Outreach Activities in MLA

Plus: Greetings from the new Music Library Student Group

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President’s Report

Ruthann McTyre, MLA President

Ah, here we go again. The school year is off and running and at least in Iowa City, we’re playing “don’t hit the student in the crosswalk.” I’ve purchased my back to school pens and Iowa Hawkeye legal pads and I’m freshly reinspired to get to work earlier – primarily for decent parking, of course! One of the new things I get to do this year is to be the Personal Librarian for the Arts Living Learning Community of first-year students here at Iowa. I’ll be the “Helicopter Librarian” for about 95 majors in music, dance, art and theater and I am really looking forward to it. This is a new program for our librarians and everyone agrees that it’s been a great motivator for looking at the kind of outreach we do with a fresh perspective.

Looking at what we do with a fresh perspective is very much on my mind for MLA as well. To that end, I’m very much looking forward to learning about the work of the Strategic Planning Task Force when the Executive Board meets here in Iowa City, 15–17 September. The Task Force is meeting in Chicago for a day-long retreat right before the board meeting and following that, TF Chair David Gilbert will head to Iowa City to file his report with the board. The IAML-US-MLA Task Force will also be meeting here in on the 15th to discuss the possible merger between our two groups. Provided all continues to move forward smoothly, both groups will be voting on this merger, IAML-US in December and then MLA will hold a vote at the business meeting in Philadelphia, following the stated procedure in our Constitution & By-Laws. We will keep the membership informed along the way throughout the process.

Also at the September board meeting, Convention Manager Bonna Boettcher will present the annual meeting budget for approval. At that time, registration fees will be established. For a closer look at “a year in the life” of our Convention Managers, be on the lookout for Bonna’s article coming up in the Nov/Dec issue of the Newsletter. Of course, the board will also act on any “board action required” items submitted in reports from editors, special officers and committee chairs. This will be an extraordinarily busy three-day meeting but it’s always so rewarding to work with such a dedicated group of MLAers.

Don’t forget that we are going to have a go at electronic voting this fall, thanks to the inspirational success of MOUG’s e-voting last year. My personal thanks go to Alan Ringwood for sharing his insights and information about their experiences. Remember that in order to participate in this historic venture, you must be current with your MLA dues!

With best wishes for those crisp autumn days ahead,

Ruthann

Calendar

14–16 October 2010
Atlantic, NEMLA, and SEMLA Chapter Meetings

21–23 October 2010
Midwest Chapter Meeting

22 October 2010
MLA Newsletter
no. 163 submissions due

Renew your MLA membership if you haven’t yet!

On the cover: Ericka Patillo sharing the joys of music librarianship with participants in ALA’s Spectrum Leadership Institute Professional Options Fair, June 24, 2010, by Renée McBride
Reaching Out Is for All of Us

Renée McBride,
Publicity & Outreach Officer

In Fall 2007, MLA’s advertisement for the position of Publicity & Outreach Officer included this bullet under Position Details, “Provides general oversight of all the association’s publicity related activities including . . . outreach . . .” The advertisement also exhorted the successful candidate to assess the effectiveness of MLA’s outreach efforts and to recommend ways to expand and enhance those efforts, in a push to place more emphasis on the outreach responsibilities of this position.

At MLA’s 2010 Annual Meeting in San Diego, I (aka The Successful Candidate) noted at various meetings and through conversations that quite a bit of outreach occurs throughout MLA, some of which seems to be unknown to various constituencies within MLA, myself included. This article is an effort to inform you of types of outreach activities being undertaken by groups and individuals in MLA, to improve communication about such efforts, and to encourage you to think creatively about ways you can reach out. I am making a distinction between outreach and continuing education such as the Music Librarianship Workshops developed by the Educational Outreach Program (http://musclibraryassoc.org/employment.aspx?id=79). By outreach I mean efforts, formal or informal, to increase awareness not only of our Association and all it offers, but also, and perhaps most importantly to me, of the profession of music librarianship.

