Bond "C" Campaign Steaming Ahead Full Speed

Toni Beatty, Co-Chair, Legislation and Intellectual Freedom Committee

Librarians and volunteers all over the state are getting the word out about Bond "C", which will be on the November 5th ballot. Ben Wakashige, David Giltrow, Linda O'Connell and Toni Beatty have been meeting regularly as the Bonds Task Force. The Task Force coordinates the efforts of the Regional Coordinators, the PR firm of Cooney-Watson, and the New Mexico Books Bond Committee, a political action committee (PAC) formed to collect funds and to run the campaign. Jim Cooney and Patti Watson are concurrently running a library awareness campaign commissioned by New Mexico State Library, which will focus on the many benefits libraries provide communities. Our theme for both campaigns is "Libraries Change Lives."

Awareness of Bond "C" is the most important factor in its passage. Bond "C" appears near the end of a long ballot. That fact, combined with recent bleak economic news, makes for an uphill battle. This is why every librarian, library supporter, trustee, school board member, and member of our public schools & academic communities must all be working towards the common goal of passing "C" this November.

So, what should you be doing to ensure that Bond "C" is successful? The website mounted by the PAC is your source for information on local efforts, how the bond funds will be distributed, talking points, downloadable logos, book marks, fact sheets, and press releases. It is found at www.nmbooksbond.org. The website is updated almost daily, so be sure to check back regularly.

You'll find a list of Regional Coordinators on the website. Contact your county's coordinator to get the newest information, advice, inspiration, and tips to avoid duplication of effort. One of the most important messages we have to give is to ourselves: what libraries and librarians do is important to all New Mexicans. Libraries really do change lives. We see that every day as we work with the public. Bond "C" will help us do a better job for those we serve.

Thanks to all who are working hard to see Bond "C" pass in November by contributing time, money, and effort to the cause.
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To subscribe, see the e-list page on our website.

NMLA Newsletter
The New Mexico Library Association Newsletter (ISSN 0893-2956) is published six times a year (February, April, June, August, October, and December).

The next deadline is November 15, 2002.
The editor reserves the right to edit contributions. Electronic format is highly preferred.

Send newsletter submissions to:
Stephanie Gerdng, Editor
sgerding@stlib.state.nm.us

Send newsletter advertisements, address changes, back issue requests and other requests to:

Linda O'Connell,
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Fax: 505-899-7600
Phone: 505-899-3516 or 800-898-6652.
NMLA Awards Nominations Sought

To nominate a colleague: http://www.nmla.org/awardsforms.html

Nominations and supporting letters are to be mailed no later than Friday, November 15, 2002 and sent to:
Marilyn Belcher
701 N. Main
Clovis, NM 88101
Email: mbelcher@cityofclovis.org

NEW! Award for Outstanding School Libraries
NMLA Advocacy for School Libraries Special Interest Group would like to recognize outstanding NM school libraries. This is open to all schools in NM. The basis for this form is the Standards for New Mexico School Libraries developed by the New Mexico Task Force for School Libraries, January 2001. The standards may be found at www.nmla.org and www.stlib.state.nm.us. Fill out the form for nominations: http://www.nmla.org/libraryaward.html

Honorary Life Membership
NMLA's highest award given to individuals for outstanding contributions to the purposes of NMLA, for constructive accomplishment rather than longevity may be given to anyone for helping NMLA and/or libraries in New Mexico. Criteria: Significant contribution to NMLA and its activities throughout the library career. Scope of activity beyond own work location; achievements and contributions to NMLA growth are known within the library community, as well as being recognized by other persons or entities in New Mexico.

New Mexico Library Leadership
Awards made to librarians who have rendered outstanding service beyond the local community. Criteria: Notable contribution to the advancement of libraries within the state, known and recognized in more than one community. Contributions of a nature that bring recognition and/or enhance the image of libraries in general within New Mexico. Activities and efforts that have helped other librarians to improve service capabilities.

Legislator of the Year
Award given to a New Mexico state legislator who has demonstrated leadership in the advancement of libraries throughout the state. Criteria: Notable legislative contribution to library funding, the issues of intellectual freedom, and/or access to library services.

Community Achievement
Award for librarians (those certified or with a degree) for outstanding library service or achievement at the local level. Also may be given as NMLA's recognition of an award from another source that has enhanced the library, and to the entire library community; thus to a local, school, or academic librarian who has received a community, regional, or national honor.

New Mexico Library Amigo
Award made to an individual (friend, volunteer, trustee, board member, other citizen, or other non-certified personnel) whose work on behalf of the local library has resulted in significant progress and/or achievement for that library; or in recognition of work in the promotion of library service within the state.
New Mexico Battle of the Books:
Booklist Update
Battle of the Books Committee

There has been a change in the Middle School list for the Battle of the Books 2003. Please replace Carver: A Life in Poems by Marilyn Nelson with Spindle’s End by Robin McKinley. Thank you.

