

NEWSLETTER

The College of Santa Fe: Past, Present...Future?

Submitted by Mark Harrison

As perhaps most readers already know, the College of Santa Fe has been facing extreme financial difficulties for over a year now, with layoffs beginning in 2007, and radical pay cuts becoming effective since the beginning of 2009. As it stands, the College is set to close as of May 22, 2009, unless the New Mexico State Legislature votes to acquire the college; even then, the College as it currently exists will close, hopefully reopening in the Autumn. New Mexico's HB577, introduced by State Representative Luciano "Lucky" Varela, has already received a "do pass" recommendation from the House, and from the Senate Education Committee. It next faces the Senate Finance Committee, where opposition is likely to be tougher.

The potential impact on the "library community" (librarians & patrons) of New Mexico is dramatic, touching on services to the academic community, the professional community, as well as leaving New Mexico librarians unemployed, or, as it stands now, seriously "underemployed." In terms of services rendered, the College reports an Autumn 2008 enrollment of 1300 students, 900 being New Mexico residents (http://www.csf.edu/csf3/advocate/talking_points2.pdf). Libraries on campus include the Fogelson Library, the Chase Art History Library, Beaumont and Nancy Newhall Photographic Library and the Moving Image Arts Archives. Combined holdings include approximately 200,000 volumes, according to Val Nye, a faculty librarian in the Fogelson Library. The libraries of the College of Santa Fe are primarily a blend of academic and special libraries, whose resources serve the film industry in New Mexico beyond the college campus. In terms of librarian employment, Nye reports that two years ago the library employed five MLS (faculty) librarians, and four staff. This number has been reduced to a total of six. This staffing shortage has required that the Chase and Newhall libraries open only by appointment.

As of this writing, the future of the College "stands on the edge of a knife," to borrow from Galadriel in Tolkien's *The Fellowship of the Ring*. If the Senate Finance Committee does not give a "do pass" recommendation, the College's doom would appear to be sealed, and that vote may have already passed by the time this article is in the hands of readers. Should the vote be favorable, the College will still need all the support that can be mustered. While questions may arise in the minds of readers about how the current crisis came to pass, if the Senate Finance Committee recommends in favor of passing HB577, those questions will be moot. The issues that will remain relevant will be the commitment of legislators and the public to higher education in Santa Fe in general, and to fine arts education and to the preservation of the resources offered at the College to the people of Santa Fe, New Mexico, and beyond.

For further reading and more specific details, readers may wish to review these articles from *The Journal*:

"Crumbling Finances of the College of Santa Fe Come to View," Martin Salazar, Sunday February 15, 2009

"CSF Cutting Staff Hours 25%," Polly Summer, Thursday, February 19, 2009

"CSF Apologizes to Richardson" Polly Summer, Friday, February 20, 2009

Readers can find more information on legislation, and facts and statistics about the college at the College's Advocacy Page, found at: <http://www.csf.edu/advocate>.

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NMLA Conference 2009

New Mexico Library Association To Meet in Albuquerque

By Jeanette Smith, Chair, NMLA Public Relations Committee

The New Mexico Library Association's (NMLA) annual conference, "Sharing Ideas, Building Communities," will be held at the Albuquerque Convention Center April 22-24.

Conference highlights include Toni Garvey, the director of the Phoenix Public Library, who will speak on "10 Things We Know to be True," and library science educator and writer Michael Stephens, who will discuss "Trends and Technologies for the Hyperlinked Library." The Youth Literature Luncheon will feature Neal Shusterman, the award-winning author of *Antsy Does Time* and *The Schwa Was Here*.

Full conference registration fees are \$125 for NMLA members and \$150 for non-members.

At 5,000 feet above sea level and nestled between the towering Sandia Mountains and the Rio Grande Valley, Albuquerque is rich with culture, heritage and breathtaking landscapes, and it is equipped with vibrant energy that's indispensable to a fast-growing city. Nicknamed the "Duke City" because of its namesake, Viceroy Francisco Fernandez de la Cueva, the Duke of Albuquerque, the city represents a synergy of traditional and modern cultures.

