Deep in the woods, a little girl named Norrie found a bell. It was a wee, little bell with a golden sheen and a golden shine. Now who could have lost such a lovely, golden bell?

It had a near sound and a far sound. When Norrie rang the near sound the birds and squirrels and rabbits perked up their ears and came close. But when she rang the far sound, no one heard.

Or did they?

Deep, deep, deep in the woods, two little ears perked up.

Little Elf Blinky, where is your bell?
Is it by the brook you know so well?
Skipping to the brook, Blinky peeked and poked among pebbles and stones. But alas, no wee bell was there!

Little Elf Blinky, where is your bell?
Did it bounce and bubble into the well?

Quickly, elfin fingers swished and swirled through the well. But alas, no wee bell was there!

Little Elf Blinky, where is your bell?
Near the Fairy Ring? Is that where it fell?

Laughing and leaping, Blinky neared the Fairy Ring in the circle of toadstools. In the center, he spied a little girl fast asleep. She was holding a wee bell with a golden sheen and a golden shine.

Tiptoeing from behind a toadstool, Blinky gently reached for his wee, golden bell. The little girl woke in wided-eyed wonder!

Now as all children know, in the magic of elfdom, if a child finds a wee bell of an elf and then SEES the elf, the bell belongs to the child.

Climbing upon Norrie’s knee, Blinky whispered some of the secrets of the wee bell. “The near sound is for the animals and the far sound is for ME! Whenever you feel sad, lonely or afraid, ring the bell and I will come to you.”

Norrie kept her wee bell tucked in her furry mitten. Whenever she rang the near sound, all the animals scurried to play with her. And, whenever she rang the far sound, Blinky instantly appeared to whisper secrets about fairy snowflakes and snow castles.

And now Christmas was only a week away! Swirling, twirling snowflakes danced gaily to the ground. As Norrie skipped through the woods, the bells on her basket jingled merrily. She could hardly wait to give her friends their Christmas gifts!

Inside the basket, she had a plump carrot tied with a checkered bow for Rabbit, a hazelnut from Grandpa’s tree for Squirrel, and a shiny red apple for Raccoon. She carefully hid the basket in the cave by the crooked oak tree and went to search for her friends.

Running toward the meadow, Norrie rang the near sound of her wee, golden bell. Coon and Squirrel met her at the edge of the meadow. There was rustling in the thicket behind her and quickly turning she exclaimed, “Coon! Squirrel! What is that?”

“Oh, it’s probably just dear ol’ Rabbit,” they answered.

What a surprise when Reindeer appeared! Norrie had NEVER, ever seen Reindeer! She wondered if he were in the forest because of Christmas. She wished she had a gift for him. But she was so excited, she ran and flung her arms around his neck.

Rabbit hopped along as Norrie led them to the cave. Suddenly Norrie burst into tears! Her precious basket was overturned. The bowl was torn. The apple was gone. And, ONLY a tiny tip of carrot and broken nutshell remained. Norrie was heartbroken. All the presents were destroyed.

“Who could have done such a terrible, terrible thing?” she sobbed.

Rabbit hopped up and down and cried, “Bear tracks! Bear tracks!” Reindeer nuzzled her tenderly, and Coon gently wiped away her tears.

Norrie knew who she needed. She rang the far sound of her wee golden bell, and with elfdom splendor, Blinky appeared. Climbing upon her knee, Blinky whispered the real meaning of Christmas. He told her the secret of giving of one’s self. Norrie was puzzled at first. Then she jumped up with a plan.

She gave her pigtail bow to Rabbit, her favorite Christmas song to Squirrel, her warmest Christmas hug to Raccoon, and her jinglebells to Reindeer.

So listen children, listen well, When’re you hear a tinkling bell, Perhaps ‘tis an elf with a magic spell.
Four years ago I left the library field after more than twenty years as an administrator during which time I had been involved with libraries in all aspects, including responsibility for strategic planning and its implications for communications. I accepted a job as Director of Communication for The Chicago Community Trust, a major community foundation that wished to establish a communications department.

Based on this experience in the foundation world, I would like to present a strategy for the development of a communications plan for libraries. At the Chicago Community Trust, we developed a model for all communication activities by identifying publics (or audiences) and developing strategies to bring forth desired reactions — the marketing approach.

The "marketing approach" has its passionate adherents and its vociferous detractors. The question is, does it work, and in the present context, does it work when applied to the communications function? It was successful in the foundation setting and I think it can be transferred to the library world.

A community foundation differs from other foundations in a number of ways. It is not a private individual foundation established through the largesse of one individual or family, but rather, its endowment represents a union of gifts and bequests made over time by many donors. A marketing/communications program for a community foundation must take into consideration its need to attract money as well as to make grants.

When I arrived at the Trust, I had only general information about the Trust's constituents or publics so I began by examining them and, at the same time, analyzing all communication efforts throughout the Trust's 70 year history. During this whole process, we utilized the service of a marketing consultant to keep the process on track and ensure results.

