success story, and I do know that the summer collaboration among libraries—particularly their children’s librarians—in Skagit County is another shining success story. As we enter SRP season, Allen marveled at the teamwork the six children’s librarians from the county displayed in putting a joint program together. Said Allen, “Everyone contributed and shared the work. There were no slackers” Anderson toasted the “good will that the children’s librarians have towards each other.”

Leverett agreed and summarized: “You would never know what a wide variety of skills we have to draw on from our little group: We have some former teachers with a great grasp on reading levels and the benefits of reading, folks with many years of experience and knowledge about potential performers, folks with musical skills, one person with lots of experience in requesting donations, several with desktop publishing skills, and one person with a background in science, with that fine attention to detail.”

In Skagit County, in our state, in our country, in our world—we do our best work when we work together. 

Wright (Continued from page 31)

***The Coldest Winter Ever*, by Sister Souljah**

Thirty years after *Pimp*, an outspoken social activist and feminist helps bring urban fiction out of the shadows, spawning a publishing boom with this wildly popular, cleverly conceived crime-family saga in which mob princess Winter Santiago gets the better of her conscience, represented in the book by Souljah herself. See also: *No Disrespect* by Sister Souljah; *Push* by Sapphire; *True to the Game* by Teri Woods; *The Godfather* by Mario Puzo; *Bling* by Erica Kennedy.

***Let That Be the Reason*, by Vickie Stringer**

Written in prison while the author was serving a seven-year bid for drug trafficking, off-the-street sales of this self-published autobiographical novel helped its author found her own publishing house—Triple Crown Publications—which has given a start to other rising stars of urban fiction such as K’wan, Nikki Turner, Tracy Brown, Shannon Holmes, and many others. See also: Q-Boro Books, Urban Books, and C&B Books Distribution.

***Battle Royale*, by Koushon Takami**

In a fascist dystopia, forty-two junior high school students are forced to play a cruel game in which only


one of them can survive. This is the face of teen terror in the age of reality programming. See also: *Battle Royale* (the graphic novel); *Battle Royale* and *Battle Royale II* (the movies); Spike TV Network’s *Most Extreme Elimination Challenge*; *Out* by Natsuo Kirino; *Ring* by Koji Suzuki; *V for Vendetta* by Alan Moore; *Demo* by Brian Wood.

***Fear and Loathing in Las Vegas*, by Hunter S. Thompson**

This wild, paranoid, drug-fueled spree through the great American microcosm really did begin as a journalistic assignment, but it wound up changing the face of journalism forever. From an author who walked the walk, right up until the end, and beyond.

See also: Chuck Klosterman’s *Killing Yourself to Live*; Carlton Mellick III’s *Punk Land*; *Psychotic Reactions and Carburetor Dung* by Lester Bangs; *Peace Kills* by P. J. O’Rourke; *Thank You for Smoking* by Christopher Buckley; Jim Goad’s *Shit Magnet*; *Where You’re At: Notes from the Frontline of a Hip-Hop Planet* by Patrick Neate.

***Acme Novelty Library #16*, by Chris Ware**

In this issue, we witness the childhood adventures (!?) of Rusty Brown and Chalky White. Ware combines a wildly inventive sense of graphic space with simple line illustration and the downbeat, alienated tone common to many of today’s coolest graphic novelists. See also: *Ice Haven* by Daniel Clowes; *Summer Blonde* by Adrian Tomine; *Black Hole* by Charles Burns; *Clyde Fans* by Seth; *Mister O* by Lewis Trondheim; *Year’s Best Graphic Novels, Comics, and Manga* (2006). 





I'd Rather Be Reading



DAVID WRIGHT

Twenty-something Books That Will Make You Cooler (Part 2)

As promised, here is the sequel to my March 2006 column about literary authors and movements that are popular with our oft-neglected 20-something patrons. The claim above is true: if you read these books, you will become cooler.

