

MO INFO

NEWSLETTER OF THE MISSOURI LIBRARY ASSOCIATION

March 2011

Volume 42, Number 2

The Missouri Library Association is off to a flying start

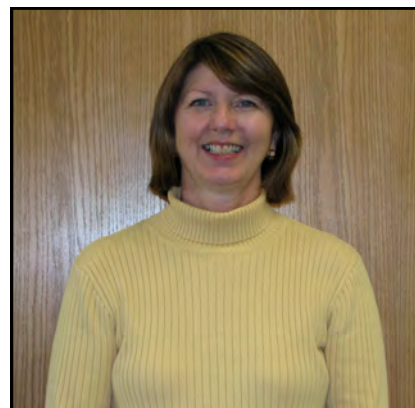
In the first six weeks of 2011 the Conference Planning Committee has met and is now soliciting programs for the Fall conference, the Legislative Committee held its annual Library Day in Jefferson City, the Building Block Awards Committee has announced its selections, the Bylaws & Handbook Committee is working on an updated policy manual for the Association once the new bylaws take effect and the Executive Board held its first meeting of the year.

Our members have some high expectations about the future of the Association. The cost-cutting efforts made last year have given the Association the flexibility it needs to remain on firm financial ground. Library staff members from across the state continue to volunteer their time and expertise to support a variety of association activities.

There's an undeniable energy among the membership and a renewed commitment to keep our association vibrant and changing. If you haven't had a chance to participate in any of the committee activities, you can still help. Please renew your membership now as a way to show your support for the future of your profession and your association.

If you have already renewed, THANK YOU! Perhaps you could encourage a colleague, Board member or Friends member to join now too. Visit the updated website at molib.org and click on the "Join MLA" button. Payment can be made by credit card or through Paypal. New this year is the opportunity to include your library's trustees or Friends members under the Institutional Membership, which will qualify them for the member rate at the 2011 Annual Conference.

Karen Hicklin, President
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MLA Awards Season Is Upon Us!

The Missouri Library Association (MLA) Awards Season is starting to get underway. Now is the perfect time to be thinking of an individual or institution that has gone "above and beyond" in their dedication to libraries and/or librarianship. Nominations for the various awards will be accepted until July 1st and can be made online at <http://molib.org/awards/index.html>. Recognition of the winners by their peers is given at the Awards Banquet held during annual MLA Conference, which will be held in Kansas City, Missouri on October 5-7, 2011.

John Furlong, Chair
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The most recent issue as well as back issues of *MO INFO* can be viewed on the MLA membership web page at <http://molib.org/Membership.html>.

Advertising is accepted and rates are available upon request; send your inquiries to Amber Donaldson at abdonaldson@gmail.com. Article copy submitted by e-mail to Kristine Helbling at helbling@wustl.edu. You are encouraged to include digital photos and graphics with your articles, which will be included on a space-available basis.

Article and Advertising Submission Deadline: 15th of the month preceding publication.

MO INFO Submission Guidelines

MO INFO is produced by the Publications Committee. To facilitate the Committee's production process, please follow the submission suggestions below.

Article format:

- Microsoft Word document
- Include desired headline and your contact email and role in MLA
- Include digital photos (with captions) and graphics with your articles as desired

Article and Advertising Submission Deadline: 15th of the month preceding publication.

Article copy submitted by e-mail to Kristine Helbling at helbling@wustl.edu.



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2011 MLA Conference Update

Missouri Libraries: Envisioning Tomorrow

Within the month after the 2010 conference, your 2011 conference planning group began planning the 2011 conference in Kansas City. A committed group of hard working volunteers is laying the foundation for an exciting series of events and opportunities for our members at this year's conference. Although not every detail has been worked out as I write this article in mid-February, there are plenty of exciting updates to share.

Keynote Speakers

Wednesday night's opening keynote speaker is Molly Raphael, ALA President 2011-2012. The conference planning group is working to make President Raphael's program open to both the public and conference attendees. We are working with Kansas City Public Library to co-host this program at the Plaza Library.

