Up Front

The Washington Library Association: New President Embraces A Network of Partnerships

by Nancy Ledeboer

Many years ago I enrolled my three-year-old daughter in the Pixie Play School. I was soon assisting in the classroom, helping children prepare snacks and working with other parents on work days to clean the school and build play equipment. Pixie Play School was and still is a parent co-op where parents are engaged in all aspects of running the school. I look back on those years with great fondness. I learned by observing the teachers, I met parents who shared my values, and I got to know the children that my children played with in school and on play dates. Serving on the board was my first experience being part of a member-run organization.

So why am I sharing this story with you? I learned that the more I engaged with the organization, the more I got out of the experience. When my children were in grade school, I helped out on field trips and went to parent nights. However, I never felt that same level of participation that I had at a parent co-op preschool. Throughout my career, I have enjoyed being involved in state library associations because of the many opportunities to engage.

I invite you to get involved with WLA. If the reason you belong to WLA is to get the membership rate for the conference, I invite you to become more involved. Consider joining one of the new Interest Groups. Serving Adults in Libraries (SAIL) is looking at emerging trends in serving adults. Whether it is creative programming to engage boomers or practical efforts to enhance job skills or learn about health care issues, let’s share ways to engage and inform adults in our libraries. Leadership is for Everyone (LIFE) will be working with the Student Interest Group (SIG) to implement a mentoring program. The program will match people interested in learning about new aspects of working in libraries with people who are willing to share what they know as well as encourage professional development on a one-to-one basis. I have benefited over the years from informal mentorships, and this is a way to help formalize these important relationships that help us thrive and grow no matter how long we have been working in libraries.

Our membership committee is expanding. We want to form sub-committees to work on recruiting and retaining new individual, institutional and affiliate members. You can serve as an Ambassador to inform your colleagues about WLA. Or participate in building relationships with our institutions, trustees, retirees and vendors.

If you enjoy planning and training, consider joining a conference committee. The WALE Conference will be held in October in Chelan, and the next WLA Annual Conference will return to the Tulalip Resort & Conference Center in April 2015. We always need volunteers to help out at conferences, and this is a great way to meet other WLA members.

If you have never attended Legislative Day, make a commitment now to attend on January 30, 2015.

I invite you to engage with WLA and increase your participation in the coming year. I promise that when you engage with WLA, it will be a rewarding experience.

Nancy Ledeboer is the Spokane County Library District executive director and WLA president.
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This issue focuses on the 2014 WLA Conference in Wenatchee, April 30—May 2. It featured a number of authors, including a breakfast keynote by charming gardening celebrity and Seattle Times columnist Ciscoe Morris; lively conversation with a crew from the Seattle7Writers group for dinner keynote speakers Terry Brooks, Jim Lynch, Sean Beaudoin, and Jennie Shortridge; and an absorbing breakfast keynote from Marissa Meyer. Discussions of the digital realm—Internet, devices, security, publishing, privacy, innovation, marketing—were everywhere. Other sessions highlighted the how to and what for of the Affordable Care Act, engaging adult patrons in play, library design, volunteers, and material challenges, among others. WLA has many of the session handouts on its website.

Darlene Pearsall tells us about a preconference high spot: a session of improv which challenged participants to think on their feet—useful training for working with our wonderful, and yet sometimes, unpredictable patrons (p. 7). Children’s librarian Kendra Jones engages her conference audience in the how to of guerilla storytime (p. 6). Also recommended in this issue are Tony Wilson’s arbitrary highlights of the conference (p. 14), and some very funny advice for replacing inferior television shows with entertainment fit for library zealots, by Susan Madden and Kristen Edwards (p. 31). With his usual panache, David Wright considers the implications of the Great War and recommends books by authors who were in the war (p. 16).

This was my first WLA Conference and first visit to Wenatchee, and both were stellar. Driving to Wenatchee, I was reminded of my home state, Nevada—with its dry landscape and clumps of scruffy sagebrush—spectacular. After communicating on line with WLA members for a year, it was a treat to attach faces with names. Thank you, Alki Committee members for all your hard work and help in putting together the Alki. Many thanks as well to Tammy Reniche, Alki’s graphic designer. She’s no slouch when it comes to making our stories and images look good. I went on a tear taking photos and while zooming in and out of sessions, I often wished I could hang around to see the end of the session. Regrettably, for the reader’s sake, the convention center’s preferred technique of lighting and set-up—in a barely lit or strangely lit room—doesn’t always photograph well. Between Dana Murphy-Love, WLA Executive Director and I, we nonetheless captured some notable moments. As the conference percolated along, ideas did bloom. Maybe the “Spring into Action—Let Your Ideas Bloom” theme will inspire an action bonanza. Perhaps we’ll find out next year in Tulalip. Intellectual Freedom is the theme of the Alki’s next issue in November. I’ll be looking forward to your stories or ideas for stories. The deadline is September 15. Enjoy the issue.

Joyce Hansen is a substitute reference librarian for the Everett Public Library System.
Legislative Update


by John Sheller

As a chapter of ALA, the Washington Library Association regularly participates in ALA’s annual National Library Legislative Day. This year on May 5-6, WLA president and Spokane County Library District director Nancy Ledeboer led a delegation of three in visits to our House and Senate congressional representatives. Accompanying Nancy were outgoing WLA Federal Relations Coordinator John Sheller, of the King County Library System; and YALSA delegate and youth services librarian Lisa Lechuga, from Kitsap Regional Library.

Ledeboer was able to secure a meeting with high ranking House member Cathy McMorris Rodgers to discuss the importance of LSTA (Library Services and Technology Act) funding for Washington public libraries and our role in early learning. LSTA is the only federal funding dedicated to libraries. Nancy also shared information regarding public library capacity for an increased stake in federal workforce investment and jobs training programs.

Lechuga led a similar discussion with staff of Congressman Derek Kilmer’s office. She shared stories and examples of her service to youth, and veterans and their families, and underscored the importance of continued support for the Innovative Approaches to Literacy program. Sheller lead similar discussions with staff of House members Adam Smith and Dave Reichert, both with districts that serve King County residents.

The entire WLA delegation met with Ariel Evans of Senator Patty Murray’s office and Nico Janssen of Senator Maria Cantwell’s office. Cantwell sits on the Senate Commerce & Technology Committee and has expressed interest in our issue of publishers charging libraries inconsistently for ebook content and access. Senator Murray has long been a champion of veterans and a supporter of LSTA funding. Evans assured the delegation of Murray’s continued support for libraries and early learning.

John Sheller is a senior manager with the King County Library System. John was the WLA Federal Relations Coordinator under President Jennifer Wiseman.
How to Guerrilla Storytime

by Kendra Jones

The guerrilla technique of training can be used for more topics than story time (tech troubleshooting, for example), but for this article I’ll be speaking in terms of putting together a Guerrilla Storytime. Basically, this is a peer-to-peer training with a facilitator present to keep things moving, and content coming from participants. Every Guerrilla Storytime will be different!

What you need for Guerrilla Storytime:

1) **Participants**: a group of story time providers (newbies and long timers alike).

2) **Facilitator**: to keep the flow and energy going (this can be you!), gather materials, create the challenge cup, and find a space for the training to take place.

3) **Materials**: any materials the group may want to use. Bring everything and anything you think they might want. The time you don’t bring a parachute will be the time they want to use one. Materials may include: parachute, shakers/bells, scarves, books, flannel pieces/flannel board, ukulele, bubbles and blower, song cube, and puppets.

4) **Challenges**: a variety of “challenges” including behavior management, early literacy skills, incorporating parent tips, using various props, child development, and favorite songs/rhymes/finger plays, etc. When creating challenges, it may help to think of them as FAQ for story time presenters. What issues, questions, and struggles have been coming up (or have come up in the past) for you and other story time presenters? Write them on a craft stick and put them in the cup! We (Storytime Underground) are always happy to share our current challenges with you as well.

5) **Challenge Cup**: a fun cup or container to put challenges in. You can create and store challenges any way you like. We print out challenges and glue them on craft sticks and put them in a cup or mason jar, but you might have a better idea. Go for it!

6) **Space**: you need space to hold a Guerrilla Storytime. These have been held in the middle of conference centers in front of tiny, fake houses as well as in regular classroom style conference rooms. Everyone has their own preference, but mine is a space where chairs can be cleared away completely and everyone sits in a circle either on the floor or in chairs. This makes it easier for everyone to see each other. The ideal location for a Guerrilla Storytime is a place where passersby can overhear the awesome happening and be lured in to check it out. This training is an opportunity for advocacy, too!

“...The ideal location for a Guerrilla Storytime is a place where passersby can overhear the awesome happening and be lured in to check it out.”

Okay, now you’re ready to Storytime!