We identified three major publics: the donor/potential donor community, the grantee/potential grantee community, and the foundation world. The process resulted, within a very reasonable time period, in an overall framework for all communications efforts that encompassed strategies for ongoing programs and new initiatives, defined by publics. It brought forth enthusiastic responses from the "publics" and certainly made my life easier.

It became apparent to me that this approach, developed at the Trust specifically for its communication needs, could also be applied to libraries. We had isolated a component or function of an organization and developed linkages from the institution to specific audiences — a very transferable model.

For libraries, the application of the marketing approach to the communications function — encompassing all communications activities from programming to press releases — can be used to identify needs so that the library's specific communication plans or strategies can become more focused. Ideally, the library should have completed the strategic planning process, but a model can be developed also based on an intelligent and informed perception of the library's needs, its understanding of its audience or publics, and its realistic assessment of available communication resources.

The marketing approach which is based on the idea of targeting publics is really very simple and not unfamiliar to many librarians. The job of the library is to define these large segments and, after establishing needs and matching these with library resources and priorities, decide what responses are desired from these segments. What should they do? Use the library? Know about the library? Work politically for the library? Data gathering about these publics is important, but there is a danger that this aspect of the marketing approach — the marketing audit — can result in the generation of so much information that it is difficult to identify the most significant or pertinent factors to be considered in the development of a plan.

When is the library ready to formulate a solid communications plan? When publics have been identified, priorities established, and strategies developed so that publicity, publications, and all other activities are targeted to a specific public, or in some cases, multi-publics.

There exist institutional imperatives that need to be addressed or resolved prior to developing a communications plan. There should be a commitment from the top, an understanding of the role of communication in the institution, and an agreement about who will help to develop the model and who will implement it.

As evidenced by the successful process at the Trust, the establishment of a model — a framework — including defined publics, specific strategies and a timetable for communication efforts makes the job easier, not more difficult, and the process, if sensibly conceived, is not laborious or even time consuming. It is important to remember that the circumstances of each library, be they budget, staff, political exigency, or any other consideration, should be factored into the development of a model, so that the end result reflects the uniqueness of each library situation. It is equally important to recognize that the process is not the product and that a method such as this, ideally combined with long range planning, can provide a practical, coordinated, and reasoned approach to the communication needs of the institution and the community it serves.

*Deborah J. Spiller is Head of the Library Services Division of The Marketing Institute, a Chicago-based consulting firm that offers services to libraries in the areas of communication, alternative sources of funding, and strategic planning.
Employment-at-Will in Public Libraries

By Richard E. Rea
Personnel Officer, Metropolitan Library System

Employment practices in America have traditionally included the common law practice of employment-at-will. This practice allows both the employer and the employee the right to terminate employment for any reason.

As a part of civil service rules or public policy, many states and local governmental agencies have requirements which prohibit discharge for other than "just cause" or layoffs for budgetary considerations. The "just cause" condition is sometimes included in personnel handbooks, probationary period statements, employment confirmation letters, grievance procedures or implied covenants of good faith and fair dealing. Without a "just cause" statement, some agencies have been able to practice employment-at-will.

Whether a public agency has a "just cause" statement or not, the issue of employment-at-will appears to have been settled. Overshadowed by the Fair Labor Standards Act decision, on March 19 the U.S. Supreme Court ruled in Loudermill v. Cleveland Board of Education that public employers must give employees an opportunity to respond to charges against them before they may be terminated or otherwise suffer any financial loss arising out of their employment.

The opinion of the court indicates that continued expectation of employment is a property right protected by the 14th Amendment of the U.S. Constitution and may be taken away only through a procedure that guarantees the employee due process.

The lack of a "just cause" statement does not allow the practice of employment-at-will. Justice White, writing for the court, stated that the pre-termination hearing "should be an initial check against a mistaken decision — essentially, a determination of whether there are reasonable grounds to believe that the charges against the employee are true and support the proposed action."

This pre-termination hearing requires that the employee be given the opportunity to present reasons, either in person or in writing, why the proposed action should not be taken. This means that the employee is entitled to oral or written notice of the charges against him, an explanation of the employer's evidence, and an opportunity to present his side of the story.

Since the court has indicated that there must be charges against the employee, the concept of employment-at-will for public employees has been eliminated. Terminations may be made when there is reason to believe the charges against the employee are true and support the action.

Acting on this ruling, the Metropolitan Library Commission serving Oklahoma County on June 20, 1985, approved a policy entitled "Due Process Hearing in Certain Employment Actions." A copy of this official policy may be obtained by sending a stamped, return-address envelope to Management Services, Metropolitan Library System, 131 Dean A. McGee Avenue, Oklahoma City 73102.

Last year the Oklahoma Library Association conducted a survey of its membership. Respondents were given an opportunity to indicate their reasons for joining OLA and their perceptions of the effectiveness of OLA. Below is a resume of that survey.

