Tulsa librarian spices up reader’s advisory

Latino literature is a passion for Oklahoma librarian Sara Martinez. She loves sharing this passion with her Latino and non-Latino customers, friends, and co-workers. In her new book, “Latino Literature: A Guide to Reading Interests,” Martinez aims to teach other librarians how to do the same.

“As readers’ advisors, our job is to find good reads wherever they may be hiding,” said Martinez, coordinator of Tulsa City County Libraries’ Hispanic Resource Center. “I wanted to help lift the rock under which Latino lit has been hiding and get these authors into the hands of front-line advisors.”

“Latino Literature,” available from Baker & Taylor, Amazon, and other distributors, is part of the popular Genreflecting Advisory Series. Martinez’s volume contains over 700 books written by Latino authors from around the world. She has categorized, described, and recommended the best of Latino lit in all major genres, including general fiction, historical, chick/chica lit, romance, mysteries, paranormal, young adult, biographies, and narrative non fiction.

“It’s past time for Latino Literature to get some respect beyond just the canon and the ‘magical realism’ boom,” said Martinez.

Martinez has filled the book with handy read-alike lists to make advisory easy.

“There’s a Latino author to suggest for whatever type of book a reader craves,” said Martinez. “For readers enamored with the vampire craze, you can recommend Marta Acosta’s romantic comedy series Casa Dracula. Historical fiction fans will love Giaconda Belli’s The Scroll of Seduction. Book clubs will have great discussions with high brow fiction from Roberto Bolaño and general fiction readers will be glad to learn about Paulo Coelho whose novels are inspirational, romantic and somewhat sexy.”

Martinez drew inspiration from Latino librarians like Camila Alire and Yolanda Cuesta, readers’ advisory great Nancy Pearl, and fellow Genreflecting author Connie Van Fleet to make the leap from Latino literature aficionado to Latino literature author. The Berkley and OU graduate says that her work as a reviewer for Library Journal’s Criticas has helped her keep abreast of the growing number of new Latino authors.

“I wanted to use my expertise to help librarians serve their whole community by integrating Latino authors into their everyday reader’s advisory toolbox,” said Martinez.

Martinez will be on hand at the Social Responsibilities Roundtable’s raffle booth throughout the Oklahoma Library Association’s April conference. Books may be purchased at the conference and a percentage of the sales will be donated to the Ruth Brown Memorial Award.

-Stacy Delano, Adult Services Librarian, Stillwater Public Library
Photo courtesy of Sara Martinez
“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.” -- Mark Twain

Smart fellow, that Sam Clemens. His advice is just as true in our own day as it was in his. And it applies to our work in libraries just as it should in our own lives. Your chance to “throw off the bowlines” and explore the possibilities stretching out in front of you is coming in the form of the 103rd Oklahoma Library Association Annual Conference. You do have it marked and circled in red on your calendar, right? If not, get pen in hand and write it down so you don’t forget: April 19-21 at the Cox Convention Center and Renaissance Hotel in beautiful downtown Oklahoma City.

By this time you should know that this will not be your typical OLA. This year we’re meeting in a joint conference with the Mountain Plains Library Association. More sessions, more speakers, more ideas, more networking, more, more, more! Don’t believe me? Check out the Conference Preview, which you should have received in the mail. It’s also available for a quick download in PDF from the OLA website (oklibs.org). I think you’ll agree that the Planning Committees of both groups have outdone themselves in developing a program that will appeal to a broad diversity of librarians while providing the depth we all look for in our own areas of specialization. Note particularly that this year the programs are organized in tracks, such as “Administration and Management”, “Technical Services and Reference”, “Youth Services”, and so on. Hopefully you’ll find it easier to focus in on those areas of greatest interest.

You can learn more about the conference as new information becomes available, ask questions of conference organizers, and interact online with other OLA and MPLA members by visiting the conference wiki at olawiki.tulsalibrary.org.