Once the group is gathered, introduce the concept and let them know the idea is to learn from each other and everyone has something valuable to share, whether or not they think they do.

How the actual training runs really depends on the group and which challenges are drawn from the cup. In some Guerrilla Storytimes only a couple of challenges are even pulled and the rest of the time is taken from the group asking each other questions. Some groups are a little shyer so you’ll use more challenges. Both ways are great!
It’s All Electronic

A preconference session about the materials libraries are getting electronically was taught by the Washington State Library Continuing Education and Training Coordinator Jennifer Fenton; Tressa Johnson, Kitsap Regional Library adult services librarian; and Darlene Pearsall from King County Library System.

Fenton provided the tablet/eReader kit from the Gadget Menagerie, a tech petting zoo that includes Kindle, Nook, Galaxy Tablet, iPad, Microsoft Surface, and Chromebook. The session covered progress being made with publishers which decide to provide their electronic collections to libraries. We reminded the students that if a library has a “buy now” feature on its webpage, it demonstrates to publishers that patrons purchase as well as check out items. The idea being to encourage patrons to purchase electronic materials through the local library’s website instead of going straight to Amazon or Barnes & Noble. More “It’s All Electronic” resources are available online.

InSight Through Improv! Revitalize Your Thinking with Jet City Improv

If you think improv is only for artists and actors, you’d be surprised to hear librarians rave about their experiences with improv workshops. Participants in the WALT-sponsored preconference “InSight Through Improv” had the unique opportunity to spend the afternoon with master facilitator Andrew McMasters from Seattle’s Jet City Improv, working to encourage creative thinking and have lots of fun in the process. We were on our feet for three hours—no PowerPoints or handouts or lectures involved—just the physical experience of learning to be better listeners, communicators and team players.

In the beginning, there was trepidation: “What will I have to do?” “Will I have to perform in front of everyone?” “Will I have to sing solo?” Andrew assured us that it would all be painless and fun, and he was right. He led exercises that helped us overcome our fear of taking action, built trust among us, and increased our ability to act fast and spontaneously in the situations presented. We learned that a critical factor in successful communication is confirming that the recipient actually heard and understood the message. We learned the power of “yes, and” for collaboratively arriving at unanticipated solutions. We learned to co-construct stories with rich and hilarious outcomes. All of this learning was so applicable to library work, which is really an improvisation of unexpected interactions between librarian and patron. One participant had an “Aha!” moment about how to better tell the library story for marketing. Another planned to use the “patterns” technique at an upcoming team retreat.

McMasters founded Jet City Improv in Seattle in 1992. Not only has he led a creative and innovative comedy team to entertain and delight audiences of all ages, he has also developed a series of workshops to build listening, communication and team building skills in members of organizations of all types. He realized that the same skills involved in successful improv can be applied effectively to improve everyday human interactions. Watch this TED talk on Tell New Stories to get a glimpse of some improv techniques.

For the rest of the conference, those of us who were lucky enough to improv would encounter each other and move into hand-raised-point-“you” stance or address each other: “coconut,” “phad thai” or “mac-n-cheese.” We were so bonded.

IG Interest Group Luncheon—Washington Library Trainers Interest Group (WALT)

What WALT does: We are a group geared toward anyone who finds themselves teaching patrons or coworkers one on one or holding official classes. We share what each member is doing in the library and lots of ideas. We are also the first go-to email list when looking to hire an outside training vendor, looking for tips on how to approach an issue, or working together to bring a trainer/vendor to the area.

In addition to sharing what we do and helping each other, we provide continuing education for our members at our in-person meetings at least once a year. For example this year, we were able to do two such trainings. Last year we purchased “The Secrets of Killer Presentations,” an online course, from Leadership IQ. We viewed the course in our meeting, and everyone had access to the online course for approximately one month. At a second meeting, we had Debra Westwood from King County Library System deliver a course...
Tips:
- Keep great notes and share them with participants afterward.
- Tell us at Storytime Underground about your Guerrilla Storytime so we can put it on the site’s calendar.
- This is how we’ve been doing Guerrilla Storytimes, but you might have a better idea. Go for it and then please tell us about it!

If you have any questions or would like to request challenges, contact Kendra Jones at peaceeluvbks@gmail.com.

Jennifer Fenton and Tressa Johnson share tips during the "It’s All Electronic" preconference.

Children love shaking shakers and bells.

Playing with scarves during story time encourages children to use their imagination. Here Jones teaches games with scarves as the focus.

WALT offers in-person meetings and trainings each quarter.

she developed for the library and also offered at last year’s WALE conference and the State Library’s First Tuesday—a continuing-education opportunity for staff of libraries in Washington State—entitled “Burnout: Avoiding the Flames.”

We brainstormed possible training topics for this year’s meetings. Some mentioned:

- Learning Management Systems (LMS)
- eReader/eBook training with more step by step and actual questions from patrons
- In-person weeding class
- Chunking – How to create/share online resources especially geared to international students. How to find the twenty percent of the training the student will remember and use. Coursels = Courses + Morsels

All about WALT is on the WLA website.
The 2014 Washington Library Association Conference provided an abundance of serious information for contemplation on the current state of environments in which we live through our words and ideas. Meandering from conference program to program, the topics and thoughts of each building on the previous, my mind became more seriously concerned about the vagaries of cybersecurity and the need for cautiousness of the Internet. Perhaps it was the programs I selected to attend that sent my thoughts down such a path. Nevertheless it was certainly a path of serious pondering that at least a couple of the conference presenters encouraged.

As ideas bloom, our actions should be cautious, not reckless, in the digital world, because whatever we consent to put out into cyberspace may have long ranging consequences. What may seem innocuous to us now, may come back to bite us later and prove to have been reckless, or worse. Perhaps someone will find something years later, somewhere in cyberspace, about us that we wish they did not know, something that may close a door we'd hoped would open to us. Cyberspace is not, after all, a community we are trustingly familiar with, but rather a much wider community of people mostly unbeknownst to us. What we think is not public, can become public or accessible, and remains out there in cyberspace much longer than we imagine. Lest you think I am paranoid or imagining things, this was the gist of Dr. Barbara Endicott-Popovsky’s presentation—”Unintended Consequences of the Information Age: The Fate of Privacy.”

Endicott-Popovsky, the director of the Center of Information Assurance and Cybersecurity (CIAC) at the University of Washington, shared her perspective as a researcher on how emerging technologies continue to pose new challenges to privacy. Her admonition is that every single thing we do on the Internet is not private, and that expectations of privacy are misguided. Blind trust in technology is misplaced; technology is not to be trusted. It is simply foolish to lack awareness that the online environment is open and has no real privacy. Thoughtlessness will come back to haunt anyone naïve enough to leave their vulnerabilities where they can be found. Distributed systems spread everything out and open it up to group think, the group of people mostly unbeknownst to us. Cybercrime is rampant, and she cautioned that the younger generation will have to learn for themselves. They don’t have the example of the stringent, more protective security of the past for comparison.

According to Endicott-Popovsky, today’s hackers are not kids, but rather terrorists and mafias all over the world. Other countries do not share our belief system in which privacy is enshrined as inviolate. For them it is a challenge to take what they can however they can. Often in other countries people innovatively learn to get around systems that chronically do not function as they should, so they are accustomed to figuring out ways around anything. On the other hand, we are accustomed to systems that we can rely on and that consistently work well for us. Consequently, we are naïve in giving away our technology generously, then wondering why we are vulnerable to remote

"”Washington state is now a digital state with a rural information ghetto.”"
cybercrime. Will these hackers find us? GPS, cell phone, Google glasses and other devices are all ways that we can be watched, or even stalked. No one is able to tell us how safe a device or its components may be, or not. Controls can mitigate threats and vulnerability, but our controls do not implement all our policies perfectly. So we can live with the risk, avoid the risk, create security, or transfer the risk to someone else to cover our risk for us.

What makes scanners of the Internet willing to take advantage of people they don’t know is the dissociative anonymity of the Internet. Children and youth are more prone to become victims of cybercrime because they lack understanding of potential consequences, yet favor transparency in their online interactions. Government and court judges lack technological expertise in digital technology nor do they understand the evidence. Endicott-Popovsky’s advice is to be intelligent consumers of technology and all stripes of media, understand challenges to privacy and to protect ourselves.

I am of an age that I remember life in a world with an abundance of privacy, a simpler world. I recall realizing as a child that no one knew my thoughts unless I told them. I could choose what I wished to divulge and what I wished to keep private. I particularly enjoyed and continue to treasure the privacy of reading during which I am able to experience contemplative conversation silently with an author’s ideas as his/her meaning blooms forth into my own comprehension. Am I nostalgic for that simpler world? In some ways I must admit I am; in other ways not at all, as I enjoy the convenience and wide-ranging information environment of the digital world we experience today. Privacy is a marvelous intangible thing. It affords us a world of our own within our minds where creativity and contemplative thoughts sprout, bloom and congeal into ideas that spring forth. The idea of relinquishing my privacy online is discomforting to me.

