



Exciting AzLA Conference Programs & Speakers

We're very grateful to everyone who submitted proposals for the conference. We received many high-quality proposals; this year promises to be an excellent opportunity for growth, renewal and connection. With input from the membership and selection committees, four pre-conferences, six posters, six roundtable discussions, eight author programs, and forty-eight program sessions were selected. Every hour will be packed with interesting programs to attend.

We have also confirmed that Michael Porter, a.k.a. Library Man, will be the opening keynote speaker. Michael is a librarian, presenter, author, practical

technology fan, and PEZ collector. He has 20 years of experience working in Libraryland and has presented hundreds of times to library staff around the world. Michael will present "Libraries Beyond the Box: Build on Our Strengths-Design for our Future." Join Michael as he takes a thought-provoking stroll through library history, technology evolution, and our shared humanity. He'll examine what makes libraries work at the most basic levels, and how our jobs, right now, have the potential to create a foundation for a stunningly vibrant future for libraries and the communities they serve. Come ponder concepts like need, desire, human nature, society and technology and leave

(Continued on page 3)

Inside this issue:

| | |
|---------------------------------------------|--------------------|
| Message from the President | 2 |
| Conference Donations | 3 |
| Each One-Reach One Campaign | 3 |
| End of the PL Road | 5 |
| YA Corner | 5 |
| Western Archives Institute | 6 |
| Tips for First Time ALA Annual Attendees | 7 |
| A First-timer at the ALA Annual Conference | 8 |
| What I Did in Anaheim On My Summer Vacation | 9 |
| Stand-Out ALA Presentations | 10 |
| Intellectual Freedom at ALA | 11 |
| Librarians as Stewards & More at ALA | 12 |
| Children's Author/Illustrator | 12 |

Services to Diverse Populations

Collection Development for Hispanic Men

Imagine a small town, a rural village with a population of close to eight hundred. Now consider that nearly half the townsfolk are Hispanic, and nearly half of the Hispanics speak and read Spanish as their primary language, and most have minimal literacy in English. Finally, add one more critical detail: everyone in the town is an adult male. Certainly all librarians in Arizona have to grapple, sooner or later, with collection development for Hispanic men, but for the two dozen or so librarians who manage Arizona Department of Corrections' special libraries for men, it is of particular interest.

The reading interests and needs of Hispanic men are as widely varied as their reading abilities, so selecting engaging and appropriate materials can be challenging. Prison populations with similar demographics may have quite different preferences in reading material. Our special libraries may present challenges similar to those any small library might have in building a collection of engaging Hispanic and Spanish language materials in a wide range of reading levels. As I've tackled this issue of collection development for this population several times in the last fifteen years, I thought I would

(Continued on page 4)

Message from the President

It Takes a Village

I recently attended one of the AzLA Planning Forums hosted by our incoming President, Tom Wilding. As I walked into the room, I noticed only a handful of new faces among the majority of folks who represent regularly represent AzLA at every meeting, forum, and function. Don't get me wrong, I enjoy having the chance to network with these colleagues. However, eventually our conversations come down to the same repetitive issue – we want to make AzLA the best professional organization we can, but we can only do so much. Burn-out is inevitable.

While chatting with one of the Interest Group Chairs, she was expressing concern that she was never able to find an incoming Chair to shadow her throughout the year and take over next year. This is a common concern I hear from each of the Interest Groups and Divisions. The outgoing Chairs want to ensure that the group they're representing will continue to be represented, but many of them have already been serving as Chairs for several years and feel that it's time to step down. Another issue I hear from the Chairs is that while they try to encourage participation within their groups, it's always the same handful of people who show up for meetings and events.

On the flipside, I know the reality of the library landscape right now. When the economy is hurting, so are libraries. With budgets cut, those who have managed to keep their jobs are juggling the work of two or three others who were let go. For those who were let go, their focus is finding a job and keeping their house. Even I've fallen behind in my AzLA role, because as many have heard me say, 'the paying-gig comes first.'