1. The reasons most frequently given for joining OLA (Picked from a list of options) were:
   A. To keep up with new developments and materials
   B. To affiliate with other professionals
   C. To exchange ideas and programs

2. The top three most important activities of OLA (Picked from a list of options) were:
   A. The annual conference program
   B. The activities, meetings and workshops sponsored
   C. The annual conference exhibits

3. The suggestions for the top three priorities of the Oklahoma Library Association were:
   A. Continuing education
   B. Legislative activity
   C. Professional growth and support

We hope that this information will 1) encourage you to join OLA to take advantage of the positive contributions the organization can make to you professionally and 2) encourage you to contribute your time to make OLA a better organization.
EDITORIAL

This is my last issue as Editor of the Oklahoma Librarian. I have appreciated the opportunity to serve you and hope you have found the job done well. It has been a growing experience as we look back over these past four years. At times some of our articles have stimulated discussion elsewhere, others have anticipated national interests such as those on literacy and decent wages for librarians. I have enjoyed the experiences many of which I take with me as I begin a new career with the private sector.

Mark These Dates
Schedule Of Meetings and Deadlines
OLA, 1985-86, et al

1985

December 5
13
13
20
25
1986

January 1
10
15
17-20
24
29-31
February 5-6
14
17
19
21

*Submit Items for Bulk Mailing to be mailed February 1
ALA Midwinter Conference-Chicago
Executive Board/Program Committee, OCUL
SLA (Winter Meeting) Nashville
ODL Medium-Sized Public Library Tutorial Workshop, OKC
Long Range Planning Committee
Presidents' Day
Legislative Day (Tentative)
Executive Board/Program Committee-ODL
*Submit Annual Reports to Executive Secretary
*Count Ballots for OLA Offices (Nom. Com. Chairs)

26
March 1
4-5
6
10-14
14
14
21
28

Oklahoma Librarian deadline
ODL Small Size Public Libraries Workshop, Oklahoma City
Support Staff Roundtable Workshop
OU Post-Masters Workshop, Library School
Reference-Intellectual Freedom Workshop
Long Range Planning Committee
Executive Board/Program Committee-TCL
College & University Division

April 2-3
2-5
6-11
11
18
24-25
May 1

Oklahoma Librarian deadline
Long Range Planning Committee
Executive Board/Program Committee-ODL
Memorial Day

June 1

*Prepare Predecessor's Notebook for OLA Archives
(See OLA Handbook, Appendix F)

1985

Legislative Workshop (Tentative)
ODL LSB Subject Workshop, Oklahoma City

December 5
13
13
20
25

New Years Day
Oklahoma Librarian deadline
Long Range Planning Committee

26
March 1
4-5
6
10-14
14
14
21
28

ODL Beginning Librarians (Public) Workshop, Oklahoma City
PLA Conference-St. Louis
National Library Week
Long Range Planning Committee

24-25
May 1

Oklahoma Librarian deadline
Long Range Planning Committee
Executive Board/Program Committee-ODL
Memorial Day

June 1

*Prepare Predecessor's Notebook for OLA Archives
(See OLA Handbook, Appendix F)

7-12
20
June 27-July 3

SLA (Annual) Boston
Executive Board/Program Committee (Tentative)

Sept. 26-Oct. 4

ALA-New York

ASIS-Chicago

THE OKLAHOMA LIBRARIAN is the official bulletin of the Oklahoma Librarian Association. It is published bi-monthly. The inclusion of an article or advertisement does not constitute official endorsement by the Association. It is mailed to each member of the Association upon payment of his annual dues.

Circulation Office: The OKLAHOMA LIBRARIAN, 300 Hardy Drive, Edmond, OK 73034. "Postal send address changes to the 'Oklahoma Librarian,' 300 Hardy Drive, Edmond, OK 73034." Second-class postage paid at Edmond, Oklahoma 73034. Publisher's Permit No. 12. Circulation 925.

Editorial and Advertising Offices: 200 NE 18th St., Oklahoma City, OK 73105 (405) 521-2502, ext. 271. Printed by Transcript Press, Norman, Oklahoma 73069. © OLA
NEWS OUTLOOK

ALi Midwinter Meetings

The ALA Midwinter Meeting in Chicago will have the usual full agenda for individuals involved with State and Regional Library Associations. The meetings are open and all are welcome.

The Chapter Relations Committee has scheduled the following committee meetings:
Saturday, January 18, 1986; 4:30-5:30 pm
Sunday, January 19, 1986; 4:30-5:30 pm

The Midwinter Chapter Conclave, including the ALA Presidential Candidate's forum, will be held Monday, January 20, 1986, 8:00-10:00 pm.

A general meeting on ALA's Strategic Long Range Planning will be held Monday, January 20, 1986 2:00-5:30 pm. ALA chapter representatives are especially encouraged to attend and participate.

PLA Holds 2nd National Conference

"Public Libraries: Gateways to Growth" is the theme of the Public Library Association's (PLA) 2nd national conference. The conference will be held in St. Louis, Mo., April 2-5, 1986, in the Cervantes Convention Center.

More than 50 programs will focus on topics important to public librarians, trustees and others interested in public library services. Preconference theme tours offer opportunities to examine specific services in area libraries. Commercial vendor's exhibits will display the latest books, services and equipment.