For more information contact: Sarah Geiger geiger@aps.edu; 505-856-2665

SLA’s Upcoming Workshop:
Translating Research Into Practice
Sarah Knox Morley, Special Libraries Association; Rio Grande Chapter President-Elect

Where: NM State Library
When: November 20, 2002, 9:00 a.m. -4:30 p.m.
Cost: $50.00 SLA members; $60.00 non-members

How do you make decisions in your library? Do you base these decisions on the best findings from applied research? This course walks participants through the steps in finding relevant research evidence needed to make informed decisions in librarianship. These steps involve: formulating a question relevant to librarianship; refining the question; searching for relevant evidence in both the library and other literatures; weighing the comparative validity of different types of evidence; estimating possible costs and benefits of a decision; and making the decision. This process, known as Evidence Based Librarianship, represents a part of the broader evidence based practice movement in the health sciences.

NMSL Sponsors College of DuPage Teleconferences for all New Mexico Libraries
Stephanie Gerding, CE Director
New Mexico State Library

College of DuPage’s Soaring to Excellence 2003 Teleconferences:
Time, Technology and Techniques

These workshops are available to all of New Mexico by satellite through a statewide license purchased by the New Mexico State Library. Register your site online at: http://www.cod.edu/teleconf/soaring/regsite.htm, there will be no charge to you as long as you have a NM address. All that the NMSL asks is that you open your session to librarians outside of your workplace, if possible, and also inform them of how many viewers attend.

What’s a teleconference?
A teleconference is a method for distance learning. Classes occur by satellite broadcast at scheduled times. Participant sites must register in advance and are given the connection coordinates a week prior to the teleconference. Teleconferences are an efficient way for librarians to

(Continued on page 5)
get quality training from nationally known experts without having to travel far distances. If you are at a public library, you might not have a satellite, but if you have a university branch or college in your town, they might have satellite capabilities. If so, check to see if they are planning to host it or if you could help them coordinate.

Again, there is no charge for these teleconferences, as New Mexico State Library has purchased a license that covers the entire state of NM.

Friday, November 15, 2002 (10:00 am -12:00 noon)
Building Another Bridge: Equal Access to Technology for Special Populations
Presented by: Daneen Richardson, Reference Librarian, Graham Hospital School of Nursing in Canton, Illinois
This workshop will offer a practical, humanistic approach to providing access for special populations. Building Another Bridge will offer very specific suggestions to insure that all individuals have equal access to information, regardless of the medium through which that information is presented.

Friday January 24, 2003 (10:00 am -12:00 noon)
Time Management: Getting Things Done
Presented by: Debra Wilcox Johnson, Johnson & Johnson Consulting
This session explores practical techniques for managing your work, offering a wide range of suggestions for more effective use of your time. Factors to be considered include how to negotiate deadlines and work assignments, being more realistic about the time available, and maintaining a balance between work and home.
Land of Enchantment Book Award Winners
Land of Enchantment Committee

Over 3,000 votes were cast for this year's Land of Enchantment Book Award winners. Children from all over the state voted “Rumpelstiltskin's Daughter” by Diane Stanley and “Ghost Canoe” by Will Hobbs (both published by William Morrow & Company) their favorite books of 2001.

“Rumpelstiltskin's Daughter” by Diane Stanley, a wry twist on a familiar tale, won the children's division. Diane Stanley lives in Houston, TX, with Peter Vennema, her husband and frequent collaborator. She is best known for her delightfully funny picture books, “Saving Sweetness” and the sequel “Raising Sweetness,” as well as for her painstakingly researched and lavishly detailed picture-book biographies of historical figures ranging from Queen Elizabeth the I to Shaka Zulu. “Rumpelstiltskin's Daughter” tells the unexpected story of a very clever miller's daughter who manages to save her kingdom and redeem her wayward king using her nothing but her wits (and perhaps a dash of her father's intelligence).

“Ghost Canoe” by Will Hobbs, a wilderness adventure packed with action, won the young adult's division. Will Hobbs is a graduate of Stanford University and the author of 7 previous novels for young readers. “Ghost Canoe” is his first mystery and is based on his travels through the Northwest. In “Ghost Canoe”, 14 year old Nathan uses his instincts, local legends, and the help of his Makah Native American friend, Lighthouse George, to get to the bottom of a dangerous mystery.

Forty-two schools and libraries participated in this year's program by returning ballots. 2,736 votes were cast in the children's division. Nineteen schools and libraries mailed in ballots to participate in the young adult division voting, 407 votes were cast. Although there was a decrease in the young adult voting, the voting in the children's division rose by 518 votes. This year 18 new libraries voted for their favorites on the children's list and 7 new libraries voted for their favorites on the young adult list.

