New Mexico Library Association: The Stage is Set!

By Mary Alice Tsosie, NMLA Conference Chair, 505/277-8922, mtsosie@unm.edu

New Mexico Library Association Annual Conference is going to be dynamite, exciting and a total “feel good” get-a-way. The theme, Colorful New Mexico, Colorful People, Colorful Libraries has set the stage!

Beginning, Wednesday, April 27, 2011, there are nine pre-conferences covering a vast array of topics. The pre-conferences provide different learning exposures and experiences. Topics range from bullying to censorship to reference and information services and so many more! Take your pick or two.

Wednesday ends at the University of New Mexico’s Zimmerman Library for the Opening Reception at 6:00 PM. (For parking, there are two parking ramps on UNM campus, UNM Visitor Parking Structure—turn north on Stanford off Central- and Yale Parking Garage -turn south on Yale from Lomas). “Only in New Mexico Tasty & Colorful Reception” will be catered by chef and author, Jane Butel. She is the leading international authority on the cuisine of the American southwest and regional Mexican cooking. She will have her books available for purchase. Joy Harjo, internationally acclaimed poet and musician, will be performing with Larry Mitchell, a Grammy Award winning producer, from 6:30 – 7:00. At this time, any alcoholic beverages will be at your cost; however, we are working on getting a sponsor to cover these costs.

On Thursday, April 28, Mayor Richard J. Berry will welcome the librarians to colorful Albuquerque at 8:30 AM. The keynote speaker is Marilyn Johnson, author of This Book Is Overdue! You can go to www.thisbookisoverdue.com and hear what she says about libraries and librarians!

Noon time on Thursday are Storytelling programs along with a wonderful lunch. There are two very well-known storytellers, sponsored by New Mexico Humanities Council (NMHC), who will be performing. Brenda Hollingsworth-Marley will tell stories from New Mexico and the Afro-Americans experience. She will be followed by a nationally-known Navajo/Dine’ storyteller, Sunny Dooley.

Thursday evening is the Awards Banquet. Acclaimed southwest writer and pho-

The Colorful History of Funky 4th Street

Once the chief road to Albuquerque’s North Valley, Burque’s fabled “4th” has many a story to tell! And Albuquerque’s retired Special Collections Librarian, Joe Sabatini, will share a few of them with us at NMLA’s Spring Conference. He’ll describe “the motoring century,” tracked via Fourth from a sandy wagon road to the essential north-south artery - always reflecting the Valley’s quirky character. Sabatini’s talk will be illustrated with vintage postcards, vintage Albuquerque Progress magazines - and vintage gossip galore!

Join us for the Local & Regional History special interest group’s New Mexico Centennial program, "FUNKY,FABLED FOURTH STREET," at NMLA/Albuquerque, Thursday, April 28th, 2:30 pm in the convention center!
New Mexico Library Association: The Stage is Set! (Continued)

tographer, Anne Hillerman, and her husband Don Strel will give the program on Tony Hillerman’s Landscape: On the Road with Chee and Leaphorn. Their program fits perfectly with the theme of the conference and it is a very heartwarming presentation. At the banquet we also honor people who have supported libraries and librarians.

Anyone for breakfast on Friday morning? I hope all of you will attend the “We Love it Here! Breakfast with New Mexico Authors”. You will not believe who you will have breakfast with: Max Evans, Judith van Gieson, Luci Tapahonso, Carla Aragon, V. B. Price, Vaunda Nelson!

Steve Cormeir and Cipranio Vigil (NMHC) will entertain us with cowboy music and folk music and songs of northern New Mexico with lunch. The programs will get your toes tapping and hands clapping! You will leave with a smile on your face! In addition, Youth Services Luncheon will be a buffet with speaker, Mary Downing Hahn, 2010 Young Adult Land of Enchantment winner for her book, Deep and Dark and Dangerous.

There are excellent, enticing, educational programs given by your peers, colleagues, and people serving us in public government offices and geared toward all types of libraries. NMLA is the best place to network and connect with your colleagues and learn new ways to improve your library.