So, where does this leave us? Unfortunately I don't have the answer to this

question. During the planning forum, the group I was working with discussed the possibility of stripping the structure of AzLA down to its most basic level and then building up again. People are often willing to go the extra mile when they are helping with something they're passionate about. Here's a thought to ponder—perhaps our current Interest Groups and Divisions are antiquated and don't represent the current “passions” of the library field?

Thankfully, not all hope is lost. When our Communications Chair and website editor received an unexpected job offer out of state, we sent out a call to the membership looking for help. Perhaps it was the innate helpfulness found in librarians that responded to the desperate plea, but we were inundated with offers of assistance. (Thank you to all of those who responded!) This has provided me with some reassurance that help is on the horizon.

To all of our AzLA members, please know that those of us who have stepped up and taken on leadership roles want to provide you with a professional organization that you can stand behind. However, we also ask that you recognize that an organization run by volunteers is only as strong as its volunteers. If it takes a village to raise a child, what do you suppose it takes to support a successful professional organization?

Nancy Deegan
AzLA President



[Nancy Deegan](#)
AzLA President

“...we also ask that you recognize that an organization run by volunteers is only as strong as its volunteers.”

Exciting ALA Programs... (cont.)

more inspired about your work and your life as an information professional.

The closing keynote speaker will be Carol Latham, Altrusa's District Five Liaison. Altrusa is "...an international association (founded in 1917) of professional women and men who volunteer their energies and expertise in projects dedicated to community betterment." One of their top priorities is literacy. Carol will talk about the work Altrusa does and how your local chapter is making a differ-

ence.

Early bird registration opens on Wednesday, August 22, 2012 and runs through Monday, October 8, 2012. To get the best deal register soon and become an AzLA member.

We look forward to seeing you at the conference!

Ella Gomez
René Tanner

Give a Donation to Support the 2012 AzLA Conference!

Your donations of gift baskets and items for the Silent Auction are needed for the AzLA Conference in November. The gift basket proceeds go to the AzLA scholarship fund and the silent auction pro-

ceeds go to the AzLA general fund to defray the cost of the conference.

[Ella Gomez](#)
[AzLA Annual Conference Committee Co-Chair](#)

Each One–Reach One Special Membership Drive Ends Successfully

The Each One – Reach One special membership drive that began on March 15th and ended on July 10th was a resounding success. The campaign offered new and long-lapsed members a 50% reduction on annual dues. Ninety-one new members joined AzLA

during the drive! We want to welcome to our association: 56 new librarian members, 19 new library-staff members, 8 new transitional members, 4 new student members, 3 new retired members and 1 new vendor. And although we could not extend the special offer to students who selected to join in the joint-ALA/AzLA option or to new institutional members, we had 20 new students and 3 new institutions join during this time period. AzLA is now 686 members strong. Welcome new members!

The AzLA Membership Committee is grateful to every member who "reached"

out to their colleagues and let them know of the special membership drive. We could not have been so successful without your help. Thank you to everyone!

However, our year is not over yet. We would like our members to contin-

ue to "reach" out to colleagues and let them know about the outstanding annual conference that is coming up in November. Members get a reduced rate at the conference, so let your co-workers know about the conference and what our dynamic association has to offer them. AzLA is growing stronger as an association. We have a great future ahead of us with all our new members and their fresh enthusiasm added to the expertise of our valuable existing members.

Marly Helm
Azla Membership Committee



"AzLA is now 686 members strong."

Editors' Note:
Apologies to Jane Devereaux, a new AzLA member, whose name was missed in the July/August Newsletter.

Collection Development... (cont.)

share what seems to be working in our modest but fairly popular collection at Fort Grant.

