To Inform and To Serve

"We take our work personally and that's why we're so good." — Theresa Dickson

With that, Theresa welcomed the group to the Intellectual Freedom Committee and Support Staff Roundtable workshop "To Inform and to Serve" at the Moore Public Library on February 23rd. She followed with comments on two relevant current events. The Norman Public Library was in the midst of a month long exhibit done by the NORML (National Organization for the Reform of Marijuana Laws) group, which had applied and conformed to the rules of the library's exhibit case. The Salt Lake City Schools had just eliminated all school clubs not directly supporting the curriculum, rather than allow formation of a gay and lesbian club.

The morning session "It's Never Been Easy: An Historic Perspective" was wonderfully done by Louise Robbins, former mayor of Ada, Oklahoma, now teaching at the School of Library and Information Studies at the University of Wisconsin-Madison. It was the story of Ruth Brown, Bartlesville Public Librarian for over 30 years. Caught in a time of great cultural and social change, Brown acted on her convictions and lost her job in the 1950s after being charged with providing "subversive" materials at the library (the Nation and the New Republic). Her story is full of drama, with parallels for our time.

At lunchtime was a tasty catered buffet, consumed with a great deal of animated conversation. The OLA Store and quilt were on hand to inspire people to support the Association with a few more dollars.

Afternoon break out sessions, of which each person could choose two, were wrapped up by remarks from a panel of librarians.

Break Out Sessions

Are Complaints Easy to Handle?

"When you deal with a customer complaint, it's a standard business transaction or a standard reference question," said Theresa Dickson. "When it goes to paper, it turns into something else." Theresa talked about the customer complaint polka. If you don't get up to dance, you won't get any better. And since no doubt at least some complaints are on the way, you might as well practice.

First, think about what you feel is the worst that might happen. Be prepared to answer complaints. Do you have a collection development policy? What about reference standards or guidelines? What about display guidelines? READ them every six months. All staff needs to know to whom to refer a complaint. Do your circulation clerks first listen, or are they expected to refer immediately? Do they know? Participants received two good, simple handouts scripting these complaint

(Cont. on p. 19)
Last month, along with several other Oklahoma librarians, I attended the American Library Association's Annual Midwinter Meetings in San Antonio. Let me say first of all, that it was GLORIOUS to be out of the ice, sleet, and snow of eastern Oklahoma and instead in the balmy breezes and sunshine of southern Texas. It was also terrific to see old friends and make new ones. As my roommate Susan McVey can attest, I made the most of my time, pausing to sleep only 15 hours in 4 days. (My theory is that I can sleep when I get old. Susan has pointed out that perhaps I should slow down to ensure that I do—in fact—reach old age! What a crepe-hanger!) 

Legislative Training
While in San Antonio I attended a number of Chapter Relations meetings. I have spoken with you before about the wealth of information that is routinely presented at these sessions and how very much I enjoy them. A number of Oklahoma librarians attended the Chapter Relations pre-conference training on legislative issues. While on the one hand, some Oklahomans remarked that most of the ideas presented were things we already do, that is also the good news.

We can (and do) set the tone for effectively working with our state legislature, and we should be proud of that. This is another example of the mentoring spirit I keep encouraging. In this case Oklahoma librarians were able to assist other, less organized, less politically savvy groups, in finding approaches and solutions to their problems. Thanks to those of you, like Debra Engel, who represented us so well.

Library Advocacy Now!
Another participation event which really got me fired up was the training session for “Library Advocacy Now!” Others have already received this training, but it was my first exposure and I found the information and spirit invigorating. ALA is sponsoring this national advocacy campaign for the public's right to a free and open information society and for the highest quality library and information services. This includes but is not limited to legislative data.

A large part of the session dealt with working effectively (and proactively) with the media. We have all had situations where microphones are poked into our faces while headline-hungry reporters ask why we think senior citizens, already on fixed incomes, should sacrifice their prescription money in order to pay for high falutin' electronic "toys" at the library—or something akin to this.

Top-of-the-line folks from publishing and well-known public information offices spoke to the group, giving tips on how to handle these situations:
1. Remember that libraries and the media SHOULD be co-partners when it comes to First Amendment and freedom of information issues. Be ready for their tough questions.
2. Always be prepared to deliver the message you want. Use the questions you are given to turn the conversation, once again, to the point you intend to make.
3. Be considerate of the media. Learn their names. Be aware of their deadlines. Learn how to deliver those short, punchy, sound bites they love so much.

There's a wealth of information I could give you on how to present the library message effectively and I would like to do just that. I challenge a roundtable, committee, or division to sponsor a workshop next fall or spring which provides training in meeting and conquering hostile situations—patrons, media, governmental officials. I would be happy to share what I discovered.

