THE ELECTRONIC FUTURE FOR LIBRARIES; A RESPONSE TO A NATION AT RISK

By

*David Penniman

EXCERPTS FROM A TRANSCRIPT

Even in cases where significant commitment has been made and resources invested, the human aspects of information processing and delivery have continued to limit the full utilization of available technology. A library is essentially a labor-intensive institution because information transfer relies in a large part on human-to-human communication. Finding methods for making this process more efficient and effective is the real challenge facing librarians today.

As an aside, I came across a directory at the registration desk of libraries implementing computers within their systems. You vitally need this kind of information throughout your state as to what your colleagues are doing. It informs you as to how technology is already being used within your state and to what extent it is being used.

How can we bridge the gap between what is technically possible, on one hand, which really drives our predictions about the future, and what we ultimately realize, on the other hand, which is often far less than what we have predicted?

Let me go back a decade to give you a case in point. I want to talk about interactive cable television, the technology of the early '70's that was to change the way we worked, played and learned. In the early '70's, predictions were wildly enthusiastic. Paul Baran, publishing in The Futurist, identified over thirty services that would be delivered by interactive cable television. Out of those thirty, his research indicated that sixteen would be (Continued on page 113)
ELECTRONIC FUTURE

in place by 1980. Among those sixteen services, there was a video library of plays and movies that could be called up interactively by individuals to watch on their home television sets, there were adult evening courses in which the viewer could interact with the instructor, computer-assisted meetings, consumer advisory services, and indexes to all sorts of resources including people and material, all of those to be in place by 1980. Well, how did Paul Baran do in his predictions? Not one of those services is available today through interactive cable television. There were some skeptics even back in the '70s. One article in an August '74 Datamation by two Battelle researchers pointed out the weaknesses of that whole approach due to heavy, heavy, capitalization requirements, but perhaps even more important, due to a lack of understanding of the social impacts of that technology.

How does this relate to the challenges before you? The answer lies in a closer look at the intervention phase of my model. Intervention is more than just experiments. It is successfully moving an idea from creation to application. And that’s a key factor in the future for libraries. What do we know about that process of successfully moving ideas from creation to application? Well we know from past studies and research that there must be certain factors for success. Certainly a key one is understanding the technology, its advantages over other new technologies, understanding the real costs of that technology and its relationship to processes we already have in place. Certainly another important factor is having feasibility demonstrations, not to jump in with both feet first but to do some testing. It also helps to have advocates or strong champions for the technology you are trying to implement. Certainly the availability of adequate capital is an essential ingredient. But also make known what you are doing and getting strong social support for the technologies and programs you are trying to implement and, finally, having good support from promotional agents including the media.

In that context, this means not only analysis of technologies but also analysis of markets and services, determining how they fit together in the current social, political and economic environment. We must be willing to do hardnosed analysis of the value of our services. We must not delude ourselves it is enough to ask for better libraries in public schools or more money for community or university libraries because it is the right thing to do. We must provide strategies that demonstrate our ability and innovativeness to expand library services while containing costs. We must be innovators as well as intervenors and analyzers. Further, we must look at libraries as business ventures as well as social institutions because we operate in a competitive arena competing for limited resources. We must understand, in a businesslike manner, our costs, our services and our markets and we must lead our libraries as if we were new-venture entrepreneurs because we are.

How are libraries at Bell Labs responding to their changing environment? I joined the labs one week after divestiture, January, 1984. Good timing, right? I came there as a change agent or a messenger with a very unpleasant message. I was an outsider. I was preaching change when I had just joined an organization that had a reputation of being premature in the special library arena. And I started preaching a paradox. And the paradox is as follows: if you have something that is outstanding and is operating in a changing environment the only way to keep it outstanding is to change. If you resist that change you will degrade. At AT&T Bell Labs, we are radically revising our view of library service delivery mechanisms while expanding our services and reducing our per-patron cost. How are we doing that? With the concept of an information access station. It builds on the existing backbone of major libraries already in place within the laboratories. The station combines physical, electronic and human components of information delivery. It uses only proven, off-the-shelf technologies. We don’t want to be pioneers. Pioneers get arrows in their backs or fronts. We want to use only that which is already proven. It uses resources already available elsewhere within our network. And I might mention as an aside for those of you that aren’t familiar with it, we operate a network of 28 libraries in eight states and that network will expand drastically in the future. As a result of divestiture, we will be serving more than just the laboratories, but all of AT&T Technologies I would say by the end of next year. We are moving the services closer to the patron’s workplace by not being bound by the expensive bricks and mortar of the larger libraries within our network.

The information access station has several functions and I want you to concentrate on the functions more than the technologies because the way it is designed, you unplug the technology when something better comes along and plug in the new technology. It’s the function that you want to concentrate on, the function that is essential. First of all, this access station should provide direct hands-on access to current journals and periodicals and selected key works. So yes, there are going to be shelves in this access station and there will be hard copy material available for browsing on site or for circulation. However, it will be a very limited collection, specific to the location of that particular access station. But in addition, there will also be access to local data bases and remote data bases using terminals that have intelligent front-end software in them, again commercially available, to allow the end-user to do the searching as well as the trained intermediary. There will be access to back copies of journals but not in bound hard copy form. Rather in microform, stored at the access station so they are readily available and perhaps later on video disks when the databases are available. Again, we are allocating a certain amount of square feet to that function and will plug in whatever is available when it makes it to the marketplace. There will also be access to a human being. That access station will be staffed. Now the type of individual that will staff that access station may vary but certainly it will be a trained generalist, someone that is able to provide immediate referral service to other services that we have and I prefer to refer to it often as cross-selling, making people know about the other services that are available within our library network. They may not be able to deliver the expert reference service directly but they can connect the person with that talent.

That brings me to the next function and that is there should be the ability to access expert assistance in particular areas. Now that person may not be at the access station but will be made available through electronic mail and through the telephone from the access station or from the individual’s own workplace.

The last component of this access station is that some of the functions
that I have just mentioned should be available not only from the access station but from the individual's desk or from their home. Just as banks hope to move in the future to delivering financial services into the home, we hope to be able to deliver information services to wherever the patron may be. Some of those we can now do because most of our patrons have terminals already. That doesn't mean they like to use them even within the Bell Labs environment. But they do have terminals. In fact, there are more terminals than there are people within the laboratories. So some of the functions that I have mentioned will, in fact, be delivered right to the person's work station if they so choose. Those include access to the local databases, access to remote databases and access to expert assistance.

Some reasons why we expect success in this venture. First of all, it is market driven. We have done extensive research and are continuing to do research in terms of focus group interviews and surveys of what our users want and need and what they are willing to pay for because we are held accountable now for our library services and must recover costs for those services through means other than just direct overhead charges. It uses understood technologies off the shelf. As I said before, we are not trying to be pioneers.

Also, it is a joint program, another one of those factors that is a key for success in such an endeavor. And, the reason I say it is a joint program is that we are working with the National Commission on Library and Information Science to develop this concept and, in fact, an access station will be housed at the National Commission. Why? Well, we are going to exhibit this kind of concept for NCLIS at the upcoming IFLA meeting in Chicago this summer. And then that exhibit will be moved to the commission office as a permanent center for the commission. So we are giving it high visibility and that's a strong motivator for it not to fail. It cannot fail. It also has to have strong champions. Well, I am certainly a champion for the idea and so is Toni Bearman and I think that is a pretty good combination.

How does that help you to respond to "A Nation at Risk" challenge? It provides one example of how libraries can achieve some of their goals stated in the "Alliance for Excellence" document. But it is only an example. As inter-

venors, you must find others. Low Branscomb has stated if libraries are to play a creative role in this period of experimentation, they must again become teachers and innovators and not custodians, lest the treasures in their custody are made obsolete by alternative services that fail to serve humanity as imaginatively and profoundly as they could. While Wilfred Lancaster has stated that the survival of the library profession depends on its ability and willingness to change its emphasis and image, Pat Batin has pointed out that one of the most powerful deterrents to change in conservative institutions is the existence of strong, autonomous, vested interest and the fear of losing one's empire. While she was talking specifically about academic institutions, the statement holds true for others as well.

In a recent article in the Journal of American Society for Information Science, by Lucier & Dooley, (January 1985), I saw a paragraph which struck me as a very concise statement of my entire talk. So I am going to read it to you. It is a short paragraph but it says everything in one paragraph that I have been trying to say in the last several minutes.