Publicity & Outreach Officer Outreach

As Publicity & Outreach Officer I share the joys of MLA and music librarianship in the following ways:

- Conference Exhibits
  MLA currently exhibits at three conferences per year: the American Library Association (ALA) Annual Conference and two others of my choosing. I try to exhibit to both music and library audiences and to keep an eye out for opportunities to reach groups underrepresented in our profession. During the past two years MLA has exhibited at the following non-ALA conferences:
  - National Diversity in Libraries Conference (with the Kentucky Library Association, Kentucky School Media Association and Southeastern Library Association), 2008
  - Tribal Archives, Libraries, and Museums National Conference, 2009
  - College Music Society/Association for Technology in Music Instruction Annual Conference, 2009
  - National Diversity in Libraries Conference, 2010

  Our next exhibit will occur in November 2010 at the Society for Ethnomusicology Annual Meeting. At the ALA Annual Meeting we have a presence not only in the exhibit hall, but also at ALA’s Spectrum Leadership Institute Professional Options Fair (http://www.ala.org/alaspresscenter/news/releases2010/may2010/spectrumfair_ofd.cfm), one of our most effective venues for communicating with underrepresented groups. Last year I began keeping statistics at exhibits, which has been very helpful in determining the interests of visitors to our booth and the effectiveness of exhibiting to various audiences.

- Interactions with Students
  At the local level I have participated in presentations to both library school and music students. Ericka Patillo, Diane Steinhaus, Phil Vandermeer and I have presented informal brown bag luncheon panels about music and performing arts librarianship to students in the UNC–Chapel Hill School of Information and Library Science (SILS) program. In January 2010 Ericka Patillo and I spoke about music librarianship as a career choice to undergraduate music students at North Carolina Central University (NCCU) as part of the NCCU Dept. of Music’s Centennial Lecture Series, an invitation we received as a result of having previously participated in an open house of the NCCU School of Library and Information Sciences.

  Additional opportunities for outreach to students arise through invitations to speak to SILS classes, supervising students who work in our library system, and simply responding positively to requests from students or library colleagues who supervise them to meet over coffee and talk about whatever it is they’re interested in knowing more about (two days ago it was music and audiovisual cataloging, and I was able to arrange for this student to do a field experience next spring with our media resources cataloger). As many of you know from your own experiences, these informal opportunities for outreach are invaluable.

- Old-Fashioned Mailings
  Each August, just in time for the fall semester, I snail-mail a letter and MLA brochures to all North American library schools. I have been pleasantly surprised each of the past two years to receive requests for more brochures from a few schools. This

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year I also mailed brochures to the Program Director of the HBCU Library Alliance for the Alliance’s October 2010 Membership Meeting. Speaking of MLA brochures, I want to highlight here the work of MLA’s Outreach Committee, chaired by Andrew Justice, which recently created a new brochure (see description elsewhere in this newsletter) focused on preparing MLA’s membership for a career in music librarianship (complementing MLA’s membership opportunities brochure). This new brochure is a great boost to our outreach efforts, and I send big thanks to the Outreach Committee and A-R Editions for producing such a fine product.

Possibilities for expanding outreach efforts in the future include participation in campus career fairs, organizing an event during National Library Week (April 10–16, 2011), and reaching out to secondary school students. At this year’s National Diversity in Libraries Conference, another exhibitor, Miguel Figueroa, Director of ALA’s Office for Diversity, spoke to me about the Institute of Museum and Library Services grant they recently received to recruit ethnically diverse high school and college students to careers in libraries. Miguel was very impressed with our new Careers in Music Librarianship brochure and took several with him, saying that it is just the sort of information they want to include in their outreach efforts. I am hopeful that MLA and music librarianship will be well represented in their project, Discovering Librarianship: The Future is Overdue (http://www.ala.org/ala/aboutala/offices/diversity/mls/index.cfm). Meanwhile, I am contemplating ways I might reach out to secondary school students at the local level.

Regional Chapter and Individual Outreach

A variety of outreach activities are taking place within MLA’s regional chapters and by individual MLA members. I’m sure that efforts similar to the examples I give here are occurring in all chapters, so please know that no slight is intended if your chapter is not highlighted. The following examples are gleaned from responses I received to my recent email requests for such information:

