
Montana Library Focus

A Publication of the Montana Library Association

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February 2006

PRESIDENT'S MESSAGE



Milla Cummins

Happy late winter, or early spring, or whatever season it appears to be on this particular day in your particular part of our state of rapidly changing weather extremes.

Here in Livingston our truck-toppling, roof-removing winds have been "keeping off the dull times", as Mark Twain would say. In spite of the 84-mile-per-hour blasts, though, we have managed to hang on to our new 2006 calendars and have begun highlighting important dates.

I have May 3 through May 6 boldly marked in my planner and hope you have all set these dates aside in yours as well. As I hope everyone is aware, these are the dates for our Centennial Conference, which will be held in Missoula.

Conference Co-Chairs Jennie Burroughs and Elaine Higgins and their committees have been working tirelessly on conference planning for many months and have lined up a fine array of regular programs and workshops on topics ranging from FRBR to "Paws, Claws, Scales and Tales", as well as many special events.

New to the conference this year will be a "One Conference, One Book" event and a special breakfast honoring new members and first-time conference attendees.

The new member/first-time attendees breakfast is an event designed to welcome new MLA members and to introduce first-timers to conference basics. This event will be FREE to new members and first-time attendees, and we hope that many will be able to attend. We also hope that many long-time members will plan to be at the breakfast to meet their new colleagues and share their special strategies for getting the most out of the conference experience.

The Time Traveler's Wife by Audrey Niffenegger will be our "One Conference, Once Book" title. Next to the discussion time on Wednesday evening, May 3, the preliminary conference schedule notes "with bar available". Presumably the bar will NOT be serving Pan-galactic Gargleblasters, but the discussion should be intriguing in any case, and, perhaps, transporting.

Other exciting evening entertainments will include the ever-zany Sheila Cates Scholarship event. For more information, see the article by Mary Anne

Hansen and Diane Van Gordon on pages 4 & 5. The Membership Dinner, which will honor past-presidents of MLA, and Missoula's First Night, a monthly gallery tour that just happens to take place during our conference.

Missoula's special attractions will be on display prior to the conference as well. In addition to three pre-conference workshops scheduled for Wednesday, May 3, tours of Fort Missoula and the Smokejumper Center will be available.

The pre-conference workshops will feature educator Bill Moen on "21st century library cataloging", librarian, author, and web expert Rachel Singer Gordon on "The Accidental Library Manager", and Montana's own Jan Fandrich on "Funny Bones for Customer Service."

In addition to providing librarians across the state with exceptional opportunities for continuing education, networking and fun, conference attendance will also provide your association with income to sustain its activities, which are designed to support the library community throughout Montana for the benefit of every Montanan.

Among those activities are continuing education through division and interest group retreats, statewide marketing in conjunction with the Montana State Library, lobbying efforts in support of intellectual freedom, privacy and equal access to information and professional development through grants to attend national and regional events as well as... our own conference. If the cost of attending conference seems beyond your budget, remember that conference grants are available through the professional development committee. This centennial year your MLA Board has budgeted monies to fund fifteen \$150 conference grants. Five of these grants are reserved for new members, and five will be reserved for library paraprofessionals. An application form is available at www.mtlib.org. Click on 'Grants'.

MLA's 100th conference will be a super celebration. Watch for the conference registration materials that will be available soon and make a commitment to join your fellow librarians at our association's 100th anniversary.

*Milla L. Cummins, President
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Discussion List: WIRED-MT Information

Wired-Mt, our listserv, is open to members and non-members. Not all MLA members subscribe to Wired, and not every member of Wired is a member of MLA. MLA members would do well to remember that it is open to anyone with any interest (not necessarily sympathetic to our issues) in libraries. This is a place where people can get quick feedback to ideas and questions. It is a public forum centered on topics of interest to those interested in libraries. Its guidelines are available on our website www.mtlib.org.

There are two ways to subscribe:

1. a. send an e-mail message to majordomo@bcr.org
 - b. leave the subject line blank
 - c. in the body of the message type: **subscribe wired-mt**
 - d. include nothing else; do not attach a signature file

OR
2. a. go to the web site: www.bcr.org/cgi-bin/MailServ/majordomo
 - b. follow the instructions on the page

For additional information, or if you have problems subscribing, contact Margaret Webster, List Manager (on behalf of MLA) at: mwebster@crowleylaw.com or 406-255-7201

PNLA News

Anyone interested in enhancing their library Leadership skills should apply now to the Pacific Northwest Library Leadership Institute planned for October 22-27, 2006. The site for next year's institute is Tamarack Lodge, in Idaho. Four librarians from Montana will be chosen to attend. The Application process opens this month.

Norma Glock
 PNLA Representative
 Columbus High School Library
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Missoula County Public School District Suffers Loss



Pamela Jule Tooke Tabish died November 12, 2005, of cancer diagnosed in 1997. Pam was the LMS at St. Joseph's private school in Missoula before moving to Franklin Elementary in the Missoula County Public Schools district. Being a LMS was all she ever wanted to be. She loved her job. She applied for and received a \$5000 Laura Bush Foundation grant for new books for her library and the disadvantaged students in her school. In a twist of fate, the books arrived the week she died. Pam was raised in Eastern Montana and moved to Western Montana to attend the University. She served on the Missoula City/County Public Library Board for several years. She traveled the Middle East by herself, being quite the adventurer. She spent many days rafting rivers and hiking the mountains. She continued her pursuit of learning while she and her husband, Dan raised their three children. She completed a masters in education six years past the time her doctors told her she would not survive.

