He didn’t look official enough so I drove right in.

My first Encyclo-media experience as a library media specialist was filled with learning the structure of the conference and trying to get the most out of the experiences available. When the Programs-at-a-Glance arrived a few days before the conference I started circling all of the programs that I felt might address some of my new career needs. It was so frustrating. There were so many good programs to chose from and not enough time. I made my plan and became more excited as the days passed.

Finally the day arrived, the first task was to find parking. As I waited in line with dozens of cars to park under the convention center I noticed that a man was telling people something and they were driving on. When it was my turn he told me of another place to park. He wasn’t wearing a blue vest so I just pulled on in and parked. Later in the day I learned that he was official and I would have to have another plan for Friday.

An elevator ride to the convention hall and the day begins. After checking in and meeting up with others from my district I pitched my plan for the “convention wisdom” they shared. It was their advice that I visit the exhibits first. I’m so glad I listened. I found treasures for displays, the opportunity to preview some materials that I’d been considering for purchase, and informal conversation with others that shared the same interests and concerns. I also learned that early the crowd is fairly small and you can get through quickly and if a vendor has good “freebies” they will usually run out.

The rest of the conference flew by. I attended many of the sessions. I enjoyed the collection overview in “What to do with what’s new”. I found it to be an opportunity to help narrow my collection development list. I also explored options for ways to use student volunteers in the media center, something I’d been trying to add to the program. I was also part of a district presentation on Building Literature Based Curriculum Units. Some of the choices that I had planned on were so crowded that I had to go to alternates on my list. One of the sessions that took the place of a full choice ended up being one of my favorites—the Polly Clark award winners panel discussion. I enjoyed the opportunity to listen to what these experienced library media specialists think about many aspects of the profession. It helped me compare some of the ideas that I have as a beginner to their experience and maybe avoid some of the mistakes. The highlight was being at the award luncheon as one of my library school friends and now colleagues received the award.

A few weeks later as I toured the exhibit hall at the OEA convention I found myself thinking about Encyclo-media, all of the vendors and sessions that addressed my needs as a library media specialist. We are so fortunate to have a convention that celebrates our profession.
It is difficult to believe that fall and now winter are officially here! Encyclo-Media XX is over; we are digging out from under boxes and papers; and we are on to other projects. First, though, let us address some frequently asked questions and observations from conference evaluations that we have read.

1. How many people attended the conference this year?
   At last count, there were 3,050 registered participants and over 400 vendors at the conference. Of those registered, 134 were administrators, 938 were library media specialists, 47 were library media assistants, 83 were Title I teachers, 552 were classroom teachers, 290 were teachers of gifted and talented students, 397 were counselors, 119 were technology teachers, and 430 did not designate their teaching assignment. Of those registered, 466 registered onsite, which helps to explain some of the long lines!

2. Why was parking such a problem this year, and what can be done about it?
The Myriad Parking Garage has 900 parking spaces; of those, 600 have been leased as monthly spaces. In the past, Myriad Parking has had a "first-come, first-served" policy for special events. The monthly parkers then park in the Bricktown parking facilities or in other lots in the downtown area at no additional charge. Without notice the evening of September 19, 2000, the management of the parking garage changed their policy to allow the monthly parkers first priority to the Myriad Garage. The Daily Oklahoman had a front-page article about parking shortages in downtown Oklahoma City as a result of many calls and letters from our conference attendees. The management of the parking facilities have told me they will honor the "first-come, first-served" practice next year. We definitely will be working to see that our conference participants have adequate parking and transportation to the convention center. We would much prefer the conversations in the hallways and at the tables be about learning than about parking!

3. Since parking is so limited in Oklahoma City, can Encyclo-Media be held in another city?
   It is difficult to find other facilities in the state that can host this event. The large trade show area, the large luncheons, and at least seventeen meeting rooms which will seat about 2,400 people at any given time are difficult, if not impossible, for other conference centers to accommodate. After researching other available facilities in Norman, Edmond, and Tulsa, we are convinced that Oklahoma City is the best location for this conference—if we can just get the parking situation settled!

4. Why are the luncheon tickets so expensive?
   Conference planners always wrestle with the issue of price, menu selection, and service for large luncheons. The entrée price is a factor, plus 20 percent gratuity and tax. Seventeen dollars per plate is a minimal price for a meal at such an event. This year the actual cost had to be negotiated to serve a meal for that cost—with no funds remaining to pay for audiovisual equipment, speaker fees, etc.