—Jan Sanders

OLASCHEDULE/HOLIDAYS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 3-6</td>
<td>Annual Conference, Medallion Hotel/Myriad, OKC</td>
</tr>
<tr>
<td>April 5</td>
<td>FOLIO Annual Meeting, Medallion Hotel</td>
</tr>
<tr>
<td>April 4-11</td>
<td>Passover</td>
</tr>
<tr>
<td>April 5</td>
<td>Good Friday</td>
</tr>
<tr>
<td>April 10-12</td>
<td>MPLA/KLA, KAECT, KASL, Wichita</td>
</tr>
<tr>
<td>April 14-20</td>
<td>National Library Week</td>
</tr>
<tr>
<td>May 1</td>
<td>Oklahoma Librarian Deadline</td>
</tr>
<tr>
<td>May 2</td>
<td>Legislative Committee, ODL - 10 a.m.</td>
</tr>
<tr>
<td>May 3</td>
<td>Membership Committee Meeting, ODL - 10 a.m.</td>
</tr>
<tr>
<td>May 7</td>
<td>National Legislative Day, Washington, D.C.</td>
</tr>
<tr>
<td>May 9</td>
<td>GODORT Workshop</td>
</tr>
<tr>
<td>May 10</td>
<td>Sequoyah Children's Book Award Committee, ODL-10 a.m.</td>
</tr>
<tr>
<td>May 17</td>
<td>Program Committee/ Executive Board - Shawnee P.L.</td>
</tr>
<tr>
<td>June 6</td>
<td>Legislative Committee, ODL - 10 a.m.</td>
</tr>
<tr>
<td>July 5-11</td>
<td>ALA, New York City</td>
</tr>
</tbody>
</table>
Librarians and Friends Meet Their Legislators

The Oklahoma Library Association (OLA) and Friends of Libraries in Oklahoma (FOLIO) joined forces February 13, 1996, for Legislative Day activities at the Capitol. The theme of this year's legislative agenda is "OKlahoma Access to the Information Highway."

Legislative Committee Co-Chairs for this year's activities, Debra Engel and Kathy Hale, effectively led the planning and organization of the day's events, supported by the efforts and contributions of the enthusiastic committee members and more than 100 OLA and FOLIO members who participated.

Taking the entire program to the legislators' home, activities commenced early in the morning on the fourth floor of the Capitol rotunda with the arrangement of automation exhibits. Registration began at 11:00 a.m. Events continued into the afternoon, concluding with a mid-afternoon reception for legislators and staff members, arranged under the direction of Donna Morris.

Orientation sessions for Legislative Day participants were held in the State Court of Criminal Appeals courtroom. Oliver Delaney, OLA lobbyist, urged OLA and FOLIO members to thank their legislators for their past support of libraries throughout the state. He suggested that librarians and friends would be most effective this early in the legislative session by putting on a smile and expressing words of appreciation.

The active automation exhibit was under the direction of John Corbett of ODL and David Robinson of Oklahoma State University. Other demonstrators were from Tulsa City-County Library, the Metropolitan (OKC) Library System, Pioneer Library System, and the Bird Library of the OU Health Sciences Center. John Corbett demonstrated online use of the Internet. Everything was miraculously accomplished using only one far-away electrical plug!

The highlight of the day's events was the special recognition of OLA and FOLIO members in BOTH houses of the Legislature. Through the consideration of Senator Ed Long of Barber in the Senate and Representative Larry Adair of Stillwell in the House of Representatives, Legislative Day participants were recognized with rounds of applause from both sets of legislators.

Members of this year's Legislative Committee contributing to the success of the day's events include Linda Cowan, Sue McAlister, Jan Sanders, Dell Hewey, Anne Million, Bob Segal, Cathy Van Hoy, Catharine Cook, Gerald Hickman, Melba L. Kirkpatrick, Rosemary Moran, Donna Skvarla, and Judith Wakefield.

--- Gerald Hickman

Government Information

Home Page Announced

Oklahoma State University Library Documents Department is on the World Wide Web at
http://www.library.okstate.edu/inform/libguide/govinfo/docs.htm

The OSU Documents Department is a Regional Depository for U.S. Federal government documents and a depository for documents from the state of Oklahoma. Please contact the Documents Department with any questions (405) 744-6548.

Listserv for Documents and Reference Librarians Reminder and Address Update!!

A listserv (discussion list) named OKDOCS-L is available on the Internet for Oklahoma government documents and reference librarians and staff. OKDOCS-L provides a forum for librarians and staff to discuss issues and concerns related to state, federal and international documents. It also provides a means for distributing announcements and information to depository librarians and OLA Government Documents Roundtable members. The list is open to any interested Oklahoma librarian or staff member. To subscribe, send the following message to:
listserv@listserv.okstate.edu
subscribe okdocs-l <your first name> <your last name>

Once subscribed, send messages to the list at:
okdocs-l.listserv.okstate.edu
(=Note: the "I" in okdocs-l is the letter "i".)

Please message or call Suzanne Holcombe at Oklahoma State University with any questions at:
stat.ur@okway.okstate.edu or (405) 744-6546

--- Suzanne Holcombe
Oklahoma Boys and Girls Choose 1996 Sequoyah Book Award Winners

The Sequoyah Award honors Sequoyah for his unique achievement in creating the Cherokee Syllabary. 86 symbols representing the different sounds in the Cherokee language. The Children's Book Award, established in 1959, is the third oldest "children's choice" book award in the United States. The Young Adult Book Award was established in 1986.