For more information, visit the NMLA Web site at <http://www.nmla.org/>.

##

The 2009 Big Read For Youth Services Librarians

by Beth Crist, Library Development Bureau Director
New Mexico State Library

The State Library invites all youth services librarians to read *The Absolutely True Diary of a Part-Time Indian* by Sherman Alexie, then join in a discussion of the book at the NMLA Conference in April. This award-winning book, Alexie's first young adult novel, is a semiautobiographical chronicle of Arnold Spirit, aka Junior, a Spokane Indian from Wellpinit, WA. We'll also

offer an online book discussion on April 15 at 10:30 am using the State Library's new online learning system, OPAL (watch our website at <http://nmstatelibrary.org/> for more info). If the response to the online session is good, we'll offer at least one additional online discussion after the NMLA conference.

Anyone interested in this book and/or program format is welcome; this is a great time for staff from all types of libraries to meet and discuss a good book.

Please contact Beth Crist (beth.crist@state.nm.us; 505-476-9753) if you have any questions about or suggestions for this book discussion program. We hope to meet you online and/or in person in April!

##

State Aid Budget

Joe Sabatini, Co-Chair, NMLA Legislation Committee

Funding for state grants-in-aid are included in a line item in the State Library Budget called "Other". This line item had \$936,600 (for state aid and other programs) in House Bill 2, the General Appropriations Act of 2009, as passed by the House. The Senate Finance Committee Substitute for HB 2 passed the Senate Wednesday night, and includes \$1,286,600 in the same line item. Senator Carroll Leavell, R-Eddy & Lea, (who sponsored SB 13 to increase state aid), was successful in placing an additional \$350,000 in the "Other" budget for state-aid. HB 2 passed the Senate, and last night the House approved the Senate version. The bill now goes to Governor Richardson, who has until April 10 to act on it.

School Library Materials Fund Distribution for Bureau of Indian Education Students: Senate Bill 323 by Senator Lynda Lovejoy, D-Sandoval, McKinley, Cibola, passed the House on Wednesday by a 64-0 vote, and now goes to the Governor for signature.

Capital Outlay: House Bill 154, the Severance Tax Bond Projects bill, passed the House Thursday night. No library projects are included in this bill.

The 2009 Legislature ended at noon Saturday, March 21st.

Literary Legacy of Keith Wilson Lives on at NMSU Library

By Jeanette Smith, NMSU Library

Las Cruces poet laureate Keith Wilson, who died on February 10, left as his legacy a body of work widely recognized by the international literary community. A New Mexico native, Wilson was renowned for his poetry and other writings on the Southwest. His work has been translated into Spanish, German, Romanian, Hungarian, Polish, Indonesian and Japanese. *Shaman of the Desert*, a volume of his collected poems, will be published posthumously by Clark City Press.

Wilson was accorded numerous honors including a National Endowment for the Arts Creative Writing Fellowship, a Senior Fulbright-Hays Fellowship, a D.H. Lawrence Fellowship, a Border Book Festival El Premio Fronterizo Award and the New Mexico Governor's Award for Excellence in the Arts. He was named a Knight of Mark Twain for his outstanding contributions to American literature.


A New Mexico State University Professor Emeritus, Wilson also received NMSU's Westhafer Teaching Award in 1972, the first awarded by the uni-

versity to a professor in the creative arts. He spent twenty-two years at NMSU before retiring in 1987. Wilson is remembered by his colleagues, his students, fellow writers and the many people who attended his poetry readings.

A wealth of information regarding Wilson's life and nearly forty published works is available in the NMSU Library's Archives and Special Collections Department. The Keith Wilson Papers, a large collection of 43 linear feet, contains his correspondence, manuscripts and poetry, as well as photographs and biographical information.

Steve Hussman, the head of the Archives and Special Collections Department, said, "Keith's strong sense of service to the community and social justice as well as his legacy of writing stories and poetry and his readings will be preserved for future generations of students and scholars—he will be greatly missed."

For more information on the collection, please contact Hussman at (575) 646-4756.