This is the 21st year New Mexico's children have voted on their favorite book and the third year there has been a separate category for young adult works. The program is sponsored by NMLA and the New Mexico International Reading Association.

School and public libraries from all over the state are encouraged to participate in the Land of Enchantment Program, which allows children to select titles to read from a diverse list and vote on their favorite. By voting, libraries are automatically entered into a drawing for a complete title list of Land of Enchantment books for their libraries. This year's winners were Datil Elementary, winning a children's title list, and Artesia Intermediate School, winning a young adult title list.

For more information on how you and your library or community can join the fun by reading and voting for the 22nd Annual Land of Enchantment Award, contact committee head Charlie Cooper at punk@pvtnetworks.net.
E-Rate Teleconferences

The Virginia Department of Education and the Virginia Satellite Educational Network are pleased to announce two satellite training opportunities on the Universal Service Schools and Libraries program, better known as E-Rate. Greg Weisiger, E-Rate coordinator for Virginia, will host these informative programs.

Since January 1998, eligible schools and libraries have had Universal Service, E-Rate discounts on telecommunications services, Internet access, and building hardware. Since its inception, billions of dollars in E-Rate funding has enabled schools and libraries to connect students, teachers, and citizens to Internet resources.

Despite overall success of E-Rate, the application and funding process remains complex. Each year approximately 20 percent of E-Rate applications are denied, largely for simple procedural errors. Even after funding commitments have been made, hundreds of millions of dollars are uncollected because of personnel turnover and missed filing deadlines.

On Oct. 17, 2002 from 2:00 to 4:00 p.m. eastern time, the Virginia Department of Education will present a live, interactive satellite teleconference: E-Rate for Beginners, designed for new applicants and applicants that have been denied in the past. The teleconference will walk applicants step-by-step through the application and funding process with advice on avoiding funding denial and updates on filing deadlines.

On Oct. 24, 2002 from 2:00 to 4:00 p.m. eastern time, Maximizing E-Rate Discounts will be offered. This teleconference is also live, interactive and will provide suggestions to legally maximize E-Rate discounts for the upcoming funding year. Included will be the forbidden words and phrases not to be used when submitting documentation to the E-Rate administrator; how to increase discount rates, how to prepare for an audit, and how to file appeals.

Both teleconferences are offered at no charge and may be recorded, duplicated, and rebroadcast non-commercially. Both will air on C-Band satellite Anik E1; located at 118 degrees west, Channel 19. Test time begins at 1:30 eastern time. For assistance locating the Anik satellite prior to the teleconferences, Virginia Satellite Educational Network classes are broadcast Mon.-Fri. from 8:30 and 1:20.

Videotapes of the teleconferences will be available from the Department of Education for $25 each. Send check or money order payable to:

Virginia Department of Education
E-Rate Teleconference
P.O. Box 2120
Richmond, VA 23218

For more information on these teleconferences, contact Greg Weisiger,
Virginia Department of Education, at (804) 692-0335 or email: gweisige@pen.k12.va.us

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ALA Washington Office,
1301 Pennsylvania Ave., N.W.,
Suite 403,
Washington, D.C. 20004-1701;
phone: 800.941.8478
Online Library Courses
Susan Pinkerton, Coordinator, Library and Information Technology, Doña Ana Branch Community College

The Library and Information Technology Program at Doña Ana Branch Community College in Las Cruces (a branch of New Mexico State University) will be offering several courses starting in January and March. All courses are offered ONLINE!

Courses being offered in the spring semester include:

OELT 100 Introduction to Library and Information Services (Jan. 8 - Mar. 5)
OELT 110 Information Resources I (Jan. 8 - May 9)
OELT 140 Multimedia Materials and Presentations (Mar. 12 - May 7)
OELT 203 School Library Media Specialist (Mar. 12 - May 7)
OELT 240 Internet Resources and Research Strategies (Jan. 8 - Mar. 5)
OELT 270 Library Technology Capstone (Mar. 12 - May 7)

Non-degree seeking students who desire single classes for professional development are always welcome, however students may also choose to complete coursework leading to an Associates Degree in Library and Information Technology or a Certificate of Completion in Library and Information Technology. Additionally, the program offers courses that fulfill the state requirement for the Library Media Specialist Endorsement.

It’s easy to be admitted and enroll in our reasonably priced courses. For further information, please contact:

Susan Pinkerton
Coordinator / Instructor, Library and Information Technology Program; Doña Ana Branch Community College; P.O. Box 30001, MSC 3DA, Las Cruces, NM 88003-8001; 505-527-7567; 800-903-7503, ext. 7567; spinkert@nmsu.edu

The New Mexico Preservation Alliance
Jo Anne Martinez-Kilgore, Chair, NM Preservation Alliance

The New Mexico Preservation Alliance has goals aimed at fostering preservation activities in cultural institutions throughout the state and in building cooperation with similar groups in the region. Three or four meetings are held throughout the year. Presently, the Alliance is planning a number of programs for this year and is seeking input and participation from interested parties. This year the Alliance will also revive the New Mexico Disaster Recovery Assistance Team (NM-DRAT) and initiate a web site.

