

Florida Libraries



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Libraries Tell Stories

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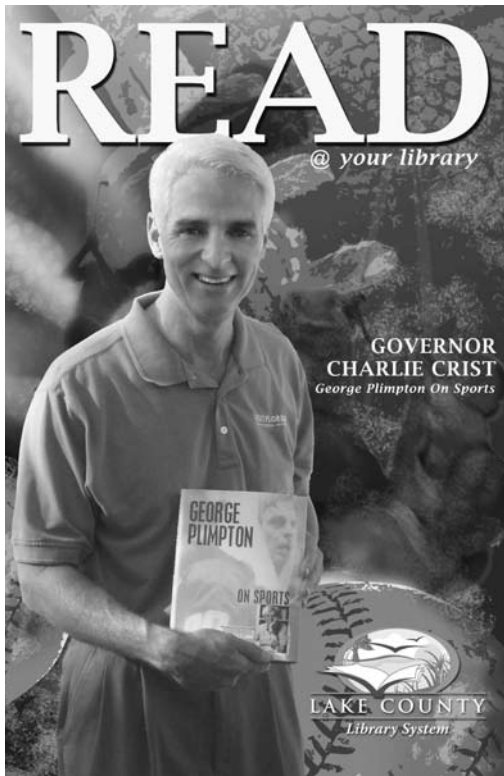
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Governor Charlie Crist posed for this poster for the Lake County Library System.



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It's the Network

By Sol Hirsch

Last week, I wrote a check for my membership to the Museum of Tolerance in Los Angeles. I receive no tangible benefit other than getting invitations to Museum events. Yet, I have been a member for more than ten years. I thought about why I join. For me, it is purely about supporting an institution that



Sol Hirsch (right)

supports principles in which I have strong belief. That's it. No tangible incentives like discounts to Starbucks or Hertz or airline miles or hotel points are offered.

Yet, my first reaction to the question I am most frequently asked as FLA President ("Why should I become a member of the Florida Library Association?") is to use cost/benefit logic as though I were convincing one to make a decision to join Sam's Club.

I admit, as an organization, FLA has recently focused on the tangible benefits we could provide. After all, FLA does have an obligation to make membership meaningful. But is it through discounts or providing career-enhancing or fulfilling opportunities? Perhaps instead of thinking Sam's Club in our response, we should think Verizon and advocate the benefits of a large support network.

Joining a network of other career-minded individuals allows one to share experiences and strategies to enhance our library profession and our own careers. FLA, more than ALA, offers anyone the opportunity to be involved and make Florida libraries better. In addition to committees and interest groups, FLA is planning to create "places" through our Web site to engage library staff and supporters in discussions and thoughts about our profession.

FLA members benefit from a member network that can be used to hone our knowledge and skills, and create personal and professional relationships that will be helpful as we seek promotions, career changes, or personal growth. FLA members

also benefit by having an outlet for their professional and career growth through association involvement.

If you are reading this article, you are probably already a member of FLA. But at some point, a colleague may ask about FLA and why they should join. Tell them, "It's for the network."

The Annual Conference

You've heard it every year: "... this is the best conference ever, the best programs, the greatest speakers, an event that may never be matched." But this time, it's true. Really. Or, at least until next year's conference.

There will definitely be something for everyone at our annual conference. Four quality preconferences will address storytelling, library security, digitizing oral histories, and services to seniors.

The opening session keynote speaker will be Stephen Abram, the Vice-president of Innovation for SirsiDynix. Photographer John Moran, whose pictorial essay of Florida is stunning, addresses the closing session.

In between, there are programs for library staff and supporters who work in or who are associated with libraries of all kinds. Programs on leadership, storytelling for adults, whether it matters how many piercings a staff person has, marketing, building renovations, getting boys to read, author presentations, using demographic data, and consumer health.

And, could we possibly have a conference without addressing the question: what do we call library workers without an MLS? The combined President's Reception and Scholarship fundraiser will feature the winners of the inaugural Florida Book Awards. There is truly something for everyone.

Stephanie Race, Lisa Taylor and the other members of the Conference Committee did an outstanding job developing an exciting collection of programs and events. I guarantee by the end of the conference, you will seek them out and thank them.

OK, now put this article aside, go to www.flalib.org and register for the conference. See you in April.

Florida Book Awards

How would you handle this challenge: read popular fiction novels by Florida authors and decide, with a jury of your peers, which book best represents the contemporary Florida book culture?

The initial thought was that a few authors would submit books and I could manage that, reading a small stack of books, just like I always do with my personal reading. Then I got to know the mail carrier and package delivery person by name. When the first book arrived, it was exciting. Then a few more were delivered. I was okay. One day a big box arrived with three novels from a publisher. Oh my. I now realize I have about eight weeks to read sixteen novels. What about all those books I had on my reserve list at the public library—never mind. So, as I write these words I have seven weeks left to read the ten remaining novels and decide which is best of the lot. What could be more fun!

In September 2006, the First Annual Florida Book Awards was launched to celebrate the year's best books by Sunshine State authors. Spearheaded by the Florida State University Program in American and Florida Studies, this first-of-its-kind contest is sponsored by more than a dozen high-profile humanities organizations from around the state, including the Florida Library Association. It seeks submissions penned by new and established authors in seven categories ranging from poetry to popular fiction. The entries must be published in 2006 by full-time Florida residents, except in the non-fiction category. The competition concludes in early March and will culminate in late March with a ceremony at the State Library and Archives to recognize formally the works judged tops by the jurors. Visit the Web site for results: <http://www.fsu.edu/~ams/bookawards/>.

-Joyce Sparrow

Second Life for Librarians

By Joseph Floyd, Ilene Frank,
Kathleen de la Peña McCook, and
Andrew Smith

What is Second Life?

Second Life is a complete, online virtual world full of all the places you want to go to in your real life: shopping malls, museums, parks, gardens, theaters, offices, conference rooms, spas, clubs, bars, home – and libraries! Second Life is not exactly a game nor is it exactly real-life. It is an odd hybrid of both that has somehow managed to put the long missing social dimension back into cyberspace interactions. Second Life is a complete and whole digital world full of people, experiences, and possibilities. Second Life is a state of mind. In this virtual world, users get a real sense of sharing space with others.

In technical terms, Second Life is a multi-user virtual environment (MUVE). For anyone familiar with online multi-user games, such as the Sims Online, Lineage2, or World of Warcraft, Second Life will look familiar. However, where many other online games are devoted to winning and losing something, users of Second Life are not required to try to win anything or shoot at anything. This online virtual world is populated by nearly two million avatars – digital representations of users. Avatars can look like their owners or can take on fanciful aspects. Everything in Second Life is completely customizable. This is where the “fantasy/gaming” element most comes into play. Second Life is complete with its own booming economy, currency, and even its own time zone. The avatars in Second Life make friends. They build and buy things—from clothes to hair to land to buildings—in order to customize their appearance and their surroundings. They eat, drink, get married, make money, go to work, decorate their houses, and run companies.

To add to the fun, Second Life is populated not only by the kinds of people you might run across in your real life, but also anthropomorphic animals, vampires, dragons, and even librarians. Unless you happen to join one of the many interest groups

that exist in Second Life, or you are one of the thousands of merchants trying to make money, there are no real tasks to accomplish, no goals to achieve, no deadlines to make, and – except for some commonsense courtesy guidelines – no real rules to follow either. There is no game to win. And did we mention you can fly? In addition, transporter devices *à la Star Trek*, called teleporters, help move avatars quickly and efficiently through the Second Life world. Users exist in Second Life much as they do in real life. To paraphrase Laurie Anderson, who had paradise in mind when she said it, Second Life is “exactly like where you are right now, only much, much better.”¹ Just as in real life, some users are interested in more than mere leisure activities. They are interested in education and library services.

Educational Uses

Linden Lab, the company that developed and runs Second Life, is promoting the use of its platform for educational and training purposes. The company has embraced the presence of educators and librarians and encouraged their involvement by providing technical support and, in some cases, access to land and other resources within Second Life. With this level of support, Second Life is quickly becoming a very popular venue for teaching and socialization among educators and librarians. Here are some examples of courses and events.

- Harvard Law School: Harvard Law offered a course called “CyberOne: Law in the Court of Public Opinion.” The blog for the course includes links to all of the course material and technical information. The course material can be viewed by anyone. <http://blogs.law.harvard.edu/cyberone/administration/course-description>
- Henry Jenkins, MIT and author of books and articles on the use of new media for education, gave a presentation in December 2006 to the UN Global Kids “World Fit for Children” students. <http://www.globalkids.org/olp/> as part of their digital media initiative



“Second Life is quickly becoming a venue for teaching and socialization among educators and librarians.”

http://www.holymeatballs.org/second_life/ (Second Life provides a Teen Grid where any adult who participates must submit to a background check before being allowed to visit that area.)

- Sarah Robbins (Intellagirl on Second Life) used Second Life to provide her students with “in world” experiences as part of an English composition course. <http://www.secondlife.intellagirl.com/2006/12/>
- Tourism, graphics, and computer design students from Johnson & Wales University have created an area promoting tourism to Morocco. Experiences and information about their real-life trip to Morocco have been incorporated into “Virtual Morocco,” which includes a

Ilene's virtual office in Second Life.



coming a very popular
specialization among

bazaar, mosque, and other buildings. One of the participants has posted some photos that compare real life to Second Life. <http://www.flickr.com/photos/nnoakes/315452339/>

- Idaho Bioterrorism Awareness and Preparedness Program's Play2Train islands developed by Idaho State University in Second Life provide space for simulated emergency preparedness training for Idaho's healthcare workforce.

Some of the more exciting displays and exhibits include the International Spaceflight Museum, Star Trek Museum of Science, UC Davis' Virtual Hallucinations (James Linden), and Heart Murmur Sim (Jeremy Kemp).

Library Presence

Librarians have been particularly quick to identify and exploit the teaching possibilities of this new venue for information sharing and furthering distance education initiatives. Second Life libraries provide residents with traditional library fare such as access to online information resources and library programming such as book talks. They have also staffed their libraries with trained librarian volunteers to help users sort through the confusing maze of online resources that make up Second Life. Second Life librarians have established reading programs, held live conferences/presentations, and even hosted special events and exhibitions – all from within Second Life. Librarians are also engaged in developing a presence on the Teen Grid of Second Life to offer similar services and resources to young adults.

These online libraries in Second Life are often nicer – i.e. prettier, with better furniture, and more interesting architecture and views – than the ones most real-life librarians experience. Libraries include a main library, a Second Life Medical Library and Consumer Health Library, the Caledon Branch Library (set in nineteenth century Caledon Island), a Genealogy Research Center, and other library facilities.