Pam was an inspiration to everyone she met. Her students loved her and she loved them. She will be sorely missed by her colleagues, family, friends, and students who were lucky enough to know her.

Gloria Curdy
 K-12 Library Media Program Coordinator
 Missoula County Public Schools
gcurdy@mcps.k12.mt.us

State Library to Hold State Employees Orientation Sessions

The Montana State Library is offering two separate opportunities for state employees to learn more about its hard-copy resources, online databases, and research and reference services. The orientation sessions will run from 9 to 11 a.m. on Feb. 14, and March 14. To sign up for a session go online and register at msl.mt.gov/contact/overview_registration.html

The sessions will be held in the Grizzly Conference Room at the State Library, 1515 East Sixth Avenue in Helena.

For more information, contact Julie.

Julie Klauss
 Collections Access and Outreach Librarian
 Montana State Library
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New Librarian Takes Post in Red Lodge



Jodie Moore

The Red Lodge Carnegie Library Board is pleased to announce it has hired a new Library Director. In mid-January, Jodie Moore assumed this position. She took the place of Bob Moran, our long-time Librarian, who recently retired. Jodie had been formerly employed by the Collier County Public Library in Naples, Florida. Previous to that, she served as a graduate assistant to school deans, faculty and advisors at Florida State University while earning her Masters of Library Science Degree. We welcome her to Red Lodge and look forward to working with her in the future.

*Jerry Underwood, Trustee
Red Lodge Carnegie Library Board
jdunder@msn.com*

New State Library Staff Member

Montana State Library is excited to announce the return of Maggie Meredith to the MSL staff. Many of you will remember Maggie when she worked in the Library and Information Services Department a few years back answering reference questions and providing assistance on a variety of information requests. Now, she is part of the Library Development Department as our new Statewide Technology Librarian. Maggie will be providing consulting services and training on a wide variety of library-related topics. She'll be traveling all over the state, but working most closely with libraries in the Golden Plains and Pathfinder Federations. You can email Maggie at mmeredith@mt.gov or call her at 1-800-338-5087. Welcome back, Maggie!!

*Sue Jackson
Montana State Library
sujackson@mt.gov*



SUPPORTING MONTANA LIBRARIES

CUSTOM CATALOGING

Supplement your staff with our staff. Affordable and high-quality ongoing cataloging services, specializing in non-book formats and foreign language materials, including physical processing of materials.

CONTINUING EDUCATION

Workshops, seminars and presentations are just part of the BCR continuing education program. Classes cover OCLC services, the Internet and World Wide Web, cataloging and resource sharing — practical continuing education programs for your library staff.

BCR's training program now includes WebLive and Free Friday Forums (F³), which feature a live BCR instructor in a virtual classroom on the Web. Students have the opportunity to interact using both audio and video with the added benefit of not having to travel to a remote training location.

DISCOUNTS

Receive discounts on reference databases, electronic books, library-related software and service providers and library and office supplies.

PRODUCTS AND SERVICES

BCR offers access to hundreds of the latest reference databases, including such best-selling products as Alexander Street Press, Britannica, Congressional Quarterly, CSA, Dialog, LexisNexis, HeritageQuest, McGraw-Hill, Morningstar and more.

BCR offers consulting services that provide libraries with expertise in a variety of areas, as well as free technical support for all BCR products and services.

BCR Activities at MLA

Linda Gonzalez, BCR member services librarian, is presenting the popular program, "What's FRBR and Why Should I Care About It?" on Thursday, May 4.

Visit the BCR exhibit booth for the latest information on BCR products and services, training opportunities and special events.

www.bcr.org
(800) 397-1552

Montana Library Association Annual Conference News "Proceeding on...."

May 3 – 6, 2006

Holiday Inn Parkside - Missoula, MT



Bring out the calendar! Mark the dates! Plan ahead! MLA's Pre-conferences and Special Events are set! Deadlines are nearing so don't forget to sign-up by

February 17th for Significant Tidings and the poster session.

Pre-Conference Programs

Wednesday, May 3rd

9:00 – Noon **Catalogers' Use of MARC & 21st Century Library Cataloging: Challenges and Opportunities** with Bill Moen, Associate Professor, School of Library and Information Science, University of North Texas

9:00 - Noon **Funny Bones for Customer Service** with **Jan Fandrich**, Technical and Access Services Librarian, MSU-Billings

1:30 – 4:30 p.m. **The Accidental Library Manager** with **Rachel Singer Gordon**, Writer, speaker, web expert and librarian

Special Events

Wednesday, May 3rd

8:30 p.m. – 10:00 p.m. **One Conference, One Book: The Time Traveler's Wife** by Audrey Niffenegger (with bar available)

Thursday, May 4th

10:30 – Noon **Opening General Session** with Key Note Speaker: Keith Fiels, Executive Director, American Library Association

8:00 – 10:00 p.m. **Sheila Cates Scholarship Activity**

Friday, May 5th

8:30 – 10:00 a.m. **Significant Tidings**

10:00 – 11:15 **Poster Sessions**

For continuing conference details in the April issue of **FOCUS**, on the MLA Website at www.mtlib.org, and on Wired.

