

## Now is the Time

*Kimberly S. Lynn, MLA President*

Last week I was reading a newsletter in which a college student, Heather Vail, recounted the positive experience she had at a conference she recently attended. One program she mentioned that resonated with me was about the organization's new growth campaign called, "Now is the Time."

MLA's Executive Board has been working on a "growth campaign" for several years now. We're pleased that our membership has stood at more than 1,000 strong for the last couple of years, but there is still so much room for growth. After all, there is strength in numbers, particularly big numbers. So, how do we get more people to join us and become active?

For me, joining MLA was never an option. It was simply the thing to do in order to grow as a professional and make a difference in the field. I joined back in 1990 when I finished at Simmons. I became active in 2000. Why, you may be wondering, did I wait 10 years? I have my excuses: I was busy serving on in-house, regional and other committees; I didn't really know how I could help; the people at the conference all seemed to know each other and I felt like an outsider; I didn't realize the difference that one member could make.

Fortunately, now I know that one member can make a very big difference. I know because I stepped out of my comfort zone and joined the Intellectual Freedom Committee. Actually, I just showed up at one of the meetings listed on the website's calendar of events ([www.masslib.org](http://www.masslib.org) and click on "Calendar & Events"). I'm so glad that I did.

Since then, I've learned that there are only two people who are regularly on MLA's payroll. One is the Executive Manager (watch for the job posting on

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## The Emerging Leaders Program

*A New Generation of Library Leadership, Reflections on the Emerging Leaders Program*

*Sarah Feldman*

Two years ago I became the Assistant Supervisor of Circulation at the Newton Free Library. At that time, I was their youngest worker and one of a few *new* (defined as being in the profession for five years or less) librarians. Today I remain the youngest and one of the select *new* librarians. Like other librarians I attend workshops, conferences and meetings, yet I look around and learn that I belong to a different generation, a new generation. I am not implying that my colleagues resist progressive thinking. After all, the librarian's past has extensively evolved since the time of paper memos, managing the card catalog, and becoming automated. However, my past as a librarian begins with Netscape Navigator, first generation self-check machines, and using a command based automated catalog. Considering the value of these changes, I anticipate a fulfilling career that will be improved by many similar patterns of significant transformations within the library.

Overall, my perspective is different. When I speak with colleagues and even directors about trends and timelines, I find that we are working with different

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**Volume 94 Number 4  
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## News from MSLA

*Sandy Kelly, President MSLA*

Members of the Massachusetts School Library Association have been very busy during the summer months attending the ALA conference, lobbying and contacting our legislators on the state level and planning our next annual conference.

MSLA members stood beside Senator Jack Reed of Rhode Island as he announced the SKILLS Act which would be proposed later that day. The Strengthening Kids' Interest in Learning and Libraries (SKILLS) Act will guarantee that students across America will be served by highly qualified, state-certified school library media specialists and will have the library resources they need to succeed. Among the requirements in this legislation the SKILLS Act requires school districts, to the extent feasible, to ensure that every school within the district employs at least one highly qualified school library media specialist in each school library.

MSLA members are working closely with our legislative committee to assure the passage of HR654 which will come up for review at the Massachusetts State House on September 12, 2007. Passage of this bill will empower school districts to utilize their budget funds for school library books and resources.

Congratulations to Christine Brown, Educational Resources Librarian, at the Maxwell Library at Bridgewater State College. Chris won a free year's membership to MSLA at the Leadership Institute held at Holy Cross this summer. We are pleased to have offered Chris a new liaison position to our executive board. Chris is looking forward to working with MSLA to develop an academic librarian's interest group to work more closely with high school librarians to determine ways to better prepare students for the college experience.

Finally, we extend a warm and vigorous invitation to all MLA members and especially Academic and Youth Services Librarians to come to the MSLA annual conference in Sturbridge on November 11-12<sup>th</sup>. The theme is School Libraries in a 2.0 World but the issues are relevant to all of us whose patrons include students and lifelong learners. Early bird registration is available at the MSLA website until September 30<sup>th</sup>. <http://www.maschoollibraries.org/>

Join us and introduce yourselves to us. We can't wait to meet you.

