



Heartland REFORMA and Pura Belpré

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WHAT IS REFORMA?

- Established in 1971 as an affiliate of the American Library Association
- Governed by an Executive Board which includes officers, committee chairs, chapter Presidents and our one affiliate
- 18 active REFORMA chapters nationally
 - Function independently
 - Work through local library systems to achieve local objectives
- www.reforma.org



GOALS

- Promote the development of library collections to include Spanish-language and Latino oriented materials
- Recruit more bilingual and bicultural library professionals and support staff
- Develop library services and programs that meet the needs of the Latino community
- Establish a national information and support network
- Educate the U.S. Latino population in regards to library services
- Lobby to preserve existing library resource centers serving the interests of Latinos



OUTREACH AND ACTIVITIES

- National Conference
- Scholarship Drive
- Quarterly newsletter
- Publication of an annual Membership Directory to establish a national network
- Programs and workshops that focus on serving Latinos
- REFORMAnet (listserv)
- Online perks to members



AWARDS AND RECOGNITION

- Pura Belpré
- Estela and Raúl Mora Award: \$1000
 - Most exemplary program celebrating El día de los niños/El día de los libros (Children's Day/Book Day)
 - 15th Anniversary this year
- Trejo Librarian of the Year :\$1000
 - Member who has promoted, advocated services, and filled an unmet library need to the Spanish-speaking and Latino communities
- REFORMA Scholarship: \$1500
 - Spanish speaking graduate library school student
 - Number of scholarships varies from year to year



HEARTLAND CHAPTER

- Those living or working in the states of Missouri, Kansas, Minnesota, and Nebraska
- Founded in 1997
- www.skyways.org/orgs/reforma/index.html
- Professional development
- Online meetings
- Networking
- Mock Pura Belpré



UPCOMING EVENTS WITH HEARTLAND

- October 18 & 25, 2011, 2:00-4:00 pm CDT, Yolanda Cuesta will be presenting online sessions about Marketing Library Services to Spanish Speakers
- October 27, 2011, 6:30 pm CDT, next Heartland REFORMA meeting
- January 12, 2012, 9:00 am-1:00 pm CST, Mock Pura Belpré at the Johnson County Central Resource Library and online



WHO WAS PURA TERESA BELPRÉ (1899–1982)



- First Puerto Rican librarian hired by the New York Public Library
 - Children's librarian
 - Pioneered the library's outreach within the Puerto Rican community
- Developed services to the Spanish-speaking community, bilingual story hours, puppet theaters, and outreach programs
- Author
- Storyteller
- Promulgator of Puerto Rican folktales



LIBRARY AND LITERARY CAREER

- Authored *Pérez and Martina* in 1932
 - A love story between a cockroach and a mouse
 - First book published in English in the U.S. by a Puerto Rican author
 - First published by a major publishing house
- Also collected many other folktales from Puerto Rico,
- Translated 15 children's books from English to Spanish and had them published



PUBLISHED WORKS

- *Perez and Martina: A Puerto Rican Folktale* (illustrated by Carlos Sanchez), 1932; new edition, 1961; Spanish edition, 1991
- *The Tiger and the Rabbit, and Other Tales* (illustrated by Kay Peterson Parker), 1946; new edition (illustrated by Tomie de Paola), 1965
- *Juan Bobo and the Queen's Necklace: A Puerto Rican Folk Tale* (illustrated by Christine Price), 1962
- *Ote: A Puerto Rican Folk Tale* (illustrated by Paul Galdone), Pantheon, 1969
- *Santiago* (illustrated by Symeon Shimin), 1969
- *Dance of the Animals: A Puerto Rican Folk Tale* (illustrated by P. Galdone), 1972
- *Once in Puerto Rico* (illustrated by C. Price), 1973
- *A Rainbow-Colored Horse* (illustrated by Antonio Martorell), 1978
- *Firefly Summer*, 1996
- *The Stone Dog*



BIRTH OF THE PURA BELPRÉ AWARD



Oralia Garza de Cortés Sandra Rios Balderrama

- Two Latina children's librarians, both of Mexican heritage
 - Concern for quality library services to Latino children and families
 - Realized need for Latino authors and illustrators to write books
 - Acted on the promise to create a children's literature award



THE PARTNERSHIP

- Association for Library Services to Children (ALSC)
- REFORMA: The National Association to Promote Library & Information Services to Latinos and the Spanish Speaking

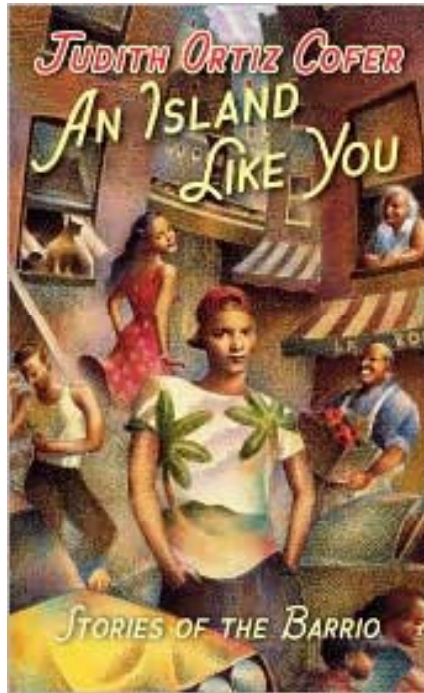


LA CELEBRACIÓN

- Award was formally established in 1996
 - Joint jury was appointed
 - Awards were given during the First National REFORMA Conference–Austin, Texas
- Originally awarded every two years (biennially)
- Now, awarded annually since 2008

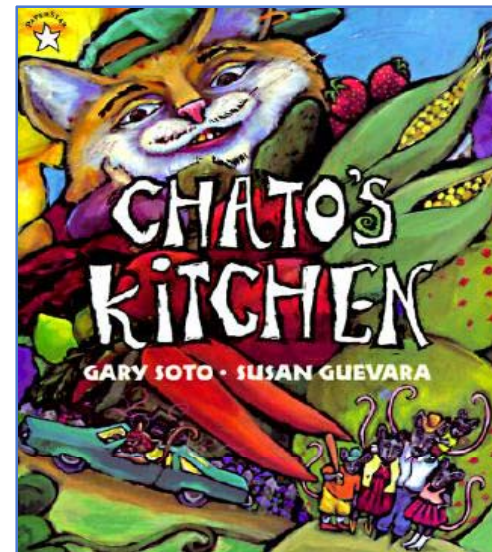


FIRST AUTHOR AND ILLUSTRATOR AWARDS, 1996



*An Island Like You: Stories
of the Barrio*, by Judith
Ortiz Cofer

Chato's Kitchen, by Gary
Soto; Illustrated by Susan
Guevara



PUPPET KITS FOR PROGRAMMING

- anitrasteele@yahoo.com
- "Heartland puppets" in the subject line
- Or by phone: 816-836-4031



REFERENCES

Hernández-Delgado, J. L. (1992). Pura Teresa Belpré, storyteller and pioneer Puerto Rican librarian. *The Library Quarterly*, 62(4), 425-440.

Zertuche-Treviño, R., ed. (2006). *The Pura Belpré awards: celebrating Latino authors and illustrators*. Chicago: American Library Association.

