

ARKANSAS LIBRARIES

Journal of the Arkansas Library Association

INSIDE THIS ISSUE:

Building a Virtual Library

**Marketing on \$0.00?
Yes You Can!!!**

A New Building Isn't Always the Answer

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Arkansas Libraries is the official journal of the Arkansas Library Association. It contains articles of current interest, historical significance or literary value, concerning all aspects of librarianship, particularly items pertinent to Arkansas. It also includes official statements of and information provided by the Arkansas Library Association.

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Arkansas Libraries

Published quarterly by the Arkansas Library Association

From the ArLA President
Connie Zimmer.....2

Random Thoughts from the Editor
Laura Speer.....3

Health Statistics on the Web: Sources and Searching Tips.
Karen Russ.....4

Building a Virtual Library
Ben Bizzle.....6

More Free Training Resources
Carol Coffey..... 10

**Learning, Libraries and Literacy:
An Overview of the ArLA/SELA Conference**
Kathie Buckman..... 12

Winter 2010 - Webmaster’s Corner
Ron Russ.....15

Meet Melaine
Lynaire Hartsell.....17

Marketing on \$0.00? Yes, You Can!!!
Ashley Parker.....18

The Face of a Librarian: Beth Juhl
Judy Robinson.....20

A New Building Isn’t Always the Answer!
David Sesser.....23

Arkansas Library Association 2010 Awards
Barbie James.....24

Reviews and What’s New
Bob Razer.....28

Remembering Sarah
Karen Russ.....30

News from Around The State
Britt Murphy.....32

2010 Arkansas Libraries Index
Michael Klossner.....34

Also in this issue:

Photos from the ArLA/SELA Conference in Little Rock, photos of award-winning libraries and staff, Unshelved cartoons, upcoming events and Index Arkansas.

Cover photo: Winter, 2009, Ice storm, Fayetteville Public Library, Fayetteville, Arkansas.. Photo is courtesy of Lynn Yandell, Director of IT, at the Fayetteville Public Library.

From the ArLA President:

by *Connie Zimmer,*
Arkansas Tech University

Around 400 librarians from the southeastern states and Arkansas gathered for a well-planned conference in Little Rock at the Peabody Hotel and Statehouse Convention Center on September 26-28. Dwain Gordon did a masterful job as Conference Chair and the ArLA representative to SELA. I cannot say enough about what he was able to accomplish to make this conference one that allowed attendees to grow professionally and have a good time as well. Thank you, also, to Bobby Roberts and his staff at the Central Arkansas Library System for providing a tour of some of their facilities on Saturday before the conference began and for hosting a lovely reception on Sunday night at the Arkansas Studies Institute. Dwain also arranged a fun reception at the Clinton Library that allowed attendees who had not been there before a chance to see the library.

Karen Russ and the Centennial Committee worked throughout the conference selling the 2011 Centennial calendar. The calendar was underwritten by the Arkansas State Library for which we owe Carolyn Ashcraft many thanks. Diane Hughes and the Scholarship Committee were diligent in selling the ArLA front license plates to benefit the ArLA Scholarship Fund. Barbara Martin and Lynda Hampel did the pre-conference work that had to be done and worked throughout the conference to see that things ran smoothly. Pre-registration, conference reservations, onsite registration, troubleshooting, table decorations, typing ballots and too many other things to list were handled by Barbara's office. Jerrie Townsend, Past President, handled the election. The 2011 President will be Shawn Burdue Pierce, the President-Elect is Jim Robb, Secretary (two-year term) is Michael Strickland, and the SELA representative (three-year term) will be Kevin Barron.

Thanks to the over 55 exhibitors who attended our conference and greeted us with smiles as we roamed through their display areas Sunday afternoon and Monday. Thanks to Bob Razer for handling the basket



auction with his usual efficiency to benefit LEAF. Thanks to Kay Bland for handling the professional development needs of school librarians who attended the conference. Thank you to Barbie James and her Awards Committee for selecting outstanding people to receive our awards. Thank you to all our guest speakers, session and poster presenters, and Katherine Imhoff, President of SELA, for all their efforts to make our conference successful. A special thank you to the Peabody staff and the Duck Master who prepared me

to perform as Honorary Duck Master on Monday at 5:00 p.m. As the Honorary Duck Master, I received a certificate, got to use the duck cane, rode the elevator with the ducks while waving the queenly wave, and was given my choice of a rubber duck from the gift shop. Lots of fun as I have heard about the ducks for years and never thought I would get to be Duck Master even for five minutes.



A sad note to the Arkansas library world was that an award winner, Sarah Ziegenbein, was ill and in the hospital. The day after the conference, we received word that Sarah had died. She will be missed and our condolences go out to her family and the staff at CALS who worked with her for many years. More information about Sarah is included in this issue of the journal.

Enjoy the rest of the year. All libraries are facing increased usage with probably less funds than expected. It is amazing what is accomplished every day in Arkansas libraries. I am proud of you and proud to be your President.

Connie

EDITOR'S COLUMN

Random Thoughts....

by *Laura Speer*
Managing Editor

I hope that all of you who were able to attend the ArLA-SELA Conference enjoyed it as much as I did. Dwayne, the conference planning committee, and the scores of volunteers made it one of the best ever.

Highlights for me - getting to meet SELA librarians who had come to Little Rock, seeing Connie Zimmer wrangle the Peabody ducks as the Duck Master, and getting to spend time at the William J. Clinton Presidential Library & Museum and the Arkansas Studies Institute. If you factor in to this the wonderful presentations that were available it was a "win-win" conference!

The ArLA Publications Committee sponsored a session on state library publications. For those of you who weren't able to attend four past and present editors talked about the challenges and rewards of publishing a state library association journal. It was good to hear from them that "the more things change, the more they stay the same." Funding, staffing, and the challenges of finding enough time to create the publication were mentioned by every one of the editors.

You will find lots of photos of the ArLA Awards luncheon that was held on Tuesday. I never tire of hearing about the library staff, board members, and supporters who seem (to me) to work non-stop to make sure that Arkansas libraries are top-notch.



I would like to extend a special thank to Danny Koonce of the Arkansas State Library for providing almost all of the photos in this issue of *Arkansas Libraries*. He did an excellent job of being everywhere at the same time, if you can judge such a thing from a photo album. Thank you, Danny!

Please remember that *Arkansas Libraries* is always looking for photos to include in each issue. JPEG photos of highest quality (the bigger, the better) are always welcome.

When the "big snow" comes this winter -- *I can hear you all shuddering* -- run outside and take a picture of your library. We are always looking for seasonal photos of library buildings to use on the cover of the journal.

Take care,

Laura

*Laura Speer, an advocate for all librarians,
is the Director of Library Services at the
Fayetteville Public Library.*

Upcoming Events....

ALA 2011 Mid-Winter Meeting

January 7-12, San Diego, California

ALPS Conference

May 18-20, 2011, Fort Smith, Arkansas

ALA 2011 Annual Meeting

June 23-29, New Orleans, Louisiana

WHAT'S UP? DOCS.

Health Statistics on the Web: Sources and Searching Tips

by Karen Russ, Ottenheimer Library

Most people would groan at the thought of a four hour seminar on government research, especially statistics. But I'm glad I spent the time with Cheryl Rowan of the National Network of Libraries of Medicine, South Central Region. Her background on health statistics, and the introduction to sources for them, was worth every minute.

Obviously, health statistics are used by a variety of people to meet a range of needs. The three most common:

- 1) Provide key indicators about life and health in a particular geographic region,
- 2) Assist in the planning and evaluation of public health programming,
- 3) Provide support for the creation of health policy and legislation at all levels of government.

As intimidating as statistical research can be, breaking it down into four steps reduced the intimidation of everyone present, and the same steps should work for any researcher:

- 1) Formulate the question.
- 2) Choose the "best" resource for the question.
- 3) Evaluate the results.
- 4) Repeat as often as necessary.

Start by asking yourself or the patron for five details.

- 1) Do you need general or specific numbers?
- 2) What is the geographic coverage?
- 3) What time period is covered?
- 4) What is the age range of the population studied?
- 5) What is the ultimate purpose of the statistics?

Once that information is gathered, choose an appropriate agency and resource. When doing so, consider whether the numbers will be in a database or gateway, and whether they will be compiled by local, state, or federal agencies, or an international organization.

After looking at the data from the selected resource, decide if it was appropriate. If not, reassess the answer from step one and select a new resource. Once



the correct source is determined and data has been gathered, consider how often the data needs to be collected to allow for comparisons. The process is never really done, but there should be a point at which the need is met.

Now, where does one turn for the data? There are numerous resources available and several are linked to the Centers for Disease Control and Prevention (CDC): <http://www.cdc.gov/nchs/>. Starting with the "FastStats – Statistics by Topic" box in the middle of the screen is an excellent choice. It is generated by the National Center for Health Statistics (NCHS), the principal health statistics agency for the nation. It truly has something for everyone. Data can be searched by geographic location, age, sex, or race, or the type of illness or injury the researcher is interested in. It even includes numbers on health insurance coverage.

From another CDC page, numerous points of access can be found. Start at <http://www.cdc.gov/datastatistics/>, and then select from the various choices under CDC Data & Statistics Resources, on the lower left portion of the screen. There are over two dozen options, but I would like to highlight a few that seem to have the broadest value to librarians across our state.

Behavioral Risk Factor Surveillance System (<http://www.cdc.gov/brfss>) These surveys gather information on health risk behaviors, preventive health practices, and health care access, primarily related to chronic disease and injury. For some states, the BRFSS may be the only source for timely information on the topic. Established in 1984, the BRFSS collects data monthly

from all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam. The Interactive Databases section offers several possible choices, but I think the SMART: City and County Database would be of interest to more users than the others. It allows comparisons between various cities and metropolitan areas. Each state has a different number of cities available. The file for Arkansas provides data for the Metropolitan Statistical Areas of Fayetteville-Springdale-Rogers, AR-MO; Fort Smith, AR-OK; Little Rock-North Little Rock, AR; and Memphis, TN-MS-AR. The counties included in each are listed. Results are shown in comparison with the nation or the nation and state, depending on the original level selected.

Selecting the State Publication Search Database in the State Information section will allow researchers to find information on individual states, or national reports that list states one by one. The resulting list can be limited by topics and years. I found that more recent years had fewer results; frequently the system required going back four to five years to get numbers for most categories in Arkansas.

Web-based Injury Statistics Query and Reporting System (<http://www.cdc.gov/injury/wisqars>)

How many times have you been asked for the number of deaths or injuries from a specific cause and struck out in your favorite statistical volume? WISQARS may be the place to turn. Once you have selected fatal versus non-fatal injury, it allows you to search by intent and cause of the injury. From there the search can be focused by several options, which vary slightly between the files for fatal and non-fatal injuries.

The fatality data is gathered from death certificates. The non-fatal information comes from emergency room reports. The file on violent deaths provides data for only sixteen states and, unfortunately, Arkansas is not one of them. Hopefully this database will expand to include all 50 states in the near future.

CDC WONDER (<http://wonder.cdc.gov>)

I think CDC WONDER got its name from the wonderful selection of data. Statistics can be located via searchable databases, topics, or an A-Z list of publications, databases, and keywords.

The WONDER databases offer over ten, and in some cases more than twenty, years of data on topics such as AIDS, births, and causes of death. Each topical file allows the user to focus the search on the time period covered, race, gender, age, geographic area of the

nation, and other appropriate categories for the specific illness. The resulting chart is also designed by the user to meet his or her specific needs and ranking of categories selected.

The option to run a population search for a time span, limited by year, state, county, race, ethnicity, and gender allows users to compare their data to the overall population of the area being researched. Depending on the decade being explored, age is broken down by one-year or five-year groups. Data in these files come from the US Census Bureau or the National Center for Health Statistics estimates.

Another agency that will be of use to many patrons is the Substance Abuse and Mental Health Services Administration (<http://samhsa.gov>). Unlike some federal sites, this one has materials aimed at the general public as well as subject specialists. Statistics can be found under the Data button from the choices along the top of the screen. From the resulting page, you will be offered numerous reports on drug abuse related mental health conditions as well as reports on just mental health problems. Included in these reports are materials on emergency related visits, deaths, and substance abuse treatment programs.

These are by no means the only places to look for health statistics. Several other federal agencies will have materials that might be of use. Frequently, additional materials can be found at the state level by researching state health agency websites. When all else fails, try USA.gov.

Karen

Karen Russ is the government documents librarian at Ottenheimer Library at the University of Arkansas in Little Rock.



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GUEST COLUMNIST

Building a virtual library

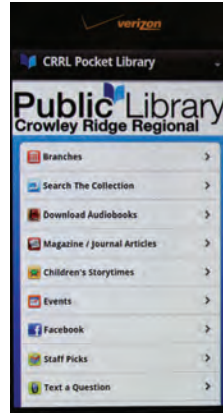
By Ben Bizzle, Jonesboro Public Library

With today's fast-paced, ever-changing technology landscape, it's difficult for libraries to determine which technologies are good for them and their patrons, and which technologies are better left for other enterprises. The term "Virtual Library" is thrown around a lot, often without much detail as to what that really means. Having spent the last year developing our own "Virtual Library" at Crowley's Ridge Regional Library, I'll share some of the successes we have had, things that we learned along the way, and hopefully assist other libraries in avoiding some of the pitfalls we encountered.