- The Southern California (MLA/SCC) and Texas Chapters exhibited at their state library association conferences, and MLA/SCC met jointly with the American Musicological Society Pacific Southwest Chapter in February 2010.
- The Atlantic, Greater New York, New England (NEMLA) and Southeast (SEMLA) Chapters have Facebook pages. Ashlie Conway of SEMLA notes that their Facebook fans include some non-SEMLA members, and that in June 2010 they had 77 fans, with about 180 fan page views per week. Additionally, SEMLA fans occasionally volunteer the status message on their personal pages to spread awareness about our profession. Ashlie also tweets with people on Twitter about becoming a music librarian and has success stories to share about this approach.
- Outreach is occurring through activity in other professional organizations. Lindsay Hansen of MLA/SCC is on a team in the German Studies Association to develop bibliographies related to German music. Amy Pennington of the Midwest Chapter has incorporated mention of MLA and the Midwest Chapter as useful resources into her presentations about audiovisual materials cataloging at the 2010 Annual Conferences of MOBIUS (Missouri’s state consortium) and the Missouri Library Association. And our organizational liaisons (http://musiclibraryassoc.org/about.aspx?id=61) do a wonderful job of representing MLA and music librarianship to a variety of music and library associations.
- Members throughout MLA are active in outreach to students through classroom teaching and guest lecturing, various public speaking opportunities, taking on interns, practicum students and volunteers, and engaging in interviews, tours and informal conversations. Erica Charis of NEMLA recently impressed a high school junior with the “breadth and coolness of the profession” through a job shadow session.
- Another type of informal outreach opportunity is a phenomenon that has been referred to as “incidental outreach,” namely, the interactions you have as a by-product of engaging in activities as a musician. You can learn more about incidental outreach among MLA members at http://www.unc.edu/~patillo/research.html, where you will find Ericka Patillo’s MLA 2010 Annual Meeting presentation, “Incidental Outreach Among Music Librarians: Benefits of Performing with our Patrons.”
- And finally, publishing popular-style articles is an excellent way to reach a variety of
Greetings from the Music Library Student Group (MLSG): “Starting Our First Real Year”

Yi Hong Sim, MLSG Co-founder

“Greetings from the Music Library Student Group!” The Music Library Student Group (MLSG) is a student-run peer support and career development group for music library students. As co-founders, Veronica Alzalde and I, (both UW–Madison ’10), envision it as a supplement and stepping stone to active participation in MLA and MLA-L. Although MLSG’s activities will mostly take place online, it will also host meetings and programs at MLA national and chapter conferences. MLSG’s officers hope to provide its members with networking opportunities, peer advice, and online professional development events. Officers especially hope to assist the majority of student members whose budgets may not allow attendance at professional conferences as often as they would like. In short, at MLSG, we hope to empower music library students to accomplish their academic and professional goals, wherever in the world they may be.

On April 13th, 2010, the MLSG announced its inaugural team of officers for the 2010–11 academic year: Yi Hong Sim (Chair, UW–Madison ’11), Anna Pranger (Membership Officer, Indiana Univ. ’10 Dec.), Jamie Wardlow (Web Content & Development Officer, San Jose State Univ. ’11), and Lindy Smith (Programming Officer, Univ. Illinois Urbana-Champaign ’11). Assisting them are Web Content & Development Committee member Charles “Ed” Hill (Indiana Univ. ’12) and Programming Committee members Jane Gilvin (San Jose State Univ. ’11) and Sofia Becerra-Licha (UNG–Chapel Hill ’12).

During 2010–11, MLSG will host a series of two to three online career events as well as a logo design contest in the fall. Ongoing projects include building a tagged Delicious library of resources for music library students, sending a regular email digest of external and housekeeping news to our members, and generally maintaining our website, listserv, and Facebook group. We will present a program of student Web 2.0 projects on topics ranging from archival digitization to virtual reference at the MLA 2011 Annual Meeting in Philadelphia.

Finally, and especially important to our continuation as a student-run group, MLSG offers music library students leadership opportunities. We welcome new ideas and new committee members at any time and hold officer elections once a year in the spring.

There are many ways for professional MLA members to get involved with MLSG. You can volunteer to speak on future online career panels that we host, forward us announcements of special interest to music library students, and help spread the word about MLSG to those who may benefit from the group. We also encourage you to volunteer with MLA’s new Career Advisory Service, as we will look there for mentorship.

MLSG is sponsored by the MLA Career Development & Services Committee. Anyone can join our Facebook group and subscribe to our news blog on our Google Site. Please feel free to do either or both to stay updated on our activities!

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Reaching Out continued . . .

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constituencies. A few examples of this genre of outreach are:


Moyer, Matthew. “Q&A with MLA Prez McTyr.” Library Journal 135/12 (July 2010), 54.