Quietness of privacy that appeals to introverts is certainly not popular in contemporary culture that promotes extroverts, consumer culture and marketability. But lest we think something is wrong with us for preferring quiet contemplative space to a raucous environment that drains us, it is only that we are introverts. It turns out in academia and in the world of library and information science, there are a lot of us introverts. We gravitate toward professions that energize us quietly and in privacy, rather than towards public settings populated with constant interaction, which tend to drain our energy. The simpler, more private world of the last century allowed more latitude for those of us who are less edgy and prefer to live outside of the limelight. While the twenty-first century in America is geared to extroverts, the twentieth century seemed to have more accommodation for both introverts and extroverts in a world less dominated by media.

Our culture then held certain values in high esteem, among them privacy and a closer sense of community. Community was a body of people living near one another and in relationship with one another, or as Webster’s Dictionary calls it “common ownership; a sharing.” This sharing was based on trust of those in the community who were known and whose privacy was respected. To know and to be known, to love and be loved, to serve one another, and to celebrate together and be celebrated were common mutual characteristics of community. Today community is far broader and is loosely considered to include strangers in cyberspace hardly known to us, who may or may not be trustworthy. We may share relationship with these strangers, but know them only superficially. We may seek deliberate community, but these may not be lasting communities in which we can confidently develop genuine trust.

American society has moved away significantly from close-knit community life to a broader media-dominated and marketability-driven value system. Veteran reporter Claudia Rowe presented a revealing insider look at the state of journalism news coverage and how limited in scope it has become in “The New Front Page: 21st Century Journalism and What it Means for You.” While it seems we have broad news coverage through the media, that breadth is instead an illusion, perhaps even a delusion. What is happening in newsrooms across the nation is
that they are governed by financial imperatives that direct news judgment. The result is far less breadth and restricted local community awareness available to audiences of news sources.

Newspapers used to be big profit makers and used to be family owned community businesses which served traditionally as the public conscience, keeping law enforcement and other public servants accountable to the community whom they serve. According to Rowe, journalists viewed themselves as an anointed profession, cocooning themselves in their newsrooms, became out of touch with their readers’ interests, unaware of their own isolation, and increasingly indecisive in championing important issues. The Internet exacerbated this already existing trend. Many readers today don’t read any journalism. As readers engaged less with journalism, many came to believe that such stressful news made them less healthy, rather than choosing to engage in public awareness. Journalists did not see their fall from grace coming due to their isolation, and have now lost the public trust. As newspapers began to lose billions of advertising dollars, thousands of journalists nationwide were laid off from their jobs, which resulted in a lack of accountability to community.

Rowe said that Washington state is now “a digital state with a rural information ghetto.” Statewide there are only twenty cities with newspapers or radio stations offering any form of local news. For example, the editors of the Seattle Post-Intelligencer online make decisions on what to include based solely on marketing decisions. They do not post stories to their website on topics people do not click on enough, such as local city council, and all other stories and topics not covered. But do clicks show what we think they show? Managers are not able to interpret them into revenue. Corporate-owned local journalism does not necessarily engage with what the community needs to be informed about. The few journalists left are inadequate to provide boots on the ground and are directed by editors only to cover stories that have high-profile marketability. We are losing the whole point of a free press, which is to stand up for what needs to be told.

Ego, curiosity and sometimes idealism are what motivate journalists, said Rowe. There is no standard or objectivity for journalists, although they are reticent to admit it. All the choices journalists make affect what they write and how they tell stories. Although there is no objectivity, there is fairness – looking at all the angles and sides of a story. Traditionally this fairness is what motivated journalists to prod law enforcement to look into unpopular issues such as serial killers in a community or prostitution. Public media and non-profits can only fill a small gap—there is not enough philanthropic money to compensate for the loss.

With few journalists in traditional jobs, social media is no worthy substitute. Social media may be very powerful, but provides no time to dig beneath the surface to pressure powerful people to expose what they wish to conceal. Thus scandals are not exposed. On social media “everyone can be a citizen journalist,” according to Rowe, and without a gatekeeper every writer tries to make a point, an agenda which is not unbiased. This leaves consumers with the task of seeking more viewpoints and evaluating information. Much news now may not be verified and may be spurious, so crazy claims are sensationalized which may appeal in terms of marketing. Most consumers cannot identify the agenda, and do not pursue more viewpoints nor employ critical thinking.

Rowe’s advice to librarians and their constituents is that while mainstream news is now profit driven, it does respond to community pressure. The responsibility to communicate with journalists now lies with consumers. Although news managers pay consultants rather than listening to readers, editors can be accessed. Rowe said, “Call an editor if you want them to cover something and keep asking.” If readers are not happy to see values eroded, why not spring into action to protect those values?

It seems our traditional value on inviolate privacy is being bombarded and eroded. Privacy, still precious to many Americans, is the state of being free from being observed or disturbed by other people, the condition of being secluded from the presence or view of others, being free from unsanctioned intrusion and from public attention. Of course, privacy can also be used unethically for secretiveness, deviousness and mischief, depending on one’s motivation. The balance in a free society is always a critical razor’s edge.

Community is generally understood as a place of trust. Librarianship, for instance, is a community of like-minded, eclectic, well-educated intellectuals with the common ownership of a discipline and career which we share with one another. However, the Internet is wide open in spite of controls that mitigate its vulnerabilities, and while seeming like an enticing community, is not a trustworthy one. Even sources we have long trusted such as newspapers and journalists are now being forced to surrender their traditional roles within American communities in favor of profitability and marketability. Our world is changing in ways that shift the burden of trust, privacy and community to individuals and away from society for protection. We are fortunate to enjoy being stimulated at conferences by speakers in their carefully prepared presentations, who broaden our understanding of these issues beyond our profession by giving us insight into critical issues in other related professions.

Continued from previous page
Spring into Action—Let Your Ideas Bloom

Evergreen branch Manager Alan Jacobson and Michelle Will of Kitsap Regional Library

WLFFTA Friend/Foundation Award #1 went to Chewelah Library Annexation Committee (CLAC). CLAC display some of the thirty-five different posters—including one featuring Marty, president of Cats Rule Society—designed to sway residents to vote to tax themselves for the library to remain open.

Voted “Most Adorable” attendee.

WLFFTA Friend/Foundation Award #1 went to Chewelah Library Annexation Committee (CLAC). CLAC displays some of the thirty-five different posters designed to sway residents to vote for their library to remain open.

Presenters answer questions at the “Brilliant Booktalks and Trailers” session.

All photos by: Joyce Hansen
Photos from the 2014 WLA Conference in Wenatchee, April 30-May 2

John Fossett, Kitsap Regional Library collection manager and Kati Irons, Pierce County Library System film & music selector discuss the impact of Johnny Cash's music at "Now Hear This: Lessons in Music Advisory."

Group stretching at the start of “Material Challenge Aerobics.”

Library trainer and consultant Kate Laughlin, WLA Executive Director Dana Murphy-Love (not pictured), and WLA Assistant Director Kelsi Griffis spent many days and months preparing for the conference. Once they arrived Wenatchee, the prep work turned into go-go-go work.

Presenter Audrey Barbakoff, Kitsap Regional Library adult services librarian, wanders through the audience during brainstorming discussions in the “Adults Just Wanna Have Fun: Adult Programming Beyond Lectures” session.

Community Library Resource Manager Charlotte Hinderlider (Yakima Valley Libraries) answers a question during the “How to Pin, Tweet & Like Your Way Into Your Patrons’ Life” session.

Michelle Will of Kitsap Regional Library & CATS Interest Group
Tony Wilson is retired from Highline Community College where he trained prospective library employees for forty years. He was WLA president 1981–1983. Currently he is president of the Des Moines/Woodmont Library Advisory Board (KCLS) and an emeritus member of WLA. He is currently spending his declining years doing amateur archaeology on the feral librarian movement.

As has been true for many years, the last WLA conference was a pleasure. The food gets better and better, the conference runs more smoothly and all that’s missing are the old vendor parties we used to have (or, am I just missing the invites?). Below are some notable notes and extrapolations about highlights in the sessions I attended. The remarks are grouped in four sections. First, the content we try to deliver to our users. Second, the venues in which we operate and the services those venues enable. Third, the sessions that touch on the goals we are trying to reach. And fourth, notes about Alki itself.