Most of our Chicano patrons enjoy much the same material American men anywhere are likely to be reading—suspense, fantasy, general fiction, science and technology, and popular non-fiction. Many also enjoy books on the Mexican American experience. They are not, however, as keen on the perceived icons of Latin American and Chicano literature, or any authors likely to be found on an academic required reading list, and appear nearly indifferent to writers whose roots are in the Caribbean. The Cuban American or Puerto Rican American experience is not, alas, the Mexican American experience. But our Chicano patrons do like South American literature, and are likely to prefer a title by Brazilian Jorge Amado over one by Dominican American Junot Díaz. And Mexican American patrons are almost as likely to check out a book on immigration to the United States from Mexico as are Mexican nationals.

Some Mexican national patrons appear to prefer lower reading levels than the general prison population. Finding appropriate and popular materials for them is more difficult. A large portion of this group enjoy bolsilibros—especially the Estefanía and Policiaca westerns and thrillers—and fotonovelas. Another preference is for books on the occult, psychic phenomena, spiritualism, and neoshamanism. Books by Paulo Coelho, Sylvia Browne, Carlos Castaneda, and Don Miguel Ruiz don't get much rest on the shelves. And somewhat surprisingly, the Mexican men also enjoy the Bianca, Deseo, and Corin Tellado romances. Univision news anchor Jorge Ramos's

non-fiction titles on immigration and Mexican American identity are widely read, as are Carlos Cuauhtémoc Sanchez's books on family relationships and parenting. Those with higher literacy skills—and, I'm sure, some bilingual Chicanos—read from a core list that includes the Mexican Old Guard, a middle generation, and a yet younger group who are still making a name for themselves in the Spanish-speaking Americas.

But every prison yard—like every community—has its own tastes. As I mentioned earlier, titles that work well on one yard might fail miserably on another. I've learned to experiment in rotating special displays of titles I think the men might enjoy. After I read Carlos Ruiz Zafón's *Shadow of the Wind*, I ordered copies of most of his books in both Spanish and English and gave them a prominent place in the rotation. It took nearly a year for word to get out, but now he's more popular than James Patterson.

Here are some of the more popular authors and titles for our Hispanic readers:

THE CHICANO EXPERIENCE

Victor Villaseñor, Luis J. Rodriguez, Genaro Gonzalez, Alisa Valdes-Rodriguez, Denise Chavez, Gary Soto, Arturo Islas, Louisa Luna, Daniel Chacón, and ex-offender Jimmy Santiago Baca.

IMMIGRATION

Tyche Hendricks, the *Wind Doesn't Need a Passport*; Ruben Martinez, *Crossing Over*; Jorge Ramos, *Dying to Cross*; Margaret Regan, *The Death of Josseline*; and Luis Alberto Urrea, *The Devil's Highway*—all available in both

(Continued on [page 5](#))

“Most of our Chicano patrons enjoy much the same material American men anywhere are likely to be reading—suspense, fantasy, general fiction, science and technology, and popular nonfiction. “



Collection Development... (cont.)

Spanish and English.

THE MEXICAN OLD GUARD

Carlos Fuentes, Juan Rulfo, and Rosario Castellanos.

THE NEXT GENERATION

Angeles Mastretta, Paco Ignacio Taibo, Mario Vargas Llosa (Peru), and Roberto Bolaño.

The End of the PL Road

Due to family obligations, this will be my last column for "On the PL Road."

Not many people get to have a column of any type for over 20 years. I am very grateful to the Arizona Library Association for this opportunity. Visiting libraries around the state and country has been a labor of love for me. Traveling around this diverse and wonderful state has been my pleasure.

I wish to acknowledge David Gunckel for giving me the idea for this column and Adrienne Sanden, my first editor, for letting me publish this column in the old print ASLA Newsletter (yes, that is how far back this column goes) in 1991. I thank all of my subsequent editors who

YA Corner

Repurposing or Upcycling Books

This summer my library has undergone a massive weeding project. Weeding, of course, is a necessary project in a library since we want to have room on our shelves, but what can we do with the books that may be more creative than just selling them in a semi-annual booksale? Over the course of a few years, I've come across different art projects that seem like fun to do—some can be done with teens, others may be too

A YET YOUNGER GROUP

Beatriz Rivas, David Toscana, Alberto Fuguet (Chile), Eduardo Sacheri (Argentina), Carlos Ruiz Zafón (from Spain, although living in Los Angeles since 1993), and Aura Estrada.