These truly 21st-century libraries are often equipped with all the latest technology, such as built-in RSS and live video feeds and the latest in presentation software/equipment. Presenters can use PowerPoint and other familiar tools within Second Life to deliver lectures, though there is on-going discussion among educators about whether or not recreating a real-life environment in Second Life makes sense. While it is possible to add audio, most interacting is done via text-based chat and instant messaging within Second Life.

The initiative to offer library and library science services and resources on Second Life has been largely spearheaded by the Alliance Library System. Since April 2006, a group of librarians have gathered together to establish a main library with access to some standard databases, e-mail and chat reference service, and public domain audio

books, just to name a few resources. Other collections include anime/manga and science fiction. Genealogy librarians and health sciences librarians are actively developing collections and sharing information with each other and with other avatars on Second Life. (<http://www.talis.com/tdn/node/1506>)

Scrolling through the InfoIsland.org Blog (<http://www.infoisland.org/>) will provide images of some of the libraries and examples of events that have recently taken place and tools being developed for Second Life. These include a talk on the development of Amazon's Web services by an Amazon guru; a special search engine for trusted consumer and patient health care information developed by David Rothman; and a talk and discussion on the medieval work "Sir Gawain and the Green Knight" held at the Caledon Branch Library.

Library Schools and Second Life

Schools of library and information science are also involved in Second Life. San Jose State University's School of Library and Information Science plans to bring some courses online in Second Life in the near future. The University of South Florida (USF) School of Library and Information Science has a USF Building that will provide space for meetings, class sessions, etc. A number of USF library science faculty and librarians also have office space on Second Life. Most of the library/librarian spaces have been donated, so librarians can feel free to explore this environment without incurring any initial costs. Other libraries exploring Second Life include the State Library of Kansas and the Public Library of Charlotte and Mecklenburg County.

USF is represented on Second Life by some librarians, library science faculty and other faculty members. School of Library and Information Science (SLIS) faculty member Dr. Kathleen de la Peña McCook is encouraging her students to try Second Life and intends to hold some class sessions online. SLIS colleague Dr. Cheryl Dee is working with a professor at UCLA to bring

continues on page 6

Second Life: *continues from page 5*

students from the two institutions together for some meetings. She is also setting up office hours for her students. Librarian Joe Floyd is volunteering to help with reference services. Fellow librarian Ilene Frank serves on the Second Life Library Advisory Board and is involved in the Continuing Education and Information Literacy committees. Drew Smith from the SLIS faculty is working with the genealogy group on Second Life. He has set up some information on building family history charts and is developing exhibits and plans to offer some online workshops. Dr. Mary Cuadrado and Dr. Lou Lieberman on the Sarasota campus of USF have received permission to buy an island on Second Life. They plan to bring their students and international visitors together to further the work of their Hispanic Addictions Study Program. In addition to these people, other SLIS current students and alumni are making their way onto Second Life and finding ways to contribute to a growing community.

Details: Economy and Membership

Second Life is the creation of Linden Lab, a privately held company based in San Francisco and founded by former RealNetworks CTO Philip Rosedale. Second Life was established in 1999 to develop a form of 3-D Internet entertainment based on the world created in the Cyberpunk novel *Snow Crash* by Neal Stephenson. It represents an attempt to recreate the user-defined "metaverse" described in that book. Second Life provides users with a truly collaborative experience where they can create and are immersed in an online/virtual world created and owned by its residents. This cyberspace allows residents to interact, play, do business, and communicate with people from all around the real world in real time.

The Second Life programming provides its citizens with the tools they need to view and modify this virtual world and to participate in its economy, an economy which has its own currency (called Linden Dollars), and which has begun to operate as a real market. (As of December 2006, the Gross Domestic Product of Second Life ac-

ording to company statements was \$84 million dollars. <http://www.e-consultancy.com/news-blog/362355/le-web-3-second-life-firms-not-yet-strong-enough.html>).

The process of getting into Second Life is similar to that of joining an online game. You download and install some free software, then register as a user. Part of the registration process involves creating an online alter ego or "avatar." It is through this character that users interact with and inhabit the world of Second Life, a world that's seemingly three-fourths Fantasy Island and one-fourth computer programming.

Second Life offers free basic memberships and premium memberships with an annual (\$72) or monthly (\$9.95) subscription fee.² While free memberships provide access to everything in this virtual world, premium memberships offer some added incentives. A premium membership provides a weekly stipend of 300-500 Linden Dollars (L\$), which can be used to purchase goods and services in Second Life. Stipend amounts depend upon when one signed up for an account and have varied over time.

Additional L\$ can be earned by inhabitants through selling services or objects within Second Life. There are currently no licensing or registration fees to be a Second Life seller (and no taxation), but the booming Second Life economy has caught the attention of the Joint Economic Com-

Second Life is
 "Librarians have been particularly quick
 possibilities of this new venue for inform
 education initiatives."



University of South Florida building in Second Life

mittee of the U.S. Congress, so this could change soon. The Committee announced an investigation into the amount of commerce taking place in virtual game worlds in October 2006.

Premium members also have the ability to own land. In fact, Linden Lab makes its money by selling "virtual land" upon which residents can build houses and businesses. Residents can also buy and sell land to other Second Life residents and, as in real life, hope to make a profit by selling at a price higher than what they paid for it. (There are some special rates for educators and librarians for educational uses. Some "Islands" have been donated to encourage development of educational use. In some cases, educators have decided to share the cost of owning land.)

a state of mind.

to identify and exploit the teaching information sharing and furthering distance



The ALA office has a presence in Second Life.

System Requirements

Members must download the latest version of the Second Life software to access the world. This is available free at the site. Since Second Life is a work in progress, users may find themselves downloading new software even more than once a week. The system requirements are fairly steep, and some people will find Second Life inaccessible given these requirements. That leads to some discussion about whether the use of Second Life creates a Digital Divide. In fact, it does create a Divide. Broadband access, sufficient memory, and a sufficiently powerful graphics card are musts. Not all users will have the necessary hardware and connections to experience Second Life. Does this mean that librarians should not use it? Obviously some of our users do not have high enough level equipment to ac-

cess Second Life. Librarians are well advised to try out these tools now. Unless librarians explore these virtual worlds, we will not have developed the skills or be able to assess the value of working in this environment.

PC Minimum System Requirements³:

- *Internet Connection:* Cable or DSL
- *Operating System:* Windows XP (Service Pack 2) OR Windows 2000 (Service Pack 4)

- *Computer Processor:* 800MHz Pentium III or Athlon, or better

- *Computer Memory:* 256MB or better
- *Video/Graphics Card:* nVidia GeForce 2, GeForce 4mx, or better R ATI Radeo 8500, 9250 or better

Getting Started

Interested in trying Second Life? Go to <http://secondlife.com> and look for the link to "join." Users choose a first name and a last name from a list provided by the company. After providing some basic personal information, such as e-mail address and birthday, users can download the software and get started. Users begin their journey at Orientation Island where they learn the basics of moving around inside Second Life and changing their appearance. While it is possible to run into some very strange

avatars on Second Life, many are happy to help new users. (Keep in mind there is no way for other users to find out any personal information about each other unless an individual decides to reveal that information. If users feel uncomfortable in any given situation, it is easy to either "quit" or teleport out of a given area.) The Second Life Web site provides information on the basics of navigating, chatting, etc. *Second Life: The Official Guide* (Sybex, 2006) can be useful.⁴ The best way to learn more is to contact other librarians on Second Life. You will quickly make friends! If you would like to keep an eye out for the authors of this article, look for Joe Cupola (Joe Floyd), Ilene Pratt (Ilene Frank), Drew Rodinia (Drew Smith), and JaneHill Oates (Kathleen de la Peña McCook.) Go to <http://groups.google.com/group/alliancesecondlife> to request an invitation to join the AllianceSecondLife Google Group. You will find a group of creative and energetic librarians ready to help you explore this new virtual environment.

For links to sites mentioned in this article and additional resources, see Kathleen de la Peña's McCook's Second Life Resources at <http://alaet.blogspot.com/2006/11/second-life-resources.html>.

Joseph Floyd and Ilene Frank are librarians at the University of South Florida Tampa Campus Library. Kathleen de la Peña McCook and Andrew Smith are on the faculty of the School of Library and Information Science at the University of South Florida.

NOTES

- 1 Laurie Anderson, "Language is a Virus," From the album Home of the Brave, Warner Brothers Records, 1986.
- 2 "Memberships, Land and Pricing," Linden Lab, <http://secondlife.com/whatis/pricing.php> (Accessed December 2, 2006).
- 3 "System Requirements," Linden Lab, <http://secondlife.com/corporate/sysreqs.php> (Accessed December 2, 2006).
- 4 Michael Rymaszewski, James Au Wagner, Mark Wallace, and Catherine Winters, *Second Life: The Official Guide* (San Francisco: Sybex, 2006).

Tame the Beasts: Try a Little TLC with Your Teens

By Danielle King



HHHHH!!!! The teens are coming, the teens are coming, what should we do? With the Florida population for teens ages 15-17 expected to grow approximately 25 percent by the year 2010, Florida libraries need to develop strong teen services.¹ Libraries should not be fearful of this population increase, but should embrace it as an opportunity to provide meaningful and educational learning experiences to the young adult population. By offering services that work with teenagers, libraries and teens will both benefit.

TLC volunteer program

Margaret A. Edwards, the pioneer of young adult services, coined the term “the beasts”² when defining teen patrons. A strong advocate of young adult library service, Edwards believed that “there is no age group more important than the young adults.”³ With this ideal in mind, the Orange County Library System (OCLS) believes that with a little TLC, we can tame “the beasts.” Consequently, OCLS developed the Teen Library Corp (TLC) volunteer program, an Urban Libraries Council/Highsmith award-winning program, to inspire teens ages 13-18 to give back a little “TLC” to their library and their community. The goal of the TLC program is to create a service-learning environment that fosters civic responsibility. Service-learning, a method where teens learn and develop skills through active participation, provides teenagers with important skills such as leadership, teamwork, critical thinking, and problem solving.⁴ As a result, teens in the TLC program develop a positive attitude about community service and the library, while developing skills they can use in the future and earning community service hours for school and scholarships.

Teen Advisory Board

TLC began in September of 2003 with the initiation of Teen Voices, a teen advisory board that gives young adults a chance to speak up. Members meet once a month to plan programs, make suggestions about



teen services, and discuss teen issues at the library. This is an exciting collaboration where everyone wins. Teens have the opportunity to say what kind of activities they want to see at the library, and library staff gets first-hand information that helps them deliver programs that interest teenagers.

Furthermore, teens take an active role in planning the events. For instance, the Teen Voices group implemented OCLS' first Teen Summer Reading program with an independent series of events for teens, with its own name, logo and brochure. They brainstormed ideas, picked programs to focus on, and planned events based on the theme. The Teen Voices divided the responsibilities of the programs among its members and chose group leaders to make sure that all of the other members were doing their part.