The stage is set! Now it is your turn to register. Go to www.nmla.org/annual-conference and it has all the information. Take advantage of discounted rates by being early. Early registration ends March 21. SUGGESTION: Unknowingly, NMLA is scheduled at the same time as the Gathering of Nations Pow-wow so it is highly recommended that you make your hotel reservations ASAP. Albuquerque Sheraton Uptown is our host hotel. Group rate ends April 5.

Conference Logistics

By Lori Christian, NMLA Administrator, 505/400-7309, admin@nmla.org

The Conference Registration Area will be located inside the Southwest Exhibit Hall on the middle level of the Albuquerque Convention Center (ACC). Present your badge at the conference registration desk to pick up your conference bag containing the program and lanyard inside. You do NOT have to have a badge to enter the Exhibit Hall. In fact, we encourage those who are not attending the conference to spend some time in the exhibit area and see if there is anything they wish to purchase.

The location for the workshops/programs will be on the lower west side of the ACC.

Exhibit hours will be Thursday 8:00 a.m. to 4:30 p.m. and Friday 8:00 a.m. to 1:30 p.m.

The Sheraton will be providing a shuttle to the ACC in the early morning and late afternoon at no cost. We encourage you to use this service instead of dealing with the rush hour traffic and finding a parking place downtown.

You may wish to consider using the RailRunner as the ACC is only a short walk from the Downtown Albuquerque Station. This is another great alternative to driving and parking downtown.

If you want to drive your own car and park downtown, you can purchase a parking pass ($5/day, no in/out privileges) for the Convention Center Parking Structure. The only entrance is off of Martin Luther King Jr. Blvd. just west of Broadway. Use the LEFT hand lanes, but NOT the turn lanes to merge onto Commercial Ave. and enter the parking garage. Parking Passes are NON-REFUNDABLE after April 20th. We pre-purchase passes from the City of Albuquerque and we cannot return any unused passes.

Librarian To Be

Librarian to be graduating with my MLIS degree this coming May of 2011. Interested in reference services or similar position with medical, special, museum/historical society or public children’s/YA library. Also have MBA and MFA in historic preservation; health care background.

Contact Michael H. Gelman at 505.266.3682 or michaelhgelman@msn.com

Thanks so much for your help.
Conference Exhibitors

**Amigos Library Services** – Stop by our booth to learn about new vendor partners that can save your library money, new continuing education courses, and our 2011 Annual Member Conference.

**Apollo** - Come see the automation system that topped all categories in Marshall Breeding’s annual customer satisfaction survey. It’s Apollo, and it’s solely for small- and medium-sized public libraries.

**Bookbinders x 4** - This collaborative of four local book artists offers hand-bound blank journals and limited edition books for sale. Each artist explores the shape, function, texture and color of books in unique ways that may redefine your idea of books. Other items for sale include book pins, one-page triangles, marbleized notebooks and small decorative boxes. Cash or check accepted.

**Capstone Publishing** - Stop by and help us celebrate our 20th Anniversary! Capstone has now merged with Heine-mann-Raintree so you can also see their new Spring 2011 titles! Ask for Susan Erbe at the booth! and receive a free book! We will also help you sign up for Capstone Rewards and get 2,000 extra points to receive another free book of your choice! [www.CapstonePub.com](http://www.CapstonePub.com)

**Gale**, part of Cengage Learning, serves the world’s information and education needs through its dynamic content pools, which are used in libraries, schools and online.

**Global Silver** will be selling beautiful sterling silver jewelry and gift items. We accept visa and master card. Hope you will come see us.

**LPD Press & Rio Grande Books**, the largest independent publisher in New Mexico, will have several new books designed to compliment the upcoming Statehood Centennial. History, biography, and Centennial-related books abound. Take a look at our award-winning books. All credit cards accepted.