Among the genres represented below are two especially hot ones: graphic novels and street fiction. More a medium than a genre, graphic novels have grown increasingly diverse, and graphic memoirs may be ground zero for literary cool these days. Street fiction is wildly popular, especially with younger African-American readers.

Although street fiction is popular all across the socioeconomic spectrum from prisons to college campuses, we often hear from emerging readers that if it weren't for this genre, they wouldn't be much interested in books at all, a fact that any self-respecting public library that prides itself on promoting literacy cannot afford to ignore. Arising largely under the mainstream media's radar and outside the purview of big publishers, this grassroots literary boom has been fostered by the spread of hip-hop culture in confluence with the increasing affordability of self-publication. This has allowed those with a story to tell to reach out directly to their audience.

My thanks to Misha Stone, also of Seattle Public Library, for her assistance with this list, and for her eloquence and enthusiasm as a co-presenter of "The ABC's of Gen XYZ" at the WLA conference. A copy of our handouts, which includes helpful links, strategies, and entertaining quotes, can be found on the WLA website: www.wla.org/conferences/wla2006/programs.html.

Fun Home: A Family Tragicomic, by Alison Bechdel

Bechdel, of Dykes to Watch Out For fame, delivers a coming-of-age memoir in graphic novel form that's anything but ordinary. Get this: Bechdel tells her parents she is a lesbian, expecting fireworks or recriminations, only to find out that her father for years has been having affairs with men, even with his own high school students! Stunning, riveting, and riddled with questions. See also: *Epileptic* by David B.; *Rent Girl* by Michelle Tea; Julie Doucet's *My Most Secret Desire*; *The Quitter* by Harvey Pekar; *Carnet de Voyage* by Craig Thompson.



David Wright is a readers' services librarian with the Seattle Public Library and chair of the Readers' Advisors of Puget Sound. He can be reached at dwright@spl.org. Clip art: ©2006 Jupiterimages Corp.

Timothy McSweeney's Quarterly Concern issues #18 and #19, Dave Eggers, ed.

It is hard to overestimate the influence of this quarterly's back-to-books ethos on today's literary scene, and these two issues provide ample evidence of both how serious and how screwy these bookish hipsters can be. Issue 18 is a fairly straightforward literary journal, while issue 19 is in the form of a cigar box full of ephemeral oddments (there's some good short fiction in there too.) See also: *The Believer* (periodical).

Kafka on the Shore, by Haruki Murakami

Two runaways: young seeker Kafka Tamura, and Satoru Nakata, a half-wit who speaks to cats and can control the weather. Follow them on their strange quest, joining legions of fans who step with each new title into Murakami's vaguely familiar surreal dreamscapes. Just don't be surprised if you bump into Colonel Sanders. See also: Paul Auster's *New York Trilogy*; *Villa Incognito* by Tom Robbins; *I Am a Cat* by Natsume Soseki; *Woman in the Dunes* by Kobo Abe; *Death and the Penguinn* by Andrey Kurkov; *The Master and Margarita* by Mikhail Bulgakov.

Fugitives and Refugees: A Walk in Portland, Oregon, by Chuck Palahniuk

From strip joints to thrift stores to the Apocalypse Café, Portland's most famous provocateur takes you on a tour of his beloved home town. See also: Palahniuk's fiction, and his *Stranger Than Fiction: True Stories*; Douglas Coupland's *City of Glass*; Douglas Coupland's *Vancouver*; *Assassination Vacation* by Sarah Vowell; *Car Camping* by Mark Sundeen; *Home Land* by Sam Lipsyte.

Pimp, by Iceberg Slim

A worldwide underground classic since it first came out in 1969, this swaggering memoir by the ultimate old-school player has become a seminal work for hip-hop music and gangsta chic. See also: *The Art of Mackin'* by Tariq Nasheed; *Blind Man with a Pistol* by Chester Himes; *The Scene* by Clarence Cooper, Jr.; *Whoreson* by Donald Goines; *From Pieces to Weight* by 50 Cent; *The Doggfather* by Snoop Dogg.

(Continued on previous page)

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