Heartland REFORMA and Pura Belpré

Christine Peterson, Library Information Specialist, Johnson County Library; Anitra Steele, Heartland REFORMA Secretary; and Sarah E. Velasquez, Heartland REFORMA Vice President
WHAT IS REFORMA?

- Established in 1971 as an affiliate of the American Library Association
- Governed by an Executive Board which includes officers, committee chairs, chapter Presidents and our one affiliate
- 18 active REFORMA chapters nationally
  - Function independently
  - Work through local library systems to achieve local objectives
- www.reforma.org
GOALS

- Promote the development of library collections to include Spanish-language and Latino oriented materials
- Recruit more bilingual and bicultural library professionals and support staff
- Develop library services and programs that meet the needs of the Latino community
- Establish a national information and support network
- Educate the U.S. Latino population in regards to library services
- Lobby to preserve existing library resource centers serving the interests of Latinos
OUTREACH AND ACTIVITIES

- National Conference
- Scholarship Drive
- Quarterly newsletter
- Publication of an annual Membership Directory to establish a national network
- Programs and workshops that focus on serving Latinos
- REFORMAnet (listserv)
- Online perks to members
AWARDS AND RECOGNITION

- Pura Belpré
- Estela and Raúl Mora Award: $1000
  - Most exemplary program celebrating El día de los niños/El día de los libros (Children's Day/Book Day)
  - 15th Anniversary this year
- Trejo Librarian of the Year :$1000
  - Member who has promoted, advocated services, and filled an unmet library need to the Spanish-speaking and Latino communities
- REFORMA Scholarship: $1500
  - Spanish speaking graduate library school student
  - Number of scholarships varies from year to year
HEARTLAND CHAPTER

- Those living or working in the states of Missouri, Kansas, Minnesota, and Nebraska
- Founded in 1997
- www.skyways.org/orgs/reforma/index.html
- Professional development
- Online meetings
- Networking
- Mock Pura Belpré
UPCOMING EVENTS WITH HEARTLAND

- October 18 & 25, 2011, 2:00-4:00 pm CDT, Yolanda Cuesta will be presenting online sessions about Marketing Library Services to Spanish Speakers
- October 27, 2011, 6:30 pm CDT, next Heartland REFORMA meeting
- January 12, 2012, 9:00 am-1:00 pm CST, Mock Pura Belpré at the Johnson County Central Resource Library and online
WHO WAS PURA TERESA BELPRÉ (1899–1982)

- First Puerto Rican librarian hired by the New York Public Library
  - Children's librarian
  - Pioneered the library's outreach within the Puerto Rican community
- Developed services to the Spanish-speaking community, bilingual story hours, puppet theaters, and outreach programs
- Author
- Storyteller
- Promulgator of Puerto Rican folktales
Library and Literary Career

- Authored *Pérez and Martina* in 1932
  - A love story between a cockroach and a mouse
  - First book published in English in the U.S. by a Puerto Rican author
  - First published by a major publishing house

- Also collected many other folktales from Puerto Rico,

- Translated 15 children’s books from English to Spanish and had them published
Published Works

• *The Tiger and the Rabbit, and Other Tales* (illustrated by Kay Peterson Parker), 1946; new edition (illustrated by Tomie de Paola), 1965
• *Juan Bobo and the Queen's Necklace: A Puerto Rican Folk Tale* (illustrated by Christine Price), 1962
• *Ote: A Puerto Rican Folk Tale* (illustrated by Paul Galdone), Pantheon, 1969
• *Santiago* (illustrated by Symeon Shimin), 1969
• *Dance of the Animals: A Puerto Rican Folk Tale* (illustrated by P. Galdone), 1972
• *Once in Puerto Rico* (illustrated by C. Price), 1973
• *A Rainbow-Colored Horse* (illustrated by Antonio Martorell), 1978
• *Firefly Summer*, 1996
• *The Stone Dog*
BIRTH OF THE PURA BELPRÉ AWARD

Oralia Garza de Cortés  Sandra Rios Balderrama

- Two Latina children’s librarians, both of Mexican heritage
- Concern for quality library services to Latino children and families
- Realized need for Latino authors and illustrators to write books
- Acted on the promise to create a children’s literature award
THE PARTNERSHIP

- Association for Library Services to Children (ALSC)
- REFORMA: The National Association to Promote Library & Information Services to Latinos and the Spanish Speaking
LA CELEBRACIÓN

- Award was formally established in 1996
  - Joint jury was appointed
  - Awards were given during the First National REFORMA Conference–Austin, Texas
- Originally awarded every two years (biennially)
- Now, awarded annually since 2008
FIRST AUTHOR AND ILLUSTRATOR AWARDS, 1996

An Island Like You: Stories of the Barrio, by Judith Ortiz Cofer

Chato’s Kitchen, by Gary Soto; Illustrated by Susan Guevara
Puppet Kits for Programming

- anitrasteele@yahoo.com
- “Heartland puppets" in the subject line
- Or by phone: 816-836-4031
REFERENCES