The next New Mexico Preservation Alliance meeting will be on Wednesday, November 6 at 10:30 am. The meeting will be held at the New México Tech Library, Room 212. For more information, contact:

Jo Anne Martinez-Kilgore
Carinó Conservation of Books and Paper
1608 Los Arboles Ave. N.W.
Albuquerque, New Mexico 87107
(505) 343-9172
"How to craft and deliver effective messages to manage legislative and public policy issues; how to use the art of persuasion to solicit community support for your library."

Thursday, October 31st, 7-9 p.m.
Reception at the Hubbard Museum of the American West
Preconference reception sponsored by the NMLA Foundation, and open to all mini conference attendees as a "Friends of the Foundation" membership drive. Refreshments, raffle tickets (jewelry, pottery, airline tickets) and a No Host Bar.

Friday, November 1st
All meetings at the Ruidoso Convention Center
8:00 - 8:45 Registration and Continental Breakfast
Due to the association's budget constraints this year, a light breakfast fare will be offered. Conference attendees are encouraged to take advantage of the free hot breakfast buffet provided by the Hawthorn Suites Resort.

ALA video:
"Rediscover America @ your library"
An 'in house' program, a publicity piece, and a PSA.

Authors autographing their books:
Mark Mathis (Feeding the Media Beast: An Easy Recipe for Great Publicity)
M. H. Salmon (High-Lonesome Books)

8:30 - 10:30 NMCAL Meeting (for members)
9:00 - 10:15 Session I
"Advocacy Tool Time." School librarians must become advocates. Take these tools developed by AASL and the NMLA State Task Force, and go forth and deliver your message.
- Barbara VanDongen
- Maggie Reysen
- Omar Durant
- Claire Odenheim
- Carol Sarath
- Rogers Barde
- Dora Trudell

"How to Get Results though Interactive Training: Making Sure Your Message is Received." Learn how to have training sessions for staff and public that are more interactive and dynamic.
- Stephanie Gerding, Continuing Education Director, NMSL

10:15 - 10:30 Break

10:30 - 11:45 Session II
Welcome to the Neighborhood." Tailor your message to your audience. Consider what your school library does for the various groups in your community and what you need from these groups on behalf of your library.
- Mark Mathis
- Rogers Barde
- Peggy Mace
- Ellie Keeton

"Using Culturally Relevant Children's Literature to win friends for your Library." Book talks and a bibliography by selected Latino and Native American authors.
- Sherry York, Author
"Gila Descending: How a River Trip Became a Book and a Publishing Company." The author will present a slide show of the Gila River trip he wrote about, and will then talk about his writing and the founding of his publishing company, which publishes Western/wilderness works.

M. H. Salmon, Author and Publisher

11:45 - 1:00 Lunch and Keynotes
"Political advocacy is worth the effort!" Senator Nava represents Senate District 31 (Dona Ana County). She is Chair of the Senate Education Committee and Chair of the Legislative Education Study Committee.

NM Senator Cynthia Nava

"Mark Mathis, author of "Feeding the Media Beast: An Easy Recipe for Great Publicity." Mr. Mathis has been a media consultant and trainer to many Fortune 500 companies. He has worked as a television reporter and anchor, a columnist, and a talk radio host. For the past several years Mathis has taught the media Rules method to people from hundreds of organizations.

Mark Mathis, Author

1:15 - 2:30 Session Three
"Follow the Yellow Brick Road to Santa Fe and Washington, D.C." Bootcamp for legislative lobbying in both the state and national battlefield. How to personally contact legislators and how to network regionally

Ben Wakashige, State Librarian, NMSL
Christine Cantrell
Stephanie Eagle
Omar Durant
Barbara Vandongen
Kathy Matter

"The Apaches," by Sherry Robinson, author, from the speakers program of the NM Endowment for the Humanities. Sponsored by the Native American Libraries SIG

Sherry Robinson, Author

"Common Ground: Navigating the Rapids of Local Politics and Landing Your Library on Terra Firma." Directors and a municipal government representative will share experiences and philosophies on how to promote the public library within the community and governmental structure and gain adequate funding. Panel format.

Betty Long (Director, Roswell Public Library)
Karen McPheeters (Director, Farmington Public Library)
Bill Mattiace (Las Cruces City Councilor, District 2)

2:30 - 3:30 Special Interest Group meetings
Paraprofessionals SIG (Chair: Leslie Monsalve-Jones)
NALSIG (Chair: Mary Alice Tsosie)
Advocacy for School Libraries (Chair/Liaison - Judy Hulsey)
ASL Curriculum Committee Meeting

3:30 - 4:30 Relaxation and reduced stress techniques with Molly.
New Mexico Library Association 19th Annual Mini-Conference
"Your Medium, Your Message @ your library"

Friday, November 1, 2002
8:00 a.m. - 4:30 p.m.
Ruidoso Convention Center

LODGING
Mention NMLA for special discounted rate when making reservations for October 31, 2002.