The preliminary conference program and registration and housing forms are included in the Fall Issue of Public Libraries, PLA's quarterly journal. For additional copies of the preliminary program and other conference information, write Public Library Association National Conference, American Library Association, 50 E. Huron St., Chicago, IL 60611.

Pay Equity

The House began debate on HR 3008, the Federal Equitable Pay Practices Act of 1985, on August 1.

HR 3008 would establish a 11 member bi-partisan Commission on Equitable Pay Practices which would be responsible for conducting an 18-month study to determine whether the federal classification and pay systems are affected by discrimination based on sex, race or ethnicity (Hispanic origin). The Commission will hire an independent consultant to perform a job content and economic analysis of the federal pay and classification system.

The concept of comparable worth continues as a controversial issue with the Administration opposing the idea. The U.S. Commission on Civil Rights recommended April 11 that federal civil rights enforcement agencies and Congress "reject the doctrine of comparable worth." On June 5 the Equal Employment Opportunity Commission ruled that it would not act on behalf of women who allege discrimination in pay on the basis of "comparable worth."

Both the House and Senate have an omnibus Economic Equity Act of 1985 pending. Both bills address women's retirement security, dependent care, insurance, employment and tax reform.

ALA ELECTED TO PAY EQUITY BOARD

The American Library Association (ALA) has been elected to the Board of Directors of the National Committee on Pay Equity. Headquartered in Washington, D.C., the committee is a national coalition working toward equal pay for work of comparable value — known as "pay equity" or "comparable worth."

The National Committee on Pay Equity provides leadership, coordination, information and strategy direction to its members — individuals, labor unions, women's and civil rights groups and education and legal associations — as well as to public officials and other advocates of pay equity. The committee also works to stimulate new comparable worth activities, to provide broad public education and to focus local and national attention on the issue.

ALA has been a member of the National Committee on Pay Equity since the organization was founded in 1979. Representing ALA on the board of directors for a term through the end of 1986 will be Michele Leber, branch manager, George Mason Regional Library, Fairfax County Public Library, Annadale, Va. Leber is a member of the ALA Committee on the Status of Women in Librarianship and the ALA Commission on Pay Equity.

Task Force On Teen Pregnancy

More than one million teenage girls become pregnant each year. The Task Force on Adolescent Pregnancy, formed at ALA's Annual Conference, is seeking ways libraries can better inform teenagers about pregnancy and sex education.

Actions planned by the group include a survey of the literature in the field of adolescent psychology to gain insights for use in shaping library strategies and a program on the topic to be presented at ALA's Annual Conference in 1986.

YASD is also collecting examples of existing library programs and strategies focused on the problem of teen pregnancy. A booklet or packet of findings, for distribution to librarians, is planned.

Cochairs of the YASD Task Force on Adolescent Pregnancy are Patty Campbell, columnist and author, and Deborah D. Taylor, Young Adult Services Specialist, Enoch Pratt Free Library, Baltimore. For more information, or to submit related materials to the task force, contact Evelyn Shaevel, ALA/YASD Executive Director, 50 E. Huron St., Chicago, IL 60611; 312/944-6780.
Guidelines For Reference In The Smaller Library

Reference service in the small public library demands considerable skill in meeting a wide range of information needs with limited resources. **Reference Service in the Small Library** presents the essential concepts of reference service in clear, non-technical language for new and less-experienced staff members in the small public library.

Reference is examined here in terms of the reference transaction, which the author defines as a process involving an individual seeking information, a librarian or other staff member, a reference interview, a search strategy, and evaluation of the results of the search. Special attention is paid to the reference interview and search strategy as skills most needed by staff who are not experienced librarians.

**Reference Service in the Small Library** also introduces readers to the library's dual role in reference service: collecting information resources and providing information services in the library building, and serving as a link to resources and services available through machine-readable databases or at the regional or national level. Topics covered in this section include the philosophy of reference service, selection of reference sources, management and policies of reference service, and services made possible by expanding technologies. A section on training and education discusses opportunities for continuing education and independent learning.

While its focus is on the smaller library, **Reference Service in the Small Library** is a useful introduction to reference service in any institution. The handbook is suitable for self-study and as a text for workshops and seminars.

GERALDINE B. KING is associate director of the Ramsey County Public Library in St. Paul, Minnesota. She has served as reference librarian in the University of Iowa Law School Library and the Cedar Rapids (Iowa) Public Library and has taught at the University of Minnesota Library School. King is a former president of ALA's Reference and Adult Services Division and the Minnesota Library Association; she writes and speaks frequently on topics in reference services.

**Reference in the Small Library**
by Geraldine B. King
$1.95pbk./12p./ISBN 0-8389-3323-8
LCCN85-20083
December 1985

Guide Highlights Growth, Progress of U.S. Hispanics

Hispanic-Americans are taking charge. In politics, publishing, journalism, and public relations, a rapidly increasing number of Hispanics are moving into leadership positions. There are more Hispanic entrepreneurs, more Hispanic economic development organizations and chambers of commerce than ever before. Even in such fields as accounting and engineering, Hispanics are making tremendous strides.