5. What are the dates for Encyclo-Media XXI?

Jeanie Johnson-SDE

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**Get involved in YOUR OLA!**

**Regional Librarian Meetings**

Regional meetings among librarians from different kinds of libraries are being planned this spring. You'll get to network with other librarians, discover opportunities for cooperation, and find out about other OLA activities. Make plans to attend the upcoming regional meeting in your area.

**The Word's Out about Librarianship**

CNN's online careers information recently featured librarianship, identifying it as a growing career. Market Data Retrieval, a subsidiary of Dun & Bradstreet, study shows that there were 2,634 reference librarians employed by public libraries in 1995. Today, the number is 4,100. Walter Gegner, Minneapolis Public Library, says that the relatively easy questions for specific information, easily found online, are declining; but other questions are becoming "more complex, requiring more in-depth and time-consuming research." An Urban Libraries Council survey found that "75 percent of Internet users said they also used the library and 60 percent of library users also used the Internet." Librarians jobs are changing, but their assistance is still used and needed. The article is online at [http://www.cnn.com/2000/CAREER/trends/11/28/librarians/index.html](http://www.cnn.com/2000/CAREER/trends/11/28/librarians/index.html).

Wishing you the best of new years....

—Sharon Saulmon
2000-2001 Sequoyah Book Award Masterlists

Children's


Young Adult


These masterlists are not intended to be an automatic recommendation. Since selection policies vary, you should apply your specific selection guidelines to each title and purchase those which meet your policy requirements.
More Than Words...Our Legislative Goals for 2001

The Oklahoma Library Association and the Friends of Libraries in Oklahoma support the plan and the promise for better libraries in Oklahoma.

The Plan
- **Increase the funding for statewide electronic databases as requested in the Oklahoma Department of Libraries budget.**
  
  Statewide electronic databases provide information to all types of libraries, and citizens may even access these resources for their home and office computers. The availability of these databases is equalizing access to online library information throughout the state. Purchasing at the state level also means a huge 92% saving to taxpayers! If individual libraries had to purchase the databases locally, the cost would total more than $14 million!

- **Provide the funding to replace or renovate obsolete or inadequate library buildings.**
  
  Too many Oklahoma public library facilities cannot host the important information technology services Oklahomans deserve. These libraries need to be renovated and expanded, or replaced.

- **Provide the funding to upgrade technology in Oklahoma libraries.**
  
  The community library should provide the most current information technology access to all citizens. Many Oklahomans need help from their libraries to bridge the digital divide.

- **Preserve Oklahoma’s heritage and historical records through the construction of a new State Archives facility.**
  
  A ten-year space crisis in the State Archives is endangering the permanent documents of state government, compromising information access to citizens, and costing state agencies thousands of dollars in storage fees. Construction of a new State Archives facility is a top priority of the Long-Range Capital Planning Commission.

- **Ensure quality information services to Oklahoma school children by staffing our school libraries with certified, masters level school library media specialists.**
  
  The ability of our children to participate in the information economy depends on access to the highest level of service, provided by the most qualified library staff.

- **Preserve Oklahoma’s tradition of local control of libraries.**
  
  Libraries are the heart of their communities and they should be governed locally. Local board members, who serve on a volunteer basis, provide important links to their communities’ past and future.

The Promise
- **A commitment from the Oklahoma Legislature to support these priorities with funding.**

- **A commitment from Oklahoma libraries to invest new funding to provide the best possible library and information services to our citizens.**

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Friends...Librarians...Lend Me Your Applications

At a recent Friends Of Libraries In Oklahoma (FOLIO) board meeting, two seed grants of $250 each were awarded to the Westville and Collinsville Friends of the Library. These grants may be used to fund the cost of filing incorporation and 501-C-3 tax exemption documents and other organizing expenses. New Friends organizations wishing to apply for seed grants may obtain an application from Gail Miller at (508) 482-7694 or Tom Haines at (405) 943-9242.

Library Support Staff are encouraged to apply for the Mary Lu Atkinson and Lillian Norberg Scholarships which may be used for any form of education which will develop and broaden their job knowledge, skills and expertise. Four $250 scholarships will be awarded at the FOLIO annual meeting on April 19, 2001. More information and an application form are available on FOLIO’s website at www.okfriends.net/scholarships.htm. Deadline for submission is March 1, 2001.