One more “heads up”: Plans are well underway for OLA’s annual summer camp for kids ages 12-14. This summer, for the first time, the Information Matrix camp will be held in Tulsa. (One of my favorite cities!) At this writing we’re still putting together the schedule for the week, but we do know that campers will have the chance to visit area libraries and museums, probably including TCCL, the Will Rogers Memorial, the Gilcrease Museum, and the TU Library's internationally known Special Collections. "Fun stuff" may include a movie night, a game night and possibly visits to Discoveryland and a Tulsa Drillers baseball game. To top it off, they'll get to experience a bit of college dorm life while staying on the beautiful campus of The University of Tulsa. (One of my favorite schools!) The point, as always, is to get the kids to “throw off the bowlines” and explore the possibility of one day pursuing careers in libraries, archives, museums, etc. Be sure and read project director Sharon Saulmon’s article in this issue of the Oklahoma Librarian for more information about the camp and especially HOW YOU CAN HELP make the camp happen.

See you all in April in OKC!

Charles E. Brooks
OLA President
Copyright and Cultural Institutions: Guidelines for Digitization for U.S. Libraries, Archives, and Museums by Peter B. Hirtle, Emily Hudson, and Andrew T. Kenyon. Ithaca, NY. Cornell University Library, 2009. Xi + 260 pp. ISBN 13: 978-0-935995-10-7. Available online at http://hdl.handle.net/1813/14142. Copyright and Cultural Institutions is an extremely useful guide for librarians, archivists, and museum personnel needing to navigate the treacherous legal waters when considering digitizing and posting holdings on a web site. Based on a similar work by Hudson and Kenyon about Australian copyright issues, Peter Hirtle has worked with these authors to tailor this book to the needs of Americans. After introducing a definition of U.S. copyright and discussing copyright fundamentals, the following chapters examine specific issues related to cultural institutions including a chapter each devoted to fair use and specific library and archives exemptions. The book format includes useful flow charts that provide starting point guidelines in specific areas. The tables, discussion, tips, key points, and tricky questions give examples that further illuminate the main text. The material on duration and ownership of copyright includes tips on investigating copyright renewals as well as a flow chart on the copyright statutes of U.S. works published between 1923 and 1989 and talks of the complexity, in our global world, of ascertaining who owns copyright of works published outside of the U.S. The authors also address moral rights, ethical and privacy issues to be considered when digitizing works from a collection. The discussion on the problems involved in locating copyright owners and what to consider when developing a risk management policy when digitizing are especially valuable. Read cover to cover, Copyright and Cultural Institutions provides a helpful guide to the legal complexities of digitization projects. Keep it close at hand as a go to guide while working on digitization projects. It is not intended to replace lawyers but it helps ascertain when their assistance is needed.

—Jeri Smalley, University of Oklahoma

Searching patents online: a quick course for science and general reference librarians

With patents and patent search engines now available online from the U.S. Patent and Trademark Office (USPTO) and other websites, a basic knowledge of patents and how to search them is a useful tool for science and general reference librarians, as patents (intellectual property) are a key source of information not usually found in traditional literature searches.

The full-text of a U.S. patent can be located by entering the patent number at http://www.pat2pdf.org. The full-text of many international patents can be found via the European Union website: http://ep.espacenet.com. Preliminary U.S. patent searches can start with keywords, but researchers must use the U.S. patent classification system in order to start a thorough search. The USPTO provides a tutorial, How to Conduct a Preliminary U.S. Patent Search: A Step by Step Strategy, which is a link on the OSU Patent and Trademark Library’s (PTDL) website http://www.library.okstate.edu/patents. Searchers can also contact OSU to set up an appointment to begin patent research. Each state has a patent depository library, which receives materials and training from the USPTO.

Suzanne Reinman, Assoc. Professor and Patents Librarian, Oklahoma State University

Congratulations to the following Oklahomans who have been selected to attend the 2010 MPLA Leadership Institute!!!

Kristen Gettys - Youth Librarian, Tulsa City County Library, Kaiser Branch. OK
Kathryn Plunkett - Digital Information Literacy Librarian, Assistant Professor, Southeastern Oklahoma State University Bennett Memorial Library, OK
Aiden Street - Branch manager, Pioneer Library System Norman Public Library, OK
Oral History in Libraries

A Look at Transcription

To transcribe or not to transcribe oral history interviews…that is the question! While oral histories are recorded in various audio and video formats, in order to make the material accessible for researchers and the general public, many oral history repositories will take the added step and transcribe the interview. This sounds easy, but transcription can be a time consuming process. If you are getting ready to transcribe oral history recordings, here are a few factors to consider:

**Level of editing**

If you instruct a transcriber to type a verbatim transcript, chances are you will read exactly what you hear. This includes every um, ah, well, and several other “clutch” words that both the interviewee and interviewer turn to during the course of a typical oral history session. While there is nothing wrong with these words, when reading a verbatim transcript, you will notice that it does not flow like reading a book. This is where editing comes in. As a repository involved in the transcription process, you need to decide the amount of editing, if any, that will take place. If your repository did not conduct the interviews and no guidelines are in place, be sure to consult with the oral history project coordinator prior to making decisions regarding the editing process.