Children's Book Award

Betty Ren Wright has won the 1995-96 Sequoyah Children's Book Award for her book The Ghosts of Mercy Manor. Two children, chosen to represent the boys and girls of Oklahoma, will present the award to Betty Ren Wright during the Oklahoma Library Association's state convention.

The Sequoyah Children's Book Award program, sponsored by the Oklahoma Library Association, encourages Oklahoma children in grades 3 through 6 to read books of literary quality. A Masterlist of 20-25 notable books is compiled each year by the Sequoyah Children's Book Award Committee.

To be eligible to vote for his/her choice, each student must have read or heard at least two titles from the Masterlist. The winning book is chosen each January. Jolene Singleterry, Chairperson of the Sequoyah Book Award Committee, said that over 49,000 children participated in the voting this year. The Sequoyah Children's Book Award program also has three corporate sponsors: Follett Library Resources (Wendell Fields, rep.), Perfection Learning Company, and Scholastic Book Fairs.

—Charlotte Parker

Young Adult Book Award

Author Lois Lowry has won the 1996 Sequoyah Young Adult Book Award for her novel The Giver. Ms. Lowry, a noted children's and young adult author, is also a two-time recipient of the distinguished Newbery Award.

The Sequoyah Young Adult Book Award program, also sponsored by OLA, encourages Oklahoma students in grades seven through nine to read books of literary quality. A Masterlist of titles is compiled each year by the Sequoyah Young Adult Book Award Committee. Voting takes place every January and each student must have read or heard at least three titles from the Masterlist to be eligible to vote for his or her favorite book.

The 1996 Sequoyah Young Adult Book Award Winner, THE GIVER, is the story of a future society of sameness where twelve is the age of assignments. At the Ceremony of Twelve, Jonas becomes the receiver of memories shared by only one other in his community, the Giver, and discovers the truth about the society in which he lives.

Previous Sequoyah Young Adult Book Award winners include authors Caroline B. Cooney, Eve Bunting, Annette Curtis Klause, and Neal Shusterman.

—Leslie Langley

Secure.

When you order through EBSCO, you can be sure the investment you make in your serials collection is safe. Your assurance against loss to the integrity of your collection includes:

- Unsurpassed fulfillment on journal issues made possible by our global network of publisher contacts and customer service representatives in 19 countries
- Electronic order entry with publishers for the elimination of manual data input errors
- Payment verification sent to publishers with first claims to reduce the need for additional claims
- Free replacement Issues from our Missing Copy Bank® stocked with more than 40,000 issues
- A financially strong and stable organization (Dun & Bradstreet gives EBSCO Industries Inc. the highest financial strength rating in the industry).

Considering the investment your library makes in its serials collection, it doesn't make sense to trust it to anyone else.

Contact us today:
(214) 387-2426 • (800) 487-2426 • Fax (214) 991-2175
Suite 400, 5339 Alpha Road • Dallas, Texas 75240-7108

EBSCO
A part of the EBSCO Information Services group.
Marketing Techniques to Attract Young Adult Patrons

Julie Cooper, Young Adult Librarian

As Young Adult (YA) Librarian in a public library, I have applied my M.L.S., merchandising degree, and retail experience to the Information Services Department in an attempt to cultivate YA patrons. Whether your organization has a librarian designated for young adult services or not, there are tools to market library resources benefiting this target group, who are sometimes lost in the big picture of customer service in all types of libraries. In this article, I will discuss some of the tools which I have found to be successful.

First, it is in the parental domain to consider the right reading "match" for their minor children. It is good public relations to address the parents' needs along with the young adults' in everything presented by the library. A young adult collection may be determined in the guidelines of a collection policy and still be suitable for any age group to use. It is also every librarian's role to promote the use of this collection, not just the YA Librarian's. Having an in-house collection reassures the adolescent population that they are welcome to use the library, that they are worth the time and resources to develop as life-long patrons, and indicates to parents/guardians that the library functions beyond academic needs.

For library programs, I target patrons in grades 7-12. This range limits the scope of the program and number of participants. Most adolescents are influenced by their closest peers or classmates' activities, so the grade categories work better than age categories. If arranging a program is not an ideal situation, then perhaps having an in-house contest to facilitate reading and draw attention to youth services or collections may be more practical. Contacting the Oklahoma Department of Libraries for support and promoting established reading programs such as the Young Adult Sequoyah books and the "I'd Sooner Read" campaign are options. Collaborate with other departments, libraries, or schools on programs, or repeat a program already developed and make the session for YA's only. For example, young people are just as interested in "surfing the 'net" as seniors and will attend craft workshops as grade-school children do.