As you can see, MLA is actively reaching out to a wide variety of audiences, using a wide range of strategies. As Publicity & Outreach Officer, I would greatly appreciate being informed of your outreach activities, helping increase my awareness of how effectively different regions and audiences are, or are not, being reached, and improving my ability to provide the general oversight of MLA’s outreach activities mentioned at the beginning of this article. Please feel free to contact me at any time by email at mcbrider@email.unc.edu to tell me about your activities, as well as request support for your outreach activities in the form of brochures or even a loan of the MLA banner if your chapter is exhibiting at a conference. Above all, I hope this article has sparked ideas for ways you might reach out in your local situation. We can all be effective ambassadors for MLA and music librarianship.

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Renée McBride and Ericka Patillo represented the Music Library Association on June 24, 2010 at the American Library Association’s (ALA) Spectrum Leadership Institute Professional Options Fair. The Institute, sponsored by the ALA Office for Diversity, brings together LIS students and graduates from across the country to network, learn models of cross-cultural leadership, reaffirm professional values grounded in service to diverse communities, develop career skills, and connect with a wide range of leaders and potential mentors. The Professional Options Fair, presented by the OCLC Diversity and Inclusion Initiatives, offers Spectrum Leadership Institute attendees an opportunity to discuss careers in various areas of librarianship. More than sixty professionals representing various library specialties, associations, ALA divisions, and recruitment initiatives participated in the 2010 Fair.

In addition to participating in ALA’s Spectrum Leadership Institute Professional Options Fair, MLA made its presence known at ALA’s 2010 Annual Conference in Washington, DC through its exhibit booth. A total of 102 ALA attendees stopped by our booth with a wide range of interests, such as the profession of music librarianship (the most popular category, with 22 inquiries); MLA’s publications; digital reserves; classification of public library sound recordings; other vendors interested in possible relationships with MLA; and appreciation of MLA’s copyright website.

Heartfelt thanks go to the following wonderful MLA members who volunteered to help staff the MLA exhibit booth and made it the success it was: Dyann Bishop, Katharine Chandler, Bruce Evans, Robert Freeborn, David Gilbert, Nobue Matsuoka-Motley, Amanda Pilmer, Jenn Riley, Mark Scharff, Hermine Vermeij, and Mary Wedgewood.

MLA Outreach at ALA & ALA Spectrum
Jim Cassaro,
MLA Development Officer

What a year this has been! The Development Committee and its Promotional Sales Subcommittee has accomplished many things in the last several months. Baptism by fire, hit the ground running, and all those related platitudes apply here. Nothing like rolling up one’s sleeves and getting your hands dirty! Of course, our accomplishments this year would not be possible without the loyal MLA membership who has not only demonstrated its generosity on a continual basis, but whose passion and dedication to the association is evident at so many levels. As such, I would like to give you an overview of what we have done this past year, and what lies ahead development-wise for the association.

The year began with a revision of the Development Committee’s charge, which has helped to focus our work in putting together a development agenda for the association. Much of our initial work was dedicated to fundraising for the annual MLA meeting in San Diego, and the implementation of a “drink ticket” initiative for the meeting, which raised $2,550.00. This amount was part of the overall $10,210.00 raised in San Diego, propelled by the successful completion of a matching funds challenge from Michael Ochs. A reception to thank our donors was quite a success in San Diego, and we look forward to hosting it again in Philadelphia next year. (By the way, if you become a Sustaining Member of MLA, you get an automatic invitation to this event!) We also successfully completed the “$5.00” Campaign, which was introduced in fall 2007, which resulted in 82% of the membership donating to this initiative.

Three new categories of giving were discussed and implemented with the 2010–2011 dues renewal cycle: the Orpheus Society, the Ostinato Club, and the MLA Soloist (one-time individual gifts). The response to these giving circles has been tremendous, and I hope that many more of you will take advantage of supporting MLA via these initiatives.

A number of new initiatives and campaigns have been discussed and hopefully will be completely worked out and implemented in the coming year. These include a joint MLA/ARL grant to IMLS to support library school scholarships for those interested in music librarianship; a potential campaign to endow the Carol June Bradley Award; ways to honor Ralph Papakhian in conjunction with MOUG and Indiana University; creation of a development video project for the MLA website; and additional perks for our Corporate Members.