Patron/Content Connection

Library patrons often, probably increasingly, are interested in publishing their own work. Jeff Ayers and James Thayer gave detailed insight into traditional book publishing (Thayer: get an agent) and online publishing (Ayers: Amazon, etc.). Some may remember Walt Crawford’s presentation in 2013 recommending a template to make a manuscript function across many platforms. It seems clear that having someone in every library who can help a user get material up and out in some form, print or digital, is a significant service opportunity.

For the digital approach, Walt Crawford’s The Librarian’s Guide to Micropublishing is online. For getting your book up and on sale on Amazon in twelve hours, here’s how.

In “Unintended Consequences of the Information Age: The Fate of Privacy,” Dr. Barbara Endicott-Popovsky spoke on loss of privacy and Internet security. She quotes Dan Geer of Incutel: “In the world of networked computers every sociopath is your neighbor.” Endicott-Popovsky’s session ended before she was able to cover all the side material, but her PowerPoint is a fascinating and mostly self-explanatory exposition of the big picture.

For some warnings about the cultural implications of universal digitization, see Jonathan Rochkind’s inciteful blog post. He links to an even more impassioned speech given by Maciej Cegłowski on May 20, 2014, at Beyond Tellerrand in Düsseldorf, Germany.

In “The New Front Page: 21st Century Journalism and What It Means For You,” Claudia Rowe explained some shifts away from deep journalism to the measuring of clicks by distant corporations. She cited an eighty percent shrinkage of the Olympia, Washington press corps. That explanation allowed me to recognize the cause of my irritation when Katie Couric announced that as national news anchor she wasn’t going to just tell us what happened, she was going to explain it so we understood it. No, Katie, just tell me what happened, and I’ll decide what it means!

All photos by: Joyce Hansen

Continued on next page
Incoming WLA President Nancy Ledeboer checked in at the Alki staff’s business meeting. Article author Tony Wilson sits far right.

In contrast, however, to a nationally vetted explanation, and given that my Seattle Times front page looks just like the New York Times front page and that the second section on local news looks like an abstract of last night’s local TV news, I find myself hoping that The Stranger or The Weekly will provide an in-depth perception on my important issues. This analysis also stimulates appreciation of my local weekly paper, where we have local writers whose thinking I can trust and find useful. As librarians, finding local in-depth perspectives for our users has become more challenging.

Venues and Their Services
In their session “Improved Service Through Innovation: The Strange, New Worlds of Library Service,” Sam Wallin, analyst/special projects coordinator with Fort Vancouver Regional Library, and Jared Mills, a Seattle Public Library supervising librarian, described the SPL’s Books on Bikes program, an unstaffed library with a wide range of traditional services, and the circulation by other libraries of such items as tools, bread pans, fishing poles, and fitness equipment.

They mentioned maker activities without going into specifics. For more detailed examples, South Carolina Beaufort County Library offers advanced maker services at its Creation Station. Take a gander at Creation Station’s programming. Considering maker services, we should note that 3D printers can now be purchased for $250 and that LEGO, with its classroom robotics kits, was one of WLA’s conference exhibitors.

“Overcoming Obstacles in Library Design” provided dramatic examples of planning buildings and renovations in KCLS. For instance, the fight Renton residents had to put up to keep their library astride the river was not mentioned, even though the technical challenges in upgrading the building were engaging. Had there been time enough time in the question period, I would have inquired about why, for those who see reading as a private act best done in a safe carrel with a view out, designers omitted any place where individuals using the new libraries want to sit.

Library and Community Goals
“Demystifying CCSS for Public Librarians” dealt with sensitizing libraries to assist with achieving the Common Core State Standards in K-12 education. The standards at Demystifying CCSS for Public Librarians appear to be compatible with library values as described on the slides. One of the slides reads, “If there is one overwhelming aspect of CCSS for reading informational texts, it is that they move students away from reading to accumulate information, to reading to discern ideas and concepts and analyze texts critically for their reasoning and perspective.”

Sounds good. But, does it threaten the establishment?

As presented in the slides, however, there seems to be a de-emphasis on reading fiction (as is the case in some religious schools). This trend is worrisome. A recent article in The Atlantic, “How the Novel Made the Modern World,” suggests that the “shift in cultural attention” away from the novel is damaging. “Privacy, solitude, the slow accumulation of the soul, the extended encounter with others—the modern self may be passing away, but for those who still have one, its loss is not a little thing.”

Alki Itself
The Alki board met just after the WLA board meeting. Many of us were meeting Joyce Hansen, the new editor, for the first time. All went very well, and we were visited by our President-Elect.

We discussed the online format and will be looking at a number of options. Anyone with strong feelings about what works or doesn’t work with the current format should contact Joyce.

A major consideration is themes for upcoming issues. Among exciting possibilities are the notion of WLA positioning itself to issue sanctions for violations of library ethics and standards, the effect of government surveillance and the Snowden case on library practice, and patron rights.

On the patron rights issue, we need perspectives on whether patrons have a right to know the name and qualifications of the staff offering them service. I saw an online library discussion where a participant held that library staff were not to give their names because patrons were not to be able to ask for them individually. My local libraries move staff around enough to preclude any continuity of service. On the other hand, Multnomah County in Oregon has taken knowing your librarian online.

In summary, reviewing all I experienced at the conference, I’d urge my library and my colleagues to find cozy places for people to read in privacy and security, get to know them personally over the long haul, and give them access to all that is relevant.

Notes

1. The Atlantic, June, 2014, p. 94
David Wright is a reader services librarian at the Central Branch of Seattle Public Library, a frequent speaker and trainer at library conferences, and a regular contributor to Booklist, The Seattle Times, and other publications.
and yet something in Lussu’s wry resignation helps to soften the ordeal, and helps us see just how resilient humans can be.

Gabriel Chevallier’s newly translated anti-heroic novel *Fear* feels as though it were written in a state of demonic possession, which is how many veterans of the war might describe their latter lives. He pushes our faces into the mud, shudders our bones with the impact of the shells, and drowns us in the pervasive dread, panic and fear that he and his fellows felt, cowering in the mud and devoutly wishing that they might be wounded and sent to recover behind the lines, or even to catch a sniper’s bullet and end one’s misery once and for all. It is a brave and unforgettable rendition.

“It was a stunning experience hearing all those cries of sorrow and anger calling across one hundred years, begging us in vain to never forget and to never let such things happen again.”
Local Treasures: The Value of Special Collections in the Public Library Setting

by Terry Walker

The library as repository of cultural heritage and local history has been a long-standing, though frequently overlooked, library service. This article reviews the challenges of managing special collections in a public library and offers strategies for effectively balancing user access with collection security. Finally, examples from Yakima Valley Libraries’ special collections are used to illustrate the value, authenticity and depth these items add to our collection as a whole.

The Five Laws of Library Science:

1. Books are for use.
2. Every reader his [or her] book.
4. Save the time of the reader.
5. The library is a growing organism.

Dr. S.R. Ranganathan wrote a book titled *The Five Laws of Library Science* (1931) in a world that knew nothing of the Internet and was just beginning to explore the idea of microfilm. The ideas he expressed were so profoundly simple and true that today he is widely regarded as the father of Library Science.²

Ranganathan identified utility and accessibility as the defining characteristics of library resources. In his view, the essence of the library profession is to provide, protect and preserve those same resources. Because books exist to be used and libraries exist to ensure that they can be, libraries are not museums for books: they are the field of action which connects people with ideas and possibilities. This is especially true of public libraries.

Public libraries have frequently been called the living room of the community.¹ The library also serves as the community’s attic and communal memory. We hold a treasure trove of local history and artifacts of cultural heritage that donors have entrusted to the library, expecting that their donations would be preserved and used to understand who we are and where we came from. Such items are unique, often old, frequently fragile, or just plain expensive and irreplaceable.³

Special Collection Challenges

The idea of a special collection in a public library raises an important question. Why does a public library, dedicated to serving the general public, need a special collection of materials that are locked away from the general public? Mark Y. Herring, Dean of Library Services at Winthrop University, argues that they do not. His article with the telling subtitle “If you cannot do Rare Books right, please do not try to do them at all,” discusses the advantages of deaccessioning high maintenance materials: ¹⁴

1. The library is able to focus its resources on its primary mission without diverting funds, space, and staffing to special collections.
2. Relocating high value/high maintenance material to the proper environment can extend an item’s life span and expand access.
3. Liquidating collection assets can profit the library financially.