THE CORNERSTONE IS THE LIBRARY'S WEBSITE. In brick and mortar terms, the website is the equivalent of the main library. Other aspects of the library's virtual presence can be viewed as branches or extended services. As in the real world, it's critical to have a quality website, as it is the most significant online reflection of the library as a whole. Development and design of a website is both challenging and rewarding, if done correctly. By contrast, it can be overwhelming and unmanageable if proper forethought isn't used. Whether considering a new site or a redesign of an existing site, one of the first and most crucial decisions to be made is the platform. Web design, in a broad sense, can be done two ways. The more traditional method of design involves coding the pages directly, and then making changes to the code when updating the site's content. This method of design can be quite frustrating regardless of how good the site looks when it's ready for release. Unless a library has an in-house web designer who will manage the site's content on an ongoing basis, maintaining current information on the site can often be outside the skill set of library staff. Because it involves dealing with the actual code itself, small mistakes can have dramatic consequences, including "breaking" the entire site. The other option is to have the site designed using a content management system (CMS). This is the method we chose and we selected Drupal as our content management system. Drupal is a free, open source platform developed to allow easier ongoing management of a website, once the initial site development has been completed. While a content management-based site still requires considerable technological skill to implement, once implemented, the management of the site's content is fairly easy and

can be handled by any relatively competent computer user. The benefit of such a system is the library's capacity to keep the website current with new content, pictures, updates, etc., without changing any of the underlying code or incurring the expense of having a web designer make minor changes on a regular basis.

Regardless of which design approach is chosen, the simple reality is that designing and launching a quality website isn't free. However, libraries should never lose sight of the fact that the website is the online reflection of the library. Just as none of us would



want to provide our services in dilapidated buildings full of dirt and grime, we shouldn't want our websites to look like they were designed in 1999 or still be promoting an event from 2007. The quality and cost of the library's website is almost exclusively dependent on the web designer chosen for the project. This can be extremely tricky, but there are some guidelines to follow in selecting a designer.

First, be prepared. Look at A LOT of other library websites, decide what elements would work well, what layouts are appealing, and start to develop a general idea of what the website will look like. After getting an idea of what the site should look like, the next step is selecting a web designer. This is a crucial part of the process, and unfortunately, one of the most difficult. This is the beginning of a business relationship. While the 16 year old high school student might be inexpensive, they will likely not be the best choice for a long term business relationship. On the other end of the spectrum, there are very large design companies that are extremely expensive. Each case is different, but the ideal is somewhere in the middle. At Crowley's Ridge Regional Library, we elected to go with a new start-up, established by a designer coming from a larger company. Granted, there was a level of risk involved. However, given that we were using Drupal, could review the designer's previous work, and were able to negotiate a contract that was a fraction of the cost of a big design firm, we felt confident in the decision. Fortunately, the results of that decision have been overwhelmingly positive. In making this decision, make sure to look at the work of the designers under consideration. Does their work look current? Is it clean and intuitive? Are the graphics and artwork well done? Keep in mind that previous work is reflective of future work. If their previous sites are mediocre, then mediocrity is what to expect. It's

also important to note that it isn't necessary to only consider local designers. While it is more convenient to be able to have meetings in person, this is a digital project and almost all information related to the site's development can be shared online and via telephone. The objective is to get the most website for the money and with a project of this nature, geography is practically irrelevant.

Once a web designer is chosen, the actual building process can begin. In determining the look and feel of the new website, always try to view the site from the patron's perspective. The verbiage used for links and menus is critical. Many patrons don't know exactly what a database is, so the term might be inappropriate as a menu option. A more appropriate term could be "research," under which might be listed databases, pathfinders, and so forth. The color scheme should be reflective of the library, with text easily readable against the background.

One of the most challenging aspects of developing a new website is the balance between text and images. Too much of either can be intimidating or confusing to users. A patron should be able to look at the library's homepage and locate things

relatively quickly. It's a good idea to create a flowchart and decide what links and menus will be made available, and where, to allow for easy navigation. At Crowley's Ridge, we decided to design the site, www.libraryinjonesboro.org, in a way that allowed for all information to be accessible within three clicks from the homepage. Since some information, such as event promotion, needs to catch the eye early, we placed slideshows and an info box on the homepage and the front pages of each department. This allowed the sharing of more information on the homepage without it becoming extremely large and convoluted. As with any project, the more planning done in the beginning, the better the results in the end. It's not just a website. It's a reflection of the organization.

BEYOND THE WEBSITE, THERE ARE A MYRIAD OF TOOLS AVAILABLE to libraries to help communicate with



patrons. Facebook and Twitter are the most popular. Many libraries offer "text-a-librarian" services. Downloadable content and mobile sites are quickly becoming expectations rather than novelties. If you're adventurous, YouTube allows for the opportunity to share videos. As providers of information and entertainment, libraries should be available in as many mediums as possible, as a readily available resource to the patron community. While entire articles can and have been written about all of these tools, I'll briefly point out some of the benefits and challenges of each.

FACEBOOK with over 500 million subscribers is, by far, the largest social network. Many libraries already have Facebook pages, but building a fan base can be difficult. When we started our Facebook page, www.facebook.com/ccjpl, we purchased a Facebook ad, which appears on the right side of the user's page. Facebook ads allow for complete budgetary control.

We set a \$5.00 daily limit and paid for every click our ad received. On average, this yielded 12 fans daily. As of this writing, the library has 2962 fans and has spent \$1537 for the ad. At approximately \$.50 per patron, this provides the opportunity to communicate daily with patrons who've shown an interest in the activities of the library. Facebook is a great tool for interacting with patrons but there are some strategies that should be considered.

We decided that two to three posts per day would allow us to communicate regularly with our patrons, without being annoying and getting ignored. Generally, that consists of a morning post of "today at the library" information, and a late afternoon post of "tomorrow at the library" information. The goal is to post on Facebook at times that allow for the most fans to see the information. Few people are awake at 3:00 a.m., so that's probably not a good time to try to share the day's events. Posting Staff Picks and New Arrivals is also a good way to share information with patrons as well as generate interactivity, as is posting surveys, polls, or other questions. The key to a successful Facebook page is to be informative and compelling without being overbearing. Conversely, it serves little purpose to have a Facebook page and fans eager to learn about all of the exciting things going on at the library, but only post once every couple of

weeks or so. While Facebook is a fun distraction for many people, it's an integral part of a library's virtual presence.

TWITTER in my opinion has not been adopted in Jonesboro, Arkansas as successfully as it has been in other parts of the country. As a result, we elected to use our Twitter account, www.twitter.com/crrlibrary, as a communication tool to interact with other libraries. We began following and being followed by libraries from around the world. This allows

us to share information with our patrons that other libraries have discovered, that wouldn't have been available to us otherwise. On October 14th, for instance, I learned and shared that it was E.E. Cumming's birthday with a link to a collection of his poetry. Without Twitter, I wouldn't have known nor had the opportunity to share that. Depending on the adoption rate of Twitter in any given area, it may be a great communication tool to use with patrons. And if not, it's still

a great resource for the library to use to learn from other libraries and possibly extend that information to patrons on Facebook or elsewhere. Texting is already an extremely popular form of communication, particularly with young people, and more and more libraries are implementing some sort of "text-a-librarian" service. Fortunately, there's an effective and easy-to-use tool available to anyone, absolutely free, called Google Voice, www.google.com/voice. Google created Google Voice as a means for people to use one telephone number for all of their calls, work, home, cell, etc. As an additional feature, the service comes with free texting as well. Since Google Voice has a web interface, it's easy for staff to simply keep it up and answer texts as they come in. It's an extremely easy service to set up, for which simple procedures can be established to manage the account. "Text-a-Librarian" is such a valuable means of communicating with patrons, there's no reason any library shouldn't be able to make the service available to patrons in a matter of days. And patrons are genuinely impressed by the capacity to share information in such a convenient medium.

Several providers offer downloadable content, such as eBooks and Audiobooks, and as more and more people are shifting toward digital media, it's becoming expected that libraries offer such services. Downloadable content is a great addition to a library's physical collection, but it can be cost prohibitive, as it

requires a reevaluation of the collection budget and an allocation of some of those funds to the new medium. It's a good idea to start with a small collection, with the expectation of shifting funds and growing the collection as more patrons begin to request materials in digital, rather than physical format. Just as with the physical collection, it will take time to build a robust digital selection. However, given the digital age in which we live, this transition is one that should receive serious consideration in any library.



Most everyone is familiar with YouTube and aware of the power of video as a communication medium. While not as prevalent, or necessary, as other tools, YouTube offers libraries an opportunity to share with patrons on one of the internet's most popular destinations. On the Crowley's Ridge YouTube channel, www.youtube.com/publiclibrary1, we decided to create a comedy series about a fictional library, in an effort to increase patronage in the 18-35 year old demographic. Since its launch on July 6th, our videos have received over 4400 views and patrons

actually get excited at the chance to watch and participate when we're filming. While some libraries might not have staff capable of shooting and editing videos of this nature, there are still opportunities to create simple, yet compelling video content for users. From Children's Storytimes to Staff Book Reviews to "How-to's", library videos can be shot on something as inexpensive as a Flip camera and uploaded to YouTube for patrons to enjoy. Regardless of the production quality, videos are a great way to inform and entertain patrons.

Technology has always trended toward smaller and faster, and most recently, mobile. Organizations across the country are feverishly working to provide mobile access to their digital content. Web-enabled Smartphones are the fastest-growing segment of the cellphone market, with Google's Android-based phones being activated at a rate of two per second, and iPhones not far behind. This mobile transition provides libraries with a unique opportunity to be early providers of mobile content. While there are companies charging astronomical rates to develop mobile applications for libraries, the reality is that a mobile website can be developed, offering significant access to library resources, for less than \$1000. As with the library's main website, the key is to get the most site for the money, which primarily centers around choosing the right designer. Mobile access can be a tremendous benefit to patrons, allowing them

the capacity to search the library's catalog, manage their accounts, get directions and contact information, access databases, check event schedules, text-a-librarian, etc., all in the palm of their hand. There's a certain satisfaction derived from having a patron tell you that they were in a bookstore about to buy a book, when they pulled out their iPhone and checked the library's mobile site, found the book, placed it on hold, and came over to pick it up, all because they had access to the library on their phone. While the smartphone market is still relatively new, this is great time for any library, large or small, to provide mobile access to patrons and participate in the growth of the trend, rather than having to try to catch up with the technology.

While the idea of developing a "Virtual Library" can be intimidating, hopefully this information can assist

libraries in better understanding some of the elements of an online presence and how the various tools can be used in conjunction to provide a broader, more vibrant library experience for patrons. It should be noted that this is simply one library's vision, and there are likely as many interpretations of "Virtual Library" as there are libraries. As always, I'm more than happy to discuss any or all of these tools with anyone interested, and can be reached at ben@libraryinjonesboro.org.

Ben

Ben Bizzle is the Director of Technology at the Craighead County Public Library in Jonesboro.



Green Forest Heroes of the Year!

Amber Staley - PT Library Assistant,
Candy Scheller - Assistant Librarian,
Johnice Dominick - Library Director &
LeAnn Stark - Library Assistant
from the Green Forest Public Library
with Cassie Smith, Green Forest Chamber of
Commerce, who presented the award in September,
2010.

Laman Library receives the Prism Award!

Jeff Baskin, Executive Director of the Laman Public Library System in North Little Rock, displays the Prism Award. The Prism Award, a statewide, multi-industry award, was presented to Laman Library for its new website. They are the first library system in Arkansas to receive this award.



TRAINING: TIPS, TOPICS AND TECHNIQUES

More Free Training Resources

by Carol Coffey, Central Arkansas Library System

We all know that training our staff is among the most important things we do as library managers. There are, unfortunately, a lot of obstacles in our way, not the least of which is cost. It's pretty easy to find training programs and materials if you're willing to spend money for them, but what do you do if you have no budget for purchasing training materials? Luckily, there are a lot of libraries and librarians who are creating great training tools and making them freely available on the internet for anyone to use.

Library-Specific Training

There are many great non-library training tools out there, but it can be difficult sometimes to make the concepts from those tools work in libraries. I participated in a good customer service training seminar several years ago, but it was obvious that the presenters really didn't understand libraries. We've already looked at WebJunction (www.webjunction.org) in a previous column. Let's take a look at some of the other interesting tools I've found recently.

InfoPeople

(<http://www.infopeople.org/>)

InfoPeople is an LSTA-funded project that serves as the training arm of the California State Library. While their mandate is to train staff in California libraries, and they do charge for their on-ground and online training, InfoPeople makes a lot of training tools freely available on their website. They present free webinars that anyone can attend, and they put the materials from past on-ground workshops up on the website. Some of the topics available include space planning, preschool programming, customer service, and public library budgeting.

ALA Learning Round Table Learning Wiki

(<http://alalearning.wetpaint.com>)

The American Library Association's Learning Round Table (LearnRT) has become much more active in the last couple of years. This wiki invites trainers to contribute training tools, methods, and ideas to the wiki so anyone can repurpose them. Sections of the wiki include Managing Training—Best Practices, Training Materials and Resources, E-Learning, Trainers' Tools, as well as others. The Learning Round Table also has a blog at <http://alalearning.org>.



Staff Day Success Wiki

(<http://librarystaffdevelopment.wikispaces.com/>)

This wiki was developed as a joint project between the ALA Learning Round Table and "Team M" of the 2010 Class of ALA's Emerging Leaders. It focuses specifically on ideas, methods, and tools for creating a successful staff day. You'll find ideas for workshops, staff recognition, and team building. While some of the sections are still short on content, it will no doubt continue to grow. It's not necessary to plan a full-day staff day in order to make use of these tools.