**Are there tools to speed up the transcription process?**

Yes and no. There are several voice recognition software tools on the market, like Dragon Naturally Speaking, but it is more complex than just playing the recording and watching the words magically appear on your computer screen. These programs take time to train and recognize how someone speaks. In any case, it is much quicker to avoid voice recognition software and type the interview than invest time in working with such software. But there are tools on the market to help make your life a little easier when it comes to transcribing. Express Scribe ([http://www.nch.com.au/scribe/](http://www.nch.com.au/scribe/)) is a free download that helps in the playback of digital audio recordings. It has a great docking function that allows the program to sit in Microsoft Word and plays your recording without having to toggle back and forth between two different programs, or screens. It also allows you to set up hot keys to assist with playback. You can also use it with a USB foot pedal if your transcriber prefers such.

**Approximate Time**

As a rough guide, it takes approximately four hours of work to type one hour of audio. This will help put staffing costs into perspective when deciding your transcription budget or volunteer hours.

If you do not want to engage in full out transcription, there are other methods you can use to help give added context to your oral history interviews such as indexing or creating abstracts. Transcription can be time consuming, but it can also make your interviews much more accessible to researchers looking for information hidden in your oral history recordings.

If you want to learn more about transcription, especially the intricacies involved in editing and spelling, the Baylor University Institute for Oral History has developed in depth transcription guidelines, available online. Check it out at: [http://www.baylor.edu/oral_history](http://www.baylor.edu/oral_history), click on Workshop on the Web, then Transcribing Style Guide.

Juliana Nykolaiszyn & Tanya Finchum

Oklahoma Oral History Research Program, OSU Library
Matrix Camp:
Future Librarians, Step Right Up!

Have you heard about the Information Matrix Camp? Well, surely after three years of very enthusiastic middle schoolers and librarians, you have. This camp, to introduce middle schoolers to different types of libraries, museums, librarians and archivists, was held for the past three years in the Oklahoma City metro area, sponsored by OLA, Rose State, and Institute of Museum and Library Services. This year we are moving to Tulsa and are being sponsored by the University of Tulsa (Grant funds from the IMLS are not available for the project this year. We have applied for another three-year grant for next year.)

What we need...campers, donations, volunteers and hosts in the Tulsa area. If you know someone 12-to-14-years-old who would like being around other kids who enjoys reading and computers, please encourage them to apply for the camp. The camp registration fee is $150. The application is at http://www.rose.edu/lrc/careers/. They will be introduced to wonderful collections, libraries, museums, and librarians. We are planting seeds for them to consider library careers. They will definitely know more about the variety of library careers within the profession. At the least, they will be library voters and strong library advocates in the future.

If you would like to donate to help cover expenses for the camp, please send your donation to project director Sharon Saulmon, Rose State College, 6420 SE 15, Midwest City, OK 73110. The camp fees are what our survey said was the maximum that past participants could/would be willing to pay for the camp, $150. Many Friends groups have sponsored local camp participants in the past. That is about one-half of the camp’s cost, transportation, breakfast, lodging, admissions, water, snacks, life guards, etc. If you know of any potential corporate donors who would be willing to assist, please let OLA President Charles Brooks know. Companies in the area with libraries or records management departments would probably be the most receptive donors. We are not talking about a lot of money: $3,000-$5,000 total.

We also need the wonderful librarians in the Tulsa area to host the group (38-ish with campers and mentors) at their libraries for lunch and evening meals. We stress interactive activities at the libraries to keep the campers engaged. You may be getting a call from fellow librarians, asking for your assistance. This is one way we can hold the costs down for the campers.

Volunteer mentors are needed for the camp. Some of our regular mentors are unavailable this summer. A school media specialist would be wonderful. They seem to be more attuned to those teachable moments.