Hawthorn Suites Golf & Convention Resort
107 Sierra Blanca Drive
Ruidoso, New Mexico 88345
(505) 258-5500 (Voice)
(505) 258-2419 (FAX)
info@ruidosohawthorn.com (Email)
http://www.ruidosohawthorn.com (Website)

For 1 to 4 person occupancy for October 31:
Double-Queen $59 (excluding tax)
King Studio Suites $79 (excluding tax)
King One Bedroom Suites $89 (excluding tax)

The resort is a luxury 120-room three-story hotel and is adjacent to the Convention Center. "Signature amenities" include a complimentary hot breakfast buffet daily, an oversized fitness facility, an indoor pool, whirlpool, massage room. Lounge, guest laundry facility, and convenience center. Also available TV's, data port phones (free local calls), irons, hairdryers, and wet bar or kitchenette. Some suites feature fireplaces and balconies.
New Mexico Library Association 19th Annual Mini-Conference
"Your Medium, Your Message @ your library"

Friday, November 1, 2002
8:00 a.m. - 4:30 p.m.

REGISTRATION FORM

Name: ____________________________________________

Library/Affiliation ____________________________________________

Address: ____________________________________________

Telephone: __________ Email: __________

NMLA Member: _____ Yes _____ No

Registration fee includes all programs, continental breakfast, lunch buffet and afternoon
snack. Please pre-register by Friday, October 25.

$25 NMLA members __________

$35 Non-NMLA members __________

After October 25, add $5 __________

TOTAL __________

Are you planning to attend the Preconference Reception Thursday, October 31, 7 p.m.?
   Yes _______
   No _______

Return this form with payment or P.O. number to:

NMLA
P.O. Box 26074
Albuquerque, NM 87125

Hope to see you there!

Contacts:
Louise Bolton (boltonl@sjc.cc.nm.us)
Molly McGetrick (mmcget@u.washington.edu)
Kathy Matter (matterkathy@aol.com)
Barbara Rosen (brosen@unm.edu)
The nonprofit group Friends for the Public Library is fighting a Bernalillo County proposal that reduces the amount of county funding earmarked for library materials.

“When you’re in tough financial times, you deal with the basics,” said Bernalillo County Commissioner, Steve Gallegos. “We’ve got a lot of books already. I think they should be appreciative they’re going to be getting $1 million.” The Commission did not vote for the additional million dollars.

This is the challenge that lies before us. There is a growing misconception that libraries are relics of the past—dinosaurs in a media-saturated culture. Of course, nothing could be further from the truth, but how would the community know this? What are we doing to communicate our message to businesses, neighborhood groups, elected leaders, and the general public through the news media? This is truly a matter of survival. In these difficult economic times funding for libraries is a target for the budget-cutter’s axe. If people don’t know how important libraries are to a community, they won’t support us, financially or otherwise.

That’s why we are excited to announce that Mark Mathis will be our keynote speaker and program trainer at our 19th Annual Mini-Conference, “Your Medium, Your Message @ Your Library.” Mark is a communications expert who specializes in dealing with the news media. His new book, Feeding the Media Beast: An Easy Recipe for Great Publicity has been positively reviewed in more than a dozen local and national publications, including The Wall Street Journal. Mark has taught people from hundreds of organizations (business, non-profit, government, athletics, legal, political) how to successfully use the news media for positive exposure. He is the first author to break the communications process down into a simple set of rules that anyone can follow. And these rules don’t just work with the press. ForeWord Magazine said of Mathis’ approach, “This book should be on the reading list of anyone whose job involves communicating effectively, or anyone interested in improving communication skills.”

Please make a special effort to attend this conference. What you learn will have an enormous impact on how you communicate your library’s message to the community. Let’s face it. If we don’t get busy marketing ourselves to the people we serve, more and more people will have reason to believe that the “obsolete library” perception is true. We should be sending a steady stream of positive, upbeat messages about the value and needs of libraries to avoid the ‘sudden death’ crises at decision-making times.

Notice: If you have any newspaper or magazine clippings (good, bad, or neutral) about your library please forward copies to Kathy Matter, 2 View Drive, Cedar Crest, NM 87008. Kathy will forward these articles to Mark who will then use them in his presentation. You may also find it helpful to order Mark’s book for your library and read it prior to the conference. Copies of his book will be available at the conference and Mark will be autographing during the registration and breakfast session.