Mary Lou Mires

2006 Conference Planning Committee

Reference Librarian

D'Arcy McNickle Library, Salish Kootenai College

mary_mires@skc.edu

MLA 2006 Cates Conference Events and Cates Scholarship Info

Got stuff? Now is the time for all good librarians, library staff members, trustees, friends of the library, et al. to come to the aid of the Sheila Cates Scholarship Committee. The Committee is in need of "Cash in Your Attic" or anything you wish to donate to the Sheila Cates Scholarship Raffle to be held at the 100th Montana Library Association Conference in Missoula, May 4-6, 2006. So, get together as a federation, a library staff, a group of friends or even individually, and put together a basket, box or bag of goodies to be raffled off at the Conference during the exhibit hours. Price limit on items is \$75.00. Raffle tickets for the items will be \$1.00 each or 6 for \$5.00, and you need not be present to win. The drawings will be held at the close of the exhibits. If you have any questions, or to let us know you will be bringing an item, contact Ve Abrams, Fallon County library 406-778-7175, or email vabrams@mtlib.org or Diane Van Gorden, Baker MS/HS Library 406 778-3329, or email dkvg3955@yahoo.com.

Cates Trivia Mania! Join your friends and colleagues for a couple hours of hilarious fun and contribute to a very worthy cause at the same time. Dress in costume (or not) and join a team of trivia players for Montana Trivia and more! Form a team of up to 8 people ahead of time, or just come and join a team at the event.

Costumes are optional: this is our Centennial, so we're promoting fashion through the decades. Pre-formed teams as well as individuals are encouraged to dress up in one of the decades' attires: 1906-1916 through 1996 - 2006.

Who was Sheila Cates? Sheila was an inspirational librarian who cared about the development of every librarian and library in Montana; she died of cancer in 1993, but we carry on her passion for libraries and librarians by raising money for the scholarship fund created to honor her. While pre-registration is strongly encouraged to help us gauge a headcount for this zany event, walk-ins are welcome; \$10 in advance or \$12 at the door. A cash bar will be available, along with complimentary snacks. Prizes will be awarded for best period costumes and the winning Trivia team. Thursday, May 4, 8 - 10 pm, Holiday Inn Ballroom.

Another fun Cates opportunity to take part in during MLA 2006: try your skills in the Sheila Cates History Hunt and win a prize for sleuthing out the most correct facts about Sheila Cates. Questions? Please contact one of your FUN Cates Committee members for more information: Ve Abrams, Tracy Cook (Past Chair), Roberta Gephardt, Mary Anne Hansen (Chair), Cherie

Cates, Continued on Next Page...

Cates, Continued

Heser, Lisa Mecklenberg Jackson, Coby Johnson, Lyn McKinney, Anita Scheetz, Diane Van Gordon, and our honorary member whom we just can't let go of (ever) – Darlene Staffeldt.

Need funds to help with Library School? The Montana Library Association instituted the Sheila Cates Scholarship in 1994 to provide financial support to MLA members seeking graduate degrees in library and/or information science. The scholarship fund was established in memory of Sheila Cates, who served as Library Development Coordinator at the Montana State Library from 1985 until her death in 1993. She was named MLA's Library of the Year in 1993. Individuals selected to receive an award from the scholarship fund must show potential for emulating Sheila Cates' contributions to Montana libraries. For application information, visit this link on the MLA website:

www.mtlib.org/sitemap.html

Mary Anne Hansen
Cates Committee, Chair
Montana State University
mhansen@montana.edu

Diane Van Gorden
Cates Committee
Baker MS/HS Libraries
vangordend@baker.k12.mt.us

Membership News

As of January 21, the Association has 520 current members - 15 more than reported in December's issue of Focus. There are 295 in the public library division (an increase of 5), 128 in the school/library media library division (an increase of 7) and 109 in the academic/special library division (an increase of 4). Some of us are in more than one division. In 2003 we had 669 members and in April of 2005 we had 556, so we still have a ways to go. Our informal membership drive of 100 new members by the 100th annual conference is going well - only 51 new members to go!

Please help us welcome our newest members:

Richene Bosche, Dodson School Library
Gary Lynn Brooks, Stevensville High School Library
Juanita Costilla, Medicine Spring Library Blackfeet Community College
Julie A. Klauss, Montana State Library
Stanley C. McBain, University of Great Falls
Susie McIntyre, Great Falls Public Library
Kathleen Martinell, Lima Public School
Mary Drew Powers, Whitefish Br., Flathead Co. Lib.

Magi Malone, Director at Large-West
Technology Training and Adult Services Librarian
Flathead County Library
mmalone@co.flathead.mt.us

MPLA News

Mountain Plains Library Association has a new website featuring more information and a job listing area. Check it out at www.mpla.us

The organization recently went through a restructuring and reorganization process. As part of the reorganization of MPLA, the current sections will be replaced by Electronic Communities. Each Community will represent an interest area and provide a forum for

those working in that area to communicate, share best practices and new ideas, help each other solve problems, and find out what others are doing.

