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(Cont. on pg. 2)
About National Library Week

In the mid-1950s, research showed that Americans were spending less on books and more on radios, televisions and musical instruments. Concerned that Americans were reading less, the ALA and the American Book Publishers formed a nonprofit citizens organization called the National Book Committee in 1954. The committee's goals were ambitious. They ranged from "encouraging people to read in their increasing leisure time" to "improving incomes and health" and "developing strong and happy family life."

In 1957, the committee developed a plan for National Library Week based on the idea that once people were motivated to read, they would support and use libraries. With the cooperation of ALA and with help from the Advertising Council, the first National Library Week was observed in 1958 with the theme "Wake Up and Read!" The 2018 celebration marked the 60th anniversary of the first event.

Read more about the 60-year history of National Library Week at American Libraries magazine, and check out the list of past National Library Week themes at:

http://www.ala.org/conferencesevents/national-library-week-tools

National Library Workers' Day Apr. 9, 2019

Libraries give millions of Americans the knowledge and information they need to live, learn and work in the 21st century. First celebrated in 2004, National Library Workers' Day recognizes the unique contributions that library workers make to help people find the information they need for learning, and working, as well as for recreational purposes.


(Cont. on pg. 3)
National Bookmobile Day  Apr. 10, 2019

National Bookmobile Day celebrates our nation's bookmobiles and the dedicated library professionals who provide this valuable and essential service to their communities every day. Each year, it is celebrated on the Wednesday of National Library Week.

National Bookmobile Day is an opportunity for bookmobile fans to make their support known—through thanking bookmobile staff, writing a letter or e-mail to their libraries, or voicing their support to community leaders.

http://www.ala.org/aboutala/bookmobileday

National School Librarian Day  Apr. 4, 2019

It is set aside to honor all school librarians. School librarians spend long hours keeping the library organized, helping our children find the resources they need to continue learning, and are dedicated to creating an environment in which they can learn every day of the year. Their work is an impressive accomplishment.

The school librarians provide guidance and expose our youth not only to texts, print media, and literature, but to digital resources and the technology to connect them to libraries around the world. A school librarian’s ability to manage scores of media and a library full of students with numerous projects and schedules astounds us.

https://nationaldaycalendar.com/national-school-librarian-day-april-4/

Young minds need to be nurtured. Gently challenging those minds with good quality, by offering up interesting and new reading and reference materials is what school librarians do best.

https://govbooktalk.gpo.gov/2018/04/04/school-librarian-day/
Grant Helps to Disperse the Learning that Occurs During Conferences

The Alaska State Library has instituted a CE grant [http://library.alaska.gov/dev/grants.html#cegrant](http://library.alaska.gov/dev/grants.html#cegrant) requirement that we believe will help disperse the learning that occurs during conferences. Individuals who have been awarded a CE grant are now required to write a short (up to 250 words) *Newspoke* [http://akla.org/newspoke/wp-content/assets/files/newspoke/pdf](http://akla.org/newspoke/wp-content/assets/files/newspoke/pdf) article about their conference attendance to share what’s been learned with the larger library community. We hope this requirement will provide attendees with an opportunity to stop and reflect back on their conference experiences and personally apply what they’ve learned.

*Julie Marie Niederhauser*
Public Library Coordinator
Alaska State Library

Use of Technology with Regards to Patron Information

For the sake of this “conversation” we, our, us = libraries as a whole.

Last November I was fortunate to attend the 2018 LITA Forum in Minneapolis, MN. I learned some useful things about mobile hotspots, i.e., block the hotspot to get it returned if overdue, and that many companies have a government section to help with pricing, but what lingers most in my mind, from the various sessions I attended, is our use of technology with regards to patron information, how it is gathered, who uses it, and how we can ostracize patrons with verbiage we don’t realize affects them.

We discriminate, even when we don’t really mean to. We gather data that is unnecessary and/or doesn’t give viable options to participants, i.e. two gender options: male/female. In her keynote speech, Nancy Sims said something that really stuck: “Library technology does not reflect our values.” She related this quote to multiple topics: how vendors have their own priorities and we too often do not stick up for our end of the bargain (things we paid for), how focusing on collecting quantifiable data only leads us to miss the things that cannot be easily quantified, and how our fear of taking risks keeps us from all sorts of beneficial outcomes.

We all take risks, I won’t deny that, but there’s no time like the present to take more.

(Cont. on pg. 5)
2018 LITA Forum collaborative notes, presenter slides, and session recordings are available online:  https://forum.lita.org/attending/schedule/

Christine Osciak
Digital Literacy Librarian
Fairbanks North Star Borough Public Libraries

What is LITA?  http://www.ala.org/lita/about

The Library and Information Technology Association is the leading organization reaching out across types of libraries to provide education and services for a broad membership. The membership includes new professionals, web services librarians, systems librarians, digital initiatives librarians, library administrators, library schools, vendors and anyone else interested in leading edge technology and applications for librarians and information providers.