"Library administrators have the responsibility to create organizational climates that encourage and promote change. Traditional committee structures are an insufficient approach to anticipate and meet the challenges. Experimentation is essential, improvisation inevitable, and the sharing of both successes and failures a professional and organizational imperative. The great responsibility, however, rests with the individual who must adapt and adopt the idea of continual change as a goal and mode of personal and organizational operations." I don't believe the future unfolds as some forecasters would have us believe. I believe we must shape our future. New technology will neither do us in nor save us. Our failure to respond will.

I would like to conclude by reading two brief quotes. The first is from our Librarian of Congress in which he says, "Libraries remain the meccas of self-help, the most open of open universities, where there are no entrance examinations and no diplomas and where one can enter at any age." The second is from a novel about the romantic possibilities of a public library in California, a novel by Richard Brautigan. "We don't use the Dewey Decimal Classification or any index system to keep track of our books. We record their entrance into the library in the library contents ledger and then we give the book back to its author who is free to place it anywhere he wants in the library or whatever shelf catches his fancy. It doesn't make any difference where a book is placed because nobody ever checks them out and nobody ever comes here to read them. This is not that kind of library. This is another kind of library."

To remain the meccas we must change. If we don't change, we run the risk of becoming that other kind of library and that's the paradox. Thank you.
PRESIDENT'S REPORT

NORMAN NELSON
OSU Assistant University Librarian
OLA President, 1984 - 85

While it was necessary for the Association to adopt a very lean budget for the year, which meant that the plans of a few groups could not be fully realized, the fiscal restraint was more than offset by the variety of activities undertaken and the enthusiasm exhibited by the membership.

The year saw the start of two new roundtables, Special Collections and Archives and Support Staff, as well as the establishment of three new scholarships through the generosity of the Garrett Book Company of Ada. The Executive Board of the Association voted to undertake a long-term project in cooperation with the Oklahoma Special Collections and Archives Network which involves securing microfilm records of Oklahoma Townsite Cases from the National Archives. The townsite records, which relate to the founding and the early history of many of the towns throughout the state, is an especially appropriate project to undertake as we look forward to the celebration of Oklahoma's Centennial Year. Four workshops were held during the year, in addition to Library Legislative Day, which involved nearly 300 members and non-members.

At the outset of my year as OLA President, I identified the following four major goals that I hoped we could work together to achieve during 1984-85:

1. A substantial increase in membership.
2. A comprehensive review and assessment of the Association's funding, organizational structure and operational effectiveness — including the development of goals and objectives for the short term and the longer term aimed at strengthening the Association.
3. The completion of a needs assessment survey of OLA members.
4. The development of a local arrangements handbook to facilitate the planning of future OLA annual conferences.

I am very pleased to be able to report in this final column that substantial progress has been made in all four of these areas.

Kay Boies reported to the April meeting of the OLA Executive Board that total membership had reached the 960 mark. This represents an increase of 102 members (11.8 percent) over the previous year and is 36 above the previous record level of 924. The increase is due in part to the establishment of the two new roundtables referred to earlier. My special thanks to Donna Skvarla, who chaired this year's Membership Committee, and to members of that committee for a job well done. Considerable momentum has been generated and several new avenues have been pursued. A special membership brochure is being developed by a task force of the committee which should be completed in time to be helpful in next year's recruitment efforts. If the Association continues to place a priority on membership retention and recruitment, there is no reason why the "magic level of 1,000" cannot be achieved in the near future. I believe that the potential exists for growth beyond the 1,000 level if the Association makes a commitment to it.

The report of the Ad Hoc Committee on Evaluation, chaired by Mary Sherman, was presented during the Membership Meeting at this year's Annual Conference in Stillwater. A number of excellent recommendations were developed by that group. Some of the recommendations were adopted during the Membership Meeting and will be incorporated in the Bylaws. The remaining recommendations will be carefully considered by the newly formed Strategic Planning Committee and may result in certain changes which should help to strengthen the Association and to improve its operational effectiveness. I am grateful to Mary and to the members of her committee for their fine work.

Closely related to membership recruitment and retention and to the work of the Evaluation Committee was my interest in conducting a survey of members and non-members to determine how well the Association is meeting their needs and interests to identify areas in which changes should be considered. The survey was completed late last fall and the detailed results were provided to the Evaluation Committee. A summary of the survey results was also distributed to the membership as a part of the February 1 bulk mailing.

A final goal for the year — the development of a local arrangements handbook — is well underway and will be completed before the end of the current fiscal year. I am grateful to Carol Hughes, last year's local arrangements chair, for her willingness to chair...
HIGHLIGHTS OF CONFERENCE

The 1985 OLA Conference was well attended. A total of 1,241 came to Stillwater, of which there were 610 conference participants, 560 attended the Sequoyah children's function, and 76 were exhibitors. Most came from public libraries (248) and academic institutions (154). But only 1 in 3 like to eat at these functions — 218 attended the luncheon and First General Session on Thursday, and 234 went to the luau. Admittedly the Sequoyah Award Presentation was the best attended, with 560 eager young readers and the Second General Session came in near the top with 147 participants. Two programs were especially well-received over any other — "Reading Media and Books in the '80s" (sponsored by OASLMS/Children's and Young People's Roundtable) with Gail Haley as speaker, and "Snowdrops in the Bookdrop: A Humanistic Approach to Librarianship," (a Public Library Division program with Will Manley, Director of the Tempe Public Library) drew 119 participants.

Anyone interested in an analysis of the conference can contact Executive Secretary Kay Boies (405-348-0506) and request a "Summary of Mini-Evaluations of the 1985 OLA Conference."

Each program was evaluated by participants as inadequate, adequate, good, excellent, with plenty of space for comments and suggestions. These evaluations are most informative and provide further conference planners with direction.

Regrettfully an evaluation of the entire conference was completed by only 97 of the 610 participants. A copy of these is also available from Kay Boies. An analysis here is not possible, but it's a safe bet to say that the Thursday evening luau was not popular. Participants were asked their impressions of the quality of programs, exhibits, social events and meeting facilities. Most of these responses were in the "adequate-to-good" range. On the positive side, favorable comments were given to Will Manley ("Snowdrops"), Gail Haley ("Reading"), Mike Synar (Political Process), the Standards Committee Report, and the economical aspects of holding the conference in Stillwater. But many were unhappy with the luau and the exhibits.

Planning and organizing an annual conference requires much time and effort by a number of dedicated volunteers. As the annual conference is a vital vehicle in our continuing education process we owe a large measure of thanks to these hard working and dedicated persons.

— Oliver Delaney

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Michelynn McKnight

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READER'S PRIVACY BILL
PUSHED; OLA ADOPTS P&P ON CENSORSHIP CASES

By
Duane H. Meyers, Chairman
OLA Intellectual
Freedom Committee

Oklahoma may soon become the
26th or 27 state to adopt a law protecting
the privacy of library users' records,
thanks to the efforts of the Oklahoma
Library Association.

OLA's Intellectual Freedom Com
mittee drafted language almost identical
to the language used by the State of
Louisiana's law, and this was endorsed
in 1984 by the OLA Executive Board.

Nearly a year later, on Feb. 11, 1985,
State Representative Roy B. Hooper,
Jr., Comanche County, introduced
the bill as House Bill 1246, and it
passed the House with only a few
dissenting votes.

Dr. Josephine Raburn, head of the
Division of Language Arts at Cameron
University in Lawton and a member of
the OLA-IFC, made the initial contact
with Rep. Hooper to get the bill
introduced.

During the week of April 15, 1985,
the bill was given a "do-pass" vote by
the General Government Committee of
the state Senate. The proposed law
was introduced in the Senate by State
Senator Paul Taliaferro, D., Dist. 31.

Lee B. Brawner, OLA president-
elect, and Duane H. Meyers, IFC chair,
spoke briefly on behalf of the bill at the
Senate committee meeting. IFC
member Anne Million, of the OU Law
Library, as also active in working for
the bill, as was IFC member William
Varga, of the Tulsa University Law
Library.

Here is the language of House Bill
1246:

Any library which is in whole or
in part supported by public funds,
including but not limited to public,
academic, school or special lib-
raries, and having records indicat-
ing which of its documents or other
materials, regardless of format,
have been loaned to or used by an
identifiable individual or group shall
not disclose such records to any
person except to:

1. Persons acting within the
scope of their duties in the adminis-
tration of the library;

2. Persons authorized to inspect
such records, in writing, by the indi-
vidual or group; or

3. By order of a court of law.

Another IFC activity of interest to
OLA members was an addition to the
OLA Handbook: "Policies and Proce-
dures for Handling Reported Violations
of Intellectual Freedom."

