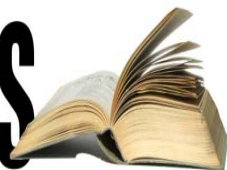


BEYOND BOOKS



A work session for journalists, librarians and citizens

April 6-7, 2011 / MIT / Cambridge, Mass.

(immediately prior to the National Conference for Media Reform)

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NEWS, LITERACY, DEMOCRACY AND AMERICA'S LIBRARIES

Here is a transcript of real-time participants' comments posted during a July 13, 2011 online webinar conducted for members of the American Library Association to discuss opportunities for librarian-journalist collaboration. Underlining for emphasis only has been added by Bill Densmore. The announcement page for the webinar is here:

<http://www.learningtimes.net/ala11/d1s2/>

The archive of the real-time webinar, which lasted 52 minutes, can be run with synchronized audio and video from this URL:

<http://squirrel.connectpro.acrobat.com/p19003321/?launcher=false&fcsContent=true&pbMode=normal>

If your browser or computer will not launch the presentation, you can download an Adobe Acrobat PDF version of the slides from: <http://www.newshare.com/ala-webinar.pdf>

And the accompanying downloadable audio track from:

<http://www.newshare.com/blbionews/ala-webinar.mp3>

You can then step through the slides and manually sync it to the audio file.

The presenters (in speaking order) are Marsha Iverson, of the King County (Wash.) library system; Nancy Kranich, past ALA president and library-journalism researcher and professor at Rutgers University; Mike Fancher, retired executive editor of the Seattle Times; and Bill Densmore, Reynolds Journalism Institute researcher. Fancher and Densmore are both on the board of Journalism That Matters. Kranich is also founder and leader of ALA's "Center for Public Life."



- Marsha Iverson miverson@kcls.org
- Nancy Kranich nancy.kranich@rutgers.edu
- Mike Fancher fanch@mikefancher.com
- Bill Densmore densmore@mediagiraffe.org

GENERAL CHAT:

Brandy Buenafe [Visalia]: @Susan, what kind of things do you write about?

Sharon Drake [Cullman]: I like that graphic

Bea Stucke [Rapid City]: We are often featured in the paper with new and ongoing services

Sharon Drake [Cullman]: I like that graphic

Bea Stucke [Rapid City]: RCPL has good relationship with media

Abbie Anderson [Port Orchard]: @Susan: it can be easier to get personal relationships with local media reps in small communities. Kudos to you in Bedford (IU alum, here, B'ton resident ~20 yrs). I had success (& fun) with local papers in rural SW WA as lib. branch manager.

Eileen Aldrich [Westminster, MA]: both want reliable information

Donna Maher [Anderson]: presenting information

Abbie Anderson [Port Orchard]: @Susan: it can be easier to get personal relationships with local media reps in small communities. Kudos to you in Bedford (IU alum, here, B'ton resident ~20 yrs). I had success (& fun) with local papers in rural SW WA as lib. branch manager.

Donna Maher [Anderson]: presenting information

Susan Miller [Bedford] 3: @Brandy: we write about programs and grants. We also talk about book releases and give ECRR tips.

Abbie Anderson [Port Orchard]: Another library where I worked had a reference librarian who established a regular monthly RA feature with the big county paper, with librarians across the district signing up to write the pieces (I did two while I was there).

Susan Miller [Bedford] 3: @Brandy: we write about programs and grants. We also talk about book releases and give ECRR tips.

Leif Madsen [Denver, CO] 2: I'm a webmaster, here's my lounge where I update myself on world events every day: <http://mydsn.org/lounge.htm>

Stephanie Bengler [Edmonton]: Abbie, Edmonton is a good-sized city (almost 1 M) and in my experience the key to developing relations with media is to give them good stuff semi-regularly (and treat them like real human beings).

Leasa Hall [Tryon, NC]: @Abby Anderson Love it!

Leif Madsen [Denver, CO] 2: & I want my patrons (students) to visit my library before they use Google...

Reina Williams [Chicago/Illinois]: Wow! @Leif that's awesome!