Young adults will find an area to congregate. Create the environment that suits the situation. For example, designate the area for studying or reading and place signs there. This is an opportunity to approach this group of patrons through displays, table tents, etc. or to ask for volunteers to help create a display. It is also an opportunity to directly get their ideas and input or even start an advisory group to regularly meet with the goal of promoting library resources. By organizing members to be on a committee, consultation is available before undertaking an event or strategy. However, getting feedback is not always a straightforward matter. The junior high students are timid and very conscious of what their peers think. Their actions are even more inhibited in the company of senior high students, who have the confidence to speak out about their experiences. Therefore, questionnaires or surveys are methods to solicit guidance from the young adult customers. Teachers or media specialists probably know students who would be willing to work with library staff, and who might become long-term volunteers as well.

Along with a Young Adult collection, study area, advisory board, volunteers, and school outreach, I have found an indirect approach to serving young adults to be quite effective. If your library does not have the space for a Young Adult collection, there are means by which the junior and senior high students may be accommodated. With clear signage and a "help yourself" approach, YA's can locate useful information without prompting or feeling self-conscious about asking. Using a shelf unit, for example, various handouts, games/trivia, and library materials designed for the interests and needs of YA's can be made available. These are convenient when patrons are bored or need a diversion from their studies. Compile a directory with services such as teen pregnancy centers, names of tutors, legal guides, career and higher education information, etc. presented for the young adult. From these community resources providers and agencies, programs may develop as well.

Other marketing tools are reader's advisory materials and bibliographies. Bookmarks have high appeal to this target group, so they can be self-designed or purchased through organizations such as ALA. Annotated bibliographies or book lists, whether in the form of bookmarks, handouts, or reference works, are ways to introduce a collection to the reader. Another suggestion is to visibly place a guide to young adult authors, containing biographical and professional data about writers as well as their associated titles. This not only presents other works by an author, but parents/guardians can appreciate that librarians have authors' credentials and writing styles readily available for their consideration.

Technology is a tool to develop for reaching young adult patrons. Computer games, word processing, and educational software are well-used by students. Programs and services may be advertised on a "Bulletin Board" of community events. In addition, designing a web page linking to appropriate sites serves as a connection between the young adults and the library. Some World Wide Web pages with a wealth of sites to consult are:

- Young Adult Librarian Help/Homepage
  - http://www.acpl.liv.in.us/young_adult_lib_ass/yyaweb.html
- Internet Advocate: YA Resources
  - http://silver.ucsc.indiana.edu/~lchampel/netadv.htm
- Children's Literature-Recommended Books and Bestsellers (with YA book lists)
  - http://www.ucalgary.ca/~ckbrown/lists.html#bestbooks

To further investigate tapping into the young adult market, there are professional sources. Bridging the Gap: Young Adult Services in the Library and Connecting Young Adults and Libraries are two examples. Periodical titles include The Alan Review, Publishers Weekly, and VOYA (Voice of Youth Advocates), which have bibliographies and reviews to utilize. Professional organizations have young adult divisions or roundtables to join. YALSA (Young Adult Library Services Association), a division ofALA, has a discussion group named YALSA-L, which electronically disseminates library issues.

(cont. on p. 22)
Battling for Intellectual Freedom and Equal Rights in Bartlesville: Ruth Brown’s Story
Based on Louise Robbins’ talk at IFC/SSRT Workshop

This story weaves many threads together. It is the story of a librarian in the context of her town and time, and the political and cultural forces in the state and nation. It also has parallels to today.

As part of the broad frame for this story, keep in mind that ALA’s Library Bill of Rights came out in 1939, committing librarians “to collect diverse materials.” The first time librarians actually pledged to fight censorship was with its 1948 revision. And, in response to threats, intellectual freedom became a commitment. Librarians said, “NO, in a democracy we have to hear all the voices.” It was not until 1967 that the ALA Office for Intellectual Freedom was begun. Librarians haven’t been fighting censorship that long.

Oklahoma and the Nation

After World War II, in Oklahoma, like the rest of the nation, there were great changes—economic displacement, beginning of the civil rights movement, change in status of women, the new impact of TV, the U.S. as a world power in the cold war, and fear of the atomic bomb. Many people felt a high level of anxiety, anxiety which appears to be matched today.

In response to that anxiety, which was no longer focused on the external enemies of war, there were many groups attempting to eliminate ideas that challenged the status quo. Groups like the DAR, American Legion, United Daughters of the Confederacy monitored schools and public libraries to prevent “Communist” ideas from infiltrating. This was the time of Joseph McCarthy, loyalty investigations across the nation, and Gerald L.K. Smith, the Rush Limbaugh generation, broadcasting from Tulsa.

On the civil rights scene, African Americans and others of ethnic background returning from WWII found themselves no longer welcome in public. In Oklahoma the Sipuel and McLaurin court cases were headlines in all the newspapers in 1948 to 1950. Ada Lois Sipuel fought all the way to the U.S. Supreme Court, to be admitted to the OU law school. McLaurin also had to go to the Supreme Court to be allowed to earn a PhD in education without being confined to a roped off part of a classroom.