This type of project represents the value of service-learning; the teens were able to

“The TLC volunteer program offers young adults the opportunity to gain real life work experience while earning community service and having fun.”

learn skills that it takes to work as a team when there is a goal and a deadline. Since the success of the first summer reading program, Teen Voices members anticipate planning and developing the summer theme and programs. Some of the teen summer reading programs they planned were:

- It's All Greek to Me
Summer 2004
- Sink Your Teeth into Reading
Summer 2005
- Uncover the Secrets
Summer 2006
- Take it to the Next Level
Summer 2007

Teens' recommended reading

Teen Voices also takes an active role in assisting library staff with other young adult projects. One project that the group worked on for several months was “Coming Soon to a Bookshelf Near You,” an award-winning high-school reading list. In the past, the Orange County Library System issued a reading list for middle-school students. Since most of the Teen Voices members were high-school students, they felt that the library should have a reading list for this population. With the recommendation of the teens, staff decided this would be an excellent opportunity to involve the teens in creating a list for them, by them. Teen Voices members brainstormed ideas for the theme of the list and came up with a movie theme. Teens discussed main categories for the list, chose names and graphics, and began their book evaluation process. Since the plan was to read, review, and discuss each book, and the group only met once a month, it was decided to create a category that featured the Teen Voices' Top 5 picks. After the teens discussed their books at the meeting, they had to find several reviews and justify why they thought their book should be included in the Top 5 list. Once teens made their book selections, they created design suggestions for the list that were used by the library's graphic designer. (See the final list at <http://www.ocls.info/Children/Teen/bookit/LibraryRecommendedReadingLists.asp>.)

Program aides

Following the success of Teen Voices, teens wanted to get more involved in the library. As a result, the Program Aide position was created. As Program Aides, teens can volunteer at the library on a regular basis based on their schedule. The teens help with children's and teen programs, assist with library duties, and work on special projects that they develop for the library. During the first six months of the TLC Program Aide position, thirty-seven teens volunteered, earning more than 450 hours of community service at the main library. Since then, ten branches have decided to host TLC at their locations, and there are now more than one hundred active teen volunteers enrolled as Program Aides earning on average between 100-450 community service hours per month, per location.

The TLC volunteer program offers young adults the opportunity to gain real life work experience while earning community service and having fun. "Volunteering at the library helped me to understand and learn about the business environment," reflected one teen volunteer. "There are many different clubs to join and contribute to from beginning to end." One of the most valuable outcomes is that teens want to be involved in TLC even after they completed their school requirements for community service hours. They want to come to the library because they know that their opinion are respected, their voices are heard, they make important contributions to children's and teen programming, they spend time with teens with similar interests; and they have fun no matter what they do.

Anime and manga club

The Program Aide position spawned many special teen projects. One of the most popular teen clubs at the Orange County Library System, an anime and manga club, was started and developed by a member of TLC as a special project. She came up with the idea to start Animanga, a club that meets once a month where young adults could meet and discuss Japanese entertainment, literature, and culture. The teen who started this project coordinates and

"The TLC program goal is to create a service-learning environment that fosters civic responsibility."

comes up with activities for the Animanga meetings. During the meetings, other club members give her suggestions for activities and discussion topics that they would like to pursue in future meetings. Staff liaisons attend the meetings to supervise and to be available when the teen coordinator or other members need assistance. One activity they planned was the Animanga Reality Contest, a manga and comic book drawing contest where teens created their own character or comic strip. The club came up with the rules and regulations of the contest and planned the party to recognize the winners. This type of project creates a trusting atmosphere where teens feel respected and worthy. They have a chance to show off their talents through the creation of educational and fun programs that benefit many teens. "Animanga has taught me that leadership is difficult, but the challenge is fun at the same time," said the group's founder. "It gives me a good feeling that other teens enjoy the club."

Performing arts program

Another teen-initiated project evolved into pARTz, a teen performing arts club. Teen Voices and several Program Aides started this venture as a Teen Mystery Night for the summer reading program. The teens developed the theme, the characters, and the plot. One teen in particular took on the task of writing the entire script based on the ideas from the other group members. The teens met several times a week over the summer to perfect their performance before the show. The event was such a success

that the teens wanted to continue to work on performing arts programs. As a result, pARTz was created and teens now have the opportunity to develop scripts, design sets, and perform at various library events.

Since the inception of Teen Library Corps, the number and quality of teen programs and their attendance have increased. Through the use of evaluation methods, such as statistics and feedback from teen patrons, it is clear that teen interest in library programming and reading have increased dramatically. TLC helps young adults acquire personal, social, and educational skills through active participation. They build self-esteem and confidence in their ability to solve problems, think critically, and work as a team. Consequently, it allows teens to build strong and healthy relationships with adults at the library and with their peers. TLC ensures that young adults who participate in this program give back a little "TLC" to their community while they learn skills they can use in the future. Florida libraries should use the TLC philosophy to embrace teens, and in the words of Margaret A. Edwards, "let the beasts in".⁵

Danielle King is Youth Program Specialist in the Orange County Library System.

Notes

- 1 "Florida Population—Percentage Change," Florida Census Day Population, 1970-2030, Office of Economic and Demographic Research, The Florida Legislature. <http://edr.state.fl.us/population/table1-4.xls>.
- 2 Margaret A. Edwards, *The Fair Garden and the Swarm of Beasts: The Library and the Young Adult*. (Chicago, IL: American Library Association, 1994), 13.
- 3 Ibid., 4.
- 4 "Service Learning Is," National Service-Learning Clearinghouse, http://www.service-learning.org/welcome_to_service-learning/service-learning_is/index.php.
- 5 Edwards, *The Fair Garden and the Swarm of Beasts*, 87.

Book and Reading Festivals in Florida

By Karen MacMurray

Florida has more book, literary, or reading festivals than any other state. There are fifteen at present and more are being added each year. Most of the festivals are one-day events, but a few run longer. Jacksonville's Much Ado About Books is a two-day

event; the Amelia Book Island Festival is four days; and both the Key West Literary Seminar and the Miami Book Fair International run about a week. These events serve multiple purposes for a community. They encourage programs in the schools about books, writing and reading, and the use of our public libraries. They promote literacy and life-long education through reading, while providing a forum for discussing aspects of writing and publishing. Lastly, they promote community spirit and pride.

Books and literature are the main focus of the Florida festivals, but they often have themes. The Zora-Neale Hurston Festival of the Arts and Humanities in Eatonville focuses on the life and work of Zora Neale Hurston and African-American cultural contributions.¹ The theme for Miami's 2006 fair was "Flirting with the Classics," while the topics of its panel discussions had to do with war and immigration.² Amelia Island's theme in October was "Sun, Sea, Sand and Stories," while Jacksonville's Much Ado About Books theme was "Get Into It."³ The focus of

Key West's Literary Seminar in January was "Wondrous Strange: Mystery, Intrigue, and Psychological Drama."⁴ Not all of the book fairs concentrate on reading; a third of the Florida fairs are storytelling festivals.

It Takes a Village

The longevity of the book festivals illustrates the community's support and endorsement. Local sponsorship is paramount to the success of each event. Organization and planning for a book or reading festival is a multifaceted and complex project

requiring enormous effort throughout the preceding year. Most of the book or reading festivals are organized and planned by library systems, though a few are not. Fernandina Beach's Amelia Island Festival has been organized, planned, and produced by volunteers from the start. It has no official staff, but over two hundred volunteers put in the time and effort to pull off a four-day festival that includes twenty-five different events, programs, and activities.⁵ The St. Petersburg Festival of Reading is one of a number of cultural events produced by staff, committee members, and volunteers.⁶

Library systems often utilize both staff and volunteers year round for their events. Volunteers and staff at the SWFL Reading Festival, formerly the Lee County Reading Festival, start planning for the following year as soon as a festival is over. Karen Sloan, coordinator of the SWFL Reading Festival in Fort Myers, stated in her article, "Engaging the Community: Production of the Lee County Reading Festival," that about 20 percent of the entire library staff serves on the planning committee, as well as twenty-five volunteers. Immediately after the surveys are in and tabulated, a debriefing session is held to analyze ways to improve upon next year's event.⁷

Lee County's first reading festival was in 2000 and is relatively "young" compared to others. The Tampa-Hillsborough County Storytelling Festival is the longest running book event in Florida, having celebrated its 27th year in April. The Key West Liter-

Literary characters, such as the Cat in the Hat, make appearances at many book festivals. Smaller photos on this spread and the next are from the SWFL Florida Reading Festival and are by photographer Geoff Coe.



"They [book festivals] encourage programs in the schools about books, writing and reading, and the use of our public libraries."

ary Seminar is a close second, having been around twenty-six years.

Financial Support

Financial support for book festivals is a mixed bag of fundraisers, book sales, small grants, and corporate sponsorship. The Florida Humanities Council has been helpful in providing funds to several festivals for authors programs and panel discussions. A favorite fundraiser for the majority of festivals is a “meet the author” cocktail party or luncheon.



The Lee County Library System has a Chocolate and Spirits night where, for a fee, attendees can sample decadent delights from local restaurateurs.⁸ In-kind assistance from printers, media, and local places of lodging

are common sources of financial help. Amelia Island has about thirty businesses and organizations backing it.⁹ Target, Publix, and Comcast are major sponsors of several book festivals around the state. In Jacksonville, half of any proceeds generated by Much Ado About Books fundraisers is donated to the public library. The other half goes back to the festival foundation.¹⁰ The Sarasota Reading Festival was able to donate \$55,000 this past year to the Selby Public Library and the New College Library.¹¹ There are other festivals that know it’s a job well done when they break even.

Emphasis

Each book or reading festival appears to have an individual flavor or emphasis. Key West’s Literary Seminar prides itself on being “dedicated to the investigation and celebration of the written word and to the support of American writers, scholars, and readers...”¹² Its workshops are sold out long in advance and have wait lists. The Amelia Book Island Festival emphasizes writing and puts on four days of workshops on topics such as “Great Beginnings,” “How

to Write a Great Novel,” and “Publisher Expectations.” The Tampa-Hillsborough Storytelling Festival emphasizes “community storytellers of all ages, balladeers, puppets, storybook costumed characters, and much more!”¹³ Other festivals emphasizing storytelling include the Cracker Storytelling Festival in Homeland, the Ocala Storytelling Festival, and the Iron Mountain Storytelling Festival in Lake Wales

The Sarasota Reading Festival and the SWFL Lee Reading Festival have a strong emphasis on the family. In addition to crafts, magic shows, and stories for



the children, there are numerous theatrical and musical productions by youth groups and visual and performing arts students.