What you will learn:

The basics of attracting press exposure.
The three key ingredients to any powerful message.
How to “Simplify to Amplify.”
Why facts often ruin a message.
The “Media Beast” just wants a friend.
Feeding the Media Beast: An Easy Recipe for Great Publicity

by

Mark Mathis

“Mr. Mathis is spot on... there are valuable nuggets in Feeding the Media Beast.”
-Wall Street Journal, 8.02.02

“Witty and ironic, entertaining and simple to read, this book is a smart, useful text on how to effectively generate publicity.”
-ForeWord Magazine, Fall 2002

“A snappy read. Mathis’ examples are right-up-to-the-minute, therefore easy to digest and apply to your own media challenges.”
-O’Dwyer’s PR Daily, 6.25.02

“I’ve been using Mark’s Media Rules for years and the results speak for themselves-excellent coverage in major newspapers, magazines, television news, and the Internet. Now reporters call me because they know I will give them what they need when they need it. I owe all our success to following the Media Rules.”
-Steve McKee, President, McKee/Wallwork/Henderson advertising

“Before the Media Rules, I was constantly being eaten by the Beast, then raging about being misquoted and treated shabbily. Now that the Rules have become second nature to me, the Beast is my friend and helps to get the message out my way.”
-David Campbell, Vogel, Campbell, Blueher, & Castle P.C.

“Getting a feature story on the number one rated TV station in town and now landing on the front page of the paper (Sunday edition in color!) has got my superiors convinced that your program is very powerful.”
-Kevin Chadwell, Marketing Specialist, Presbyterian Healthcare

“Anyone who wants to reach a mass audience needs to know this stuff. Mark’s program is comprehensive, clear, and inspiring.”
-Hendrick Serrie, International Business Expert

“Mark brings the seemingly secret world of the media into complete focus. His presentation style is so engaging and approachable.”
-Lisa Stephenson, Lovelace Health Systems

“I now know that I have been driving blind. The Media Rules are an epiphany.”
-George Marquez, Public Relations Specialist
The New Mexico Library Foundation invites you to join us in a 10th Anniversary Celebration

Thursday, October 31 from 7:00 – 9:00 PM
at
THE HUBBARD MUSEUM OF THE AMERICAN WEST

Meet Old Friends; Network with Fellow Library Supporters
Sample Delicious Hors D’oeuvres
Enjoy the Special Environment of the Hubbard Museum.

NO-HOST BAR

The New Mexico Library Foundation 10th anniversary celebration will be the first annual Recognition of Friends event. Mini-conference attendees, local librarians and library friends are invited to be the guests of the Foundation on this special occasion.

The Foundation will sell raffle tickets for airline tickets and an Indian pot during the reception and Mini-conference. The drawing for the airline tickets and the pot will be at the mini-conference luncheon on Friday, November 1.

The Hubbard Museum of the American West is located one mile east of Ruidoso Downs Race Track, on Highway 70 in Ruidoso Downs, New Mexico.

*Permission to use the museum logo for this flyer given by the Hubbard Museum Events Coordinator.
Countdown To Election Day
David Giltrow, Vice-Chair, Library Books Bond
2002 Committee

Get physical in Ruidoso! One activity planned for
the Nov. 1st NMLA mini-conference with the
theme of advocating for libraries is creating yard
signs for the 2002 general election campaign.

Poster boards printed with "Vote For Bond C,
Library Books!"—or something similar—will be
available together with the traditional wooden
stakes and staplers, thanks to help from Omar
Durant of APS and others from the School
Libraries Task Force. Your bit of stapling will
result in several yard signs, which can go in your
front yard and other strategic places in your
community. By doing this right before the elec-
tion, you will be drawing attention to Bond C
through a freshly placed message to your con-
stituents.

While county and local library bond issues gene-
rally do well in New Mexico, statewide bond
issues such as this year's GO Bond C have less
support. Taxes, the misleading ballot wording
("public library acquisition bonds" and no men-
tion of books), and a propensity to vote "Against"
rather than "For" bond issues generally may be
at work. Your grass roots efforts are the critical
factor for informing and persuading voters to
look for Bond Issue C on their ballot and con-
sider marking "For" on it.

Librarians' personal contributions and friends
groups' generous checks have provided the
major funds for the Committee. We'll be spend-
ing many of those funds during the last weeks
before the election. The major effort of the Com-
mittee will be to sponsor radio spots, broad-
casted over as many radio stations as we can
afford. This means stations mostly out of the
Albuquerque metropolitan area because of the
costs and the number of radio stations.

Many people across the state have put in count-
less hours to help pass the bond issue. Despite
these efforts, the results will be close. But we
best serve our communities and the library
profession by doing all we can for the libraries
we love. This is one of those opportunities that
don't come along every year.

And win or lose, our participation in the demo-
kratic process at a crucial time in the nation's
history is something which strengthens our
communities and institutions, including our
libraries.