Herring lauds the ideal of preservation in the name of scholarship, but adds “(i)f rare materials are being stored in far from optimal conditions, if rare collections are weighing down a library’s finances, if incunabula cannot be supervised or left open to the public, what good are they beyond service to a misguided goal?”⁶ Rare collections that are unfocused and unused should be sold or donated to better funded institutions that can provide them proper care and attention.⁶

If Herring’s argument has merit, why are special collections within libraries so ubiquitous? What are they holding with such fervor? It is difficult to tell because many times special collection materials are not visible in the online catalog and because national or regional statistics about special collections in public libraries are conspicuous by their absence.⁷,⁸

Benefits of Special Collections

The focus of special collections at Yakima Valley Libraries (YVL), which serves the Yakima Valley in central Washington, is primary source material on local history and cultural heritage. Like most special collections, “the materials...are...uncommon, sometimes unique, often old, frequently fragile, or just plain expensive and irreplaceable.”⁹ Also like most special collections,¹⁰ YVL’s special collection materials do not circulate.¹¹ These materials are special precisely because they are uncommon. Regardless of their market value, they would be very difficult, if not impossible, to replace, so they require secure storage, as well.

A primary source is one that is original to the time and place of the events documented. Textbooks often include excerpts from primary source materials in order to present a relevant concept. Primary source materials do more. They provide context — the “rest of the story” that might explain or challenge a widely accepted truth. Students can “learn to evaluate evidence, build persuasive arguments, and draw meaningful conclusions” when they have an opportunity to interact with primary source materials, which is why academic libraries make such materials available to their campus communi-
ties. Researchers who are not university students or staff members must rely on the special collections at cultural heritage institutions, such as the public library, for access.

Access to special collection materials benefits users of the collection. It also benefits the library that maintains the collection because it sets the institution apart from its peers. Consortia-based acquisitions have resulted in homogenized library collections. The unique mix of materials in special collections creates an identity that extends beyond more familiar library services. Tacoma Public Library’s well known “Northwest Room,” the “Seattle Collection” at Seattle Public Library, Everett Public Library’s “Northwest History Room,” and the “Relander Collection” at Yakima Valley Libraries are examples of public libraries in Washington state that have created distinctive identities based on the quality of their special collections. There may well be other distinctive northwest history collections in other public libraries, but their lack of online visibility marginalizes their value.

Library History and Cultural Heritage

Herring’s argument dismisses special collection materials as high maintenance diversions from the library’s primary mission. I disagree and assert that preservation of history and culture has been a central part of the library’s primary mission from the inception of the public library. The library movement in the United States grew out of women’s secular groups committed to social and civic reform. Initially, preservation of documentary evidence of the local past was used to construct a common cultural identity capable of unifying the disparate groups. They shared a common vision of the public library as an institution that “would preserve and transmit American culture.” Stauffer’s study of materials donated to the Ogden (Utah) Carnegie Free Library’s collection as of May 31, 1904 “yields insights into the donors’ views of the broad role of the public library in the community as well as their desire to establish an individual, ethnic, religious, and political presence in the communal institution of the library.”

If the local community fails to preserve its own history, what then? Who will decide what is a representative artifact or is significant enough to preserve? The past can be a shifting, insubstantial construct built by those who wield power in the present. Local historian Brian Kamens cautions, “In an age when the public thinks everything is on the internet, local information can disappear if there is no institution that cares.” The public library is a cultural heritage institution with a demonstrated commitment to the preservation of local history. This commitment “is not just to the reader who walks in off the street today but also to that reader’s children and great-great-grandchildren.”

Finding Balance

The difficulties of maintaining a collection of primary source documents from the eighteenth or nineteenth century brings us back to Ranganathan’s laws and Herring’s critique. Ranganathan directs us to provide, protect and preserve collection materials. In other words, first make the collection accessible. Herring, speaking about a subset of the collection, reverses Ranganathan’s priorities: first preserve and protect, and then provide. He argues that the material environment and collection security should always trump access.

This tension between user access and collection security is a defining characteristic of special collection materials.

Herring presents preservation as a dichotomy – either pay thousands of dollars per item to preserve and secure the item’s material self, or move it on to another institution. While the material environment remains an important part of discerning how to best manage fragile materials, we need to remember that “[t]he stuff is organic; like us, it is going to die sooner or later. …While it is alive, why should it not get used…?” Protective enclosures and modest climate control, combined with well-structured controlled access policies, can meet the needs of both user access and responsible stewardship of the collection. In general, primary source library materials in less than pristine condition do not have high market value. Their true value lies in their authenticity and content. The real challenge is how to provide access to these important but fragile works.

The OCLC Research Survey of Special Collections and Archives offers these strategies:

1. Provide a physical environment appropriate to the material (i.e. temperature, relative humidity, UV exposure) in a secure setting that does not present a barrier to controlled access.
2. Provide protective enclosures as needed.
3. Increase the public’s awareness of the collection through presentations, visibility in the catalog, creating finding aids accessible on the Internet, and actively promoting the material on the institutional website and social media sites.
4. Digitize materials and track online access.
5. Participate in document delivery by providing electronic copies of documents requested through Interlibrary loan.
6. Develop access policies and make participating staff aware of them.
7. Provide staffing and space to support user access.

The Local Experience

Library services in the Yakima Valley began with the opening of the first public reading room in 1889, organized by the Young Woman’s Christian Temperance Union, “offering a quiet and pleasant reading
Like many public library systems in Washington state, Yakima Valley Libraries grew out of a series of geographically proximate libraries that gradually coalesced into an organization that supported the existing libraries with centralized administration and collection management services. Library archives and special collections were also centralized. Consequently, local history documents and the many artifacts that had been donated since 1900 to libraries all across central Washington can now be found in the climate-controlled secured storage area for special collections at Yakima Valley Libraries.

As archive librarian at Yakima Valley Libraries, my days are spent combing through an impressive collection of historic documents that this organization is working to preserve and make available to the public.

Here are a few surprising items from YVL’s Special Collections:

1. At the end of the eighteenth century England, Spain and the nascent United States of America were scrambling to find a Northwest Passage that would link the North Atlantic and Pacific Ocean. The winner was expected to lay claim to the rich resources of the Northwest Territory. A three volume set titled *A Voyage of Discovery to the North Pacific Ocean and round the world: in which the coast of North-West America has been carefully examined and accurately surveyed*. Undertaken by his Majesty’s command principally with a view to ascertain the existence of any navigable communication between the North Pacific and North Atlantic Oceans and performed in the year 1790, 1791, 1792, 1793, 1794 and 1795 in the Discovery Sloop of War, and Armed Tender Chatham under the command of Captain George Vancouver is one of the surprising finds in the Relander Collection. Printed in London in 1798, these books are a window back in time. They are large, leather-bound books, requiring specialized handling and care, but they remain accessible to local researchers in a local setting.

2. *American Etiquette and Rules of Politeness* (1882). Printed in Indianapolis by A. E. Davis, this social manual provides detailed instructions on such basic skills as how to make rose water, how to safely store furs for the summer season, the proper way to bow to an acquaintance while driving a carriage or hack, and how to remove flesh worms . . . just in case you needed to know.

3. *The Great Northwest: A Guide-Book and Itinerary for the use of Tourists and Travelers over the Lines of the Northern Pacific Railroad, Its Branches and Allied Lines*. Published in St. Paul by Riley Brothers in 1886, this is a promotional work disguised as a guide book. The railroad companies built their first lines and branches in regions that had little population or trade, thus little need for rail services. Publications such as this one provided extensive detail and maps designed to draw settlers west, to create communities and a growing demand for the railroad. It is an unexpectedly rich primary resource for local researchers.

4. *Map of a part of Washington Territory to Accompany the Report of the Surveyor General* (1861). Until the dawn of GPS and Google Earth, developing accurate cartographic information was a time-consuming incremental process where progress was measured by years, if not decades. This early survey map of Washington Territory, conducted under the supervision of James Tilton, Surveyor General, is important for identifying the Hudson’s Bay Company’s posts at Fort Okinakane and Fort Colville, along with the location of Lake Chelan. The Willamette Meridian from Portland to Puget Sound and the Fourth Standard Parallel extending west to Gray’s Harbor had been surveyed, but much of the remaining cartographic information was speculative at that time.

5. *Customs of Service for Officers of the Army as Derived From Law and Regulations and Practiced in the United States Army. Being a Hand-book of Military Administration for Officers of the Line, Showing the Specific Duties of Each Grade from the Lowest to the Highest, Enabling Officers Promoted to a New Grade to Know What they have to Do and How to Do It*, a military field manual written in 1866 by August V. Kautz. This long-winded title says it all, and in only sixty-six words! This copy once belonged to William R. Parnell, who left copious notes and a dated inscription inside. Parnell was one of the few survivors of the infamous Charge of the Light Brigade. He later served with honor as an officer in the 1st U.S. Cavalry in the Civil War and several Indian wars in the Pacific Northwest.

6. *The Rise and Fall of the Confederate Government* (1891) in two volumes. Bound in the original calf with gilt detailing, this attractive set is an incredible primary resource on the history of the Confederacy.