Bartlesville and Ruth Brown

Bartlesville in 1950 was a local manifestation of national trends. Phillips Petroleum had great power. Because of Phillips the town of less than 20,000 had the best educated, highest paid population of any town in the state. It had a good side of the tracks and on the other, the black community, in the shadow of the zinc smelter, segregated from public facilities, with access to medical care only when in dire need and only in the basement of the hospital.

Ruth Brown was born in the 1800s in Kansas, graduating from OU in 1917 with a degree in German. She came to Bartlesville as the Librarian in the 1920s, becoming president of OLA in 1931. Her library acquisitions supported both educational and recreational uses of the library for children and adults. Miss Brown also started serving black patrons in the 1920s, a time when it was very unusual to offer service to blacks and whites in the same library. Black residents interviewed by Louise Robbins recall, “the only place I could go in Bartlesville as a school child was the public library.”

Miss Brown was a individual acting together with many others to better her community. In 1946 she formed the first Congress of Racial Equality (CORE) affiliated group south of the Mason-Dixon line. She and the group began working on health care needs for the black community.

Things came to a head fairly rapidly in town. In conjunction with Brotherhood Month, February 1950, the Bartlesville CORE group called on people not to patronize segregated businesses. On February 2, in a drugstore in Bartlesville, Ruth and some black members of CORE sat down in the drugstore, were met with consternation and refused food. This was the first sit-in in Oklahoma. One week later U.S. Senator Joe McCarthy gave his famous “I have here a list of 205...” speech, accusing the State Department of hiring Communists. Ruth Brown in Bartlesville was quickly charged with having subversive, “Communist” materials in the library, specifically the Negro Digest, the Nation, and Consumer Reports.

A packed Library Board meeting followed immediately, with extremely stormy and verbally abusive protests about the Library’s holdings from a citizen group called the “Antis”, the same people who were protesting the integration of the new YWCA. The Library was ordered to remove all issues of the offending magazines to the basement. The city commission fired the entire Library Board.

All spring, name calling and rhetoric about “Communists” was used to make Ruth powerless, though she’d never had anything to do with Communism. In July 1950 Ruth Brown was called before the city commission and told she’d harmed the city by raising the issues of equality. She said, “I haven’t harmed the city yet!”

They fired her and appointed a new library board, chaired by a ringleader of the “Antis,” and filled with other Antis and nonlibrary users. The new chair said his job was to clean up the library, purge it of all “Communist” books. In the 1950s and 60s, as today, many book lists were circulating. People used HUAC (House Un-American Activities Committee) and American Legion lists to identify undesirable books and authors, including things like Dashiel Hammatt mysteries and Howard Fast books.

After being fired, Ruth Brown tried to run a bookstore briefly, but was shunned. A “Friends of Miss Brown” was organized and the city commission sued. The Friends tried to enlist support by writing letters to editors all over the Midwest about the case. However, and very important for history, the letters emphasized the library censorship issue, ignoring Ruth Brown’s and CORE’s campaign for racial equality—the reason for the censorship. A new librarian was hired and by 1953 all active supporters of integration and Miss Brown’s position in the library had been fired or transferred. She left Bartlesville in 1951.

What about support from the library world? OLA formed its own Intellectual Freedom Committee in order to investigate Ruth Brown’s case. But they couldn’t even get a public librari
Librarians at the "To Inform and to Serve" workshop consider food choices. With food in hand, conversation was cheerful and loud!

conversations. Theresa emphasized, "stick to your script." Let the person say what they want, but ask them specific questions. And don't talk too much!

How much is too much information?

Michelynn McKnight, Norman Regional Hospital, Vicki Dixon, OU Bird Health Sciences Library, and Cheryl Sults, Integris Baptist Medical Center, discussed collection development for medical resources, differences in a medical reference interview, and the variety of customers they serve.

What do local history collections have to do with intellectual freedom?

Louise Robbins led a discussion of what libraries collect or fail to collect and why it matters. Based on her digging for material about Ruth Brown and what happened in Bartlesville, Louise said, "If you don't have it, probably no one does," especially if it is material on women or other minority communities. Records are being lost.

Librarians try to collect diverse materials, but sometimes we can't get our minds to focus on our whole community. How can I change my consciousness about what constitutes my community? As an exercise to jog loose our blinders, Louise had everyone fill out some questions about organizations in their communities — churches, women's, historically men's, any Native American or African American churches, etc. Do we collect any of their materials? Does anyone? The children in our communities need to know their past. For that, someone has to save that local history.

Who do we serve and are our customers "safe"?

David Snider, Lawton Public Library, explained the responsibilities and requirements of being a McGruff House participant. Some libraries are currently participating in this program. Members of the Cleveland County Health Department reviewed the stages of adolescent development, how adolescents act in libraries, and methods for dealing with them.

Wrap Up: The Face of the New Library Customer

The afternoon ended with a very successful wrap up during which Jonette Ellis, Enid Public Schools; Holly LaBossiere, Ponca City Public Library; Michelynn McKnight, Norman Regional Hospital; and Sharon Saulmon, Rose State College, talked about the situation in their libraries. Each commented on three questions: who are our customers, what do they want, and what can our library realistically provide?