**Wilson’s Retrospective Databases** provide access to a vast collection of periodicals, from popular magazines to peer-reviewed scholarly journals in a wide range of subject fields. These affordable one-time purchases are perfect for alternative funding sources. **New additional incentives through March 30 – plus 15% off!**

**World Book** is the leading provider of both print and online reference resources for students, patrons and staff at both schools and public libraries. This year World Book is moving into the classroom with an online Science supplemental database, Dramatic Learning and Early World of Learning.

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**Annual Conference Registration is Open!**

**Bullying, Censorship and Discrimination: Barriers to Intellectual Freedom**

Wednesday  
April 27, 2011  
9:00 am to 4:00 pm

Register Online:  
http://www.nmla.org/annual-conference/  
http://www.nmla.org/docs/2011_Registration_Form.pdf

According to the American Library Association, “Intellectual Freedom is the right of every individual to both seek and receive information from all points of view without restriction. It provides for free access to all expressions of ideas through which any and all sides of a question, cause or movement may be explored. Intellectual freedom encompasses the freedom to hold, receive and disseminate ideas.”

The first part of this program will begin with a lively panel discussion about bullying, censorship, and discrimination—these behaviors are being seen in school settings, higher education, and within professional organizations. They take place in the form of a variety of communications—email, meetings, webinars, college courses and libraries. Given the increased use of online communications, special attention will be given to how public online forums intended for professionals are changing. An examination of how online educational programs requiring thoughtful dialogue may be influencing the expectations of other types of online forums; rather than simply sharing information, spirited debates can be the cornerstone of in-depth understanding with the outcome of respectful tolerance of others. What can be done when respectful communication breaks down and is replaced with hostile behavior?

After lunch, members of the Panel and Intellectual Freedom Committee will break the audience into groups to facilitate an interactive discussion to address these issues.

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**Carrie Gardner** has a B.S., MLS and Ph.D. in Library Science and a Masters in Educational Administration. She is a member of the ALA Intellectual Freedom Committee and chair elect of the ALA Intellectual Freedom Round Table. She chaired the Pennsylvania School librarians Association Intellectual Freedom Committee for over ten years, chaired the AASL Intellectual Freedom Committee and has given over 150 presentations on intellectual freedom, intellectual property, and information ethics.

**Martin Garnar** is the Reference Services Librarian at the Dayton Memorial Library at Regis University in Denver, CO. He teaches professional ethics at the University of Denver MLS program, on which he is a proud graduate. He is past president of the Colorado Association of Librarians and a past chair of the ALA and Colorado Intellectual Freedom committees. He is an active presenter on topics related to ethics, intellectual freedom, and leadership at state, regional, and national conferences.

**Susan Ohanian** is a longtime teacher and prolific writer and popular speaker on education issues. Drawing on her work with students who thought they hated books, she asks audiences to resist the current imposition of one-size-fits-all education solutions. She has maintained a website of resistance since the imposition of the No Child Left Behind legislation.

Continued on page 4
Get 'Em While They're Hot: Continuing Education Grants for NMLA Annual Conference Attendance

The Education Committee would like to remind all members that Continuing Education Grant funds are available for those planning to attend the NMLA Annual Conference this April. Individual awards will be made in amounts of up to $200.00 on a first-come, first-served basis. Please note that you must apply in advance of the conference. Simply complete the Continuing Education Grant application form at:

http://nmla.org/scholarships-grants/ and email to Kevin Comerford, NMLA Education Chair at kevco@unm.edu.

