Opening the World
ON LIBRARIES AND THE EXPERIENCE OF LEARNING

This fall, Robert Haas and Robert Hass sat down for a conversation about the Campaign for the University Library, and about the value of libraries in their personal and professional lives.

Bob Haas, in your leadership of Levi Strauss you pioneered corporate social responsibility, and established “aspirational goals” for the company such as diversity, ethics, and leadership. What would you imagine to be the top aspirational goals for the Library and for the University itself?

BOB HAAS: To engage and inspire one student at a time. When I think about the demographics of the undergraduates who come to this university, I can’t help but be struck by the fact that these are people with burning ambitions. Many of them come from families who are newcomers to this country, and from modest socioeconomic means. They may be the first generation in their family to go to college. Arriving at a place like Berkeley with its Library is an opening of the world to them. It offers powerful new opportunities.

continued on page 6
This November I learned that Washington D.C. has the capacity to educate more than one president at a time. As the newly installed President of the Association of Research Libraries, I was sent to school inside the Beltway with other professionals who have begun a first term of leadership in their national associations. It was a two-day cram course and if it accomplished nothing more, it brought to life the rather abstract “fields” that libraries try and serve.

In my school for presidents, I first noted the institutions I would not like to have the job of inspiring these days: the Mortgage Bankers Association, the National Association of Retail Collection Attorneys, the American Society of Addiction Medicine. On the other hand, lending a hand to the Percussive Arts Society, the National Dart Association, or the Rock Bottom Foundation (restaurants helping the hungry) would be a welcome change of pace. Energy and transportation seemed underrepresented by presidents, though leaders of the Society of Petroleum Engineers and the Independent Lubricant Manufacturers Association were there. With all our concerns about better management of health care, it was heartening to see that nearly one out of three of the presidents represented medical associations—neonatal specialists through administrators of homes for the aged. One rarely sits in a room with folks to be counted on for good advice about how the world really works, ranging from Hollywood film production to the care and tending of soy beans and sports turf. The presidents in all these domains were cordial and willing to share what they have learned. All of us thought, correctly, that we did not know enough about governance.

I live in a building that aims to bring all that knowledge together: a library. The zeal of the presidents to master slivers of what our society wants to know is very similar to the respect we pay in the library to special fields: we actually do love them all. There is no subject unworthy of the time of serious students, if the subject is approached with the right questions.

We also collect the books that chart the discovery of the communities that give American society so many elected presidents. One of the best was published in 1835, brilliantly depicting the landscape on which all professional organizations would grow. “I met with several kinds of associations in America, of which I confess I had no previous notion,” Alexis de Tocqueville said in *Democracy in America*. At first, the French visitor wrote, he took some of this activism as a joke. But he concluded that this behavior was one of the most useful habits to spring from the high spirited politics of the day. “In their political associations, the Americans of all conditions, minds, and ages, daily acquire a general taste for association, and grow accustomed to the use of it. There they meet together in large numbers, they converse, they listen to each other, and they are mutually stimulated to all sorts of undertakings. They afterwards transfer to civil life the notions they have thus acquired, and make them subservient to a thousand purposes.” In the spirit of learning and expertise we now support, Berkeley’s libraries spring from the best mental habits that Tocqueville saw in America. And, yes, we are still learning about governance.

Thomas C. Leonard
Kenneth and Dorothy Hill University Librarian
The Bancroft Library Reopens

After a four-year renovation and seismic retrofit, the Bancroft Library reopened in January. The remodeled Doe Annex quarters will greatly enhance access to and preservation of its renowned special collections.

Records of the Donner Party, manuscripts of Joan Didion and Lawrence Ferlinghetti, and fragments of a lost play of Sophocles are just a few of Bancroft’s innumerable treasures. Its manuscripts, rare books, pictorial items, and other materials embrace the entire sweep of Western civilization, with a particular focus on the American West.

Library visitors and researchers are enjoying the elegant public spaces, including a gallery that features twice-yearly exhibits. Currently on display is “Mark Twain at Play” (see p. 11 for exhibit details). The new seminar rooms boast state-of-the-art multimedia equipment, and the reading room and reference center provide wireless internet access.

Bancroft collections are now stored on compact shelving under complete temperature and humidity control, with room for approximately twenty years of collection growth. With cold storage vaults for film and prints, improved security measures, and many other enhancements, the new building equips the Library to face the demands of the next century.

The budget for the state-mandated seismic retrofit, as well as the programmatic upgrades, was $64 million. Half was financed by California’s Proposition 47 and by the UC Office of the President. The balance—$32 million—was raised privately. The remarkable generosity of Bancroft’s many friends and supporters was key to the campaign’s success, as were major gifts from the Wayne and Gladys Valley Foundation, the Koret Foundation, and the National Endowment for the Humanities.