Local Friends of the Library organizations are urged to enter FOLIO’s Big Event Contest. Cash prizes will be awarded at the FOLIO annual meeting for Friends’ projects or events that were extremely successful. Projects that occurred between March 15, 2000 and March 15, 2001 will be eligible. Plan to enter this contest to share your ideas with other Friends around the state! Your successful projects and events are important to Oklahoma’s libraries! Actual contest entry guidelines may be obtained by contacting John and Mary Harkey at (918) 689-5286 or e-mail at HarkeyJ@eufaula.lib.ok.us or Mary.Harkey@ailc.eufaula.ok.us. Entries will be due in March.

To start preparing your entry, gather project information that will answer these basic questions:

1. Why, where and when did you do this project?
2. How did you plan and carry out this project?
3. How did your library benefit from this project?
4. Would you recommend this project to other Friends groups? If so what pitfalls should they avoid?

Your entry may include photographs, newspaper articles, flyers, etc. that you used to develop your project. All entries will be returned after our annual meeting.

FOLIO is a statewide organization, which promotes libraries in Oklahoma and assisting and encouraging citizens to seek library services and to support both general and institutional libraries in Oklahoma. FOLIO strives to strengthen local Friends of the Library organizations through its grants, newsletters, awards, outreach initiatives, and informative annual meeting.

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Research Shows Dawn of Public Libraries – Internet Partnership

Chicago, IL (October 18, 2000) – Public libraries and the Internet enter the 21st century as partners in the Information Age, according to a recent study by the Urban Libraries Council, an association of nearly 150 metropolitan public libraries. This first-of-its-kind survey was conducted by George D'Elia, School of Information Studies, State University of New York at Buffalo. The research found that 75 percent of Internet users also use public libraries because they feel that each information provider best serves a particular niche. Public libraries, for example, offer some advantages that the Internet does not:

- Ninety-one percent feel that libraries provide accurate information, compared to 78 percent who feel the Internet is accurate.
- Eighty-eight percent feel their privacy and confidentiality is protected by public libraries, while 49 percent feel protected by the Internet.
- Eighty-eight percent found that library professionals provided helpful assistance, compared to 62 percent who felt Internet services provided help, if needed.

The survey shows that the two information providers, instead of competing with each other, complement each other's services.

"When the VCR gained prominence in the '80s, people were predicting doom for movie theaters – but that never happened," said Joey Rodger, President, Urban Libraries Council. "The data show that the relationship between public libraries and the Internet is very similar. If you're an information lover, you're not going to choose one exclusively over the other, you're going to use both."

The survey also found that public libraries were used more frequently when consumers were:

- Spending time with or browsing for reading material for their children
- Looking for information on local history and family genealogy
- Seeking community services

On the other hand, these same individuals turn to the Internet more often when seeking:

- The most up-to-date consumer product information
- The day's news, weather and sports
- Job or career information

"The greatest value of this research," said Rodger, "is that it will help libraries discover what services are most valuable to the community, and then focus their efforts..."

Cont. on p. 67
Anne, Uruguay and American Memory

Dr. Anne Prestamo, Associate Professor and Coordinator of Digital Library Services was the invited speaker for a presentation sponsored by the Uruguay Library Association, the National Library of Uruguay, and the US Embassy's Information Resource Center in Montevideo, Uruguay on December 11, 2000. The topic of the presentation was the Library of Congress' American Memory Project.

Dr. Prestamo traveled to Uruguay in late November to join her husband, Dr. Manuel Prestamo who has spent the fall semester in Montevideo as a Fulbright Scholar. He is the Dean of Cultural Programming and Community Development at Oklahoma City Community College.

The American Memory Historical Collections project is an effort to digitize and deliver electronically the distinctive, historical Americas holdings at the Library of Congress, including photographs, manuscripts, rare books, maps, recorded sound, and moving pictures. Dr. Prestamo's presentation focused not only on the content of the project, but also included information on the funding, staffing, and production aspects.