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These members give extra each year
because they believe in NMLA.
Thank you, sustaining members!
Your confidence is contagious!

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Since 1992 the New Mexico Library Foundation has been a tax deductible foundation serving the libraries and library organizations of the state by providing grants and services. Your donations are welcome in your name

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Publishing News

LIBRARIANS' FUN FACTS GET PUBLISHED IN STATE-BY-STATE SCAVENGER HUNT BOOK

Scholastic Announces Winners of "America the Beautiful Scavenger Hunt" Contest

NEW YORK, N.Y. (Nov. 19, 2008) – Think you know a lot about your home state? Try testing your knowledge against your local librarian!

Scholastic (NASDAQ: SCHL) today announced the winners of the "America the Beautiful Scavenger Hunt" contest – 90 librarians who submitted 10-question collections of unusual and fun facts about their states, and whose "scavenger hunts" will be published in a 53rd title in the *America the Beautiful, Third Series* book series next year called "Fast Facts about the 50 States."

A new edition of *America the Beautiful* is being released in batches from fall 2007 through 2009 by Scholastic Library Publishing, a division of [Scholastic](#), the global children's publishing, education and media company. The beloved book series has been used for years by teachers and librarians to teach research skills, and used by students as an exciting and reliable state-by-state reference.

"Where can you participate in the world's largest chicken dance?" one librarian asks. The answer? Wayne, NE, at the annual Chicken Show.

"What city in Idaho is the only seaport in Idaho?" another asks. The answer is Lewiston, which is on the Snake River and accessible to large vessels.

"Who better to fill a book full of fascinating state-by-state trivia than librarians from across the country?" said Greg Worrell, President of the Scholastic Classroom and Library Group, a division of Scholastic. "Libraries are centers of information and learning for all of us, and we're proud to honor this group of librarians by including their scavenger hunts in a special 53rd book in the *America the Beautiful* series."

The winners in New Mexico are: Kathy Barco, Albuquerque, and Marla Layman, Clovis.

Each winning librarian will receive a free 52-book *America the Beautiful* collection – one book for each state, the District of Columbia and Puerto Rico – and, of course, a copy of the 53rd title when it's published.

[Reprinted by permission.]

RGHC Meeting to Feature Program On Harvey Houses

Dr. Richard Melzer, professor of history at the University of New Mexico's Valencia campus, will be the featured speaker at the 2009 meeting of the Rio Grande Historical Collections of the NMSU Library's Archives and Special Collections Department. Melzer will speak about the history of Harvey Houses in the Southwest and sign copies of his new book, "Fred Harvey Houses of the Southwest" (Arcadia Publishing, 2008).

The program and brunch will be held Friday, April 24, from 10 a.m. to noon on the fourth floor east of NMSU's Branson Library.

The program will also include an update on current projects of the Library's Archives and Special Collections Department as well as additional book signings by Archives staff members, including the award-winning *The Whole Damned World: New Mexico Aggies at War, 1941-1945*, edited by Martha Andrews, with an introduction by Melzer.

The public is invited to the program and brunch. Tickets for the brunch are \$14 per person, and must be purchased in advance. Please RSVP to (575) 646-4635 or kris-mart@lib.nmsu.edu by April 17. Tickets will not be available at the door.

Parking permits for the event may be printed at <http://www.campusvisitor.com/permit/parking.asp>. Shuttle buses will be provided from NMSU parking lot #30 across from Pan Am Center to Branson Library. The shuttles will pick attendees up at 9:30 a.m., 9:45 a.m. and 10:00 a.m. from the parking lot and drop them off in front of Branson Library. Shuttles return to the parking lot at noon, 12:15 p.m. and 12:30 p.m.

For more information, call (575) 646-4635 or email kris-mart@lib.nmsu.edu.