Technology Training

This is the big training issue for many of us. And we may still find ourselves needing to train staff members on basic technology skills, such as word processing. Certainly, we all find ourselves looking for answers when we can't remember how to create a table or insert a screenshot in Word. This is definitely one area where formal training may not be as useful as having tutorials and reference materials easily at hand when needed. Luckily, we don't have to reinvent this wheel either. Take a look at some of the following sites.

Akron Summit County Public Library

(<http://ascpl.lib.oh.us/training/handouts.html>)

Akron Summit County Public Library has created a very large collection of training handouts in PDF format. A large number of the handouts are for Microsoft Office software, but there are also several for special topics, including Mail Merge, Buying a Computer, and Beginning HTML, to name a few. These handouts are extremely detailed and clear. I printed out all the handouts for Word 2007 and put them in a binder at my desk so it's always available. Akron also has a page dedicated to computer skills tutorials (<http://ascpl.lib.oh.us/training/tutorials.html>). These tutorials are gathered from various locations across the web and include such topics as basic mousing skills, Microsoft Office products, keyboard

basics, and determining file size.

Milwaukee Public Library Computer Curriculum
(http://www.mpl.org/file/computer_curriculum.htm)

Milwaukee Public Library has created good, detailed handouts to go along with the classes they teach for the public. You can download the entire handout for the class, or just the section you need. For example, the Intro to Spreadsheets curriculum is 20 pages long, but you can skip directly to the page on formatting cells, if that's what you need. These handouts could be useful for your staff, but they can also serve as great examples if you do public computer training for your patrons.

CustomGuide Learn on Demand

(http://www.customguide.com/quick_references.htm)

CustomGuide provides customizable computer training courses and learning assessments, for a price.

However, they also make a large number of Quick Reference Guides available for free. Topics include multiple versions of products for Windows and Mac, as well as Adobe. All the guides are in PDF format and in most cases are no longer than a couple of pages.

I hope you'll find these tools and resources useful as you help your staff get the training they need. And now I'm curious: what sites and resources do you find useful for training? Email me at ccoffey@cals.org with your suggestions.

Carol

Carol Coffey is Head of Library Services Development for the Central Arkansas Library System in Little Rock.

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Katie Davis, a librarian at Philander Smith College, talking at the ArLA/SELA exhibits with Sally Hawkes of the Arkansas State Library.

CONFERENCE REPORT

Arkansas and SELA: Getting Back to Natural Things... Learning, Libraries and Literacy:

An Overview of the ArLA/SELA Conference

by *Kathie Buckman, Henderson State University*

A joint conference of the Arkansas Library Association (ArLA) and the Southeastern Library Association (SELA) was held in Little Rock on September 26-28 at the Peabody Hotel and the Little Rock Convention Center. There were 330 in attendance—including 58 SELA members. The Southeastern Library Association represents libraries and librarians from the following states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. According to SELA's website, "For over sixty years, the Southeastern Library Association has been a unifying force strong enough to influence legislation and to attract foundation and federal funds for regional library projects. The accomplishments of the Association include two regional library surveys; the adoption of school library standards; the establishment of state library agencies and the position of state school library supervisor; the founding of library schools; the sponsoring of a variety of informative workshops; and the publication of significant regional research and a professional journal which has received national recognition."

One of the highlights of staying at the Peabody Hotel, of course, is seeing the Peabody Ducks. Each morning at 11:00, as John Philip Sousa's King Cotton March plays, the Peabody Ducks leave their Royal Peabody Duck Palace, ride down the elevator to the lobby, where the red carpet has been rolled out, and march to their fountain. At 5:00 pm, the ducks head back up to their palace. The ducks are accompanied by their Duck Master. Our own ArLA President, Connie Zimmer, acted as Duck Master on Monday afternoon, and did a fine job!

According to the Peabody's website, the legend of the ducks began "in the 1930s, when the general manager of the Peabody, and a friend returned [to Memphis] from a weekend hunting trip to Arkansas. The men had a little too much Tennessee sippin' whiskey, and thought it would be funny to place some of their live duck decoys (it was legal then for hunters to

use live decoys) in the beautiful Peabody fountain... and the reaction was nothing short of enthusiastic. Thus began a Peabody tradition which was to become internationally famous."

Keynote Speakers

The ArLA/SELA Conference was fortunate to have several well-known speakers on the program.

Sally Gardner Reed is the executive director of the Association for Library Trustees, Advocates, Friends and Foundations (ALTAFF), a division of ALA. The author of eight books on library management, Reed's two sessions dealt with current issues concerning Friends and Trustees.

Leslie Burger is a past president of ALA, and the founder of a library consultancy firm called Library Development Solutions. She has guided more than 120 libraries with strategic plans, organizational assessments, and building and service evaluations. Her two sessions dealt with surviving the economic downturn, with tips to generating new sources of revenue.

Camila Alire is the immediate past president of ALA, a past president of ACRL, and a past-president of REFORMA. Alire's two sessions dealt with frontline employee advocacy, a must for all types of libraries, the sub-title of one of her sessions saying it all: "Every voice makes a difference."

Martin Garnar, Reference Librarian at Regis University in Denver, teaches professional ethics at the University of Denver's Library and Information Science program. The immediate past-chair of ALA's Intellectual Freedom Committee and past president of the Colorado Library Association, his two sessions dealt with ethics and intellectual freedom.

Larry Foley is a professor of journalism at the University of Arkansas and a three-time Emmy Award winning documentary film maker. Our keynote luncheon speaker on Monday, Foley spoke about the processes he uses to come up with the interesting subjects for his films.

Francisca Goldsmith has been involved with graphic novels and libraries for over 20 years. Formerly a teen

services librarian, she now works with California State Library's Info-people Project. She has published two books on graphic novels and libraries, and was a judge for the comics industry's Eisner Awards this year. Two of the three sessions she lead dealt with providing quality services for young adult library users.

Alison Hawthorne Deming is an award-winning poet, essayist, and teacher. She is the author of four books of poetry, and three books on non-fiction. She is currently a professor in creative writing at the University of Arizona. Her session dealt with how poetry and science are joining forces to conserve the world's beauty and diversity.

Poster Sessions

Sixteen posters were presented on Monday in the Exhibit Hall. There was a nice variety of topics and library types. Also, five of the posters were presented by SELA folks! The feedback I heard about the posters was positive, and there is even talk of expanding it next year.

Basket Auction

Fifty-four baskets were donated for the Basket Auction, with the proceeds going to LEAF (the Library Education and Aid Fund), an account separate from ArLA's operating budget. LEAF made a grand total of \$1,923. (\$105 came from the Encyclopedia of Arkansas Civil War calendar sales where they split the revenue with us. We got \$5 for every calendar sold.) According to CALS librarian Bob Razer, "LEAF monies go toward special projects that could not be supported through regular ArLA funds. Past LEAF expenditures have included donations to the Louisiana and Mississippi Library Associations to assist them in the rebuilding of libraries damaged by Katrina, a donation to El Dorado's Barton Library to assist that library's recovery from a major fire, assistance to the Stuttgart Public Library which suffered extensive damage in a recent tornado, and assistance in paying the salary of a lobbyist to represent library interests during the past legislative session. A new activity for LEAF was begun in 2010 with a donation on behalf of the Arkansas Library Association toward financing the Arkansas Literary Festival since that festival is an encouragement for reading and the appreciation of books and writing."

Conference Committee

A special thanks to Conference Chair Dwain Gordon and his Committee: Linda Evans (Exhibits Chair), Virginia Brady Pershbacher, Jerrie Townsend, Connie Zimmer, Deborah N. Hall, Kathy Davis, Mary Ann Harper, Sara Seaman, Kathie Buckman, Jay Carter,

Laura Cleveland, Nancy Arn, Ashley Parker, Amy Miller, Jana Dixon, Barbie James, Diane Hughes, Kim Hillison, Kaye Talley, Michael Strickland, Laura Speer, Shawn Pierce, Heidi Vix, Bettye Kerns, and Devona Pendergrass. And of course, a special, special thanks to ArLA's Executive Assistant Barbara Martin and Administrative Assistant Lynda Hampel.

License Plates

The Scholarship Committee sold around 30 Arkansas Love Your Library READ license plates at the Conference; donations to the Committee totaled \$150, with a grand total of over \$700 raised for next year's scholarships. Diane Hughes, Scholarship Committee Chair, would like to remind everyone that they "continue to accept donations throughout the year, especially in memory of or in honor of someone special in our lives. The scholarship donation form is on the ArLA website. And, we are taking orders for license plates and will mail them to those who order them. The order form is also on the website."

Centennial

Karen Russ, Centennial Committee Chair, reported that 84 Centennial calendars were sold at the conference. Proceeds will go to support Centennial events next year. If you are interested in purchasing a calendar, please check the ArLA website. Also, if you are interested in selling calendars at your library, contact Karen Russ at kmruss@ualr.edu. The Centennial calendar project was underwritten by the Arkansas State Library: "Thank You, State Library!"

Receptions

Two receptions were held at the ArLA/SELA Conference. Sunday night the festivities were held at the Arkansas Studies Institute at the Central Arkansas Library System's Main Campus, and Monday night the party was at the Clinton Presidential Library.

Election/New Officers

Shawn Pierce, Director of the Lonoke-Prairie County Public Library System, will be serving as ArLA's President next year. Jim Robb, North Arkansas College, was elected to serve as Vice President/President Elect; and Michael Strickland, Arkansas State Library, was elected to serve a 2-year term as Secretary. Kevin Barron, Arkansas State Library, was elected to a 3-year term as ArLA's SELA Representative. And, Holly Mercer has graciously agreed to serve as next year's Conference Chair. A big THANK YOU to these dedicated members.

Exhibitors

And last, but not least, a word about our vendors. The number of exhibitors was up this year, with 59 vendors. At this time, I would like to thank those who exhibited with us this year: Arkansas Correctional Industry, S & W Distributors, Rosen Publishers, Marshall Cavendish, Sharpe Reference, Innovative Interfaces, Bound to Stay Bound Books, Show Me Books, H.W. Wilson Company, SirsiDynix, E-ImageData Corporation, AWE, Davidson Titles, Florida State University, UAMS Library, Baker & Taylor, Department of Workforce Services-Occupational Career Information, GSI Solutions, Library Design Systems, USDA Rural Development, Amigos Library Services, Britannica Digital Learning, ProQuest, Recorded Books, LexisNexis, B and C Sterling Silver Jewelry, Arkansas Regional Organ Recovery Agency, Zytron Imaging Services, EBSCO, Baseball Bluebook, Arkansas State

Library, World Book, Arkansas Secretary of State, University of Tennessee, Access Control Devices, Records Imaging Systems, Blackstone Audio, Brodart, Perma-Bound Books, TLC-The Library Corporation, Gumdrop Books, BWI, University of North Texas, Possum Grape RHK, Quality Books, Gale, University of Arkansas Press, Butler Center Books, Sunstoppers & Flipflopers, Hawkins Educational Services, American Library Association, and SELA. THANK YOU for your support of our conference.

Kathie

Kathie Buckman is a librarian at Henderson State University and the chairman of the ArLA Publications Committee.



Kaye Talley and Barbara Martin at the Clinton Library ArLA reception on Monday evening.

Jay Carter, Conway County Library, and Bobby Roberts, CALS Library, at the Arkansas Studies Institute reception on Sunday evening.



Photography by Danny Koonce, Public Information Specialist, Arkansas State Library.

WEBMASTER'S CORNER

Winter 2010

by *Ron S. Russ, MLS*

Amazing how busy one can get. I've been trying to find time to write this column between teaching library instruction classes, setting up and rolling out new computers, and working on a new website for our library. Luckily, someone suggested a topic for me for this column, so it saved me a few minutes. One thing you may or may not have noticed is that *Arkansas Libraries* is now online. The individual issues are linked off of the *Arkansas Libraries* website at <http://www.arlib.org/arkansas-libraries/>. Each individual issue will have a link. An ArLA Member suggested to me (I think it was Brenda Van Dusen) that we look into using Issuu.com for housing the journal. From what I gather, many other publications use this service, and it allows for reading of the journal in a more natural way than just doing a traditional PDF. Plus, it is free for a basic account.

Besides providing for better formatting, it also provides for a larger readership base and a variety of tools and applications, designed to improve distribution of the journal. I haven't had a lot of free time, as you might have guessed, to play with all of these things. But, one thing that I did notice is that it has increased the amount of online readership that *Arkansas Libraries* has. For instance, the Fall 2010 journal was read by 631 people at the time of this printing. The Spring 2010 journal was only ready



by 171 people through this service. So, it has been helpful. By the way, this hasn't changed our licensing agreements for inclusion in EBSCO's or H.W. Wilson's databases.

When you click on the individual grouping of pages, you'll see those two pages on the screen. If you click on those pages in the main screen, it will zoom in further. At the top of the screen, there are forward and backward arrows that allow you to turn the pages, just as you would if you were looking at the print version. There are also buttons for downloading, printing, or emailing content from the journal. We hope you take a chance to browse through an online issue and see how easy this service is to use. If you have any questions, feel free to let me know, as usual. My email is rsruss@asub.edu.

Ron

Ron Russ, Assistant Librarian at Arkansas State University - Beebe, is the ArLA webmaster and the Arkansas ALA Councillor.



The new look on the Arkansas Libraries journal on-line.