## News from MLTA and MFOL

The Massachusetts Library Trustee Association, in coordination with the Massachusetts Friends of Libraries, would like to announce their annual joint conference. We invite all interested library directors, friends and trustees to join us on Saturday, October 27, 2007 at the Marlborough Courtyard Marriott.

Conference registration materials will be distributed to all Massachusetts libraries via the delivery system, and will also be available online at [masslib.org/mlta](http://masslib.org/mlta).

In addition to the workshops (described below), central Massachusetts' own Judith Jaeger, whose first novel, *The Secret Thief*, was recently published, will be featured as the luncheon speaker.

Those new to their positions will benefit from listening to Directors John Ramsey, of the Western Region, and Greg Pronevitz, Northeast Region, who will present and answer attendee's questions on "What are the Regions? and what can they do for me?"

Paula Polk of the Morse Institute Library, and Kerry Remington, of the Rutland Free Public Library, will address how to keep the momentum going once libraries have completed their renovation or new building. After all, the need for money and support doesn't entirely vanish after the ribbon cutting.

Janice Lanou of Orange has done research into the origins of various trust funds at her library. She'll present her methods and talk about how knowledge of past donors can affect future gift giving.

Decertification can have a dramatic effect on a community. Dianne Carty, Head of State Aid and Data Coordination, MBLC, Mary Rose Quinn, Former Director of the Saugus Public Library, and Patty Ehlers, President of the Friends of the Hampden Free Public Library, will be the speakers at this timely and sensitive workshop.

How the library provides outreach to the community is critical, especially to minorities and other underserved populations. Shelley Quezada, Consultant to the Underserved, MBLC, has agreed to be the speaker for this program.

New technologies in libraries - what are they and how can you keep abreast? Listen to Rick Levine, Technical Specialist, Central Mass Regional Library System, and get up-to-date.

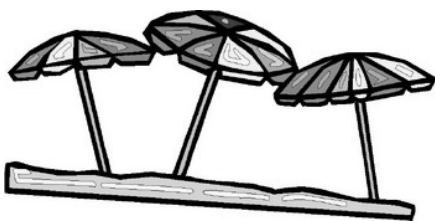
## Now Is The Time (cont.)

<http://mblc.state.ma.us/>) who oversees all of MLA's administrative operations from opening the mail to paying the bills to organizing the vendors at the annual conference to making sure our taxes are done. The other person is the Publications Manager. This individual manages the website, puts together this great newsletter, and handles advertising and publication issues. Neither are full-time positions.

All the other work of the association is done by volunteers -- people like you and me who are deeply committed to improving libraries and library service in Massachusetts. In this light, I hope you will encourage your colleagues (and perhaps your bosses) to join us. I hope you will decide to actively participate in the association because "Now is the Time." *Now is the Time* to think about MLA beyond the annual conference. *Now is the Time* to fight for legislation to uphold the basic tenants of our democracy. *Now is the Time* to lobby for increased funding to improve our technological infrastructure, delivery systems, and ability to serve the needs of our constituents. *Now is the Time* to connect with other libraries, library staff members and library supporters. *Now is the Time* to enrich your professional and personal life by getting involved in MLA.

*Now is the Time* to call me at 978-623-8401 x56 or email [klynn@mhl.org](mailto:klynn@mhl.org). I would be happy to help you find your niche in MLA (or, you can just show up at a meeting). And, finally, *Now is the Time* for me to thank all of you who are already working so hard for MLA. Together, we will continue to accomplish great things.

### The MLA Conference Returns to Falmouth



The 2008 MLA Conference will be  
held May 7, 8, 9th at the Sea Crest in  
Falmouth, MA