The camp does take state librarians from all types of libraries working together to accomplish a successful program. It is a very rewarding experience for the campers. You can see past blogs and photos at the web site as well. In our follow-up survey on the three-year grant period: eight campers indicated that they were definitely considering library careers. One was homeschooled and already in college working toward that goal.

Sharon Saulmon
Dean, Learning Resources Center
Rose State College
How About a Better Record?

OCLC to the Rescue!

When trying to imagine what might be a better bibliographic record than the standard MARC record of today, I suffer from the considerable disadvantage of having been a working cataloger for years. Therefore, I’ve been taught how to do it the “right” way…and only that way.

I had to come at imagining a new kind of catalog record by throwing off my cataloging hat and jamming on my researcher’s headgear. When I start to do research, how do I start? Well, I don’t know how other people do it, but I generally start with a topic. Now, I’m not talking here about the “right” way to do research, but about the “real” way I do it. I start with a topic. I plug my keywords (not subject headings—remember, I’m under my researcher chapeau now) into my favorite set of online journals and databases to see what I can turn up. If I don’t turn up much with those keywords, I try to think of a synonym or two and plug them in. Finding some articles, I start sorting out the keepers. Reading along, I run into some references. There are some likely looking titles there, so I start looking them up. In other words, one thing leads to another in “real” research. So I look up the authors’ names to see if there is other stuff they wrote that could be of interest.

Every time somebody quotes somebody else, I make a possible connection. Sometimes it takes time to find that author’s other stuff. But what if I could make that connection as soon as I looked up a name? Admittedly, sometimes I have even started research with a name after reading an essay of particular interest. How, then, do I find out what else that author wrote? I mean all the stuff, not just monographs or the articles in one journal or database. At this point, you are ready with a smirk to point out a marvelous invention known as a bibliography. However, not to take away from their uses, bibliographies are out-of-date almost as soon as they’re published.

What about a catalog, you say, an actual library catalog? But I, a librarian, don’t consult my local catalog first for one simple reason. It’s a record of what is available only in one single library. “You can consult WorldCat, a compilation of catalogs!” you cry. Two snags come to mind. WorldCat’s holdings are for monographs and serials, but the serials are only recorded at the level of the journal’s title. Articles are not cataloged. Snag two is that if the author I’m interested in has a name that’s a lot like another name, I have to find a way to distinguish between them. And as a cataloger, I can testify that there are authors out there with the same names who publish in exactly the same fields.

Suppose you had a database centered on authors’ names? Each record has all of the information that catalogers can dig up on an author’s name, including titles of the author’s various works. The name record links to a title record for each work by the author, including works such as journal articles. Each title record would display a list of possible sources for that work, so that the user could get to it no matter where it was. Maybe it would even link to a full-text version. So, instead of many single records for a user to find, he has to find only the one name record and see what is linked to that.

What if OCLC started something like this, using the LC name authority file as a base? Well, it turns out that OCLC has gotten started on something like this already. It’s called the Virtual International Authority File. I looked up an author’s name in the VIAF, and did find a linked list of works by that author: http://viaf.org/viaf/16019860. Amazing!

Michele Seikel, Associate Professor and Cataloger
Oklahoma University Libraries

Libraries Featured in March 2010 Issue of Women’s Day

The ninth year of ALA’s Campaign for America’s Libraries partnership with Women’s Day magazine begins with an article on how library services have helped four readers deal with tough economic times. Read the winning articles at: www.womansday.com/library.

From now until May 9, women 18 and up are invited to send in stories in 700 words or less to womansday@ala.org. More information, including the official rules, is available at www. womansday.com/ala/

Visit the ala website for tools to help libraries promote this program, including sample press releases and
Library Support Staff Certification (LSSC) Program Welcomes Candidate Applications

The American Library Association’s Allied Professional Association (ALA-APA) is accepting applications from potential Candidates interested in achieving the Library Support Staff Certification (LSSC). The LSSC Program is the first national, voluntary certification program for library support staff. Over forty Candidates have applied since the program opened January 25, 2010.

Why are library support staff across the country applying for LSSC candidacy?
Eva Fiffie is excited that the LSSC program “will give me the opportunity to strengthen my supervisory skills, become familiar with new aspects in the library field and allow me to provide better services to library patrons and my staff.”