This was adopted at the 1985 confer-
ence in Stillwater by the OLA mem-
bership. It had earlier been approved
by the OLA Executive Board.

The document reaffirms OLAs com-
mitment to the intellectual freedom
stance taken by ALA in ALAs Intel-
lectual Freedom Manual. It also tells
the steps involved in getting help from OLA
in cases of censorship or potential cen-
sorship.

Special Collections And
Archives Round Table

by
Bob Patterson
University of Tulsa

Approximately fifty-two individuals
attended the program meeting of
the new SCART group in OLA, indicating
that the newly organized round table
was off to a good beginning. Also vis-
ible in the meeting program was evi-
dence of considerable cooperation
among several like-minded groups in
the state, also a good sign. The Pro-
gram, titled "Accessing and Preserving
Oklahoma's Documentary Heritage," was
co-sponsored by Oklahoma Chap-
ter of the Western Conservation
Con- gress and the Oklahoma Special Col-
lections and Archives Network. Fea-
tured speakers were Dr. John Lolley,
representing OSCAN, who spoke on the
Oklahoma town site records project,
an effort to obtain from the Na-
tional Archives and Records Service
microformat copies of the historic town
site. records now deposited in Wash-
ington, D.C. Howard Lowell, represen-
ting ODL, spoke on the NHPRC-funded project to survey his-
torical records in the state. Carol
Hughes and Betsy Aldredge, also
representing OSCAN, spoke on the
survey project to list special collections
holdings around the state. The final
speaker was Bob Patterson, who
spoke on regional preservation pro-
grams across the nation and described
the new AMIGOS Preservation Service
being developed by the network to
meet the needs of libraries in the
Southwest.

OASLM PROGRAMS
WELL RECEIVED

by Mary Lou DWelbiss
OASLMS CHAIRMAN

The appearance of Gail E. Haley, in-
ternationally known author and illus-
trator, was sponsored by Oklahoma As-
sociation of School Library Media
Specialists and the Children and Young
People Roundtable. She has been the
recipient of several important awards,
including the Caldecott Medal, the
Kate Greenaway Medal, and Japan's
Kadai Tosho Award.

On Thursday afternoon Ms. Haley
showed slides of the research collec-
tion she has assembled at Appalachian
State University in Boone, North
Carolina, which she calls "The Collec-
tion of the Culture of Childhood." The
collection includes a wide variety of
games, toys, puzzles, and books from
many countries and times. Of par-
cular interest were the examples of tin
wind-up toys of the American 19th cen-
tury and her examples of pop-up
books. Her examples of typically "girl"
or "boy" toys showed the extent of
socialization of children into particular
roles which they were expected to play
in adult society.

The Friday luncheon appearance
of Ms. Haley was well attended by both
school and public librarians who en-
joyed hearing her give insights to the
processes of research and work that
goes into her award winning children's
books. Slides of the models she uses
and the locale she carefully notes for
authentic detail were shown. She told
of her current interest in researching
the "jack tales" as found in the Appal-
chian Mountains and the plans she has
for developing a series of picture books
around these.

Each day an autograph session was
held for those who desired an autog-
raphed copy of "Birdsong," Post Of-
lice Cat," or "A Story, A Story."
Automation In Oklahoma: Computer Demonstrations

by
Jean P. Mackey, Chair
Technical Services Roundtable

The joint Automation and Technical Services Roundtables' program at this year's OLA Conference consisted of demonstrations of microcomputer software programs used in various Oklahoma libraries.

Otis Eversole and Mike Rusk (Tulsa Junior College Learning Resources Center) demonstrated their locally developed CAI program for teaching the writing of bibliographies and bibliographic citations. An Apple IIe was used for the demonstration.

Fran Grant, (Vinita High School Library) demonstrated catalog card and label print programs developed by her using a radio Shack Model 4 microcomputer. These programs can be purchased from EDUCOMP.

Dell Hewey (Rose State College Library) demonstrated local programs written on the Profile III Plus software using a TRS80 Model III microcomputer. The programs included a periodical/newspaper list, address labels, and an information and referral list. Dell also brought a commercially available program which teaches how to shelve books by LC call number and many people enjoyed hands on experience with this program.

Michelynn McKnight (Norman Regional Hospital Library) demonstrated the use of an Apple IIe to down-load information from a large bibliographic database and create a bibliography based on the information received. Photocopies of a sample bibliography which also included information on which items are available in the Hospital library were provided for anyone interested. Software used to create the bibliography included Transend, Appleworks, Applewriter and VisiCalc.

"CARE AND FEEDING OF THE BUILDING TEAM"

A panel consisting of Dean Doerr, Construction Consultant for the Oklahoma Department of Libraries, Steve Porter, an architect from MNT, Inc., and Bruce Stone, City Manager for Blackwell, discussed the topic "Care and Feeding of the Build-Team; A Practical Discussion." The first step in obtaining a new library building is to obtain the services of a public or private building consultant such as Mr. Doerr who will help determine the needs of the community and the method of financing. The goals for the cost, size, and location of the building must be established immediately.

Perhaps the most important person in the building of a library is the architect because he will interpret your programs and needs and supervise the construction. In order to get the building that you want, you must be able to communicate with your architect. Before you engage the firm to design your building, be sure that you meet with the architect who will actually be doing the work and not just a representative of the firm.

Mr. Porter designed the beautiful new library at Pauls Valley which meets the needs of the community. Children are drawn to the specially-designed room by the bright colors. Various types of audio-visual equipment including a TV set and VCR are housed in another special room which also serves as a meeting room for small groups.

Mr. Stone was the City Manager at Stroud when their new library was built. This library was financed through a bond issue for a city complex which included not only the library, but also fire and police departments, senior citizens center, and city chambers. By combining efforts of all of these groups, the citizens were very willing to approve the bond issue.

The audience was treated to a fine slide presentation of the libraries at Stroud and Pauls Valley.

- "All the beautiful sentiments in the world weigh less than a single lovely action." (James Russell Lowell)

Sequoyah Children's Book Award

The voting this year proved that students over the state are really reading the Sequoyah Masterlist. Over 53,210 children voted for their favorite book.

The 1985 winner is Thirteen Ways To Sink A Sub written by Jamie Gilson. Ms. Gilson attended the conference and accepted her award, not only once, but twice. Due to the number of students and librarians wanting to attend the presentation on Friday, an additional presentation was held at the Stillwater Middle School on Thursday evening.

Barbara McBride-Smith and all the librarians of Stillwater are to be commended for their effort in helping to have two very successful presentations. The children from Skyline Elementary School presented the award to Jamie Gilson in the form of a readers theatre.

A special guest of the committee, Miss Edith Gorman, added a special warmth to the presentation. Miss Gorman, from Alva, was on the first Sequoyah Children's Book Award Committee over twenty-five years ago. She was kind enough to share some of her memories of the early years of the award presentations. Since the conference, she has shared with the committee the original scrapbook of the first award presentations. This certainly gave the committee a great feeling of pride to feel a part of this very worthwhile tradition. The committee thanks, not only Miss Gorman, but all those librarians and interested adults who had the foresight to begin the Sequoyah Children's Book Award program.

This was a special year for the committee to give thanks to all those individuals who made the committee's task much easier.
"I cannot say that I am in the slightest degree impressed by your bigness, or your material resources, as such. Size is not grandeur and territory does not make a nation. The great issue, about which hangs a true sublimity, and the terror of overhanging fate, is what are you going to do with all these things?"
—Sir Thomas Henry Huxley
Sept. 12, 1876

THE OLA GODORT PROGRAMS

By
Steve Beleu, Chairman

The OLA GODORT Roundtable presented a number of interesting programs during the Annual Conference. The accomplishments of GODORT for 1984-85 year include columns published in the Oklahoma Librarian; the four OLA Programs, sponsored or co-sponsored by GODORT (featuring federal and state government publications); the OLA Exhibit (featuring federal and state and international government publications); indexing of the GODORT Chair's papers.

Lois Mills from Western Illinois University Library spoke on the topic "Government Publications — Selling them to your Patrons." Virginia Collier from Oklahoma Department of Libraries and Betty Smith from the Public Library of Enid and Garfield County presented suggestions. Several new ideas were received from those who attended.