It was a READiculous Summer!
Kathy Barco, Youth Services Coordinator, New
Mexico State Library

READiculous/Leer el ridículo was the theme for
the 2002 New Mexico statewide Summer Read-
ing Program. The focus was on humor from A - Z;
Amusing to Zany.
Dos and Don’ts for Public Employees Supporting Bond C
Toni Beatty, Legislation & Intellectual Freedom Committee Co-Chair

As civil servants, public school and university employees, librarians usually approach doing a political campaign with great trepidation. Working with the guidance of NMLA Councilor and State Law Librarian, Thaddeus Bejar, we have compiled a list of “do’s and don’ts” for this heady campaign season.

The most basic rule is that you may not use any public funds, your paid time, or any supplies or equipment to advocate voting in favor of the issue. However, you do have the right to conduct a public information campaign. This can include talking to community groups about what the bond is all about, such as how the money will be distributed, how much it will cost the average homeowner, why your library, school or college needs these funds, and how you plan to spend the money. What you cannot do is ask people to vote for, endorse, support or advocate for the issue.

One very effective approach with a special interest group, such as the fishing club or the computer users group at your local Senior Center, is to bring them books on their special interest, talk about how the library serves the community, and then tell them that Bond “C” will help you continue to build collections that they can use and enjoy. People want to know what they get out of Bond “C”, so the booktalk/bondtalk links those together nicely and you don’t have to ask them to vote for the issue.

You may not use any library or school copiers, computers or other supplies and equipment to create or transmit advocacy materials that ask people to vote yes on the issue. You may, however, use this equipment and supplies to create and distribute purely informational materials. You can find these informational fact sheets on the
New Mexico Books Bond website for downloading at www.nmbooksbond.org. These can be distributed from your circulation and reference desks in the library and you can hand them out in your capacity as a library director or public employee.

Friends of the Library, board members and other volunteers can pass out materials that advocate voting for "C" in the library or other municipal or school facility. Because they are not public employees. This type of activity is ok as long as it does not impede the operation of the library, disturb library users, or interrupt the work of employees. The best way to handle this is to have them set up a table in the foyer or outside the door and talk to people as they leave the library. Some schools and municipalities may have stricter rules about this, so be sure to check with your administrator first.

For a more detailed discussion of the legal and ethical issues regarding campaigning for Bond "C", check the nmbooksbond.org website under "Local Strategies," where you will find a link to a chart outlining your options.

Want To Get E-Published?
Robert Covelli, author

Before I considered e-publishing, I submitted my book of fiction, titled Tom Fool & Three More, to every major publisher in Manhattan and several small presses. I sent it directly to editors, whom I had called first, having found their names in LMP, etc. Many of them made encouraging comments. One called my book "witty and accessible." Another praised the "life" in its opening pages. A Senior Vice President at a big house recommended it to her acquisition committee; she's European, though, and she couldn't persuade the natives.

None of the editors in New York made an offer, and I researched the possibilities of publishing on-line. iUniverse publicizes its website with e-mail address and telephone number in many periodicals. I found information on it in the New York Review of Books. I called, and the process, which might sound out of order, started right up.

This is what I mean: Publishing with iUniverse is like letting key lime pie melt in your mouth. You
have to wait for the dessert and cut it into bites, and then whipped cream might fall in your lap. But the pie is scrumptious. When selling your book, though, you’re the baker, and you start from scratch.

The straightforward, easily read contract is on the website (iUniverse.com), along with a template on which you attach your manuscript. Download the contract, read it, confer with lawyers, if you like, copy it, sign it and return it. Then submit your work.

For a very modest fee of $100.00, iUniverse will create a template for storage and print-on-demand of your book. The company will send you a cyber-galley, along with a form for revisions. iUniverse allows authors 50 corrections of minor nature (grammar, vocabulary, and diction).

I made several corrections of the proof, many of which appeared after I’d submitted my manuscript, which means that iUniverse created some errors, many concerning ellipses. iUniverse ran sentences together, skipped spaces that I’d consciously inserted, or added fourth dots for periods, which is grammatically acceptable and unnecessary. But we soon resolved the corrections to my satisfaction.

Tom Fool & Three More was ready! It’s available now at: http://iuniverse.com/bookstore/writer_show.asp. Enter my title in the magical rectangle, and my book will materialize. Browse it and then you can purchase on-line, the process is simple.

Selling isn’t so simple. iUniverse offers lists of reviewers, literary organizations and, recently, an e-zine that might publish excerpts. As a publisher, it provides promotional ideas, most of which are common sense, such as ads. It urges readings and signings, parties of friends and family. Discounts, publicized regularly, are okay but not economical in my opinion. iUniverse doesn’t accept returns from booksellers, which discourages stores. It does offer sales through Amazon, Barnes & Noble, and Ingram’s, but it doesn’t distribute.