Visual and Digital Mediums of Communications

As a librarian and creative, I find that the nature of this work is not completely understood by some colleagues. The pervasive attitude is that by virtue of being the library we are beloved and safe and these design tasks are far too time consuming. However, I firmly believe that all libraries need to pay greater attention to visual and digital mediums of communications for our societal methods of communication are veering this way greatly. Images and design have become their own language, and in order maintain currency in this new millennium’s method of communication, libraries must do their due diligence to keep up and remain relevant.

While at the Library Marketing and Communication Conference I was surrounded by professionals from every corner of our nation who emphatically agree with the sentiment above—very refreshing! Through colleagues and sessions I was able to gather ideas for starting and chairing our library’s Creative Committee, a group of creatives who will be trained in aspects of graphic design to help streamline our process and create more design cohesion among all our locations.

We now have the momentum and framework for developing a marketing toolkit. The greatest boon was ideas on how to use tools like Google ad sense and metadata to have our webpage show up during users’ internet searches as well as installing custom URL shortener programs directly onto our library’s server so that we can use custom shortlinks to

(Cont. on pg. 6)
Transgender Inclusion in Libraries

The Dictionary Now Defines and Recognizes They/Them as a Singular Pronoun

Recently our library hired a person who requested we use they/them pronouns when referring to them. The they/them pronoun request was new to me. At ALA I attended a ‘Transgender Inclusion in Libraries’ workshop. I learned that not all individuals think of themselves as either he or she.

American culture teaches us to fit all people into a binary system – she/her – he/him. However, many people do not identify as either and may choose to be referred to using they/them pronouns. The dictionary now defines and recognizes they/them as a singular pronoun. Workshop participants practiced using ‘Excuse me’ to gain a person’s attention, rather than Ma’am or Sir. We practiced introducing ourselves and saying, “My pronoun is [he/him, she/her, or they/them]”. Then respecting the person’s pronoun.

We were reminded that people identify in many forms: some are asexual, some are non-conforming dressers, some people may look straight and be gay or vice versa. Some people do look male OR female and do not want to be labeled as male or female. Some people DO look female or male and want to be identified using the they/them pronoun.

The presenters explained terminology changes over time, and today using the term queer is acceptable. In the future, a different term may be acceptable. It is important when you use the wrong pronoun not to gush and go into long apologies. This behavior makes it about you, not them. It is better to quickly acknowledge the error and then use the correct pronoun.

Renee Van Nort,
Administrative Services Manager
Fairbanks North Star Borough Public Libraries

(Continuing Ed. - Cont. from pg. 5)

better track marketing efforts. I look forward to training staff and implementing long-term marketing plans for our library during this upcoming new year.

To see my notes from LMCC 2018, please visit https://tinyurl.com/lmccc2018jt

Julia R. Troike,
Adult Services Librarian
Fairbanks North Star Borough Public Libraries

(Cont. on pg. 7)
Libraries Push the Envelope in Terms of Program Offerings

ALA Midwinter was an amazing experience full of informative sessions, fun award presentations, and stimulating guest speakers. While all of the sessions that I attended increased my professional knowledge, there were three that left an impression on me: *the Copy Cataloging Interest Group; *the Intellectual Freedom session on Meeting Rooms, Drag Queen Story Times, and Library Lawsuits; and the *Community, Equity, and Story Times session. The Copy Cataloging session made me feel that we are doing a good job of providing in-depth records to our patrons even though our cataloging staff are mostly self-taught.

I was eagerly anticipating the Intellectual Freedom session because I love the idea that libraries are pushing the envelope in terms of program offerings. The session presented facts about lawsuits different libraries were facing because of their programs and offered suggestions for libraries wanting to offer similar programs. This gave me some ideas for programs we could try in Talkeetna.

The Community, Equity, and Story Time session was eye-opening. While I feel we are providing a well-developed story time to the children in Talkeetna, it made me realize there is so much more we could be doing. I would really like to increase parent involvement in story time in Talkeetna, and encourage parents to participate and facilitate activities when appropriate. Additional parent involvement would enable children to see their parents using the library, which would encourage child participation. When parents are cognizant of their children’s needs, librarians are the conduits that provide for those needs.

Cassidy Owen
Assistant Librarian
Talkeetna Public Library

A Great Experience To Go To the ALA MidWinter Conference

What a great experience it was to be able to go to the ALA MidWinter Conference. It was my first time traveling to a conference as library staff. It was wonderful to be able to meet other librarians from all over the country, as well as meet authors and publishers. I enjoyed getting a new perspective on old ideas and developing new ideas about library services, climate, and efficiency.

(Cont. on pg. 8)
I was privileged to receive a CE grant from the Alaska State Library to attend the 2019 ALA Midwinter Conference. One of the main purposes of MW is committee meetings, and I got to meet my fellow members of the 2020 Caldecott Committee. In addition, there was a lot of great programming on offer. One of the highlights was a series called “Libraries Transform”. One session identified social innovators as people who can respond to social problems by providing a new service or approach. Libraries are ideal partners for social innovators because of our unbiased access to resources, physical space, and professional resources.