Leif Madsen [Denver, CO] 2: Thanks... I like it ;>)

Abbie Anderson [Port Orchard]: @Stephanie: absolutely! give them reasons to want to work with us and to be interested in what we do. The key to all partnerships. Yes!

Reina Williams [Chicago/Illinois]: @Leif I subscribe to so many feeds my email box is flooded with information. It takes some time to go through it. I would prefer to have a page like this where I can pick the information I want to read on a given day.

Leif Madsen [Denver, CO] 2: I tend not to subscribe to feeds for just that reason... I like to choose & social network, hence, the lounge...

Leif Madsen [Denver, CO] 2: Ben Franklin - a true champion of middle-class value & knowledge dissemination

Tiffany Brand [Pittsburgh]: @Reina Have you tried Google Reader to keep from being overwhelmed by feeds?

Leif Madsen [Denver, CO] 2: Amazingly, America is about to return to Feudalism; Kings/Barons = CEO's & Corps. are fiefdoms

Reina Williams [Chicago/Illinois]: @Tiffany No I have not. I read about using Google Reader, but I have not taken the time to check it out. But I will very soon! :)

Leif Madsen [Denver, CO] 2: & FOX News is the jester... alas

Robert Riley [Hayward, CA]: @Leif: Well put.

Leif Madsen [Denver, CO] 2: The nerotic citizen is a perfect tool for corp. manipulation... fight the power!!!

Tiffany Brand [Pittsburgh]: "Librarians As Community Partners: An Outreach Handbook" is a relevant resource I highly recommend.

Kathleen Goodyear [Kansas City, MO]: In so many ways, the media has become controlled by the big corporations - there is now the problem of trusting them - even trustworthy journalists are routinely trumped by corporate editors.

Nancy Picchi [Nantucket, MA]: Journalist/cyberspace guru Howard Rheingold has developed an excellent mini-course on managing information overload -- <http://howardrheingold.posterous.com/a-mini-course-on-infotention>

Barbara Wagner [Denver, CO, USA]: Journalists will learn how libraries can be info sources for their writing

Leif Madsen [Denver, CO] 2: If I want news these days, I tend to read Rolling Stone

Leif Madsen [Denver, CO] 2: Every news body, even NYT seems to be becoming a corp. shill... alas

Reina Williams [Chicago/Illinois]: @Nancy thanks for the link

Tiffany Brand [Pittsburgh]: With citizen journalism on the rise, information and digital literacy initiative are needed in order to ensure accuracy of sources.

Barbara Wagner [Denver, CO, USA]: See documentary: *The Front Page*. In theaters now.

Leif Madsen [Denver, CO] 2: @Barbara; heard about that - will aim to see it soon

Barbara Wagner [Denver, CO, USA]: At Chez Artiste in Denver

Leif Madsen [Denver, CO] 2: when everyone is a reporter, what is "truth"???

Leif Madsen [Denver, CO] 2: bias is what is revealed more than anything... deciding for oneself is hard but necessary

Nancy Picchi [Nantucket, MA]: @Reina you're welcome. You can enjoy additional Howard Rheingold insights at <http://www.rheingold.com/university/mini-courses/>

Brandy Buenafe [Visalia]: Assume literacy; how interesting! I never thought of that...

Leif Madsen [Denver, CO] 2: I find vidiots more prevalent...

Dawn Bussey [Glen Ellyn, IL] 6: vidiots? ;)

Reina Williams [Chicago/Illinois]: @Nancy thanks

Linda Whitmill [Aurora]: It depends on what we are inviting them to do.

Michelle Hawkins [Thornton]: Somethink to think about

Stephanie Bengler [Edmonton]: As a corporate librarian I mostly serve my internal clients and consultants.

Bea Stucke [Rapid City]: please check out our effort to involve local history at the library: <http://www.blackhillsknowledgegenetwork.com/>

Melissa Cardenas-Dow [Redlands]: I'm not ready because I need to know more and what i am inviting them to do

Faith Mulberry [Owenton, KY]: I'm not sure I understand how to start...

Susan Gempka [Merrillville, Indiana]: I'm not ready because I don't know enough about this, and would like to learn more and discuss with supervisors and administration for their support

Joanne Eldridge [Lorain OH]: exactly Linda (Cheri here). Practical ideas needed. Lack of funding *huge*.