## IFC: What Is Intellectual Freedom?

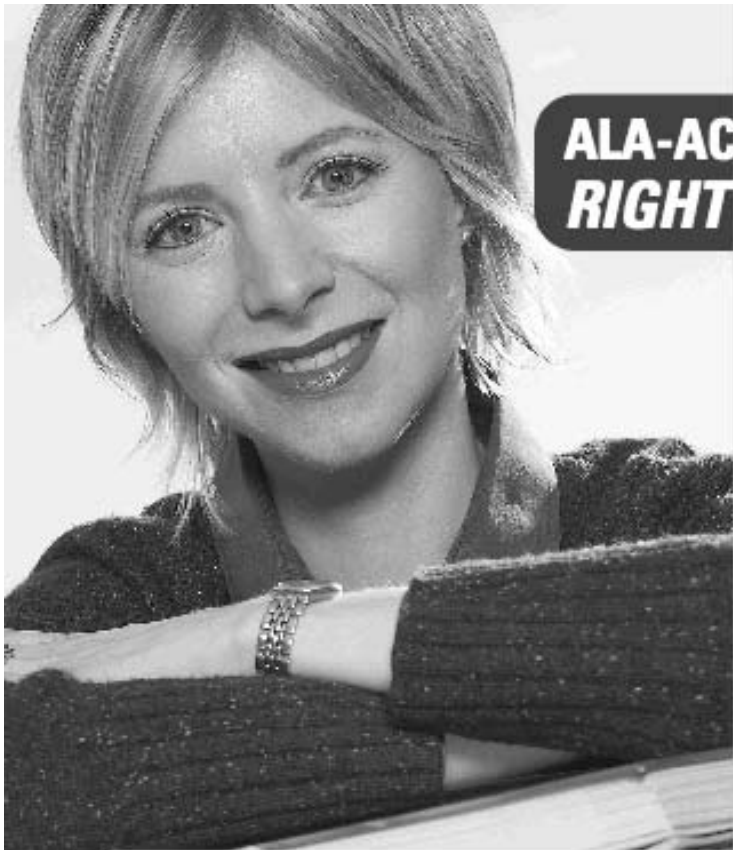
by Jennifer Inglis, Director  
Whitman Public Library

What is intellectual freedom? On a personal level, it is my freedom to read and express myself, and know that my intellectual and entertainment interests are encouraged by my local librarian. Professionally, I believe that it is my duty to encourage the same pursuits of my patrons, including children, and to protect their personal information *as required by law*. I believe that libraries are one of the last democratic institutions: we are (generally) free, we are inclusive, and we are confidential. We encourage inquisitiveness, and we open our doors to those who want to enter. When we face challenges, be they financial, creative, or intellectual, we do our best to ensure that our patrons can still find a place where they can learn what they want and be entertained by materials of their choosing.

How can libraries protect these ideals? The MLA's Intellectual Freedom committee has been charged with providing resources to help librarians who face challenges to these freedoms. As such, information is available to librarians via the MLA web site: <http://www.masslib.org/sectionsandcommittees/intellectualfreedom.htm>, including links about legal issues, relevant legislation, and hot topics, like internet safety. Most recently, the Intellectual Freedom committee approved a Resolution on the Use and Abuse of National Security Letters, sponsored by the American Library Association. Read the full text of the resolution at <http://www.ala.org/ala/oif/statementspols/ifresolutions/nationalsecurityletters.htm>. We also develop programs for the annual conference and are planning professional development meetings during the year. We encourage local, regional, and state-wide participation in national events like Freedom of Information Day (on or around March 16<sup>th</sup>) and Banned Book Week in late September. When appropriate, we recognize a deserving individual with an Intellectual Freedom Award.

Continued on p 5.





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## News from NELA

The 2007 New England Library Association Annual Conference will be held October 14 – 16, at the newly renovated Sturbridge Host Hotel, with two pre-conferences on Saturday, October 13.

The Sunday banquet should be a special treat, with a menu based on recipes from some of the famous chefs featured in *Chef's Story: 27 Chefs Talk About What Got Them Into the Kitchen*. Dorothy Cann Hamilton from the French Culinary Institute, author and producer of the series, will be our banquet speaker.

Author Gregory Maguire will speak at the Monday luncheon. He is the author of *The Hamlet Chronicles* and other books for children. His best-known book for adults, *Wicked: The Life and Times of the Wicked Witch of the West* was made into a Broadway musical.

The Tuesday luncheon speaker is best selling mystery author Mary Jane Clark. In addition to her career as an author she is a writer and producer at CBS News.

Detailed program descriptions and registration materials have been mailed to NELA members, and are also available on the web site, [www.nelib.org](http://www.nelib.org). Check it out and join us for a great educational and networking experience.

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### IFC: What is Intellectual Freedom (cont.)