We have set some lofty goals for the coming year, and with the help and support of the membership, we will successfully meet them or have already met them. We have already implemented the Orpheus Society, the Ostinato Club, and MLA Soloist giving categories with the 2010–2011 dues renewal cycle. We are working hard to assist the Local Arrangements Committee with fundraising for the 2011 annual meeting in Philadelphia. We have increased the number of Sustaining Members of the association by 10% this year (49 in FY2009–10; 58 in FY2010–11). Between now and the Philadelphia meeting in February 2011, we will begin to revise the Development Committee section of the MLA website, discuss the creation of an annual report that can be submitted with grant proposals for foundation support, and implement the use of the MLA corporate logo for Corporate Members and Patrons.

As always, please do not hesitate to contact me if you have questions about, or suggestions for, our most important work.

In Recognition

These are the current Corporate Members and Corporate Patrons of MLA. We appreciate their support of MLA!

Corporate Members
aaa Music Hunter Distributing Company
Alexander Street Press
Broude Brothers Limited
G. Schirmer Inc./Associated Music Publishers, Inc.
Music Library Service Company
New World Records
Preservation Technologies

Corporate Patrons
American Institute of Musicology
A-R Editions, Inc.
J. W. Pepper & Son Inc.
OMI - Old Manuscripts & Incunabula
Theodore Front Musical Literature Inc.
Robin Rausch and Sarah Dorsey, Co-chairs

The Bibliography Round Table hosted a lively program on the publishing future of bio-bibliographies and thematic catalogues at MLA’s annual meeting in San Diego, 2010.

Jerry McBride opened the session (Stanford University); his forthcoming bio-bibliography on composer Douglas Moore is the latest title in MLA’s Index and Bibliography Series. He was joined by Mark Palkovic (University of Cincinnati), editor of the series since 2001.

McBride recounted how he wanted to write a book on an American composer from the early to mid-twentieth century. Douglas Moore, perhaps best known for his operas The Ballad of Baby Doe and The Devil and Daniel Webster, seemed a good choice because his scores and papers were easily accessible in New York. Most of Moore’s papers are at Columbia University and McBride was living nearby in Vermont. He discovered that not much had been written about Douglas Moore and devoted roughly 20% of his book to Moore’s biography.

McBride was fortunate that Moore’s daughter and son-in-law were still alive and living in Moore’s house when he began his project; both died a couple of years ago. They were very supportive of his work and shared scrapbooks and papers they had in their possession. Serendipitously, after moving to California, McBride met Moore’s grand niece who also proved to be most helpful.

As McBride began to search for a publisher he discovered that bio-bibliographies were not being published as they once were. Ultimately, MLA expressed interest in his project. Index and Bibliography Series editor Mark Palkovic showed off an advance copy of McBride’s book, which is being co-published with Scarecrow Press. Palkovic said that he has two readers help decide if a project is worthy of publication, but the most important consideration is whether the resulting work will be used. His role is to help authors get through the publishing process. The viability of the bio-bibliography genre appears to be improving. Palkovic mentioned another work in progress: Lois Kuyper-Rushing’s Eugene Bozza bio-bibliography. In addition, Constance Ditzel of Routledge informed the gathering that Routledge is looking for new bio-bibliographies.

When asked about the citations in the bibliography, and how he knew when “enough was enough,” McBride said that with the choices made available by the internet he could have continued adding items indefinitely. He included most of the New York Times references since Moore spent his entire life in New York City. However, deadlines do help one finish things and at some point he decided to stop. Yet, even during the final editing he discovered additional Moore manuscripts that he had not known about.

McBride was about to begin work on the index to his book, which led to a discussion of the pros and cons of indexing software. Both CINDEX and Macrex indexing software were mentioned; reviews were mixed.

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It was noted that there are still many composers who need a thematic index. Carl Czerny’s name in particular came up more than once. The situation with Georges Bizet, however, is about to improve thanks to Hugh Macdonald, Avis H. Blewett Professor of Music at Washington University, St. Louis, the concluding speaker of the round table session.