The Florida Studio Theatre’s Musical Theatre Youth Group presents poetry and prose from popular children’s authors in Sarasota and similar groups perform in Ft. Myers. The Magic School Bus visited Sarasota’s festival last fall, outfitted with exhibits, activities, and highly visual games for children to learn about ocean life, the weather, the solar system, rocks, and the human body.¹⁴ Characters such as Clifford, Sponge Bob, the Berenstain Bears, and Daisy Duck can be seen strolling through the grounds. Children often run up to them hugging them like long-lost friends.

Miami’s festival emphasizes the international. Everything from the fairgoer’s guide to the individual events is presented in both English and Spanish. The street-fair vendors represent booksellers and publishers of Spanish language materials as well as those in English, and visiting authors come from Latin America and Spain as well as the U.S. An International Village showcasing Madrid, the Canary Islands, the

Dominican Republic, Israel, Haiti, China, and Brazil was available for fair goers. The pavilions offered programs, storytelling, music, handicrafts, and food samples from each country. During the week, creative writing classes were offered in Spanish and English. Current affairs panels discussed immigration, nonviolence, living the golden years, and Caribbean culture. Current affairs panels in Spanish discussed immigration, the future of Cuba, and The DaVinci Code controversy.¹⁵

Festival Popularity

Attendance at book festivals grows with each year. Fernandina Beach’s Amelia Book Island Festival was a one-day festival in 2000 and had to expand to four days in 2006. One-day events bring in anywhere from 1,700 to 22,000 people. Miami’s Festival of the Book is the record setter, bringing in a half-million attendees.¹⁶ Many libraries start by holding their festivals in or just outside the library, such as Stuart’s Book Mania and the Sarasota Reading Festival. St. Petersburg originally held its Festival of Reading on the Eckerd College grounds, but had to relocate to the University of South Florida campus last year to accommodate larger crowds and expanded programs.¹⁷

Readers throng to book events that bring in their favorite nationally known authors to speak. Prominent authors like Janet Evanovich, Sandra Brown, and Carl Hiaasen leave standing room only in 500-seat auditoriums across the state. Jacksonville’s Much Ado About Books brings in over forty authors for the two-day event with headliners like James Patterson.¹⁸ Miami, one of the only presenters of Spanish-language literature in the country, offered almost four hundred authors from across America, Latin America, and Spain during its weeklong event in November.¹⁹

Special Programs and Activities

Amelia Island offers a \$1,000 scholarship each year to a student pursuing a degree in writing during the festival.²⁰ The

continues on page 12

Book and Reading Festivals in Florida: *continues from page 11*

Sarasota and Lee County festivals give away a book to each child who attends the festival. Storytellers on both coasts go into schools the week before the book festival and put on story-time programs. Bluegrass music and washboard bands



entertain fairgoers at St. Petersburg's festival throughout the day.

The Miami Book Fair International added a world art gallery this year with paintings and sculptures of well-known artists from Spain, the Dominican Republic, China, Haiti, Brazil, and Israel. An adaptation of Shakespeare's *The Tempest* was performed in Spanish with English subtitles. A parade featuring marching bands, dancers, musical groups, clowns, entertainers, and movie and storybook characters opened the fair. An Antiquarian Annex tempts the bibliophile with rare and out-of-print first editions. The Write Out Loud tent is a modern day re-creation of the coffee house where local poets and musicians entertain their audiences.²¹



Impact of Book and Reading Festivals

Reading festivals are a popular form of outreach for libraries and communities. They encourage literacy in a friendly fun-filled event, promote goodwill in the community; and act as vehicles to introduce library services to the public. First Lady Laura Bush's influence and sponsorship of the National Book Festival has coincided with a dramatic increase in the number of community book and reading festivals. At the 2003 National Book Festival, the First Lady spoke about the importance of reading when she said,

Storytelling at the *St. Petersburg Times* Festival of Reading

The author, the book, and the reader

By Julie Sayles

Reading a book or a story is usually a solo adventure: a reader alone with a book. Historically, though, reading aloud and telling stories to groups of people were common.¹ It may be that the pendulum has again swung towards reading aloud and listening to authors tell their stories in public gatherings. A proliferation of book festivals has blossomed in recent years, the result of genuine interest in reading, books, and authors.

On October 28, 2006 I attended my first book festival, the *St. Petersburg Times* Festival of Reading. I was not one of those passionate readers who usually participate in such events; I am a passionate reader whose participation ends when the last page is read. So it was with curious anticipation that I made my way over the Howard Franklin Bridge across Tampa Bay to St. Petersburg.

The setting for the festival was the University of South Florida-St. Petersburg Campus and extended to the Poynter Institute for Media Studies close by. The festival had been located at Eckerd College in years past, but had become overcrowded, so it was decided to move it to the St. Pete Campus.

The festival is a collaboration of USF-St. Petersburg Campus, the *St. Petersburg Times*, Publix Supermarkets, WTSP-TV, Renaissance-Vinoy Resort and Golf Club, and the City of St. Petersburg, with support from the Florida Fish and Wildlife Conservation Commission, Poynter Institute for Media Studies, the Junior League of St. Petersburg, WUSF Public Broadcasting, WMNF-

FM 88.5, and the Pinellas County Board of County Commissioners. The efforts that go into creating it are all encompassing. Each organization must contribute its time, effort, and money to bring such an event to fruition.

After I parked, I looked at the festival section of the *St. Petersburg Times* to plan my itinerary. I wanted to hear all the authors speak, but, of course, that was impossible. I felt as if I were in an exclusive restaurant perusing the menu of exquisite dishes and not able to make up my mind.

It was almost 10 a.m., so I walked to the Poynter Institute to hear Jonathan Alter, a *Newsweek* editor, speak about his book *The Defining Moment: FDR's Hundred Days and the Triumph of Hope*. Alter is a conversational and dynamic speaker. I heard him speak on television, but there is a different energy when you hear someone speak in person. His book is about Roosevelt's first 100 days as president. Alter talked about his intense research in writing this book and about his fascination for FDR and how he charismatically pulled the country together after the collapse of Wall Street.

After I listened to Mr. Alter, I chose to hear Steve Raymond, a survivor of the Bataan Death March in World War II. On April 9, 1942 in the Philippines, the Americans surrendered to the Japanese. Sixty-eight thousand men became prisoners of war and began the Bataan Death March. He describes the horror he and other POWs endured. They had little food and water, they were killed randomly and brutally, and they became slaves to the Japanese. The world did not know of the existence of the POWs until

“I had not yet read any of their books, but the experience of hearing them speak was mesmerizing. It made me *want* to read their stories.”

“Literacy is the key to a rich and fulfilling life.”²² That simple statement says it all.

Karen MacMurray is Youth Services librarian in the Cape Coral Library System.

Notes

- 1 “Zora! 18th Annual Zora Neale Hurston Festival of the Arts and Humanities,” Association to Preserve the Eatonville Community, <http://www.zoranealehurstonfestival.com/festivalabout.html> (Accessed November 23, 2006).
- 2 “Miami Book Fair International,” <http://www.miamibookfair.com/> (Accessed October 28, 2006).
- 3 “Amelia Book Island Festival,” <http://www.bookisland.org/> (Accessed November 7, 2006) and “Much Ado About Books,” Jacksonville Public Library Foundation, <http://www.muchadoaboutbooks.com/home.cfm> (Accessed November 10, 2006)
- 4 “Key West Literary Seminar,” <http://keywestliteraryseminar.org> (Accessed November 10, 2006).
- 5 “Amelia Book Island Festival”
- 6 “Fourteenth Annual St. Petersburg Times Festival of Reading,” *St. Petersburg Times*, <http://www.festivalofreading.com> (Accessed November 10, 2006)
- 7 Karen Sloan, “Engaging the Community: Production of the Lee County Reading Festival,” *Florida Libraries*, 48, no. 2 (Fall 2004): 9-12.
- 8 “Southwest Florida Reading Festival,” Lee County Library System, <http://www.lee-county.com/library/ReadingFestivalHome.htm>
- 9 “Amelia Book Island Festival”
- 10 “Much Ado About Books” and BookMania!,”
- 11 “Thirty-Two Renowned Authors Set for Sarasota Reading Festival,” Sarasota Reading Festival, http://sarasotareadingfestival.com/pr_09_15_2006.html (Accessed November 7, 2006)
- 12 “Key West Literary Seminar”
- 13 “Tampa-Hillsborough County Storytelling Festival,” <http://www.tampastory.org/index.php?topic=news> (Accessed November 10, 2006).
- 14 “Sarasota Reading Festival Gears Up for 9th Annual Free Festival, to be Held Saturday,” http://www.sarasotareadingfestival.com/pr_07_17_2006.html (Accessed November 10, 2006).
- 15 Florida Center for the Literary Arts at Miami-Dade College, *Miami Book Fair International 2006 Fairgoers Guide*, 23rd ed.
- 16 “Miami Book Fair International”
- 17 “St. Petersburg Times Festival of Reading”
- 18 “Much Ado About Books”
- 19 “Miami Book Fair International”
- 20 “Amelia Book Island Festival”
- 21 “Miami Book Fair International”
- 22 Denise Barnes, “First Lady Opens Reading Festival: Literacy ‘Key to Rich, Fulfilling Life,’” *The Washington Post*, October 5, 2003, A11.

two years after their capture. Mr. Raymond wrote down the details of his experience on found scraps and bits of paper. It wasn't until this year when he turned ninety that he and his editor, Mike Pride, finally published his book.

I then got a free bus to the USF Student Activities Center to hear Arianna Huffington, Steve Borowitz, and Martina Navratilova. Arianna Huffington is tall, 5'10", and very, very slim. She sat down two rows ahead of me in the Activities Center, sipped water, and listened to her introduction. She moved quickly and confidently to the stage to begin her talk about *On Becoming Fearless . . . in Love, Work, and Life*. She talked about her new loves: her blogs at www.huffingtonpost.com and at www.fearlessvoices.com and why she wrote this book.

Listening to Andy Borowitz is like listening to a comedian, because Andy Borowitz is a comedian. He started by telling jokes, but mixed them with serious comments about the political state of affairs in the United States today. The name of his book is *The Republican Playbook*. When someone asked him why he didn't write a book called *The Democrat Playbook*, he joked that “they didn't have one.”

Before she was introduced, tennis star Martina Navratilova stood against the side of the room posing for photographs with fans. She looked relaxed, fit and vibrant. She has written a book called, *Shape Your Self*, “to share my knowledge about the lifestyle choices we make that make us what we are.”

After each author spoke, I had the option to stand in line to get their autograph. The lines were long so I chose to continue listening to the other authors. There were over sixty featured authors, including A. Manette Ansay, Ray Arsenaault, Roy Peter Clark, Tom Dorsey, John Hope Franklin, Jeffrey Goldberg, Peter

Meinke, Diane Roberts, Lynn Sherr, Meg Tilly, Zane, T. J. Waters, and Lisa Unger.

