

ARKANSAS LIBRARIES

SPRING 2012

VOLUME 69, NUMBER 1



Arkansas Library Association

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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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This publication is mailed to members of the Association. Memberships may be obtained through the Arkansas Library Association: Executive Director, PO Box 958, Benton, AR 72018-0958. Telephone number: 501-860-7585.

Additional individual issues are available to members for \$5 per copy and non-members for \$15 per copy.

Arkansas Libraries is published four times each year: Spring, Summer, Fall and Winter. Deadline for the materials to be published is the fifteenth (15th) of January, April, July and October. Submit articles of news items to:

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Arkansas Libraries

Published quarterly by the Arkansas Library Association

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Cover photo: Brackett Library, Harding University

Journal design: Ethan C. Nobles, *FirstArkansasNews.net*

FROM THE ARLA PRESIDENT: Greetings All

by *Jim Robb, Director*

North Arkansas College Library

As you all know, 2011 was an amazing centennial year.

Many thanks to the Centennial Committee for their five-year-long effort to make the celebration memorable. Thanks also goes to Shawn Pierce for her service as ArLA President in 2011 – being president in our centennial year, and working through the tragic loss of our Executive Administrator and beloved friend, Barbara Martin, added special challenges to Shawn’s year leading our organization.

As we begin our 101st year, I’ve borrowed my theme from a song title of my youth – “You Ain’t Seen Nothin’ Yet!” In the next 100 years I expect ArLA to be bigger and better than ever, as we build on the experience we gained during our first 100 years to meet the challenges ahead. I see our 101st year as a time for renewal and rededication to the practices and principles that have made Arkansas libraries so important to the citizenry of our state over the past 100 years.

Leadership development and preparing for the future will be my major goals this year. We numbered over 570 members in 2011, and I’d like to see us top 600 in 2012. To do that ArLA must be offering something of value to our members – and we do. We offer opportunities for professional growth and development, for networking, for serving our profession, and for strengthening our libraries. To continue to do this effectively we need your support and participation. Each of us has something worth sharing and that collective knowledge and experience needs to be shared. To that end, I’ve asked each of the divisions to provide someone from their division to serve on each of our Standing Committees – if there is an area where you would like to be involved, please let me know.

Our annual Board planning retreat was February 17th and 18th, and I am excited. Among other things, at last year’s retreat we created a tagline for ArLA: Arkansas Library Association (or just ArLA): A Community for Libraries.” This year we did some goal setting and began identifying projects to tackle to meet those goals. Our goals this year are to increase advocacy, improve communication, and

increase membership.

Projects we are reviewing include (but are not limited to): creating a vision statement for ArLA; hosting a Library Day for the state legislature; organizing a state-wide Library Snapshot Day; revising our recruitment strategies; creating a forum where library students within the state can share with each other; creating a space on the ArLA website to post Board activity and ideas so members can comment; posting bios of the board members on the website; providing a session at conference on the role and purpose of the various committees, divisions, and roundtables; providing a session at conference on the duties and functions of the ArLA Executive Board; doing a membership needs survey; revising the way we welcome new members; and redesigning our website.

Can we make all the ideas we brainstormed during the retreat come to fruition? That depends on who “we” are. The Board alone can’t do it. With the enthusiastic help of the membership, who knows what the limits are? Did one of the ideas above spark your interest? Did some of them suggest other ideas to you? Drop me an email (jrobb@northark.edu), give me a call, or visit the website (arlib.org) to explore, then contact the Board member whose area of responsibility seems to best match your interest. You can find the full list of Board members from the “Organization” link near the top of the ArLA homepage, or go directly to <http://arlib.org/organization/>.

Our 2012 conference will be held October 13-16 at the Springdale Holiday Inn and Convention Center, and our conference theme will be “ArLA 101: The Beat Goes On,” a reference to ArLA’s 101st year, the academic practice of using 101 to indicate a foundational or basic course, and the song which reminds us that even when technology advances, the core purposes remain the same. We need programs for the conference and, as always, the best ideas for programs and speakers come from our membership.

Come on, get involved! The risks are minimal, and the rewards are great.

Jim

Jim Robb, the President of the Arkansas Library Association, is the Director of the North Arkansas College Library.

EDITORIAL WHIT: An Introduction

by *Whitney Ivy*
Managing Editor

I am very excited to be the new Managing Editor of Arkansas Libraries. I know that I have extremely big shoes to fill—those of Laura Speer, and I want to express my gratitude to her for all of the work she has done to prepare me for this new role.



Ivy

I want to introduce myself to those of you readers who may not know who I am. I am the K-12 Librarian in the Blevins School District—I know you are all thinking, “I have never heard of it.” It is in the southwest of the state located centrally between Nashville, Prescott, and Hope. I adore my position in the Blevins District because I have great students, great parents, and a fantastic administration. Personally, I am married to a fabulous (most days) man and have two rambunctious toddlers—Grey and Henry.

I am thrilled to be a librarian in the state of Arkansas because I have never met a group of professionals who are so ready to collaborate

with one another and who support the members of the profession wholeheartedly. I love the fact that we are ready to adapt to the changes that are occurring in our world so we can continue to serve the communities in which we work in the best way possible.

I attended my second ArLA Board meeting (the Board Retreat) in February. I came away impressed with the knowledge that the Arkansas Library Association is working diligently to stay relevant for its members and the patrons we serve. There are three positions open on the ArLA Board that will be voted upon at the 2012 conference; the elected candidates will begin serving on the Board in 2013.

Those positions are President Elect (a three-year-term), Secretary/Treasurer (a two-year-term), and American Library Association Chapter Councilor (a three-year-term). The Board’s goal is to have multiple nominees for each position. If you have

any questions about the positions or are interested in serving on the ArLA Board in one of these capacities, please contact Trish Miller, ArLA’s Nominating Chair, at trish.miller@remingtoncollege.edu.



Arkansas Library Association

Whitney

Whitney Ivy, Managing Editor of Arkansas Libraries, is the K-12 Librarian for the Blevins School District.

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ASK THE STATE LIBRARIAN: Serving the Blind

By *Carolyn Ashcraft, State Librarian*
Arkansas State Library

The Arkansas State Library is celebrating 75 years of service to the library community in 2012. A future article will highlight some of our history. Today I want to feature a program that has been offered by the agency since 1966 – the Arkansas Regional Library for the Blind and Physically Handicapped.

Nationally, the free library service was established by an Act of Congress in 1931 to provide blind adults with books in an embossed format. The Act was amended in 1934 to include sound recordings (talking books), and was expanded in 1952 to include children, in 1962 to provide music materials, and again in 1966 to include individuals with physical limitations that prevent the reading of regular print.