Macdonald served as general editor of the *New Berlioz Edition*, which completed publication in 2006, and he has been working on an online thematic catalog of Bizet, to be published in the next year by the Humanities Digital Workshop at Washington University. He spoke of online publishing as the future of such tools because there are no space limitations and updates are easily accomplished. Rights issues notwithstanding, full scores and recordings could eventually be included, as well as full text of reviews, complete listings of performers, correspondence relevant to a specific work, and iconography. However, Macdonald admitted that in an online environment, decisions still had to be made. He stopped listing *Carmen* performances after 1900, but added that someone else is welcome to add them in the future. He sees his Bizet catalog as more of a compendium than a catalog and said the closest thing to it currently online is the Benjamin Britten project http://www.brittenproject.org/. The first prototype of the Bizet Web site is available here: http://hdw.artssci.wustl.edu/node/45. Macdonald hopes that eventually others will be able to contribute to it.

The well-attended session was enthusiastically received. The cochairs of the Bibliography Round Table wish to thank all who participated.

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**Roundtable Reports**

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**Transitions**

Our hearty congratulations to all those pursuing new opportunities.

**Alisa Rata Stutzbach**, Placement Officer, Music Library Association

**Amy Kimura**, Sheet Music Cataloger (Assistant Librarian-Project Archivist), University of Michigan

**Bonnie Elizabeth (Beth) Fleming**, Music Librarian, Oklahoma City University

**Veronica Alzade**, Access Services/Music Librarian, University of the Pacific

**Jennifer Ottervik**, Head Librarian, The Peabody Institute of the Johns Hopkins University

**Alisa Rata Stutzbach** is MLA’s new **Placement Officer**, replacing Susannah Cleveland, who is presently serving on the Executive Board as a member-at-large. Alisa is Director of the Hamon Fine Arts Library at Southern Methodist University and has been a part of that staff since 2003, first as the Music, Theatre, and Dance Librarian. As Director, Alisa handles executive level responsibilities for the library and takes an active role in reference and instruction for patrons. Alisa earned master’s degrees in library science and historical musicology from Indiana University in Bloomington, Indiana and her undergraduate degree in viola performance at SMU as a President’s Scholar. Alisa performs in the Dallas area on baroque and modern viola. She is also active in MLA’s Texas chapter.

The **Center for Popular Music** at **Middle Tennessee State University** is pleased to announce the appointment of **Dr. Dale Cockrell** as the Interim Director of the Center, effective July 1, 2010. Dr. Cockrell has agreed to serve for one year while a nationwide search is being performed for a new Director.

Dr. Cockrell has a very distinguished academic, scholarly, and professional record in popular music. He is Professor of Musicology at Vanderbilt University, currently on a research leave. Dr. Cockrell is the author of *Demons of Disorder: Early Blackface Minstrels and Their World*, *Excelsior: Journals of the Hutchinson Family Singers, 1842–1846*, and more than one hundred other books, articles, papers, and monographs devoted to the study of American popular music. His books have won various awards, and he has been elected to high office by his colleagues (including the presidency of the Society for American Music). Professor Cockrell has been the recipient of several grants, including three NEH Fellowships. He has held positions at the University of KwaZulu-Natal (South Africa), Indiana University, Dartmouth College, Middlebury College, the College of William and Mary, and the University of Alabama. His *The Ingalls Wilder Family Songbook* (a critical edition of the music referenced in the *Little House* books) will be published in late summer, 2010. He is also founder and president of The Pa’s Fiddle Project, an educational, scholarly, and musical program dedicated to recording the music of the *Little House* books and to reconnecting the nation’s children with the rich music legacies embedded in them.
MLA wishes to thank Wendy Sistrunk for her years of excellent service as Advertising Manager. It is time for her to step down. See the ad below. Wendy has graciously offered to answer any questions interested parties may have at SistrunkW@umkc.edu.

The search committee plans to have the new Ad Manager in place before the MLA Annual Meeting in Philadelphia. If there are any questions about the search process, please contact Sarah Dorsey (sbdorsey@uncg.edu), chair, or Jim Cassaro (cassaro@pitt.edu) or Jim Zychowicz (James.Zychowicz@areditions.com).

Description: The Advertising Manager, as a special officer of the Music Library Association (MLA), serves the organization on two separate but equally important fronts: working with its board to maximize revenue, and coordinating efforts with the Notes editor to maintain or surpass the quality and timeliness of the advertisements for each issue of the journal.