These and other social and economic trends are reflected in the third edition of **A Guide to Hispanic Organizations**, a comprehensive booklet published by Philip Morris U.S.A., listing 131 national, state and regional Hispanic organizations. Originally issued in 1980, the Guide is an alphabetical listing that includes the organizations' addresses and telephone numbers; statements of purpose; officers; publications; and dates and locations of major conferences and conventions.

New listings in the Guide's latest edition also reflect the Hispanic community's concern with a number of social issues and include state government commissions on Hispanic and Spanish-speaking affairs.

"In the five years since we published the first Philip Morris Guide to Hispanic Organizations, we have seen the groups profiled in those directories mirror the progress and momentum of America's Hispanic populace and communities," said Frank E. Resnik, President and Chief Executive Officer of Philip Morris U.S.A. "They are in large measure responsible for such achievements as increased educational levels and economic power and are helping to overcome the challenges of joblessness and poverty."


Non-Traditional Employment Guide For Librarians

In our information-oriented society, there is a high demand for individuals trained to acquire, organize, manage, and disseminate information. The librarian's skill in helping patrons recognize and articulate their information needs and in meeting those needs is valuable in many non-library settings.

**Careers in Other Fields for Librarians** helps librarians assess their own skills in terms of the requirements of other information-handling environments.

This manual provides useful strategies for job searches outside the library field, with specific advice on changing careers for librarians who are now employed in traditional settings. Numerous job opportunities in business, government, and education are analyzed in terms of transferable library skills. The book gives guidance in identifying information-oriented jobs among those being advertised and presenting oneself to an employer who is unfamiliar with a librarian's professional preparation and expertise. A chapter on entrepreneurship explores the possibilities of self-employment.

**Careers in Other Fields for Librarians** identifies a wide variety of information career opportunities and shows librarians how to apply their traditional skills in non-traditional settings. Its systematic approach was developed to complement "case history" studies of individuals who have successfully changed careers. Students of library and information science and practicing librarians interested in other fields will
Spotlighting Data Entry Personnel

Darien Library, Darien, Connecticut advertised for data entry operators last spring to load the Library’s bibliographic records into the CLSI LIBS 100 System 73. Seventy-five applicants, mainly college students in need of seasonal employment, responded to its classified ad and began working in mid-June. By mid-August, the records for approximately half the Library’s 120,000 volumes were loaded into the database.

The burden of this exacting work was considerably reduced by the early planning of Library Director, Louise Berry, and Assistant Director, Mary Freedman, to make use of Darien’s pool of summer (wo) manpower.

The Darien Library has taken a library’s preliminary data entry activities out of the cellar and capitalized on the interest of the general public in computer functions. The operators used nine data entry stations that formed a rectangle in the main reading room, close to the reference desk. Their visibility to Library patrons served a clear educational function and heightened interest in the Library’s automation plans. Questions ranged from, “Can we sign up for this class,” “When can we start to use them,” to an inquiry from a ten-year-old about the amount of memory in the CLSI System.

The Library established three shifts for their data entry personnel: 8:00 a.m. to 1:30 p.m.; 1:30-7:00 p.m.; and 7:00-10:00 p.m., Monday through Friday. A group also worked a four-hour shift on Saturday. Darien Library recognized that 5 1/2 hours was the optimum time span for this detailed labor-intensive work. However, some students, who worked the morning hours, returned for the three hour night shift, refreshed and ready for more data entry and additional earning opportunities.

Members of the summer work force developed a camaraderie with their fellow data entry operators that undoubtedly quickened the pace of their work. In the fall, Darien Library plans to operate two shifts, staffed mainly by part-time students in need of part-time work.

The Library expects to go online with its CLSI System 73 in October, 1985. These activities have made library staff and patrons eager to use their automated system for circulation functions and inquiries into the Library’s online catalog.

Bookmobile Project Gains National Attention

The City of Westminster Public Library has made national library news in computer applications by devising a way to link its Bookmobile to the City’s main computer via radio frequency. The Westminster Bookmobile has been online since July, making it the first to achieve computer linkage while on the road.

Westminster’s innovative approach to bookmobile-computer telecommunications is expected to spread quickly to public libraries across the United States which have automated card catalog and circulation systems.

The Bookmobile computer project was funded last year by a grant from the Library Services and Construction Act Title I program. Katharine Phenix, Westminster Circulation Librarian and project director, said the idea originated with the concept that Bookmobile patrons and staff deserved the same kind of information available at the Main and Kings Mail Branch libraries. “If people can dial up databases from their homes,” Phenix said, “why not at least give them access to the Library from every City block where the Bookmobile stops?”

According to Phenix, patrons of the Bookmobile account for almost 20% of the total Library circulation. Taking the Bookmobile out of the dark ages of non-instantaneous information and up-to-date with the latest technological advances brings information to typical Bookmobile patrons like children, the elderly and handicapped.