Residents of the U.S. or American citizens living abroad who are unable to read or use regular print



Ashcraft

materials as a result of a temporary or permanent visual or physical limitation may receive the service. The program is tax-supported by federal, state, and (where appropriate) local government agencies. There is no direct cost to eligible readers. All books, magazines, catalogs, and equipment are sent to readers through the U.S. Postal Services as “Free Matter for the Blind” and may be returned the same way.

History reflects that the Oklahoma Regional Library was the supplier for Arkansas residents during the 1960s. Thanks to the efforts of State Librarian Frances Neal and with encouragement from Robert Bray, then Chief of the Division for the Blind and Physically Handicapped, authorization was received from the Library of Congress for establishing a regional library in Arkansas. Cleotta Mullen was appointed in February 1966 to the position of Director and given the responsibility of organizing Arkansas’s first library service for the blind and physically handicapped.

There were many obstacles, but the Arkansas Regional Library became a reality and began service in June 1969. The records of approximately 1,000 readers were transferred from Oklahoma to Arkansas. Space remained a problem and stepped up the attention given to the creation of subregional libraries. Over a period of ten years, four subregional libraries were established in the four corners of the state: Fayetteville, Magnolia, Fort Smith, and



Mrs. Cleotta Mullen, former Director of the Library for the Blind, demonstrates the use of an Apollo Electronic Visual Aid (closed circuit book magnifier) to patrons. *Photo submitted by Carolyn Ashcraft.*

Jonesboro. The Regional Library in Little Rock served the residents in the metropolitan and southeast areas of the state (which included 23 counties).

In 1979, a whole new era began for the library with a move to the newly constructed multiple agency complex building (known as Big-MAC) located on the State Capitol grounds. With this move the Regional Library had acquired much needed space and began holding more workshops for the subregional staff. The workshop participation contributed to better development of the network concept as the problems were shared. A better quality of service developed.

The regional staff became active in promoting and raising funds for the establishment of a Radio Reading Service. It was recognized that this could enhance and extend a reading privilege to the visually impaired. The Radio Reading Service became a private and separate service.

Cleotta Mullen retired at the end of December 1987 and recently passed away on December 7, 2011, in Ash Flat, Arkansas. Margie Lentz described her as “a person of keen insight, high intelligence, a lady of accomplishment, a doer. She encouraged, inspired, and was truly missed by the blind and physically handicapped library patrons and organizations all over the state... She will always be

remembered for the kindness and love she gave to others.”

The position was filled by J. D. Hall, who still serves in this capacity. Over the past two decades each of the four subregional locations closed and the Regional Library now serves all 75 counties and over 5,000 patrons across the state. The youngest patrons are six years old. According to Hall, the oldest patron who is still an active borrower was born in 1907, making her 104. Approximately one dozen patrons are over the age of 100. These individuals have access to materials in various formats: braille, on cassette tape, and now in digital format. Talking books require the use of a specialized playback device. Registered patrons may download digital talking books and magazines from the Internet through the NLS Braille and Audio Reading Download (BARD).

For more information about the Arkansas Regional Library for the Blind and Physically Handicapped, call 501-682-1155 or toll-free 1-866-660-0885 or visit the Arkansas State Library website at www.library.arkansas.gov.

Thanks go to J.D. Hall (Manager of BPH Services) and Margie Lentz (Library Technician) for their input and reflections in the compilation of this article.



Mrs. Frances Neal, former state librarian, and Cleotta at Cleotta's retirement reception in 1987. *Photo submitted by Carolyn Ashcraft.*

MANAGEMENT AND ADMINISTRATION: Community Activism... Yes, You Should

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

As librarians we work hard to provide services to the public on small budgets when costs are rising and needs and services are growing. We see individuals every day who need and want more than we can provide. While community outreach and involvement takes time and energy away from library buildings and internal services, providing that extra initiative within the local community is very important.

Over and over in recent months the news has reported that libraries are closing their doors and that budgets are shrinking drastically. How do we get our communities to recognize our importance and support our institutions in both hard times and good? The answer is simple. We must step outside of our buildings and become a library that is not a building but a community heartstring.

As librarians we need to identify with our communities in all its needs, not just the ones we can offer. Become involved. Become a presence. The greatest asset a library has is its image in the community, but not everyone uses the library. The solution to this problem is to become part of as many aspects of your community as you can.

In Hot Spring County, I work with the Boys and Girls Club to create summer reading program activities. I am a member of local civic organizations and local committees. Our library is a member of the Chamber of Commerce, and I am active in Chamber of Commerce activities. I regularly visit with the mayor, city attorney, fire chief, county judge, quorum court members, local business leaders, teachers, and other community leaders. Our library seeks to be involved in many local fundraisers by donating prizes (library related of course), and is constantly looking for community partnerships. By being involved in our community and actively reaching out to key citizens, I have created a persona for our library that reflects us as a caring, well-rounded, and devoted institution. I know that if I need a heavy piece of furniture moved, a last minute Santa, an emergency donation, or just warm bodies, I have a large pool of people to ask for help and a whole community of people to help me solve problems and create solutions.

Consider these efforts:

- Is the bank doing a book drive for the literacy



council? If so, let them borrow some book carts.

- Is the Fire department hosting an event? If so, encourage library staff to volunteer.
- Is the Salvation Army ringing the bell at a local store for Christmas? If so, encourage library staff to volunteer.
- Does the food pantry need donations? If so, host a food drive.
- Does the Chamber of Commerce or other local organization need board members? If so, nominate someone from your library.
- Is there a new business in town? Attend their open house and/ or send information about your library services.

- Adopt a classroom to visit regularly

Participating in community functions is time-consuming, but if the community sees that you are interested in the welfare of the community as a whole, you will gain friends and supporters of the library itself. Being involved gives you the opportunity to promote library services and partnerships in unusual ways and helps reach citizens who do not use the library.

While becoming involved in your community, outside traditional library roles, requires an investment of time, it is ultimately worth double or triple the time and resources you'll spend on it.

Ashley

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

TRAINING: Tips, Topics & Techniques

*By Laura Speer, Director of Library Services
Fayetteville Public Library*

One of the challenges of libraries, as well as other businesses, is finding the time and financial wherewithal to provide training to staff.

Libraries handle this challenge in lots of ways. Some of the options are paying for conference attendance for library staff members, piggy-backing on training opportunities offered through other organizations such as the Chamber of Commerce or enrolling in free webinars offered by vendors.

These are not the only options, but in my experience of sixteen years as a librarian, these three seem to be prevalent across library types.

Another challenge of library training is how to keep it current. Although all your staff may consider themselves proficient with your ILS (integrated library system – a.k.a. library catalog system), everyone can benefit from refreshers.