The design of the new Bancroft Library is by Ratcliff and Noll & Tam Architects. McCarthy Construction was entrusted with the work, and UC Berkeley’s Capital Projects contributed invaluable project management.

Elaine Tennant, a UC Berkeley professor of German since 1977, said she brings undergraduate and graduate students to the Bancroft Library every semester.

“It’s a point of pride with me not to let the classes I teach leave Berkeley without having had a chance to learn something about the Bancroft collections,” she said. “I want them to have an opportunity to work with these treasures that are a part of this wonderful, publicly accessible collection that belongs to the citizens of California and the nation.”

Many UC Berkeley students, who go on to research careers across the country, Tennant said, “have their first encounters with authentic cultural artifacts and original primary texts—such as the diaries of pioneer women in the American West or the polemical pamphlets of Martin Luther—in the Bancroft Reading Room.

The Bancroft Library is one of the most dynamic teaching centers on the Berkeley campus.”

Library friends gathered on October 24, 2008 to witness the dedication of the Bancroft Library, in a ceremony which included a mariachi band as well as remarks from UC President Mark Yudof and Chancellor Birgeneau. After four years of renovation of its Doe Annex quarters, this renowned special collections library reopened in January.
“Twenty-five Years in Black & White,” a slice of San Francisco Bay Area history from 1935 to 1960, is on display through February 28, 2009 at Doe Library. More than 100 photos from the Bancroft Library’s Fang Family San Francisco Examiner Archive can be viewed in the exhibit in the Bernice Layne Brown Gallery.

The images depict the era at either end of World War II, the House of Representatives’ Un-American Activities Committee hearings in the ’50s held at San Francisco City Hall, Japanese-American internment, the Great Depression and migrant workers, the controversial Caryl Chessman execution, pro- and anti-Nazi rallies in San Francisco, labor unrest, the signing of the United Nations charter and an ever-vibrant arts scene.

Each photo was culled from a treasure trove of about 3.5 million photographic negatives and 500,000 prints donated to the campus’s Bancroft Library in 2006. The Examiner has published continuously since the mid-1800s and around the turn of the century was known as the “Monarch of the Dailies.”

Jack von Euw, curator of the new exhibit in the Bernice Layne Brown Gallery of UC Berkeley’s Doe Library and the pictorial curator for the Bancroft, said the exhibit offers an “unvarnished and unparalleled” look at Northern California history.

“These images are part of our history, visual testimony to quantum leaps in technology, the look of ‘old’ San Francisco, much of which has disappeared, the political investigations driven by the Cold War and opportunistic politicians playing on the fears of the citizenry,” he said.

In addition to images of major news events, the exhibit chronicles celebrity sightings of stars like Marlon Brando protesting outside of San Quentin State Prison, opera diva Marian Anderson,
Madam Chiang Kai-Shek arguing for United States support for China against Japan, and newlyweds Joe DiMaggio and Marilyn Monroe.

And there are “great pictures of ordinary people doing extraordinary things,” said von Euw. One of his favorites is of workers at San Francisco’s S&S Pie Co. Another is of the “Miss Victory Contest,” whose winners were chosen by coworkers and managers in recognition of wartime efforts.

The exhibit categories of the war years and their aftermath, fame and fortune, crime and punishment, and people, politics and places fell into place as von Euw browsed the archive.

Ironically, many major issues of the era — immigration and racism, civil liberties and national security, and the death penalty — remain controversial today.

“The personalities, the clothes and the technology changes, but the issues are really the same,” said von Euw.

The historic role of UC Berkeley also is evident in the exhibit’s photos, including one of a group of nuclear scientists and another of engineers with an early computer prototype nearly the size of a standard kitchen. “We are still the pioneers in many ways,” noted von Euw.

The exhibit is free and open to the public during Doe Library hours. For a longer version of this piece, please visit berkeley.edu/news/media/releases/2008/09/15_examiner.shtml

Marian Anderson, the renowned American contralto. The struggles and triumphs of her career symbolized the civil rights movement. She may be best remembered for her performance on Easter Sunday, 1939 on the steps of the Lincoln Memorial in Washington, D.C. Photo date: Feb 15, 1940.
CAMPAIGN for the

people interested in the collections and in the history of this place. The current exhibit is the San Francisco Examiner archives, and at other times it has been the connection between Berkeley and Pacific Island cultures, or how Hetch Hetchy Dam got built and what we have in our collections about engineering and water in California. It’s very rich.