NMLA Conference Breakfast

New Mexico Library Association Conference Attendees Join us for a free breakfast with your Amigos!
Connect...with fellow Amigos Members in your region.
Eat...a free breakfast hosted by your Amigos.
Learn ...what's happening at Amigos.
Save the Date! Friday, April 24, 7:15 - 8:15 a.m.
Albuquerque Convention Center Register by April 17, 2008 at <http://www.amigos.org/?q=breakfast/nmla>

NMLA News

NMLA Election Results

Louise Hoffmann, chair of the New Mexico Library Association Nominations and Elections Committee, reported that that election results are as follows:

- ◆ Barbara Lovato-Gassman was elected Vice-President.
- ◆ Tracey Thompson was elected Treasurer.
- ◆ Tina Glatz and Danielle Johnson were elected to the two Member-at-Large positions.

Staff Notes

Life is calling. How far will you go? This is the Peace Corps motto.

Louise Hoffmann is retiring from San Juan College April 30 to answer the Peace Corps call and fulfill a dream that she has harbored for many years. Her children are grown and pursuing their careers so she decided that now is the time for her to serve. She will be teaching English in a Bulgarian high school. She leaves May 19 for a three month cultural and language immersion training in Bulgaria. After that time Louise will be assigned a particular village where she will live for the following 2 years. She plans also to work in community libraries and will also be assisting elementary school teachers with their English skills.

Louise has been in education over 40 years. She has teacher and library director in Indiana, Illinois, Pennsylvania and Vermont. She moved to New Mexico in 1997 serving as a school librarian and became Director of Library Services at SJC in 1998. Louise also served the New Mexico Library Association as member-at-large, Vice President and President as well as the New Mexico Consortium of Academic Libraries secretary-treasurer for four years. She has also had her autobiography published, [Goulash and picking pickles/an almost boomer growing up in rural Wisconsin with recipes from grandma and other relatives](#). In it she tells the story of John F. Kennedy coming to speak at her high school in Wisconsin. She was in college when he was assassinated and his motto of serving your country left an indelible impression on her life. Her book is available to read in the SJC library or can be purchased at the college bookstore or online at Amazon.com or Barnes and Noble.

To learn more about the Peace Corps go to www.peacecorps.gov If you would like to stay in touch and hear more about Louise's Peace Corps adventure please send your email address to her at LouiseMae62@yahoo.com

NMSU Library to Sponsor Programs On Federal Writers' Project

The New Mexico State University Library is sponsoring "Soul of a People: Writing America's Story," a series of free public programs about the New Deal Federal Writers' Project during April and May. The programs are co-sponsored by the Branigan Cultural Center and the Thomas Branigan Memorial Library.

The first program, "The Great Depression Road Show," will take place on Saturday, April 4, from 9 a.m. to 5 p.m. at the Branigan Cultural Center in downtown Las Cruces. It includes:

- 9 a.m. "Favorite Quilt Patterns from the 1930s: From Feedsack Fabrics to Grandmother's Flower Garden."
- 10 a.m. "30s Crafts and Games for Children."
- 10 a.m. "Women's Clubs."
- 11 a.m. "Slaves, Sidekicks and Healers: Women's Stories Collected by the WPA," a storytelling performance.
- Noon. "Jitterbug! Swing Dance Demonstration and Instruction."
- 1:30 p.m. "30s Show and Tell." Bring your items from the '30s era.
- 3 p.m. Showing of Excerpts from the documentary film Soul of a People: Writing America's Story," produced by Spark Media.
- 9 a.m. to 5 p.m. "Display of Home Scenes from the '30s."
- 9:30 a.m. to 5 p.m. "Collection of Oral Histories About the '30s." Tell us your recollections of the 1930s. Call (575) 646-6925 or (575) 646-4385 to schedule a session in advance.

Other programs in the series are:

- Saturday, April 18, at 4 p.m., Dr. Jon Hunner of NMSU's Public History Program will do a presentation on "New Mexico's Voices: Local Oral Histories from the Writers' Project" on the fourth floor of Branson Library.
- Monday, April 27, at 4:30 p.m., Mardi Mahaffy and Sylvia Ortiz will present a program on the travel guide New Mexico: A Guide to a Colorful State on the fourth floor of Branson Library.
- Monday, May 4, at 3 p.m., Dr. Sarah Hagelin of the NMSU English Department will discuss the novel *The Surrounded* by D'Arcy McNickle at the Thomas Branigan Memorial Library.