In addition, library staff are spared the tedious and time-consuming chore of “downloading” — information once stored in a portable unit then transferred into the main computer system at the end of the day — a job which took approximately 10 hours each week.

Continued on page 173
Kerr Foundation Grant Benefits OU Libraries

HOLDINGS OF BOOKS AND MATERIALS in the University of Oklahoma Libraries have grown significantly during the past three years, thanks largely to a 1982 Kerr Foundation matching grant. The foundation awarded OU $200,000, which the university matched two-for-one with other funds to make available $600,000 for library acquisitions. Since then, the funds have been used to obtain thousands of new books, microfilms and other materials, focusing on such topics as American history and Americana, science, politics, Afro-American history and energy. Robert S. Kerr Jr. (left), chairman of the Kerr Foundation board of trustees, recently viewed some of the new materials, including microfilms of the papers of several American presidents, with OU Libraries Dean Sul Lee and Sue Harrington, director of library technical services.

Travis Fund to Provide Books For OU Libraries

In keeping with their tradition of support for the University of Oklahoma, a NORMAN couple has donated $50,000 to establish an endowment for the purchase of new books for the OU Libraries.

The Paul H. and Doris Eaton Travis Library Fund will be a continuing source of funds for book purchases, and is the latest in a series of contributions from the longtime supporters of the university, said Sul H. Lee, dean of OU Libraries.

In addition, the couple donated a painting by Norman artist Rudy Osburn to hang in a Bizzell Memorial Library conference room that has been named The Travis Room in their honor.

"I'm extremely pleased by this gesture of interest in the library," said Lee.

"They've been very generous in contributing to the university, and have contributed continuously over a period of time," he said. "This endowment is an excellent gift, because it will benefit the library for years to come."

The Travis endowment was established through the OU Foundation with assistance from its director, Ron Burton. The couple also was a major contributor to the construction of the Doris W. Neustadt Wing of the library.

Each book purchased by the Travis Library Fund will carry a plate on the inside cover acknowledging the gift.

COPYRIGHT AND VIDEO: Public Library Use Guidelines?

Confused about copyright law and video? You are not alone. At this point, public libraries are in a gray area. Copyright guidelines developed for educational institutions and home users do not always apply to public libraries. Any video cassette that is not cleared for public performance by the copyright owner may not be shown in a library. Schools, churches, nursing homes, clubs and businesses also are prohibited from publicly showing these videocassettes.

Any videocassette may be shown in an individual's home because that is where "a family and its social acquaintances is gathered." Naturally, the videocassette should not be duplicated and admission should not be charged.

Public libraries may not record off-the-air programs or make duplicates of copyrighted videocassettes without permission from the copyright owner. The recent Supreme Court decision only gave individuals the right to record off-the-air programs for private, non-commercial home use.
Shelia Grant Johnson, head of the biological sciences division at Oklahoma State University's library, was recently elected vice chair and chair-elect of the science and technology section of the Association of College and Research Libraries, a division of the American Library Association. Johnson joined the library faculty in May, 1978. She received a B.A. degree from Baylor University in 1969 and an M.L.S. degree from the University of Texas at Austin in 1973.

She is currently serving as chair of a program planning committee for the 1987 American Library Association conference. She is also a member of the OSU Faculty Council.

**LIBRARY STUDIES GRADUATE STUDENTS RECEIVE H. W. WILSON SCHOLARSHIPS**

Two graduate students in the University of Oklahoma's School of Library and Information Studies are recipients this fall of H. W. Wilson Scholarships. Richard J. Bledsoe and Patricia L. Kaiser of Norman each received approximately $670. The scholarships are awarded from funds donated by the H. W. Wilson Co., a longtime producer of bibliographies of American publications.

Bledsoe, who attended public schools in MIDWEST CITY, is a first-year student in the OU master of library and information studies program. After receiving a bachelor's degree in history from OU in 1969, Bledsoe was commissioned through the ROTC program as a second lieutenant in the U.S. Air Force. He was assigned to duty in Ohio, Turkey, England and Texas before leaving the service in 1984.

Kaiser, a native of STOCKTON, MO., entered the OU program last spring with interests in academic, research, museum and archival librarianship. She holds a bachelor's degree in psychology from Southwest Missouri State University and a master's degree in clinical psychology from Kansas State College of Pittsburg, and has worked for several mental health and social work agencies in southwest Missouri.

**National Science Foundation Grant Awarded To Study The Technology Transfer Process**

The National Science Foundation has awarded a grant to the School of Library and Information Studies, and Science and Public Policy to investigate the effectiveness of public versus private online scientific and technological information (STI) systems. The study began in September, 1985 and will be completed in August, 1986.

Charles R. McClure, Professor, School of Library and Information Studies, and Steven C. Ballard, Assistant Director, Science and Public Policy are co-principal investigators on this $148,000 project.

The U.S. government is a major supporter of research and development in this country. However, there is a growing concern by Federal policymakers that much of this research is inadequately disseminated and thus, may be inaccessible as part of the technology transfer process.