Joe Edelen, tireless MPLA member, retired as Executive Secretary after 30 some years in the organization. Judy Zelenski has replaced him as Interim Executive Secretary as well as newsletter editor. Judy can be reached at mpla_execsecretary@operamail.com

The next MPLA Joint Conference is in Albuquerque, New Mexico in 2007.

The 2006 MPLA Ghost Ranch Leadership Institute will be October 29 - November 3, 2006. Go to www.mpla.us/leadership/index.html for more information.

The term for MLA's MPLA Representative is up this year. If anyone is interested in running for this post, please contact Rich Wojtowicz at richw@montana.edu

Bridgett Johnson
MPLA Representative
Director, Lewistown Public Library
library@lewistown.net

ASLD Nominations Sought

The Academic and Special Libraries Division is seeking interest individuals to run for Chair-Elect and Secretary for 2006-2007.

The Chair-Elect will become ASLD Chair for 2007-2008. A job description for ASLD Chair may be found on the MLA Webpages www.mtlib.org/asld/asld.html. The Division Secretary is responsible for a record of all division meetings and serves on the Division Executive Board. Serving as a division officer is a great chance to make a contribution to MLA as well as to develop your own leadership skills. If you are interest or have questions, please contact anyone of the Nominating Committee: John Thomas, 447-4343 or email jthomas@carroll.edu; Carlene Engstrom 275-4876, or email carlene_engstrom@skc.edu; Betsy Harper Garlish 496-4839, bgarlish@mtech.edu; or Martha Thayer 363-9211, or email mthayer@niaid.nih.gov.

State Library News



Summer Institute for Public Library Directors

The 2006 Summer Institute (SI) is scheduled for June 19-22 at the MSU campus in Bozeman. This year's SI will feature a half-day orientation for all of our new public library directors (on June 19th) and a Gates Foundation-sponsored workshop (June 20) entitled "Keeping Your Patrons Connected." This workshop, which is part of the Gates Rural Library Sustainability Program, is designed to help small and rural libraries create and implement technology sustainability action plans. An important feature of the workshop is the opportunity for librarians to come together and brainstorm ideas to address this challenging issue. Other Summer Institute sessions and activities are still being finalized. As at previous SIs, participants will have accommodations in the MSU dorm and meals at the campus dining hall. Funding from the Gates Foundation will also make it possible this year to reimburse participants for mileage to travel to and from Bozeman. Registration for the Summer Institute will begin in April. Please plan to attend.

Calendar for Montana Librarians

Montana State Library and Lewis and Clark Library in Helena are happy to announce that an online calendar of Montana library training events and activities will soon be launched. The calendar is designed to be a planning tool for librarians and trustees, offering a centralized location to learn about upcoming training and library events. Partners for the calendar project include the State Library, University of Montana Mansfield Library, Montana State University Renne Library, Montana Library Association, Bibliographic Center for Research (BCR), and OCLC. These organizations will be posting training and activities onto the calendar providing details for each entry including date, location, cost, audience, etc. Other groups and organizations will be able to submit events or activities to the State Library for posting if the activity meets the calendar guidelines.

We will announce the availability of the calendar on wired-MT very soon, so watch for the launch!! Thanks to Judy Hart, Director, and Matt Beckstrom, Network Manager, at Lewis and Clark Library for their support and technical assistance on the calendar project.

New MSL Website

You'll want to check out this new and completely redesigned website about librarianship: msl.mt.gov/greatcareer/html/postings.htm

A great career @ your library

You'll see some familiar Montana library faces and hear why being a librarian is a great career option. There are also links to library education and opportunities like the PEEL scholarship program. Funding for the new website is from the Institute of Museum and Library Services.

PEEL Scholarships - Last Call!

Deadline for applying for a PEEL scholarship is March 15, 2006.

PEEL currently offers ten \$25,000 scholarships for Montana residents to earn a Master of Library and Information Science (MLIS) degree through the distance program of the University of Washington's Information School. The scholarships are funded by a grant awarded to Montana State Library from the Institute of Museum and Library Services (IMLS). Details on PEEL II are available at: msl.mt.gov/greatcareer/html/bealibrarian.htm

2006 Fall Workshop - Your First Notice

To help with your planning, here are the first details about Montana State Library's 8th annual Fall Workshop. The two-day event is scheduled for Friday and Saturday, September 22-23, 2006. This year, by popular request, the workshop will return to Lewistown, with and the Yogo Inn. Topics and presenters are in the early planning stage right now. If there is a topic you are interested in having presented at the Fall Workshop, please contact Sue Jackson at the State Library sujackson@mt.gov

For Information on any of the articles on this page, please contact Sue Jackson of the Montana State Library

Sue Jackson
Montana State Library
1-800-338-5087
sujackson@mt.gov

“What’s Your Story?” News

It’s that time again - time to start thinking about the next phase of our “What’s Your Story?” Campaign! We’ve had great success so far. “What’s Your Story?” is being recognized nationally as an innovative and exciting way to reach people about the value of libraries.