Throughout May, Depression-era film series and discussions TBA, at Thomas Branigan Memorial Library.

See *Federal Writers*, pg. 8.

Publishing News

Book Reviews

Submitted by Sandra Cowan, Central New Mexico Community College.

Cartron, Jean-Luc, et al. *A Field Guide to the Plants and Animals of the Middle Rio Grande Bosque*. University of New Mexico Press. 2008. 375 pp. 978-0-8263-4269-0. \$21.95 (paperback).

As someone who lives within a mile of the Rio Grande Bosque in Albuquerque, I was particularly excited when UNM Press came out with *A Field Guide to the Plants and Animals of the Middle Rio Grande Bosque*. I've been taking the book and my dog for walks along the river, and discovering what a rich riverside ecosystem we have at the heart of Albuquerque. Beyond the beloved Rio Grande Cottonwood and Sandhill Crane, which are also represented in this field guide, I'm learning the names of many plants and animals that I hadn't even noticed before. This must be one of the best purposes of a field guide—to make us slow down and notice the abundance and beauty of natural life around us.

The field guide provides an informative overview of the section of the Rio Grande from Cochiti Lake to Elephant Butte, including access points, history, and types of habitat. The main part of the book is organized in four general sections: nonvascular plants (for example, lichens, fungi), vascular plants (trees, grasses), invertebrate animals (bugs, worms) and vertebrate animals (birds, mammals). Each entry provides names, a photo, taxonomy, identification, natural history and status. Status tells how common the plant or animal is, and at what times of year you can expect to see it. At the back of the book is a glossary of terms, a bibliography and a comprehensive index.

The only complaint I have is that some of the photos are not detailed enough for identification purposes. Overall, this is an exceptionally informative, well-organized, and locally relevant book. Next time I see an American Wigeon, Spreading Fleabane, or a Phainopepla, I'll know what I'm looking at!

McAllister, Susan, Don McIver, Mikaela Renz and Daniel S. Solis, eds. *A Bigger Boat: The Unlikely Success of the Albuquerque Poetry Slam Scene*. University of New Mexico Press. 2008. 328 pp. 978-0-8263-4483-0. \$21.95 (paperback).

This book is a documentary of the Albuquerque poetry slam scene, and of the ABQ Slam Team's exciting and surprising success in winning the 2005 National Poetry Slam competition. The competition was hosted in Albuquerque, and may have been the largest poetry event in the world, with over 400 participants and up to 22,000 spectators.

The editors are all deeply involved in the Albuquerque poetry milieu, and include poet Don McIver who hosts KUNM-FM's "Spoken Word Hour." They collected the works of well-known local and national poets to provide a window into the world of competitive poetry, where verse meets performance. The book contains poetry by many poets who competed in the 2005 Poetry Slam, interspersed with informative and descriptive pieces about the event itself. It includes an audio CD of selected poems and radio spots, so readers can hear some of the work as it was performed.

A Bigger Boat is another wonderful Albuquerque resource book, fascinating to anyone interested in local history, New Mexican literature and arts communities. It would be of interest to poets and teachers across New Mexico and beyond. The 2005 Poetry Slam was surely one of the most exciting moments in New Mexican poetics, and this book made me sorry that I missed it.

Federal Writers (continued from pg. 7)

The Federal Writers' Project was part of President Franklin Roosevelt's Works Progress Administration, designed to get Americans back to work after the Great Depression. It was responsible for the American Guide Series of travel guides for every state and for interviews with former slaves and thousands of citizens all across the U.S. in the 1930s.

Many writers from the Federal Writers' Project later became famous, among them Saul Bellow, Zora Neale Hurston, Studs Terkel and Eudora Welty.