McClure noted that there is considerable discussion within various Federal agencies at this time regarding the government's role in the production, organization, and dissemination of scientific and technical information. "The need for government cost savings versus adequate access to government supported STI is a difficult policy decision." Results from the study will compare the effectiveness of public (government) versus private online STI systems; recommend techniques to increase access to Federal research contained in these systems and thus improve the technology transfer process; and provide a policy analysis of key issues related to the technology transfer processes.

As approved, S. 1570 does not remove the government employees from FLSA coverage but allows them to take compensatory time in lieu of paid overtime. It would become effective April 15, 1986, and all existing FLSA liability for overtime pay or minimum wages under the FLSA existing prior to that date would be eliminated.

**Freedom to Read Foundation Announces 1985-86 Officers**

The Freedom to Read Foundation (FTRF), an organization that provides legal and financial assistance to librarians, teachers, students and others committed to defending the freedom to read, has announced officers for 1985-86 term.

The board of trustees elected Lee Brawner, executive director of the Oklahoma City (Okl.) Metropolitan Library System, as foundation president. Judith A. Sessions, university librarian at California State University-Chico, was elected vice-president, and J. Dennis Day, Salt Lake City (Utah) Public Librarian, was elected treasurer.

Elected to the executive committee were Russell Shank, university librarian, University of California at Los Angeles, and Pamela G. Bonnell, Plano (Texas) Public Library System.

**Senate Panel Approves “Garcia” Bill**

The Senate Labor and Human Resources Committee approved legislation, October 11, 1985 (S. 1570), overturning the Supreme Court's decision in Garcia v. San Antonio Metropolitan Transit Authority, which held state and local governments are subject to the wage and hour provisions of the Fair Labor Standards Act. States and localities have argued that the decision would lead to enormous costs and decreases in public services. Said Chairman Orrin Hatch, the Garcia decision was like "the shot heard 'round the world."
Changes in Profession Prompt New Name for OU's School of Library Science

In recognition of changes in the profession, library science degrees at the University of Oklahoma are now being awarded through the newly renamed School of Library and Information Studies.

The name change for OU's School of Library Science recently was approved by the university's Board of Regents. The regents also changed the names of degrees granted by the school, to master of library and information studies and master of arts in library and information studies.

By including the word "information" in its name, the school is recognizing the impact of computers and modern communications technology in the library profession, said Sylvia G. Faibisoff, the school's director.

The school's new name also reflects changes within OU's library science curriculum during the past five years, Faibisoff said.

Courses have been created on information uses and services, networking, online retrieval of information and microcomputer technology for libraries. Also, existing courses in such areas as cataloging and government documents now require the use of computerized bibliographic data. The school's Introduction to Information Science course is a degree requirement.

Sul H. Lee Named Editor of International Journal

Sul H. Lee, dean of the University of Oklahoma Libraries, has been named editor of the Journal of Library Administration, an international quarterly published by the Haworth Press.

Lee will assume responsibilities for the spring 1987 edition of the journal, which is the only such publication concerned with library administration. It is the primary source of information on library administration in all types of libraries and emphasizes the application of theory to everyday problems.

The OU Libraries dean has extensive experience in library administration and management. Before joining OU in 1978, Lee was dean of library services at Indiana State University. He is a member of the board of governors of the Research Libraries Group and a member of the Association of Research Libraries' Committee on the Management of Research Libraries.


Media Specialists Honor Administrator

The Oklahoma Association of School Library Media Specialists recently honored Mr. William K. Martin, Superintendent of Noble Public Schools, for his outstanding contribution in support of library media services. The presentation of the O.A.S.L.M.S. Certificate of Merit was made at the Cooperative Council of Oklahoma School Administrators Conference in Tulsa October 18th.

Nominated by the library media specialists of his district, Mr. Martin received recognition for the monetary, philosophical, and personal support he has provided for library media programs.

During his administration, new media centers were established at three school sites, others were enlarged and improved, and additional media personnel were hired to provide services at each site. He allocated funds to purchase needed equipment, audiovisual materials, and books, as well as an ongoing budget for the support of educational activities.

Continued from page 170

Phenix said she located the radio/modem vendor, Database, Inc. of Montreal, after soliciting vendor proposals. The company has employed similar technology to, among other uses, assist the New Zealand Forestry Department.

The success of the Westminster project was shared with other librarians at the annual American Library Association Conference in Chicago held in July. Since then, Phenix said numerous requests for more information have come from across the U.S. and as far away as Taiwan.

The computer-linked Bookmobile is the second computer related project at the City of Westminster to receive national attention this year. Earlier this year, the Westminster Police Department made news when it became the second law enforcement agency in the nation to employ lap computers for patrol officers to record routine paper work.

Beyond this, Mr. Martin takes a personal interest in the daily operations of the schools. He visits the classrooms and media centers to become acquainted with teachers and students. He takes time to convey his love of literature by sharing his storytelling skills with the students.

Mr. Martin has stated that "the library, with library staff, can encourage students to look to libraries in the quest for life-long pleasure and learning." Students of Noble Public Schools have much to look forward to and, certainly, will discover that life-long pleasure in their media centers.