THE UNIVERSITY OF ARKANSAS PRESS



"A valuable and unique contribution to the history of sexuality as well as to cultural and historical studies of the American South."
—Pippa Holloway



"These stories of the Ozarks speak of a larger tale of violence and subjugation we must understand if we are to understand the history of this country."
—Edward L. Ayers



"Combines informed historical content with a nuanced writing style that draws the reader into the work."
—Governor Mike Beebe

The Un-Natural State

Arkansas and the Queer South
Brock Thompson
\$29.95 cloth

White Man's Heaven

The Lynching and Expulsion of Blacks in the Southern Ozarks, 1894–1909
Kimberly Harper
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Historic Decisions by Arkansas Governors from McMath through Huckabee
Robert L. Brown
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These stories illustrate the anguish, struggle, and triumph of individuals who had their lives indelibly marked by their experiences at the University of Arkansas.



"All public and academic libraries catering to serious music fans should purchase this gem of an anthology."
—Library Journal "Starred Review"



"We Arkansans may not always notice our remarkable heritage, but this collection of biographies lets the light shine on our past in a whole new way."
—Paul Greenberg, Pulitzer Prize winning editorial page editor, *Arkansas Democrat-Gazette*

Remembrances in Black

Personal Perspectives of the African American Experience at the University of Arkansas 1940s–2000s
Charles F. Robinson II and Lonnie R. Williams
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Foreword by Van Dyke Parks
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Statesmen, Scoundrels, and Eccentrics

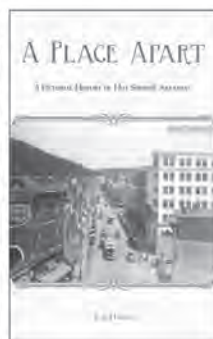
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"This book is a 'must read' for conservationists, canoeists, hikers, and all who simply enjoy a finely told story."
—Dwight T. Pitcaithley, former chief, Cultural Resources, National Park Service



"Mr. Hanley is to be commended on the accuracy of his research and his writing."
—Orval Allbritton, Garland County Historical Society



A Pictorial History of Arkansas's Old State House traces the history of the architecture and purposes of the remarkable building.

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Ray Hanley
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A Pictorial History of Arkansas's

Old State House
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ALPS AT WORK

Meet Melanie!

*by Lynaire Hartsell,
University of Arkansas, Fayetteville*

Melanie Allen is the 2011 ALPS Chair. She has been a library paraprofessional for over seven years, starting as the Children's Librarian/Library Clerk in the Alma Public Library. She is now the Technical Services Assistant for the Crawford County Library System, which is housed in the Van Buren Public Library. She does interlibrary loan, acquisitions, and cataloging for the five libraries in the system. Melanie's favorite thing about working in libraries is seeing all the new books come in. Since she's the cataloger, she is the first to touch them and see what's new. She also enjoys the interlibrary loan materials that come from all over the country, and especially loves the smell of the old and rare books.

Melanie has been involved with ALPS since the 2004 Conference in Eureka Springs. She enjoyed it so much that she volunteered for the 2005 Conference Committee. She has also served on the Finance Committee, and was elected Secretary and then Chair-Elect. She lists these benefits from being part of ALPS: "The networking has helped me with my job. I know if I need help with something, I can contact paraprofessionals around the state, and they are all willing to help out. I always bring back so many fresh and useful ideas from sessions at the ALPS Conference and InfoBits workshop. One of the biggest rewards is all the friendships I have made by being involved with this group. We're like one big family spread across the



state of Arkansas." As Chair, she hopes to make more people around the state aware of ALPS and what we do.

Melanie is always proud to say that she is a cancer survivor. Since March 2006, she has been cancer-free. She is married to her best friend, Chris Allen, and they have two dogs they consider their children, Bones and Holly. Melanie has two wonderful parents, Danny and Rose Long, and great in-laws, Mike and Debbie Allen. She enjoys swimming, scrapbooking, and having game nights with friends. She also likes going to NASCAR races and the local dirt track.

Meet Melanie, along with the other ALPS Officers and Regional Representatives, at the 2011 Conference, May 18-20 in Fort Smith. Watch the ALPS website, <http://www.arlib.org/organization/alps>, for information about the conference and to download a registration form. Information on conference scholarships will also be available on the website. Hope we'll see you there!

Lynaire

Lynaire Hartsell is the Periodicals Room Supervisor at the University of Arkansas, Mullins Library.



December 18, 2006Used with permission of www.unshelved.com.

ADMINISTRATION

Marketing on \$0.00? Yes, You Can!!!

*by Ashley Parker, Mid-Arkansas Regional Library/
Malvern-Hot Spring County Library*

Marketing campaigns generally viewed as expensive endeavors that are beyond the realm of possibility for small institutions with continuously small budgets, as well as libraries hit strongly by the results of local economic downturns. However, there are many ways to support a marketing campaign that require little or no additional cost to the institution implementing such a campaign.

Before launching any type of marketing attempt, it is important first to consider the audience the library is trying to reach. If promoting a workshop for seniors, a librarian might advertise at the senior center rather than twittering it. Likewise, if advertising a teen event, the senior center would not be a great location for promotion. Paying attention to the audience will prevent the loss of time and resources and prevent falling victim to marketing through the wrong method or location.

Once the audience is identified, there are many ways to reach said audience on a limited budget. Outreach and advertising avenues include: technology, print, media, and word of mouth methods. Each method has its own pros and cons, but all include possibilities on a gradient scale of cost.

Does the library have a website? If so, make sure events are updated regularly. Does the library's website offer a newsletter feature or a newsletter through other means? Newsletters are a great way to pass on several segments of information at one time. The library website is a great "free resource" because it doesn't cost a library anything to maintain a service that has already been implemented. For those libraries without a website, there are many companies who will design one for a fee, but there are free opportunities as well.

Has the library considered using social networking? Social networking tools such as Twitter, Facebook, and MySpace are great ways to reach a technology savvy audience. Photobucket and Flickr are great online tools to share library photos with the public. Social networking communities are built around free accounts. A library can choose to have its page or



events advertised, but this is optional and not required. Both Photobucket and Flickr offer their service for free as long as the subscribing entity doesn't exceed a predetermined storage capacity. If more space is needed than provided for free, a subscriber can expand an account for more space. Free space can be maximized by creating separate accounts for different departments (i.e. children's, young adult, and adult).

What kind of print media does the library use for information distribution? Creating informational flyers is very beneficial and does not require paying a print shop to create glossy (and expensive) products. Try using Microsoft Publisher to create flyers. For an additional touch, consider printing them on colored paper. Event calendars can be printed as bookmarks so they are easy to distribute to patrons. Don't forget to utilize graphics and clipart that are not restricted by copyright laws. Images, even if printed in black and white, are engaging and make a text filled flyer more readable. These print resources are essential in promoting the library to existing patrons within the building, but they offer opportunities for marketing outside the library as well. Consider placing printed information around the community. Some examples include schools, the Chamber of Commerce, Head Start, senior centers, the Workforce Department, and Boys and Girls Clubs.

Utilizing local media outlets can also be a low cost method of advertising. Many newspapers and radio stations love to receive notices of community events to include in their announcement segments. Newspapers, especially small ones, are often looking for guest columnists, and radio stations are often looking for interview opportunities. Using the local media can often be hit or miss because library contributions will fall to the side if something the media deems more important comes along, but it is a great way to get information about the library's products and services out to the general public.

Email can be a great tool for library promotion. Consider collecting email addresses from patrons, media contacts, teachers, and service group members. Creating distribution lists through the email provider

THE FACE OF ARKANSAS LIBRARIES

A Jewel of a Librarian: Beth Juhl

by Judy Robinson

If you've seen Beth Juhl in a crowd, you've probably noticed her. Her long striking silvery-blue hair captures your attention followed by a warm smile that makes you feel like you've been friends for years. Beth is the Web Services Librarian at the University of Arkansas in Fayetteville. If you visit her office in the Mullins Library you'll find interesting artifacts that reflect the fascinating personality who works there. Encompassing the far wall is a huge black and white photograph of an old wooden store in Hempstead County. On the other side of the room are beautifully crafted ducks made out of gourds, special items created by Beth's father.

In this comfortable office Beth spends half her time managing electronic resources. She works closely with several departments assisting with issues such as databases and e-journals administration, remote access and authentication, use statistics, and OpenURL linking management. The other half of Beth's job involves working collaboratively on the Libraries' web sites, which include the web catalog

Marketing on \$0.00? Yes, you can!!! (continued)
allows for the library to target numerous people within a specific audience type with one email. While email is not always a great tool for personal contact, it can be a great tool for mass communication and event reminders. Once implemented I predict librarians will be surprised at how many people mention being contacted this way, because it's a great way to receive and redistribute information for busy professionals and families.

Employing methods of low cost marketing can be a great benefit to a library, and the public will appreciate efforts to include them through outreach. While marketing campaigns can be expensive and beyond the budget of some institutions, there are still many ways to advertise and reach out to a community on a small or non-existent marketing budget.

Ashley

Ashley Parker is the Director of the Mid-Arkansas Regional Library / Malvern-Hot Spring County Library System.



photo provided by Beth Juhl

and the implementation of U of A's new LibGuides subscription. "The third half," Beth states, "is serving as the reference librarian for History and Classics, working at the reference desk, teaching class, providing research consultations, taking chat shifts, etc. Yes, that's three halves!"

Beth was born in El Dorado, Arkansas, but moved to St. Louis, Missouri, at the age of four. Three years later the family moved to Texas in an area between Houston and Galveston. Not too far from home were open fields which would soon become NASA's Johnson Space Center. Texas would continue to be home for Beth until she moved to New York in 1985 for graduate school.

Following high school, Beth attended the University of Texas at Austin. She majored in Greek, a background she has found to be useful as a librarian. "Classics is a good place to come from," said Beth. "It covers all disciplines."

During and after college Beth ran a small neighborhood bookstore in Austin. She credits this experience for being the impetus for her future career choice. "The skills I used at the bookstore, such as assisting readers, identifying books on certain topics, and searching for out-of-print items, seemed to mesh pretty well with librarianship. In addition, I was interested in fine printing and rare books from that side of the business. And I loved implementing new technologies. When we moved from a manual cash register to one that used ISBNs to track inventory [it was like] woo-hoo! But I'm dating myself."

However, after a time Beth recognized that she was in what her friend John would call, "the velvet rut," a comfortable but stagnant existence in which it would be easy to remain for the rest of her life. So, although she loved Austin, Beth decided to move on. And a big move it was. Beth moved to New York City to

attend graduate school at Columbia University. Also attending graduate school at Columbia was Beth's soon-to-be husband, Patrick Williams. Currently, Patrick can also be found at the University of Arkansas as a professor of history and editor of the *Arkansas Historical Quarterly*.

As a couple who have demonstrated an interest in things historical, when the time came for Beth and Patrick's nuptials, they naturally thought of ... Grant's tomb. A call to the National Park Service Superintendent for New York City revealed that no law prohibited a wedding at Grant's tomb. But upon the Superintendent's suggestion that General and Mrs. Grant may not be enamored with the idea, not to mention that one bathroom for numerous wedding guests may invoke health and hygiene laws, it was decided that a Plan B was in order. Plan B involved a call to Calvin Trillin, an American journalist, humorist, poet, food writer, and novelist. He helped the couple to identify an excerpt from one of his books they wished to have read at their wedding. This poignant passage discusses how in the best marriages one person can correctly spell "separate" while the other can rewire a lamp.

While working on her MLS degree at Columbia, Beth experienced a personal epiphany. One way to receive financial assistance was to work as an intern in different library departments. "I was devastated when I learned that I had been assigned to the Reference Department, rather than Rare Books. But it was the making of me," stated Beth. "I loved working with people. I would have made a terrible curator."

It was during Beth's years at Columbia that she got to soak up the wisdom of her mentors. Eugene P. Sheehy (THAT Sheehy of the *Guide to Reference Books*) and Eileen McIlvaine (also an editor on the *Guide*) were both Heads of Reference at Columbia. Beth described Mr. Sheehy as a "wonderful" and "precise" individual who was interested in everything. Eileen would often state, "You know the method," as a way to tackle difficult questions. "They both, along with my other colleagues at Butler Reference, really modeled what it meant to be totally engaged in the reference enterprise, to learn the reference collection down to its most secret and dusty nooks and crannies, to treat every question with respect and interest, and to work the question until it was answered to the researcher's satisfaction. I always thought I should have paid my library school tuition straight to Butler Reference."

Also during library school, Beth did a short volunteer stint at the American Museum of Natural History. Her task was to transcribe the museum's serial holdings into OCLC's Online Union List. The problem was that Beth had been trained in RLIN, the Research Library Group Union Catalog (OCLC's counterpart often used by larger institutions at the time). "I didn't know what I was doing," Beth confessed, "I'm sure their serial holdings in OCLC probably still haven't recovered." Nevertheless, the experience revealed an interesting behind-the-scenes look at one of our nation's gems. "It was a wild place to work," said Beth. "The non-public areas looked like everyone's attic. Back stairwells were full of taxidermy. You could walk down the stairs while looking at 300 elk heads stored there. I'm sure I was exaggerating here – more like dozens of animal heads – all probably shot by Teddy Roosevelt." Beth also recalled stopping by the Mammals Department and someone opening a freezer which held a curled up baby giraffe. "You don't normally think about how those kinds of items have to be stored."