[Michael Kaliher](#)

Librarian 2

Fort Grant Library, ASPC-Safford

put up with me when I was late meeting a deadline as well.

When I was enrolled in Library School at the University of Arizona, one of my professors impressed on me how I was recording historical snapshots of libraries with my column. I tried to give readers some idea of the history of Arizona and the history of libraries in the state. I hope that maybe even some new ideas on how to provide library service were generated.

Thank you all for accompanying me on this journey.

[Louis Howley](#)

Phoenix Public Library

complicated to do with a group of teens. I thought I'd share some of them with you today.

First, the most recent: Robin Brenner, a teen librarian in Brookline, MA, created [these Avengers book hedgehogs](#) in anticipation for the Avengers DVD release. What a fun addition to a book or movie display! For those of you who aren't fans

(Continued on [page 6](#))



Louis Howley



Kristin Fletcher-Spear

YA Corner (cont.)

of comic book superheroes, what about making hedgehogs of literary characters like Alice in Wonderland, Pippi Longstocking, Dracula, or Sherlock Holmes?

Bookish Birdhouses: I have now made four of these birdhouses. Looking back at the website, I am so not as good as they are! But they make fabulous presents to retiring children's librarians. We keep favorite withdrawn picture books for a day that we can make these as a whole staff. But who has the time to schedule that? J

Book Ornament: We had a donation of single issue comics awhile back that I used for this project. This summer we had a "free for all" comic art upcycling program. Marble Magnets, Decoupage Boxes and Plaques, Comic Book Wallets, and Book Ornaments were all available to make. While these instructions are a bit convoluted, the ornaments are fairly easy to make.

Book Purses: Probably my all time favorite book upcycling project. I seriously love these. It's too intensive for my teens (and even for myself!). But wow—they are so pretty! There are libraries out there doing this as a program, usually for adult crafters. I've even heard of libraries that had volunteers make them and sold them at their book sales.

Book Clocks: We did this project during Banned Books Week one year. It does require an exacto knife in teens' hands, so a tiny lecture on safety first and foremost had to be held. My book clock is a Harry Potter book. J

Your imagination is the limit for book upcycling! Once you get over the idea of destroying a book, it is loads of fun to do with a group! I'd love to hear about your own book art projects!

Kristin Fletcher-Spear
Youth and Teen Services Supervisor
Foothills Branch Library, Glendale

Western Archives Institute: A Valuable Educational Opportunity

The Western Archives Institute (WAI) is a two-week intensive immersion in archival training that is offered each year by the Society of California Archivists and the California State Archives. This year the WAI was held on the campus of the California State Polytechnic University in Pomona, CA from July 8-20th, 2012 and I was fortunate to attend. To all those new to the archives field, those whose jobs require a fundamental understanding of archival skills, but have limited archives education, or to those seeking a concentrated course in archival theory and practice, I would highly recommend attending the WAI. [Participation is by application only](#) and open to those working with historical records or enrolled in graduate programs in history or library science.

Faculty archivists teach the bulk of the sessions each day and expert specialists are brought in to augment other topics. This year Thomas Wilsted of Wilsted Consulting was the principal faculty instructor and Julie Graham from the UCLA Special Collections was the on-site coordinator. Mr. Wilsted covered basic archival principles, arrangement and description, appraisal, acquisition, administration, legal and ethical issues, and outreach and public relations. Ms. Graham made our campus life and tours run smoothly. Guest archivist lecturers came from the Nevada State Archives, California State Archives, California Museum of Photography, University of Southern California, and the University of California-Berkeley. They covered topics in preservation and conservation,

(Continued on [page 7](#))



WAI's website features this tree.