Exhibitors (Continued)

Government & Educational Furnishings is a full service provider of school and office furnishings. We can provide furnishings and equipment for an entire school, including:

- Classroom furnishings
- Administrative office furnishings
- Cafeteria tables
- Computer workstations
- Library furnishings (solid oak or maple shelving, circulation desks, carrels, display cases, and office furnishings)
- Laboratory cabinets, tables, and chemical resistant countertops
- Caseworks (built-in, freestanding, and mobile)
- Vocational education furnishings and equipment (wood and metal shop benches, etc.)
- Band, orchestra, and choir room risers, instrument storage lockers, etc.,
- Stage equipment (drapes, lighting, stages)
- Lockers (hallway and locker rooms)
- Bleachers, and field equipment such as soccer and outdoor basketball goals
- Gym flooring (hardwood, rubber, and gymnastic) High density storage and fire files Pricing matches or beats the TCPN contract. We use the CES contract. If you are a CES member, select your items and Contact Us to verify contract pricing. NOTE: TCPN prices for Big Cozy Books apply

John Sandstrom Joins NMSU Library Faculty

by Jeanette Smith, New Mexico State University Library

John Sandstrom is the new Acquisitions Librarian in the Technical Services Department at NMSU Library. He was previously the Head of Technical Services and Acting Branch Manager at the El Paso Public Library. He also worked at LSSI Inc., Baker & Taylor, Houston Public Library and Saginaw Valley State University. He currently serves as a part-time instructor in the library science program at Doña Ana Community College.

John is active in regional and national library associations. He was named the Border Regional Library Association Librarian of the Year in 2007. He is Vice-president/President Elect of the local chapter of REFORMA, and he is currently chairing the Diversity Council of ALA. He also serves on several other ALA committees, is planning some programs for the ALA Annual Conference and is running for an at-large Council position. John can be contacted at 575) 646-8093 or jsand713@nmsu.edu.
New Mexico Library Association

Continuing Education Grant Application

Apply in advance; no reimbursements, please

Name: _________________________________________ Date: ________________

Address:______________________________________________________________

City, State, Zip:_________________________________________________________

Telephone (h) __________________ (w) ________________ E-Mail ________________

Place of Employment: __________________________________________________

Job Title:______________________________________________________________

Proposed education activity (attach a copy of the brochure, agenda or registration form)

___________________________________________________________________________

___________________________________________________________________________

Justification (objectives and applicability of experience to present position)

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

Sponsor of Activity & Dates

__________________________________________________________________________________

Registration Deadline____________________________________________________

Expenses (itemize as accurately as possible)

Transportation                          $_________________________

Lodging and Meals $_________________________

Registration or Tuition            $_________________________

Other (materials, etc.)              $_________________________

TOTAL EXPENSES                  $_________________________

Expenses requested from NMLA $_________________________

Email or send completed application to the NMLA Education Committee Chair:

Kevin Comerford
Assistant Professor, Digital Initiatives Librarian
Zimmerman Library, MSC05 3020
University of New Mexico
Albuquerque NM 87131-0001
Email: kevco@unm.edu
By Heather Dahl, ASL-Sig Chair, dahl@aps.edu

Congratulations to the 2010-2011 School Library Award Winners

Secondary School Librarian: Jolanta Feliciano, Valley High School, Albuquerque, NM, a school of 1500 students, grades 9-12. She created a student/community advisory committee to help her with library events and decision-making. The Valley High School Library features special community nights to discuss and use library resources. She is implementing new technology and reading programs, including ebooks, new computers, and Learn 360. Jolanta continually addresses the needs of her school by meeting with teachers to collaborate on library instruction, to offer extended hours for students, or to write grants to fund new initiatives. Thank you, Jolanta, for being such a valuable school librarian!

Elementary School Librarian: Judy Chandler, Floyd Elementary School, Floyd, NM. Congratulations to Judy Chandler, who is so amazing that the school principal submitted the application to award Judy. Both the superintended and a high school teacher offered glowing recommendations to describe the impact Judy has on their school. According to them, she “allows the library to expand beyond the classroom” and that her “efforts were instrumental in ensuring that 100% of all 3rd graders proficient” in reading. Though she meets with regularly scheduled classes, she also creates integrated art lessons. She services 240 students and 29 professionals with her library. Thank you, Judy for being a librarian and leader at your school! See http://www.pntonline.com/news/mexico-24445-award-school.html for more information.