After receiving an MLS degree from Columbia University, Beth embarked on her first professional job – as one of the Reference Librarians at the New York Public Library ("the big research branch with the lions.") She expressed wonder at the dichotomy of patrons who graced the library. The library was completely "open for everyone." "When you came in to work in the morning you may find a homeless individual or you may find a champagne glass from a party from the night before," Beth recalled. It was here that the lessons she learned at Columbia about how to work the tools of reference paid off. At that time the library was still in the process of automating. Since the library had closed stacks, being skillful with the reference interview and with the resources available was essential. Patrons had to make requests at the reference desk. Reference librarians had to call down to the depths of the library to the various departments to see if certain items were available. Patrons would then have to submit their requests on slips which were conveyed by pneumatic tubes to the stacks; the items were delivered to patrons at the central desk in the large reading rooms. If the librarian got the information wrong the first time it was quite possible that the patron would have to wait another 20 minutes for their requested item.

Beth only worked at the NY Public Library for one year before she returned to Columbia University as a librarian rather than a student. Although in an ideal world Beth could have worked at both the NY Public Library and Columbia, she found that she preferred

the long-term relationships she had the opportunity to establish with students instead of the one-time encounter with most of the patrons at NY Public.

It was during Beth's six years as a Reference Librarian at Columbia's Butler Library that her duties really started to morph towards the technology side of library services. With the aid of another mentor, Anita Lowry, Beth assisted with the acquisition and use of humanities-related electronic resources and texts. She taught research seminars to help graduate students and others learn how to use the new information platforms and tools. In addition to reference services, Beth spent a year during her tenure at Columbia as acting Head of Circulation. "It was a hard job but I learned a lot," she recalls. Before she left Columbia, Beth worked as the Library Coordinator for Undergraduate Services. Since Columbia had such strong graduate programs, Beth felt it was important that the undergraduates were not getting lost in the shuffle. By focusing on their needs Beth said it really helped her to "rethink library services."

“Empathy is the reference librarian’s super power.”

In 1993, Beth was offered the position of Head of Reference at the University of Arkansas. In an ironic moment, Beth recalls she and her husband leaving Manhattan and crossing the George Washington Bridge towards Arkansas, while on the radio President Clinton was taking his first oath of office.

Beth says it was an exciting time to be joining the U of A staff. "The library was just turning on Innovative for the public about three months after I arrived. Arkansas was relatively late in automating but it ended up being to their benefit because they got to leap frog straight to the next generation of technology." Going from an interest in history, classics, and rare books to electronic resources and web services has been quite a transition, but since so many reference tools are now in electronic format, it was a natural transition. Much of what Beth has learned about web services has been by trial and error and through collaborative efforts. For example, her colleague, Arthur Morgan, covers the day-to-day issues of web services while a Web Development Group helps oversee the big picture of web services. However, in terms of technology, Beth would still like to explore other aspects such as programming to build new tools. "I wish I had more programming skills. It's a beautiful thing when we can leverage existing data and tools into new or expanded services. I'd love to be good enough to contribute to various open source projects. Or intern at Google."

When asked about what facet of her job she has enjoyed most over the years, Beth's eyes light up when she discusses doing Reference Chat. Currently U of A librarians are part of an extensive reference cooperative nationally that shares shifts so they can provide 24/7 services to all their students. Not too long ago Beth received a reference chat request from a student in a large university library in the Northeast who was trying to locate a particular book on site. Because of today's technology, Beth was able to pull up a map of the university's library and direct the student to the location of the book from hundreds of miles away.

It is that ability to connect people to information that is the most rewarding aspect of Beth's job. "Seeing the light of recognition or excitement in their eyes and hearing 'that's just what I wanted' or 'I didn't even know how I could do that.' And, more recently, working on web-based tools that help patrons have that 'aha' moment without being physically present in the library" is gratifying for Beth.

Some of the greatest challenges, Beth believes, are meeting users "out there" where they most need us. That and designing systems where they can be self-sufficient without us. "In most cases, undergraduates just need some sources, not an exhaustive literature review. The quicker we can get them to those sources, the quicker they can start writing about and synthesizing that information; that's where the real learning occurs. What is it that Roy Tenant always says, 'Librarians like to search. Everyone else likes to find?' If we can make the finding easy and fast – on their phones, on their terms—we have succeeded."

When asked what she considers to be the greatest changes over the years, Beth stated, "The web has changed how our users see us – and how we see ourselves – in so many ways. Also, CD-ROMs began this transition from owning a collection (print) to leasing it (subscriptions and online license agreements.) We still haven't come to terms with that...and paying all over again for items we own in print. And, nationally, I worry that the consolidation in the publishing industry means that we are all developing the same homogenized collection."

"The obverse of that homogenization is the flowering of local digitization projects. As a history person, every day I am astounded and gratified by the kinds of primary source material some kind soul has put out there for free. It's transformative. But I wonder if

it will be there tomorrow. I tell students it's like the new Middle Ages... treasures scattered across hidden libraries – and no WorldCat to index them all.”

Since Beth has received hundreds of questions over the years she was asked if she recalled any particularly hard or funny reference questions. A couple of stories revolved around a portion of Columbia's Butler Library collection that uses local headings rather than Library of Congress headings. Beth remembers seeing on the card for “martyrdom,” “See under ‘Baptized in Blood.’” Beth also recalls trying to help a student find information on extramarital sex in a judgment-free manner. After searching but having no luck, Beth finally she asked her colleague, Louise Sherby, who said “look under ‘adultery,’ that's what it is.” “And then there was the (perpetual) graduate student at Columbia who was doing a dissertation on the history of night,” Beth recollected, “You can imagine.”

Since New York is celebrity-central, Beth fondly recalls moments of trying to act casual. “Keith Hernandez, the dreamy first baseman for the Mets, decided to go back to college and was in one of my orientation sessions. You should have seen the otherwise dignified reference ladies crawling over one another to help him when he came to the desk.”

Beth also recited some head-scratching moments other librarians have shared with her. Beth's brother-in-law, also a reference librarian, shared a story of a student looking for the book by Kate the Arabian (Kate

Turabian - style manual for research papers). “Another student reported, ‘I need a catharsis.’ We think they meant ‘thesaurus.’”

If Beth hadn't been a librarian, she believes she probably would have continued to be a bookstore manager ... or perhaps a stone mason. Claiming not to be skilled enough to be a landscaper or botanist, Beth finds working in the yard to be a great stress releaser. “I have a Sisyphian need to move stones around in my yard.” Hang around a librarian and you are bound to learn something new. *Sisyphian* is a Greek-related term that means endlessly laborious or futile.

In true Greek major fashion, Beth's three favorite books are: Herodotus' *History* and Homer's *Iliad* and *Odyssey*. Her three favorite authors are Anthony Trollope, Charles Dickens, and Jane Austen. And something her colleagues would be surprised to know about Beth... “I'm a NASA nerd,” Beth confesses.

As a final word, Beth advises the not-so-experienced librarians to “Try to see things from the other person's point of view. Empathy is the reference librarian's super power.”

Judy

Judy Robinson, formerly a librarian at Hendrix College in Conway, recently moved to Alabama with her family.



Tisha Zelner (editor of *Mississippi Libraries*), Heidi Vix, Linda Evans, and Kathie Buckman (all from Henderson State) enjoy the photography exhibit and reception at the Butler Center for Arkansas Studies.

LIBRARY PROFILES

A New Building Isn't Always the Answer

by David Sesser, Huie Library



High on the wish list of many librarians is the construction of a new facility to house their collection. Many libraries across the state are housed in aging structures that are not designed for the changes in technology that have emerged in the past two decades. Even when new buildings are constructed, they might not meet all of your expectations, though.

The current Malvern-Hot Spring County Library building was constructed in 2002 in the same location where at least two previous buildings have stood. The building that preceded this newest structure was struck by lightning and burned to the ground. While the new building was being constructed, the library operated out of a storefront in downtown Malvern until a special tax was collected exclusively for the rebuilding of the library.

After only eight years the library is already experiencing some problems. The most immediate concern is the lack of space in the building. Covering about 11,000 square feet, the one-story building is already at capacity. When construction began, the decision was made not to reinforce the walls, preventing the future addition of a second story. Situated on a corner in downtown Malvern, the library is built directly next to the sidewalk, precluding it from expansion in two directions. The library does not own the land behind the building, and there are several residences already built on that parcel of land so that the library can be expanded in only one direction. The library owns the alley, but is in dispute with the city inspector. The museum next door is on property owned by the library, but moving it would be difficult as well. Future expansion would be a challenge.

Lack of space is not the only problem the library has encountered. While computers have become more and more important in libraries over the past decade, the Malvern Library is currently at capacity for patron terminals. The wiring does not exist for the placement of additional computers. One corner of the building was converted into a children's library, taking the place of a multi-media room. Unfortunately, a door from that room leads directly into the staff restroom. To keep children from accidentally walking into the restroom, the door was sealed and can now only be reached through the staff break room.

Other problems staff has encountered in the new building include a malfunctioning security camera system. It was discovered while I was gathering the research for this article that the system was continually recording, rather than simply recording at specified times. This caused the hard drive to fill at a quicker rate than the system had been designed for, making the surveillance tape record over itself. When an incident occurred at the library and the security camera footage was needed, it had already been erased.

Signage has posed a problem for the library as well. The original shelving system installed in the building had call number ranges permanently affixed to the end caps of the shelves. As the collection grew and a shift was needed, these call numbers did not reflect the true location of the monographs on the shelves. Permanent signs were also placed outside of every room in the building. Shortly after moving into the building eight years ago, the room intended to be used as the librarian's office was changed to the permanent book sale room, but the sign outside the room still reads "Librarian's Office."

Other problems that have arisen point more to poor construction than planning flaws. The most obvious is the constant flooding that occurs in the storage room. The drains that were installed in the floor are actually higher than the surrounding areas, thus completely preventing any water from draining. The water that accumulates has caused extensive damage to the sheetrock as well as mold damage.

While many library buildings leave much to be desired, new structures are not always the answer. Long-term planning needs to be taken into account and architectural plans should anticipate future expansion and changes to the library. As in the case of the Malvern-Hot Spring County Library, librarians and staff are resourceful in using the space and, hopefully, will have a voice in planning for the future space of their much-needed services.

David

David Sesser is a library academic technician in cataloging and special collections at Huie Library at Henderson State University.

Arkansas Library Association 2010 Awards

by Barbie James, Awards Committee Chair



**Lolly Greenwood,
Ann Lightsey Children's Librarian Award**

The Ann Lightsey Children's Librarian Award is given to an individual who has contributed to the improvement of children's programs by working directly with children and actively contributing to raising the level of children's programming on the state level by conducting peer training. Lolly Greenwood is the winner of the 2010 Award.

Ms. Lolly, as she is affectionately known, began her work at the Fayetteville Public Library in 1991. She has taken the department from a staff of 2.5 full-time equivalents (part-time individuals with no advanced degrees) to 4.5 employees (all but one full time and all with degrees). She has overseen an increase in the children's book budget from 5% to 31.4% for all materials. The children's library offers seven story times, six days a week, one on Saturday morning and one in Spanish.

Lolly also created the Reading Roadshow Program to bring the library to area Head Start facilities. The Reading Roadshow visits 17 classes (more than 250 children per week). She wrote a grant to extend that project, and lending libraries are now available in those facilities.

Children's services program attendance, circulation and Summer Reading Club participation have all increased greatly under Lolly's guidance.



**Mary Ann Harper & Michael Burris
Bessie B. Moore Trustee Award**

The Bessie B. Moore Trustee Award was first given in 1979. It is given to an individual trustee or board of trustees who/which have made a significant contribution to the development of a library at the local, regional or state level. State Representative Michael Burris is the winner of this year's award. His nominator, Mary Ann Harper, states, "You will not be around him very long before you will know his love for libraries, books and communities."

Mr. Burris served on the Malvern-Hot Spring County Library Board from 1977-1988 and 1990-2002, completing terms and being reappointed for a total of 23 years. He served as Chair, Vice-chair and on numerous committees for millage, sales tax, and other campaigns. He has gone before the Hot Spring County Quorum Court on many occasions in support of local libraries. As state representative, he continues to work for libraries by advocating and backing library initiatives.

During his time on the library board, he oversaw many endeavors including an addition and remodel, bookmobile service to a five county region, library automation, and the rebuilding of a new library. Michael Burris has a love of libraries and has supported them as a library patron and a board member locally, regionally, and statewide as a state representative.



**Kathie Buckman,
Distinguished Service Award**

The Distinguished Service Award recognizes distinguished service in librarianship, for example, continuing service to the Arkansas Library Association, outstanding achievement in some area of librarianship, active participation in library affairs, or noted published professional writing. Kathie Buckman is the winner of this year's award. She is currently Technical Services Librarian at Huie Library at Henderson State University.

Ms. Buckman has a very outgoing and friendly personality; she greets everyone with a smile and a hello. Hard work and commitment are part of her personality. Her organizational and communication skills are exceptional. In the years since 1995, I could only find two years when she was not listed as a chair, vice-chair or secretary of an ArLA roundtable, a member or chair of an ArLA committee or the managing editor of *Arkansas Libraries*.

She presents at both ArLA Conferences and the College and Universities spring meeting. Many of the articles written for *Arkansas Libraries* are authored by Kathie. Kathie is a strong supporter of the Arkansas Library Association and will continue to be in the future.



**Kareem Turner & Lynaire Hartsell,
Lorrie Shuff Paraprofessional Award**

The Lorrie Shuff Paraprofessional The Loretta Shuff Paraprofessional Award is given to recognize distinguished paraprofessional library service in Arkansas libraries. It was first awarded in honor of Lorrie Shuff in 2002. Kareem Turner, paraprofessional at the University of Arkansas Library, is the 2010 winner.