How do individuals get involved? First, be informed about the concept of intellectual freedom and efforts to restrict free access to information. Keep your eyes and ears open for news related to intellectual freedom issues, including proposed legislation to restrict access to the internet, boycotts and picket lines protesting library programming for teens, and objections to books featuring gay couples.

Second, be sure that your library is making every effort to protect the intellectual freedom of your patrons. Are your collection development and weeding policies constructed to avoid personal biases and censorship? Are you prepared (and do you know how) to unblock a filtered internet search if requested? Are you careful to maintain the privacy of your patrons when mailing notices, checking records, and renewing items? Do you have a policy in place to handle challenges to library materials? Importantly, is the staff at your library aware of these topics and prepared to handle any issues that arise?

Third, get involved in the MLA! Getting a member-

## Massachusetts Librarians Are...

*News from the Massachusetts Library Community*

Congratulations to Doris Cole, MLA member and president of Cole and Goyette, Architects and Planners Inc. who has completed her fifth book, *Candid Reflections: Letters From Women In Architecture 1972 & 2004*, published by Midmarch Arts

Newton Free Library Director, and MLA Past President Kathy Glick Weil is retiring and will be leaving the Massachusetts area. Good luck Kathy, you will be missed!

Gayle Roberts-Cullen retired from 41 years of service to Watertown Free Public Library on July 23. Gayle came directly from high school and never worked anywhere but the library. She served under six directors and acting directors.

David L. Gray, Director of Communications & Public Information at the Massachusetts Board of Library Commissioners, has moved to Palm Springs, California, where he will be a public relations and marketing consultant. He will continue to provide services to the MBLC through December 2007 and can be reached at [daveprmarketing@gmail.com](mailto:daveprmarketing@gmail.com).

ship is a good start, but joining the Intellectual Freedom committee is a great way to learn more and do more. As a relatively new member of MLA, and a professional librarian for four years, I'm glad to know that my views are welcome and my action is desired in the MLA and the Intellectual Freedom committee. If you're interested in this (or other committees), simply send an email to the chair. For more information on the Intellectual Freedom committee, contact Louis Battalen at [arms@cwmares.org](mailto:arms@cwmares.org).

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## Emerging Leaders Program (cont.)

timetables: mine is longer – five years, a decade, even decades.

There has been concern for a number of years regarding the significant amount of librarians who will be approaching retirement within ten years. Though most seem to love their jobs and continue to work in the field longer than projected, librarians too will one day retire and new librarians will be stepping into leadership roles. Therefore, we must support training in order to ensure our libraries' efficient transition into the future to new librarians like the American Library Association's Emerging Leader program. This program assists in engendering leadership qualities by simply giving new librarians an opportunity to participate in finding solutions to problems all under the supervision of assigned mentors.

I firmly believe that leaders are not born but made, and that our profession must welcome new librarians with creative and inventive outlooks. For that reason, I was proud to be one of three members sponsored by the Massachusetts Library Association to attend the American Library Association's first Emerging Leaders Program. The Emerging Leaders (EL) program was created by former ALA president Leslie Burger with the goal of introducing 100 new librarians, from every area of the profession and all over the nation, to build leadership skills and become involved in our professional organizations.

The program began at ALA's Mid-Winter Conference in Seattle where we met at the Seattle Public Library for a day program that included a mini-workshop on leadership, followed by the formation of groups that would begin working on an assigned project. Our group examined Innovative Funding Methods for Public Libraries. We worked virtually for six months and reconvened in June at the Annual Conference in Washington, DC. There we reflected on our experiences as a team and displayed our findings at an exhibiting session accompanied by a poster, brochure, and display with the process and the results posted on our wiki.

Exposure to the EL program and the Mid-Winter and Annual American Library Association Conferences introduced me to individuals with access to resources, tools, advice and most importantly friendly contacts. I learned that Massachusetts libraries are quite innova-

tive; three of eight items highlighted in our final product were developed from Massachusetts programs. This program pushed me to try new things in a safe environment and now I am equipped to apply these skills to my library as well as share my knowledge with other MLA and ALA librarians. After becoming comfortable using a wiki, I began designing one for the Circulation Department and Staff Development Committee at my library. It has considerably enhanced staff training and organization. This experience has increased my confidence in sharing my knowledge and opinions and has improved my communication, presentation and project management skill sets.