One notable thing was that the customers in each type of library are actually much more diverse than we might realize. And what can we realistically provide? "A well-balanced collection and respect for each child," says Jonette. Sharor summed up, "the face of our libraries is the face that you give it."
OCLC FirstSearch

The fastest growing end-user database services in the library community.

Paint the Perfect Reference Picture.

♦ Full-text and images* online
♦ Worldwide web access*
♦ NetFirst®, the authoritative guide to Internet resources*
♦ More than 50 databases,
♦ Features: library holdings information; link to PRISM ILL; document ordering
♦ WorldCat®, the end-user version of the OCLC Online Union Catalog

* Scheduled Fall or Winter 95-96

OCLC FirstSearch is available throughout the Southwest from AMIGOS Bibliographic Council, Inc.
     800/843-8482
     amigos @ amigos.org
"A Field Trip Through Western History"

On Thursday, February 8, nearly forty Oklahoma librarian and teachers gathered in Norman for the 1996 Oklahoma Library Association Reference Roundtable workshop. The theme of this year’s workshop was “A Field Trip Through Western History.” The workshop gave participants the opportunity to discover the resources of the University of Oklahoma Western History Collections and learn how the Collections help support research and education in Oklahoma libraries.

The workshop opened with an address by Dr. Clara Kidwell. Dr. Kidwell is the director of OU’s Native American Studies Program and has published extensively on Native American history and philosophy. Her address focused on the research she has done on Choctaw tribes in Mississippi. In her closing comments, Dr. Kidwell emphasized the value of OU’s Native American language programs and expressed her interest in creating summer language programs for school-age students.

Dr. Don Dewitt, Curator of the Western History Collections, followed Dr. Kidwell’s address with a short talk on the history of the Western History Collections. According to Dr. Dewitt, the Western History Collections began in 1927 with a grant from Oklahoma oil baron Frank Phillips to OU professor Edward Everett Dale. The purpose of the grant was to establish a collection of published materials on the American West. In 1948, OU received a grant from the Rockefeller Foundation to create a manuscript collection. These two collections merged in 1967 to form the Western History Collections. The Collections moved to their current site in Monnett Hall in 1976. Dr. Dewitt reported that the Collections assist 850-900 patrons every month and annual receive 3,600 to 4,000 inquiries by mail from all over the world.

After a lunch break, the workshop attendees split into two groups for tours of the Western History Collections. The tours were guided by Dr. Brad Koplowitz and Dr. John Lovett.

Dr. Koplowitz’s tour focused on the Division of Manuscripts and University Archives’ collection of more than 34 million manuscripts. These manuscripts are an excellent resource for information on the history and culture of the Trans-Mississippi West and American Indians. Examples of the types of materials in this part of the Collections include personal and official correspondence, diaries, journals, literary manuscripts, and business records. Dr. Koplowitz also led the groups through the Western History Collections’ preservation facility, where valuable print materials can be repaired, deacidified, and encapsulated.

Dr. Lovett’s tour showed the workshop attendees the Western History Collections’ library and photographic archives. The library contains over sixty thousand volumes, and is one of the leading special collections of published Western Americana in the world. Dr. Lovett also supervises the Western History Collections’ Photographic Archives. The Photographic Archives are the most heavily used part of the Collections. They contain over 250,000 images covering such subjects as cowboys, Native American life and culture, historical images of cities and towns, the petroleum industry, and law enforcement. Images from the Collections have appeared in numerous books, documentaries, and exhibits. Dr. Lovett announced that later this year some of the most popular images from the Photographic Archives will be available for browsing on the World Wide Web.

Workshop participants were pleased with the presentations and tours. For many, this was their first opportunity to tour the Western History Collections. The workshop familiarized everyone with a valuable resource for patrons who need primary sources of information about Oklahoma and the American West.

Librarians Reaffirm Importance of Union List of Serials

A meeting was held Feb. 21 at the Oklahoma Department of Libraries to discuss the Oklahoma Union List of Serials. ODL convened the meeting, because it is “currently at a crossroads with staffing, resources, and federal funding,” and is involved in intensive planning and looking at its role and resources, said Vicki Sullivan.

The Union List is a means to get online summary level serials holdings information for Oklahoma libraries. Its main use is to enhance resource sharing. In addition to the Union List on OCLC, side products which libraries may find useful are the familiar microfiche version of the Union List, as well as paper, CD-ROM and machine-readable tape products. A school librarian said she found the list invaluable in annotating one of their magazine article CD-ROMs with holdings of other libraries in the local calling area, and then requesting faxes of articles not in the school’s collection. Machine-readable tapes may be ordered for migrating to a new online system.

ODL acts as the administrative agent, setting guidelines for what is included. Vicki Sullivan is the primary contact at ODL. Participating libraries send updates on serials holdings to AMIGOS for input into the database.

Robert Watkins, director of AMIGOS database services, discussed AMIGOS’ role in the Oklahoma Union List. His department does the data input for the Oklahoma Union List, as well as for several other states. Jeff Downing is the new contact at AMIGOS for sending serials updates.