Kareem has worked with books (and other library materials) most of her adult life. She began her career in military libraries and also worked in several different bookstores before bringing her love of libraries and books to the interlibrary loan department at the University of Arkansas Library. She began as a receptionist, moved up through the Borrowing Unit and is currently supervisor of the Lending Unit.

She is an active member of ALPS and assists with many of the programs presented at the ALPS Conferences. She is a past ALPS Chair, Chair-elect, and Conference Chair.

Kareem is deserving of this award not only because of her hard work with ALPS and her contributions to the University of Arkansas Library, but also because she is a warm, caring person who loves books and libraries.



**Britt Murphy & Judy Robinson,
LaNell Compton Award**

The LaNell Compton Award is given to the author of the best contribution to library literature published in *Arkansas Libraries* during the eligibility period. It is given every other year and rotates with the Arkansiana Award. This year's winner is Judy Robinson for her article, "The Face of Arkansas Libraries: Peggy Morrison."

Judy currently resides in Alabama, but at the time she wrote this article she was working as Assistant Librarian at the Hendrix College Library in Conway. The article was published as part of the *Arkansas Libraries* column "The Face of Arkansas Libraries," which Judy co-authored with Laura Speer. Judy's contributions to the column told the stories of more

experienced librarians across Arkansas, while Laura focused on those new to librarianship in Arkansas.

Judy's article about Peggy Morrison reflected Judy's ability to integrate her in-depth interview into prose. She gave readers a look into the background, experience, and personality of Peggy without the choppiness most interviews turn into when translated into an article. By the end of the article, readers were left with not only an individual's story, but also her loves and quirks. And all was conveyed in a way that made a rather lengthy article seem over too soon.



**Donna Stobaugh & Annette Lemley
Rhetta Patrick Award**

The Rhetta Patrick Award recognizes an individual member who has made an outstanding state or national contribution to school librarianship and school library development. Annette Lemley, Library Media Specialist at Pottsville Elementary School, is this year's winner.

Annette began her career as a classroom teacher in 1986 and for the past twelve years has worked as an elementary school librarian. She also serves as adjunct professor at Arkansas Tech University where she frequently teaches Connie Zimmer's classes. She teaches the students about the uses of technology in the library and also has them tour many different media centers to see what a broad range of libraries looks like.

Annette is a yearly contributor to in-service training for her district at all levels. She has served as a mentor to many faculty members, not just at Pottsville, but with library media specialists throughout the state helping them and encouraging them to join professional organizations and to be active members of those organizations.



**Sarah Ziegenbein,
Frances P. Neal Award**

The Frances P. Neal Award was first awarded in 1984 and is given to recognize a career of notable service in librarianship within the state of Arkansas to someone who is no longer employed in a library. The winner of this year's award is Sarah Ziegenbein.

Sarah served 37 years at the Central Arkansas Library System in several positions. She began her career in the Bookmobile Department and later moved to the Reference Department. Sarah was a valuable member of the department helping patrons with reference questions, school projects and Arkansas Documents. She later took over Federal Documents. Page supervision was also part of her job description.

A recent achievement of which Sarah was particularly proud was a workshop involving "Ben's Guide to the US Government for Kids," a collaboration project with Karen Russ. This program was presented in both Arkansas and Oklahoma and was well received.

Sarah had a kind heart and her desire to help patrons and students find needed material was always evident. She was active in Arkansas libraries for many years. CALS lost a great worker when Sarah retired.

Editor's Note: Sarah Ziegenbein was unable to receive her award in person due to a serious illness. Sarah died a few days after the awards ceremony. See Karen Russ's memorial article about Sarah in this issue (pg. 30).

The information for this article was taken from the award nomination forms. 2011 nomination forms will soon be available online at www.arlib.org.



**Amber Gregory and Ronda Hughes,
ArLA Annual Scholarship Recipients**

This year's recipient of the ArLA Annual Scholarship is Amber Gregory. Amber currently works as a library technical assistant in circulation at the Arkansas State Library. She began a master's degree program in the School of Information Science at the University of Tennessee in the fall of 2009 as a distance education student. She has completed 21 of the 42 required credits to graduate with a Master of Science in Information Science. Her anticipated graduation date is August 2011.

The FIRST annual Arkansas Library Association School Library Media Specialist Scholarship is awarded to Ronda Hughes. Ronda currently teaches in the Lakeside School District in Hot Springs. She is in the Southern Arkansas University Graduate Studies Program for Library Media Instruction. She has completed 15 hours and plans to receive her master's degree by the end of summer 2011.



Barbie James and Diane Hughes
at the basket auction at the ArLA-
SELA Conference.

Amber Wilson, Laura Speer, and a
member of SELA enjoy the photography
exhibit and reception at the Butler Center.



ARKANSAS BOOKS AND AUTHORS Reviews and what's new...

by Bob Razor, Butler Center for Arkansas Studies

BROOKS BLEVINS. *Arkansas/Arkansaw.*

There have been journal articles written about the Arkansas image, but this is the first book on the subject. Likely, there will never have to be another one, given the quality of this work and the depth of Blevins' research. He begins with the earliest account of an Arkansas image, one related through the early commentary about the people who lived here written by visitors in the early 19th century. He ends with Jay Leno and Mike Huckabee discussing the state's new triple wide governor's mansion. In between those two points, Blevins pretty well covers everything possible.

Blevins' thesis is that there is an "Arkansas" image (think a Chamber of Commerce press packet aimed at a prospective business interest that might locate in Arkansas) and an "Arkansaw" image (think the squatter in "The Arkansas Traveler," hillbillies, and a shortage of shoes). Blevins argues that neither portrayal is all good or all bad, totally accurate or totally inaccurate, and that "we" – the people who live here – ought to accept both and recognize that the state's dual images and the dichotomy presented by those two depictions over the past 200 years is at the very center of what is the real Arkansas. We can be "Arkansans" and "Arkansawyers" both, and maybe we ought to be. But don't be fooled by that summary of the book into thinking that Dr. Blevins, Mr. Ph.D. college professor, is laying some serious philosophical treatise on his readers. While the research and analysis is scholarly, the presentation of it is as entertaining as you will likely find, making this book a good bet to interest readers who would never voluntarily read a history book. When "Lum & Abner" and Bob Burns are only the tip of the narrative iceberg, you know you have a lively read in hand. Throw in some serious stuff, along with a little Orval Eugene Faubus, an honest to goodness "Dogpatch" theme park, some less than memorable movies set in Arkansas, some equally forgettable theatre of the drama sort (oh, "Maid in the Ozarks" how I wish I could have seen you), and "woo, doggies" as Jed Clampett might say, you have one swell book.

LEE SANDLIN. *Wicked River: the Mississippi When It Last Ran Wild.*

Lee Sandlin's account of life along the Mississippi River in the period from 1800 to the end of the Civil War, a period when the river was wild and free and uncontrolled in any way by humans, is one of those regional history books that are so pertinent to the Arkansas story that it needs to be considered state history. In many ways, Sandlin's account relates to Brooks Blevins' Arkansas/Arkansaw in that river life during this period contributed a great deal to the rough frontier image that came to be the Arkansas image, no great surprise since our eastern boundary was the Mississippi River.

The core of Sandlin's book is about the river, what was happening on it, how you traveled on it, the dangers you faced if you were on it, and what it meant to the towns located on its banks and their economies. But Sandlin takes a narrative tributary now and then to tell readers about something related to the river. It's a hard choice to decide which channel is the more interesting one – the river story or the related-to-the-river stories.

Familiar persons and events pop up: Timothy Flint, the series of New Madrid earthquakes, the Sultana, the siege at Vicksburg, the outlaw John Murrell, and diseases like yellow fever, malaria, and cholera that devastated the population but were not really news unless the outbreak was worse than usual. But even then, Sandlin tells far more than a person might have known about those familiar topics.

To that, the author adds intriguing tales of less well know things, such as the popular traveling panoramas that played theaters in the United States and Europe. The most popular were about the Mississippi River. These artistic panoramas portrayed the river and events along it from the river's mouth to the Gulf in a painting on one long canvas roll that told the story by being unrolled and pulled across the stage from one side of the theatre to the other while dramatic narration accompanied the passing picture. One narration would be going downriver while the next would be going up river since the canvas wasn't re-rolled, the direction of the next trip/program just changed the next program. Sandlin provides accounts of terrible floods. Floods were so frequent and immense that the dock warehouses in St. Louis had to be built far enough from the riverbank to allow separate freight charges to transport cargo from boats to those warehouses.

Sandlin's book will leave readers understanding why Samuel Clemens never forgot his river boat pilot days. Mr. Clemens would have enjoyed this book.

Recent Arkansas Books:

*Baker, Matt. *Drag the Darkness Down*. Berkley: No Record Press, 2010. 9780978980894 \$10.00 212 p.

Bass, Rick. *Nashville Chrome*. New York: Houghton Mifflin, 2010. 9780547317267 \$24.00 272 p.

*Becker, Robin. *Brains: A Zombie Memoir*. EOS, 2010. 9780061974052 \$14.00 182 p.

**Blest Be the Tie that Binds: 125 Years of Old Folks' Singing in Tull, Arkansas, 1885-2010*. \$10.00 73 p. [a history of a community shape-note singing event] Available from Old Folks Singing Planning Committee, 8750 M.I. Lane, Benton, Arkansas 72015.

*Brown, Robert L. *Defining Moments: Historic Decisions by Arkansas Governors from McMath through Huckabee*. Fayetteville: University of Arkansas Press, 2010. 9781557289445 \$19.95 105 p.

*Compton, Neil. *The Battle for the Buffalo River*. Fayetteville: University of Arkansas/Ozark Society, 2010. [reprint] 9781557289353 \$29.95 496 p.

*Foote, Lorien. *The Gentlemen and the Roughs: Violence, Honor and Manhood in the Union Army*. New York: New York University Press, 2010. 9780814727904 \$39.00 256 p.

*Francis, Melissa. *Bite Me!* New York: Harper Teen, 2009. 9780061430985 \$9.00 304 p.

*_____. *Love Sucks*. New York: Harper Teen, 2010. 9780061430994 \$9.00 288 p.

*Grisham, John. *The Confession*. New York: Doubleday, 2010. 9780385528047 \$28.95 432 p.

*_____. *Theodore Boone: Kid Lawyer*. New York: Dutton, 2010. 9780525423842 \$17.00 263 p.

*Hamilton, Laurel. *Bullet*. New York: Berkley, 2010. 9780425234334 \$26.95 368 p.

*Hanley, Steven and Ray Hanley. *Malvern*. Charleston, SC: Arcadia, 2010. 9780738586267 \$22.00 128 p.

Harper, Kimberly. *"White Man's Heaven": Expulsion of Blacks in the Southern Ozarks, 1894-1909*. Fayetteville: University of Arkansas Press, 2010. 9781557289414 \$34.95 302 p.

*Harris, E. Lynn. *In My Father's House*. New York: St. Martin's, 2010. 9780312541910 \$25.00 304 p.

House, Roger. *Blue Smoke: The Recorded Journey of Big Bill Broonzy*. Baton Rouge: Louisiana State University Press, 2010. 9780807137208 \$19.95 255 p.

*Hout, Judson. *The Ghost of Bud Parrott*. Little Rock: Parkhurst Brothers, 2010. 9781935166395 \$24.95 cloth; 9781935166375 \$14.95 176 p.

*Jennings, Jay. *Carry the Rock: Race, Football, and the Soul of an American City*. New York: Rodale, 2010. 9781605296376 \$26.00 280 p.

Edward Palmer's Arkansaw Mounds. Tuscaloosa, AL: University of Alabama Press, 2010. 9780817356125 \$42.50 448 p. [reprint]

Lynd, Donna. *Leaving Innocence*. Crossbooks Publishing, 2010. 9781615071647 \$17.00 252 p.

*McMath, Phillip and *Emily Matson Lewis. *The Broken Vase*. Little Rock: Butler Center for Arkansas Studies, 2010. 9781935106203 \$24.95 180 p.

*Moneyhon, Carl. *Edmund J. Davis of Texas: Civil War General, Republican Leader, Reconstruction Governor*. Fort Worth: Texas Christian University Press, 2010. 9780875654053 \$27.95 288 p.

*Paige, Amanda; *Fuller Bumpers; and *Daniel F. Littlefield. *Chickasaw Removal*. Norman: University of Oklahoma Press, 2010. 9781935684008 \$20.00 220 p.

**Recipes in Perpetuity*. Little Rock: Mount Holly Cemetery Association, 2010. \$29.95 246 p. [includes cemetery and local history] Available from Mount Holly Cemetery Association, P.O. Box 250118, Little Rock, Arkansas 72225.

continued on Page 31

Remembering Sarah

by Karen Russ, Ottenheimer Library, UALR



Sarah B. Ziegenbein
1949 - 2010

On September 29, 2010, the Arkansas library world lost a wonderful colleague. Sarah Ziegenbein lost her battle with pneumonia. Unfortunately, this came less than two months after retiring from the Central Arkansas Library System, where she had worked for over 35 years. She is survived by her husband of 37 years, Ken Ziegenbein of North Little Rock, AR, and too many friends to count.

Sarah was born in Savannah, Georgia, January 9, 1949. She spent her childhood in Tifton, Georgia, where she graduated from Tift County High School in 1967. She attended ABAC Junior College in Tifton and Georgia College in Milledgeville, Georgia, where she received a master's degree in Library Science.