Now, the question is...how do you get staff members to see the value in updating their skills... or get past the “this is a waste of my time” line of thought?

As far as a few free resources for training, here are some places you might want to consider:

Web Junction

(www.webjunction.org)

Started in 2002 by a grant from the Bill and Melinda Gates Foundation, OCLC and four other partners built an online community for public libraries and other organizations to provide public access to information. Web Junction has morphed over the years to an organization that focuses on the highest needs of the library field and working with libraries to fill those needs. You can attend any of WebJunction’s free webinars/conferences or view archived ones or use free resources on WebJunction.org, including the documents and downloadable files, groups, and discussions.

GCFLearnFree.org

(www.gcflearnfree.org)

GCFLearnFree.org is a program of Goodwill

Industries of Eastern NC, Inc. They offer over 750 different lessons including computer basics, email basics, social media, iPad 2 basics, and Microsoft Word, Excel, Powerpoint, and Access basic courses. This is a good resource for both library staff and library members.

Arkansas State Library

(www.library.arkansas.gov)

The training/webinar calendar contains opportunities that should appeal to all kinds of library staff members – grant writing, e-rate, performance evaluation, patron privacy....all great options.

The library staff is very helpful – use them!

Arkansas Library Association Listserv (ARKLIB-L)

Sign up for the Arklib listserv! You will discover lots of training opportunities available to your staff. Sponsored by the Arkansas Library Association, the listserv includes libraries throughout the state posting news and training information. Signing up for ARKLIB-L is a great way to keep your finger on the pulse of what’s happening in Arkansas libraries.

I hope these help you. In the next year I plan to present additional training opportunities that you might want to take advantage of. If you have any suggestions, please send them to me at lspeerster@gmail.com. “Education is the most powerful weapon which you can use to change the world.” (Nelson Mandela)

Laura

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



Emerging Technologies and Copyright:

A Librarian's Guide to Fair Use and Copyright

By **Jud Copeland**, Department of Leadership Studies
College of Education at University of Central Arkansas

Emerging technologies present new challenges for librarians while stretching the limits of copyright law.

The Internet and the readily available access to computers and digitizing equipment provide librarians with a vast amount of potential information. Yet, in using instructional media to support a school's curriculum, librarians are often concerned about how to effectively share articles, video, music, images, and other intellectual property with their students within acceptable copyright guidelines.

It is no wonder that librarians often do not understand just how much "leeway" they may have in using other people's works. Determining what copyrighted material they can or cannot use is often confusing. In effect, a lack of "clear-cut answers" may result in uncertainty, fear of liability, and decisions not to use essential resources.

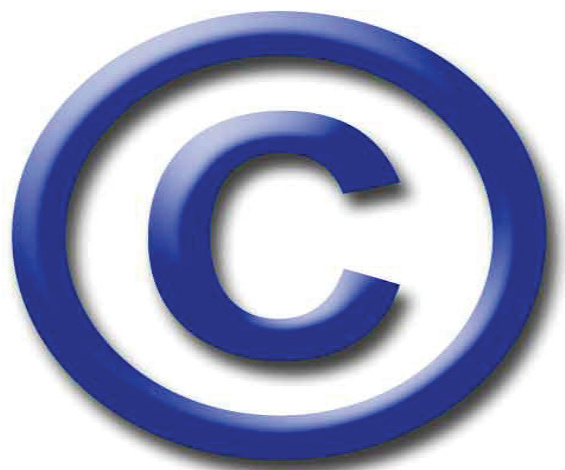
This article will provide librarians with a brief overview of the major points of copyright as they apply in an educational setting. In particular, librarians will better understand when different copyrighted resources can be used in a school's curriculum without requesting permission or incurring additional cost.

What is protected?

Copyright protects "original works of authorship" that are fixed in a tangible¹ form of expression and this includes the following categories:

- 1) literary works (including computer programs)
- 2) musical works, including any accompanying words
- 3) dramatic works, including any accompanying music
- 4) pantomimes and choreographic works
- 5) pictorial, graphic, and sculptural works (including maps)

¹ *Tangible form may include anything written on paper, saved to disk (web pages, graphics on web, electronic mail messages or computer programs), or saved on any audio/video device.*



- 6) motion pictures and other audiovisual works
- 7) sound recordings (in any format)
- 8) architectural works

What is not protected?

Works that have not been fixed in a tangible form of expression are not protected. This includes titles, names, short phrases, slogans; familiar symbols or designs; listings of ingredients or contents. This category extends to ideas, procedures, methods, systems, processes, concepts, and principles as well as works consisting entirely of information that is common property (such as standard calendars, height & weight charts, tape rulers & measures, lists or tables taken from public documents).

What is "fair use?"

Fair Use provides guidelines for the legal or legitimate use of copyrighted materials in educational settings. Specifically, Section 107 of the 1976 Federal Copyright Law states: "...the fair use of a copyrighted work for purposes such as criticism, comments, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright." According to Fair Use, there are four factors to be considered:

1. The purpose and character of the use (whether such use is of a commercial nature or is for nonprofit educational purposes)
2. The nature of the copyrighted work (what type of work: book, article, video, audiovisual, etc.)

3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole

4. The effect of the use upon the potential market for or value of the copyrighted work

In addition to the Fair Use factors, librarians should consider three questions before using or copying copyrighted materials for educational purposes:

1. ***Will the expression or words by the author/creator be used?*** Will the particular way an expression or words are sequenced be used? Will the way a concept is expressed be used? If the answer is “No” without a doubt, then the work in question may be used. If the answer is “Yes,” then the following question must be considered. Note that duplicating or photocopying someone else’s work is the same as using the author’s expression.

2. ***Is the expression or rendering protected by copyright?*** If the answer is “No,” then the work in question may be used. This may include works in the Public Domain or works that are not protected for other reasons. If the answer is “Yes” or even “Maybe,” then the third question must be considered.

3. ***Will the use of the work in question go beyond Fair Use?*** If the intended use of the work falls within one of the exceptions for Fair Use, then the work or resource may be used. However, note that certain limitations may still apply in this case.

If the answer to all of the above questions is “Yes,” then permission from the author/creator is needed. If the answer to any of the questions is “No,” the Fair Use provision might apply.

Based on the above Fair Use factors and the three questions, the following copyrighted materials may be used as indicated in an educational setting without requesting permission or incurring additional costs:

Print materials

You may make a single copy of:

- an article from a newspaper or magazine.
- a drawing, graph, chart, cartoon, diagram or picture.
- a chapter from a book.
- a short story, essay or poem from a collection.

And you may keep the single copy in your file for use in teaching or research.

However:

- copies may not be made to create or replace a collective work or anthology; i.e. you cannot create your own book.
- no copies may be made of “consumables”; i.e. workbooks, test books and answer sheets.
- the same materials may not be copied from term to

term.