Duties: Include, but not limited to the following: (1) provides advertising copy per specifications used with MLA publications (http://www.areditions.com/journals/info/AdSpec.html) to the MLA Business Office for each MLA publication (quarterly issues of Notes and others, if necessary—as of 2010, the annual MLA Handbook is available via the MLA website only); (2) maintains and updates as necessary the advertising rate card for Notes and other association advertising venues; (3) reviews all advertisements received and advises on optimal format, including size, layout, resolution, file format, and content; (4) determines if advertisements as submitted meet the established specifications, or suggests revisions to the advertiser; or has the MLA Business Office create advertisements for a fee, if necessary; (5) submits material in an organized and timely way; (6) prepares invoices for the MLA Business Office after submitting ad copy for publication; (7) keeps track of invoices due past 90 days and maintains correspondence with delinquent clients and with the MLA Business Office as to their resolution. This position reports to the MLA Board on financial matters, and coordinates efforts with the Notes editor to maintain the journal’s production schedule. The Advertising Manager is required to attend the annual meeting of the association in order to meet with advertisers, review processes with the Notes editor and A-R staff, and to meet with the board. The Advertising Manager is a voting member of the MLA Publications Committee, and works closely with the Notes editor, the Association’s Business Office, the President, and the Board to carry out the mission of the association.

Qualifications: The position requires a dynamic, well-organized and detail-oriented individual with at least five years of experience as a music librarian; administrative experience and knowledge of advertising principles; experience in editing or the production of publications; e-mail and computer access and literacy; a working knowledge of graphics and graphics formats associated with MLA publications, including but not limited to TIFF, JPEG, EPS and PDF; willingness to investigate expansion into electronic advertising and familiarity with the Music Library Association and other professional organizations. Experience with Microsoft Office technology and its applications, as well as Adobe Acrobat for handling PDF files (for ad submissions and page proofs) is preferable. Membership in MLA is required. The Advertising Manager receives an honorarium, paid out quarterly. The current level of the honorarium is $5000.00.

Term: The duration of appointment is one year, with reappointment possible for a total of four years. The Board reviews the performance of the Advertising Manager annually with input from the Notes editor. The President reappoints upon successful review and the desire of the incumbent to continue. The successful candidate will be appointed at the February 2011 annual meeting in Philadelphia, and will work closely with the current incumbent to ensure a smooth transition.

Deadline: November 15, 2010
Application: Please send a letter of application and resume with a list of three professional references by e-mail attachment to: Sarah Dorsey: sbdorsey@uncg.edu. Recommendations for candidacy are welcome. Members of the Search Committee are: Sarah Dorsey, chair; Jim Cassaro, and Jim Zychowicz.
Poster Sessions Call for 2011 MLA Annual Meeting in Philadelphia

Deadline: 1 November 2010

Applications must be completed in full and may be submitted via e-mail, fax, or in hard copy to the Session Coordinator. Selections will be made and presenters notified near the end of November 2010.

Session Title:
Presenter(s) Name and Institutional Affiliation:

Category:
______ Recently completed research
______ Innovative library projects
______ Solutions to practical library problems

New for the 2011 conference: In addition to the three “traditional” criteria—1) recently completed research; (2) new and innovative library or music library projects; (3) imaginative, systematic efforts at resolving library or music library problems, we’ll be giving preference to poster proposals that fit the conference theme of “Born Digital.”

Print Abstract, single-spaced, in the space below. NB: The abstract should be substantially the same when provided at the conference, so please consider it carefully as you write.

Name of applicant:
Address:
Telephone:
Fax:
Email:

Questions and submissions may be made to either Anna Perkins annaperkins81@msn.com, or Tammy Ravas tammy.ravas@umontana.edu

Member Publications

Moore, Tom (Rio de Janeiro)


Announcements

Career Advisory Service: Here to help!

The Career Development and Services Committee (CDS) wishes to remind readership that a variety of services are available for career-related needs. For those seeking advice about professions in music librarianship, CDS sponsors the Career Advisory Service web forum, located at http://musiclibraryassoc.org/employment.aspx?id=412. Knowledgeable advisors across many specialties within MLA have volunteered to moderate these forums. Anyone at any stage of his/her career, from library student to professional librarian to those heading for retirement, is welcome to participate.

In addition, members of MLA and/or local chapters may use the Résumé and Cover Letter Review Service, which allows members to submit a cover letter and a résumé or curriculum vita for review by an MLA member with experience evaluating employment applications and hiring staff. The service also offers a face-to-face consultation opportunity during the Annual Conference. Find out more by visiting its Web page: http://musiclibraryassoc.org/employment.aspx?id=80.