7. *A Voyage Of Discovery Made Under The Orders Of The Admiralty, In His Majesty's Ships Isabella And Alexander, For The Purpose Of Exploring Baffin's Bay, And Inquiring Into The Probability Of A North-West Passage*, in 2 volumes, (1819) by John Ross documents another British voyage of exploration, this time into the arctic regions. The set includes numerous colored plates, charts and plans.

8. *Geological observations on the volcanic islands and parts of South America visited during the voyage of HMS Beagle* (1876) by Charles Darwin was originally published in 1844 and is based on the second voyage of the HMS Beagle. This copy, the second edition, includes additional material.

This three volume set from 1798 stars Captain George Vancouver. At the end of the eighteenth century England, Spain and the nascent United States of America were scrambling to find a Northwest Passage that would link the North Atlantic and Pacific Ocean.

The book provides instructions on such basic skills as how to make rose water, how to safely store furs for the summer season, the proper way to bow to an acquaintance while driving a carriage or hack, and how to remove flesh worms.

Publications such as this one from 1886 provided extensive detail and maps designed to draw settlers west, to create communities and a growing demand for the railroad.

...it evokes the chaos and complexity of a society at war.”

If history is a story we tell ourselves about the past, these artifacts are the fabric of that past, linking elements that may allow researchers to build a factual and balanced understanding of not only what happened, but how it happened and perhaps even why. The opportunity for local researchers to have hands-on interaction with primary source documents in a local setting is not something that can be fully replicated online. This is the reason these documents have been preserved and so carefully cared for – and this treasure trove is available for present and future generations to explore at the library.
This early survey map of Washington Territory is important for identifying the Hudson’s Bay Company’s posts at Fort Okinakane and Fort Colville, along with the location of Lake Chelan.

Of added interest is the series of signatures authorizing the document as it was processed by the U.S. War Department includes R.E. Lee, Gen. It’s just below the map legend.

This 1866 military field manual—with a title sixty-six words long—once belonged to William R. Parnell, who was one of the few survivors of the infamous Charge of the Light Brigade.

This rise and fall of the Confederate Government (1891) in two volumes. Bound in the original calf with gilt detailing, this attractive set is an incredible primary resource on the history of the Confederacy.

This second edition of Charles Darwin’s Geological observations on the volcanic islands and parts of South America visited during the voyage of HMS Beagle (1876) is based on the second voyage of the HMS Beagle.

A Diary From Dixie (1905) reads like a best-selling novel. It is based on a diary kept throughout the Civil War.
Notes

5. Ibid., 41.
6. Ibid.
10. Dooley and Luce.
12. Quoted from the title of Paul Harvey’s radio program.
19. Herring, 41.
21. Ibid., 151.
25. Traister, 61.
26. Ranganathan.
27. Herring, 42.
28. Traister, 60.
29. Ibid., 71.
30. Dooley and Luce.
Strengthening the Washington Library Association Scholarship Fund—a Multi-Leader Project

by Nancy Ledeboer and John George

At least four WLA presidents have had their hand in the organization’s effort to strengthen the scholarship program. Now the structure for an improved scholarship program is taking shape, ensuring that students will have the support and encouragement of WLA for years to come.

The current effort started when Tim Mallory was chairing his final meeting as WLA president. Susan Madden stood up before the membership at the 2011 conference in Yakima, and called on Mallory and President-elect Brian Soneda to form a task force to study how to address the funding mechanisms and donor recognition necessary to rebuild the fund. WLA’s membership supported her motion, and the rebuilding began.

Soneda created a task force in his first months in office. He appointed John George, a former scholarship winner (2010) to chair the group. Other members were Sally Nash, John Sheller, Susan Madden, and Mary Ross. In December 2012, the group outlined a series of recommendations with one key element highlighted: WLA needed non-profit status -- a 501(c)3 ruling -- to effectively raise funds. That status would allow donors to make a tax-deductible donation to the scholarship fund.

WLA is a 501(c)4. This is the status granted to non-profit “social welfare” organizations and allows WLA to engage in lobbying efforts to influence policy and to promote legislation that supports libraries. While your membership dues may be tax deductible as a professional expense, contributions to the scholarship fund are not tax deductible. For those donations to be tax-deductible, WLA would have to change its status to a 501(c)3, which would preclude lobbying efforts. The board felt it is important for WLA to retain its 501c4 status in order to continue efforts to influence policy and lobby on behalf of libraries.

WLA’s most recent past president, Jennifer Wiseman, made strengthening the scholarship program one of her primary goals. She reestablished the task force, this time asking the at-the-time incoming WLA President, Nancy Ledeboer, to lead. The board asked those on the task force to pursue the creation of a separate organization with a 501(c)3 non-profit status.

The task force explored various options available for forming this new scholarship foundation. Hiring an attorney specializing in non-profits would be expedient, but expensive. Filing with the IRS on our own is possible; however, the IRS is looking much more closely at new applications for non-profit status, and if WLA’s application was turned down it would become much more difficult to appeal the decision. Therefore, the task force chose to work with Judy Andrews, an attorney who specializes in non-profits. She is teaching at Seattle University and has agreed to use the WLA Scholarship Foundation as a student project. John George will serve as the WLA liaison working with a student to complete all the necessary bylaws, articles of incorporation and to submit our application to form a 501(c)3 with the IRS.

Once the WLA application is filed with the IRS, it may take several months to hear if it is approved. The WLA staff has set up separate accounts for the proposed scholarship foundation so that we can file retroactively for donations received this year, if approved by the IRS.

The task force has set a goal of raising at least ten thousand dollars this year for future scholarships. This included activities at April’s WLA conference in Wenatchee such as the Fun Walk/Run and a silent auction. Susan Madden once again hosted a booth to benefit scholarships. Scholarship recipients were announced at the conference.

As you renew your membership for 2014, we hope you will consider making a donation to the scholarship fund. You, too, can pass it forward and help colleagues complete their goal of becoming a librarian.

“WLA is a 501(c)4...the status granted to non-profit ‘social welfare’ organizations and allows WLA to engage in lobbying efforts to influence policy and to promote legislation that supports libraries.”

Nancy Ledeboer is the Spokane County Library District executive director and WLA president. John George is the acting co-chair of Technology Resources for Information Professionals (TRIP) and an independent contractor working on digital projects.
Hello, library employees! My WALE Conference co-chair, Kristina Payne, and I would like to invite each of you to join us for the WALE 2014 Conference in October! We are looking forward to another remarkable conference at Campbell’s Resort in beautiful Chelan, Washington. Our committees have been working hard to create a fantastic experience for those attending this year’s WALE conference.

Attending the 2014 WALE conference can benefit each of us in many ways. Training sessions increase knowledge, in turn enriching our lives as well as the lives of the patrons we serve—we can give our community what it wants and needs in the most efficient manner possible. Conferences give librarians insight and enough of a break from day-to-day jobs that burnout can be prevented, and outstanding new ideas are conveyed back at work. WALE conferences offer many chances to network with other librarians across the state, initiate new contacts, learn about job openings, hear about programs and work getting done in other libraries, or just soak up ideas about the workings of other library systems. The responsibility lies within each of us to continue with these up-to-date trainings WALE conferences provide in order to be the best library employees we can be.

A marvelous line-up has been locked in for WALE Conference 2014. The Jennan Oaks Band kicks off our meet and greet, playing for us Monday, October 27. We are excited to bring library advocate and Washington’s Secretary of State Kim Wyman as keynote speaker for our lunch on Tuesday, October 28, and Rebecca T. Miller, editorial director of both Library Journal and School Library Journal, will be the keynote speaker for dinner that night. Wednesday, October 29, laugh along with Unshelved Comics own, Gene Ambaum and Bill Barnes, as they present new and hilarious material on “How to Ban a Book” before we wrap up and head home.

Join us as we take to the streets of Chelan for a Poker Walk—gathering your best hand while touring local businesses and enjoying the artful town. Don’t forget to gather your friends and coworkers for a picture in our photo booth! We have some great raffles lined up, including original oil paint artwork by Libraries of Stevens County (LOSC) supporter Drew Erensel, photography from our own WALE Vice Chair Joe Olayvar as well as LOSC supporter David Murray, and hand blown glass art by LOSC supporter Austin Kochek. Raffles will also include various gift baskets and the much-anticipated wine raffle. WALE uses proceeds from the raffles to fund next year’s WALE scholarships for librarians who would otherwise not be able to attend.