“At this time, I wish to focus on having a family but also improve my career prospects and so, the LSSC Program is an excellent fit for me,” shares candidate Shirley McCoy. “I believe it will give me the opportunity to demonstrate that I am eminently qualified to be a member of any library support staff.”

Molly Moore is excited to begin LSSC course work on Collection Management. “A better understanding of this department in our library would allow us to be better informed . . . and to provide better information when decisions are required.”

The LSSC Program is open to any library support staff person with a high-school diploma or its equivalent and at least one year of full-time experience in a library with the last five years. Applicants do not have to be a member of ALA. The application fee is $325 for ALA members and $350 for non-ALA members. Candidates who choose to take an approved course may have to pay a fee set by the course provider. There is no cost for submitting portfolios. Candidates have four years to complete the program.

The LSSC Program website, www.ala-apa.org/lssc, has complete information about the competency sets, approved courses, and how to develop a portfolio. The Program has adopted ten competencies sets; Candidates are required to show achievement of three sets -- Foundations of Library Service, Communication and Teamwork, and Technology – and must choose three additional sets from Access Services, Adult Readers’ Advisory Services, Cataloging and Classification, Collection Management, Reference and Information Services, Supervision and Management, and Youth Services.

The LSSC offers Candidates two ways to demonstrate achievement. The first is through completing approved courses from library education providers across the county. These providers set the course’s fee, schedule, and requirements. Recently, the LSSC Program approved a Supervision and Management course from the State Library of Louisiana. Michael Golrick, one of the course’s instructors, was pleased by the “level of enthusiasm and interest” demonstrated by the seventeen students who completed course. The LSSC Program encourages interested education providers to contact the program to find out more about course approval.

Candidates can also develop portfolios that demonstrate their knowledge, skills, and experience in a competency set. The LSSC Program offers help to Candidates who wish to develop and submit portfolios. Librarians with expertise in the competency set will evaluate portfolios and the Program is seeking more librarians who wish to do so. The application to become a Portfolio Evaluator is available on the LSSC website.

Candidates may wish to complete courses in some competency sets and submit portfolios in others. The LSSC Program was inspired by many years of discussion and by needs assessments with library support staff. In 2007, the American Library Association received a grant from the Institute of Museum and Library Services (IMLS) Laura Bush 21st Century Librarian Program to fund the development of such a national certification program.

More information about the LSSC Program is available online at http://www.ala-apa.org/lssc. Direct questions to lssc@ala.org or call 312-280-2424. The LSSC Program is being managed by the American Library Association-Allied Professional Association (ALA-APA).

Susan McVey, Director
Oklahoma Department of Libraries
Dept. of Agriculture helps rural Libraries

WASHINGTON, D.C. – The Secretary of Agriculture has allocated $100 million in United States Department of Agriculture (USDA) Rural Development Community Facilities funding for public libraries to provide educational opportunities and improve public services in rural communities. The funding will be provided primarily through the American Recovery and Reinvestment Act of 2009.

“In 78 percent of rural communities, the library is the sole provider of no-fee Internet access,” Emily Sheketoff, executive director of the ALA Washington Office, said.

“This funding specifically set aside for rural libraries is a lifeline for communities across the country who depend on their local libraries for basic needs such as Internet access as well as assistance with e-government services, literacy and homework programs, and much more. We thank the USDA for its recognition of the vital role libraries play in rural communities and their need for funding.”

Funds may be used to construct, enlarge or improve public libraries. This can include costs to acquire land needed for a facility, pay necessary professional fees and purchase equipment required for operation. Funds can be used to purchase shelving, furniture, computers, audio-visual equipment, distance learning equipment and bookmobiles. Depending on funding availability, USDA Rural Development will provide up to $500,000 in additional Recovery Act dedicated grant funds to each of the State Offices for library projects.

For more information on the program and how to apply, see the USDA Rural Development fact sheet. Or, to reach the USDA Rural Development contact for a specific state, visit www.rurdev.usda.gov/ – adding the two-letter initial of the state to the end of the URL.

Contact: Jenni Terry
Press Officer, ALA Washington Office

Michael Dowling, Director
International and Chapter Relations Offices, ALA

American Library Association