Dr. Prestamo made these comments regarding her presentation: "My presentation on the American Memory Project for the Uruguay Library Association on Monday was very well received. The interests and affiliations of the audience were diverse including librarians from the National Library, the Ministry of the Interior, the Bi-National Library and the US Embassy Information Center, and faculty from the National University Library School. The Bi-National and Embassy librarians were very interested in the actual content of the American Memory Project, while the others were more interested in the process and planning side of the information presented. I received many positive comments. I think the audience found the presentation very informative, if not a bit overwhelming. The funding, staffing, and sheer amount of digitized data amazed many of those in attendance."

Uruguay has a population of approximately 3.2 million people, with nearly half residing in Montevideo, 40% in other cities and towns, and 10% in rural areas. Most Uruguayans are of Spanish and Italian descent. Literacy rates and life expectancy are among the highest in Latin America, and only slightly lower than those of the United States. The land area of Uruguay is approximately the size of North Dakota. Historically the economy of Uruguay has been primarily agricultural, with wool and beef as the primary exports. Cattle and sheep ranches occupy more than 75% of the country, providing grazing lands for 9 million cattle and 23 million sheep. The Uruguay Library Association has approximately 100 members. Its membership includes librarians working in public and private universities, the National Library, the Ministry of the Interior (the library that serves the Uruguayan congress), as well as other public and corporate libraries.

The Universidad de la Republica is home to the Escuela Universitaria de Bibliotecologia y Ciencias Afines (http://www.eubca.edu.uy/), one of the preeminent schools of Library Science in South America. Arthur Gropp, an American who made his home in Montevideo, founded the library school in 1943.

The National Library of Uruguay is over 300 years old and serves as the repository for all materials published in Uruguay, as well as those published in many other South American countries. Its Special Collections include materials chronicling the colonial period. Of special note are original documents that represent some of the earliest volumes published in South America by Jesuit missionaries in the 1500s.

OLA Board Actions
November 17, 2000

- OLA will sponsor along with the Literary Landmark Commission for the Centennial Celebration and FOLIO a program designating towns throughout the state with strong literary pasts.
- Board accepted the recommendation of the Legislative Committee that a $15.00 fee be retained for Legislative Day registration and that each organization participating be offered the opportunity for up to three non-library employee guests to attend free of charge.
- Board directed the OLA president to appoint a small taskforce to study the implications of the Electric Utility Deregulation bill.
- The Membership Committee recommended and the Board approved expanding the OLA mailing list for workshops beyond the current standard of active members. Possible added names for specific workshops would be determined by committee members.
Oklahoma Health Connection

A pilot project coordinated by the Robert M. Bird Health Sciences Library at the University of Oklahoma Health Sciences Center (HSC) is improving access to health care information for Oklahoma consumers.

Americans are looking for health-related information like never before, according to Shari Clifton, Assistant Professor and Head of Reference and Instructional Services at the HSC library.

"We've become a nation of health seekers," Clifton said. "One national study showed that 55% of Internet users search for health information on the web. That makes it a more popular online activity than searching for sports scores or stock quotes."

To help serve the public's demand for health and medical reference sources, the library initiated the Oklahoma Health Connection project.

Using a $25,000 grant from the National Library of Medicine, staff members at the HSC Library and the Oklahoma Department of Libraries are working together to train librarians at ten public library pilot sites in the state. The grant was one of three awarded by the National Network of Libraries of Medicine South Central Region office.

Clifton says the project is important because Internet users are concerned about getting health information from an unreliable source. "That's where libraries make the difference. We work to direct our customers to credible sources of information."

"Our goal is to improve public librarians' capability of handling consumer health questions," said Marty Thompson, Professor and HSC Library Director. "We want to enhance their ability to search the health literature and provide them with a connection back to this library if they don't have the resources available to help a consumer."

Thompson said another objective of the Oklahoma Health Connection is to enhance the HSC library's relationship with Oklahoma's public libraries. "Staff members of public libraries feel more comfortable accessing our services when they can put a name with a face," added Thompson.

The pilot project involves eight municipal libraries around the state and two multi-county library systems. Participating in the Oklahoma Health Connection pilot project are the public libraries of Ardmore, Bartlesville, Duncan, Enid, Lawton, Ponca City, Stillwater and Yukon. Western Plains Library System and the Eastern Oklahoma District Library System comprise an additional twenty-one libraries involved in the project. Reference librarians from the HSC library staff are conducting initial site visits to gauge librarians' knowledge, goals and needs. Training sessions and additional visits will follow the site visits. "During the training sessions we'll show librarians health-related databases, websites, and other electronic resources," Clifton said.