Molly Raphael served as director of two major urban public library systems - Washington, DC and Portland, OR. She has devoted much time serving ALA, including Executive Board, three terms on Council, and leadership positions on numerous ALA-wide committees and committees in four divisions.



Thursday afternoon's keynote speakers are Gene Ambaum and Bill Barnes, co-creators of *Unshelved* (<http://www.unshelved.com/>). After their talk, "A Funny Thing Happens on the Way to the Library," Gene and Bill will have books available for sale and signing.

Librarian Gene Ambaum and cartoonist Bill Barnes are the creators of the library comic *Unshelved*. In this daily strip, Ambaum and Barnes provide an insightful and humorous look into the happenings around the Mallville Public Library, poking fun at library administrators, staff, and patrons alike.

For more information on 2011 MLA speakers, please visit: <http://molib.org/conference/speakers.html>

MLA One Read Book Discussion

This year we are going to kick off the conference on Wednesday afternoon with the MLA One Read book discussion. YSD is sponsoring this all-conference event and have selected *Little Brother* by Cory Doctorow.

Little Brother by Cory Doctorow envisions a possible tomorrow, with frightening results, but definitely shows the importance of information to any future. Join us as we discuss this excellent young adult novel which is available as a free ebook at <http://www.gutenberg.org/ebooks/30142> or at <http://craphound.com/littlebrother/download/>. The author will be joining us during the discussion via Skype.

Other Details

- Pre-conferences are returning this year
- Program proposals are being received & reviewed
- Tentative conference schedule planned for the first week of April
- Hotel reservations available at \$99/night.

For more information, visit: <http://molib.org/conference/index.html>

We are looking forward to welcoming everyone to Kansas City in October!

Brent Husher, 2011 Conference Coordinator
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ALA Councilor Report

President's Budget Cuts Library Funding

ALA President Roberta Stevens released this statement in response to President Obama's 2012 budget request, which cut \$20 million from the current funding level for federal assistance to libraries:

"The president's budget proposal strips funding away from one of our greatest resources for lifelong learning – our libraries," said Stevens. "Libraries are fundamental to meeting the reading and information needs of communities nationwide. During this difficult recession, they rose to the challenge of helping Americans get back to work through vital assistance with online job searches and applications as well as resume development. In addition, many libraries hold classes to teach the critical 21st century digital literacy skills that are essential to thriving in today's global economy."

"We believe President Obama's request to cut funding to library services is short-sighted, when libraries are being used by millions of people every day," Stevens continued. "When we invest in them, we invest in the future of our country. We ask Congress to restore the support for America's libraries."

The president's budget requested \$194 million for assistance to libraries to be administered by the Institute of Museum and Libraries Services (IMLS). This request is approximately \$20 million below the current funding level. As he did last year, the president chose to consolidate the Improving Literacy Through School Libraries program with several other literacy programs.

SAVE THE DATE! National Library Legislative Day 2011!

The 2011 National Library Legislative Day will be held on Monday, May 9, and Tuesday, May 10, at the Liaison Hotel in Washington, D.C. Many new members in Congress mean a new political climate in both the House and the Senate. Our Senators and Representatives, old and new, need to hear from you about the critical importance of libraries to the lives and livelihoods of the citizens of Missouri

The American Library Association, Chief Officers of State Library Agencies (COSLA), and the District of Columbia Library Association sponsor National Library Legislative Day.

The registration fee is \$20 and includes breakfast and an afternoon snack. [Register online](#) for NLLD now or [download this form](#) (pdf), complete and mail it to [your state coordinator](#), Gerald Brooks.

The American Library Association has a block reserved at the Liaison Hotel, and the block is listed under American Library Association 2011. You may also make hotel reservations by calling 1-866-AFFINIA or by [clicking here](#). Be sure to register early – the block always fills up quickly and you'll want to be at the center of the action! If you can't get reservations at the Liaison Hotel, look for other hotels in the same general area of Capitol Hill.