The feeling of being in that setting was stimulating, warm, and congenial. People conversed amongst themselves. I found myself talking to people in line while waiting to get into the Special Events Center. The festival seemed to draw middle-aged and older people even though there was a large area of tents dedicated to children and their activities. I wondered why the older generations were drawn to this event and if it would be a different experience in other cities. Is it really true that there is such a wide chasm among passionate readers in older and younger generations?

All the authors I heard speak were charismatic, effective speakers. They all had written compelling books either about their own or others' experiences. I had not yet read any of their books, but the experience of hearing them speak was mesmerizing. It made me want to read their stories. I knew something about all of them, except Steve Raymond. However, knowing about someone through the media and then experiencing the thoughts of a person changes one's perceptions of them. There is something about the experience of being there as a witness to reminiscences, to memories, to the analyses of experience. My first memories of stories are listening to my mother read them and my grandmother tell them. My grandmother made up stories about whimsical animals with names and personalities. They inhabited our own private intimate world and cemented our deep relationship. Stories. Made up stories. Real stories. They create meaning out of chaos in our lives.

Julie Sayles is a Senior LTA at the University of South Florida-Tampa Campus Library.

Across the Generations: Telling Stories in Florida's Libraries

By Millie Jackson

What comes to mind when you hear the words “first love,” “mashed potatoes,” or “flowers?” For participants in storytelling workshops across the state of Florida, these words bring stories to mind, as they may for you. In Florida, traditional stories, personal stories, ghost stories, and stories of all kinds are being told across generations. Throughout the state, unique programs bring different facets of storytelling to Florida's citizens. The South Florida Storytelling Project, housed at Florida Atlantic University (FAU), serves the south Florida region. The Florida Storytelling Association extends across the entire state and offers resources for tellers, as well as resources for librarians. Youthful Voices highlights the best young people in Florida and demonstrates that the future of storytelling is bright in the Sunshine State.

Partnerships with libraries across the state are vital for the success of all of these programs. Libraries and librarians provide the venues and the support for many of these programs. They understand the transformative power of stories for all ages, not just for children.

South Florida Storytelling Project

Caren S. Neile is a visionary, a dreamer, and a doer. Neile, the artist-in-residence in the School of Communication and Multimedia Studies at FAU, is an accomplished performer and holds a Ph.D. in Comparative Studies. She officially launched the South Florida Storytelling Project (SFSP) in 2003, although seminars began in 2001. The SFSP has several components, including training storytellers, working in the community, and offering credit-bearing classes at FAU. Neile and her students collaborate with local libraries and organizations to present programs and to teach others the art of storytelling.

Storytelling Workshop

Neile is currently leading a workshop titled “The Art of Storytelling.” This five-session series reaches out to senior citizens

though a partnership with the Miami-Dade Public Library and the Senior Companions Program, part of Miami's Community Action Agency Elderly Programs. Participants tackle their biggest fear—speaking in public—and learn how to shape memories into crafted stories. The seniors come from a variety of backgrounds and traditions, including Creole, Hispanic, and Haitian cultures, bringing a rich tapestry of experience and tales to the group. The workshop's culminating event is more like a slam than a formal storytelling concert. In an earlier session, tellers enchanted the audience of over one hundred people while they told stories based on words called out from the audience members, like, “first love,” “cats,” or “flowers.” This a project that proves the power of story crossing boundaries and joining people in community.

Story Camps and Children's Programs

This is not the only activity of the SFSP, however. College students lead story camps and programs for children in the Broward and Miami-Dade County libraries. With assistance from librarians like Lucia Gonzalez, Youth Services Coordinator for Broward County Public Libraries, and Lucrece Louisdhon-Louinis, Assistant Director in the Miami-Dade Public Library System, students plan multi-session after-school programs. Both of the librarians are also storytellers, so this experience is a teaching and learning experience for everyone. At the African American Research Library and Cultural Center in Broward County, one student led a storytelling and dance workshop for children, while another student hosted story camp at the Miami-Dade County Public Library. Students lead games, tell stories, and help children build confidence in their abilities to tell traditional and personal stories.

Connecting communities and stories is another facet of the SFSP mission. “Surviving America 101” is a workshop where people tell about the everyday heroic acts they do in their communities. Broward County Libraries was once again a host for this program, which allowed teens to tell their personal stories of living in America.

Beth Horner



“In Florida, traditional of all kinds are being

Storytelling Concerts

Storytelling concerts are a long-time tradition in libraries, and this is no exception in Florida. Two series of concerts are being presented in South Florida this year and more will follow. Sponsored by the SFSP, “Ladies of the Night” featured Carmen Agra Deedy and Judith Black in January and February and will feature Beth Horner on March 19. Horner, a former librarian and professional storyteller, captivates audiences with her vivacious tales and humor. She will perform her signature piece, a spoof on romance novels titled, “Encounter with a Romance Novel: Stories of Love Lost, Found and Fumbled,” at the Caldwell Theatre in Boca Raton. A parallel series, “A Cultural Feast: A Deliciously Different Performance Event,” features lunch as well as stories from a particular culture. Carrie Sue Ayvar, a Miami-based storyteller, told stories in Spanish and English in January, while Barbara McBride Smith told tales inspired by Homer in February. Patrick Ball, harpist and storyteller, will delight audiences with “Irish Stew: The Land of Leprechauns in Story and Song” on March 24.

Gail Rosen. Photo by Eve Rennebarth*Patrick Ball**Doug Lipman*

stories, personal stories, ghost stories, and stories told across generations."

Florida Storytelling Association

South Florida is not the only place where storytelling is taking place, however. Over two hundred members of the Florida Storytelling Association (FSA) work to promote the art of storytelling throughout the state. Performances, guilds, festivals, and educational activities are all part of the rich culture of Florida storytelling. FSA sponsors two programs that partner with libraries and that will be of interest to librarians.

StoryLabs

StoryLabs began in the fall of 2005 when over seventy people attended a workshop led by Dr. Flora Joy. Each StoryLab features a workshop and/or concert by professional storytellers and coaches and offers affordable training for a variety of participants.

StoryLabs for 2006-07 featured Oklahoma storyteller and coach Doug Lipman on traditional and personal story; a program on how to nurture youth voices and story groups; and a weekend on the healing power of story featuring Diane Rooks, Meg Gilman, and Bob Patterson. Lipman's workshop was co-sponsored by Broward County

Public Library and FAU. The workshop on youth storytelling allowed adults to attend a workshop with Mitchell O'Rear of Project Imagination and gave the newly formed FSA Youth Troupe an opportunity to work with Emily Harris. The weekend workshop featured training in the dynamics of choosing and shaping healing stories by three tellers experienced in working in medical, judicial, hospice, and retreat settings. All of these events carry CEUs and promote one of the goals for providing high quality professional development opportunities at an affordable rate.

The next StoryLab will be held on Saturday, May 19. Carrie Sue Ayvar will teach an intensive beginning storytelling workshop at the Jacksonville Public Library. Carrie Sue wrote,

It will be a hands-on, all day intensive workshop teaching Storytelling basics, targeting those with little or no experience. We start with helping them recognize that they already have stories to tell and they can actually put the book down without the Earth opening up

or lightning striking. We'll continue with selecting and developing stories and making them come alive. I guarantee they will have at least one story ready to tell by the end . . . and most have at least two! Oh, and we'll have fun!

StoryCamp

FSA's annual StoryCamp will celebrate twenty-three years of training storytellers March 29-April 1 at Lake Yale Baptist Conference Center in Leesburg. Featured speakers include Nancy Donoval, a well-known story-telling coach from Minneapolis; Joe Wos, a freelance storyteller and cartoonist from Pittsburgh, Pennsylvania; and Gail Rosen, a professional storyteller and founder of the National Storytelling Network's Healing Story Alliance. Additionally, Vivian Washington Filer and Pat Nease, two Florida storytellers, will be featured speakers. Participants will explore the use of prose and poetry, humor, ways to make good storytellers better, and the art of the healing story.

StoryCamp is an opportunity to delve into the practice and art of storytelling for *continues on page 16*

Storytelling Resources and Events

Web sites

South Florida Storytelling Project
<http://www.fau.edu/storytelling/index.htm>

Florida Storytelling Association
<http://www.flstory.org>

Youthful Voices
http://www.serve.com/flstory/youthful_voices.htm

Carrie Sue Ayvar
<http://www.carriesueayvar.com/>

Jeremy Evans
<http://www.jeremyevansstoryteller.com>

Florida Folk Festival
<http://www.floridastateparks.org/folkfest/default.htm>

Upcoming Events

Beth Horner

March 19, 8:00 pm
 Caldwell Theatre, Boca Raton
 \$15/\$20
 Call (561) 241-7432 or
 (877) 245-7432
www.caldwelltheatre.com

Patrick Ball

March 24, lunch 12:30,
 performance 2:00,
 Willow Theatre, Boca Raton,
 \$25.00
 Call (561) 347.3948
<http://www.WillowTheatre.org>

StoryCamp

March 29-April 1
 Lake Yale Baptist Conference Center
<http://www.flstory.org>

StoryLab

Beginning Storytelling with Carrie Sue Ayvar
 May 19
 Jacksonville Public Library
 \$49 FSA members, \$59 non-members

Florida Folk Festival

May 25-27
<http://www.floridastateparks.org/folkfest/default.htm>

Ocala Storytelling Festival

April 13-14
<http://www.ocalastorytellingfestival.com/index.htm>

Tampa Hillsborough County Storytelling Festival

April 13-14
<http://www.tampastory.org/index.php?topic=news>

Across the Generations: *continues from page 15*

an entire weekend. Florida's StoryCamp attracts speakers and participants from all over the country with workshops tailored for participants from youth to seniors. Kay Byrnes, current president of FSA, says, "Florida StoryCamp has gained a national reputation for quality presenters and programming. Every year, we find new ways to make use of the power of storytelling, and we select our workshop presenters for their ability to help us broaden our scope, teach us practical skills for success, and help us make stronger connections with our audiences."² The weekend also features the FSA Youth Troupe, story swaps, and story concerts by participants. This retreat provides a rare opportunity to gather with other storytellers close to home and come away enriched.

Youthful Voices

Florida libraries are the perfect place for youth to gather and learn about storytelling. The Youthful Voices committee of FSA has identified thirty-five such library programs so far. A committee of twenty-one people coordinates the Youthful Voices program, which includes educational training for adults and youth; local, state, and national competition; festivals and performances; Web site maintenance; and benefit programs like Big Brothers, Big Sisters, FSA Youth Troupe, a youthful voices program, StoryCamp Kid's Day at Camp, and StoryBox.

