

North Carolina Library Association Biennial Conference

Preliminary Program
October 17-20, 1979
Civic Center, Charlotte, N. C.

Tuesday, October 16, 1979

7:00 p.m.-7:30 p.m.
NCLA Public Relations Preconference Library Auditorium
Registration

7:30 p.m.-9:00 p.m.
NCLA Public Relations Preconference Library Auditorium
Speaker: Peggy Barber, Director of Public Information
Office of the American Library Association

9:00 p.m.
Reception Library Auditorium

Wednesday, October 17, 1979

8:30 a.m.-9:00 a.m.
Registration for Preconferences Main Floor—Lobby
NCLA Public Relations
Resources and Technical Services Preconference on AACR2

Thursday, October 18, 1979

8:00 a.m.-8:00 p.m.
Conference Registration Main Floor—Lobby

9:00 a.m.-6:00 p.m.
Exhibits Open Main Floor—Exhibit Hall

10:00 a.m.-11:30 a.m.
First General Session Plaza Level
Presiding: Leonard L. Johnson, President
Welcome:
Introduction of Speaker: Margaret Riddle, Library Trustee
Speaker: Speaker of the House, Carl J. Stewart, Jr.
Topic: (To be announced)

12:00 noon-2:00 p.m.
Serial Librarians Interest Group Main Floor—Room H
Luncheon Meeting
Presiding: Marcia Tuttle, Chairperson

Program:

Panel: Marcia Tuttle—Head of Serials Department,
UNC-Chapel Hill

Topic: "Future of Serials Interest Group"

Diane Harkins—Serials Cataloguer, Duke University

Topic: "Workshop on AACR2"

David Gleim—Assistant Head Cataloguer Department,
UNC-Chapel Hill

Topic: "ALA Preconference on AACR2 (Serials)"

1:30 p.m.-3:30 p.m.

Junior College Section Main Floor—Room E

Presiding: Rosalind Campbell, Chairperson

Introduction of Speaker: Azalee Sain, Media Processing Section,
Community Colleges Office, Raleigh, N. C.

Speaker: Mrs. Lee Albright, Head of the Genealogical Services
Branch, Division of the N. C. State Library

Topic: "Overview of Genealogy in N. C.: The Role of the Community
Colleges and Technical Institutes."

Business Session

2:00 p.m.-4:30 p.m.

College and University Section, NCLA Main Floor—Room F
(N. C. Chapter, ACRL)

Presiding: Elvin Strowd, Chairperson

Speaker: James David Barber, James B. Duke Professor of
Political Science

Topic: "The New Political Imagination."

Business Session:

Introduction of Speaker: Edward Holley, Dean,
UNC-Chapel Hill Library School

Speaker: Julie Virgo, Executive Secretary, Association of
College and Research Libraries, ALA

3:30 p.m.-5:00 p.m.

Junior Members Round Table Main Floor—Room D

5:00 p.m.-7:00 p.m.

Public Library Section—Young Adult Plaza Level
Committee Reception (Young Adult Oriented Librarians)

5:30 p.m.

North Carolina Central University Alumni VIP Lounge-A
Association Dinner

7:00 p.m.

East Carolina University Library Science Alumni
Association Business/Social (To be announced)

7:00 p.m.-9:00 p.m.

Public Library Section Main Floor—Room F

Friday, October 19, 1979

- 8:00 a.m.-6:00 p.m.
Conference Registration Main Floor—Lobby
- 8:00 a.m.-9:15 a.m.
Appalachian State University Library Main Floor—Room H
School Alumni Breakfast
Topic: "Everything You Ever Wanted to Ask Ila Taylor Justice"
Special Guests: Ila Taylor Justice
Fred Robinette, Director, Alumni Affairs,
ASU Formation of Alumni Chapter for
Department of Educational Media
- 8:00 a.m.-9:30 a.m.
Beta Phi Mu Breakfast Meeting Radisson Hotel—Jackson Room
Presiding: Martha El Sparks, President
Speaker: Larry Dagenhart, Lawyer, Helms, Mulliss and
Johnston, Attorneys, Charlotte, N. C.
Topic:
- 8:00 a.m.-9:30 a.m.
Piedmont Libraries Acquisitions Information .. Main Floor—Room G
Network (P.L.A.I.N.)
Presiding: William Z. Schneck, Head, Acquisitions
Department, UNC-Chapel Hill
- 8:00 a.m.-9:30 a.m.
Board Meeting of NCASL Radisson Hotel—Polk Room
- 9:00 a.m.-5:00 p.m.
Exhibits Open Main Floor—Exhibit Hall
- 9:00 a.m.-6:00 p.m.
Audiovisual Education Film Showings VIP Lounge-A
- 9:00 a.m.-10:00 a.m.
Trustee Section Program Meeting Main Floor—Room E
Presiding: H. K. Griggs, Chairperson
- 9:00 a.m.-10:00 a.m.
Library Education Committee Open Forum: . Main Floor—Room D
Certification, Issues, and Problems
Presiding: Marilyn L. Miller, Chairperson
Moderator: Joleen Bock—Educational Media Department, ASU
Panel: Elsie Brumback, Division Media Department,
State Department of Public Instruction
Rosalie Gates, Chairman, Public Library Certification
Commission; History Department, Meredith College
Fred Roper, School of Library Science, UNC-Chapel Hill
- 10:00 a.m.-11:30 a.m.
SECOND GENERAL SESSION Plaza Level
Presiding: Leonard L. Johnson, President
Greetings from Southeastern Library Association

THE PHILIP S. OGILVIE LECTURE

Introduction of Speaker: Leland Park

Speaker: Sidney Harris, Journalist

Topic:

11:30 a.m.-2:00 p.m.