- an administrator cannot require a teacher to make photocopies.

You may make multiple copies provided:

- no more than one copy per pupil is made.
- no extra copies are made.
- each copy includes a copyright notice.
- copies are used for a specific lesson, not just as extra credit.
- no charge is made to the student more than the actual cost of photocopying.
- the copies are not used from term to term without writing to obtain permission from copyright holder.

Spontaneity:

This assumes that you find material to photocopy less than 3 weeks from when you want to use it in the classroom or library. Otherwise you should write for permission.

Brevity

How much may be copied?

- Picture books: only two pages or no more than 10% of the whole work may be copied.
- Prose: stories or essays less than 2500 words may be copied. Otherwise no more than 1000 words or 10% of the work may be copied.
- Poetry: if less than 250 words and printed on 2 or less pages, an entire poem may be copied. For poems longer than 250 words, there is a 250-word limit on copying.

Cumulative effect

Making copies should not preclude purchasing copyrighted materials.

Making copies should not be done:

- to create a collective work or anthology.
- to avoid purchasing workbooks.
- for repeat use in more than one class or course.

Audio-visual materials

Copying audio-visual materials

Only computer software may be copied—a single copy for backup reasons. Without a multi-user software license, single-user copies may not be installed on multiple machines, including a network. No other audio-visual materials may have copies made. The only exception is that copies may be made when the original is in an “obsolete” format—such as an 8 mm film, Beta VHS tape or a 78 record.

Continues on Page 10...

Continued from Page 9...

Fair use guidelines for audio-visual

- material must have been purchased or legally acquired.
- material to be used must occur in the context of a face-to-face teaching activity and be directly related to the curriculum.
- material must be presented by either the teacher (librarian) or students in the class.
- the performance must take place in a classroom (this includes the library).

Off-air recording

Programs may be taped from broadcast channels providing:

- the copy includes all copyright information and is not altered from its original content.
- the same program is not taped multiple times.
- the tape is erased within 45 days.
- the tape is not shown more than 2 times to the same class.

Graphics

This includes maps, charts, cartoons, paintings, illustrations, photos, posters, etc.

You may make one copy for one class or course provided that:

- there is no time to request permission.
- the original is not altered or adapted in any way (this includes enlarging the image).
- no more than one graphic is copied from any one

magazine or book.

Multimedia

To use copyrighted materials in a multimedia presentation there are special "Fair Use" restrictions that apply to presentations created by the teacher, library media specialist or student:

- they may only be used in the classroom for which they were created and with face-to-face teaching.
- the opening screen must include a copyright statement.
- a teacher created multimedia presentation may only be kept for two years.
- only two copies may be made.

Specific limits exist for the amount of:

Text: same as copying text in print materials (above).

Music: up to 10% but no more than 30 seconds.

Video or film: up to 10% but no more than 3 minutes.

Illustrations: no more than 5 images from a single artist.

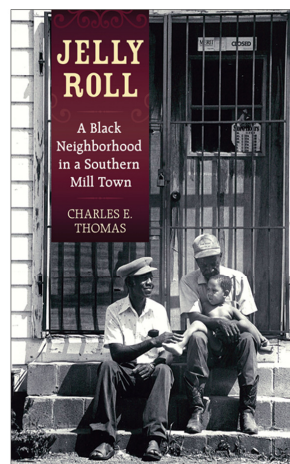
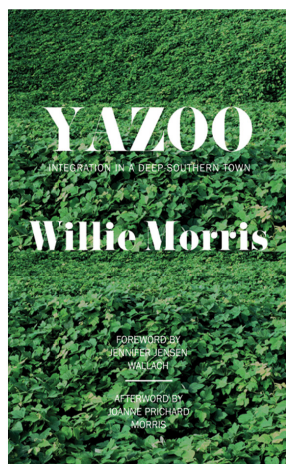
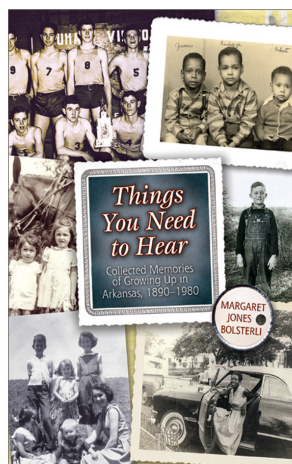
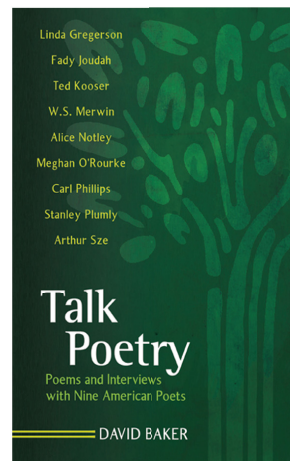
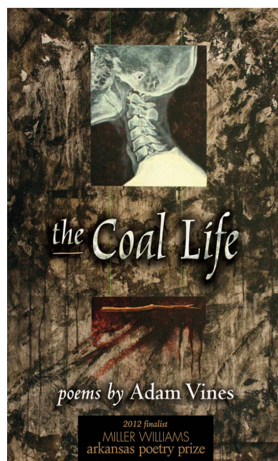
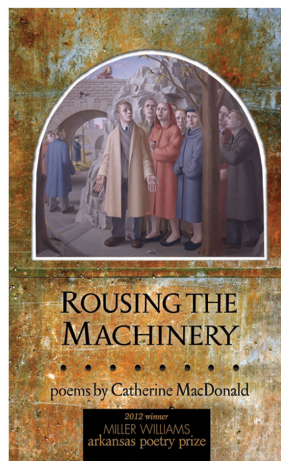
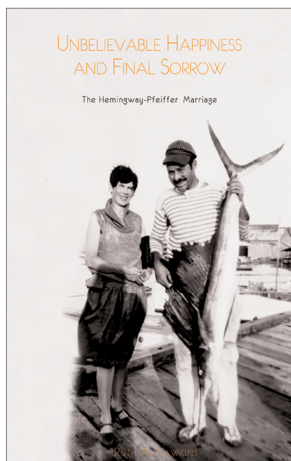
It is important to note that this overview of copyright is a general guideline for librarians who use copyrighted materials and resources to support a school's curriculum. The librarian is encouraged to further review the 1976 Copyright Law, the Fair Use Act and the various media guidelines applicable to the educational environment. The following references will provide more information on this issue.

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Get to Know Your ArLA Board

Part 1 of 2

By **Jamie Melson**

Central Arkansas Library System

The Arkansas Library Association (ArLA) Executive Board held a retreat the weekend of February 17-18, 2012.