The NMSU Library's programming is presented in conjunction with a major documentary television program about the Federal Writers' Project produced by Spark Media of Washington, D.C. entitled "Soul of a People: Writing America's Story." The documentary will be broadcast on the Smithsonian Channel HD at <http://www.Smithsonianchannel.com>. "Soul of a People" programs in libraries nationwide are sponsored by the American Library Association (ALA) Public Programs Office with the support of the National Endowment for the Humanities (NEH): great ideas brought to life.

The local programs are made possible by a Soul of a People grant to the NMSU Library from the NEH with additional funding from the Community Foundation of Southern New Mexico. For more information, contact Mardi Mahaffy at (575) 646-6925 or mmahaffy@lib.nmsu.edu or Sylvia Ortiz at (575) 646-7481 or sortiz@lib.nmsu.edu or visit <http://lib.nmsu.edu/projects/soul/>.

Library News

A New Library Opens in Albuquerque

Albuquerque's South Valley is known for its rich cultural heritage, but a theological library? Yes! The Norbertine Community of New Mexico, a group of Roman Catholic priests and brothers, had a vision which began as a small collection of books in an old building on their 70-acre property off Coors Boulevard. "We wanted to provide a space in which a shared search for Wisdom by persons of different faiths and traditions could be pursued in peace," said Fr. Joel Garner, the prior of the local Norbertine community. The animating vision for The Norbertine Library is expressed in the dedicatory phrase, "That All May Be One."

The Norbertine Library was dedicated in August 2008 by Archbishop Michael Sheehan, and that dedication process continues in concert with the hundreds of people who have participated in the presentations each month in the "Year of Dedication series" at the Library. The Library is complemented by the Hermitage Retreat which is also located on the property. Both provide a quiet setting for students and scholars, retreatants and guests, and persons searching for books and other publications to support their spiritual journey.

The Library is a theological and spiritual resource for the entire community. The ever-expanding collection of over 11,000 volumes encompasses the following areas of ecumenical/interfaith study: sacred scripture; theology, particularly pastoral theology and liturgy; spirituality and prayer; liturgical, homiletic, and sacramental resources; and church history. Minor concentrations include psychology, philosophy, autobiography and biography, Southwest and local culture and history, literature and poetry. The collection also includes over 30 periodicals on topics of theological, spiritual and general interest. The reference collection contains numerous scripture commentaries and translations of the Bible, as well as encyclopedias of religion, Catholicism, Judaism and Islam.

"Many people are very surprised to find such a resource at the end of a dirt road on the city's southwest mesa," Library Director Meg Ashcroft commented. "But once they've discovered us, they vow to return." The Library is also the home of the Master of Theological Studies Program which is offered in New Mexico by St. Norbert College in cooperation with the Ecumenical Institute for Ministry (EIM).

The Norbertine Library is open Monday-Friday, 9:00 a.m.-4:00 p.m., and by appointment. The online catalog may be accessed through the Norbertine website: www.norbertinecommunity.org. The Library Seminar Room is available for use by religious and other groups for a small

fee. The Library welcomes donations of books in good condition that fit the focus of the collection. For more information about The Norbertine Library please contact Meg Ashcroft, Library Director, at 505-873-4399, Ext. 204 or at MAshcroft@norbertinecommunity.org.

##

NMSU Library Welcomes New Librarians

By Jeanette Smith, NMSU Library

Three new librarians have joined the faculty of the New Mexico State University Library.

Dr. Nirmala Gunapala is one of the new Science, Technology, Engineering and Math (STEM) librarians in Reference and Research Services. She earned her master's degree in library science at the University of Illinois. She also holds a Ph. D. in soil science from the University of California, Davis.

Paula Johnson is also a new STEM librarian in Reference and Research Services. She received her M.I.L.S degree from the University of Wisconsin-Milwaukee.

Ingrid Schneider has joined the NMSU Library faculty as the Metadata and Authority Control librarian in the Technical Services Department. She is a recent graduate of the Indiana University library school. For more information, contact Jeanette Smith at (575) 646-7492.