I had some visitors here recently and they saw all those newspapers from around the world at the entrance to Moffitt Library. Seeing those front pages from foreign papers posted each day says “you have to pay attention to the whole world.” It also lets people know that the headlines in Burma are not about Sarah Palin. There is a world out there! I think the Library is really doing an excellent job, in all the ways libraries can educate people. And I’m sure that there are others we’ll discuss.

BOB HAAS: Bob, you teach a joint literature/ecology course. It’s an interesting example for a discussion about the library, because as an interdisciplinary course it cuts across the usual realms. I’m wondering how you and your students currently use library resources, and what other kind of library facilities would work well for them?

BOB HASS: One topic for this semester is polar bears, and we’re looking at the different ways of interpreting the data about their condition and survival. In the second week of the semester, the librarians teach the class. They give a presentation on the whole range of possible research that can be done, helping students begin to think of research questions. This time, the librarians gave the students a puzzle to solve at the end of the session, which they loved. It turned research into a scavenger hunt. So that part was enormously useful and fun, and I know librarians teach similar classes for many courses.

Another part is that we watched a number of films, looking at different movies on the theme of dealing with epidemic or the “poisoned well.” The movie “Invasion of
Winter 2008 • fiat lux • 7

the Body Snatchers” turned out to be a great allegory for the way people respond to “the sky is falling” claims, which may or may not be true. In studying films, it’s best if students can see them in groups, so they can stop the movies and discuss the issues that are being raised. We just barely have enough room in Moffitt’s Media Resources Center for a small group to do that, but we could use twice as much space.

At the end of the semester some students do collaborative projects. For instance, a few years ago three or four of them got together to look at the salinization of the water in Monterey County. One of them had had a summer job with the county there and knew it was an issue, so the four of them collaborated to do a presentation on how salinization has happened and been dealt with, and what the consequences are. So physical spaces in the Library that are adapted for group study and discussion, with common access to journals and computer terminals, are definitely helpful and model a certain excitement in learning and collaboration.

What memories stand out from your use of libraries as undergrads?

BOB HAAS: Having access to the Doe Library stacks, back when they were still closed, is what I remember. Being in some honors seminars I was one of the lucky few with a stack pass. And I used to go up there because you could be absolutely alone and undisturbed and do your work. I would be looking for a particular book and I would end up browsing through the books and periodicals adjacent to it, which just opened up all kinds of things. In those days it was a privilege to get access to the stacks, but I gather that nowadays—with the exception of the special collections—everything is open to people.

BOB HASS: Libraries for me were, first of all, the place where I discovered the conversation that was going on in the world by reading the literary and political magazines of that time. I was thinking about how the core of education has to do with people’s minds being opened up by contact with other minds. The library is one place that happened for me.

I knew the libraries of Marin County, where I grew up, and I knew the St. Mary’s

continued on page 8

ROBERT HASS is a native Californian whose poetry is celebrated for bringing together a fiercely questioning intelligence with a rapt attention to sensuous particulars, formal innovation, and a vast range of cultural and historical reference. Following graduation from St. Mary’s College, Hass earned his MA (1965) and PhD (1971) in English at Stanford University. He taught at St. Mary’s until 1989, when he joined the faculty at the University of California, Berkeley. Hass is well-known for his translations of haiku and of Nobel Prize-winning poet and Berkeley professor Czeslaw Milosz. He became a spokesman for literacy, poetry, and ecological awareness while serving two terms as U.S. Poet Laureate. Hass’s most recent book, Time and Materials, was awarded the National Book Award and the Pulitzer Prize.
THE CAMPAIGN FOR THE UNIVERSITY LIBRARY

In an era marked by a rapidly evolving information landscape, the University Library’s role as the gateway to knowledge is increasingly important. The Library recently launched a campaign aimed at taking us to the next level of excellence in serving UC Berkeley faculty, students, and the community.

1. REVITALIZING MOFFITT LIBRARY
$35 MILLION

Moffitt Library serves as an entryway for Berkeley undergraduates into the scholarly community. A revitalized and renovated Moffitt will support collaborative, interdisciplinary, and technology-enhanced forms of research and learning, fostering a vibrant community of scholarship and inquiry for our undergraduates.

2. STRENGTHENING THE RESEARCH COLLECTIONS
$15 MILLION

Berkeley students, faculty, and researchers depend on the University Library offering ready access to a comprehensive record of human knowledge. In an era of spiraling book and journal costs, diminishing state support, and the declining value of the dollar, the Library must enhance private support in order to maintain its excellence of its collections and to expand the boundaries of scholarship.