Western Archives Institute... (cont.)

records management, electronic records management, reference and access, and photograph care. As you can see by the courses offered, the training was comprehensive.

The Institute offers a resident campus and a commuter option for participants. Those who choose the on-campus option have the added benefit of spending evenings networking and sharing experiences with other participants. The Institute also provides for tours of nearby archives with resident archivists conducting these tours. This year the tours included the City of Hope Archives, The Huntington Library and Archives, the Richard Nixon Presidential Library and Museum, and the Pomona Public Library Special Collections.

The curriculum was broad enough to apply to both large and small institutions with limited budgets and staff. In fact, most of the attendees were from

one-to-two person operations from art museums, specialized museums, private/corporate archives, federal, state and university archives/museums, and cultural heritage institutions. Participants came from Rhode Island, North Carolina, New Mexico, Wyoming, Arizona and California.

I am grateful for the generous support from my employer, the Arizona State Museum, and for a Continuing Education Scholarship from the Library Development Division, Arizona State Library, Archives and Public Records, which made my attendance possible.

If you have any questions about attending any future WAIs, please feel free to contact me.

[Marly Helm](#)

**Associate Librarian
Arizona State Museum Library and Archives**

Editors Note: We've got tons of great articles about the ALA Annual Conference that was held in June. Reading through these reports will make you feel almost as if you had attended!

Tips for First Time ALA Annual Attendees

This year I was able to attend the American Library Association's Annual Conference in Anaheim, California thanks to a continuing education scholarship from the Library Development Division, Arizona State Library, Archives and Public Records.

The most beneficial session I attended was "Conference 101," held by the New Member's Round Table Orientation Committee. A panel of representatives from many parts of ALA answered questions and gave advice concerning attending conferences, networking, and getting involved with committees within the American Library Association. ALA President 2011-2012 Molly Raphael and ALA Executive Director Keith Fiels

also addressed the group.

Each expressed gratitude for the support and guidance the organization has provided throughout their careers, as well as provided practical tips for making the most of conferences and membership within the organization. The following stood out as highlights:

- When working your way through the exhibit hall, keep your eyes open for ideas to take home to your library, even though some of the products are pricey. You can find more economical ways to implement similar things in your library, or use an idea as the basis for a grant.

(Continued on [page 8](#))

ALA

R
e
p
o
r
t
s

Tips for First Time ALA Annual Attendees (cont.)

- If you are a library student, take advantage of the discounted rates to try out different round tables and divisions of ALA.
- With a few exceptions, committee meetings are open to all attendees. Attending one can help you decide whether or not it's something you'd like to be involved in, and it's a great time to make connections.
- Be sure to do something outside of your comfort zone, whether attending a session outside of your wheelhouse or a networking event.
- There will be sessions that aren't as good as you wanted them to be, and sessions that didn't sound interesting at all that really work for you. Plan what you want to attend, but always have a few backup sessions in mind.
- Take notes, both on what you attend and who you meet. Jot down some thoughts on a business card to help remember a person and keep a list

of ideas to follow up on once you're home.

- It is alright to miss things, so eat and sleep when you need to!

Overall, my attendance really inspired me to find ways to get more involved in the organization. The lesson that resonated most with me is that the beauty of attending such a large and diverse conference is that there will be people there who share your same passions. However, you can't find them if you aren't willing to explore and make connections. If you're interested in hearing more about my experience, I'd be happy to share more information with you. Thank you again to the Arizona State Library for making my attendance possible!

[Cherise Mead](#)

Library Assistant
Mesa Public Library

A First-timer at the ALA Annual Conference

This year I had the opportunity to attend my first ALA Annual Conference, thanks to a continuing education scholarship from the Library Development Division of the Arizona State Library, Archives and Public Records.