In the past the Union List has been paid for by a combination of membership fees and state appropriations. The total yearly cost is about $28,000 for data storage, input, and products. Membership fees are based on library budget. One hundred and six libraries currently have Union List serials holdings, but only 52 libraries have paid memberships.

The meeting ended with a strong consensus that the Union List is very important for resource sharing among libraries of all types and sizes, that libraries should determine how they are using the List and updating their own holdings.

The need for resource sharing continues to increase. The only sensible thing to do is for libraries to make sharing as efficient and effective as possible. This includes a continually updated Oklahoma Union List of Serials which accurately reflects each of our library’s holdings.

—Rachel Butler
Notes on the ALA Midwinter Conference
from Linda Pye and Beverly Jones


Another fun program...Isabel Allende, this year's Read About Me designee, and Delano Lewis, the head of National Public Radio and co-chair of the National Information Infrastructure Advisory Committee spoke during the President's program. Allende talked about herself, the influence of her granddaughter's library in her education, and her work. Lewis spoke about the similar positions of NPR and ALA on funding. The NII Advisory Committee strongly supports equity of access and the role of libraries in supplying that access.

Collection Development Librarians of Academic Libraries Discussion Group...very crowded, but good. The Internet has greatly impacted collection management. One library uses subject specialists to evaluate web sites to determine what will go on the library's menu. Web sites are selected as other selection is done.

Preservation Issues in Small & Medium Libraries Discussion Group...a good meeting. Attendees represented all types and sizes of libraries. Many libraries are doing little about preservation or are just now beginning to think about it. Many emphasized the need to impress upon shelfers and others how their actions impact preservation. Attendees agreed that libraries should work together in providing training on things such as how to do basic book repair, since outside training is expensive.

Medium sized Academic Libraries...discussion on "reengineering the academic library," including outsourcing, identifying the library's mission, student focus groups, and core collections (defined by one as 60% of titles indexed in x, supplemented by department allocations, and 80% of Choice collection).

Exhibits Notes...badges are now mechanized. The name tag can be easily removed and swiped through a bar code reader which generates complete information for vendor use.

The Choice representative asked how we use Choice cards and Choice magazine. She said it's getting increasingly difficult to find publications that are aimed at an undergraduate four-year audience. More are aimed at the graduate level.

The new San Antonio Public Library...it's not bright orange, but not really red either. I loved their purple book shelves and other bright colors scattered throughout. I really disliked the tile used on the floors downstairs, which a reference librarian agreed was not practical and was difficult to keep clean. Their computer system (CARL) was very user friendly but extremely slow (more memory is on the way). A nice parking garage is attached to the library and users can have parking tickets validated up to a certain length of time. The children's area is really nice! It had a Mexican architect and is painted bright orange. The special collection area on the top floor was full of 6th graders, as was most of the remainder of the building. Their books had a small paper label on the back which contained the due date stamps—no opening the book to circulate it, apparently.

Send in Your Challenged Material Forms!

Has your library experienced a challenge to its material, library service or a display? So far the Intellectual Freedom Committee has received notice of only 12 situations this year, though conversations with librarians indicate more cases.

Theresa Dickson, IFC Chair, says if the complainer asked for a conference or actually filled out a form, that definitely qualifies. IFC just wants to take note of the serious "I want this off the shelf" complaint, as opposed to just the general bellyaching complaint. The form for Oklahoma's challenged materials are in every OLA bulk mailing, or call Theresa at 405-321-1481. Your peers need to know what's going on!

Marketing Techniques (cont. from p. 17)

programming ideas, etc. among colleagues involved with young adult library patrons.

Marketing to the young adult patron need not be a solo operation or one to ignore in hopes that these patrons will disappear. It is an area which can be expanded in your library or information center by applying the techniques outlined here or consulting sources to further the library mission or short-term goals. There are studies which indicate that more minor children are left in public places, and young adults need more positive activities in their daily lives, all involving libraries. Furthermore, young adults need library facilities for solitude, to study, to write, and to read. The rewards gained are those of goodwill from the community, parents, and young adults.

Ruth Brown's Story (cont. from p. 16)
an to serve on the committee because it was felt too dangerous at the time. ALA began an investigation but was no help. The ACLU was contacted, but too late to help.

Was there anything she could have done to avert the tide that broke over her? Miss Brown thought she was an institution in town after 30 years. She did have a center of power, but her power was mainly among women in town. Neither was enough. The people in power moved in other circles. Today her situation would be different. The situation of women in society is changed. Today there are many more support mechanisms than she had—organizations like ALA and OLA. And hopefully today, other librarians would not be too afraid to speak up.

Back to the history of the intellectual freedom idea. At first, just political books were under fire. ALA and OLA could comfortably unite behind the idea that political ideas should have free rain. But that "anti-Communist" pressure expanded into the idea that all children must be protected from anything subversive to a particular viewpoint. Now it may not be as easy to stand firm against censorship and for the freedom of ideas and speech in forging democracy in "my" community, because some repellant ideas may be included, not just "political" ideas.