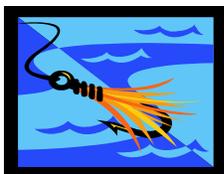
But we need help! If you’re interested in helping the campaign with:

- TV
- Radio
- Print ads and posters and bookmarks
- Defining audience
- Programming
- Partnering
- Developing new materials for libraries to use for specific audiences

OR if you just want to get involved with a creative and fun group of people and statewide library effort, please contact me! There is lots of work to do, but I promise - it won’t seem like work! Get involved, and learn about the ins and outs of library marketing to better market your own library, and to help Montana libraries across the state tell their story!

Sara J. Groves
Communications and Marketing Coordinator
Montana State Library
sgroves@mt.gov

News From Darby



Stan Falkow, Stanford professor and internationally known microbiologist and immunologist has donated his collection of fly-tying books, videos and equipment to the Darby Community Public Library at a reception

honoring him at the library on January third. It is an extensive collection of fly-tying books, some that are out of print and would not otherwise be available to the younger generation. In addition to this donation of over 500 volumes and videos, he presented the library with a fully stocked fly-tying desk so that the library patrons can spend some time trying to create flies to fool the elusive Bitterroot trout. In addition to Dr. Falkow’s presentation, the Bitterroot Chapter of Trout Unlimited has pledged to keep the fly-tying desk supplied with all the necessary items to complete the anglers’ flies.

Veryl Kosteczko
Library Board Chair
Darby Community Public Library
verylk@yahoo.com

Library Employee Featured Artist

Jessie Damyanovich, a circulation clerk and bookmobile driver for the Great Falls Public Library, has an alter ego, that of emerging artist. Her work is an eclectic blend of techniques and mediums, and includes illustrations, portraits and small paper mache sculptures. She works in but is not limited to oil pastels and water color. The paper mache pieces are made from random objects Jessie collects from nature, thrift stores, and garage sales. The end results are whimsical creations that take on a personality of their own. She has recently exhibited her work at the library and was juried in to participate at Paris Gibson Square’s 27th annual Christmas Collection. Needless to say, Jessie made a big splash at both venues. Even though the exhibits were radically unique, each was marked by a strong artistic presence expressed through a distinctive artistic voice.



Jessie was raised in Great Falls and inspired by a family who exposed her to art at an early age. She graduated from MSU—Bozeman in 2003, where she received her degree in Graphic Design. She also received the Bronze Pencil Award in Illustration during her thesis review. The thesis was designed around the idea of creating a tattoo/illustration company. By hand designing a book of illustrations for the tattoo flash art, tattooing became another expression of Jessie’s art. She has done tattoos for a few people and believes it to be a way a person can express their artistic self.

Jessie plans to continue pursuing her art endeavors. Eventually she would like to illustrate and write children’s books. A Jessie Damyanovich website is in development and the magazine *Treasure State Lifestyles* featured an article about Jessie in their premier December 2005 issue.

GFPL Quotation Contest

The Great Falls Public Library announced it concluded its five-week quotation contest on Wednesday, January 4th. On that day a random drawing of the 42 entries resulted in three winners. They are Andrew Finch, Sandy McGuffin, and Erin Beirne. Each winner received a library-related prize. Library spokesperson, Jude Smith, emphasized, “All of the quotes were equal in the sense they all had something interesting to say. Winners were based on a random selection, rather than merit of the quote.”

The submitted quotes will be posted in at the library and eventually will be incorporated into a moveable library display.

Jude Smith
Public Relations Coordinator
Great Falls Public Library
jusmith@mtlib.org

A Report From Ghost Ranch- New Mexico That Was Mine...

In 1917, Georgia O'Keeffe described her instant love for New Mexico with the statement, "When I got to New Mexico, that was mine." A similar, profound feeling enveloped me when I arrived in Santa Fe, to begin my week-long experience as a fellow at the Mountain Plains Library Association's Leadership Institute, which was held at the Ghost Ranch outside of Abiquiu, New Mexico from October 23 to 28, 2005.

Everything seemed new and exciting! Deep turquoise skies were broken by dark red mesas and the ominous thunderclouds that raced across the valley in advance of a coming storm. The morning air seems to sparkle with a hundred shades of gold as the leaves on the cottonwood trees danced in the breeze. And the flavor of New Mexico extended to the food – I fell in love with green chilis!

The stark beauty of the surrounding high desert and Spartan-like accommodations created an atmosphere that was conducive to the work we were about to undertake. At the Ghost Ranch, cell service didn't exist; phone connections and Internet access were limited. But rather than being a hindrance, the low tech atmosphere allowed us to concentrate on the tasks at hand – getting to know our fellow participants and exploring our common strengths and weaknesses related to all aspects of leadership as well as formulating goals and visions for the future.

Our time together was guided by presenter Maureen Sullivan (Annapolis, MD) and facilitator Mary Bushing (Bozeman, MT). Jean Hatfield (Johnson County Library, Shawnee Mission, KS), Debbie Iverson (Sheridan College Library, Sheridan, WY), Jane Kolbe (Arizona State Library, Phoenix, AZ), and Joe McKenzie (Salina Public Library, Salina KS) served as our mentors. From them we gained insight into the perils and pitfalls of leadership as well as the triumphs that spur one on to bigger and better things.