##

El día de los niños/ El día de los libros

El día de los niños/El día de los libros (Children's Day/Book Day), known as *Día*, is an everyday celebration of children, families, and reading that culminates every year on April 30. It emphasizes the importance of advocating literacy for children of all linguistic and cultural backgrounds. *Día* is an enhancement of Children's Day, which began in 1925. Children's Day was designated as a day to bring attention to the importance and well-being of children. In 1996, acclaimed children's book author and New Mexico native Pat Mora proposed linking the celebration of children with literacy to found *Día*.

Please **register** your library's *Día* events at <https://cs.ala.org/websurvey/alsc/dia/>! Random winners will be selected from throughout New Mexico from the registered site to receive one of five (5) **\$100 awards for their event!** The award will be posted at the New Mexico Library Association booth in Albuquerque on April 24, 2009.

See *El Día*, pg. 10

Columns

THE UN-COMFORT ZONE

with Robert Wilson

Bleed It Out

Half a century ago marketing consultant, James Vicary, pulled a hoax on the American people as a way to promote his advertising agency. He reported that he flashed the words "Drink Coca-Cola" and "Eat popcorn" on the screen for a millisecond during a movie in a theater, and caused large numbers of people to visit the concession stand. He called the effect Subliminal Advertising. Subliminal means that the effect functions below the threshold of consciousness. Years later, when others failed to duplicate his results, he admitted that he made the whole thing up. Nevertheless, the myth continues.

So, is there any advertising that does work below the threshold of consciousness? Yes. Much of advertising is clearly designed to speak to you on a subconscious level. Ads are created to get you to relate to the setting; the background music; the age, race and gender of the actors; their clothing; and the activities in which they are involved. The idea is that you will recognize yourself in these people and, in turn, make the connection, "Ah, this is my kind of product." You don't think it... you feel it. And, feelings move us to act.

A few years ago I was involved in non-profit fundraising for a Christian Mission in Africa. In order to learn what type of appeal would bring in the most money, we conducted a series of focus groups. We asked, "Which would you be more likely to do: A. Give money to feed starving babies; or B. Give money to teach people how to grow drought resistant crops that would end starvation in their community." The answer they gave was almost universally: B. The comments we heard frequently included the proverb: "Give a man a fish and you feed him for a day; Teach a man to fish and you feed him for life."

We then tested both appeals. Oops, the focus groups were wrong. The appeal for feeding starving babies won by a landslide. The lesson we learned was that the emotional appeal to save the life of a child is much more powerful than a logical appeal for teaching a village survival skills that would eliminate starvation. From that point forward, the heart-tugging stories of babies dying headlined every ad we ran.

Emotion trumps logic every time. Take for example, Nick Ut's 1972 photograph of a 9-year-old Viet-nameese girl who was naked, shrieking and running away nameese girl who was naked, shrieking and running away from her village that had just been bombed with napalm. Fear, de-

from her village that had just been bombed with napalm. Fear, despair and suffering were written all over her face. More than anything it was her complete vulnerability that captured our attention. One snapshot revealed the gut-wrenching horror of war, and millions of people, whose hearts were touched, turned their attention toward ending the Vietnam War.

Perhaps you recall hearing these potent words in a speech by Jesse Jackson back in 1984: "These hands... these black hands... these hands that once picked cotton will now pick presidents." Thrilling words. Exciting words. I remember them well. And, even though I wasn't his target audience, they created a powerful image in my mind, and when he finished, all I could say was, "Wow!" Meanwhile, for millions of African Americans, it was the motivation needed to put apathy aside and go to the ballot box.

We are charged and moved by many emotions. Here are just a few: acceptance, amusement, anger, angst, annoyance, anticipation, arrogance, awe, anxiety, bitterness, calmness, caution, confidence, courage, determination, disappointment, discontent, disgust, desire, delight, elation, embarrassment, envy, excitement, fear, friendship, frustration, gratitude, grief, guilt, hate, happiness, impatience, inadequacy, irritability, inspiration, joy, jealousy, kindness, loneliness, love, lust, modesty, negativity, nostalgia, paranoia, patience, pity, pride, regret, resentment, sadness, self-pity, serenity, shame, surprise, timidity, torment, worry, yearning, and zeal.