The project also includes an Oklahoma Health Connection website for librarians and consumers, plus a virtual health reference desk where public librarians can submit health questions. Clifton said the website is 90 percent complete and is scheduled to go online early in 2001. She said the eventual goal is to expand the project into every public library in the state.

Thompson emphasized the purpose of the service is not to help patients diagnose and treat themselves. "We encourage patients and consumers to take information back to their health care professionals and discuss it with them," said Thompson. "We want to increase patients' knowledge and help open the lines of communication between patients and health care professionals."

—Bill Young

Note: The Pew Internet and American Life Project conducted the national study referenced in the article. Visit their site at pewinternet.org to access the report titled "The Online Health Care Revolution."

Research (cont. from p. 65)

and resources on these services. For example, the study found that more individuals who utilize both services feel the Internet is more easily accessible because it's open when needed. We can now work with our library directors to come up with ways to make library resources more accessible."

Other findings include:

- Eighty-eight percent perceive the Internet to be fun to use, compared to 73 percent for libraries
- Ninety-three percent found a wide range of resources available on the Internet, while 74 percent considered the library to have a wide range of resources

"This is an exciting time to be in the information business," said Rodger. "Consumers have more choices than ever before, and they're taking advantage of them. It's equally exciting to learn that there's still an important role in today's New Economy for the neighborhood public library."

Funded by a grant from the Institute of Museum and Library Services, researchers interviewed over 3,000 adults. Overall margin of error is ±1.8 percent.

The Urban Libraries Council is an association of nearly 150 public libraries in metropolitan areas, which believes that thriving public libraries are a result of collaborative leadership, the trustees, library directors, and corporate officers of member institutions working together to address shared issues, grasp new opportunities, and conduct research that improves professional practice.

For more information on the survey, or to schedule an interview, please contact

MSI Strategic Communications at 312-944-7398.
Academics and Intellectual Freedom

The American Association of University Professors (AAUP) Council has endorsed the Association of College and Research Libraries (ACRL) Intellectual Freedom Principles for Academic Libraries: An Interpretation of the "Library Bill of Rights." Endorsed by the American Library Association (ALA) Council at the 2000 Annual Conference, the Intellectual Freedom Principles for Academic Libraries were developed by the ACRL Intellectual Freedom Committee in 1999.

"Academic freedom...is indispensable to librarians because they are trustees of knowledge with the responsibility of ensuring the availability of information and ideas, no matter how controversial, so that teachers may freely teach, and students may freely learn," said Mary A. Burgan, general secretary of AAUP. AAUP endorsed the Intellectual Freedom Principles for Academic Libraries at its November 11, 2000 council meeting.

"We are pleased and honored to have the Intellectual Freedom Principles for Academic Libraries endorsed by AAUP," said Laurence Miller, past chair of the ACRL Intellectual Freedom Committee, under whose leadership the principles were developed. "As the information function of academic libraries within the higher education community becomes increasingly critical, it is important for that community to reaffirm its commitment to equality of access and to intellectual freedom, in general."


With more than 11,000 members, ACRL is the largest division of the American Library Association (ALA). ACRL is the only individual membership organization in North America that develops programs, products and services to meet the unique needs of academic librarians.

Association of College and Research Libraries Intellectual Freedom Principles for Academic Libraries

An Interpretation of the Library Bill of Rights
Adopted by ACRL Intellectual Freedom Committee: June 28, 1999
Approved by ACRL Board of Directors: June 29, 1999
Adopted by ALA Council July 12, 2000

A strong intellectual freedom perspective is critical to the development of academic library collections and services that dispassionately meet the education and research needs of a college or university community. The purpose of this statement is to provide an interpretation of general intellectual freedom principles in an academic library setting and, in the process, raise consciousness of the intellectual freedom context within which academic librarians work. These principles should be reflected in all relevant library policy documents.