My book is fiction, a novella and 3 stories. The novella follows the eponymous hero Tom Fool as he seeks God and finds humanity, along with a vision of a workable human futuré. In the opening, he philosophizes about science and religion, dreams and desire and history, as he frets about the bills, makes love to his wife and converses at a skeptical distance with apparitions. Then, he’s invited to a party, precisely because he’s a visionary, and the plot thickens. “Such A Night,” my third story, is a blast. A very Caucasian-American debarks a subway in decidedly Afro-American North Philadelphia, because the mellifluously Native-American name of the stop allures him: Susquehanna. A friend of mine enthused that every time he expected the hero to
devolve into the obtuse white straight man of TV and film, my story delighted him with an unpredictable turn. In my last story, a rough man in a New Mexican landscape alienates the affections of his equally rough wife and in delirium takes her life. Bizarre circumstances spare him prosecution and punishment, which leaves him feeling unmanned. Over time, Solomon punishes himself, facing his loneliness, his crime, his character and ultimately his love.

Holding your book in your hand is delicious, exactly like key lime pie. But when you want to market your masterpiece, get ready to turn your kitchen upside-down in whipping your ingredients together—after you figure out what they are! I'm still marketing, and I believe that e-publishing is an exciting option for authors.

The New Mexico Library Foundation
Invites you to join us in a
10th Anniversary Celebration

The traveling exhibit, “New Mexico’s Library Legacy,” remains available for your library. Reserve a slot by contacting Charlene Greenwood at charlenelibn@cybermesa.com or 505-256-1379 (Albuquerque).

We're celebrating our 10th anniversary and everyone is invited to attend an open reception at the Hubbard Museum on Thursday, October 31st 7~9PM (the evening before the NMLA Mini-conference in Ruidoso). There will be hors d'oeuvres, a no-host bar, and raffle tickets on sale. Come and have a good time with other library supporters.

The New Mexico Library Foundation is a tax deductible foundation serving the libraries and library organizations of the state by providing grants and services. Your donations are welcome in your name or to honor another person. Make checks payable to "NMLF” and send to the address above.
Volunteer at a Library in Africa or Central America
Laura Wendell, Executive Director, The World Library Partnership

Spend the summer of 2003 helping communities gain access to the information they need to build a better future as part of the Inform the World Library Skills Exchange (ITW). ITW volunteers provide hands-on assistance and training to rural librarians in South Africa, Honduras and Guatemala. The program is a unique opportunity to share your skills while experiencing another culture. If you love libraries and have a sense of adventure, join us for this exciting service project!

Who: The World Library Partnership (WLP) is a nonprofit organization dedicated to building global understanding by promoting literacy, learning and access to information. Visit our website at www.worldlibraries.org for more information.

What: The ITW volunteers will conduct practical service projects in libraries in rural South Africa and Central America.

When:
Central America
Guatemala - July 2-July 30, 2003

South Africa
Limpopo Province - July 15-August 15
Kwa Zulu Natal Province - July 22-August 22, 2003

Eligibility: WLP invites librarians, library school students, teachers, IT professionals and others who love libraries to apply. Conversational Spanish is a requirement for the Central America program. Fluency in English is required for the South Africa program.

How to Apply: The application for the ITW 2003 programs is on our website, www.worldlibraries.org, along with more detailed information about each program. The Application Deadline is January 31, 2003. We welcome early applications.

Please feel free to contact us with any questions. For South Africa programs contact Maggie Hite, maggie@worldlibraries.org. For Central America programs contact Mary Alice McCarthy, maryalice@worldlibraries.org or call 919/479-0163.


new mexico library association newsletter
Books Available
Linda Rasmussen, Librarian, NM Military Institute

The Paul Horgan Library at New Mexico Military Institute has withdrawn the following volumes and offers them to interested libraries of public institutions only. Please contact Linda Rasmussen, Librarian, Paul Horgan Library, New Mexico Military Institute, 101 West College, Roswell, NM 88201; 505-624-8382; rasmussen@nmmi.edu.


Dated Material

Table of Contents

Bond C Campaign Steaming Ahead Full Speed ........................................ 1
NMLA Awards Nominations ................................................................. 3
NM Battle of the Books Update ............................................................ 4
SLA's Upcoming Workshop .................................................................. 4
NMSL Sponsors College of DuPage Teleconferences .............................. 4
Land of Enchantment Book Award Winners ......................................... 6
E-Rate Teleconferences ........................................................................ 7
Online Library Courses ......................................................................... 8
New Mexico Preservation Alliance ......................................................... 8
Countdown to Election Day .................................................................. 9
A READiculous Summer! ...................................................................... 9
Dos and Don'ts for Supporting Bond C ............................................... 10
Want to Get E-Published? .................................................................. 11
Volunteer in Africa or Central America ............................................... 14
Books Available ................................................................................. 15