For more information on the Campaign for the University Library, please visit www.lib.berkeley.edu/give, or contact 510/642-9377 or give@library.berkeley.edu

College library, which was small. Coming to the Berkeley library was quite different. I remember being interested in Faulkner and thinking that it was a private interest, my own secret discovery. A professor at St. Mary’s gave me his UC Berkeley card to check a book out for him, so I got into the stacks and went to the Faulkner section and was astonished to see how many books there were on him! Even 30 years ago, there were three shelves of books on Faulkner. You know that poem by Keats, “Much have I travell’d in the realms of gold”—I remember that sensation. The only similar experience was the first time I saw a store with lots of comic books, when I was about five. I was just dumbfounded.

BOB HAAS: Our common experience is that it was important for us to be in physical proximity to the books to do our own discovery. You can be in front of a screen and use a search engine, but then your access is governed in part by the algorithms of that search engine. The randomness of discovery and the personal connection that you get from being in close proximity with books is really important to your intellectual development.

I guess that’s part of the beauty of the Library, the serendipity it makes possible. There aren’t any new landscapes that I’m aware of, but there sure is a lot of experience and knowledge to discover, right in proximity to us.

BOB HASS: The students do have to be encouraged to try out the Library, to browse and explore. They think they can do all their research on the internet, but they can’t, not in the same way. So I have to push them a little, to go look randomly at the shelves for things. This use of the Library is especially important today, when there are shrinking numbers of bookstores to browse in.
BOB HAAS: The internet is the major difference between when we were in college and today. It seems to be a personal library, but it lacks a lot.

BOB HASS: That’s true. Here’s one story: a woman in my translation seminar is a transfer student from the University of Minnesota. She had spent the summer in Paris and discovered the Surrealists, so I suggested she look at the Library’s collection to see what’s there. And she said, “This is better than the collection in Paris that I was looking at. It has all the little pamphlets of the poets from that period. I can’t believe they are all here and that I can touch them!”

The University Library has amazing collections. And they are amazing for a reason. It’s not by accident. It has to do with professional librarians who are passionate educators, who have built up the collections over time.

What has inspired you to serve as co-chairs for the Campaign for the University Library?

BOB HASS: It’s pretty remarkable that any public university has grown one of the great libraries in the world. It was through the foresight of the people of California, and it’s a resource not to be squandered. The way we imagine the Library has to do with keeping the creativity and initiative involved in the learning process structurally in the center. The Library is about the ways people teach themselves to learn, when they are given the resources. It’s how we continue to teach people to be problem solvers, starters of new ideas, of new enterprises. I think the Library is a significant part of the future economic and cultural liveliness of the state.

BOB HAAS: As we talk, Bob, I’m noticing that on the wall above us is this sketch of Phoebe Apperson Hearst, showing the master plan she commissioned for UC Berkeley. She said “I’m going to fund the campus master plan, because I have such aspirations for what this university can mean for the state of California.” It’s a reminder that we are all beneficiaries of people with vision and generosity. And it’s our generation’s responsibility to carry this on—literally our generation, because we are the demographic that has the resources to help.

Co-chairs Bob Haas and Bob Hass discuss the campaign goals of revitalizing Moffitt Library and strengthening the research collections.

WE WANT TO HEAR!

Does this story stimulate thoughts or memories about your surprising discoveries or serendipitous encounters in libraries, when you were a student at Berkeley or elsewhere? We’d love to hear about it! Please drop us a line at dmoore@library.berkeley.edu. Stories may be printed in a future issue.
Graduated from UC Berkeley in 1966 and earned an MJ in 1984. Linda served two terms as a UC Berkeley Trustee, is a member of the Daily Cal Board, and has taught at the Graduate School of Journalism since 1992.

PROFESSIONAL BACKGROUND
A former reporter at KQED and KPIX in San Francisco, Linda won two Emmy awards and an American Bar Association national award for her coverage of state and national politics.

CURRENT INTERESTS
Working to improve relations between the University and the City of Berkeley, and chairing the annual Authors Dinner at the Berkeley Public Library.

BOOKS RECENTLY READ
The Story of Edgar Sawtelle, by David Wroblewski, and America, America, by Ethan Canin

WHY SHE SUPPORTS THE LIBRARY
“I fell in love with the whole idea of libraries because I value books and authors. I want to see libraries prosper so that the tangible printed word will remain available, especially to students and schoolchildren. Books have a depth and reliability you don’t always get with the Internet, and primary documents offer tremendous historical, philosophical, and political value. The campus libraries are a huge resource for both the university community and the community at large.”