North Carolina Association of School Main Floor—Room F
Librarians Luncheon

Presiding: Elizabeth Detty, Chairperson

Speaker: Tomie de Paola, Author

Business Session

Autographing of Books by Author

12:00 noon-1:45 p.m.

Trustee Section Luncheon Main Floor—Room H

Presiding: H. K. Griggs

Speaker: James A. Hess, President,

American Library Trustee Association

Topic:

1:45 p.m.-2:30 p.m.

Trustee Section Business Session Main Floor—Room H

1:00 p.m.-2:30 p.m.

Resources and Technical Services Section ... Main Floor—Room D

Presiding: Cordelia R. Inks, Chairperson

Speaker: Henriette D. Avram, Director of Network

Development Office of the Library of Congress

Topic:

Business Meeting

1:00 p.m.-3:00 p.m.

Documents Library Section Main Floor—Room E

Presiding: Suzanne Levy, Chairperson

Speakers: (To be announced)

Program: I: Municipal Documents: One City's Cooperative Efforts

II: Establishing a Municipal Library

III. North Carolina Regional Councils of Government:
Documents in Never-Never Land

IV. Help With North Carolina Municipal Documents:
Two Special Collections

Business Meeting

2:00 p.m.-3:00 p.m.

Audiovisual Education Section VIP Lounge—A

Presiding: Johnny M. Shaver, Chairperson

3:00 p.m.-5:00 p.m.

Trustee Section Public Library

Automation in Public Libraries

3:00 p.m.-5:00 p.m.

Reference and Adult Services Section Main Floor—Room B

Presiding: Jane Snyder, Chairperson

3:00 p.m.-5:30 p.m.
Children's Services Section Main Floor—Room A
Presiding: Gail Terwilliger, Chairperson
Speaker: Sue Ellen Bridgers
Topic:
Business
Reception

3:00 p.m.-5:00 p.m.
North Carolina SOLINET Users Group Main Floor—Room G
Presiding: Lynne D. Lysisk, Chairperson

8:00 p.m.
THIRD GENERAL SESSION Plaza Level
Banquet
Presiding: Leonard L. Johnson, President
Invocation:
Introduction of President and New Executive Boards, Special
Guests, Honorary Members, Scholarship Recipients
Introduction of Speaker: Gail Terwilliger, Chairperson
Children's Section, NCLA
Speaker: Nikki Giovanni, Author and Dramatist
Topic:

9:30 p.m. (Or after the Banquet) Radisson Plaza
JMRT—Toga Party Mint Room
UNC-Chapel Hill Library School Reception Gold Room
UNC-G Library Science and Educational
Technology Alumni Association Reception ... Mecklenburg Room

Saturday, October 20, 1979

8:00 a.m.-10:00 a.m.
Conference Registration Main Floor—Lobby

10:00 a.m.-11:30 a.m.
FOURTH GENERAL SESSION Main Floor—Room D & E
Presiding: Leonard L. Johnson, President
Introduction of Speaker: Elizabeth Detty, President of
North Carolina Association of School Librarians
Speaker: Peggy A. Sullivan, Assistant Commissioner for
Extension Services, The Chicago Public Library,
Vice-President-President Elect, American Library
Association

Topic:
Business Meeting:

12:00 noon
New Executive Board Luncheon Radisson Plaza—Polk Room
Presiding: Bill O'Shea, President-Elect

TREASURER'S REPORT

April 1, 1979-June 30, 1979

Balance April 1, 1979 \$8,760.46

Receipts:

Dues and Receipts	\$5,773.00
Association	1,927.75
Sections	3,845.25
School Librarians	115.25
Public Librarians	486.75
Trustees	77.50
College Librarians	1,745.00
Junior Members	16.75
Resources and Technical	86.25
Children's Services	38.75
Junior College	39.50
Documents	30.75
Reference and Adult	1,208.75