The following are a few ideas presented for selling your patrons on using government publications:

- Offer services in instructing students or groups on the uses of government publications.
- Call persons, groups, and instructors that may have an interest in any given publication you have received as a depository and tell them about it.
- Increase access to government publications in as many ways as possible. (A) card catalog, (b) indexes (such as ASI, SRI, CIS, INDEX TO GOVERNMENT PERIODICALS, etc.), (c) referral from other areas of the library or other libraries.
- Contact other services that help to push government publications (such as RAM, NTIS, ERIC, etc.).
- Take superceded material which is still usable, cumulated material, subject bibliographies, /a reprints, and old publication reference files to the other local libraries (academic, high school, public, or even a particular or special library) to get increased use from them and it will eventually increase the use made of the more current material you have.
- Be sure you get the name and phone number of anyone you can't help. You may find something right after they leave or two months later and it may still help them.

Sequoyah Children's Book Award

The Sequoyah Filmstrips are now available for the 1986 masterlist. For the past several years, Susan Babbitt, Director of the Tulsa Public School Libraries, has been very instrumental in helping to get the filmstrips produced. This year she has been able to have the filmstrip available for preview at the OLA Conference. If anyone is interested in borrowing a filmstrip for use in their school or library, contact your local public library for interlibrary loan. If you would like a copy of the filmstrip, contact Sue Galloway, at the Oklahoma Department of Libraries. 1-800-522-8116. The cost of this year's filmstrip is $25.00, which includes postage.

If you would like additional publicity materials, please contact the State Department of Education/Library Resources Section, 141 Oliver Hodge Building, 2500 N. Lincoln, Oklahoma City, OK. Most of the materials are free or have a minimal charge.

The committee welcomes your comments. Please contact any committee member in your area, if you have questions or would like some help with planning a Sequoyah presentation at your school. We are here to help promote reading and the Sequoyah Children's Book Award program. Let us hear from you.
A survey of membership and the conclusions drawn from the survey were also presented:

1. There needs to be a regular GODORT column in the Oklahoma Librarian.
2. The GODORT program at the OLA Annual Conference needs to be strong and attractive to all types of librarians.
3. GODORT needs to examine government publications other than federal.
4. GODORT needs to sponsor programs on the automation of government publication collections and maps.
5. GODORT needs to initiate cooperative projects of some kind.

During the program on "Patents" speakers John and Vicki Phillips of Oklahoma State University Library spoke to the antiquated terminology used in the classification of patents, such as "velocipedes" for bicycles and "band-aids" for brassiers. Patrons who wish to search patents therefore need to be told before they attempt the task, that it is a difficult, time consuming process. They explained the different types, length of years, renewability, and rights of patentees of patents.

Trademarks were also treated. The only place a trademark can be properly researched is at the Office of Patents and Trademarks in Washington, D.C. The OSU Library has the trademarks on microfilm but extensive time is needed to get anything from a search of trademarks made on your own. Searching is much more complete and less time consuming if done at Washington, D.C.

The OSU Library has all the trademarks on microfilm and has the ability to copy them on hardcopy for anyone requiring a copy. OSU also has all the material and publications needed for research on patents.

Another major program of GODORT was one on "Government Publications — the Censorship problem nobody knows." Speaker, Lois Mills of Western Illinois University Library, and the panelists, Betsy Aldridge of East Central State University, Julia Johnson of Fairfax High School Library, and Dwayne Meyers of Oklahoma Metro Library System, spoke on the problem of new regulations being discussed and regulations that had been passed that could have an adverse affect on the availability of government publications through the federal depository system. Among the items mentioned were Executive order 12356, a prepublication review in the Chronicles of Higher Education (Jan. 9, 1985), an article by R. Cleeman in the Newsletter of Intellectual Freedom (v. 34, no. 5), and an article in Progress called "Freeze on Facts" in the April '85 issue. Another item mentioned was the fact that computer generated data is not depository material. The possibility of no further need for depository libraries should all publications eventually end up on computer leaves us all with a lot to think about and speak about to our congress and legislature. It seemed to be the general feeling that the public would not have as much access to information should the depositories not receive as much information because of reclassification or non-availability on computer. Anyone wishing to know more about this was told to talk more with Lois Mills and sign up for a copy of the handout as we had insufficient copies for everyone to have one.

GODocs

By Steve Beleu

Contributions to this column are most appreciated. Send your material on government publications, how you handle them in your library, special collections in your library, or anything else on government publications, to Steve Beleu, U.S. Documents, Oklahoma Department of Libraries, 200 N.E. 18th, Oklahoma City, OK 73105.

ISSUES


RESOURCES

The Documents Department at Oklahoma State University Library subscribes to a microfiche service for international documents: the CIS Index to International Statistics (IIS). They have microfiche copies of everything listed in IIS and will send microfiche copies to other libraries on interlibrary loan. Some useful titles in IIS include: European Economy (European Community); Investing in Developing Countries (Organization for Economic Cooperation and Development); the OPEC Review; State of Food and Agriculture (Food and Agriculture Organization); and Focus on Poverty (World Bank). For more information about this collection call the OSU Documents Department at (405) 624-6546.
The annual FOLIO meeting was held at Oklahoma State University in Stillwater on March 22. The following new officers were elected for the coming year: President - Judy Moody; 1st Vice President - Pat Westmoreland; 2nd Vice President - Irene Wickham; Secretary - Midge Lindsey; Treasurer - Dee McGaillard.

A mass mailing to members of the largest Friends groups resulted in 147 new FOLIO members for a total income of $1,136. FOLIO now has approximately 425 members and hopes to reach 500 soon.

FOLIO plans to establish seed grants that will be available to organize Friends groups in cities where no citizen support of libraries presently exists. Grants may fund promotional materials, postage, office supplies, mailing labels, and phone calls.

Muskogee Friends Hold Books Sandwiched-In

The Muskogee Friends sponsor a monthly Books Sandwiched-In program and provide lunch of a sandwich, drink and dessert for $1. The Reaching People Choral Group from St. Paul Methodist Church presented contemporary Christian Christmas version music for the December program. Presently the Friends are also sponsoring the Great Decisions discussion groups.

Sayre Friends Receive Grant

The Sayre Friends of the Library recently received a $10,000 matching grant from the Kerr Foundation that will be used to help build a new library. They have 3 years to raise the matching $10,000 through fund raisers and donations and have already collected $1800.

Yukon Friends Group Formed

A new Friends organization is being formed in Yukon to support the Mabel C. Fry Public Library. A steering committee has been formed at this time, so hopefully we will see a new group soon. The steering committee will seek to determine the needs of the library and inform the residents about the organization. FOLIO sends its best wishes to the group.
GETTING GRANTS FOR PUBLIC LIBRARIES

Carol Morriseau-Holmes spoke on "Getting Grants for Public Libraries" at the FOLIO meeting. Before looking for funding sources, you must do some planning to determine the amount of money and the purpose that it will be used for. Do a feasibility study in your community to identify funding possibilities before you start asking for money. Look at both public and private sources. Federal, state, and local governments often have grants for specific purposes that your organization may qualify for. Be sure that proposal fits the guidelines of the grant. You will not be funded to buy books if money is available for new library buildings. Private sources include foundations, corporations, local businesses, and churches. The bulk of your money will probably come from your own community. Include companies that have some connection to your town as possibilities for contributions. A railroad running through your town may make a community-relations contribution. Be flexible and use your imagination to identify these sources.

For more information about foundations, visit the Foundation Centers at Tulsa City County Library or the Oklahoma City University Library.

Fund-raising is not for one person to do alone, but is a shared experience for your group.

BOOK SALES

Several Friends groups including Yukon, Tulsa, and Oklahoma City shared their ideas on having a successful book sale. Start planning for the event by setting up committees to handle publicity, pricing and sorting, clean up, thank yous, scheduling of volunteers, and any other needs. Start collecting books from your community by placing boxes in the library, grocery stores, shopping centers, schools, and other places where people gather. You may want to have a day where members will be on hand to collect books at a "Drive-Through" book drop. Have receipts available at the library for individuals requesting them for income-tax purposes. Let the individuals make the decision on the value of the donation. Your librarian may even donate the library discards to your sale!