As we got to know each other, we learned we were as diverse a population as the patrons we serve. We were truly a multi-type library group with school, public, academic and special libraries as well as government agencies being represented. Participants also included a pilot, two Tolkien scholars, three school librarians, several quilters and cross stitchers as well as two awesome storytellers, an amateur astronomer, a grandmother or two and some newly-weds!

Fellow participants from Colorado, Beth Filar-Williams, Penny Shiel and Diann Logie, compiled this list of keys points learned at the Institute.

1. Always take risks. Ask yourself "How Hard Can It Be?"
2. You can lead from wherever you are; not just from the top.
3. Good leaders empower others to take action.

4. Give yourself the freedom to fail and learn from your failures to move forward.

5. A good, strong group of peers can be a powerful and excellent resource.

If you are interested in attending the 5th MPLA Leadership Institute at the Ghost Ranch to further develop your leadership skills, be on the lookout for more information in Wired-MT, the Montana Library Focus, or at the MPLA website www.mpla.us. The application for the 2006 Institute will be available on MPLA's website March 1, 2006.

Dates for the 2006 Ghost Ranch Institute will be October 29 through November 3, 2006. Participants will need 2-12 years of library experience after receiving an MLS (or equivalent) degree. Two fellows are accepted from each MPLA member state, with additional at-large delegates selected from the pool of applicants.

An added incentive for school librarians is that OPI renewal units can be earned while at the Ghost Ranch. Yvette Majerus, the other Montana fellow, and I contacted OPI in September and were able to earn 33 renewal units - over half the units needed to renew a teaching certificate!

*Diane Van Gorden
Baker MS & HS Library
vangordend@baker.k12.mt.us*

An Evening With Dr. Mary Murphy



On January 4, 2006 the Chouteau County Library in Fort Benton rang in the New Year with a discussion led by Dr. Mary Murphy of Bozeman. Dr. Murphy is the author of "Hope In Hard Times" – a book that chronicles photographs of the Depression and many of the stories behind them. The discussion was sponsored by The Friends of the Library.

Nearly 70 people attended the noon discussion, with another 25 attending the evening discussion. The discussion was lively, informative, and many of the county's residents spoke of their own experiences during the Depression.

*Jill Munson
Library Director
Chouteau County Library
fblibrary@mtintouch.net*

MLA Logo Contest

To reflect our changing and dynamic Montana Library Association, we have decided it's time to update the current Montana Library Association's logo and slogan (Working Smart for Montana Library Users) to better exemplify the spirit of MLA. Here's your chance to participate by designing a new logo and slogan!

MLA is a statewide organization of over 600 librarians, retired librarians, trustees, friends of libraries, and library students who join together because they love libraries and want to help in promoting outstanding librarianship and library services which meet needs in every part of our state. MLA offers solid programs, continuing education, promotions, and services for the benefit of all types of libraries. In addition, our organization offers members a forum for exchanging information, solving problems, and access to learning about the changing world of libraries and information science.

THE WINNER WILL RECEIVE A \$50 GIFT CERTIFICATE TO AMAZON!

General Rules:

- ◆ The competition is open to anyone working in, or affiliated with, a Montana library. Team entries will be accepted.
- ◆ Each contestant may submit up to three entries.
- ◆ The entries must be new original works not previously used in public.
- ◆ Entries will be evaluated on the representation of the association as a whole--school, public, academic. The library association's name should be incorporated into the design, but the slogan may be separate.
- ◆ The winning logo will be featured on all Montana Library Association promotional materials including websites, press releases, letterhead, booklets, brochures, and other official publications. The logo will be used at the discretion of the MLA Board.
- ◆ Both hand-drawn and computer-generated entries are acceptable. Entries may be submitted in hard copy on letter size paper, on floppy disk, CD, or in digital format (tiff, jpeg, bmp), preferably in both color and black and white.
- ◆ Each entry should be accompanied by a completed entry form, below.
- ◆ Mail or e-mail your entry to MLA Logo Contest, Lisa Mecklenberg Jackson, State Capitol, Rm. 10, P.O. Box 201706, Helena, MT 59620-1706, Ljackson@mt.gov.

Questions? Call Lisa at 444-2957 or e-mail Ljackson@mt.gov

MLA Logo Contest Entry Form

Attach this form to your submission

Name: _____ E-mail _____

Address: _____ Phone: _____

Entries must be received by Friday, March 24, 2006, 5 p.m.

Mail your entry to MLA Logo Contest, Lisa Mecklenberg Jackson, State Capitol, Rm. 10,
P.O. Box 201706, Helena, MT 59620-1706

GPO'S Federal Depository Library Program Makes History: Welcomes First Three Tribal College Libraries

The U.S. Government Printing Office has announced the addition of three tribal college libraries to the Federal Depository Library Program (FDLP). Little Priest Tribal College in Nebraska, as well as Fort Peck Community College and Salish Kootenai College in Montana, join the more than 1,250 Federal depositories nationwide. These additions mark the first ever Native American libraries to join the FDLP, furthering an ongoing commitment and increased effort to strengthen free access to Federal Government information throughout the nation.