Leif Madsen [Denver, CO] 2: My caution about the press is what angle they use - it can be great or terrible

Sharon Drake [Cullman]: elementary school LMS....Not sure how it would be incorporated

Miranda Webster [Laramie, Wyoming] 2: @Susan, I agree!

Stephanie Bengler [Edmonton]: But I know a number of public librarians who work with the local storytelling groups to present information in performance form on local history.

Lindsay Stratton [Canandaigua]: Also, many areas no longer HAVE local journalists

Andrienne Cruz [Azusa]: This is a new concept and it needs more structure

Tom Romano [Huntington] 2: Yes, some concrete examples of successful journalist/librarian collaboration

Joanne Eldridge [Lorain OH]: press often has own agenda.

Amy Grubbs [Travelers Rest, SC]: I hope!

Michelle Hawkins [Thornton]: Possibly

Tiffany Brand [Pittsburgh]: Work with journalism to enable news to be read on mobile technologies.

Christopher McAvey [New Hyde Park, NY]: I hope so

Andrienne Cruz [Azusa]: @joanne, I agree too

Tiffany Brand [Pittsburgh]: Sorry I meant to say journalists.

Michael Starks [Zionsville]: To get started, we need a "place," both a physical place and a virtual place where interested journalists, librarians and citizens can go to learn more and contribute.

Joanne Eldridge [Lorain OH]: Michael, exactly.

Laura Cheng [Columbus] 2: stereotype of "librarian" may blocks the collaboration

Marilyn Brissett [St. Thomas, Virgin Islands]: I have collaborated with a local agency and the managing editor of the local newspaper on a Saturday morning program at my school library. Without the managing editors support, we would not have been as successful.

Kathleen Goodyear [Kansas City, MO]: We need new models of journalism where well trained journalists are able to financially function without corporate control.

Abbie Anderson [Port Orchard]: personal relationships overcome stereotypes--get to know your media reps/journalists.

Joanne Eldridge [Lorain OH]: Journal-Register company paper here - have been encouraging reporters to engage more w/ community - put citizen blogs on newspaper website.

Andrienne Cruz [Azusa]: @laura, yeah that is a good point, journalists might think that librarians are too casual, too "storytime" than their gritty personas

Stephanie Bengler [Edmonton]: Librarians should work with entertainers more--learn what they do and how they do it so they can feed journalists information in the forms they appreciate.

Susan Manning: Remember the slides will be available for download once we archive the conference.

Susan Manning: So you can have all these links + contact info

Joanne Eldridge [Lorain OH]: but haven't really gotten libraries engaged in process. Also use See/Click/Fix to report road repair issues, local government maintenance problems.

Tiffany Brand [Pittsburgh]: We need to let journalists know that librarians are researchers and information managers as well.

Susan Miller [Bedford] 3: "Civic Engagement" sounds worryingly political. I believe my library would prefer to stay apolitical -- not promoting a liberal or a conservative agenda. Am I understanding incorrectly?

Stephanie Bengler [Edmonton]: Read Robert Putnam on civic engagement -- it encompasses far more than politics.

Leif Madsen [Denver, CO] 2: politics = warfare without guns; a dicey place to navigate at all times

Joanne Eldridge [Lorain OH]: Doesn't sound political to me - but have to be careful when working with newspapers, some of who work from a particular political agenda.

Bea Stucke [Rapid City]: It is more about the dialogue than the agenda

Kathleen Goodyear [Kansas City, MO]: Civic engagement is the idea of citizens interacting with one another. It's not promoting an agenda other than that.

Joanne Eldridge [Lorain OH]: But yes, civic engagement broad idea.

Barbara Wagner [Denver, CO, USA]: About training journalists: some academic journalism schools are shutting down, e.g. CU-Boulder.

Ashlee Clark [Columbus]: In collaborating with journalists we need a common agenda so that it isn't always about writing up for instance buying games and gaming systems with tax payers money

Dru-Ann Merriman [Texarkana] 5: Maybe community engagement would be a more appropriate term?

Susan Miller [Bedford] 3: Thanks @Stephanie Berger.