The books must be sorted into classes such as fiction, non-fiction, magazines, hardbacks, paperbacks, children's books, etc. and priced accordingly. Keep the prices low. Suggested prices are: hardbacks - 25¢ to 50¢; paperbacks - 10¢ to 25¢; magazines - 10¢ each or $1 per year; small children's books - 10¢ to 25¢. The magazines that sell the best are National Geographic and Smithsonian. A Rare Editions Catalog might be a wise investment for your group, because you may have some valuable books donated which can be sold to antique dealers for more profit.

Set up the tables of books the day before the sale if you have a place to leave it. You may want to have a member's preview night with refreshments before the sale is open to the public. If you cannot set up until just before the sale, you can obtain good inexpensive labor from the local boy scouts or girl scouts who wish to earn community service badges. If you are planning to have the sale outside, do not set up until you are sure that the weather will cooperate. Have alternate plans in case of rain, wind, or snow.

During the sale, have the volunteers wear some item such as an apron, hat or name tag to identify them as workers. A story hour will keep the children entertained while the parents shop for books. You may wish to invite local authors, poets, or artists to sell their works at your sale if they will donate a percentage of their sales to the Friends. These individuals will add interest to the sale. You can get new members by having a table set up for dues payment. After the sale is over, a local public service agency (Goodwill, etc.) may pick up your leftovers. This creates good relations for the library in your community.

A variation that netted the Ponca City Friends $400 recently was their "Paperphernalia." They sold only items made of paper including paperbacks, patterns, magazines, jigsaw puzzles, and games.

Book sales can be profitable for your group. The Friends of the Metropolitan Library System recently made $45,000 on their annual book sale. Smaller Friends organizations in small towns frequently make between $400 and $1000 on their sales! Good luck on your next sale!
SNOWDROPS IN ACADEMIA:
STAN BENSON LEAVES OBU

Stan Benson has been Director of the Library at Oklahoma Baptist University in Shawnee since 1971. Shortly he will leave OBU and assume the directorship at Carson Newman College in Tennessee. What a loss! Stan has recently been elected to a two-year term of office on the OLA Executive Board as the OLA Treasurer, a most important and busy function for the association.

The position has been a long and steady rise in associational responsibilities for Dr. Benson since his arrival in 1971. He has been chairman of the Library Development Committee, Constitution and By-Laws Committee, Auditing Committee, Nominations Committee and ODL Network Advisory Council.

Stan began his library career 26 years ago with Texas Christian University in 1959, and has held academic positions since. Graduate of the School of Library Science at University of Texas. Stan has Ph.D. from University of Oklahoma and Th.D. from southwestern Baptist Theological Seminary.

Stephen Skidmore will assume the position of OLA Treasurer with the new fiscal year in place of Stan Benson. He was previously Assistant Librarian at East Central University in Ada. This past year he has been most active as chairman of the OLA/ODL Standards Committee.

New Branch Library for MLS

Midwest City has voted yes to $2.85 million in bonds to build a new 26,000 square foot library in their town. Midwest City is a branch of the Metropolitan Library System (Oklahoma County).

MLS Director Lee Brawner called the bond passage a major step for the system and for Midwest City.

The new facility will be the largest community library in the state, he said.

It will serve the area as a regional facility and will be built on a five-acre site near the city hall on East Reno and Midwest Boulevard.

The new structure will replace the current Midwest City Library housed in the former pro-shop of the old municipal golf course.

The new library is expected to be completed by mid-1987 with construction scheduled to begin in about a year.

The new regional library, with five times the space of the current building, will house more than 100,000 books and other materials. It will provide expanded reference services including on-line data base services, more magazines and newspapers plus back issues for research and seating for 150 adults compared to only 37 in the current library. The library will also have meeting and conference rooms for programs and community use.
Small Oklahoma Library Organization
by Margaret Rigney, President

To many librarians, the coming of summer means the time to gather ideas for summer reading programs. With that in mind, SOLO's spring workshop topic centered on library programming for children.

Steve Smith, artist-in-residence with the Oklahoma Arts Council, demonstrated elementary, anyone-can-do-it puppetry skills in a lively, entertaining presentation with his buddy Daniel the Lion. Following puppetry, Steve blew up balloons for the audience and showed them how to make animals with a few simple twists of the wrist. He also showed the group how to make balloon "apples".

Eufaula librarian, Marguerite Schmitt, dressed in St. Patrick's Day green and a derby to match, shared some of her award-winning program ideas that she has used to put the Eufaula library on the map.

A change of pace in the afternoon session was provided by Poteau resident, Modene Moon, author of the new Harlequin romance novel, "Dare to Dream". Modene described her experiences as a fledgling romance author and told her of future plans as a writer. The Novel "Dare to Dream" is set in Oklahoma.

SOLO's fall workshop is scheduled for September 5, at Connors State College in Warner, Oklahoma.

The Small Oklahoma Library Organization was created for the purpose of establishing a cooperative network of small, rural libraries in eastern Oklahoma. SOLO provides a structure for the sharing of human resources and ideas. SOLO also provides professional development opportunities to librarians in rural eastern Oklahoma through in-service training and continuing education seminars and workshops. Membership in SOLO is open to all types of libraries and library staff.

The purpose of the Small Oklahoma Library Organization is to: (1) Provide a structure for the sharing of resources; (2) Provide a forum for the discussion of common problems and their solutions; (3) offer programs of professional enrichment for the membership; and (4) Represent the professional interests of the membership in such capacities as the group directs.

OFFICERS 1984-85
Margaret Rigney  President
Connors State College
Warner, OK 74469
(918-463-2931 Ext.236)

Marguerite Schmitt  Vice-President
Eufaula Memorial Library
Eufaula, OK 74432

Elizabeth Neff  Treasurer
Buckley Public Library
Poteau, OK 74953

Each spring semester Murray State College in Tishomingo hosts the Southern Oklahoma Scholastic Contest. Area high schools compete for scholarships in most subjects offered in the typical high school curriculum: math, science, art, typing, etc.

This year, for the first time, we offered a test on library skills. The test contains 100 multiple choice questions with a 50 minute time limit. The questions were written by me and are non-validated.

Forty-nine students from high schools as large as Ada to smaller rural schools like Coleman competed.

The test was scored on a Scantron 2100 that is connected to an Apple II microcomputer. A software program called Assistant Teacher, from Overdrive Computer Corporation, was used to analyze student response, to each question.

The high score was 88, the low was 37, with an average score being 61 correct out of 100.

Some sample responses:
- 63% of the students knew that the Library of Congress was located in Washington, D.C.
- 20% knew that Daniel Boorstin was presently the Librarian of Congress.
- 97% were aware that you could locate library materials through the card catalog if you knew the author, title, or subject.
- 67% knew that the history of an individual from birth to death written by another person was a biography.

We are looking forward to giving the test in 1986, and welcome any suggestions that teachers and librarians may have on possible questions to be included, etc. Please write to Jim Kennedy, Library/LRC, Murray State College, Tishomingo, OK 73460.

—JIM KENNEDY
Director

TCCL PLAYS LIBRARY PURSUIT

"How many questions are answered annually by the telephone directory service in the Business and Technology Department? . . . More than 26,000." If you're tired of Trivial Pursuit, get the facts and all the facts in LIBRARY PURSUIT, Tulsa City-County Library System's Progress Report for 1983-1985. Produced on bright 3 1/2 x 2 1/4 inch cards with green and yellow borders, "Library Pursuit" features a set of 44 playing cards and 264 challenging questions and answers about TCCL that are far from trivial. Once again TCCL has provided an informative and innovative report to make its public more aware of library services.

OUSLS

Nine professional librarians have visited the University of Oklahoma to approve bylaws for an advisory committee that will represent the School of Library Science and the profession to the OU administration.

The Advisory Committee to the President of OU for the School of Library Science was formed to advise and provide information on the educational and professional needs of library/information professionals in Oklahoma, noted Pat Woodrum, director of the Tulsa City-County Library, who chairs the advisory committee.

"We're not a timid group and will say what we think and do whatever we can to help the school," she said.

The committee, made up of professional librarians from several Oklahoma communities, also may recommend changes and advancements in the programs of the OU School of Library Science, which is the only library program in the state accredited by the American Library Association. There are only 67 accredited schools in the United States and Canada.

Available for consultation, the committee will review programs of the school as to their usefulness to the library/information community.

Sylvia Faibisoff, director of OUs School of Library Science, indicated the committee also will provide increased channels of communication with communities throughout the state.