I additionally learned the importance of being involved in a professional association. Without a formal invitation, involvement with a professional organization can appear out of reach or complicated. However, the EL program made me aware that it is easy to get involved, that outside opinions are valued, and that increased participation from a diverse group of library workers will make our profession richer.

The Emerging Leaders program is now an annual program. If you would like to participate or know a new librarian that would benefit the program please visit their wiki at

<http://wikis.ala.org/emergingleaders> for more information. If you have any questions about the program please contact me at: [srfeldman@gmail.com](mailto:srfeldman@gmail.com).



## MLA Membership

The newsletter and conference discounts are just two of the many membership benefits you get with your MLA member dues. At the last annual meeting the membership approved a change to the MLA membership year. Your membership will now renew on the anniversary of the month you joined.

You should have received a new membership card, complete with your renewal date, over the summer. We know you would not want to miss out on another exciting year of MLA activities. Don't have your card handy? You can always check your newsletter mailing label for your MLA Membership renewal date. If you normally renew in July, please renew today!



## Massachusetts Library Association Hall of Fame Nominations for 2008

The MLA Public Relations Committee is requesting nominations for inductees to the Massachusetts Library Association's Hall of Fame in 2008. Nominations must be received by December 14, 2007 in order to be considered.

Inductees to the Hall of Fame are practicing or retiring librarians who have made a substantial, sustained contribution to advancing the cause of Massachusetts librarians or librarianship over a career of at least ten years. Inductees' contributions may be in the fields of public service, education, advocacy, mentoring, service to the profession, or other areas. Inductees' contributions should be recognized on a regional, state-wide, or national level. Inductees may work or have worked in school, public, special, or academic libraries, in library education, agencies, or associations.

Nominations will be evaluated by the MLA Public Relations Committee and recommendations to name awardees will be submitted to the MLA Executive Board for final approval. Inductees will be announced at MLA's Annual 2008 meeting.

### Past MLA Hall of Fame Inductees

- 2006: Joseph Hopkins, Christine Kardokas, Anne M. O'Brien
- 2004: Louise Brown, Kim Charlson, Marjorie Judd
- 2002: Keith Michael Fiels, Lois Kane, James Matarazzo,  
Anne Reynolds
- 2000: Donna Guerin, Professor Ruth Leonard, Edward J. Montana
- 1998: Maggie Bush, Audrey Friend, Shelley Quezada, Jan Resnick
- 1996: Kay Bader, Connie Clancy, Virginia Tashjian

Nomination forms are available on the reverse side of this page  
and on the MLA Web Site at: <http://www.masslib.org/halloffame/>

Please contact MLA PR Committee Co-chair,  
Greg Pronevitz for further information 978-762-4433 x15.



Massachusetts Library Association ~~ Hall of Fame

2008 Nomination Form - Due December 14, 2007

Nominee:

Name: \_\_\_\_\_

Library: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone/email: \_\_\_\_\_

Please describe the nominee's contributions to the cause of Massachusetts librarians or librarianship in 250 words or less. Include at least two letters of support for this nomination from other individuals.

Multiple horizontal lines for writing the description and support letters.

Other comments:

Horizontal line for other comments.

Nominator contact information. Nominations are accepted only from current MLA members. Membership is not required for the authors of letters of support.

Name: \_\_\_\_\_

Library: \_\_\_\_\_

Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone/email: \_\_\_\_\_

Please send paper copies of nominations and additional letters of support. All nominations will be acknowledged. Send all materials to:

Greg Pronevitz, Co-Chair MLA PR Committee
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## PR Tips: Library Newsletters

*Susan M. Flannery*  
*Director of Libraries, Cambridge Public Library*

Library users constantly tell me how much they enjoy reading our first place winning newsletter, *On & Off Broadway*. Many people contribute to the success of our newsletter. Initially, we had an internal staff newsletter that needed a name. I offered a "fabulous" prize to the library staff member who came up with the best name. Since the Main Library was located on Broadway and all of our branches were not, the submission of *On & Off Broadway* by Dave Shaw seemed perfect. Years later when we began a newsletter for the public I felt that the *On & Off* name was too good to pass up. The staff relinquished the name (their newsletter is now called *Backstage*) and we were on our way.