A new idea surfaced from all the brainstorming: to introduce the Board to its “constituents,” i.e. you, the Association membership. What follows is an introduction to the Executive Committee of the ArLA Executive Board.

Jim Robb, President

Jim is currently the Library Director of North Arkansas College and has the distinction of serving as your ArLA President this year.

Jim is a native Arkansan, born in Newport, although he spent most of his formative years growing up in Carbondale, IL. He received his Bachelor of Arts degree in Anthropology from Southern Illinois University and earned his MLS at Louisiana State University at Baton Rouge.

After graduating from LSU, he returned to Carbondale where he worked first in the library at Menard State Penitentiary, and later as a shared librarian for the public libraries in cities of Carbondale and nearby Marion, IL. Desiring management experience, Jim joined the United States Air Force in 1980 and served as plans officer for an A-10 wing at Myrtle Beach AFB and as Assistant Director of Libraries for Technical Services at the Air Force Academy. He then spent a year in Korea with a Security Police squadron and worked as Operations Officer for the nation’s third busiest Military Entrance Processing Station in Dallas, TX.

Jim first joined ArLA in 1990 when he returned home to Arkansas to serve as Administrator for the North Arkansas Regional Library, based in Harrison. In 1997, he joined the staff of North Arkansas College as the Distance Learning and Articulated Programs Coordinator. In 2000, he became Northark’s Assistant Librarian, and was selected as the Library Director in 2005.

In addition to his library service, Jim is also a member of the Rotary Club of Harrison, where he has served as Treasurer for 18 years,



as a Lay Delegate to the Arkansas Conference of the United Methodist Church, and in several leadership capacities in his local church. Jim relaxes by playing with his two dogs, Nutmeg and Snickers, taking drives with his wife Diana in their convertible, roaming around northern Arkansas, puttering about the house, reading classic science fiction, or watching old movies.

Patricia “Trish” Miller, Vice President/President Elect

Otherwise known as Trish, she currently works as IRC Specialist Librarian at Remington College, Little Rock Campus. She has the distinction of serving as your Vice-President/President-elect and, as such, chairs the Nominating Committee.

She states that “it is an honor to share what libraries have to offer our students and patrons. I’ve worked in libraries for twenty-two years.”

She enjoys traveling and spending time with family and friends and in her spare time she loves to attend or watch musicals. Her other interests include playing board and card games. Her favorite time of the year is spring.

Shawn Pierce, Past President

Shawn is the new Library Director of the Pope County Library System. She serves the Association this year as the Past President, the New Members Roundtable Chair, and the Membership Committee Chair.

Mary Nell Cravens who was the elementary librarian in Paris, Arkansas, in 1976 was the one person who got her interested in librarianship. She

had great book clubs and was best friends with Shawn's first grade teacher, Martha Head Eddison. When Shawn graduated, she was interested in intellectual freedom and in people. Starting out in college as an art major, Shawn switched to journalism and then worked in libraries.

Her diverse library career includes stints at the Baptist Medical Center, Arkansas Democrat-Gazette, Philander Smith College, Arkansas Supreme Court Library, and Lonoke/Prairie Regional Library System.

More information can be found about her at tinyurl.com/7y33y9q.

Ron Russ, ALA Councilor

Ron's current job is Assistant Librarian at Abington Library, Arkansas State University-Beebe. He serves the state Association Board as your representative to the American Library Association as your American Library Association (ALA) Councilor.

Ron was born and raised in Brooklyn, New York. He grew up in a family of librarians, and his first library work experience was in the 5th grade assisting the school librarian. Ron went on to earn a B.A. in Philosophy at the State University of New York at Binghamton and completed his MLS in 1993. His first professional library work experience came as a librarian in the Brooklyn Public Library system. Ron moved to Arkansas in 1996 after his wife, Karen, got a job as a librarian at UALR. He has been in his current job at ASU-Beebe since 1997.

Ron joined the American Library Association in 1992 and the Arkansas Library Association in 1996 where he has served in many capacities since, including Webmaster.

In addition to his library service, Ron has been active in the Arkansas Outdoor Photographers Club since 1997. Besides photography, Ron is a jazz aficionado, and also enjoys grilling. When not at home, he might be found taking photos in a variety of natural settings, including state parks and national wildlife management areas, or in his backyard where there are over 35 species of birds. (Footnote: Ron was recognized and awarded a plaque at the retreat for serving as the first and only webmaster for ArLA from 1997 to 2011.)

Kevin Barron, SELA Councilor

Kevin is the Assistant Director of the Mississippi County Library System. He serves on the

ArLA Board as the SELA (Southeastern Library Association) Councilor. He previously worked at a public library in Ohio, academic library in Kentucky, and school library in Missouri. He received his MLS from the University of Missouri.

His wife, Carol, is an elementary teacher, and they have three cats. His hobbies include church work, computers, golf, tax preparation, geocaching, and reading. His favorite authors include Harry Turtledove, Chaim Potok, Tom Clancy, John Grisham, and several thriller writers. His favorite TV shows include Star Trek, Lost, lots of science fiction, Kentucky basketball and Notre Dame football.

Michael Strickland Secretary/Treasurer

Michael is the Manager of State Library Services with the Arkansas State Library. He is currently serving on the Board as Secretary/Treasurer, a position that includes recording all the business that takes place during each Board meeting as well as the fall conference general business meeting every year, and serving as the Finance Committee Chair. Michael has served on the ArLA Board since 2008 and has been chair of the Scholarship committee and Special Libraries Division.

Michael has worked at the Arkansas State Library for eight years. Previously, he was a library director in Memphis, Tennessee, and a reference librarian in Tulsa, Oklahoma. His other interesting experiences include living in Britain for a year, working with the United Methodist Church, and a being a radio DJ/news reporter. Michael likes all kinds of music but favors pop, rock, and country. He enjoys movies, reading, spending time at the lake and traveling. He is a sports junkie and enjoys most sports especially football, baseball, basketball, tennis, and golf.

This concludes our first column on the ArLA Board. Stay tuned for part two!



WHAT'S UP? DOCS.

Government Guidance to Gardening and Landscaping

by Karen Russ, UALR

Spring is here! Actually, my daffodils thought it was here in January, but April is really National Gardening Month.

It's time to plant flower and vegetable gardens. Let's look at some government sites that will help keep Arkansas yards looking beautiful this year.



Russ

While I usually focus on national agencies, I would like to start closer to home this time. The University of Arkansas, Division of Agriculture Cooperative Extension Services offers a page entitled Arkansas Home and Garden (www.arhomeandgarden.org). From here, Arkansans will have access to a wide range of materials addressing the needs of homeowners, home gardeners, and Master Gardeners. Links are provided to numerous experts around the state, including the well-known Janet Carson, with an online archive of her columns, articles, blogs, and video clips from her television segment with KARK 4 *News at Noon*.