The experience was invaluable on many levels. It was the largest conference I have ever attended, and it was glorious to see so many librarians gathered in one place. I got to hear some wonderful authors speak, and as an author groupie, I was delighted. I even ran into the editor of [bookreporter.com](#), an online book review site. We spoke briefly, and she asked me the highlight of the conference for me up to that point. I told her it was the John Irving event, and since she had missed that session, she asked me if I would answer some questions about it. I agreed, and ended up in

one of [her newsletters](#).

I attended a preconference on "Mental Model Busting," designed to help library staff start thinking outside-the-box. This was a good start to the conference and helped me look at things with an open mind and a willingness to drop preconceived ideas.

As a relatively new head librarian, I connected with some vendors who offer services I need. These contacts will make purchasing new products much more painless than if I hadn't had the chance to talk with the vendors in person. I ended up with a number of advance reader copies of books that I am still trying to find time to read, and I brought back copies that I knew my staff would enjoy.

(Continued on [page 9](#))

"The lesson that resonated most with me is that the beauty of attending such a large and diverse conference is that there will be people there who share your same passions."

"It was the largest conference I have ever attended, and it was glorious to see so many librarians gathered in one place."

A First-timer... (cont.)

I was able to attend the awarding of the first ever Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. This historic event marked the first time that ALA has provided awards for quality adult books. The excitement of being in a group of book lovers for this event is indescribable; it's probably better than attending the Academy Awards.

I want to thank the staff of the Library Development Division for being so supportive of libraries and librarians in Arizona. They are great librarians who work hard to help the our Arizona libraries achieve excellence.

[Ann Boles](#)
Head Librarian
Wickenburg Public Library

What I Did in Anaheim On My Summer Vacation

As anyone who has attended an ALA conference can tell you, the only problem is not being able to be in three places at once. There are so many intriguing programs, signings, and speakers' sessions you want to attend that only with Hermione Granger's time turner could one hope to get to all the events that tug at your librarian heartstrings. That said, it sure is fun to try!

My friend, Cheryl, and I started out pouring through the print version of the program over margaritas on Thursday evening. Friday was easy for me because I had signed up for a full day program entitled "Nuts and Bolts for Trustees, Friends, and Foundations." As someone who is working with a fledgling Friends group for my school district libraries, this was a program packed with information, resources, and contacts for me. Two thumbs up!

From there it was hurry scurry over to the opening general session with Rebecca MacKinnon, author of *Consent of the Networked: The Worldwide Struggle for Internet Freedom*. This journalist and Internet policy specialist asserts that it is now critical to fight for our rights with the internet before these rights disappear in ways that she details with examples in her presentations and book. Check it out to stay up to date with this freedom of information issue.

Just after that the exhibitor's hall opened and the crush of the crowds was something to behold. I stood on a landing above and took some photos and video of the doors opening and the crowd mobbing in. Crikey! The excitement was off the chart but understandable. Everywhere you looked there were new books, advanced reading copies being given away, authors signing their latest hot off the press offerings, demonstrations of databases, product pitches, readings, presentations, you get the idea—a librarian's lucid dream heaven.

Another session called "There's an App for That: Using Technology to Enhance Children's Librarianship" inspired even the most tech challenged librarians attending. Two school and two public librarians shared tons of practical information about how they have used iPads and eReaders to enhance their lessons and storytimes. You can [access all of the sessions with handouts](#). Use the search function with the title of this session to go right to great downloadable PDFs from two of the presenters.

Finally, if you attended the Saturday night ALA/Proquest Scholarship Bash, you know how lucky you were to be there. The final performance of the Rock Bottom Reminders was totally memorable. Imagine Amy Tan in a

(Continued on [page 10](#))

"...if you attended the Saturday night ALA/Proquest Scholarship Bash, you know how lucky you were to be there. The final performance of the Rock Bottom Reminders was totally memorable."