Apply Now to Host "Manifold Greatness," A Traveling Exhibit from the Folger Shakespeare Library ALA and NEH that Explores the Literary and Cultural Impact of the King James Bible

The ALA Public Programs Office, the Folger Shakespeare Library and the National Endowment for the Humanities (NEH) invite public, academic and special libraries to apply to host "Manifold Greatness: The Creation and Afterlife of the King James Bible." Three copies of the exhibit will travel to 40 libraries from fall of 2011 through winter of 2013. The exhibit consists of 14 graphic panels printed onto seven double-sided banners and requires approximately 600 square feet of display space.

2011 marks the 400th anniversary of the first printing of the King James Bible. "Manifold Greatness" tells the story of the origins, creation, and impact of the book, providing an overview of its social, cultural, literary and religious influence on English-speaking peoples over four centuries.

Libraries applying to host "Manifold Greatness" must first register their institution at [Grants.gov](#). Applicants are advised to register with [Grants.gov](#) as soon as possible, since the process can take up to two weeks to complete. For more information, including access to the online application, visit www.ala.org/kingjamesbible. Online applications must be completed by April 5.

Successful applicants will host the exhibit for a four-week period between fall of 2011 and winter of 2013 and will receive a \$2,500 grant from NEH for attendance at an exhibit-planning workshop and other exhibit-related expenses. Participating libraries are expected to present at least two free public programs featuring a lecture or discussion by a qualified scholar on exhibition themes. The exhibit and programs must be free and open to the public.

(Continued on page 5)

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Another View of WikiLeaks

Bill Sleeman of the Thurgood Marshall Law Library at the University of Maryland, recently published a thoughtful and cautionary commentary on librarians and WikiLeaks, on the blog of the Center for Journalism Ethics of the School of Journalism and Mass Communication, University of Wisconsin-Madison.

Sleeman wrote: "Following the release of thousands of classified diplomatic documents, the library community has seemingly embraced WikiLeaks and its founder Julian Assange as one of our own. Although committed to open access for government information, I am hesitant to follow this trend. The WikiLeaks documents remain classified and are viewed by the federal government as stolen goods. For librarians to maintain otherwise is akin to suggesting that once a new car is stolen from an auto dealer's lot it belongs to the thief because the prior property status of the car is irrelevant."

I would say that while **some** of the library community seemed ready to embrace Assange and WikiLeaks, there was a sizeable contingent of Council at Midwinter who shared Sleeman's skeptical and cautious attitude.

To see Sleeman's commentary go to <http://ethics.journalism.wisc.edu/2011/01/24/a-librarian-reacts-to-wikileaks/>

Pam Klipsch
ALA Chapter Councilor
pklipsch@jeffcolib.org

The 2011 Building Block Award

The Building Block Award is administered by the Children's Services Round Table of the Missouri Library Association, and presented annually to the author / illustrator of the picture book voted most popular by preschool children in Missouri's public libraries.

The nominees for the 2011 Missouri Building Block Award are as follows:

The Terrible Plop by Ursula Dubosarsky, illustrated by Andrew Joyner

If You're a Monster and You Know It by Rebecca Emberley & Ed Emberley

Birds by Kevin Henkes, illustrated by Laura Dronzek

Ready for Anything by Keiko Kasza

The Great Monster Hunt by Norbert Landa, illustrated by Tim Warnes

For Just One Day by Laura Leuck, illustrated by Marc Bou-tavant

Pete the Cat: I Love My White Shoes by Eric Litwin, illustrated by James Dean

Silly Tilly by Eileen Spinelli, illustrated by David Slonim

Interrupting Chicken by David Ezra Stein

The Cow Loves Cookies by Karma Wilson, illustrated by Marcellus Hall

Julie M. Schwartz,
Selection Chair
jschwartz@stchlibrary.org

Library Snapshot Day

The Committee on Library Advocacy will present a free webinar on Library Snapshot Day Thursday, March 17, 2:00-3:00 p.m. Central time

Library Snapshot Day is an event that provides library staff a simple means to show the value of the library by capturing what happens in a single day in all types of libraries, across a state, community, or even in a single library. Learn how to implement this event, as well as how to maximize photos, statistics and stories to make the case to decision-makers.