At the first StoryLab in 2005, teens recorded a DVD on how to make a good DVD for competition. The proceeds from the sale of this project fund youth storytelling programs. They also raised \$400.00 from a storytelling concert, which was given to Big Brothers, Big Sisters.

Storytelling Contests and Festivals

Florida's youth tellers are well known across the country. Each state is eligible to submit nominations to the National Youth Storytelling Showcase, held each February in Pigeon Forge, Tennessee. Florida is regularly represented, usually in many categories. The highest award for

youth storytelling, Grand Torchbearer, has been awarded to a number of Florida teens, including Chloe Clunis, Jeremy Evans, Chris Hand, and Tyler Smith. The stories that the teens tell range from inspiring to humorous. These young people, and others from Florida who have competed, have left a lasting impression on many adult tellers.

Last fall Clunis was selected to travel to China on the NuWA Cultural and Storytelling Exchange Program. Hand and Smith told stories at the National Storytelling Festival in Jonesborough, Tennessee. Evans has told stories throughout the state of Florida as a featured youth teller. In the spring of 2006, the FSA 2006 Youthful Voices sold butterflies and released them in a ceremony that featured Ryan Nelson, a competitor at the National Youth Storytelling Showcase, telling his story. Likening himself to the sleeping butterfly, he described himself as a low achieving student, who, when he learned to tell stories, spread his wings like a butterfly and became an excellent student. Ryan's tale demonstrates the power of what story can do for children.

You can hear Florida's teens in many places this spring. The Ocala Storytelling Festival and the Tampa-Hillsborough Storytelling Festival both feature youth tellers the weekend of April 13-14 and the Youthful Voices Troupe will appear at the Florida Folk Festival, May 25-27.

Storytelling is alive and well in the state of Florida. You don't have to look far to find an opportunity to hear a story, learn a story, or share a story. It may be as close as your public library.

Millie Jackson is Head of Collection Development at Florida State University Libraries. She earned an MA in Storytelling from East Tennessee State University in 2006.

Notes

- 1 Carrie Sue Ayvar, e-mail message to author, January 4, 2007.
- 2 Florida Storytelling Association, "The Magic of Stories at StoryCamp 2007," Press Release, http://www.serve.com/flstory/storycamp_2007_pressrelease.pdf (Accessed January 2007).

An Early Storyteller

By Nancy Pike

When Florida was a wild jungle, full of exotic trees, unique plants, and extraordinary wildlife, a few intrepid explorers visited the place, but no one told about it as engagingly as William Bartram. Born in 1739, his work is still celebrated by a very active organization called the Bartram Trail Conference, Inc., founded in 1976. The organization identifies and marks Bartram's southern journey and works to promote interest in developing recreational trails and botanic gardens along the route. It also encourages the study, preservation, and interpretation of the Bartram heritage. The organization's Web site describes its work and provides links to other Bartram resources at www.bartramtrail.org.

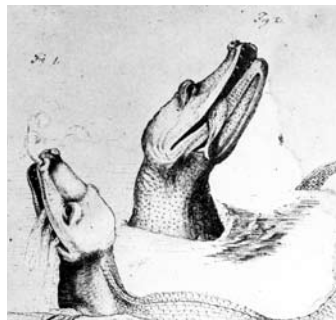
In a gallery in Philadelphia's Independence National Historic Park is a fine painting of William Bartram by Charles Wilson Peale. Bartram, the son of naturalist and explorer John Bartram, is honored as America's first native-born naturalist. One can visit the family property in Philadelphia and see the farm's unique garden that was established in 1728. The oldest living botanic garden in America, it protects specimens of plant life that father and son gathered during their lifetimes on the many explorations they made throughout eastern North America, including Florida. For photos and information about the Bartrams, visit www.bartramsgarden.org.

William's father, John, had high hopes that his son would take up a career other than botanist, preferably something that would provide a good income. Although William tried a couple of alternative ventures, they failed, perhaps because his heart wasn't in them. His true love was traveling and collecting specimens. He wrote a fascinating account of his trips in *Bartram's Travels*, a book found on the shelf of just about every Florida library. Numerous editions of the book are available, including



engagingly as William Bartram.”

Photographs of a drawing of alligators in the St. Johns River and of a tortoise by William Bartram. Courtesy of Florida Photographic Archives.



the Library of America. It is also online in the University of North Carolina's *Documenting the American South* Collection at <http://docsouth.unc.edu/nc/bartram/bartram.html>. Bartram's illustrations accompany the text online.

So what did William have to say about Florida? In Part II, Chapter 5, of *Bartram's Travels*, he describes a solo trip down the St. John's River. After establishing a camp and having a tussle with a group of alligators over his dinner fish, he tells the reason for the unusually large number of 'gators he had seen that evening: "Should I say, that the river (in this place) from shore to shore, and perhaps near half a mile above and below me, appeared to be one solid bank of fish, of various kinds, pushing through this narrow pass of St. Juans into the little lake, on their return down the river, and that the alligators were in such incredible numbers, and so close together from shore to shore, that it would have been easy to have walked across on their heads, had the animals been harmless."¹ After reading only a few chap-

ters, you want to head right out to follow along in Bartram's footsteps.

A pair of books can help you find the trail as it exists today and describe what you will see there now in comparison to the 18th century: *An Outdoor Guide to Bartram's Travels* by Charles D. Spornick, Alan R. Catter and Robert J. Green (University of Georgia Press, 2003) and *Guide to William Bartram's Travels* by Brad Sanders (Fevertree Press, 2002). Additional recent books about Bartram include a children's biography called *The Flower Hunter* by Deborah Kogen Ray (Farrar, Straus and Giroux, 2004), and the adult title *Journey Through Paradise* by Gail Fishman (University Press of Florida, 2001). Fishman's book is about several naturalists and her attempts to retrace their explorations.

For an entertaining introduction to Bartram's travels, actor/playwright J. D. Sutton has been presenting "William Bartram: Puc Puggy's Travels in Florida" as part of the Florida Humanities Council Road Scholars program. A list of scheduled programs, is at www.flahum.org. The

University of Florida Libraries in Gainesville is developing a Roving Naturalist Web site that has posted a pilot page on the Bartrams. Maps, journals and photos of plant specimens are posted there. For more about the project, see www.uflib.ufl.edu/digital/collections/bartram/default.htm.

But if all you want is a tiny preview to see if you might be interested in more, take a look at this short summary of Bartram's life and a sample of his writing at the American Philosophical Society's Bartram page at www.amphilsoc.org/library/exhibits/nature/bartram.htm.

Nancy Pike is a past president of the Florida Library Association and former director of the Sarasota County Library System.

Note

- 1 William Bartram, *Bartram's Travels*, University of North Carolina DocSouth digital documents project, <http://docsouth.unc.edu/nc/bartram/bartram.html> Part II, Chapter 5 (Accessed January 2007).

Fifty Years and Counting...

The Library, the Friends of the Library and How it all Began

By *Linda Fasulo*

The Grammy award-winning country quartet, The Statler Brothers, had a hit song several years ago entitled, "Do You Remember These?" The song lyrics presented a nostalgic look at the 1950s with Howdy Doody, Roy Rogers, James Dean, sock hops, moon hubcaps, Veronica and Betty and knock-knock jokes. For many, these evoke fond memories—memories of a simpler time when the world was yet to be conquered and the book of life filled with pages waiting to be written.

Naples, Florida was a very small town then. According to an article in the December 25, 1953 *Collier County News* (forerunner of *Naples Daily News*), Naples' population had grown to an astonishing 6,000 people. This figure was derived by using what was, at that time, the standard rural-urban national average of 3.5 persons for every electric meter.

As with any developing community, much of the history of one organization is closely allied with that of others. Like links in a chain, they support and strengthen one another. A case in point is the early relationship between the Friends of the Library and the Naples Woman's Club.

Naples Woman's Club

In 1932, the Naples Woman's Club received a gift of a home at 518 Eleventh Avenue South in Naples. This became the first Woman's Club clubhouse. The organization remained there until 1951, when the present building on Park Street was completed.

As a service to the community, the Naples Woman's Club developed a small "book room" in the Eleventh Avenue South location and sustained this community service for eighteen years. An article in the *Collier County News* on Friday, October 16, 1953, announced the appointment of Mrs. O. L. Harris as librarian and reminded residents that the Library was now open from 3 to 5 p.m. Monday through Friday, and on Monday evenings from 7:30 to 9 o'clock. It also mentions that eighty-nine people used the library during the month of September and that 141 books were loaned.

Friends of the Library Launched

In January 1957, with the support of the Naples Woman's Club, Judge E. A. Wildermuth (also recognized locally for his efforts to fund and build the first hospital in Naples), local attorney Ben Parks, Jr., *Collier County News* Editor Michael Chance and others met to loosely form what is now known as the Friends of the Library of Collier County, Inc. Although it wasn't until March 1961 that the local organization officially incorporated, 1957 marks the year this small group of library "Friends" began to work diligently toward the creation of a Collier County Free Public Library.

Building Support for a Library

Wildermuth, former head of the Indiana State Board of Regents, brought experts in from Chicago and Rutgers University to survey the need for a public library and suggest procedures and requirements. Armed with the survey's results, Wildermuth, Chance, and Parks went to County Commissioners to promote the idea. Friends members also committed to speak to organizations around the county on the need to create a public library.

The Friends also contacted the Florida State Library for help and direction. A letter dated January 14, 1957 to Mr. R. H. Goodlette of Naples from Verna Nistendirk, Director, Florida State Library Extension, encourages the Friends in their efforts to create a public library system and provides information about a new federal grant program designed to help fledgling libraries underwrite the cost of books, bookmobiles, equipment, and salaries. The amount of the grant is given as \$40,000, payable in \$10,000 increments over a four-year period.

The grant's minimum local appropriation requirement for eligibility was set at fifty cents per capita or a sum equal to one-half mill of the assessed valuation. For Collier, it would mean \$8,000 from the county per year as a match to the \$10,000 in federal grant funding.

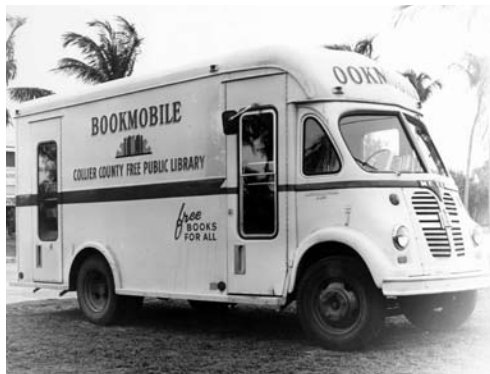
Over the next seven months, organizations and individuals aligned in support of a county public library system. The lead headline in the Tuesday, July 16, 1957 *Collier County News* read, "Naples Chamber Supports Move For County Library." The article stated that a letter had been sent by the Naples Chamber of Commerce to the Board of County Commissioners suggesting a proposed library system for Collier County be considered during upcoming budget hearings. Apparently the Board concurred, as on Tuesday, September 3, 1957 at the regularly scheduled County Commission meeting in Everglades (Collier County Seat until 1962), members voted 4-1 to create the Collier County Free Public Library. Because of the determined efforts of the Friends of the Library, supported by the Naples Woman's Club, *Collier County News*, Naples Chamber of Commerce and a host of concerned citizens across the county, the Collier County Free Public Library was born.