What I Did in Anaheim On My Summer Vacation (cont.)

blond wig, skin tight gold outfit that looked like it was painted on complete with dominatrix high heels singing “These Boots Were Made For Walkin.” I didn’t know Dave Barry, Stephen King, Mitch Albom, and Ridley Pearson could rock like that. Matt Groening may have just danced and clapped but he added to the mirth with his Simpsons’ masks including Marge with a tower of blue hair. Just the regulars (there are over a dozen band members) had the crowd

dancin’ with delight but then Roger McGuinn of The Byrds joined them. He treated us to Tambourine Man, Turn! Turn! Turn!, and My Back Pages in that timeless voice of his. I’d have to say the conference and the concert underscored one basic undeniable truth: Librarians Rock!!

[Lisa Martin](#)

**Coyote Trail Elementary Librarian
Marana Unified School District**

Stand-Out ALA Presentations

Thanks to the Continuing Education Scholarship Program and the Arizona State Library, Archives & Public Records, I was able to attend the 2012 American Library Association Annual Conference in Anaheim. It was a wonderful opportunity to hear and learn about library trends and generally be inspired by the many examples and reminders of the creative, innovative, and dedicated ways libraries reach and serve our respective communities.

I was able to attend many great programs; however, there were several stand-out presentations. The first I attended was “I Can Do It All By Myself.” While presented by academic librarians, the message of the DIY patron was just as applicable to public libraries. This program highlighted the DIY mindset of many of our patrons today—and the necessity of meeting our patrons where they are, whether it is through mobile services or taking on the role of collaborator versus mediator. All in all, it was thought-provoking and worthwhile to rethink how we are meeting changing patron expectations. Another excellent

program was “Duct Tape Marketing” by John Jantsch. While very much an emphasis on business marketing, these were practices that a public library can and should embrace. Other programs I attended focused on eBooks, innovative library spaces, top technology trends, embracing and managing change, and staff training.

This opportunity was a very valuable experience; I came away with specific and practical resources to apply at work and gained new inspiration and insight into our ever evolving and dynamic profession. I was grateful for the opportunity to attend.

If anyone would like more information about the conference, please feel free to contact me. Thank you again to the Arizona State Library for making this trip to ALA Annual possible.

[Polly Bonnett](#)

**Branch Coordinator
Mesa Public Library/ Dobson Ranch
Branch**

“This program highlighted the DIY mindset of many of our patrons today—and the necessity of meeting our patrons where they are, whether it is through mobile services or taking on the role of collaborator versus mediator.”

Editors Note: Apologies to Mimi Wheatwind, whose name was misspelled in the SIRLS Column in the July/August 2012 issue.

Intellectual Freedom at ALA

This year I attended the American Library Association's (ALA) Annual conference in Anaheim, California courtesy of the Arizona State Library, Archives and Public Records' Continuing Education Scholarship. I had previously attended the ALA Conference as a student, so I realized it can be overwhelming with the number of sessions and programming available. As a fully-fledged librarian, it was now time to get serious. I needed a strategy. How was I going to make the most of this opportunity? I decided to base my session selections on a specific theme.

Intellectual freedom and First Amendment rights are always hot topics for the information professional. I decided to explore these issues at the conference in light of the recent events here in Arizona, such as the dismantling of the Mexican American Studies program and removing books from classrooms. Four sessions that I will briefly summarize include "WikiLeaks – Secrets and Lies: Is the Age of the Secret Over?," "From Tinker to Tucson: Exploring Minors' Rights to Access Information," "Ethnic Studies Under Fire: The Role of Publishers, Librarians, Teachers, and Activists," and "Beyond Books: Graphic Novels of Color."

The WikiLeaks documentary provided an unbiased view on the story of the biggest "data spillage in history." It gave insight on the fine, yet fuzzy line of national security and transparency, and whether WikiLeaks represents the idea of freedom of information. As I was already familiar with WikiLeaks and its fallout, I revisited my stance on the freedom of information, the freedom of press, and the protection of whistle

blowers after attending this session.