NORTH CAROLINA LIBRARIES	\$ 44.00
Interest	162.50
1979 Conference	5,050.00

Total Receipts \$11,029.50

Receipts Plus Balance \$19,789.96
 Less Expenditures (see list) 14,265.15

Balance June 30, 1979 \$ 5,524.81

EXPENDITURES

April 1, 1979-June 30, 1979

Executive Office—salary	\$ 622.59
Executive Office—Expenses	1,112.35
Telephone	\$369.51
Postage	340.31
Printing and Stationery	368.06
Computer Labels	34.47
Treasurer's Bond	62.00
ALA Representative	550.00
1979 Conference	2,046.07
Sections	3,909.00
NORTH CAROLINA LIBRARIES	4,842.09
Governmental Relations Committee	596.73
Intellectual Freedom Committee	110.18
State Council for Social Legislation Dues	100.00
Fount, Inc. Dues	25.00
Spring Workshop	259.14
SELA Dues	30.00
Total Expenditures	\$14,265.15

NORTH CAROLINA LIBRARY ASSOCIATION

Section Balance Sheet — June 30, 1979

	NCASL	PLS	TRUSTEES	R&T	COLLEGE
Bal. Apr. 1, 1979	\$2,951.39	\$1,849.82	\$792.21	\$1,268.69	\$2,094.65
Receipts	<u>115.25</u>	<u>486.75</u>	<u>77.50</u>	<u>86.25</u>	<u>1,745.00</u>
Total	3,066.64	2,336.57	871.71	1,354.94	3,839.65
Expenditures	<u>297.34</u>	<u>696.06</u>	<u>199.92</u>	<u>165.15</u>	<u>1,302.07</u>
Bal. June 30, 1979	\$2,769.30	\$1,640.51	\$671.79	\$1,189.79	\$2,537.58

	JMRT	JR. COLLEGE	CHILD SVCS	DOC	REF & AUDIT
Bal. Apr. 1, 1979	\$297.63	\$483.84	\$948.64	\$896.88	\$ 348.18
Receipts	<u>\$16.75</u>	<u>39.50</u>	<u>38.75</u>	<u>30.75</u>	<u>1,208.75</u>
Total	314.38	523.34	987.39	927.63	1,556.93
Expenditures	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>79.30</u>	<u>1,169.16</u>
Bal. June 30, 1979	\$314.38	\$523.34	\$987.39	\$848.33	\$ 387.77

FUND BALANCE AS OF JUNE 30, 1979

Checking Account	\$ 5,524.81
General Fund Account	13,451.46
Scholarship Fund Account	33,971.95
Loan Fund Account	4,058.73
Ray Moore Fund Account	1,659.15
NCASL Certificate of Deposit	<u>2,000.00</u>
Total Resources	\$60,666.10

Richard T. Barker

RX FOR LIBRARY PR

October 16-17, 1979
Public Library Auditorium and Bryant Room
also
Area F, Charlotte Civic Center

October 16:

- 7:00-7:30 p.m. REGISTRATION—Main Public Library, 310 North Tryon Street
2nd floor auditorium)
- 7:30-9:00 p.m. KEYNOTE SPEECH—"The People are the Power"—Peggy Barber,
Director, Public Information Office, ALA
- 9:00 p.m. RECEPTION

October 17:

- 8:30- 9:00 a.m. REGISTRATION—Charlotte Civic Center
- 9:00-10:00 a.m. DEALING WITH OUR PUBLICS: Panel Discussion on Marketing,
Library Services & Identifying Library Goals

10:30-12:00 noon PLANNING AND BUDGETING: Time, Money, and People

1:30- 2:30 p.m. (Choose One of Three Workshops)

1. Working with the Media (for Larger Media Markets)
2. Evaluating Library Signage
3. Personalizing PR—Leader, Carol Lewis

3:00- 4:00 p.m. (Choose One of Three Workshops)

1. Working with the Media (for Smaller Media Markets)
2. Communicating through Newsletters and Brochures
3. Evaluating Library Signage

4:30- 5:30 p.m. (Choose One of Three Workshops)

1. Talking with Printers and Graphic Artists
2. Communicating through Newsletters and Brochures
3. Personalizing Public Relations—Leader, Carol Lewis

6:00- 7:00 p.m. BOX SUPPER

7:00- 8:00 p.m. CRITIQUE/SWAP AND SHOP: An opportunity to submit items for
individual critiquing by experts, to bring your best PR to display,
and to pick up brochures and promotional materials from
commercial PR firms.

8:00- 9:00 p.m. EVALUATING YOUR PUBLIC RELATIONS PROGRAM

*Panelists and mini-session leaders include representatives from the media,
public relations experts from other agencies and the private sector, and
librarians who have demonstrated effective PR programs. \$10 registration fee
includes Reception, Box Supper and a copy of "The Library Public Relations
Recipe Book."*

REGISTRATION INFORMATION, INCLUDING NAMES OF PANELISTS AND
MINI-SESSION LEADERS WILL BE MAILED WITH NCLA REGISTRATION
MATERIALS. IF YOU DO NOT RECEIVE THE REGISTRATION BROCHURE OR
WOULD LIKE MORE INFORMATION, WRITE R_x FOR LIBRARY PR, DIVISION
OF STATE LIBRARY, 109 EAST JONES STREET, RALEIGH, NC 27611.

ncla preconference

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