Our in-house graphics person, Jackie Miller designed the format of the newsletter and the Friends of the Library agreed to pay for its printing. We always do a run of paper for the complete year (1200 copies) of everything that is printed in red, and each month we fill in with the black. That cuts printing costs and allows us to have a "two-color" publication.

I felt the copy would get tired if I was the only person who did the writing. So early on, I assigned every professional staff member a month to write about something that would promote the library, its services, programs, or collections. That keeps the content fresh and reflects the wide variety of interests and talents of our diverse staff. I feel it is important for everyone on the library staff to participate in public relations and

contributing to the newsletter is one way to do it. The year for which we received our MLA PR award, we had articles on: Notables in Children's Literature buried at Mount Auburn Cemetery, "In Search of the Perfect Pumpkin Pie", "Life Is Better with a Cat", the Library's budget at-a-glance, wireless computing, Scandinavian murder mysteries, and WorldCat.

I usually do a Director's column on the front page. I usually write about contemporary issues, library policies, library milestones, donors and/or volunteers or progress on the Main Library expansion project, which has been going on for as long as the newsletter has existed.

*On & Off* also includes our monthly calendar of events by library location. The last page includes a membership application to the friends of the Library in order to encourage new members.

Each month our newsletter is mailed to every member of the Friends, all the school libraries in the city, members of the City Council, the City Manager and the Deputy City Manager, and other major donors to the Library. We distribute the remainder at our seven libraries and City Hall.

I believe that our success is directly connected to the broad participation of library staff in the development of content for the newsletter.

Save your best public relations work now  
 for the 2009 MLA PR Awards!

## Sociedad Latina Historical Records Available for Research

Northeastern University Libraries is pleased to announce that the historical records of Sociedad Latina are open for research. The collection, which was processed with funding from the National Historical Publications and Records Commission, contributes to the University Archives and Special Collection Department's collecting focus on records of private, non-profit, community-based organizations that are concerned with social justice issues. For a list of the Department's special collections, see:

[http://www.lib.neu.edu/archives/collections/manuscript\\_collections/](http://www.lib.neu.edu/archives/collections/manuscript_collections/).

Sociedad Latina de South Boston was founded in 1968 by Jorge Rivera, David Rideout, John Carroll, and

Lynn Minna to promote cultural, social, and recreational activities of the small Latino population in the South Boston neighborhood. The types of material found in this collection include proposals, grants and contracts, correspondence, program descriptions, meeting minutes, and strategic and progress reports.

The Sociedad Latina collection is open for research Monday-Friday, 9:00 a.m.-4:00 p.m., in the Northeastern University Libraries, Archives and Special Collections Department, 92 Snell Library, Boston, Massachusetts. A guide to the collection is available online at

<http://www.library.neu.edu/archives/collect/find-aids/m136find.htm>.



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## ALC Recognizes Three Massachusetts Librarians

In June, Americans for Libraries Council (ALC) announced the selection of 20 Lifelong Access Fellows who will become part of a national network of librarians committed to transforming library services for older adults. The Fellows will lead the nation's libraries in enhancing services for older adults with opportunities for active learning, creative exploration, and meaningful civic engagement.

The 2007 Lifelong Fellows participated in the second annual Lifelong Access Libraries Institute in North Carolina July 29 – August 3, 2007. It was co-hosted by UNC's School of Information and Library Science and the Institute on Aging.

The 2007 Fellows come from 14 states, representing libraries providing services to communities as small as Reading, Massachusetts and as large as San Francisco. All leaders in their libraries, the Fellows were selected for their commitment to furthering their libraries' work with active older adults. Many have already pioneered projects expanding library outreach to this population.

The Fellows selected from Massachusetts are:

- Nancy Aberman, Reading Public Library (MA)
- Elizabeth Dickinson, Reading Public Library (MA)
- Mary Ide, WGBH Media Library and Archives (MA)

To view a full list of this year's Fellows, and see brief profiles of each, please visit the Lifelong Access Libraries web site ([www.lifelonglibraries.org](http://www.lifelonglibraries.org)).