The link for county offices will provide a district-focused map that will put you in touch with the appropriate County Extension Office. From here gardeners will be able to contact experts who will assist with any home and gardening needs.

At the federal level, the U.S. Department of Agriculture (USDA) is an obvious and wonderful place to start. It is easy to get lost wandering down all their gardening paths.

The People's Garden

tinyurl.com/6ae2qmk

This is a wonderful place to learn about cooperative gardening efforts nationwide. The program was created by the Secretary of Agriculture in 2009 with the designation of the grounds surrounding the USDA building as The People's Garden. It has now spread to all fifty states, U.S. Territories, and foreign nations. People's Gardens can vary in size and type and can be developed from an existing garden as long as it is not located at a private residence. All must have three common

components:

1) They must benefit the community in some way, possibly by offering a common recreation space, or providing fruits or vegetables for a food bank or shelter.

2) They must be a collaborative undertaking, involving partnerships to create and maintain the garden.

3) They must incorporate sustainable practices. Among those could be the use of compost created by participants, the inclusion of native plants, or use of a rain barrel to collect water.

There are already over a dozen People's Gardens in Arkansas, located throughout the state. This project sounds like a wonderful way to introduce children to gardening. I can see the value of such an undertaking with a Girl Scout or Boy Scout troop, or any number of other local youth groups. It might even help beautify the area around your library.

While my previous suggestion would work well with children, the next few might help those who are more interested in researching gardening topics at a more detailed level.



The National Agriculture Library's list of links on Plants and Crops

www.nal.usda.gov/plants-and-crops

This site provides gardeners a place to look for images of plants they need to identify, or suggested readings on how best to nurture a particular vegetable or tree. Many of the sites provided are

maintained by divisions within the USDA, but a few are references to external sites, mainly academic institutions, or foundations focused on gardening.

The focus is not just on the United States or North America. Given how easily diseases and insects travel around the world today, there are links to research on crop failure and bug infestation in nations around the globe. Small gardens, residential and commercial landscaping, and large agricultural undertakings are all addressed throughout the site.

The United States National Arboretum Gardening Page

tinyurl.com/7tmmtlg

This site offers practical information for over three dozen commonly asked gardening questions. Answers provide background information including requirements for plants, strategies for obtaining them, and tips for controlling diseases and pests.

While many are worded as straightforward inquiries with solutions, a few authors were quite clever. I enjoyed the essay entitled “How Much Wood Would Boxwood Box, If Boxwood Could Box Wood?” Detailing the growth of boxwood plants and

how they were used to ward off evil spirits/illnesses in the 12th and 13th centuries, or as a wood for crafting precision instruments, it explored the plant in life and death.

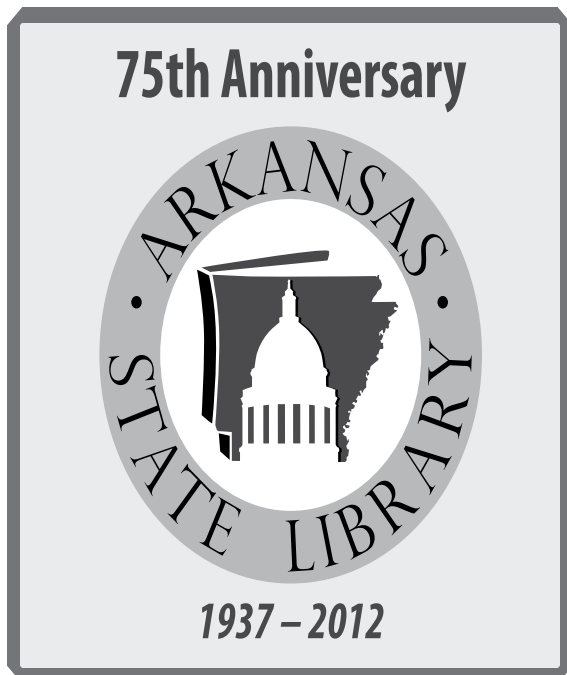
And as always, if you are not sure where to turn for government assistance in your garden, try USA.gov. The site has a specific page entitled Tips for Gardening (<http://1.usa.gov/nwoqtn>).

While it recommends some of the sites I have already explored, it also offers several new places to investigate.

Get out there. Get muddy. And enjoy the benefits of gardening in your community!

This column is dedicated to the memory of my grandmother, Helen Madej (1921-2012), who passed away while I was working on the original draft. It was a conversation with her at Christmas, about her love of gardening, which made me select this topic for this issue.

Karen Russ is the Government Documents Librarian at Ottenheimer Library at the University of Arkansas in Little Rock.



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WEBMASTER'S CORNER

Thank You, Ron Russ

by Jon Goodell, UAMS Library, Little Rock

In February, the Arkansas Library Association Board met for its annual retreat in Russellville.

ArLA's outgoing Webmaster and dear friend, Ron Russ, was presented with a plaque in honor of his years of service to the association and its members.



Goodell

The plaque reads:

*Arkansas Library Association
Ron Russ
ArLA Webmaster
1997 – 2011
For your Leadership,
Commitment, and Dedication*

Fortunately for all of us, Ron will continue as an active member of the Association in his role as American Library Association Councilor.



We have great things in store for ArLA's website this year. At the time of this writing, 22 people have stepped forward and volunteered

to serve on a website redesign committee. In the coming months, I think you will see many exciting changes to arlib.org based on feedback gained from Ron's website survey distributed back in July 2011.

The website redesign committee will be a great opportunity for those wishing to learn new skills and to network with others working in libraries. The time commitment will be limited and will not involve travel. If you would like to be a part of this committee or would like to suggest someone in your library, please send an email to webmaster@arlib.org.

Jon Goodell is the Web Services Librarian at UAMS in Little Rock.



How to make Alice's Adventures in Wonderland even more appealing. Photo by Peggy Terrell, Hutsville High School Library.

Leadership and Service Opportunities

*By Trish Miller, IRC Specialist
Remington College*

At this year's annual conference we will be electing three officers for the ArLA Board who will begin serving in 2013.

They are President Elect/President/Immediate Past President (3 year commitment), Secretary/Treasurer (2 year term), and American Library Association Chapter Councilor (3 year term). Our goal this year is to have multiple nominees for each position.

We are seeking excited and enthusiastic members to serve our Association. Officers must be a member of the Arkansas Library Association. This is a wonderful time for our organization as we move forward into our second century of service to Arkansas' libraries.