1. The general principles set forth in the Library Bill of Rights form an indispensable framework for building collections, services, and policies that serve the entire academic community.
2. The privacy of library users is and must be inviolable. Policies should be in place that maintain confidentiality of library borrowing records and of other information relating to personal use of library information and services.
3. The development of library collections in support of an institution's instruction and research programs should transcend the personal values of the selector. In the interests of research and learning, it is essential that collections contain materials representing a variety of perspectives on subjects that may be considered controversial.
4. Preservation and replacement efforts should ensure that balance in library materials is maintained and that controversial materials are not removed from the collections through theft, loss, mutilation, or normal wear and tear. There should be alertness to efforts by special interest groups to bias a collection through systematic theft or mutilation.
5. Licensing agreements should be consistent with the Library Bill of Rights, and should maximize access.
6. Open and unfiltered access to the Internet should be conveniently available to the academic community in a college or university library. Content filtering devices and content-based restrictions are a contradiction of the academic library mission to further research and learning through exposure to the broadest possible range of ideas and information. Such restrictions are a fundamental violation of intellectual freedom in academic libraries.
7. Freedom of information and of creative expression should be reflected in library exhibits and in all relevant library policy documents.
8. Library meeting rooms, research carrels, exhibit spaces, and other facilities should be available to the academic community regardless of research being pursued or subject being discussed. Any restrictions made necessary because of limited availability of space should be based on need, as reflected in library policy, rather than on content of research or discussion.
9. Whenever possible, library services should be available without charge in order to encourage inquiry. Where charges are necessary, a free or low-cost alternative (e.g., downloading to disc rather than printing) should be available when possible.
10. A service philosophy should be promoted that affords equal access to information for all in the academic community with no discrimination on the basis of race, values, gender, sexual orientation, cultural or ethnic background, physical or learning disability, economic status, religious beliefs, or views.
11. A procedure ensuring due process should be in place to deal with requests by those within and outside the academic community for removal or addition of library resources, exhibits, or services.
12. It is recommended that this statement of principle be endorsed by appropriate institutional governing bodies, including the faculty senate or similar instrument of faculty governance.
ALTA Past-President Ruth Newell-Minor, ALTA Interim Executive Director Kerry Ward, and The Voice editor Sharon Saulmon represented ALTA at the Congress on Professional Education II in Chicago in November. The goals of the Congress included—

- Improved understanding of the impact of society and adult education trends and developments on continuing professional development;
- Identification of the key issues and critical gaps in the provision of continuing professional development of the library profession;
- Strategies for addressing issues, such as, standards, assessment, certification and credentialing for library continuing professional development;
- Strategies for building collaboration across provider communities; and
- Strategies for utilizing electronic and network technologies.

Watch American Libraries for a full report. The Congress web site is available with additional information. (The bibliography on societal factors highlights recent trends that impact libraries and has some great information—http://www.ala.org/congress/2nd_congress/sofacreading.html).

Library trustees and advocates need to become more proactive in recruiting library staff and librarians, retaining them, and encouraging diversity. About two-thirds of the current librarians worked in libraries sometime during high school or college. Coaching and mentoring activities for part-time staff (even scholarships) should be encouraged.

With trustee leadership, libraries need to become learning organizations. "A learning organization is one where people continually expand their capacity to create results they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning how to learn together." With changes in technology, marketing, globalization, the Internet, etc., librarians need to stay up-to-date and promote lifelong learning for the staff. (To find out more information, read The Fifth Discipline by Peter Senge and Learning Organizations: Developing Cultures for Tomorrow's Workplace edited by Sarita Chawla and John Renesch.

Trustees also need to take the lead in funding library salaries. Beginning librarians' salaries are not competitive with funding for the same skills in other fields. Vicki Gregory and Sonia Ramirez Wohlmuti found the median beginning salary for 1999 library and information science graduates in public libraries was $30,000 ("Better Pay, More Jobs," Library Journal 125.17 (15 Oct. 2000): 30-6). Annual beginning salaries for related fields were—webmaster ($38,500), research ($39,250), LAN manager ($35,000), database management ($45,000), and automation/systems ($35,200).

Encouraging and funding continuing professional development is a key role for trustees. Private industry funds professional development annually, according to the American Society for Training and Development (ASTD). The benchmark for ASTD research is to fund 30 hours per year per employee. Training investment leaders fund 58 hours of training per year per employee. To keep the library competitive and provide quality service, trustees must encourage professional development participation. As Gen Xers become librarians, they will not expect to work at a library for a long tenure. By funding continuing professional development trustees will enable staff members to build portfolios, documenting their accomplishments and increasing their job satisfaction (and possibly their longevity with the library).