I think a story her husband shared with friends during her illness shows her love of reading and why she chose librarianship as a career:

“Sarah was an avid book reader. One thing I remember vividly is the first time Sarah came to Arkansas after we got married in 1973. I wanted to show her the scenery in the Ozarks driving up Highway 7 through Jasper and Harrison. It was fall and the leaves were beautiful. I was driving slowly on the winding, hilly road enjoying the scenery and noticed that Sarah was reading a paperback book instead of looking at the scenery! I told her we

could have stayed at home to read. That gave me a hint of how much reading she would do her whole life.” (Ken Ziegenbein, September 2010)

While I had only known Sarah since my arrival in Arkansas in the summer of 1996, it has been obvious over these fourteen years that she was dedicated to her job and serving the people of Arkansas. She was among the first government documents librarians to call and welcome me to the area. Our friendship grew closer with every meeting we attended, or reference question that was shared, via telephone or e-mail.

I am sure that every person who interacted with Sarah has a wonderful story or memory. Most probably have more than one. My favorite involved a joint project in 2006: Sarah had agreed to co-author the book chapter with me, discussing the use of government information with children. We had been meeting for two-three hours nearly every Monday for the past two months to write it. That particular Monday, words had been flowing beautifully and we were both really thrilled with our work. After writing nearly four pages, we stopped to save and print the file so we could proofread that section. It came out of the printer as a batch of gibberish. I opened the file online and found the same gibberish.

After saying a few unkind words about a company based outside Seattle, we tried to recreate nearly an hour's work before we forgot the wording we liked so much. Immediately after typing, we saved it, only to find the same alpha-numeric nonsense on our print out. So, once again, we started typing, knowing that the wording definitely was not going to be as good as the first time. This time, she was recording our thoughts by hand as I was typing.

As I saved the file and prepared to print it again, she glared directly at the computer, threatening to throw it down the back stairwell if the file was corrupted for a third time. The look on her face was priceless. In all our years together, I never remember seeing such anger and frustration. But there was also that little bit of hope in her eye.

The third time was the charm. The file saved correctly and her colleagues in the office cheered as I announced our success. We never did get our original wording to come back to us, but the book chapter was accepted and published in 2008. I am very grateful that I asked Sarah to sign my copy of the book as soon as I received it. I could not have done it without her.

Sarah's dedication to libraries and their patrons, and her co-workers, has been recognized more than once in the past few years. In 2007, she was presented with the Arkansas Library Association Distinguished Service Award.

This year her dedication to the Association over the years was recognized with the 2010 Frances P. Neal Award for lifetime achievement. While Sarah was not able to attend the 2010 conference to receive the award, she did know she had received it and was very touched by the respect shown by her colleagues.

In addition to her many roles in the library community, Sarah was also equally dedicated to other organizations. She was a member of Park Hill Presbyterian Church's Bell Choir for years. She also was an avid quilter and member of the Arkansas Quilters Guild, where she served as secretary and was president of that organization in the past. I know she was as dedicated to these organizations as she was the libraries. We all lost a wonderful friend that day, but we will have numerous memories.

Sarah, you will be dearly missed, but never forgotten. May you rest in peace.

Karen

Karen Russ is the government documents librarian at Ottenheimer Library, UALR.



Sarah Ernst, Leslie Burger, and Donna McDonald at the Butler Institute reception at the ArLA/SELA Conference.

Recent Arkansas Books *continued from page 29*

*Schuette, Shirley and *Nathania Sawyer. *From Carnegie to Cyberspace: 100 Years at the Central Arkansas Library System*. Little Rock: Butler Center for Arkansas Studies, 2010. 9781935106142 \$29.95 160 p.

*Seibert, Joanna. *The Call of the Psalms: A Spiritual Companion for Busy People*. North Little Rock: Teme-nos Publishing, 2009. 9780978564872 \$16.95 288 p.

*Shepherd, Gordon. *Talking with the Children of God*. Urbana: University of Illinois Press, 2010. 9780252035340 \$75.00 cloth; 9780252077210 \$28.00 paper 312 p.

Silverman, Jonathan. *Nine Choices: Johnny Cash and the American Culture*. Amherst: University of Massachusetts Press, 2010. \$26.95 288 p.

Takiff, Michael. *A Complicated Man: The Life of Bill Clinton as Told by Those Who Knew Him*. New Haven: Yale University Press, 2010. 978030012130z \$32.50 528 p.

*Thompson, Brock. *The Un-Natural State: Arkansas and the Queer South*. Fayetteville: University of Arkansas Press, 2010. 9781557289438 \$29.95 275 p.

**Uncle Sam Desired Our Presence: Arkansans in the Korean War*. Little Rock: Butler Center for Arkansas Studies, 2010. \$15.00 DVD

*Williams, Joshua. *Hope*. Charleston, SC: Arcadia, 2010. 9780738585963 \$22.00 128 p.

*Wright, C.D. *One With Others*. Port Townsend, WA: Copper Canyon Press, 2010. 9781556893246 \$20.00 160 p.

*Arkansas Author

Inclusion does not indicate recommendation.

Bob Razer is the Archie House Fellow at the Butler Center for Arkansas Studies in Little Rock.

"The illiterate of the 21st Century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."
Alvin Toffler

AROUND ARKANSAS

News From Around The State

by Britt Murphy, Associate Editor



Nicole Stroud, Director of Literacy Council of Independence County and an Arkansas resident, recently contributed to and helped edit the second edition of IFLA Public Library Service Guidelines. She holds her MLS from Florida State University and is a member of the Young Library Professionals of Arkansas.

Congratulations to Ashley Parker for her acceptance into the 2011 American Library Association Emerging Leaders program. Eighty-three individuals have been selected nationwide through a very competitive process for this program that fosters new librarians to serve the profession in a leadership capacity. Now in its fifth year, the program enables librarians to participate in project planning workgroups, network with peers, and gain an inside look into ALA structure. The six-month-long program begins at the 2011 ALA Midwinter Meeting in San Diego in a two-day orientation and leadership development session. The program then continues in an online learning and networking environment with Emerging Leaders presenting the results of their project planning work at the 2011 Annual Conference in New Orleans.

If you did not make it to the poster sessions at the ArLA/SELA joint conference, view a video for the “American Dream Starts at Your Library” poster session. The American Library Association Office for Outreach Services website hosts the video in which librarians Hadi Dudley and Darby Wallace discussed the challenges, the successes and their hopes for the future as they develop programs for English Language Learners. The direct link is <http://www.olos.ala.org/american dream/?p=38>.

Heidi Vix from Henderson State University would like to remind the readership that documents and presentations from the ArLA/SELA conference are posted on the ArLA conference website. Check them out at this address: <http://www.arlib.org/2010conference/presenters.html>. If you’d like to add your presentation materials, email Heidi at vixh@hsu.edu.

Manager of Network Services at the Arkansas State Library, Sally Hawkes, announced the State Library has a new look to their website, including a new domain name and email addresses. Go to www.library.arkansas.gov to see the fresh look. Congratulations on a beautiful, sleek, and instructive new site!

The Arkansas State Library has two new positions in the agency’s Extension Services department and has promoted Amber Gregory and Donovan Mays to fill them. Amber will assist public libraries with issues relating to E-Rate, including training and assistance in the filing of E-Rate applications, and will promote broadband connectivity throughout the state of Arkansas.

Donovan will assist public libraries with technology issues and provide on-site tech support for public library staff. As a public libraries’ liaison to the Department of Information Services, Donovan will provide consulting on current technologies being used in libraries.

It’s with a heavy heart that I type the news of Sarah Ziegenbein’s passing. I had just reported her retirement after 37 years with the Central Arkansas Library System in the Fall 2010 issue of Arkansas Libraries. A lung infection put her into the hospital where the condition did not respond to treatment. She died on September 29, 2010, just one day after she was awarded the Frances P. Neal award for a career of notable service.

The library community will not forget Sarah’s contributions, nor will all the people she helped throughout the years. See a tribute by Karen Russ in this issue.

Perhaps you’ve heard about bedbug infestations of late? Well, you guessed it – they can get in books too. Jane Thompson from the Arkansas History Commission advises putting the book in a baggie and then freezing it for a day or two. Using the microwave

to kill anything (bugs or mold) is not a good idea. Thompson continues, "After the critters are frozen, you can shake their little corpses out on the lawn." Apparently, this works for any kind of bug.

Finally, a budget victory for librarians! In August a supplemental funding bill for a \$26-billion state aid package intended to prevent layoffs of educators and government workers was signed by President Obama. School librarians will benefit from the \$10 billion that will go specifically to fund education.

Another victory of note is the passage of ½ cent sales tax in Drew County, Arkansas to build a new 20,000 square foot library in Monticello. Sixty-six percent supported the tax – quite a feat in this political climate! Congratulations to Kim Patterson (Director), Judy Calhoun (Assistant Director), the staff, board, and friends of the Southeast Arkansas Regional Library.

Two libraries have received awards this fall: The Laman Public Library System of North Little Rock has received the Prism Award, a statewide, multi-industry award for its new website, becoming the first library system in Arkansas to do so. Patrons enjoy the "We Recommend" box of staff picks, as well as the "Recent Arrivals" box. The site is also encourages social networking with its two blogs. Take a look at www.lamanlibrary.org. (see page 9 for photo)

The Green Forest Public Library (Carroll and Madison Library System) was given the Heroes of the Year award in September by the Green Forest Chamber of Commerce. Kudos to Director Johnice Dominick and her staff! (see page 9 for photo)

Mountain Home, Arkansas has a new county library building. Three times the size of the previous Baxter County Library, the Donald W. Reynolds Library houses a children's library, teen library, study rooms, local history and genealogy room, and community meeting rooms. The new library is high-tech and green, using a geothermal energy system. Old-growth trees removed for construction were used to create the trim and tabletops throughout the building. A local coffee shop is located in the library, as is artwork, including a mosaic river that meanders through the structure. Congratulations to Director Gwen Khayat, staff, volunteers, board and foundation members! It's worth a visit to their facility, but you can also visit them virtually at www.baxlib.org.

Need Christmas gifts? Diane Hughes, Scholarships Chair, informs us we can now mail order Arkansas

Love Your Library READ License Plates. The License Plate Order Form is on the ArLA website, and here is the direct link: <http://www.arlib.org/forms/LicensePlateOrderForm.doc>. The cost of each plate is \$20.00 and there is a \$2.50 handling fee, which will apply to orders for up to five plates at a time! Proceeds from the sale of the plates go to the ArLA Scholarship Fund.

Wanda Faye Jones of North Little Rock passed away this fall. She was a school librarian for 29 years until retirement from North Pulaski High School. Wanda and her sister, Barbara McKinney provided many hours of service to the Arkansas Library Association.

Some good news regarding Arkansas librarians: Gladys and Benjamin Davis of Little Rock celebrated their 60th wedding anniversary in September. Gladys is a retired educator who worked at the Arkansas State Library and is a regular at the annual Children's Workshop at Ferndale and ArLA conferences. Jack Mulkey, former State Librarian, is enjoying his retirement and spending time with his first grandchild, Isaac William.

A reminder to Arkansas librarians: please submit news items to me for the next Arkansas Libraries issue! Births, deaths, new hires, retirements, funding, new buildings, and news that affects Arkansas libraries would be perfect fits for this column. Just jot me an email at murphyb@hendrix.edu, and you'll most likely see it published in our journal.

Britt

Britt Murphy is a librarian at Hendrix College in Conway.

"What is a great love of books? It is something like a personal introduction to the great and good men of all past times. Books, it is true, are silent as you see them on their shelves; but, silent as they are, when I enter a library I feel as if almost the dead were present, and I know if I put questions to these books they will answer me with all the faithfulness and fulness which has been left in them by the great men who have left the books with us."

John Bright

Arkansas Libraries

Volume 67, 2010 Index



Compiled by Michael Klossner, Arkansas State Library

(Issue number : page number. Subjects in UPPER CASE.)

-
- Administration and management. 1:8-9; 4:18-19.
- ALA Councilor's report, by Ronald S. Russ. 1:5-6; 3:7.
- ALA Midwinter Meeting in Boston, by Ronald S. Russ. 1:5-6.
- ALLEN, MELANIE. 4:17.
- ALPS at work. 4:17.
- AMERICAN LIBRARY ASSOCIATION.
- Annual conference 2010. 3:7.
 - Key Federal legislative issues. 3:20-21.
 - Midwinter Conference. 1:5-6.
 - Youth Media Awards 2010. 1:7.
- ARKANSAS ASSOCIATION OF SCHOOL LIBRARIANS.
- 2010 Conference. 3:13.
- ARKANSAS—BIBLIOGRAPHY. 1:22-23; 3:22-27; 4:28-29, 31.
- Arkansas books and authors, by Bob Razer. 1:22-23; 3:22-27; 4:28-29, 31.
- ARKANSAS LIBRARIES. 1:4; 2:3.
- Index, 2009. 1:26-29.
 - Index, 2010. 4:35-38.
- ARKANSAS LIBRARY ASSOCIATION. 2:2.
- Awards. 4:24-27.
 - Board leadership retreat, Russellville. 1:30-32.
 - Conference 2010 (ARLA/SELA). 2:11; 3:11; 4:2-3, 12-14.
 - Membership. 2:21.
 - Officers 1, 2, 3, 4:inside front cover.
 - Scholarship for Graduate Study in Library Science. 2:22-23; 4:27.
 - School Library Media Specialist Scholarship. 2:24-25; 4:27.
 - Website. 1:24; 2:21; 3:11; 4:15.
- ARKANSAS LIBRARY PARAPROFESSIONALS. 4:17.
- 2010 Spring Conference. 2:10-11, 28-29.
- ARKANSAS LITERARY FESTIVAL. 1:12.
- ARKANSAS STATE LIBRARY. 1:25.
- ARKANSAS STATE UNIVERSITY-MOUNTAIN HOME. LIBRARY. 3:28-29.
- ARKANSAS YOUNG ADULT AWARD. 1:10-11.
- Around Arkansas. 1:12-13; 2:12-13; 3:32; 4:32-33.
- Ashcraft, Carolyn. 2010 Library Advocacy Day issues. 3:20-21.
- Ask the State Librarian. 3:16-19.
- Austin, Laura. A statement of library philosophy. 2:7.
- Bizzle, Ben. Building a virtual library. 4:6-9.
- BLAIR, DIANE. 1:20.
- Books for your must-read list, by Bob Razer. 3:22-27.
- BRADLEY, TINA. 3:28-29.
- BUCKMAN, KATHIE. 4:25.
- Buckman, Kathie. Learning, libraries and literacy: An overview of the ARLA/SELA Conference. 4:12-14.
- Building a virtual library, by Ben Bizzle. 4:6-9.
- BURRIS, MICHAEL. 4:24.
- CATALOGING. 2:14-19; 3:8-10.
- CHILDREN'S BOOK AWARDS. 1:7.
- Coffey, Carol. Curing neophobia – helping your staff through change. 2:4-5.
- Coffey, Carol. More free training resources. 4:10-11.
- COLLABORATION UNCONFERENCE (2010). 3:33.
- Copeland, Jud H. RDA and FRBR: A brave new world in cataloging, a guide to understanding the fundamental changes in cataloging. 2:14-19.
- Curing neophobia – helping your staff through change, by Carol Coffey. 2:4-5.
- DAVIS, KATHY. 1:17.