The ASL-SIG will be hosting three sessions at the Spring NMLA. Come ready to participate! The “Standards in Action” panel will offer example lessons from school librarians, across the state to use the New Mexico Library Content Standards, modeled after the AASL Standards for the 21st Century Learner. The Technology Smackdown will be a lively “battle” of new technology for the library. This presentation is better with audience participation. Finally, the ASL-SIG general session will be a roundtable discussion of various topics, including advocacy and book talks. Join the fun!

Congratulations to Linda Keulen, librarian at Roosevelt Middle School in Tijeras, NM, for becoming a National Board Certified Teacher-Librarian! Linda is the only school librarian to receive this award this year.

Nooks and Kindles! New Mexico school libraries are joining the conversation of Nooks and Kindles. Marla Layman, at Clovis High School now uses Amazon Kindles and Heather Dahl at Eldorado High School (Albuquerque) and Tina Glatz at Onate High School (Las Cruces) now use Barnes & Noble Nooks! School-Librarians are ready to share ideas about digital reading.

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Circle of Learning Grant Program

LIVE ANYWHERE while you pursue a Master of Library and Information Science (MLIS)

Scholarships Available

For individuals who are American Indians and Alaska Natives

Thank you for a generous grant from the Institute of Museum and Library Services, and in partnership with the American Indian Library Association, SJIS School of Library and Information Science is offering scholarships and other support for individuals who are American Indians or Alaska Natives and who are interested in earning a Master’s online. Visit SJIS for more information: http://library.sjsu.edu/circleoflearning/
Not-to-be-Missed Updates from Your New Mexico Library Foundation

By Kathy Barco, Vice Chair NMLF, barcok@newmexico.com

The Land of Enchantment isn’t the only celebrant looking forward to 2012. New Mexico Library Foundation (NMLF) will be 20 years old! In observance of this milestone, we’re hoping to raise $20,000 to give out at least 20 grants to libraries in New Mexico. However, we’re still giving grants in 2011.

More than $5,500 was awarded by NMLF in November, 2010. The following libraries were recipients: Belen Middle School, Socorro High School, Moriarty Community Library, Del Norte High School and Vista Grande Public Library. Congratulations to all the libraries! Now is the time to consider applying for the Spring 2011 round of grants. Guidelines and an application can be found at www.nm-lf.org

We’ve lined up some special “Choose your own adventure” opportunities that will be raffled off during NMLA’s annual conference in Albuquerque April 27-29:

- America the Beautiful, a brand new, latest edition 52-volume set of books published by Scholastic about each state plus the District of Columbia and Puerto Rico. This set retails for nearly $2,000.00
- A yet-to-be titled adventure featuring a $1000 gift certificate for scanning donated by Portable Micrographics, Inc. of Albuquerque
- Springtime in Ruidoso – A getaway to The Lodge at Ruidoso
- Pinkalicious – Just what it sounds like but not too girly . . . And some more surprises. Visit us on Facebook for the latest info.

Our Donor Appreciation Event held last September gave us the opportunity to thank our donors and also recognize the Jemez Springs Public Library, one of several 2010 NMLF grant winners. NM author Michael McGarrity made a personal appearance and donated the honor of naming a character in his next book as a Silent Auction item. We are hoping to make the “author visit/character naming” a Donor Appreciation Event annual tradition.

How can you be sure to receive an invitation to our next Donor Appreciation event this fall? Make a donation of at least $25.00 to NMLF! Your donation is tax deductible. You might consider making a donation in memory of a loved one (this includes pets!), a favorite author, or to mark a literary event. For example, Curious George turns 70 in 2011! We send out two kinds of thank-you notes for dona-

Trying to Hold on in the 2011 Legislature

By Joe Sabitini, Co-Chair, NMLA Legislation Committee

The 2011 New Mexico Legislature is struggling with budget and other issues as its 60 day session approaches its March 19th adjournment. There are few bills this session that relate to libraries. Most of the Legislation Committee’s activities relate to preservation of existing programs and funding, focusing on the New Mexico State Library. The lower number of bills and the almost complete lack of capital outlay funding requests have resulted in fewer Legislative Bulletins being issued.