(Continued on page 126)
Library Symbol Wins Acceptance By Federal Highway Administration

The national library symbol launched at the American Library Association (ALA) Annual Conference in 1982 has been accepted by the Federal Highway Administration (FHWA) for inclusion in the Manual on Uniform Traffic Control Devices.

The administration cited widespread use and support of the symbol in its acceptance and stated the sign must be white on green for highway use. To assure that the motoring public understands the meaning of the symbol, all new library symbol signs erected must be accompanied by the word library for the next four years. The white on blue (pms-285) symbol can still be used for promotional materials and nonhighway signs.

"This is hallelujah day. This thing passed because of all the people around the country who used the symbol," said ALA Library Symbol Implementation Committee Chair Bob Garen of the Detroit Public Library. He also expressed appreciation to the symbol's designer, Ralph Devore, who originally developed it for systemwide use in the Western Maryland Public Libraries, and to ALA 1981-82 president Elizabeth W. Stone, who made support for library symbol implementation one of the goals of her presidential year.

The purpose of the national library symbol is to increase public awareness of libraries through widespread use of a standardized symbol on library directional signs and promotional materials. The symbol is designed primarily for use on exterior library signs appearing on streets, highways, campuses and buildings. It can also be used by individual libraries on newsletters, posters, book lists, library cards, bookmarks, letterheads and other promotional materials.

The symbol is a graphic representation that triggers and instant association with libraries — the book and reader.

For further information on the national library symbol, contact the ALA Public Information Office, 50 E. Huron St., Chicago, IL 60611.

"Free Speech/Free Press" Is Theme Of Banned Books Week '85

Free Speech/Free Press will be the theme of "Banned Books Week '85 — Celebrating the Freedom to Read," to be held September 7-14, 1985. The week will also celebrate the 250th anniversary of the trial of John Peter Zenger.

This annual event is jointly sponsored by the American Library Association (ALA), the American Booksellers Association (ABA), the American Society of Journalists and Authors (ASJA), the Association of American Publishers (AAP) and the National Association of College Stores (NACS).

The phrase "Celebrating the Freedom to Read" has been added this year to the title "Banned Books Week" to emphasize First Amendment concerns of these sponsors and the importance of access to information.

Sponsoring organizations encourage their members to work together on local exhibits and programs. "Banned Books Week '85 — Celebrating the Freedom to Read" promotional packets will be available by mail in May ($10) and will be sold at the ALA's Annual Conference in Chicago in July. The packets will include an annotated list of books that have been banned or have been the object of controversy, a collection of quotations on the First Amendment, three posters and suggestions for media coverage. Ordering information will be announced when the packets are ready.

John Peter Zenger, a colonial printer, was tried on charges of seditious libel in 1735. A novel defense by attorney Alexander Hamilton resulted in his acquittal and the establishment of the truth as a defense to libel — a principal that has become one of the cornerstones of free speech and press as we know it today in this country — and remains at the center of the contemporary debate on when the right to free speech must give way to other societal interests.

The anniversary of the Zenger trial comes during a year when the newspapers have been full of articles about famous libel trials — and serves as a timely reminder of the importance of free speech and press. Librarians and booksellers can work together to develop community awareness of the dangers of censorship. The connection between John Peter Zenger and contemporary First Amendment conflicts is one that people should understand and one that should revitalize our commitment to the principles of law and freedom embodied by Zenger's trial," and Judith Krug, director of the ALA's office for Intellectual Freedom.

"Librarians responded enthusiastically to Banned Books Week in 1984," Krug said. "Local libraries reported a tremendous response to the displays, forums and other activities organized for the week. In addition, substantial press coverage and public support of the programs helped strengthen the perception of the local library as a center for ideas, debate and information."

What Big Brother Knows?

Ever wonder what Big Brother knows about your private life?

For the curious, the American Civil Liberties Union has announced the publication of "Your Right to Government Information," a legal handbook that details procedures for gaining access to material in government files.

Written in a question-and-answer format, the guide describes how Americans can uncover vital information, whether it relates to an individual's own political, business or private life, or whether it relates to broader issues — such as toxic waste disposal, postal rate hikes and government contracts.

The guide covers four major federal statutes passed in recent years providing public access to government information: the Freedom of Information Act (FOIA), the Privacy Act, the Government in the Sunshine Act, and the Federal Advisory Committee Act.

Included are sample request and appeal letters. For information on how to order the book, call the ACLU of Oklahoma at (405) 524-8511.
ALANET Offers BNA Advanceline

BNA Advanceline is the latest database service to be offered by ALANET, the American Library Association's electronic information service. This group of seven databases contains information on legal, legislative, and regulatory developments in business, finance, taxation, labor, and securities. Advanceline is published by the Bureau of National Affairs, Inc., and offered as an electronic publication on the ITT Dialcom system.

Daily Washington Advance (DWA) is a comprehensive daily report covering a range of economic, legal and regulatory developments of interest to business and industry.

Daily Tax Advance (DTA) covers all aspects of tax legislation, including hearing, rulings and tax policy.

The Private Letter Rulings (PLR) database is concerned with IRS Private Letter Rulings, including memoraanda and actions on decisions.

The Daily Congressional and Presidential Calendar (DCAL) is a daily calendar of congressional actions, including introduced and pending legislation, and provides a schedule of Presidential activities for the day.

Daily Labor Advance (DLA) covers, on a daily basis, nationwide government labor activities that affect the private sector.

Daily SEC Advance (SEC) contains the official text of the SEC News Digest and gives summaries of important news and decisions in the securities field.

Securities Law Advance (SLAV) is a weekly report of legal developments in the field and activities of the Securities and Exchange Commission.

BNA also provides a pocket guide for using Advanceline and users may dial a toll-free number for information and help.

ALANET offers its subscribers information services including electronic mail, electronic newsletters for the library/information community, customized support for growing numbers of interlibrary communication networks and databases.

For information on ALANET, contact Joel M. Lee, ALANET System Manager, 50 E. Huron St., Chicago, IL 60611 (312-944-6780).

CLOSING THE BOOK ON "A NATION OF READERS"

WASHINGTON, D.C.—American Library Association (ALA) President E. J. Josey today warns against changes in federal policy limiting public access to information and urged other concerned organizations to join ALA in combatting such a trend.

Josey said the trend toward reduced access has gained momentum during the current administration. He urged educators, scientists, labor, consumer and other interested groups to join ALA in forming a coalition to monitor and promote "equal and ready" access to unclassified government information.

Josey spoke at a press conference during National Library Week.

"The number 1 priority of the American Library Association is seeing that the information needs of citizens are met," Josey explained. "Freedom of information is the most basic of rights in our democracy, and libraries have traditionally been the institution for citizen access."

Josey cited a proposal to put the Office of Management and Budget in charge of all government information gathering as a current development in the trend toward reduced access.

Under the proposal, federal agencies would have to show that data collected is essential and not likely to be gathered by the private sector, also that benefits would outweigh collection costs. Josey said such a policy could endanger labor and health statistics, housing data, economic and trade figures, and environmental reports and other information supported by tax dollars.

Josey acknowledged that cost is the reason given for the proposed changes but questioned the value of such savings versus the public's right to know.

He noted a trend toward electronic storage of information and contracting for information collected by the government to be published and sold by private industry as reported in a publication by the ALA Washington Office titled "Less Access to Less Information By and About the U.S. Government."

The report notes that federal agencies are publishing notices in the Federal Register announcing increased fees to the public for record retrieval, including Freedom of Information requests. The U.S. Postal Service has published standard charges for computer searches ranging from $189 to $1,827 per hour. The Federal Statistical Directory was published by a private firm the first time in 45 years at triple the previous price.

"We are not antipathy," Josey explained. "Many commercial publications are better than what the government offers. But if materials are available only through the private sector at a higher price, the result is less access."

OTHER ISSUES

Josey said there are other forces at the federal level threatening to "close the books" on a nation of readers, including the administration's proposed budget that would eliminate all federal funding for libraries, proposed increases in 4th-class library postage rates and elimination of free postage for some 630,000 blind and physically handicapped persons receiving talking Books from the Library of Congress.

Josey said the amount of federal funding for public libraries is small — only $118 million out of a proposed $974 billion budget — but vital in extending services to those without access to library service or who require special materials or equipment.

Programs threatened include literacy projects, special services to the blind and physically handicapped, bookmobiles and other programs serving the homebound, elderly or those living in isolated rural areas.