Mr. Martin will again be honored by the Oklahoma Association of School Library Media Specialists at the Oklahoma Library Association Conference, April 25, 1986.
• The OLA Annual Conference will meet this year in Tulsa from April 24 to April 26, 1986, a half day longer than in previous years. The Sequoyah Committee's major function will be on Saturday morning. Two keynote speakers have accepted so far: Jonathan Kozol for the Friday session and Regina Ninudri for the Thursday session. I'll be there!

• School Media Specialists/Librarians need to provide to Anne Masters and Terry Davidson their valued opinions regarding teacher evaluations. Both are working on separate evaluation criteria for librarians. The new state law (HB 1706) that requires evaluation of teachers includes librarians and that criteria may not be fair to school librarians.

The new legislative session begins January 7, 1986. Legislators need your gratitude for their support of funding of School Media Programs and Academic Library Resources. Remind them of the need for continued support in 1986.

• "Let's Talk About It" programs in the Spring will be in Altus, Anadarko, Bartlesville, Edmond, Norman, and Ponca City says Margaret Studer.

• Library Trivia Question #14 ... How many organizations are affiliated with OLA? Two. FOLIO and OASLMS. A real benefit of affiliation is co-sponsorship of programs, mutual support and interest, with reduced costs. OSCAN and the Oklahoma Chapter of the Western Conservation Congress are related organizations that have requested affiliation.

• No library or librarian has reported providing any program specifically directed as a LATCH-KEY PROGRAM (See: Oklahoma Librarian, Sept./Oct. 85, p. 162).

• "How can you know the ecstasy of success unless you've tasted the agony of defeat." — Theodore Roosevelt.

• Four more states have enacted legislation providing for the confidentiality of library circulation records. The addition of Alaska, Arizona, North and South Carolina makes a total of 30 states with confidentiality laws. One can read more about the vital need of this type of legislation in Ms. magazine for October, 1985, p. 18.

• WANTED: Definition of "combat librarian." (Clue — a new government job classification).

• "What a piece of work is Man; How noble is Reason; How infinite in Faculties." — Shakespeare.

• "Why should we subsidize intellectual curiosity?" — Ronald Reagan.
Anyone Can Use It, Everyone Can Afford It

WILSEARCH™

Software For Inexpensive, Direct Patron Access

WILSEARCH, Wilson's new personal computer software package, opens the door to online searching for everyone—from high school students to research chemists. WILSEARCH formulates your search automatically, and provides instantaneous online retrieval from any of the 3,500 periodicals and 60,000 books indexed and cataloged annually in the Wilson databases.

Formulates Your Search
On An Easy-to-Use
Electronic Screen
All of the instructions and
suggestions you need to formulate and carry out your search appear on the screen, for each step of the search procedure.

- Overview and database descriptions explain what's available and how to access it.
- Menu of subject areas suggests databases you should search.
- Database menu lets you select any two databases to search.
- HELP window explains your options all through the search.
- Help command provides more detailed assistance.
- Automatically suggests additional related terms if appropriate when the search is complete.
- If no references are found, there is no charge.

Meets the Special Needs of Librarians
Perfect as a ready-reference aid, WILSEARCH provides quick answers to basic reference queries. And, a special WILSEARCH feature allows direct access to WILSONLINE™, the Wilson Company's online retrieval system, for users with WILSONLINE accounts. Other WILSEARCH benefits for librarians include:

- Saves time spent on patron assistance.
- Set-up feature regulates patron use.
- Protects you against unauthorized copying of your diskettes.
- Searches can be printed out on your PC printer.
- Can be used with all IBM®-compatible computers.

Pay As Little As
ONE DOLLAR Per Search!
WILSEARCH is priced to meet the needs and budgets of libraries of all types and sizes. While you can use WILSEARCH on a pay-as-you-go basis, subscribers receive substantial price reductions—you can pay as little as one dollar per search. For details on pricing, call the toll-free number below.

Try It—You'll Like It!
The best way to find out how valuable WILSEARCH will be for your library is to try it yourself. Wilson is offering a special demonstration diskette that will allow you to conduct 20 searches at a total cost of only $20. If after using the diskette you decide to open a WILSEARCH account, the $20 will be deducted from your first year's licensing fee.

To request a brochure describing WILSEARCH in detail, including an order form, rate schedule, and information on the demonstration diskette, please call toll-free: 1-800-367-6770 (In New York State, call 1-800-462-6060, In Canada, collect 1-212-588-8400).

THE H.W. WILSON COMPANY
950 University Avenue
Bronx, New York 10452

UNIVERSITY MICROFILMS INTERNATIONAL
300 N ZEEB ROAD
ANN ARBOR, MI 48106

OKLAHOMA LIBRARIAN (ISSN: 0030-1760)
300 HARDY DRIVE
EDMOND, OK 73034

Second Class POSTAGE PAID
at
EDMOND, OK
73034

Forward & Return
Postage Guaranteed