Duties of the Vice-President/President-Elect

1. Act for the President during his/her absence.
2. Maintain contact with the Association's committees, serving as the liaison between the committees and the Executive Board.
3. Act as President if the elected President is unable to serve or resigns.
4. Become President for the term of office immediately following expiration of the term as Vice-President/President-Elect.
5. Serve as chair of the Nominating Committee.
6. Submit the report of the Nominating Committee to the editor of Arkansas Libraries.
7. Direct and oversee elections:
 - a. provide ballots in member packets at the annual conference
 - b. appoint tellers to assist in conducting elections and counting votes
 - c. provide absentee balloting procedures
 - d. announce results of the election
8. Serve on the Executive Committee.

Duties of the Secretary/Treasurer

1. Serve on the Executive Committee.
2. Keep a record of the proceedings of the Association and the Executive Board.
3. Prepare minutes of Association meetings, Executive Board meetings, and Executive Committee meetings.
4. File a copy of all minutes, including officer and committee reports and any other material

distributed at the annual meeting, with the archivist.

5. Submit an approved copy of the Executive Board minutes to the webmaster for posting on the website.
6. Keep the ArLA Manual revised.
7. Send final draft of a revision for ArLA Manual to Executive Administrator.
8. Assume responsibility for all Association money.
9. Serve as chairman of the Finance Committee.
10. Advise Executive Board on Association related financial matters.
11. In cooperation with the Executive Administrator review financial records and give a financial report at the Executive Board meeting.
12. Present an annual report to date at the annual business meeting.
13. Prepare a Conference income statement.
14. Prepare an annual report in narrative form.
15. In cooperation with the Executive Administrator, maintain accurate and current financial records of the Association and present financial records to accountant for audit/preparation of tax return at the end of each year.
16. Pay all bills in absence of the Executive Administrator.

Duties of the Past President

1. Serve as a member of the Executive Board and Executive Committee.
2. Advise the new Executive Board on matters carried over from the previous year.
3. Serve as chair of the Membership Committee and as Chair of the New Member Roundtable.

Duties of the ALA Councilor

1. Represent the Arkansas Library Association at all meetings of the Council and attend all general membership meetings when American Library Association meets.
2. Keep the Association informed on matters pertaining to American Library Association activities.
3. Write a summary of all ALA Council meetings and submit to the editor for publication in Arkansas Libraries and to the webmaster for posting on the website.

You may email me directly: trish.miller@remingtoncollege.edu or call my direct number: (501)235-5716.

ALA COUNCILOR'S REPORT

2012 ALA Midwinter Meeting

by Ron Russ, ASU-Beebe

Before I talk about the 2012 ALA Midwinter Meeting, I just wanted to say that I'm working harder this year to improve the Arkansas ALA Councilor's blog and keep it timely.

After changing the design of the blog in early January, I posted regularly from ALA Midwinter and have been adding new links to the page. There are more categories than when I started, but I hope it will make it easier to find things. Access the blog at arkchapcouncilor.wordpress.com. If you want to follow my tweets, my Twitter handle is @rsruss67. Admittedly, not all of my tweets are conference and ALA- related, so you may want to just follow it during the conferences, to get real-time updates from the ALA Council floor.

I attended the American Library Association Midwinter Meeting in Dallas, Texas, from January 20 – January 24. Attendance was a little lower than the last two Midwinter Meetings. Ironically, the advance registration was about the same, although the on-site registration was less. Total attendance at the 2012 Midwinter Meeting was 9,929 (including advance registration, on-site registration, and exhibitor registration).

The total registration for 2011 Midwinter Meeting in San Diego was 11,124, and the 2010 total for Boston was 12,493. Since the early 1990s, when I started going to library conferences, there seems to be a shift towards having more programs at ALA Midwinter. For example, there were programs by John Green, Jamal Joseph, Susan Cain, and Richard Harwood, among others.

As usual, the Youth Media Awards were given out. A full list can be found at tinyurl.com/7yfrgpn. Since I was quite busy with my meetings, I did not get to see any programs or awards given out. Most of my time is spent in either ALA governance-related activities or chapter relations activities, so whatever time I have left is usually spent visiting vendors.



Russ

The Chapter Relations Committee meets twice each at Midwinter and Annual, and I've been attending them since I became ALA Councilor in 2009. Usually, we get reports from ALA units that have items relating specifically to Chapters (the Arkansas Library Association has been a chapter of the American Library Association since 1945).

Some of the items that we discussed were the State of the Chapter Report, which is new for 2012. It is a snapshot of ArLA, which I am responsible for submitting, by the end of February. Since ALA has been working more closely with its chapters, the committee believes that this will help ALA know their chapters better and be able to assist in a more efficient manner than in the past.

Another item discussed was a new joint membership program between the Association of Library Trustees, Advocates, Friends, and Foundations Division (ALTAFF) and state chapters. There would be a discount for trustees joining ALA, ALTAFF, and the state chapter, for a two-year period. Since this is new, it is limited to ten state chapters, but if it is successful, it can be expanded to more chapters.

Digital content is on everyone's mind, and this meeting was no exception. We discussed the new Digital Content and Libraries Resource Group as well as the blog that Christopher Harris has on eContent issues (on the American Libraries website). The blog can be found at americanlibrariesmagazine.org/e-content.

Emily Sheketoff from the ALA Washington Office was discussing legislation issues as well as National Library Legislation Day (April 23 & 24, 2012). Even though the Stop Online Piracy bill and the like seem to have lost a little steam, she warned that it will probably be back in some other incarnation. If you're interested in this and other national legislative information, check out District Dispatch at www.districtdispatch.org.

Here is a summary of some of the resolutions and reports that Council looked at:

ALA Council/Executive Board/Membership Information Session – Some highlights included new online videos on ALA finances and their budget cycle. For those interested, it is on the ALA YouTube Channel at tinyurl.com/72dxm33.

Council I – The White House Petition supporting school libraries was mentioned and it was requested that if people had not signed it, that



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they should please do so. 25,000 signatures needed to be in by February 4, 2012. I'm happy to say that as of January 31, we have passed the 25,000 signature threshold. Now it will go to the White House, where we should get some sort of official response. There was a resolution on the agenda on discrimination against library users by publishers, but it was eventually moved to Council III.

Council II – Honorary membership was bestowed on Sen. Jack Reed (D-RI) and Dr. Betty J. Turock (former library educator and ALA President). We also approved the programmatic priorities for ALA: diversity, equitable access to information and library services, education and lifelong learning, intellectual freedom, advocacy for libraries and the profession, literacy, and organizational excellence. A good portion of the time was spent discussing the ALA purchase of Neal-Schuman Publishers, Inc.