Among the government reorganization proposals offered by Governor Susana Martinez was a proposal to combine the Cultural Affairs Department with the Department of Tourism. At the House Health and Government Affairs Committee hearing on HB 255, representatives of various tourism and cultural groups opposed the legislation, citing differences in mission. The bill’s sponsor, Rep. Paul Bandy, noted that the number of cabinet departments had increased from 16 to 24 under the previous administration. The Committee voted to table the bill on a 5-3 vote, effectively killing it. The State Library remains in the Cultural Affairs Department.

Another reorganization plan, SB 158 by Sen. Lynda Lovejoy, eliminates a substantial number of state boards and commissions, including the State Library Commission. The bill was based on recommendations from a legislative interim Government Restructuring Task Force. The Commission meets four times a year and serves as an advisory group to the State Librarian. It has four citizen members, including one librarian and one member appointed from among the membership of the State Board of Education. When the Senate Rules Committee considered SB 158, they deleted the State Library Commission from the bill, thus preserving it. NMLA Legislative Advocate Larry Horan assisted in informing the Committee about the work of the Commission.

The budget situation for the State Library continues to be problematic. Many vacant positions have been deleted in the proposed FY 2011-12 budget. The State Librarian position is one of three exempt positions in the Cultural Affairs Department proposed for deletion. The General Appropriations Act, HB 2, will soon be up for House passage. The Legislation Committee is working to restore funding when HB 2 is considered by the Senate Finance Committee.

On February 22nd an NMLA delegation met for almost an hour with new Cultural Affairs Department New Secretary-
Librarians Creating Walking Team

Please consider joining the New Mexico Librarians team that is forming in preparation for the Making Strides Against Breast Cancer walk in Albuquerque on Sunday May 1st. The walk begins at 7:30 AM at Cottonwood Mall. It is a 5 mile walk on trails and streets along the Albuquerque bosque and ends back at Cottonwood Mall. Over 20,000 people are expected to attend the walk.

To join the team, visit this website and follow the directions through the registration process: http://tinyurl.com/4axmctb

In 2010 the librarian team earned nearly $1000 in donations for the walk. If you are unable to walk, but would like to support this important cause, please consider making a donation to our team by going to the web address above.

We all know librarians who have battled cancer and have had cancer impact their lives. We walk to support our colleagues and raise awareness about breast cancer. Detecting breast cancer early, when it is at its most treatable stage, can mean the difference between life and death for some people. The American Cancer Society recommends that all women 40 and older get a mammogram every year, in addition to a breast exam by their doctor or nurse as part of their regular health check-ups. If you have questions or concerns, please visit your doctor. For more information visit: www.cancer.org

Please Join Us!

Val Nye, Cecilia Stafford, & Ben Wakashige

Registration for summer and fall courses starts in April!

Have you been wondering where you or your staff can take online credit courses in library science conveniently, and at a reasonable price? The Library Science Program at New Mexico State University -Doña Ana Community College in Las Cruces, NM has a great line-up of both undergraduate and graduate online course offerings for summer and fall. All courses are offered ONLINE! Our online courses are very convenient and do not require visits to the campus, and do not require you to be online at a specific time. All you need is Internet access!

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, go to the web site at http://dacc.nmsu.edu/lsc or for an information packet by mail, or if you have questions, contact: Nora Bernal at nobernal@nmsu.edu or 800-903-7503, ext. 7338.
Designate Veronica Gonzalez. The meeting was very productive and covered statewide library issues such as:

- The use and distribution of State General Obligation Library Bond Issues.
- State grants-in-aid to public libraries; their history, impact, and distribution.
- Continuing education and public library director certification.
- Technology, including the importance of access to periodical and other databases for public, tribal, public school and higher education libraries.
- Possible links and collaboration between libraries and other cultural institutions.
- The impact of libraries and museums on economic development and tourism.
- The role of the State Library Commission, and its continuation.
- Tribal library development and issues.
- Public school librarian standards and the role of school librarians in information literacy.
- The State Librarian position being retained in the budget, and having a national search the next time the position becomes vacant.