UC BERKELEY UNIVERSITY LIBRARY ADVISORY BOARD • 2008-2009

CHAIRMAN
Robert Birgeneau
Chancellor of the University

VICE CHAIRMAN
Thomas C. Leonard ’73 (Ph.D.)
Kenneth and Dorothy Hill University Librarian

PRESIDENT
Mollie P. Collins ’65

VICE PRESIDENTS
G. Stuart Spence ’52
Theo Zaninovich ’64
Robert M. Berdahl
Chancellor Emeritus
Scott Biddy
Vice Chancellor, University Relations
George W. Breslauer
Executive Vice Chancellor and Provost
Michael Chabon
Author Trustee
Carol Clarke ’60
Whitney M. Davis
Professor of History of Art and Chair, Academic Senate Library Committee
David Duer ’68
Director, Development & External Relations
William R. Ellis, Jr.
Charles B. Faulhaber
Director, Bancroft Library
Carmel Friesen ’50
Richard L. Greene ’60, ’63
Robert D. Haas ’64
Kathleen G. Hutchinson ’65
S. Allan Johnson ’69
Watson M. Laetsch
Charlene C. Liebau ’60
Raymond Lifchez ’72
Professor of Architecture
Constance H. Loarie
Marie L. Matthews ’52
Donald A. McQuade
George A. Miller ’61

Susan Morris ’63
Harvey L. Myman ’70, ‘92
Anthony A. Newcomb ’65
Marie Luise Otto ’59, ’60
Garry Parton ’86
Carolyn P. Paxton ’70
P. Buford Price
Tim Ruckle
Student Representative
W. Timothy Ryan ’62
Roger Samuelsen ’58, ’64
Linda Schacht-Gage ’66, ’84
Stephen M. Silberstein ’77
Camilla Smith
Janet Stanford ’59
Carl J. Stoney ’67, ’70, ’71
Richard K. Sun ’86
Carol J. Upshaw ’58
Thomas B. Worth ’72, ’76

HONORARY ADVISORY BOARD
Richard C. Atkinson
President Emeritus, University of California
Marilyn J. Drew ’53
Shannon M. Drew ’50
David Pierpont Gardner ’66
President Emeritus, University of California
Jane H. Galante ’49
Marion S. Goodin ’38, ’40
Ira Michael Heyman
Chancellor Emeritus
Esther G. Heyns
J. R. K. Kantor ’57, ’60
Emeritus University Archivist
Doris C. Maslach ’41
Robert G. O’Donnell ’65, ’66
Lila S. Rich ’55
Joseph A. Rosenthal
John W. “Jack” Rosston ’42
Past President
Katharine Thompson ’48
Sheryl Wong ’67, ’68
Past President
Then & Now

The off-campus White Tavern shown above (date unknown) advertised “wheat cakes,” “snails,” and “good coffee.” In a Berkeley café today, you’re more likely to find almond croissants, quesadillas, and organic fair trade coffee—but the need for fuel for the life of the mind continues. The Free Speech Movement Café in Moffitt Library, shown below, is packed day and night with students reading and socializing. The Campaign for the University Library aims to revitalize Moffitt Library; priorities include expanding the café and creating additional library spaces that will answer students’ needs for informal gathering areas in which to study, connect, and collaborate. More information can be found at www.lib.berkeley.edu/give/

MARK TWAIN AT PLAY

Through March 2009
The Bancroft Library Gallery

How did Mark Twain spend his time when the “bread-and-butter element” was put aside and he was free to relax and amuse himself? His leisure pursuits, from amateur theatricals to yachting—and how his “play” influenced his “work”—are the subject of “Mark Twain at Play,” an exhibition that brings together manuscripts and documents, notebooks, albums, vintage photographs, and other rare artifacts from the Mark Twain Papers archive of the Bancroft Library. The exhibition is the first in the spacious new Bancroft Gallery. It was curated by the editors of the Mark Twain Project and has been generously supported by a gift from Colleen and Robert Haas.

Annual Report Errata

The following donor was inadvertently omitted from our 2007-2008 Honor Roll.

Henry Morse Stephens Associates
Gifts of $599 through $999
Laurie Margot Ross

Please accept our sincere apology, and our gratitude for your support.
The new Campaign for the University Library website highlights the vision for revitalizing Moffitt Library and strengthening the research collections. A wealth of evocative photos depicting scenes in and around the campus libraries is also offered.

Other resources include access to over twenty fascinating online exhibits; an illustrated history of the library; information about accessing the collections; and profiles of notable supporters. Of course, the site still offers easy links to make a gift, donate books, contact staff, or request further information.

The site will continue growing with new features and photos. Your comments and suggestions are warmly invited. We hope you enjoy the new site!