Trustees play a vital leadership role in the recruitment and retention and ongoing continuing professional development of public librarians.

—Sharon Saulmon

From ALA:

The American Library Association (ALA) unveiled the Campaign for America's Libraries Web site during trainings at the ALA Midwinter Meeting in Washington D.C. The Web site is located at: www.ala.org/@yourlibrary.

Trainings featured segments on key messages, target audiences and how to use the @ your library™ brand. Campaign staff also discussed the National Library Week kickoff event and how to implement the event in libraries nationwide.

The Web site is the main vehicle for distribution of information about the Campaign, and includes downloadable logos, public service announcements, Campaign updates, and other tools, as well as opportunities to share information and provide feedback.

The Campaign for America's Libraries is a five-year public education effort, sponsored by ALA, to promote the value of all types of libraries and librarians nationwide.

"The Campaign for America's Libraries is a grassroots effort," said Campaign Manager Deborah Davis. "One of the goals of the project is to provide libraries across the country with the tools they need to implement the Campaign in their communities."

Libraries are encouraged to join the Campaign for America's Libraries. Although the Campaign will encompass all libraries and many local outreach efforts, it will be united by a trademarked brand, @ your library.

"I like the concept of 'branding,'" said John Berry, ALA president-elect. "It is true the library community doesn't have many dollars for public relations, marketing and advertising, but by using the same brand and consistent messages, our investment will add up to real clout."
FV1... The Millennium Project for Public Libraries will provide 50 Library of America volumes published between 1992 and 2000 to 800 qualifying US public libraries. The Library of America publishes an award-winning series of America's best and most significant writing in authoritative, hardcover volumes. Libraries selected to participate will receive:

- 50 Library of America volumes (valued at $1795).
- Libraries will pay $250 toward the cost.
- 50 bookplates citing the gift of the Millennium Project.
- Prepared news release and promotional material.
- Access to an online resource guide for public programming.

Libraries with book budgets under $5000 will be eligible for a $150 stipend toward the costs of organizing programs to introduce the volumes to patron. Libraries with annual book budgets under $5000 are preferred, but all US public libraries are encouraged to apply.

Applications and guidelines available online after July 24, 200 at:
www.neh.gov
www.loa.org
www.ala.org/publicprograms

For more information contact: publicprograms@ala.org or 800-545-2433 ext 15045.

NCLIS Study Results Now Available

The U.S. National Commission on Libraries and Information Science (NCLIS) announces the completion of the sixth public library Internet study. Public Libraries and the Internet 2000: Summary Findings and Data Tables was prepared by Dr. John Carlo Bertot and Dr. Charles R. McClure for NCLIS. The summary findings of the 2000 study are available at http://www.nclis.gov/statsurv/2000plo.pdf.

From CYPRT to CATS

Children and Teen Services RoundTable (originally CYPRT) is a great group to join if you work with kids of any age. Our primary goal is to create programs and events that benefit library services to children & teens. The name was changed this year to update our image and put us into the 21st century. CATS needs to be a member-centered round table where we can meet colleagues and help plan programs and workshops. The goal this year has been to increase membership.

The meetings are held in various parts of the state in hopes of more people attending. The more input we have the better ideas we can come up with. This year the committee has planned a program for OLA as well as the author luncheon with the Sequoyah award-winning authors. Check out the website for CATs on the OLA page. http://www.pls.lib.ok.us/ola/cats/

One goal for the coming year is to have a hospitality booth at EncycloMedia to encourage membership and let people know what we are about. If you are interested in having a meeting in your area in the coming months contact Kathy Logan klogan@enid.lib.ok.us or Ellen Lack at elack@norman.k12.ok.us

—Kathy Logan

Don’t it Make My Brown Eyes Blue?

The American people have spoken—and it’s pretty clear what they want. They want the Oklahoma City Gridiron Club to perform at this year’s Oklahoma Library Association (OLA) Conference at Oklahoma City’s Renaissance Hotel April 18-21, 2001.

The Oklahoma City Gridiron Club’s annual spoof on politics and politicians is always full of belly laughs and surprises, and Librarians will no doubt get a kick out of this year’s presentation, aimed partially at them.

The Gridiron Club’s annual extravaganza of missed cues, flubbed lines and fiery lampooning of newsmakers has had capacity crowds rolling in the isles for 72 years.