ALA Treasurer James G. Neal (no relation to the Neal in Neal-Schuman), gave a lengthy report regarding the entire process behind the purchase. This included intense study of their financials as well as doing budget model projections, in order to see if it would be a good fit or not. A number of budget models were looked at, and there were both internal and external consultations. In the final analysis, it is believed that Neal-Schuman can add significant revenue and will enhance ALA's mission and goals. The final purchase price was \$7,000,000 and was paid with a bank loan to be repaid in five to seven years and will be taken out of operation proceeds. It will be relocated from New York City to Chicago, and remain a separate imprint. All current contracts with the vendor will be honored.

Council III - We spent the most time debating the "Resolution on Publishers and Practices Which Discriminate Against Library Users." This was adapted from a resolution that was passed by the New Jersey Library Association, and is based on the fact that some publishers are either not selling e-content or non-book media to libraries, or some are selling stripped-down content to libraries, or setting restrictions on how long an e-book can be checked out. Many librarians (including myself) remarked upon this disturbing trend and felt like the American Library Association should take a stand. After much debate over the language of the resolution, the motion did pass. Passage will enable President Raphael to use this plank when discussing items with some of the major publishers they are already in discussion with.

The removal of educational materials in connection with the elimination of Mexican American Studies classes in the Tucson (AZ) Unified School District was the subject of an action item in the Intellectual Freedom committee report. The resolution condemned the action of the school district. We voted in support of this resolution, and it wasn't but a day or two later that this ALA resolution was mentioned in a CNN article on the issue. Some of the other Council actions that day included voting against the loss of crucial government information, the SOPA and PIPA Acts, and the Research Works Act. We also elected three new people to the ALA Executive Board, including two Chapter Councilors, Rob Banks from Kansas and Alexia Hudson from Pennsylvania, in addition to John Moorman, Councilor at Large.

These are the highlights of the meetings and Council sessions I attended, but if you would like more details, you can always keep up-to-date on ALA issues by going to AL Direct at americanlibrariesmagazine.org/alldirect. As usual, if you have any questions, comments, or concerns, feel free to contact me at rsruss@asub.edu.

I look forward to serving you at the ALA Annual Conference in Anaheim, California from June 21 to 26. Hope to see you there.

Ron

Ron Russ, Assistant Librarian at Arkansas State University -Beebe, is the Arkansas ALA Councilor.

SCHOOL LIBRARIES: Gidget's New Gadgets

by Rachel Shankles, Lakeside High School

I just finished reading this month's Library Media Connection, and I wholeheartedly agree with all that Editor Gail K. Dickinson said in her Editor's Notes column entitled, "The Digital Natives are Restless."

The crux is that school librarians are not afraid to learn along with their students. We do have to model digital citizenship; we blog and tweet and glog. And we definitely can't leave the new 'toys' all locked in the closet. We must quit worrying about replacement costs and having parents sign away their lives in order for their children to check out e-readers. Read this editorial if you can. It is terrific. LMC is my favorite professional journal, and I savor every page as pleasure reading.

I would like to share my excitement over two new gadgets.



Shankles



First, I have purchased a Nook Simple Touch e-reader. I have gone through a first generation Kindle and a Color Nook in recent years. This new small black e-reader looks like a mini iPad and is a touch screen like the iPad with similar functions such as swiping and tapping. It is black and white, not color, and does not have all the Internet bells and whistles that drive school librarians crazy trying to manage.

This one holds about 1000 books; it is slightly

rubberized and I think it will last a long time. The price is right also for school purchases. Google it!



Next, Kodak has produced a new set of portable, personal photo scanners. One scans up to 5" X 7" documents or photos while a larger one scans up to 8" X 10" docs and photos. I purchased the smaller version to make it really portable.

I needed to scan a bunch of old photos from albums and did not want to sit at my computer station and lift the top of that flatbed scanner over a hundred times. These little sheet-fed scanners can operate wirelessly by placing your photos onto an SD memory card or there is a USB cable to hook it to your laptop. I have scanned on the run in every room in my house. I usually buy a gadget for personal use before I expend school budget money for items; the things I buy for school have to be bullet proof, so to speak.

This little gadget could be checked out from the library for classroom use since no software is needed. It is the Kodak P570 Personal Photo Scanner if you Google it. The P811 scans the larger photos into memory. The P570, which I prefer, is lightweight and portable and costs from \$110 down to \$69.

It is always important to share what we discover. Through networks like ArLA or AASL, HSTI or SWOW . . . share what you know so other school library media specialists do not have to reinvent the wheel. Give back. As the editor of LMC implied, Gidget has lots of gadgets in her library, not to lock up or make herself look good, but to make these tools and gadgets look good to the learners.

Rachel

Rachel Shankles is the Library/Media Specialist at Lakeside High School in Hot Springs.

Arkansas Books & Authors

compiled by Bob Razer, Butler Center for Arkansas Studies

- Agee, Gary. *A Cry for Justice: Daniel Rudd and His Life in Black Catholicism, Journalism, and Activism, 1854-1933*. Fayetteville: University of Arkansas Press, 2011. 9781557289759 \$39.95 256 p.
- Baker, Barbara, ed. *Lewis Nordan: Humor, Heartbreak, and Hope*. Tuscaloosa: Pebble Hill Books/University of Alabama Press, 2012. 9780817356811 \$25.00 224 p.
- *Baker, George. *When Lightning Struck the Outhouse: A Tribute to a Great Coach, Ralph "Sporty" Carpenter*. Fayetteville: Phoenix International, 2012. 9780983561538 \$19.95 240 p.
- *Bolsterli, Margaret Jones. *Things You Need to Hear: Collected Memories of Growing Up in Arkansas, 1890-1980*. Fayetteville: University of Arkansas Press, 2012. 9781557289780 \$24.95 149 p.
- *Boulden, Ben. *Hidden History of Fort Smith, Arkansas*. Charleston, SC: The History Press, 2012. 9781609494506 \$20.00 128 p.
- *Brownerville, Greg Alan. *Deep Down in the Delta: Folktales and Poems*. Little Rock: Butler Center for Arkansas Studies, 2012. 9781935106333 \$19.95 96 p.
- *_____. *Gust*. Chicago: Triquarterly, 2011. 9780810152212 \$16.95 136 p.
- Gidlow, Liette, ed. *Obama, Clinton, Palin: Making History in Elections, 2008*. Urbana: University of Illinois Press, 2011. 9780252036606 \$65.00; 9780252078309 \$25.00 192 p.
- *Harrison, William. *Black August*. Huntsville, TX: Texas Review Press, 2011. 9781933896755 \$24.95 232 p.
- Hartman, Kent. *The Wrecking Crew*. New York: Thomas Dunne, 2012. 9780312619749 \$26.00 304 p.
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Volume 68, 2011 index
Compiled by Michael Klossner, Arkansas State Library

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