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North Dakota State Library FLICKERTALE

Volume 40 Number 5 September/October 2010

DATES

September
Library Card Signup Month

September 29 - October 2
ND Library Association Annual Conference - Grand Forks

October 12-13
ND Library Coordinating Council Bismarck

Reference Corner

It can be a little overwhelming when patrons walk into a library and are inundated by thousands of items. Often we get sidetracked and end up stumbling upon treasures we never meant to find. At the State Library, a new theme is chosen every month and items are displayed. Some theme ideas include books that movies are based upon, seasons of the year, holidays, and unique celebrations. Library-specific events such as Teen Read Week, Banned Books Week, and National Children's Book Week also provide excellent themes for your displays.

Themed displays are a great way to provide the perfect sidetrack for patrons - allowing them the opportunity to discover new treasures within your library's collection.

Noteable NDLA Workshops Being Presented by State Library Staff

Social Networking in Libraries

Presented by Kristen Northrup - Head of State Documents

Setting up and using Web 2.0 tools is easy, but creating policies, assigning responsibilities, measuring effectiveness, and simply continuing to have things to say after the first two months is challenging. This session will focus on how libraries can enhance their services with Facebook, MySpace, Flickr, and Twitter, with time for discussion on other hot new tools of interest. Discussion will also focus on how librarians can effectively balance their personal and professional online identities in order to take full advantage of networking and other professional development opportunities.

Explore LearningExpress Library

Presented by Al Peterson - Head of Training

Taking a Postal Worker practice test, preparing for the ACT, or just brushing up on your Algebra skills are just a mouse click away when your patrons use LearningExpress Library. LearningExpress Library is a comprehensive online learning platform of practice tests and tutorial courses. This session will show how to set up a LearningExpress Library account, explore content of the database, how to sign up for a test, and look at the E-books that are included. LearningExpress Library has something to offer everyone.

A Career in Libraries? There's a Grant for That!

The State Library Master of Library and Information Science (MLIS) grant is available on an ongoing basis, with applications being accepted at any time throughout the year. The grant, which requires that recipients be North Dakota citizens and also be enrolled in an American Library Association accredited school, may be used to pay tuition, university fees, and textbooks required to complete the course of study. Grant recipients must work full-time in a North Dakota library for two years following the completion of their degree. Grant awards will range from a minimum of $1,000 to a maximum of $7,000 and are awarded on a competitive basis. More complete grant guidelines and an application form are available at www.library.nd.gov/grants/MLIS2009.pdf. Questions may be directed to Cindy Clairmont-Schmidt at 800-472-2104 or ccclairmont@nd.gov.

State Library Training Department Offers New and Improved Webinars

The Training Department at the North Dakota State Library is offering web based training again this year. The times and dates for these webinars can be found on the State Library Calendar, http://bit.ly/2kBbOM. You may register by clicking on the link and selecting Register Online or you can call Steve or Al at 800-472-2104 and register over the telephone. The State Library has switched software and is now using GoToMeeting to deliver webinars. Mac users will be happy to know that GoToMeeting is compatible with Mac computers!

If you need assistance setting up your computer for a webinar or have any other questions about State Library webinars, please feel free to contact Al Peterson or Steve Axtman at ndsltrain@nd.gov or 800-472-2104.

e-Newsletters Available From the State Library

Would you prefer to receive your copy of the *Flickertale* newsletter via e-mail? If so, simply fill out and submit the form at http://www.library.nd.gov/enewsletter.html and you'll be added to the *Flickertale* e-newsletter distribution list. A download link will be sent to you as soon as each new issue is available, arriving via e-mail about 1-2 weeks before printed copies normally arrive. Pictures published in the Flickertale e-newsletter are full-color. The North Dakota State Library Talking Books newsletter *Discovery* is also available as an e-newsletter. What's not to love? You can also rest assured that your e-mail address will only be used for e-Newsletter delivery and will not be released to third parties. Sign up for your e-newsletter today!

Read to a Pet - At Your Library!

Young readers at West Fargo Public Library and Grand Forks Public Library have recently had the opportunity to read to an unlikely audience - pets! Aimed at reluctant readers, the programs have shown great success. Kids report that reading to a pet is comforting because of the nonjudgemental nature of the pets. With no worries about pronunciation, grade-level, or personal style, kids are free to share their favorite books with the forgiving and loyal animals. The only balking from the pets comes when the reading stops!

For more information about starting a similar program in your library, visit the Intermountain Therapy Animals Reading Education Assistance Dog (READ) website at http://www.therapyanimals.org/R.E.A.D.html.

Children's Internet Protection Act: *What You Should Know*

The Children's Internet Protection Act (CIPA) is a federal law enacted by Congress to address concerns about access to offensive content over the Internet on school and library computers. CIPA imposes certain types of requirements on any school or library that receives funding for Internet access or internal connections from the E-rate program – a program that makes certain communications technology more affordable for eligible schools and libraries. In early 2001, the Federal Communications Commission issued rules implementing CIPA.

In addition to E-rate funding, the Children's Internet Protection Act established new Internet safety requirements for the Institute of Museum and Library Services (IMLS) State Grants Program. Under the State Grants Program, IMLS awards financial assistance to State Library Administrative Agencies, which, in turn, use the funds for statewide activities or to make sub-grants to enhance local library activities. The North Dakota State Library must provide assurance to IMLS that all Library Services and Technology Act State Grants Program funds will be used in accordance with CIPA's requirements.

For more information about CIPA and how it relates to libraries, visit www.fcc.gov/cgb/consumerfacts/cipa.html.

Library eBooks Can Have Positive Effect on Publisher Sales and Profits

A recently published white paper by a leading distributor of eBooks, audiobooks, music, and video, shows how library collections of eBooks can still drive sales of books, eBooks, and audiobooks in the retail market. Citing examples such as advances in copyright technology; promotion and advocacy of authors, genres, and new formats; and even a direct link from library catalogs to retail websites that allow purchasing, the evidence presents a persuasive argument. Just as traditional library lending of print materials does not slow or stop retail sales of printed books, neither does library lending of electronic items put a damper upon retail sales of electronic items.

If you'd like to read the entire paper or check out the methodology used, you may do so online at www.overdrive.com/files/PubWhitePaper.pdf.

Updating Your Contact Info

It's important that the State Library has your current library contact information. Please contact the State Library if any of your library contact information has changed. Changes include new staff, new board members, email or postal address, telephone or fax number, or library hours. Send updated contact information to the State Library Administration Office at 800-472-2104 or ndsladmn@nd.gov.

Dates Set for 2011 Spring Workshops

Clear your schedule and mark your calendar - the 2011 North Dakota State Library Spring Workshop dates have been finalized! Three full days of workshops will be held in Bismarck, March 30-April 1, 2011. Next year's format will be a bit different. Instead of two days of workshops in two locations, the workshops will be three days and will only be held in one location.

Mark the dates on your calendar and make plans to attend another year of quality library-related workshops.

New Arrivals in Library Science

Science fiction and fantasty (Our freedom to read, v.4)

The book of lost books : an incomplete history of all the great books you'll never read

Books as history : the importance of books beyond their texts

Reluctant capitalists : bookselling and the culture of consumption

Library ethics

Hosting a library mystery : a programming guide

Information and liberation : writings on the politics of information and librarianship

The library PR handbook : high-impact communications

Write grants, get money

Fundamentals of collection development and management

Magic search : getting the best results from your catalog and beyond

The back page [essays from Booklist]

The readers' advisory guide to genre fiction

Sequels : an annotated guide to novels in series

The librarian's book of quotes

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