Since 1928, whether on the local, federal or state scene, gridiron scriptwriters have been provided a mountain of material for their irreverent pens. In 1929, four legislative horsemen ran Gov. Henry Johnston back to Perry. Into the governor’s chair slipped Bill Holloway — "I can hear him still - come out to the statehouse and call me Bill." In 1930, Bill Murray came to the Capitol; music came to the Gridiron during his regime with "The Bells of St. Murray’s." In 1933 and 1934, Murray led his National Guard into the oil fields and to the Texas line, ran a firebells campaign, made a presidential bid. But Franklin Roosevelt and the New Deal moved into the White House. Gridironers sang, "Cause if you’re young you’re gonna get stung, Santa Claus is coming to Town." That brought us to 1935 and Ernie Marland. He gave legislators a taste for Scotch - instead of Coal County Corn.

The 1937 show featured Josh Lee’s Rover Boys. They marched Josh to Washington and won themselves federal jobs. In 1939, Gridiron members donned red wigs as Leon Phillips became governor.

Gridironers were suspended during World War II, so Bob Kerr got off lightly. By 1946, Oil broker and cowman Roy Turner beat Tulsa's Dixie Gilmer for Governor. The 1947 show was titled, "All This and (Hereford) Heaven, Too." It dealt with Gilmer's complaint that Turner sold a sterile bull for $100,000. But Turner backers warbled "O, he sold T. Royal Ruppert for a lot of dough and when the buyers and the cows complained, he bought him back..."
The Alumni Association of the OU School of Library and Information Studies is seeking nominations for the Outstanding Alumni Award for the year 2001. The recipient's name will be engraved on a plaque kept in OUSLIS. A certificate of award will be presented to the recipient, and a $100 donation to the Irma Tomberlin Scholarship Fund will be made in the name of the recipient.

Here are the criteria:

Any person receiving a M.L.I.S. from the University of Oklahoma School of Library and Information Studies for the award if:

- The person has generated an active interest in the School
- The person has made an effective and innovative contribu-

Nominations Sought for Outstanding OU Alumni

- The person has contributed to the professional literature.

The announcement of the award will be send to all appropriate library publications. Please remember to consider alumni practicing out of state. Please contact either of the nominating committee listed below, and we will send you a nomination form. Deadline for receipt of nomination forms is March 1, 2001. Thanks for your help in locating an outstanding alumnus to honor.

Dona Steffens Davidson
Library, OSU-Tulsa Campus
700 N. Greenwood Ave
Tulsa, OK 74106-0700
918.594.8139 (voice)
918.594.8145 (fax)
ddana@osu-tulsa.okstate.edu

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Norman, OK 73109-0528
405.325.5524 (voice)
405.325.1893 (fax)
gricei@ou.edu
Oklahoma In Depth

By Robert Lee Maril, Foreword by Robert McDermott

Sensitively combining ethnography with statistical analysis, "Walking with the Ghost of Jim Crow" portrays the lives of poverty-striken Oklahomans, many of them children, minorities, and the elderly. Exploring myths about the poor and the facts behind these myths, Robert Lee Maril discusses the real cases of poverty in the state, especially low-wage labor. He concludes by presenting a public policy agenda that would benefit the poor directly and, in so doing, improve the lives of all Oklahomans. $29.95 Hardcover

By Kemmy A. Franks and Paul F. Lambert

"Oklahoma: The Land and Its People" provides an A-Z treatment of Oklahoma history, geography, and lore, and features magnificent full-color contemporary photography throughout—along with intriguing historical black and white. Region by region, the authors chronicle the varied hardships, along with the people from ancient times to today. Here are the major cities and the small towns, their stories, their colorful characters, the triumphs and tragedies, the dramas and comedies. $15.95 Paperback

By Gary England

"Tornado Alley" Gary A. England, Oklahoma's Emmy Award-winning weather forecaster, reveals a world not seen before—a world of humor, conflict, dedication, and one-of-a-kind weather moments. Beginning with his childhood interest in weather in a small Oklahoma town through a tour in the navy and on into the dynamic world of television broadcasting. "Weathertainment" shows how England's career developed and paralleled the almost incredible progression of weather prediction and television news. $16.95 Paperback • $21.95 Hardcover

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