Registration starts soon! Please sign up by following the upcoming conferences link on the WLA website. We look forward to seeing you there!
Let’s Read! Successful Summer Outreach to Kids

by Steven Bailey

Looking back at the terrific 2014 Washington Library Association conference in beautiful Wenatchee, I recall quite a few excellent sessions—engaging keynotes by Ciscoe Morris and Marissa Meyer, and an inspiring author panel with Terry Brooks, Jim Lynch, Sean Beaudoin, and Jenny Shortridge, among other highlights. And I’m still filling my holds with reading recommendations from all the wonderful librarians I met!

My favorite session was “Outreach? Was That in My Job Description?!” presented by Cecilia McGowan, coordinator of children’s services; Irene Wickstrom, librarian services manager; and Jill Hetzler, teen services librarian, all from the King County Library System. (Full disclosure: I work for KCLS, and yes, I’m biased.) They discussed various outreach services, especially the Let’s Read! initiative, and highlighted a fantastic collaboration with a YMCA summer camp, Camp Terry. Over the summer of 2013, Hetzler spearheaded weekly visits to that camp, often transporting totes of reading materials in her car and shuttling them in and out of the campsite. She reached an astounding thirty-five hundred children for more than eleven weeks and ended the summer with a performance and book giveaway under the auspices of Let’s Read!

And this summer, KCLS is going to reach even more kids. Our message is being carried out to families through an amazing mix of organizations and individuals, all working together to keep kids reading all summer long. Here’s a little background. The Let’s Read! regional summer reading campaign is one facet of the Road Map Project, a collaboration between multiple agencies, including schools, nonprofits, government entities, and business concerns (and of course, libraries!), and administered by Community Center for Educational Results (CCER). The goal of the Road Map Project is to double the number of students in South King County and South Seattle who are on track to graduate from college or earn a career credential by 2020. The seven school districts in South King County (Auburn, Federal Way, Highline, Kent, Renton, Seattle and Tukwila) joined as the Road Map District Consortium and applied for a federal Race to the Top grant in the fall of 2012. In December of that year, the consortium was awarded a full forty million dollar grant, only one of two winners of the maximum award. A separate entity, the Puget Sound Educational Service District (PSESD), was designated as the implementation manager and fiscal agent. Let’s Read! began in 2012, focusing on driving educational improvement in those seven school districts. Let’s Read! promotes summer reading as a means to prevent summer learning loss (aka, “The Summer Slide”), as set by the Washington State Office of Superintendent of Public Instruction (OSPI) and measured by the state’s Measurement of Student Progress (MSP). The campaign uses existing library summer reading programs from the Seattle Public Library and the King County Library System as well as printed reading tips for parents, booklists, magnets and stickers, and promotional posters. These materials support the efforts of KCLS staff, spearheaded by children’s librarians, to reach and engage children over the summer. The message of the campaign is simple: Read every day. Read anywhere. Read or tell stories in any language.

KCLS began its participation with Let’s Read! in 2012 with librarian visits to local free lunch distribution sites in South King County, hoping to connect with kids outside of the library who may not have access to library programs. Our children’s librarians read stories to kids as they ate their meals and then talked about our summer reading program, and about the importance of reading.

Learning from those experiences, KCLS expanded its participation in 2013 to include partnerships with agencies that serve children, performances by paid entertainers, and free books!

KCLS will also be visiting parks, apartment complexes, community centers, summer schools, and other locations throughout our service area as part of Let’s Read! It’s going to be a busy summer! See you out there.

Steven Bailey is a librarian services manager with King County Library System (KCLS).
Retired long-time Sno-Isle Libraries librarian and Darrington branch manager Linda McPherson was killed in the Oso, Washington land slide March 22, 2014. She spent most of her working years in the Darrington library, and earlier in her life worked 10 years as an oceanographer. She served nearly nineteen years on the Darrington School Board. She was sixty-two when she retired from the school board in 2007.

Linda McPherson in 2007. McPherson was killed by the mudslide in Oso.

The newly renovated Heron Hall, once a community meeting space, is now the Jamestown S’Klallam Tribal Library.

The 2014 Library Institutional Excellence Award has been awarded by the Association of Tribal Archives, Libraries and Museums to the Jamestown S’Klallam Tribal Library. With Native American Library Enhancement grant funds from the Institute for Museum and Library Services (IMLS), the tribe created, owns and manages “House of Seven Generations” archival resource. Then it renovated its library into a dynamic center that shares the tribe’s rich, cultural history. The Sequim library provides materials to homebound elders, conducts youth reading and literacy programs, enhances language-learning services and resources, and collaborates with other tribal programs, developing activities for tribal citizens and the public.

Bridget Nowlin received her MLIS as of March, 2014, and on June 1, 2014, she began work as the visual arts librarian at Cornish College of the Arts in Seattle, Washington. Prior to this, she was the curator of visual resources at Cornish for twelve years.

Bridget Nowlin, Cornish College of the Arts visual arts librarian.

This year Seattle Public Library teamed with Seattle’s Sanislo and Roxhill Elementary Schools in a year-long public/school library collaboration. With the support of a grant from the Paul G. Allen Foundation, the librarians have been exploring additional ways to provide “wraparound” library support to students and families in these two southwest communities. School use of public library resources has increased, outreach to family events in schools increased, and SPL homework support participation broadened. This summer student involvement in summer learning activities at branch libraries will be complemented with librarian involvement in summer learning opportunities in the schools.

Joan Weber, director of library and media services at Yakima Valley Community College for the past 22 years, retired July 1, 2014. Weber served WLA in various capacities, including several years on the board as a director, vice president and was president for three years. Most recently, she represented community colleges on the legislative committee. Prior to working at YVCC, she was director of Pend Oreille County Library, Spokane Public Library, Spokane County Library, and the Washington State University Library in Pullman.

Emergency Food Network, the hub of Pierce County’s emergency food system, presented The Silver Spoon Award to Pierce County...
People and Places

Library System for the category Substantial Collection Effort. The library’s annual Pierce County READS Food Drive consistently collects thousands of pounds of food at multiple locations. Helen McGovern-Pilant, EFN executive director, presented the award to Neel Parikh, PCLS executive director, at EFN’s Recognition Breakfast April 16.

Pierce County Library Executive Director Neel Parikh receiving the Emergency Food Network Silver Spoon Award.

Behrooz Madjdi, Pierce County Library reference associate, received an outstanding mention for Library Journal’s 2014 Paralibrarian of the Year Award.

Tacom Community House honored Pierce County Library System with its 2014 Partnership Award for the library’s initiative, leadership and involvement. PCLS Executive Director Neel Parikh received the award from TCH Director of Client Services Dana Boales and Multilingual Services Manager Yana Cosmea at TCH’s 104th annual luncheon. The award specifically calls out the library’s record of providing services and education to immigrants—especially for immigrant self-education and the study of democracy and English. In addition to supporting literacy, the library hosts classes and provides resources to help people become citizens.

Pullman’s Neill Public Library honored volunteers by bringing together members of its board, friends, volunteers and staff for an appreciation event April 10. The evening kicked off with a library scavenger hunt. Clues were based on activities in which volunteers participate. During dinner, table groups discussed why they volunteer and how they envision the library in the future. After presentations by Library Director Joanna Bailey and the heads of both the Library Board and the Friends of the Library, volunteers shared what they’d learned about volunteering and Neill Public Library.

Neill Public Library honored volunteers by bringing together staff, board members, volunteers and friends.

Pierce County Library Executive Director Neel Parikh talking about the Tacoma Community House Community Partnership Award.

Neill Public Library honoring volunteers.
WLA’s annual awards lunch was held on May 2. This year’s awards recognized the accomplishments of several individuals and groups in the Washington library community. The awards committee members were Brian Soneda, Committee Chair; Ann Crewdson and Tim Mallory. The Scholarship Committee members were Sue Anderson, Committee Chair; Carolyne Myall, Daria Cal, Erin Krake, Jose Garcia, Sam Wallin and Valerie McBeth.

**WLFFTA Trustee Award #1**

North Central Regional Library (NCRL) Board of Trustees

The NCRL’s Internet Use Policy survived a six-year trial by fire, ultimately receiving a stamp of approval from both the Washington State Supreme Court and the Ninth District Federal Court. The NCRL trustees’ efforts to advance library service through the sound development of its policy—and its wisdom and courage to defend that policy—is to be respected.

**WLFFTA Friend/Foundation Award #1**

Chewelah Library Annexation Committee

The Chewelah Library Annexation Committee (CLAC) is recognized for its extraordinary work to save the Chewelah Public Library from closing in 2013—after ninety-nine years of service to the community—when the City of Chewelah cut all its library funding as the city faced catastrophic revenue losses. Because of its efforts, nearly eighty-six percent of Chewelah residents voted to tax themselves to keep the public library open.