Founder of the initiative, Peggy Cadigan, Associate State Librarian for Innovation & Communication, New Jersey State Library and Robert E. Banks, Deputy Director, Topeka & Shawnee County (KS) Library will present the session. The webinar is co-sponsored by the ALA Chapter Relations Office and the Association of Specialized and Cooperative Library Agencies (ASCLA).

Registration is mandatory. Visit <https://ala.ilinc.com/register/ccsybtp> to sign up today.

Amber Donaldson, Publications Committee
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Jaclyn Finneke, Communications Specialist
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PR and Marketing Times: Librarians Go Viral

By Christina Pryor

Just as millions of others have, librarians have decided to go viral. Yes, librarians from all over have posted videos on sites such as *You Tube* taking familiar songs or movie themes and repurposing them as a promotional tools for their libraries and for the profession. For some, the endeavor has been successful. Visit *You Tube* and type in “librarian” and one of the first search results is for “Librarians Do Gaga” by the University of Washington Information School. Apparently spoofing Lady Gaga drives views...over 770,000 of them.

What do *You Tube* views mean in terms of promotion? And what is the message portrayed when libraries go viral? Go through and sample *You Tube* videos and it is difficult to say exactly what we are attempting to accomplish using online videos. Are we trying to shake or embrace the librarian stereotype, promote what the “new” library is all about, or do librarians just want to have fun?

Just like any other marketing or promotional tactic, make sure to consider what speaks to your target audience and design your message and your video to fit that audience. It is possible that viewers outside of your key demographic or region may watch your video if it does truly go viral, however, you never want to lose sight of why or whom you were reaching out to in the first place. Videos can be fun and entertaining but don't let the message become lost in the process.

Also, remember that you have a limited amount of time to keep a viewer engaged using a tool such as streaming video, especially if they have a slower internet connection or are working with an older computer. Most *You Tube* videos are no more than a few minutes long for a reason, and that's primarily because *You Tube* users want to move from video to video. They are here for a few quick minutes of entertainment before moving on to the next. If you become bogged down in a long-winded or elaborate explanation, the viewer will move on and your message will not be heard.

In short, keep it simple, don't be afraid to be clever or to use humor, but most importantly hit the target.

Thank you for reading the *MO INFO* PR and Marketing Times. Please contact Christina Pryor at cnpryor@gmail.com if you have an issue or idea you would like to see discussed in an upcoming *MO INFO* issue. The PR Committee would love to hear from you.

Christina Pryor, Chair
Public Relations Committee
cnpryor@gmail.com



GENE SIG Now Has a Blog

The Gene SIG Steering Committee decided at the 2010 MLA Conference that our group should start a blog to help keep group members informed about events, publications, and websites of potential interest to librarians serving Show-Me-State genealogists and local historians. Then Vice-Chair Tom Pearson volunteered to serve as blogmaster.

Tom didn't waste any time—the blog “went live” on October 14, 2010. It's called the MLA GENE-SIG RECORDER, and you can find it here: <http://mla-gene-ci.blogspot.com/>

Fifty-six posts have already been added to the blog. You may send news about your library's upcoming events, activities, and publications of potential interest to SIG members to mla.gene.ci@gmail.com. We would also like to hear about any maps, photographs, or manuscripts in your library's collection that you think might interest Missouri genealogists or local historians.