Establishing Library Service

On Friday, September 6, 1957, the *Collier County Citizen* reported on passage of the referendum. The article reads in part, "...A free county public library was approved Tuesday by the (Collier) County Commission. It will have a central station, perhaps at Naples, collection stations at other points and a traveling bookmobile to connect them. The cost of the project will be \$15,000 a year from the county and \$10,000 a year in Federal aid for four years. . ."

The county, with the assistance of the first Library Board, also negotiated a lease with the Naples Woman's Club for its existing library space until such time as a larger, more suitable location became available. Terms of that first lease covered a two-year period beginning December 1, 1957 and ending





Collier County's first library building is shown on the opposite page. Left, Collier County's bookmobile provided continuous library service for county residents from 1958 to 1981. Right, some of the early staff of the Collier County Library.

November 10, 1960. Total rent for the two years was \$1,166.66, to be paid in two installments. On July 14, 1959, the Woman's Club donated its full 7,000 volume book collection to the new Collier County Free Public Library.

In March 1958, the first county librarian, Mrs. June Haschka, was hired with a designated start date of April 1, 1958. The advertised salary for the position was \$5,200.

Bookmobile Service

During that same period, bids were solicited for a bookmobile chassis, with body construction to be carried out by the Gertenslager Co. in Wooster, Ohio. The bookmobile would carry books to Immokalee, Marco, Everglades and other, more remote, county locations. Total cost of the vehicle was \$7,200, with annual operating expenses estimated at \$600 to \$800, plus driver salary. The bookmobile provided continuous library services to county residents from September 1958 to May 1981. By this time, the Golden Gate, Immokalee and Collier North (Vanderbilt Beach) Branch Libraries were open and operating, and the demand for bookmobile services had significantly lessened.

In its annual report for fiscal year 1958, the Collier County Library Board records that there were 910 registered borrowers (453 adults/547 juveniles), 3,659 books were circulated with 3,875 cataloged and 2,599 people visited the library. Circulation for the bookmobile for the month of September (its first month of operation) is given as 685. (By way of comparison, today's Collier County Public Library boasts 169,459 registered borrowers, with an annual circulation of 2.7+ million. A total of 882,883 items are cataloged and 1,761,491 people visited the library in 2006.¹)

Building A Library

Over the next four years, patronage of the new Collier County Free Public Library in-

creased to the point where it outgrew its Woman's Club location. In December 1962, the Library finally left its home with the Naples Woman's Club, relocating to a much larger building at the corner of Third Street and Broad Avenue, former branch office of the Collier County Courthouse.

The Friends of the Library in 1961 launched a capital campaign to raise funds for a permanent public library facility, one that would also serve as administrative headquarters for the Collier County Public Library system. In February 1963, Naples resident, Mrs. Ferdinand Lee, purchased a full block of land extending from First Avenue South to Central Avenue between Sixth and Seventh Streets in downtown Naples. The cost of this full city block was \$95,000. She then donated the land to the Friends of the Library with the proviso that it would remain in possession of the Friends to be used for Library purposes and that the project must be completed or at least started within five years. The Friends of the Library still maintain possession of the Central Avenue site, and the county holds a 99-year lease at the rate of \$1 per year.

In September 1963, the Friends erected a sign at the Central Avenue location designating the land as the proposed site of the future Collier County Free Library, and in December of that same year, the *Collier County Daily News* ran a plea by Planning Committee Chair for the fund drive, Ben Parks, soliciting ideas from the community on ways in which to raise funds for a county public library building. A subsequent article on January 7, 1964 sets the library fund drive goal as \$110,000.

The aim of Parks' plea was to involve the entire county in the project. He apparently was successful, as an article just six months later announced the fund drive had hit \$42,100. March of 1964 was also proclaimed "Help Build Your Library Month" by Naples Mayor Archie Turner, who encouraged all citizens and winter visitors to "do all that they can to support this worthwhile project..."

At a meeting on November 24, 1964, architectural plans were unveiled for the first time. The proposed library building was to be 60' x 110', with a total square footage of



6,600. It would face the south side of Central Avenue and provide ample parking, plus space for expansion. A loading dock had been incorporated into the proposed design for ease in loading and unloading the Bookmobile. (Since that time, the Central Avenue location has twice been expanded. The first in 1976, with the addition of a children's room; the second increased the building's overall size to its present 37,000 square feet.)

On February 13, 1966, the American flag was raised for the first time in front of the new Headquarters Library of the Collier County Public Library system. It's still flying today, thanks in large measure to the Friends of the Library. For the record, total cost of that first library building amounted to \$200,000 (including land), all of which was provided by the Friends of the Library of Collier County.

Library Growth

Since those early days, the Collier County Public Library System has grown exponentially. Today, it encompasses two large regional libraries and seven smaller branches. Plans are now underway to build a third regional library in the southern area of the county and to more than double the size of Golden Gate Branch. A large meeting hall addition to the Marco Island Branch Library is also planned and is being funded entirely by money raised by the Friends of the Library of Marco Island.

Partnerships are important in life. While the next fifty years reflect pages yet to be written, when Collier County Public Library's Centennial Birthday rolls around in 2057, most likely county residents and the Friends of the Library will be right there celebrating too!

Linda Fasulo is Public Relations Specialist for the Collier County Public Library.



Libraries Tell Stories

Libraries do tell stories—stories about themselves and their impact on people's lives, about the communities in which they reside, about people and events that have gone before, and about characters and happenings that spring from the imagination. Stories such as these will be the focus of this year's FLA Annual Conference. If you haven't already made plans to attend, go straight to the FLA Web site and make your reservation!

This year's program is the result of a new approach to conference planning and promises to be especially exciting. Rather than limiting ideas for programs to FLA member groups, the process was opened up to allow anyone to submit a program proposal. More than 100 proposals for conference programs were submitted and those that were accepted showcase innovative programs in Florida libraries and feature topics of interest to people in many types of libraries.

Four preconferences will run simultaneously on April 10, followed by conference programs beginning on Wednesday, April 11 and continuing through Friday, April 14.

Leading off as keynote speaker will be Stephen Abram, Vice President for Innovation with SIRSI/Dynix, who will forecast trends in library technology. Another special program will feature FSU College of Information professor Wayne Wiegand portraying Melville Dewey.

Programs fall into eight different tracks: administration and management; technology; collection management; youth services; outreach and programming, marketing and public relations; customer service and reference; and buildings.

Administration and Management

Black Belt Librarians (Preconference)

Develop effective security programs with

guidance from Warren Davis Graham, Jr., Security & Safety Manager for the Public Library of Charlotte & Mecklenburg County, NC.

Does it Matter How Many Piercings I Have?

Hear from early career librarians on generational issues facing academic libraries.

Cultural Sensitivity

Increase your awareness of cultural differences in communication and values as they affect library services.

Strategies for Success:

Thinking Outside the Box

Identify potential supporters, volunteers and members using ideas from the non-profit world.

What Do They Think of Us?

What Should We do About It?

Examples and anecdotes illustrate ways rank and file employees and middle managers can lead the library profession and their community from within an organization.

Are Paraprofessionals Professionals?

Discuss the appropriateness of the term "paraprofessional" for the changing face of library workers.

Telling the Staffing Story in Words & Numbers

Learn effective ways to communicate staffing needs.

Selecting the Best Survey Tool to Tell Your Library's Story

Discuss benefits and issues of free online survey instruments.

Leading from Within

Discover ways to lead within an organization.

Library Fundraising: The Role of Managers and Administrators

Discussion of the role of management in fundraising, along with strategies and planning tips.

The Leadership Gap:

Library Administrator Profile Research

Report on recent surveys and discussion of their implications for community college library leadership.

Technology

Telling it Like I Was:

Doing Oral History in the Digital Age (Preconference)

Learn techniques for migrating library-based oral history programs to the Web and become familiar with legal and technical issues involved in these initiatives.

Library Users as Producers:

The Philosophy of Web 2.0

Learn about Web 2.0, the creation of social networks and the implications for libraries.

Second Life

Tour this virtual world and learn how libraries can use it.

Emerging Technology for Public Printing

Panel discussion of policies, practices, payment, and technologies for public printing.

Collection Management

Sound Purchase Decisions for Electronic Resources

Presentation of a systematic evaluation for objectively selecting electronic resources.

Uncovering Buried Treasure: Making Primary Sources Available

Panelists discuss a statewide partnership to develop descriptive access to archival collections.

Clean Up Your Catalog!

Learn practical tips to inexpensively and efficiently reduce catalog errors and increase relevant retrieval results in library automation systems.

Youth Services

Try a Little TLC With Your Teens

Orange County's Teen Library Corp (TLC) inspires civic responsibility in young people through participation in a service-learning environment.

All About Games and Gen Y

Learn about using games to bring Generation Y into the library.

Connecting Boys with Books

Author Michael Sullivan will discuss ways to engage boys with reading.

Tales from the Dream Team: Strategies to Attract Kids to Libraries

Youth librarians present programs designed to attract non-users: 2 for Spanish speakers and 1 on gaming.

Computer Instructions for Kids 5 to 9

Demonstration of a library-based computer instruction for young children.

The Impact of Storytelling on Literacy

Learn how brain research supports stories & storytelling as foundations for childhood literacy.

Storytelling: Tips, Tools and Techniques (Preconference)

Enhance storytelling skills with Kay Byrnes, President of the Florida Storytelling Association.

Born to Read – It's Not Just for Babies Anymore!

Marion County Library will share its experience expanding the audience for this program to children through grade three.

Story Swap

Professional storytellers will demonstrate techniques for telling captivating stories.

Handmade Tales: Stories to Make and Take Tales

Add Wow! To make and take tales using household items.

Super Powers Unite!

A public library-public school partnership has promoted cooperative ventures to inspire young people to read and use libraries.

Author Visits

Leslea Newman, author of *Heather Has Two Mommies* discusses the difficulties sur-

rounding publication of her book.

Catherine Murdock, author of the popular and funny young adult book, *Dairy Queen*, will talk about the book and sign copies.

Outreach & Programming

Reaching Out to Tell the Academic Library's Story

Panel presentation of new ways to market academic library resources and services through outreach and partnerships with faculty.

Creating Traveling Exhibits That Build Sustainable Partnerships

A research library shares experiences in creating traveling exhibits of special collections and developing museum partnerships.