"We are pleased to welcome these libraries into the FDLP," said Judy Russell, GPO's Superintendent of Documents. "The new libraries will provide U.S. Government publications to historically underserved populations and will also contribute valuable tribal resources to the FDLP community and its patrons."

The GPO hosted a strategy session during its annual fall conference establishing dialogue regarding the needs of tribal libraries. The three new depositories have each expressed a fundamental interest in making the majority of their collections digital. Little Priest Tribal College was the first of the tribal college libraries to join the FDLP. All three libraries are designated by law as land grant colleges entitling them to depository status.

The FDLP was established by Congress to ensure the American public has access to government information. The program involves the acquisition, format conversion, and distribution of depository materials and the coordination of Federal depository libraries across the country.

In addition to the partnership with the more than 1,250 libraries nationwide participating in the FDLP, GPO makes government information available at no cost to the public through *GPO Access* www.gpoaccess.gov, and through publication sales. The GPO's core mission is to ensure that the American public has access to government information. The GPO is the Federal Government's primary centralized resource for gathering, cataloging, producing, providing, authenticating, and preserving published U.S. Government information in all its forms. GPO is responsible for the production and distribution of information products and services for all three branches of the Federal Government. For more information about the GPO, please visit www.gpo.gov.

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NN/LM Planning Award Includes Consumer Health Survey of all Montana Libraries

A survey of consumer health information services is part of a \$2000 Planning Award given to Kalispell Regional Medical Center Library by the Pacific Northwest Region/National Network of Libraries of Medicine. This survey is an attempt to assess Montanans' access to consumer health information through libraries. All libraries (with the exception of K-8 schools) in Montana are asked to complete the survey. You may fill in a paper copy or complete the survey online (quick and easy); paper copies will be distributed to all Montana libraries soon, enclosed within the Winter issue of Montana Medical Libraries, a trial newsletter published as part of the award.

You can complete the user-friendly survey online by going on the internet to the following website: www.surveymonkey.com/s.asp?u=543661713358.

If you did not get a paper copy of the survey, or need more copies, please contact us for a print copy of the survey (comes complete with a self-addressed stamped envelope).

In hopes that we will receive completed surveys soon, incentives will be offered to libraries that submit their results promptly. Prizes include USB Flash Drives, gift cards, and consumer health titles. Identifying your library is not required for the survey. However, you will need to identify your library if you wish to be included in the drawing. Deadline for submission of surveys is March 1, and prizes will be drawn the first week of March 2006.

Based on results of the questionnaire, consumer health resources for Montana libraries may become available. Results of the survey will be presented at the Health Sciences Interest Group (HSIG) meeting at the Montana Library Association in Missoula, May 2006.

Thank you for your input.

Lisa Autio
Missoula
Lautio2002@yahoo.com

Heidi Sue Adams
Kalispell Regional Medical Center Library
hadams@krmc.org

AARP and The “What’s Your Story?” Campaign

In the fall, AARP Montana became a partner with us in the “What’s Your Story – Find It at the Library” Campaign. AARP is working to encourage more of their 149,000 members through community library doors. Your staff and services, computer classes, and “just-in-time” information to help seniors and their families navigate Medicare Part D or energy assistance or identity theft are real “life savers” for Montana seniors.

One of our promises to the Campaign is that we’ll keep you supplied with senior-related issue materials and critical opportunities for seniors; for example, the important energy brochure and the LIEAP federal energy assistance program application.

The new prescription drug benefit in Medicare known as “Part D” could bring significant benefits (90+% of drug costs) to 60-80,000 Medicare Montanans. But the start-up has brought unacceptable problems and anxiety for our members. They need the resources and the computer training you provide more than ever right now.

We hope you can use the Medicare website, www.medicare.gov (Part D Plan Finder) and our own www.aarp.org as demonstration websites in your classes. Our members trust you to be their friend and advocate, and we’re grateful for your efforts to promote the library as a very trusted senior destination. We’ll be doing our part and we hope you’ll encourage seniors and their families to take these materials and use them to their benefit. Be sure to email me at pharper@aarp.org if we can provide any resources or answers to your questions. Thank you, partners.

*Pat Callbeck Harper
Associate State Director
AARP Montana, Helena
pharper@aarp.org*

Position Your Library for Success

NEWS FLASH!!! Because you have a good working relationship with the news media doesn’t mean that you successfully deliver your library’s messages. It means that you have a good working relationship with the media. Because you are relaxed during media interviews doesn’t mean you successfully deliver your messages. It means that you are relaxed during media interviews. There is only one way to consistently deliver your library’s messages—through preparation. And remember...

Failing to prepare is preparing to fail.

It always amazes me how library directors (and many other library spokespersons) who are very

successful in their careers, who meticulously prepare for a board meeting, or who will anguish over every word as they prepare a speech, will just “wing it” when they do a media interview.

Do you usually drop everything to do an interview when a reporter calls? Going into an interview, do you feel you are the best person to do the interview because you know more about your library than any one else? Do you think to yourself, “I’ve done dozens of media interviews; I don’t need to practice?” (Sure, and I don’t ever need the help of a reference librarian because I’ve used a library dozens of times. In fact, I worked in my college library for three years.)

Do you develop messages for every interview? Do you develop messages for each program or service you publicize? Do you have talking papers with messages on reoccurring issues? Do you anticipate sensitive issues you will be asked to address, and prepare messages for each?