Tom Pearson, Chair,
MLA Gene-SIG
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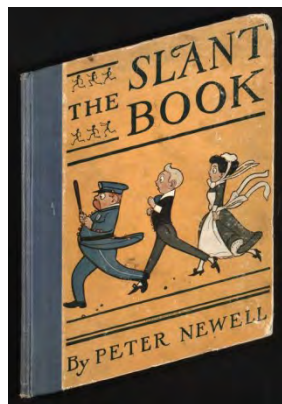
Let's Get Digital

Digital Style: "Digital poetry"

Many libraries will be hosting events to celebrate "National Poetry Month" in April. The following links provide access to poetry in a digital format, which can be helpful when planning for such events. Libraries are invited to contribute to these resources by digitizing their own poetry to make it accessible online, especially content, poems and collections of poems, that is out of copyright and in the public domain. The following examples provide an idea of how a library may want to present its collection in a digital format. (And they're pretty cool to just browse through too.)

Poems on Various Subjects, Religious and Moral by Phillis Wheatley: <http://www.sc.edu/library/spcoll/wheatley/wheatleyp.html>

Originally published in 1773, this first edition was digitized by the University of South Carolina. According to their description, it was the first book ever published by an African-American author. The webpage above gives background information on the book and links to more information about the author. By clicking on either of the "searchable facsimile" links, users are able to see the entire book in digital format, with the option to keyword search the entire volume. Users can view metadata as well as see the digitized pages alongside their searchable text (minus the "long s" and "ash"), making it easier to read) by navigating the "View" dropdown menu on the left. Note: The "long s" was used in older printing when the S was at the beginning or in the middle of a word and looks almost like a lowercase F; the ash is the Latin/Old English letter that looks like an A and an E combined.



International Children's Digital Library: <http://www.childrenslibrary.org>

This site has digitized books of poetry and children's books of all kinds, for different age levels and in many different languages: picture books and chapter books, fiction and nonfiction. If users are looking for poetry, they can click on Advanced Search (under Popular Searches), choose Genre (Different Kinds) under Type, and then select Poems/Songs/Rhymes. From here they can limit the results by age appropriateness, language, publication date, cover colors, format (such as chapter books or comic books), book length, book shape, content, and subject. The books are also keyword searchable, which adds to the accessibility of this site for children and adults alike.

James Whitcomb Riley poetry reading recordings: <http://www.imcpl.org/resources/digitalibrary/jameswhitcombriley.html>

James Whitcomb Riley was an Indiana poet who recorded himself reading his poetry for the Victor Talking Machine Company in 1912. Several of these recordings were never released to the public, but the Indianapolis Marion County Public Library has digitized them and made them available online. Users can hear the author read his own work from nearly a century ago by clicking on the View the Collection link and browsing the list of recordings. They can also read transcripts of the recordings either in the videos displayed or in the PDFs linked in each of the 17 recordings. The [Adobe Flash Player plugin](#) is required to listen to the recordings.

This is the first Digital News article. If you have any ideas you would like to see addressed in a future article, please contact Shannon Mawhiney at smawhiney@missouristate.edu.



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MACRL @ ACRL

Going to ACRL in Philadelphia? Join fellow Missouri librarians for the MACRL @ ACRL "Happy Hour" at McGillin's Olde Ale House (<http://www.mcgillins.com/>) on Wednesday, March 30th immediately after the Exhibitor's Reception. McGillin's is located 5 blocks from the Philadelphia Convention Center at 1310 Drury St. Established in 1860, McGillin's is one of the oldest pubs in Philadelphia and features delicious food, ice cold beer and karaoke after 9 pm. In addition, McGillin's was kind enough to offer us separate checks for our tables! If you would like to attend, please RSVP to me (jborgerding80@webster.edu) by March 25th.

Hope to see you there!

Jodie Borgerding, MACRL Chair
jborgerding80@webster.edu

ACRL Virtually

Want to attend the ACRL 2011 Conference in March without traveling to Philadelphia? Attend it virtually in St. Louis!

Washington University is hosting two campus sites for colleagues in the St. Louis to attend the [ACRL Virtual Conference 2011](#) on March 31 & April 1, 8:00 am to 4:30 pm.