Academic Information Literacy

Information literacy practitioners present best practices and trends in student education in Florida universities.

A Tale of Oral Histories

Everything you need to know about adding oral histories to your collection.

Big, Medium or Small? One Book/One Community Program for All Florida Libraries

Representatives from libraries of different sizes outline approaches to develop successful One Book/One Community programs.

Adult Learners Sampler (Preconference)

Learn from the Winter Park Public Library's Lifelong Learning Institute about designing successful programs to meet the needs of adult learners.

Storytelling for the Adult Listener

Explore options for adult storytelling in a library venue.

Florida Stories: Connecting with Adult Audiences

Hear about ideas for programs to attract adult non-readers; the Center for the Book's new *Florida Literary Resource Guide*; and *The Dark Side of the Sunshine State: The History of the Florida mystery*.

Customer Service & Reference

Remarkable News Stories Now Available Digitally

Story of Florida Digital Newspaper Library.

Emotional Customer Service

Andrew Sanderbeck of People Connect Institute will speak on building relationships with patrons and co-workers while lowering work day stress.

Research in Academe

Hear reports on studies of reference usage statistics and patterns and a survey of academic library directors on library as place.

Using the U.S. Public Library Geographic Database

Tour of a free Web-based resource for community demographics analysis, customer segmentation, and planning library services and facilities

Beyond an Apple a Day: Providing Consumer Health Information in a Public Library

Hands-on session covering information-seeking behaviors and privacy issues.

Uncover Your Perry Mason: Using the Internet to Help Your Patrons with Legal Questions

Designed to enable non-law reference librarians assist patrons with legal questions.

Online Database Training for All Ages

Hear from school, public and academic librarians on instructing students, teachers, and others in using online resources.

Marketing & Public Relations

Library Branding: Who Do People Say You Are?

Help for libraries to proactively market programs and services to multiple audiences.

Tales of an Academic Library Advancement Team

Multimedia, theatrical vignettes, and role playing reveal the business model followed by USF libraries in marketing, public relations, and strategic planning.

continues on page 22

Libraries Tell Stories: *continues from page 21*

Buildings

Designing Buildings for Learning

Ideas for planning a library building that supports learning.

Mildly Delirious Libraries: Transforming Your Library from Top to Bottom

Move your library from uninspired to wildly successful using techniques from the hospitality industry.

Exhibits

The exhibits area will feature numerous vendors representing publishers, database providers, architectural and furnishings companies, and others providing services of interest to libraries. A special vendor demo room will allow vendors to demonstrate the latest in technology and products. A list of exhibitors is available on the FLA web site.

Other special events

President's Reception

Join FLA President Sol Hirsch and winners of the Florida Book Awards at a reception on Thursday evening.

Scholarship Silent Auction

Bid on a themed gift basket and help fund FLA's three scholarships for library school students.

Make your Resume Work for You

Looking for a new job? Attend an information session with tips for writing successful resumes, followed by a review session.

Awards Presentation

Join FLA in honoring individuals, libraries, and friends groups for their achievements and contributions.

Poster sessions

Learn about innovative programs in Florida libraries through poster sessions.

Roundtables

Join others to discuss hot topics in libraries.

FLA Business

Join FLA member groups or participate in meetings of committees. Meet your newly elected officers as they're installed as members of the FLA Executive Board. An orientation for all of those assuming leadership positions in FLA will take place during the conference.

Writing about writing

By Joyce Sparrow

Roy Peter Clark

Writing Tools 50 Essential Strategies for Every Writer

New York: Little, Brown, and Company, 2006

ISBN: 978-0-316-01498-4, \$19.99

This may be the most daring review I will write—it's about a book on writing. As a lifelong student of composition, I strive to improve my ability to clearly relay information in e-mails, reports, and even book re-



views. I consider

Roy Peter Clark's *Writing Tools 50 Essential Strategies for Every Writer* an outstanding resource for all writers.

In the book, Dr. Clark, Vice President and Senior Scholar at the Poynter Institute, compiles his fifty best writing tips. The Poynter Institute, located in St. Petersburg, Florida, is an internationally recognized journalism school dedicated to teaching and inspiring journalists and media leaders. Clark, a Poynter faculty member since 1979, has spoken about writing on *The Oprah Winfrey Show*, National Public Radio, and *Today*.

Clark's work assists the novice and expert writer on making the most impact with the written word, whether it is in letters, articles, memos, or PowerPoint™ presentations. For the new writer, Clark's tips serve as a guide to creating good writing habits, from constructing sentences to accepting criticism. Experienced writers benefit from applying

Clark's tips to check their recent works. Each chapter ends with exercises pointing the readers to examine their own recent writing samples to repair problems such as excessive adverbs, passive sentence, and misplaced punctuation.

The book is divided into four sections: "Nuts and Bolts," "Special Effects," "Blueprints," and "Useful Habits." "Nuts and Bolts" reviews verbs, punctuation, and inflections. Inflections! What's that? An inflection is an element added to a word to change its meaning; the most over used inflection is -ing. Adverbs are scrutinized for intensifying rather than modifying a word. "Special Effects" focuses on word placement and defamiliarization, a literary technique that presents a common element in an unfamiliar way. "Blueprints" examines the organization of a document. Clark explains the difference between reports that convey information and stories that create experience. The "Blueprints" section addresses journalistic techniques such as writing from a cinematic view. Finally, "Useful Habits" looks at organizing the writer. From creating a mission statement and establishing goals for your work to managing large projects by breaking them into smaller pieces, this section addresses the methodology of writing and project completion.

Colleagues who have read *Writing Tools* on my recommendation have cringed at the idea of reviewing the reports and memos they have written and tossed the idea off. I disagree: taking the fifty tips and applying them to your own creations will make you a better writer. If you create the library newsletter, write book discussion guides, or write quarterly reports, applying Clark's tools will boost your personal confidence and convey your message to your audience. *Writing Tools* is highly recommended for all library collections. Place your reserve early because this book will be in demand.

Joyce Sparrow compiles the "Florida Reads" column. She can be reached at jsparrow@jubpinellas.org.



ACADEMIC Libraries Tell Stories
FLORIDA LIBRARY ASSOCIATION
83rd ANNUAL CONFERENCE
APRIL 10-13, 2007
LAKE BUENA VISTA, FLORIDA

***Join the FLA Academic Section
for the following conference programs:***

Wednesday, April 11

RESEARCH IN ACADEME

Speakers: Douglas Black, Reference Librarian, Nova Southeastern University; Jason Martin, Instructional Initiatives Librarian, University of Central Florida **Description:** Black reports results of quantitative and qualitative studies of reference usage statistics and patterns. Martin describes a survey of academic library directors on their views of the academic library "as a place." 8:00 a.m. - 9:30 a.m.

THE LEADERSHIP GAP: LIBRARY ADMINISTRATOR PROFILE RESEARCH

Speakers: Dale F. Campbell, Professor and Director, Community College Leadership Consortium and FUTURES ASSEMBLY; Ben Walker, Collection Planning Librarian & Assistant Chair Access Services, University of Florida **Description:** A report on the results of recent surveys and discussion of their implications for community college library leadership. 1:30 p.m. - 3:00 p.m.

REACHING OUT TO TELL THE ACADEMIC LIBRARY'S STORY

Speakers: Gloria Colvin, Reference/Instruction Librarian, Florida State University; Melissa F. Gonzalez, Community Resources/Reference Librarian, University of West Florida; Deborah Keeler, Associate Professor/Librarian, Miami-Dade College; Renee Cole Montgomery, Reference/Instruction Librarian, University of Central Florida **Description:** Panel members describe new ways to market academic library resources and services through outreach and partnerships with faculty and students. 1:30 p.m. - 3:00 p.m.

Thursday, April 12

ACADEMIC INFORMATION LITERACY

Speakers: Stephanie Brenenson, Coordinator of Library Instruction, Florida International University; Nancy Cunningham, Associate Director for Reference & Instruction, University of South Florida Tampa; Carole Hinshaw, Reference Department Head, University of Central Florida; Catherine Lavalley-Welch, Associate Librarian, University of South Florida Lakeland; Bill Modrow, Learning Services, Florida State University. **Description:** Information literacy practitioners present best practices and trends in student education in Florida universities. 10:00 a.m. - 12:00 p.m.

STATE UNIVERSITY LIBRARIES OVERVIEW, DISCUSSION AND UPDATE

Description: An Opportunity for state university library colleagues to discuss issues of common interest. The Florida Center for Library Automation and SUS Library Committee chairs report the latest developments in ALEPH. 3:30 p.m. - 5:00 p.m.

Sponsored by the FLA Academic Section - <http://facrl.fcla.edu/>
For information on additional FLA Annual Conference academic programs, see
http://www.flalib.org/conference_2007.html

FROM THE EXECUTIVE DIRECTOR

FLA Introduces New Faces, New Place, New Look

Greetings from the new Florida Library Association office! I hope you've heard by now that FLA is using several different providers for management of its various activities, but in case you haven't, they are listed later in this column.

Another major change occurred recently. Gloria Colvin, our first Communications Coordinator, who began contracting with FLA for these duties in 2001, resigned in February. Gloria has devoted a tremendous amount of time and energy to the Association as Communications Coordinator and in other ways. She will continue to be an Executive Board Director and Editor of *Florida Libraries*. I know I speak for everyone in expressing profuse thanks for all she does. Everything Gloria does is so well thought out and carefully produced — she has really made us look good to the press and Floridians!



Ruth O'Donnell

Gloria is training our new Communications Coordinator, Nancy Enterline, who assumed the position in early February. Nancy is a recent master's degree

graduate of the Florida State University College of Information and has an undergraduate degree in English and Art History. Her work experience includes public relations and communications positions with non-profit organizations.

On another publications topic, the FLA News Digest, our monthly online newsletter, has a new announcement format. Editor Laura Kirkland developed the colorful and informative format to provide a preview of contents when the announcement arrives in your mailbox.

Our new service providers are:

- CMC and Associates – conference management. Meghan Wozniak is our lead at CMC.
- Northeast Florida Library Network (NEFLIN) – financial and membership management, Board meeting arrangements, and FLA office. Laura Satterfield is our half-time Bookkeeper/Administrative Assistant and the whole NEFLIN gang serves as her backup. Our new FLA office contact information is:

2233 Park Ave, Suite 402
Orange Park, FL 32073-5569
Email: flaoffice@neflin.org
Phone: 904-278-5622
Fax: 904-278-5625



Laura Satterfield

- Longleaf Web Services – Rick Davies handles Web site development and maintenance.
- Florida State University College of Information – The College is generously hosting the FLA Web site and general e-mail list at no cost. Thank you, Dean Larry Dennis and Dr. John Bertot!

-Ruth O'Donnell