Other library programs ignored in the proposed budget are the National Commission on Libraries and Information Sciences, college library resource grants, fellowships to minorities and funding to research libraries.

"It is not enough for government to say literacy should be a priority. It must also take a leadership role in providing the funds needed to serve those needs," Josey said.

He said postage rates are a major concern because sharing of resources is a major activity of libraries and intended to save money. The proposed increase represents a 74 percent increase in costs to libraries. The elimination of free postage for the blind and physically handicapped means that a 4-ounce cassette recording of a Talking Book would cost .73 cents to mail one way. A carton of braille books would go from zero postage to $2.64.
Censorship issues, nonresident fees, and book thefts all pose potential PR crises for library administrators and staffs. Find out how effective public relations can help remedy these and other library crises by attending "Making the Bad News Better — Crisis Management," Monday July 8, 9:30 a.m. to 12:30 p.m., at the American Library Association (ALA Annual Conference in Chicago.

David Ferguson, president, Public Relations Society of America, and general manager of public relations, U.S. Steel, will be the program's keynote speaker. Ferguson will discuss PR strategies for dealing with crisis situations and the importance of a PR plan.

Following Ferguson's talk, library managers will discuss how they cope with PR crises.

Richard Akeroyd, Jr., acting director, Denver Public Library, will describe the situation that resulted from the Denver Public Library Commission's 1981 decision to charge nonresident fees. He'll explain how communication with local media, city officials, area libraries, and Denver Public's staff minimized the initial impact of the decision and provided greater understanding about the nonresident fees.

Book theft and its PR implications will be discussed by Peter C. Hanff, coordinator of technical services, University of California, Berkeley. In his talk, Hanff will stress the importance of preparing an action plan and communicating with staff, news media, booksellers and police.

Robert Trudell, director, Greenburgh Public Library, will tell how a library-sponsored, Soviet film series triggered angry protests from the Jewish Defense League in Elmsford, N.Y.

Completing the program lineup will be Michael Copeland, acting manager of public information, Chicago Public Library. The PR specialist will provide survival tips for dealing with library crises.

A bibliography on the topic of crisis management and a list of PR tips will be available at the program.

For more information contact: William Prince, Library Reference Department, The University of Tennessee, Chattanooga, TN 37402, (615) 755-4510.

PLA Plans Chicago Preconference on Microcomputers in Libraries

"Tomorrow Is Here: Microcomputers in Libraries" is a three-day preconference to be held July 3-5, 1985, at the Hyatt Regency Hotel prior to the 1985 American Library Association (ALA) Annual Conference in Chicago.

The preconference, presented by the Public Library Association (PLA), a division of ALA, is designed for all interested in the use of microcomputers in libraries. Although use in public libraries will receive a special focus, the information and guidance provided will be valuable to all librarians who use or plan to use microcomputers.

Speakers and topics include S. Michael Malinconico, "Microcomputers and Libraries: The State of the Art"; Jerome G. Pennington, "Microcomputers, Technical Services and the Networks." Other topics include uses of microcomputers in public services, administrative processes and children's and young adult services.

July 3-4 (Wed.-Thurs.) will be devoted to presentations. On July 5 (Fri.), approximately 30 exhibits on microcomputer software and applications will be demonstrated and on display.

Registration fees are $135 for PLA members, $155 for ALA members, $185 for nonmembers. Registration deadline is June 7, 1985.

For more information contact ALA PLA, 50 E. Huron St., Chicago, IL 60611; 312/344-6780.

CRISIS MANAGEMENT TOPIC OF ALA PROGRAM

"Making the Bad News Better — Crisis Management" will be the focus of a program designed to show librarians how effective public relations can help defuse library crisis, on Monday, July 8, 9:30 a.m. to 12:30 p.m., at the American Library Association (ALA) Annual Conference in Chicago.

David Ferguson, president, Public Relations Society of America, and general manager of public relations, U.S. Steel, will be the program's keynote speaker. Ferguson will discuss PR strategies for dealing with crisis situations and the importance of a PR plan.

Following Ferguson's talk, library managers will discuss crisis survival tips and how they coped with censorship issues, nonresident fees, and book theft.
FRANK GILLE: WHO?

Frank Gille and cohorts were imprisoned in 1982 for accepting deposits/subscriptions to various reference sources and failing to deliver on these publications. (See: **Oklahoma Librarian**, July/August, 1982, p. 12). Michael F. and Frank Gille then operated under a variety of names: Publishing Center, Knowledge Resources, and Scholarly Press. Frank Gille was convicted on taking $1.4 million in prepayments from libraries and failing to supply the books ordered. Michael, his son, took in approximately a million dollars from sales of various projected encyclopedias and sets. He was indicted in 13 counts of mail fraud and one count of interstate transportation of property obtained by fraud. Guess what? **They are back at it!**

Flyers have been received by librarians from such imprints as Somersett, American Indian, American Historical, They are all Gille imprints. Somersett promises to publish the *Encyclopedia of Illinois* and the *Encyclopedia of California*. American Historical Publications, Inc. is to issue the *Illinois Gazetteer* and *Illinois Biographical Dictionary*. American Indian Publishers is to publish *Biographical Dictionary of the Indians of the Americas*.

Check closely on glowing promises and question prepayments. There is an office at ALA that attempts to keep up with such frauds. Drop them a line, the flyer, or call (Bookdealer/Library Relations Committee, Resources and Technical Services Division, ALA, 50 E. Huron St., Chicago, IL 60611).

— Oliver Delaney

CENSUS BUREAU ASKS LIBRARIANS FOR RECOMMENDATIONS FOR THE 1990 CENSUS

The Census Bureau, in cooperation with the American Library Association's (ALA) Reference and Adult Services Division (RASD), will hold an open public meeting at (ALA) Annual Conference in Chicago on Saturday, July 6, 9:00 a.m. to 12:30 p.m.

Although the 1990 census is still five years away, planning for the census is well under way. By law, the subject content of the census must be determined by April 1, 1987. As part of the planning process, the Census Bureau is asking for recommendations from a variety of data users, including librarians, planners and researchers.

A copy of the paper describing some of the major issues and alternatives proposed for the 1990 census can be obtained prior to the session from the Data User Services Division, Bureau of the Census, Washington, D.C.

For more information on the program, contact Andrew Hansen, ALA/RASD, 50 E. Huron St., Chicago, IL 60611.

... . . . .

Don't take the First Amendment for granted!

— Irma Tomberlin

Children's Books On Child Abuse Reviewed In Booklist

A list of children's books on child abuse has been published in the May 1, 1985, issue of *Booklist*, the American Library Association's (ALA) review journal for public and school libraries.

Betsy Hearne, coeditor of the Children's Books section, compiled the annotated bibliography as an addition to the "Contemporary Issues" series of books on timely subjects. Both fiction and nonfiction titles for juveniles are included.

(Continued from page 124)

The advisory committee, which evolved from the school's visiting committee, will be composed of 15 library/information professionals from the state and the library school.

Members present at the organizing meeting March 1 were Woodrum; Norma Dreyer of TULSA Public Schools; Katherine Hale of the Southern Prairie Library System in ALTUS; Anne Masters of NORMAN Public Schools; Judy Tiley, former librarian, and Stan Benson of the Oklahoma Baptist University Library, both of SHAWNEE; and Robert L. Clark, director, and Susan Gilley of the Oklahoma Department of Libraries, and Lee B. Brawner, director of the Metropolitan Library System serving Oklahoma County, all of OKLAHOMA CITY, and Falisoff.

Other committee members are Judith Walden of the OKLAHOMA CITY Metropolitan Library System; John A. Walden of East Central State University, ADA; John Lolley of Central State University, EDMOND; Barbara Sprestersbach of the State Department of Education, OKLAHOMA CITY; Carol Hughes of the TULSA Area Library Cooperative; and Jeanette McQuitty of Northeastern State University, TAHLEQUAH.

Marquerite Schmitt
Certificate of Appreciation

Irma Tomberlin

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LIBRARIANS AND THE MEDIA:
Interview with John Llewellyn (JL)

by Michelle Lovelace (MMC)*

John Llewellyn is a communications instructor at the University of Arkansas with more than 10 years experience in public relations. He recently published an academic article on persuasive techniques used in the film “The Big Chill.” Llewellyn spoke in March to a group from the Southwestern Association of Law Librarians.