Michelle Hawkins [Thornton]: Thanks for all the information

Reina Williams [Chicago/Illinois]: thank you

Stephanie Bengler [Edmonton]: the way our political system is in N. America, sadly true that it's by nature confrontational.

Tiffany Brand [Pittsburgh]: Thanks everyone!

Nancy Picchi [Nantucket, MA]: Thanks, Martha and panelists!

Miranda Webster [Laramie, Wyoming] 2: Thank you!

Melissa Cardenas-Dow [Redlands]: claps

Michelle Fumi Chan [Toronto, ON]: Thank you!

Melissa Volman [Norwalk]: thank you

Dru-Ann Merriman [Texarkana] 5: Thanks!

Melissa Cardenas-Dow [Redlands]: ty

Stephanie Bengler [Edmonton]: Great session!

Leasa Hall [Tryon, NC]: thanks!

Rinalda Farrar [Jefferson City]: Thank you!

Christopher McAvey [New Hyde Park, NY]: Thank you!

Robert Riley [Hayward, CA]: excellent. thanks!

Benecia Renee Williams [Jefferson City]: Thank You

Cheryl Brayn [Orleans, MA]: Thank you all

Meg Aust-Anastasi [Springfield MA]: thanks!

Camila Castro [San Antonio]: Thanks!

Leif Madsen [Denver, CO] 2: thanks indeed - excellent pres.

Brandy Buenafe [Visalia]: thanks

Alex Garcia [Yuma]: great session

Susan Miller [Bedford] 3: Thank you all!

Susan Gempka [Merrillville, Indiana]: Thank you!

Natalie Binder: #libchat!

Presenter asks: What's possible when journalists and librarians meet?

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Susan Miller [Bedford] 3: Dissemination of new research and best practices--like with Every Child Ready to Read.

Ghislaine Hockensmith [Hanover] 2: Cross-marketing

Abbie Anderson [Port Orchard]: Great synergy can happen for public interest.

Timothy Lynch [Portland ME]: Better accuracy when using facts

Tiffany Brand [Pittsburgh]: Increased accuracy of sources.

Nancy Kranich [Highland Park, NJ]: Hyperlocal information

Margot Lyon [Chicago, IL USA]: Provenance confirmation

Lori Shafer [Ironton, Ohio]: We understand what each other needs and how we can join to meet those needs.

elizabeth borghi [san jose]: Greater value of information quality and accessibility

[Tallahassee]: wider publication to reach more audiences

Bea Stucke [Rapid City]: Greater community involvement
Leif Madsen [Denver, CO] 2: If librarians have exciting news to share, new innovation, etc. journalists can help bring it into the light
Eileen Aldrich [Westminster, MA]: Some great collaboration
Michael Starks [Zionsville]: Surprising new understanding of each other's role in society.
Nancy Picchi [Nantucket, MA]: Discovering new and better ways to manage the information flow
Sharon Drake [Cullman]: Improved accuracy
Ashlee Clark [Columbus]: Sometimes Journalists may want to know information that we keep private like what is checked out by a patron. There is a conflict in that circumstance.
Mary Ghikas [Chicago]: Some radical new ways to curate local (community) information.
Iryna Baum [Denver, CO]: Technology literacy, free access for all
Tiffany Brand [Pittsburgh]: Brainstorming on navigating legal issues in using emerging technologies in research.
Dawn Bussey [Glen Ellyn, IL] 6: At my last library, our librarians became weekly columnists for the local paper. And we weren't even in a small community!
Bea Stucke [Rapid City]: Preserve local history

Comments:

Fancher says more interest from librarians than journalists, journalists have a tendency to withdraw. The more we can create models that others can look at, will see success in this area. "Local journalism requires rich community engagement ... younger journalists are much more open to this."

Are you inspired:

80% -- 43 yes

Nancy: Also among librarians, a new arena for some. ALA has a new Civic Engagement Blog.
<http://discuss.ala.org/civicengagement/>

"Nobody knows their community better than librarians. So I think it is up to us to take some risks, jump in ... what will work in our communities that will promote this idea that we must engage citizens ... if we want to have a 21st-century democracy."