Designing the ArLA/SELA Conference website, by Ronald S. Russ and Heidi Vix. 3:11.

Diane Blair papers open to researchers. 1:21.

Dudley, Hadi S. A newbie's reflections on Library Advocacy Day. 3:16-19.

Editor's column, by Laura Speer. 1:4; 2:3; 3:3; 4:3.

ELECTRONIC MEDIA STORAGE. 1:20-21.

Faces of Arkansas libraries. 1:17-19; 3:28-29; 4:19-22.

Family history and government publications, by Karen Russ. 3:14-15.

Farmer, Tracy and Myron Flugstad. Monitoring the heartbeat of the modern library. 3:4-6.

Farmer, Tracy and Myron Flugstad. Storage options for electronic media. 1:20-21.

FITZGIBBON, WILLOW. 1:18.

Flugstad, Myron and Tracy Farmer. Monitoring the heartbeat of the modern library. 3:4-6.

Flugstad, Myron and Tracy Farmer. Storage options for electronic media. 1:20-21.

FRBR. 2:14-19.

From the ArLA President, by Connie Zimmer. 1:2-3; 2:2; 3:2; 4:2.

GENEALOGY. 3:14-15.

GOVERNMENT INFORMATION/DOCUMENTS. 2:26-27; 3:14-15; 4:4-5.

GREENWOOD, LOLLY. 4:24.

GREGORY, AMBER. 4:27.

Guest columnist. 4:6-9.

HARINGTON, DONALD. 3:30-31.

Hartsell, Lynaire. Meet Melanie! 4:17.

Health statistics on the web: Sources and searching help, by Karen Russ. 4:4-5.

Here's what's happening, by Britt Anne Murphy. 1:12-13; 2:12-13.

HISTORIC WASHINGTON STATE PARK LIBRARY. 2:8-9.

Hooper, Sandra. Team ALPS 2010 Spring Conference. 2:10-11

Hot off the press, by Bob Razer. 1:22-23.

HUGHES, RONDA. 4:27.

James, Barbie. Arkansas Library Association 2010 awards. 4:24-27.

A jewel of a librarian: Beth Juhl, by Judy Robinson. 4:19-22.

JUHL, BETH. 4:19-22.

Klossner, Michael. Arkansas Libraries index, 2009. 1:26-29.

Klossner, Michael. Arkansas Libraries index, 2010. 4:35-38..

Klossner, Michael. RDA for people who really aren't looking forward to RDA. 3:8-10.

Learning, libraries and literacy: An overview of the ARLA/SELA Conference, by Kathie Buckman. 4:12-14.

LEMLEY, ANNETTE. 4:26.

LIBRARIANS – ARKANSAS. 1:17-19.

Librarians weave webs of learning. 3:13.

LIBRARY ADVOCACY DAY. 3:16-21.

LIBRARY BUILDINGS. 4:23.

LIBRARY EDUCATION. 1:14-16.

LIBRARY MARKETING. 4:18-19.

LIBRARY MEDIA AND INFORMATION TECHNOLOGIES PROGRAM (UNIVERSITY OF CENTRAL ARKANSAS). 1:14-16.

LIBRARY PHILOSOPHY. 2:7.

Library profiles. 2:8-9; 4:23.

LIBRARY STAFFING. 1:8-9; 2:4-5.

LIBRARY TECHNOLOGY. 1:20-22; 3:4-6, 33.

LIBRARY WEBISTES. 4:6-9.

MALVERN-HOT SPRING COUNTY LIBRARY. 4:23.

Marketing on \$0.00? Yes, you can, by Ashley Parker. 4:18-19.

Meet Melanie!, by Lyanire Hartsell. 4:17.

MERCER, HOLLY. 1:19.

Monitoring the heart of the modern library, by Myron Flugstad and Tracy Farmer. 3:4-6

More free training resources, by Carol Coffey. 4:10-11.

More Team ALPS fun. 4:28-29.

Murphy, Britt Anne. Here's what's happening. 1:12-13; 2:12-13.

Murphy, Britt Anne. News from around the state. 3:32; 4:32-33.

NETWORK MANAGEMENT. 3:4-6.

A new building isn't always the answer, by David Sesser. 4:23.

New librarians, by Laura Speer. 1:17-19.

- A newbie's reflections on Library Advocacy Day, by Hadi S. Dudley. 3:16-19.
- News from around the state, by Britt Anne Murphy. 3:32; 4:32-33.
- Nuclear power plant information, by Karen Russ. 2:26-27.
- Parker, Ashley. Marketing on \$0.00? Yes, you can. 4:18-19.
- Parker, Ashley. Staffing issues: small budgets, big shoes. 1:8-9.
- Public and reference service. 2:7.
- Random thoughts, by Laura Speer. 1:4; 2:3; 3:3; 4:3.
- Razer, Bob. Arkansas books and authors. 1:22-23; 3:22-27; 4:28-29, 31.
- Razer, Bob. Books for your must-read list. 3:22-27.
- Razer, Bob. Remembering Donald Harington and Stay More. 3:30-31.
- RDA and FRBR: A brave new world in cataloging, a guide to understanding the fundamental changes in cataloging, by Jud H. Copeland. 2:14-19.
- RDA for people who really aren't looking forward to RDA, by Michael Klossner. 3:8-10.
- REFERENCE LIBRARIANS. 4:19-22.
- Remembering Donald Harington and Stay More, by Bob Razer. 3:30-31.
- Remembering Sarah, by Karen Russ. 4:30-31.
- Renewing your membership online, by Ronald S. Russ. 2:21.
- Required staff development hours, by Rachel Shankles. 3:11.
- Rickman, Wendy A. Weeded: How one course became de-selected. 1:14-16.
- RIDER, HOPE DONOVAN. 1:19.
- ROBINSON, JUDY. 4:25-26.
- Robinson, Judy. A jewel of a librarian: Beth Juhl. 4:19-22.
- Russ, Karen. Family history and government publications. 3:14-15.
- Russ, Karen. Health statistics on the web: Sources and searching help. 4:4-5.
- Russ, Karen. Nuclear power plant information. 2:26-27.
- Russ, Karen. Remembering Sarah. 4:30-31.
- Russ, Ronald S. ALA Councilor's report. 3:7.
- Russ, Ronald S. ALA Midwinter Meeting in Boston. 1:5-6.
- Russ, Ronald S. and Heidi Vix. Designing the ArLA/SELA Conference website. 3:11.
- Russ, Ronald S. Renewing your membership online. 2:21.
- Russ, Ronald S. Webmaster's corner. 1:24; 2:21; 3:11; 4:15.
- Saying farewell. 3:30-31; 4:30-31.
- School libraries. 1:10-11; 3:12.
- SCHOOL LIBRARY MEDIA CENTERS. 1:2-3.
- Sesser, David. A new building isn't always the answer. 4:23.
- Sesser, David. A wealth of resources in Southwest Arkansas: the library at Historic Washington State Park. 2:8-9.
- Shankles, Rachel. Required staff development hours. 3:12.
- Shankles, Rachel. Teen book award rewards libraries of all types. 1:10-11.
- SHAVER, LAURA ADELE. 1:13.
- SOCIAL NETWORKS IN LIBRARIES. 4:6-9.
- Speer, Laura. Editor's column. 1:4; 2:3; 3:3; 4:3.
- Speer, Laura. New librarians. 1:17-19.
- SPIEGEL, SARAH. 1:17.
- STAFF DEVELOPMENT. 3:12.
- Staffing issues: small budgets, big shoes, by Ashley Parker. 1:8-9.
- A statement of library philosophy, by Laura Austin. 2:7.
- STAY MORE (ARK. : FICTIONAL PLACE). 3:30-31.
- Stine, Jonie. Tina Bradley finds a home in Mountain Home libraries. 3:28-29.
- Storage options for electronic media, by Myron Flugstad and Tracy Farmer. 1:20-21.
- Team ALPS 2010 Spring Conference, by Sandra Hooper. 2:10-11.
- TECHNICAL SERVICES TRAINING. 1:14-16.
- Technology news. 1:20-21; 3:4-6.
- Teen book award rewards libraries of all types, by Rachel Shankles. 1:10-11.
- THOMAS, MICHELLE. 1:18.
- Tina Bradley finds a home in Mountain Home libraries, by Jonie Stine. 3:28-29.
- TINERELLA, SHERRY. 1:18-19.

Training tips, topics and techniques. 2:4-5; 4:10-11.

TURNER, KAREEM. 4:25.

2010 Library Advocacy Day issues, by Carolyn Ashcraft. 3:20-21.

UNIVERSITY OF ARKANSAS (FAYETTEVILLE). LIBRARIES. 1:20.

VIRTUAL LIBRARIES. 4:6-9.

Vix, Heidi and Ronald S. Russ. Designing the ArLA/ SELA Conference website. 3:11.

A wealth of resources in Southwest Arkansas: the library at Historic Washington State Park, by David Sesser. 2:8-9.

Webmaster's corner, by Ron Russ. 1:24; 2:21; 3:11; 4:15.

Website statistics, by Ron Russ. 1:24.

Weeded: How one course became de-selected, by Wendy A. Rickman. 1:14-16.

What's Up? Docs. 2:26-27; 3:14-15; 4:4-5.

Winter 2010, by Ronald S. Russ. 4:15.

ZIEGENBEIN, SARAH. 4:26, 30-31.

Zimmer, Connie. From the ArLA President. 1:2-3; 2:2; 3:2; 4:2.

BOOK REVIEWS.

Blackmon, Douglas. *Slavery by another name: The re-enslavement of Black Americans from the Civil War to World War II*. 3:24.

Blevins, Brooks. *Arkansas/Arkansaw*. 4:28.

Bolsterli, Margaret. *During wind and rain: The Jones family farm in the Arkansas Delta, 1848-2006*. 3:23.

Gordy, Sondra. *Finding the lost year: what happened when Little Rock closed its public schools*. 3:23.

Harrison, A. Cleveland. *A Little Rock childhood: growing up in the Great Depression*. 4:25-26.

Howard, John. *Concentration camps on the home front: Japanese Americans in the house of Jim Crow*. 3:23-24.

Kennedy, Thomas. *A history of Southland College: The Society of Friends and Black education in Arkansas*. 3:24.

Kwas, Mary. *Digging for history at Old Washington*. 3:23.

Mainfort, Robert C. Sam Dellinger: *Raiders of the lost Arkansas*. 3:23.

Novak, Shannon. *House of mourning: A biocultural history of the Mountain Meadows Massacre*. 3:24.

Palmer, Robert. *Blues & chaos: the music writing of Robert Palmer*. 3:24-25.

Price, S.L. *Heart of the game*. 3:25.

Pulaski County Historical Society. *Historical studies of Pulaski County Arkansas*. 3:25.

Rivers, Wade. 'Y' City. 3:26.

Sandlin, Lee. *Wicked river: the Mississippi when it last ran wild*. 4:28.

Stockley, Grif. *Ruled by race: Black/white relations in Arkansas from slavery to the present*. 3:22-23.

Walker, Paul Robert. *Remember Little Rock: the time, the people, the stories*. 3:25.

Michael Klossner is a librarian at the Arkansas State Library in Little Rock.

Resource Highlight: *Index Arkansas*

Index Arkansas is sponsored by the Department of Special Collections at the University Libraries, Fayetteville, and is a free, online resource of Arkansas-related historical sources.. At this time, it contains almost 100,000 citations from biographical and historical books, historical journals, newspapers and other sources.

The Happy Hollow Foundation of Fayetteville funded a project to bring the journal indexing up to date from 1985. That project is nearing completion. Find it online at <http://library.uark.edu:82/>

For more information, please contact: Joan Watkins, Project Director and Editor of Index Arkansas, Department of Special Collections, University Libraries, University of Arkansas, Fayetteville, AR (joanwatk@uark.edu)

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