The sessions "From Tinker to Tucson" and "Ethnic Studies Under Fire" spoke of the history and current issues of minors'/students' rights to access information and free speech. At the Tinker presentation, Paul Tinker spoke of his protesting experiences and the repercussions of wearing a black arm band to "speak out" against the Vietnam War. He also spoke of the resulting Supreme Court case that extended free speech to students in school. Additionally, the Ethnic Studies presentation gave an overview of the current situation and struggle over the Mexican American Studies program at the Tucson Unified School District. These presentations highlighted the continuing fight for individuals' right to information access and free speech and reenergized my support of this struggle.

"Beyond Books: Graphic Novels of Color" focused on graphic novels, comics and magazines written by and primarily for people of color that provide a picture of life as a person of color. I greatly enjoyed this session and appreciated the authors' and cartoonists' using their personal right of free speech to bring to light issues and concerns that many refuse to recognize or acknowledge.

The ALA annual conference always provides a great array of sessions, workshops, opportunities and adventures! If anyone would like further information or has questions, please feel free to contact me.

[Paula Maez](#)
 Librarian
 Pima County Public Library

"I decided to base my session selections on a specific theme."

Librarians as Stewards of Cyberspace & More at ALA

I'm honored to have been able to attend this year's ALA Annual Conference in Anaheim, California and I wish to thank the Arizona State Library, Archives and Public Records for granting me a scholarship through the Continuing Education Scholarship Program. Please enjoy my notes below and feel free to contact me any time.

The speaker for the Opening General Session was Rebecca MacKinnon. She called for librarians to become the stewards of cyberspace. She gave us example after example of cyber snooping and censorship. Remember China asking Google to keep Chinese users from certain websites? She also explained how American companies, like Hewlett Packard, design these programs and has no qualms about selling them to oppressive regimes. MacKinnon authored the book *Consent of the Networked*. It's an important book that we all should have on our Library shelves.

One very interesting session was titled "Creating Blockbusters"—a session to help you better select stories with broad appeal and to help you create your own story or to help you develop a seminar for others. The speaker was Gene Del Vecchio; he brought to us his 30 years of entertainment experience. He put all of his ideas into a book titled *Creating Blockbusters!* He had eleven points to follow: the story should satisfy the reader's emotional needs, the story should align with contemporary culture and trends, it should be relatable, characters need to be in conflict, there should be compelling story ideas, build in elements that could turn the story into a franchise,

the characters must face real danger/death, create marketable artwork, apply the ever cool formula (you need to read his book for this), use research to optimize decisions, and land a good idea to start. This is another title I would recommend for your library's creative folks.

My absolutely favorite event was the Odyssey Awards Program. The winning novel was *Rotters*, written by Daniel Kraus and narrated by Kirby Heyborne. Both the author and narrator were present. During his acceptance speech, Mr. Hayborne was sincerely gracious and thankful. As if to prove it, he played his guitar and sang a short song he had written about librarians. While networking after the ceremony, I was approached by an Odyssey committee member and asked about possibly being on the committee next year which may be a fun opportunity.

I attended the Michael L. Printz Award ceremony, and met a few young adult authors at YALSA's Author Coffee Klatch. I also met some interesting adult authors at the Author's Gala Tea. I attended several seminars, including "Nonfiction Book Blast," "(Re)telling Stories: Fanart, Authorship, and How Stories are Shared," "Books Without Boundaries," and others. The exhibit hall was amazing and the advanced readers copies were flowing. If you have never attended the ALA's Annual Conference, I heartily recommend you go at least once.

[Tim Loge](#)
Instructional Specialist
Chandler Public Library
Hamilton Library

The Children's Author/Illustrator Network

As a reminder, the Author/Illustrator Network has moved, and is now posted on the [AzLA website](#).

Look for the Children's Author/Illustrator Network on the AzLA homepage under "Quick Links." The AzLA

Newsletter will continue to link to the listing as well.

Mary Wong creates this resource list for librarians and teachers throughout the state.

"While networking after the ceremony, I was approached by an Odyssey committee member and asked about possibly being on the committee next year which may be a fun opportunity."