What is the Virtual Conference? Each day six (one hour sessions with time for Q&A) are provided to non-Philadelphia participants. These sessions offer the audio portion of the presentation and the presenter's visuals as they appear on her/his screen in real time. There are half-hour breaks between each of the six sessions. Note, this virtual conference does not offer a live camera view of the presentations as if one were sitting in the audience.

Want to see the Virtual Conference 2011 schedule? Need directions to the hosting locations on the Washington University Campus. You will find this information and other important details on this [guide](#).

We look forward to seeing you.

Deborah Katz, Subject Librarian, dkatz@wustl.edu
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RISSIG and GovDocs SIG Merge, Plan for the Future

On January 18, the membership voted to merge the Reference and Information Services SIG and Government Documents SIG into one SIG (the Reference and Government Information SIG). Officers of RISSIG and the GovDocs SIG drafted new bylaws, which have been distributed to the membership for approval. The ballot is due on April 11th. The proposed bylaws will then be submitted to the bylaws committee and the executive board for review.

The officers feel that the merging of these SIGs will streamline MLA, enhance the quality of conference programs, and foster a climate of deeper dialogue about promotion of reference sources, including government information.

In the coming months, we will be working on our new website and preparing for our transition to a community of interest in 2012. We are also soliciting proposals for the Conference. Please contact one of us if you have questions or would like to join RIGISIG: Sandy Schiefer (SchieferS@missouri.edu) and Eric Petersen (ericpetersen@kclibrary.org)

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SLA's Rising Star

At the 2011 Special Libraries Association Leadership Summit in Washington, DC in January, it was announced that Christina Pryor, 2008 SISLT graduate with a Library Science emphasis, was the recipient of SLA's Rising Stars Award (<http://www.sla.org/content/SLA/awardsrecognition/risingstar/>).

Chris is currently serving in the Reference Department of the St. Louis County Library headquarters. Since graduating she has also worked as a medical research librarian for Covidien, and is the current President-Elect/Program Chair of the St. Louis Metro Area Chapter of SLA.

Congratulations to Chris on this fine recognition!!

Karen M. Robinson
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Announcements

The **Hospitality Committee** seeks volunteers for the 2011 MLA Annual Conference. If interested, contact Tiara Dixon (TDixon@mymcpl.org) or Rosalyn Spring (rspring@mymcpl.org)

ALCTS webinar: "Culling Your Collection: The Fine Art of Weeding," March 23, 2011, 1pm CST

Topics covered:

- Understanding and using the CREW (Continuous Review Evaluation Weeding) criteria from the Texas State Library and Archives Commission

- Creating a manageable weeding plan
- Collection development policies for withdrawal and disposal of materials

Presenter: Keri Cascio is a Branch Manager for the St. Charles (MO) City-County Library District

Register: <http://www.ala.org/ala/onlinelearning/reg/webinar.cfm> for the session you would like to attend.

View calendar of **workshops offered by Mid-America Library Alliance/KCMLIN:** <http://www.kcmlin.org/>

Upcoming workshops include "Virtual Reference Resources for Small, Medium and Large Libraries" (March 29) and "Webinar: Social Media Pros and Cons" (April 19).

View calendar of **workshops offered by MLNC:** <http://www.mlnc.org/workshops>
Upcoming workshops include "Using the OCLC Connexion" (March 22), "Patron ILL: Make 'Em Work for It!" (April 5), and "Cataloging Non-Print Formats" (April 13)

Register for the [2011 MASL Spring Conference](#), April 17-19:

Stay in the loop with **MLA listservs!** Sign up when you join or renew your membership or the next time you visit molib.org.

Upcoming Regional MLA Social Networking Events:

[417 Librarians](#), March 18

[Central Missouri Library Enthusiasts](#), March 25

[Grand River Librarians](#), April 6

Find other regional groups and opportunities: <http://molib.org/networking/>

Follow [MLA on Facebook](#)



**Join or Renew Your
MLA Membership Today!**

JOIN MLA

Note: MLA is using a new payment method - even if an existing member, please create your account as a "New Member".

After you join, please sign up for one or more [MLA listservs](#).