Failing to prepare is preparing to fail.

Yes, as famed UCLA basketball coach John Wooden constantly told his players, “Failing to prepare is preparing to fail.” Did he mean that UCLA would lose every game? Of course he didn’t. What he did mean was that in the close games against good teams, his team could lose if they were not prepared. UCLA teams had great talent, but how many teams and athletes with great talent don’t win. UCLA won 10 NCAA titles in 12 years because it was also the best-prepared team.

There are some very simple things you can do to position yourself and your library for success when dealing with the news media. Some can be done right now—before your next interview. Others should be done each time a reporter calls for an interview.

The following are a dozen steps you can take to ensure that you and your library will shine in interviews.

1. Develop a media policy. Most libraries have some kind of media policy. But is your media policy in writing? It should be. Your policy should specifically identify who may talk to the media, what issues they can address, who handles sensitive and controversial topics, and who talks to the media in the absence of these individuals. If you have some employees who can talk to the media on certain issues but not on others, include examples in your policy. For instance, if department heads can talk to the media about programs and services offered by their department, but not about budget issues, specifically mention this limitation in your policy.

Finally, you should communicate your policy to all employees regularly (at least once every year). Emphasize to your employees that they should immediately refer all inquiries from the media to the designated persons so they can respond with the most up-to-date, complete and consistent information in a timely manner. Even seemingly innocent ques-

tions can become full interviews for the unsuspecting.

2. Identify issues that the media may call you about. What issues, especially controversial and sensitive ones, might the media contact you about? The time to prepare for these issues is not when a reporter calls, but when these topics are identified. Brainstorm with your staff. Are you prepared to talk about filtering or a reduction in library programs/services right now?

3. Identify issues you want to discuss with the media. Which programs and services do you want to talk to reporters about? Many of these are ones that you talk about every year. Others might be one-time priorities. If providing a wide variety of high-quality programs and services to local residents is an important goal for your library, be prepared to discuss how your library adds to the quality of life at every opportunity, not just when specifically asked about this issue.

4. Develop messages for these issues. Generate messages for each of the services, programs, or issues you have identified, and put them in writing. What actions do you want your readers, listeners, or viewers to take, and how will they benefit or prevent a negative consequence by taking these actions? Think of each message as the headline you want for the story.

5. Develop talking papers on recurring subjects. Write talking points for those issues and programs that you will be discussing on a recurring basis. The talking paper should be a simple, one-page sheet with a bulleted list outlining the key points and your messages. You will find that many of these talking papers can be used from year to year with only minor updates. Do you have a talking paper for your library, for each department, as well as for each program or service?

6. Gather "memory hooks" on a regular basis. Are you currently gathering success stories, quotations from authoritative sources, examples, analogies, and other "memory hooks" on a regular basis? You and each department should gather these on an ongoing basis so you will have them ready to use at a moment's notice.

7. Train your spokespersons, and this means you, too. Have you and other library spokespersons had media training? Or do you rationalize, "I've done dozens of interviews. I don't need training"? The best way to identify problems and to see if you successfully deliver messages is to be taped during training.

8. "Buy time" when a reporter calls. There is no rule that says you have to drop everything when a reporter phones. However, this is just what many library spokespersons do. Unless you have recently talked about an issue and have your messages already prepared, buy time. Even 10-15 minutes will help you to be better prepared.

9. Develop messages and anticipate questions for every interview. Obviously, you will not anticipate every issue the reporter wants you to discuss. After you buy time, use it to develop messages for these one-time issues and put them in writing; then, anticipate the questions the reporter will ask. Also, have you saved a "memory hook" you can use?

10. Practice. Sounds like the obvious next step, but how many times do you practice before an interview? After you have developed messages and anticipated questions, have someone ask you the questions, and see if you deliver your messages. Keep a cassette recorder handy in your office. Critique your practice.

11. Know what you can and cannot talk about. There are some issues you should not or cannot talk about. Do you have privacy rules, legal restrictions, political issues or policy questions to consider? Be familiar with them. Tell the reporter up-front if you cannot respond to certain questions. Don't be swayed from this position.

12. Have your messages in front of you during interviews. Once you have made the effort to develop your messages and to put them in writing, use them. Keep messages in front of you while talking to the reporter. Briefly glance at them from time to time. The only exception would be during a live TV interview, when you want to maintain good eye contact. Most spokespersons forget to deliver their messages because they don't refer to them during the interview. Also, don't deliver your messages only once. Repeat them.

Yes, following these 12 steps will take time, and we all seem to be short of time these days. However, the up-front time that you spend in preparing for media interviews can save you time in the future and, more important, can help you successfully deliver your library's messages. Remember, failing to prepare is preparing to fail!

The Author is the founder of FIRST Communications of Mundelein, Illinois in 1997. Prior to that, he served as a public relations officer for the Internal Revenue Service for 23 years. He has conducted numerous workshops for library systems throughout Illinois, Colorado, California and Wisconsin. In 2005, he published *Winning Media Interviews: Sure-Fire Tactics to Get Your Messages Out* www.winningmediainterviews.com You can see his "Media Tip of the Month" on his web page.

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