Which ones move you?

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

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El día (continued from pg. 9)

Plus, register your events by April 25 and **receive up to 200 complimentary bilingual brochures** featuring recommended children's book titles and tips for parents on reading to and with children (while supplies last).

"Through *Día* partnerships, including partnerships with funders and the media, we gain needed help and strengthen our community," says Pat Mora (www.patmora.com), New Mexico author and founder of *El día de los niños/El día de los libros*.

Opportunities

ONLINE LIBRARY SCIENCE COURSES

Registration has started for ONLINE graduate and undergraduate courses in Library Science at New Mexico State University and Doña Ana Community College in Las Cruces. Sign up early so you don't miss out! Several 3 credit courses, only 8 weeks long, will be starting in March. All courses are offered **ONLINE!** There are also several short month long one credit courses, with no text required. We also have several new classes. For those interested in public libraries, we are offering a class we haven't offered in several years, L SC 201, "Public Libraries". Two of our one credit courses are also brand new: Boys and Books and Adult Spelling Bee.

Online courses being offered in the spring semester include:

16 Week, 3 credit NMSU Upper Division/Graduate Course, accepted for the **School Library**

Endorsement (April — May):

THREE (3) CREDIT COURSES starting in March:

Courses Scheduled through May 8:

L SC 100 D02, D03 (CRN#26823, 26827)	Introduction to Library & Information Services
L SC 111 D02–D07 (CRN#26841,44,46,47,49,50)	Introduction to Information Literacy
L SC 140 D01, D02 (CRN#26851, 26852)	Multimedia Materials & Presentations in Libraries
L SC 203 D01 (CRN#26861)	School Library Media Specialist
L SC 250 D01 (CRN#26869)	Reference & Information Resources II
L SC 270 D01 (CRN#26880)	Library Science Capstone
L SC 275 D01 (CRN#26883)	Fundamentals of Library Science
EMD 414 M70 (CRN#24261)	Collection Mgt. & Development in School Libraries
EMD 514 M70 (CRN#24262)	Collection Mgt. & Development in School Libraries

ONE (1) CREDIT COURSES starting in April:

L SC 145 D01 (CRN#26853)	Marketing Your Library (April 1-30)
L SC 255 D02 (CRN#26871)	Special Topics: Adult Spelling Bee (April 1-30)
L SC 255 D03 (CRN#26873)	Special Topics: Library Conference Internship (April 1-30)

ONE – THREE (1-3) VARIABLE CREDIT COURSES starting in March:

L SC 175 D01, D02 (CRN#26857, 26858)	Civic Involvement (requires community service)
L SC 221 D01, D02 (CRN#26864, 26865)	Cooperative Experience (requires work in a library setting)
L SC 222 D01, D02 (CRN#26866, 26867)	Cooperative Experience (requires work in a library setting)

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

It's easy to be admitted and enroll in our reasonably priced courses. Out of state students enrolling in 6 credits or less even receive the in state tuition rates! For further information about courses or degree options, go to the web site at <http://dacc.nmsu.edu/bis/libtec/> or contact: **Susan Pinkerton**: Phone: 575-527-7567 or 800-903-7503 ext. 7567 or Email: spinkert@nmsu.edu.

Books For Soldiers

Submitted by Susan Sheldon

This website [_http://booksforsoldiers.com/index.php_](http://booksforsoldiers.com/index.php) sets you up as an official volunteer to send books, DVDs, games, and other supplies to any deployed American soldier, airman, sailor, marine, or coast guardsman who has an APO or FPO address.

If sending books isn't possible, cash donations will keep the website operational. Thousands of soldiers have

been and continue to be served because of this particular program. Currently, for a nominal donation, you can receive a flag that has been flown in Iraq.

I've been involved for a year and a half, having learned about it through American Libraries. I have sent about a thousand books (thanks to the Friends of the Santa Fe Public Library and some purchases), and it feels great to receive the thank you notes from the soldiers and sailors who need things to do during down time. They so appreciate being remembered and supported by folks back home.

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