MML: How are we perceived? Has it changed any in the past few years?

JL: There’s the stereotype — retreating, nonassertive; but it’s fading. Society as a whole is more aware of stereotypes. The media will often use archetypes: typecasting to represent a symbol. ALA could put the heat on to discourage this type of representation.

MML: Especially when it hurts salaries. Is this a valid fear?

JL: People have a right to be taken on their own merits. You seemed like a pretty lively bunch in there.

You also have to have bases of political clout. If the only time the county commission sees you is once a year to ask for money, you’re not going to get very far. It’s not your presentation up there, you know, it’s your record. Plan. Work through the steps. The problem with gentle, nice people is that they very often help everyone but themselves. Don’t be so indispensable.

I may be prejudiced but I think there’s an elevation to the calling. Information is an open, affirming process. Not many professions any more stand for being a thoughtful person; you’re supposed to just jump on the bandwagon and not think.

MML: I think you’re probably prejudiced. But we’re always complaining about our image in the media and, as far as public relations can go, what can we do to improve it?

JL: In the marketing of information, the current trend is toward outreach. The idea is not to be simply a reactive organization. You can’t solve a problem if you don’t know what’s happening. For instance, that old stereotype of a librarian may be a very comforting thing.

You may want to use that image, but not to manipulate. There ought to be a range of people that can fit into the old and new images.

MML: We often argue among ourselves as to which is the better process seeing ourselves as teachers who instruct patrons in the use of tools, or taking one person at a time and taking care of their every information need for them. What do you think? Sort of a quality versus quantity argument.

JL: It’s like that old Zen fishing story. Catch him a fish and he can eat dinner; teach him to fish and you have helped him: for life. Otherwise you’re just replowing the same furrow.

If, in the course of helping him, you can also educate, then you’re doing both. Good signs, clear handouts — you might have to help them the first couple of times. The third time they breeze right through. There’s a gain in autonomy and a lessening of frustration.

MML: What about the new, noisy image of libraries versus the old one of a studious, quiet place?

JL: It’s going back to the image I used before about a range of librarian types: quiet, assertive, whatever. The resource center is great. But don’t just lose your old public, add to it. Cultivate a new public. Couldn’t there be a quiet, old-type library corner in there?

MML: There are two quotes from your SWALL talk I want to use. One is that “PR is the ultimate management function,” and the other is that “PR is an every day process. The best is that which is never seen.”

JL: A PR person can stop a lot of stupid things from even happening. Because if they happen, you have to apologize and that’s public and very painful.

PR is a combination of the Golden Rule and good management thinking.

MML: Do we create images or do images create us?

JL: It’s called reflected appraisal. When we’re children we figure out who we are by how others respond to us. It’s a self-fulfilling prophecy. When we grow up we need to make them over.

Our image is only true if we want it to be. The library field should be big enough to encompass the old images and the new.

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Every Librarian in West Virginia is a notary public: Some 200 public librarians throughout West Virginia have been commissioned as notary publics, reports Library Commission Director Fred Glaizer. Many residents of the state lack a notary public closer than the county seat.

Libraries will now answer this need, as well as being voter registration sites.

"Conceivably, notes Glaizer, "every library user of age in West Virginia will become a registered voter, and all those registering for a library card can sign up to vote."

Newspaper's Credibility in Jeopardy

The American Society of Newspaper Editors have recently commissioned a study which shows that three-fourths of the adult readers are bothered by the credibility of the nation's 1,688 daily newspapers. Such a report is disturbing since credibility is the bread and butter of any editor. Only 32 percent of the readers gave papers high marks for credibility. Forty-six percent are convinced the press is on the side of the rich and powerful; or, only 54 percent believe the press looks out for ordinary people. A majority of readers think that papers print conflicting information. And they are opposed to deviant practices, such as hidden cameras or recorders, fake identification, or payment to informers. Many surveyed believed reporters and editors were dishonest and had lowered ethical standards.

Warts and all, our American press is far superior to anything printed in totalitarian countries. There has been much improvement in fairness and accuracy recently. What's most disturbing is the growing tendency of the young not to read newspapers — a generation of—and the inclination of adults to buy papers, but never read them.

"If I could give young people one piece of advice, it would be, read, read, read! Reading will open up new worlds. Read for information, read for pleasure, read for inspiration. Our libraries contain a wealth of information and entertainment," said Dear Abby (April 24, 1985, The Daily Oklahoman, p.11). For whom will tomorrow's newspaper publish if we do not stress to today's youth the importance of reading?

—Oliver Delaney
POLICIES
AND PROCEDURES FOR
HANDLING REPORTED
VIOLATIONS OF
INTELLECTUAL FREEDOM

I. General Policies.
   A. The Oklahoma Library Association endorses and supports all
      intellectual freedom statements as published in the current edi-
      tion of the Intellectual Freedom Manual of the American Library
      Association.
   B. The Executive Board of the Oklahoma Library Association
      has sole authority to determine what action, if any, will be taken
      on behalf of the Oklahoma Library Association when an al-
      leged violation or potential violation of intellectual freedom oc-
      curs.
   C. When an alleged or potential violation is reported to the
      Executive Board, either by the chair of the Intellectual Free-
      dom Committee of OLA, or by another organization or indi-
      vidual, whether or not that organization or individual is a
      member of, or connected with OLA in any way, the Executive
      Board will ordinarily refer the matter immediately to the Inte-
      llectual Freedom Committee for investigation.
   D. The Intellectual Freedom Committee will investigate and re-
      port its findings in timely fashion to the Executive Board, with
      a recommendation for official action.

II. Procedures for Handling Requests for Assistance
   If the Executive Board approves a request for assistance, the Presi-
   dent of OLA will immediately au-
   thorize the OLA-IFC chair to pro-
   ceed, as follows:
   A. The OLA-IFC chair will contact
      ALA-OIF if contact has not al-
      ready been made.
   B. The OLA-IFC chair will draft a
      statement of position in light of
      the facts and in relation to the
      stated Intellectual Freedom pol-
      icy of the Association; this state-
      ment shall include recommen-
      dations for appropriate action
      by OLA.
   C. The OLA-IFC chair will dissemi-
      nate the statement to members
      of the IFC for comment and
      majority approval.
   D. The OLA-IFC chair will present
      this statement to the OLA
      Executive Board and will pro-
      vide information and advice to
      help the Board in its deliberations.
   E. The OLA Executive board will
      take appropriate action.

III. The OLA Executive Board may authorize one or more of the fol-
     lowing actions:
     A. In case of censorship of library
        material(s), or of pending local
        or state legislation deemed det-
        rimental to the cause of Intellec-
        tual Freedom, the OLA Presi-
        dent or person designated by
        the President will publicize the
        official OLA stand via bulletins
        to OLA members, written re-
        leases to the media, personal
        appearances in the media and
        in testimony before the appro-
        priate state or local legislative
        body dealing with the matter —
        with direct assistance from the
        OLA-IFC chair.
     B. Similar actions will be taken in
        cases involving dismissal or
        threats of dismissal of a library
        staff member; moral support
        will be given by OLA.
     C. The President of OLA, the
        Executive Board and the OLA-
        IFC will seek monetary sup-
        port, if necessary for mainte-
        nance and legal aid, following
        consultation to determine who
        should seek the aid and from
        which sources; e.g., Freedom
        to Read Foundation, American
        Library Association, Leroy C.
        Merritt, Humanitarian Fund,
        American Association of Uni-
        versity Professors, American
        Civil Liberties Union, National
        Education Association Legal
        Fund, et al.

IV. In cases where immediate action
   is required, the OLA-IFC chair may
   contact the President of OLA to de-
   termine what actions may be taken
   before the regular procedures are
   followed. The President will then
   notify members of the Executive
   Board that this emergency action
   is being taken.

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- All but one of the first 25 libraries built in Oklahoma were beneficiaries
  of Andrew Carnegie. The exception was at Yale, about 40 miles west of
  Tulsa. The Yale Library first opened in 1919 greatly aided by C. D. Web-
  ster, local oil producer and civic leader. Carnegie libraries sprung up
  in early-day Oklahoma at Bartlesville, Collinsville, McAlester, Musk-
  kogee, Sapulpa, Ponca City, Tahle-
  quah, Wagoner and Tulsa. And there
  were many others later on. Can you
  name them? The last Carnegie li-
  brary built in the state was the Miami
  Library.

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