Secretary Gonzales described her background, which included leadership positions at the Institute of American Indian Art and the American Indian Higher Education Consortium. She looks forward to active collaboration with the library community, and asked for our help and support. She was fully aware that libraries were often the only place in many communities for free access to the internet. She believes that having the State Library in the Department of Cultural Affairs adds credibility to the Department’s mission.

The delegation appreciated the opportunity to present these concerns, and expressed the hope that the Secretary could make a presentation at an NMLA Conference or other library forum.

**NMLA Membership**

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<td>Barbara VanDongen</td>
<td>Marian Frear, Albuquerque</td>
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<td>Mary Bates-Ulibarri, Albuquerque</td>
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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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*These members give extra each year because they believe in NMLA. Thank you sustaining members! Your confidence is contagious.*
New Mexico State University Librarian Molly Molloy Keeps the Count for Those Killed in Juarez

by Jeanette Smith, New Mexico State University Library and Layra Nicli, New Mexico State University

New Mexico State University professor and librarian, Molly Molloy, has made it her personal endeavor to track and document the day-to-day killings in Mexico's deadliest city, Ciudad Juarez.

Via her Frontera List, Molloy has taken on the macabre task of keeping and reporting statistics obtained from local newspaper reports on the daily and cumulative count of the murders in Ciudad Juarez. The total number of homicides for 2010 alone is estimated to be around 3,100.

Even though a list about "border things" has been around at NMSU since the early 1990s, Molloy did not take over the task of running it until the early 2000s. By 2004 she changed it to an email list. It wasn't until the sudden surge of violence in 2008 and her detailed acquisition of all pertinent articles that reporters and the media started using her list for facts and contact information.

"The list includes the article as well as information about the victim's name, age and gender, as well as where they were killed," Molloy said. "I feel it is important to show people who the victims are, then you can contradict the government's idea that everyone killed is a highly dangerous criminal, which is something difficult to believe when you see that the majority of those killed are between the ages of 15 and 22."

As the escalation of violence and crimes continued in Ciudad Juarez, national and international media started highlighting Molloy's work and bringing more attention to this issue. She has been interviewed by "The Wall Street Journal," NPR and "In These Times" online magazine.

"After the feature in 'The Wall Street Journal,' my email list for Frontera shot up from 200 to 450. Now the list has more than 650 people. There are reporters from at least a dozen major media from all over. Mexican journalists and reporters are happy someone is noticing what they are doing and paying attention to their work," she said.

To Molloy, the list she keeps signifies that someone is caring and making sure these victims have a voice that deserves to be heard. "It needs to be tracked because the U.S. and International newspapers are not reliably reporting on the issue. This is a human rights disaster, and we have a huge responsibility to the issue because our ignorance and denial led to this."

The Frontera list has provided a way to give victims a name, a face and a history and has shed light on the major crisis Mexicans are experiencing every day.

"I still go to Juarez, usually once a month, but I'm not scared. It's not like I'm trying to be some kind of hero or anything. What I'm doing isn't heroic, I'm just gathering articles. The real heroes are the people living in Juarez. It's their reality. They have to face the horror every day. And anything we can do to get the word out helps," she said.

Molloy hopes to create an in-depth database containing all of the information she has gathered through the years.

"I want to create a database starting in 2008 with all possible details of as many people as possible. Age, gender, where they were killed and so on, information that is found in every article and can be helpful for not only media but for researchers, victims' families and the public in general," she said.

To Molloy, the extreme violence seen in Ciudad Juarez "just doesn't make any sense" and she hopes that what she is doing, however small, will give it the attention it deserves.

"It's a big deal, and we need to make sure that people are informed about it," she said.

For more information, or to receive Molloy's Frontera List, go to http://groups.google.com/group/frontera-list?hl=en.
### NMLA Officers and More

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