Another important session was “Racial Equity: Libraries Organizing to Transform Institutions.” Libraries are predominantly white spaces, and there is bias in library work both at the institutional and individual levels. While we can usually identify explicit bias, we may not always recognize implicit bias. For example, do our policies negatively impact one group more than other groups? Do trespasses or fine collections create barriers to people of color or low-income populations more so than to other populations?

There is always food for thought at library conferences, and they create an opportunity to step back, take a look at what we are doing (as institutions and librarians), why we are doing it, and how we can improve.

Linda Klein
Youth Services Librarian
Anchorage Public Library

It took me a while to get around to reading it, but this is now on the list of my favorite books! It is a complex novel that is hard to sum up in a few words, but I will say that it is centered around a seven-year-old girl named Elsa who is precocious and probably on the spectrum*. People don't understand why she has to correct grammar and ask so many questions, and she is bullied at school.

Her parents are divorced and her mom is having a baby, so Elsa has a lot to deal with. Her grandmother is her best (and only) friend, who does crazy things like throw excrement at police officers. But Granny also loves her dearly and tells fairy tales that help Elsa cope. When Elsa has to deliver letters to people to apologize for the things Granny's done, Elsa sees there's more to them than she realizes--and there are connections between the characters and the fairy tales. Lessons about life and love had me thinking about this book after I finished reading.

(* On the spectrum refers to the spectrum of autism.)

Lynn Lovegreen
Teen Program Volunteer
Anchorage Public Library
Alaskan Experience Corner

Submitted by Larry Hibpshman, Book Buzz Manager (Kenai)

But you too can submit to the Alaskan Experience column

ILbombastico@yahoo.com

I want to discuss another publisher of many Alaskan experience stories—Publication Consultants. I have heard a number of unfavorable comments about Publication Consultants, relating either to poor editorial practices or status as a "vanity press."

However, this company fills a valuable niche in the spectrum of Alaskan experience. Its books make a wide variety of Alaska life perspectives available—perhaps wider in scope than most other publishers do.

Some books cover ways of earning a living, from the point of view of day-to-day labor that historians tend to overlook.

Topics such as long-haul trucking, managing tour groups, creating Alaska’s public relations industry, Aleutian livestock ranching, restauranteering, and food service. And many titles cover an important aspect of Alaskan history that does not yet receive enough attention: recent or even current Alaskan history.

What has happened while we were (or weren’t) watching. Things that may help us realize how Alaska is changing and ways to plan our future. There is also some fiction. These books are valuable primary resources.

Publication Consultants does not include a list of publications on its website. Here are a few which I have read, or that are on my reading plan. Anyone who would like to know more about specific titles, please contact me.


This book is valuable for the 12½ page December 31, 1962 letter (some might call it a rant)—printed in full—from Bill Tufford of Odom Transportation to Governor Egan, recounting historical issues among truckers from about 1935. Mr. Bishop is still living, at age 97, in California.


Fish, Oil and Follies. Fish Wars and Oil Battles of an Alaska Biologist and Fishing Guide. Loren Flagg, Foreword by Jim Reardon, 2009. ISBN 978-1-59433-094-0. Indexed. Mr. Flagg is an expert who worked both as a State Fish and Game biologist and a Kenai Peninsula fishing guide.


Mr. hunt is a master food services and restaurant entrepreneur.


(Cont. on pg. 12)
Unindexed; includes a short bibliography. https://mostlymammoths.wordpress.com/tag/gold-mining/


https://www.biblio.com/bookstore/publication-consultants-anchorage
Comparison of Recent and Historic Earthquakes by Energy Release

https://commons.wikimedia.org/wiki/File:Comparison_of_recent_and_historic_earthquakes_by_energy_release.png
Not accepted: paid advertising; material intended to “sell; make a profit” rather than to “inform.” Submissions viewed as advertisements, unless item is of particular interest to Alaska, Alaskan patrons, libraries, or is submitted by an AkLA member.

Accepted: Alaskana—books, book reviews, or articles relating to, or of interest to, Alaskan librarians and/or their patrons. Informative material related to libraries and librarianship, especially in regard to Alaska.

Most anything submitted by AkLA members—reasonably tasteful, of appropriate length, “decently” well-written; author is willing to submit to possible editorial changes. This may include length, perhaps spellings, downsizing of convoluted sentences... (Editor will make every effort to let the author know of, and pre-approve, any significant changes before the material is published in Newspoke.)

Other—determined on an individual basis by “the committee” (defined as a group of at least three AkLA members).

If the Newspoke editor, or the individual submitting, has questions or concerns about any submission, the matter will be sent on to the Newspoke Committee.
ALASKA LIBRARY ASSOCIATION

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CALENDAR

School Library Month       Apr. 2019
National School Librarian Day       Apr. 4, 2019
National Library Week       Apr. 7-13, 2019
National Library Workers' Day       Apr. 9, 2019
National Bookmobile Day       Apr. 10, 2019
Medical Library Assn. Conf., Chicago, IL       May 3-8, 2019
Academic Library Advancement & Development, Louisville, KY       May 19-22, 2019
ALA Annual Conf., WA, DC       Jun. 20-25, 2019