There is much more to the story Louise Robbins is writing about Ruth Brown. Look for it. It's our history.

--Rachel Butler
OASLMS Librarians and State Department of Ed—Innovative Partnering for School Children

The Library Media/ITV Section of the State Department of Education and Oklahoma Association of School Library Media Specialists (OASLMS) have formed a partnership to provide quality library services to even the smallest school.

Small school districts that request deregulation of library staffing requirements are being connected to OASLMS to find a certified library media specialist in their geographic area who is willing to serve as a consultant. As a part of the deregulation request, the consultant and the school's staff will outline innovative ideas and methods to ensure that students are taught the library skills necessary to prepare for their futures.

OASLMS is a division of the Oklahoma Library Association.

—Pat Davis, OASLMS Chair

Public Contact Skills and Customer Diversity

"Quality Customer Service: Improving Public Contact Skills and Exploring Customer Diversity," an OLA workshop, was held on January 30. Approximately 63 persons attended the all day Public Libraries Division program at the Stillwater Public Library.

Dr. Lee Manzer, the morning speaker, spoke to the group on “enhancing front line personnel's awareness of the principles and techniques of establishing and maintaining good customer relations.” Using humor and personal experiences, Dr. Manzer appealed to the group in both his remarks and handouts.

The afternoon session featured a four member panel led by OU's Dr. Rhonda Taylor. The panel on customer diversity was made up of Ann Cong-Tang, Pat Fennell, Lana Grant, and Phillip Tolbert. The members brought their personal and professional insights to providing the best possible service to our diversified library populations.

The workshop concluded with a question and answer period.

The OLA Store was available for browsing and purchases by workshop participants.

—Jane Lilly, Chair
Public Libraries Division

Donna Skvarla, Beverly Jones, and Donna Denniston (l-r) doing some final work on the quilt they are donating to OLA

Executive Board Takes Action

The OLA Executive Board, serving your Association as its current set of guiding lights, has been making decisions. In last two two meetings, the following actions were taken:

January 26, 1996

Authorized "Let's Talk About It, Oklahoma" Director to pursue a funding proposal with Oklahoma Foundation for the Humanities and ensuing cooperative agreements with Oklahoma Foundation for the Humanities, Oklahoma Library Association, Oklahoma Department of Libraries, and the Pioneer Library System.

Authorized "Let's Talk About It, Oklahoma" to seek funds from the Inasmuch Foundation and other private sources.

Referred the proposed OASLMS dues increase to the Constitution and Bylaws Committee for review.

Approved the formation of the Interlibrary Loan discussion group.

Approved a proposal to offer OLA member rates to MIS network and administration employees attending College and University Division preconference workshop. The Board also reaffirmed the past policy of charging librarians who are not OLA members the standard double registration fee for the preconference.

February 16, 1996

Approved the nominations of Bill Lowry, Barbara Spriestersbach, and Sally Frasier to ALA’s National Legislative Day Honor Roll.

Approved changes to the OLA Handbook directing the ALA Councilor and MPLA Councilor to invite ALA and MPLA presidential candidates to attend the OLA annual conference at their own expense.

Approved a requirement that any OLA discussion group which plans to sponsor a program at the annual conference must attend Program Committee meetings.

Approved the proposed conference registration packet items.

Approved the Budget and Finance Committee guidelines regarding the creation of the OLA Deposit Fund on a one year trial basis.

Approved sending the proposed bylaws changes to the membership for consideration at the annual OLA Membership Meeting scheduled for 3:30 p.m. on Friday, April 5, 1996 at the Medallion Hotel.

Approved a resolution congratulating the Illinois Library Association on their one hundredth anniversary.

—John Augelli, Secretary
Precision One
Cataloging System

The Answer to Your Retrospective Conversion and On-Going Cataloging Needs

Precision One Cataloging System is the CD-ROM conversion and cataloging tool that has helped thousands of libraries convert their shelflist to Machine Readable Catalog (MARC) format, as well as keep their database current.

- For Retrospective Conversion — the system is designed for just one pass through the shelflist
- For On-Going Cataloging — the right titles right when you need them
- Prints cards and labels
- Interfaces with other PC-based systems
- Over one million of the most commonly held monograph titles
- A continually growing CD-ROM database of the most current LC cataloging in full MARC format
- The latest videos, AV and other non-print materials
- Brodart's own originally cataloged records from all seven LC material classes

Monthly Precision One Cataloging System $750.00/yr.
Quarterly Precision One Cataloging System $500.00/yr.

Call Today: 800-233-8467, ext. 581
Web Site: http://www.brodart.com/

Automation
The right answers in the right format

OKLAHOMA LIBRARIAN
300 HARDY DRIVE
EDMOND, OK 73013

Serials Section
State Library of FL
R A Gray Bldg
Tallahassee FL 32399

Non-Profit Org.
U.S. Postage Paid
Edmond, OK 73034
Permit #61