**WLFFTA Friend/Foundation Award #2**

Friends of the Island Library (FOIL)

After years of planning, the stars finally aligned for FOIL, and in 2013, it reached its fundraising goal of $200,000, mobilized dozens of volunteers to assist with construction projects ranging from demolition to drywall, and hired local tradespeople to transform a funky, old house into an attractive, flexible, modern library. A large number of Lummi Island's residents attended the November 17, 2013 grand opening gala.

**WLA Honorary Lifetime Membership**

Carol Schuyler

Schuyler, who contributed forty-two years of service, has not only demonstrated consistent and outstanding service in WLA—excelling in promoting and providing library service—she personifies those concepts. Schuyler has been a member and supporter of WLA for thirty-five years. She served as the chair of the CAYAS board, as well as the chair of the WLLFTA board. Schuyler, a secretary of the WLA board and a past president of WLA, retired last spring. She has been part of a delegation making the annual trip to Olympia for Library Legislative Day.

**WLA Honorary Lifetime Membership**

Patty Reyes

Prior to retiring from Fort Vancouver Regional Library (FVRL), Patty served WLA in many capacities, including WLA board secretary, Alki Advisory Board member, conference chair, Legislative Planning Committee (LPC) member, key legislative bill reader, and Library Day coordi-

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Continued on page 30
WLA Outstanding Employee of the Year
Theresa Barnaby, Richland Public Library
Whether it is with her library customers or supporting the goals and members of WLA and WALE, exceptional service is always a priority for Barnaby. Extremely active in WALE, she has worked on the conference planning committees at different times for the last twenty-two years. Barnaby also served as the WALE chair from 2011 to 2013 and provided strength, stability and vision for the WALE Interest Group through the past three very successful WALE conferences.

WLA Merit Award for Outstanding Performance
Bill Ptacek, former director, King County Library System (KCLS)
Ptacek’s extraordinary leadership has been invaluable in support of all libraries in Washington state. As an active member of the Legislative Planning Committee (LPC), he tirelessly led many efforts to improve the position for libraries by testifying to the legislature, meeting individually with legislators and marshaling support from King County citizens and staff. During twenty-five years with KCLS, Ptacek’s vision for technology and collection management kept the library system in the forefront of public libraries nationally. Under his leadership, KCLS successfully maintained seamless service despite difficult economic times. Most importantly, he willingly shared those successes and raised awareness of trends and issues.

WLA Merit Award for Advances in Library Science
Beth Helstien
Helstien is recognized for her outstanding work in resurrecting and revitalizing what was the San Juan Island Library’s defunct English Language Learning Program into a popular, well-attended, well-staffed, curriculum-guided program.

WLA Merit Award for Outstanding Service
Mark Pond, Spokane Public Library
Pond has made a name for himself and the library in the business community through his proactive, creative, enthusiastic and evangelical participation in local business organizations—speaking at business meetings, advertising library resources to business groups or individuals, social media participation, and business advocacy within the library. Pond’s efforts have raised the business community’s awareness of library resources, and he has helped them to save money and thrive. This, in turn, has increased the business community’s support of the Spokane Public Library.

CAYAS Visionary Award
Jeani Littrell-Kwik, Bellevue School District
Littrell-Kwik is recognized for her strong advocacy and dedication to the students and teacher librarians with the Bellevue School District. She fought hard to help reinstate teacher librarians in secondary school, and her grass roots efforts finally paid off in 2014 when the district announced that it would reinstate eleven teacher librarian positions with the 2015-2016 school year.

2014 WLA Scholarship Recipients
Elaine Hill—San Jose State University SLIS program
Lisa Jordan—University of Washington MLIS program
Wasteland Transmogrified: Libraryland Wins the Sweeps, 2nd ed.1
by S. Madden and K. Edwards

Since 1998, “Turn Off Your TV Week” has become a national phenomenon. As Susan B. Madden2 reported at the time, “this seemed an extreme method of dealing with technology which we distrust. Surely there are many redeeming, educational and positive programs which viewers can watch and mentally grow.”

Ms. Madden acknowledged that Sesame Street, Reading Rainbow, and the host of educational channels were valuable, as well as “the knowledge-instilling info-mercials. And why,” she continued, “would we do away with such stimulating shows as Jeopardy, The 700 Club, and the all-knowable Martha Stewart?” All that was needed, she observed, was to “remove the news and sports” (eliminating violence) and “if we put a stop to any political airings, we’ll remove crime, slander, and sex, as well as other negative role models for our youth.” With “mindless situational comedies” and “inane prime time series” gone, there is programmatic room for “fascinating bibliographically slanted shows.”

Many of Madden’s programming solutions are still viable today.
• America’s Funniest Home Libraries would innocently delight and amuse dozens, perhaps hundreds, of viewers.
• And who could doubt the appeal of Circ and Reference? “In the public library system, there are two separate, but equally important departments. The reference librarians who find the items and the circulation staff who check them out. These are their stories!”
• With the current glut of crime-fighting-action TV shows, Walker, Texas Librarian is needed more than ever.
• Wheel of Fortune could still be re-purposed to feature helpful internet sites, and educate viewers young and old alike on the dangers of too-hasty “click through.”
• The entire Food Network lineup could cover library potluck and meals scrounged from back-room leftovers.
• The Comedy Network stand up routines could feature library patrons’ overdue, lost and damaged materials excuses. Special one-off events would include library budget allocations vs. annual expenses. Why the Society Gaius Julius Solinus all cable access show, Librarians of Tomorrow—Today!, could finally go prime time!

However, in the nearly two decades since her seminal report, many of the specific objectives she defined, as well as specific examples, have become obsolete. While both Martha Stewart and The 700 Club continue to flourish on the Hallmark Channel and the CBN Network, other viable offerings have waned in popularity and might only appeal to aging Millennials and Boomers. For example:
• Buffy the Illiteracy Slayer
• The new Laverne and Shirley struggling to make it in the Service Center shipping department
• The revamped Odd Couple featuring a creative, elderly children’s librarian and an obsessive-compulsive young cataloguer who are forced by their manager to share a desk.
• Little Library on the Prairie
• I Love Dewey
• The 002.6 Files
• NYPL Blue

So it is with deep appreciation for Susan B. Madden’s pioneering work, that I humbly offer these potential television series to the programming lineup:
• America’s Most Wanted Books, a teen-dystopian-romance book review series.
• The Good Manager: sex, politics, and library board meetings!
• Suits, about a sexy library-student dropout with an eidetic memory who cons his way onto the staff of the Suzzallo and Allen Libraries.
• And finally, because it’s the most popular television show for our demographic (middle-aged white women) LCIS: Library Criminal Investigative Service.

So let’s not just “turn off the TV,” but replace low-quality shows with programming that truly deserves to be watched.

At least by bibliophiles and library fanatics. 2

1. As reported at the Annual Meeting of the Society Gaius Julius Solinus v. Washingtonius, 2014
3. Ibid.

When not creating hilarious Solinus presentations, Susan Madden is an active librarian emeritus, and winner of this year’s WLA President’s Award. When not editing her betters’ classic Solinus presentations, Kirsten Edwards is a teen services librarian at the Duvall & Carnation Libraries.

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### Business Members

- WA State Library Friends
- Orbis Cascade Alliance

### Friend of the Library-Group

- Friends of Aberdeen Library
- Friends of the Roslyn Library
- Friends of the Mill Creek Library
- Friends of the Aberdeen Timberland Library

### Institutional Members

- Asotin County Library
- Bellingham Public Library
- Big Bend CC Library
- Burlington Public Library
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- City of Richland - Library
- Clark College Library
- Clover Park Technical College Library
- Columbia County Rural Library Dist
- Eastern Washington University Libraries
- Ellensburg Public Library
- Everett Public Library
- Foley Ctr. Library Gonzaga University
- Fort Vancouver Regional Library District
- Grandview Library
- Highline Community College Library
- Holman Library, Green River Community College

- James Brooks Library, Central WA University
- Jefferson County Library
- King County Library System
- Kitsap Regional Library
- La Conner Regional Library District
- Liberty Lake Municipal Library
- Longview Public Library
- Lopez Island Library
- Lower Columbia College Library
- Mount Vernon City Library
- Neill Public Library
- North Olympic Library System
- Orcas Island Library District
- Pierce County Library System
- Ritzville Library District #2
- San Juan Island Library
- Seattle Public Library
- Sedro-Woolley Public Library
- Skagit Valley College/Norwood
- Sno-Isle Libraries
- Spokane County Library District
- Spokane Public Library
- Tacoma Public Library
- Timberland Regional Library
- University of Washington Libraries
- Upper Skagit Library
- Walla Walla Community College Library
- Washington State Library
- Whatcom County Library System
- Whitman County Library
- Yakima Valley Community College
- Yakima Valley Libraries