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# Not Day Dreaming

The White House Conference on Libraries and Informational Services produced many recommendations which if implemented will be of great benefit to librarians and library users in North Carolina. The concept of "Freedom of access to all library material and information" was accepted by the vast majority of the delegates even with the recognized problems of implementation. One of the goals of the Freedom of Access resolution is to remove the artificial barriers placed by governments and library authorities on the restrictive use of materials. The public is unwilling and rapidly becoming unable to finance unnecessary duplication. Opening collections purchased with public funds but previously restricted in use will create resources for library users which will begin to deal with one of the N.C. Governors Conference recommendations: "Ensure that basic library and information services are adequate to meet the needs of all local communities."

Careful planning and securing funds essential to support the procedures developed to open collections will be a challenge to librarians and citizens. N.C.L.A. has a leadership role in working toward realization of freedom of access in North Carolina by working within the profession to broaden concepts of service to all constituents and to present workable plans to State and local governments.

Several resolutions were passed supporting the development of network and resource sharing. This concept was in topic VIII of the North Carolina Conference: Plan, develop and implement a nationwide network of library and information service. The National Network resolution is based upon the premise that all materials and information will be available to borrowers through "resource sharing." It also carries with it the request that services as well as resources will be accessible.

North Carolina is fortunate in having begun steps to introduce networking through the Triangle Universities; the North Carolina Math and Science High School in Durham, and the State Library grants to public libraries for compatible automation Networking is especially significant in our state that is primarily rural and must depend upon resources outside the community to satisfy many needs.

The increasing complexity and specialization of information demands mandates that all resources be used by the maximum constituency to justify the accelerating costs.

The proliferation of libraries with their "base collections" is an unnecessary expenditure for duplication which will eventually be corrected with the realization of networking and freedom of access. Meanwhile we each struggle with overwhelming book famines and minimal professionally trained staff. Our meager resources are used to duplicate thereby insuring the continuation of an ill-informed citizenry possessing limited reading skills. Funding bodies will eventually become aware that there seems no end to the need for additional funds for materials and skilled staff, each serving a segment of the community with overlapping demands. Through networking we can bring about more

judicious use of funds through cooperative acquisitions for broader constituencies. The days of restriction on collection use must disappear as has the old "SILENCE" sign.

The ear of the appropriating official will be more keenly attuned to our needs if we can show prudent use of trained personnel and library materials.

I commend the North Carolina delegation for supporting two important concepts, "Freedom of Access" and "National Network-Resource Sharing" which have real implication for improved library service in North Carolina. It is now up to NCLA and each of us to insure that successful implementation in North Carolina becomes a reality and not merely so much day dreaming.

*H. William O'Shea, President, NCLA, 1979-81*

## Louis Round Wilson

1876 - 1979

Three weeks short of 103 years, Louis Round Wilson died December 10, 1979. Memorial services were held at University United Methodist Church, Chapel Hill, on December 16.

Wilson received the first Ph.D. awarded at the University of North Carolina — Chapel Hill in 1905. He served as University Librarian 31 years (1901-1932) and director of the School of Library Science, 1931-32, for which he was founder. He built two library buildings at Chapel Hill, founded University Extension and UNC Press, was first editor of *The Alumni Review*, and historian of the early 20th century years of the university.

Outside Chapel Hill, Wilson was a founder of the North Carolina Library Association (1904), was first chairman of the North Carolina Library Commission (1909-16), a founder and President of the Southeastern Library Association.

In 1932 Wilson became dean, Graduate Library School, University of Chicago, and for the next decade provided an influence on librarianship which continues to be felt through the impact of students trained at all levels of library education. His intellectual products have tended to have a major role in molding the library world for five decades. Wilson returned to Chapel Hill in 1942 and taught part time until 1959 at the school he established.

Louis Round Wilson became a legend in his own time. Edward G. Holley states that Wilson "had few peers and no superiors."

Librarians in North Carolina and the nation will continue to be influenced by the legacy of Wilsonian librarianship.



# NCLA SPRING WORKSHOP

March 28-29, 1980

Center for Continuing Education  
Appalachian State University  
Boone, N. C. 28607

## March 28

Dinner .....	6:00 p.m.
Committee Meetings .....	7:30 p.m.
NCLA Executive Board Meeting .....	7:30 p.m.

## March 29

Committee Meetings .....	8:30 a.m.
NCLA Executive Board Meeting/	
Committees Report .....	10:00 a.m.

## Reservations:

with first night's deposit to:  
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# Is Another National Network The Best Answer?

Rodger S. Harris

Because of recent interest in the formation of a bibliographic network with the primary purpose of serving major research libraries it seems pertinent to examine the role played by these libraries in an existing network of which they are a part. One way of examining the role of such a group is to select ARL members as the research libraries and study their participation in one of the regional networks of the OCLC system. The selection of ARL members is pertinent because they have mentioned specifically as the group which should form the nucleus of a new network, The Research Library Information (RLIN). In addition, these libraries are among the largest individual users of the OCLC system and generally are the libraries of research universities. Selection of a part of OCLC for examination also may be justified by the availability of system-use data for one of the regional networks while data for the entire system are not available as readily. Another justification is that to treat data representing the entire OCLC system manually would be a massive task. For one of the regional networks the task is not unreasonable. Therefore, the present study is based on 1978/79 data for the member libraries of the Southeastern Library Network (SOLINET) with special attention directed to the ARL members included in that group.

The 1978/79 compilation of data related to the use of the OCLC system by members of SOLINET includes data for 233 libraries, although in several cases two or more of these are part of a single institution. Of these 233 libraries, 195 are academic libraries and sixteen are members of ARL. The table and graphs which accompany this text present data indicative of the use of the OCLC system by the full SOLINET membership, the academic-library members, and the ARL-SOLINET members.

## First-Time Use Charges

One category included in the OCL TOTCAT<sup>1</sup> list from which the data are taken indicates the number of First-Time Use charges attributed to each of the 233 libraries listed as SOLINET members. OCLC refers to these as "Billable FTU's" because they are the first-time uses of data-base records for which the members pay. Of the 233 members of SOLINET, 19 did not incur any Billable FTU's during 1978/79, five libraries each incurred less than 100, and a total of 32 libraries each incurred less than 1,000. Of these 32 libraries two should not have been listed because they are units within the computer profiles of other libraries, a third is a training terminal in a library school, and a fourth is the SOLINET office in Atlanta, Georgia. Of the remaining 28 libraries in this group 12 were members for the entire year, a total of 16 were members for more than six months, a total of 20 were members for more than three months, and the remaining eight libraries were members for three months or less. It should be noted that the listing of a library by OCLC in its monthly reports of system usage<sup>2</sup> indicates membership in SOLINET and OCLC but does not necessarily indicate either that the library has received its terminals or that the staff has been trained and is prepared to utilize the system. Many of the low figures for annual use of the system by individual libraries appear to be due to relatively recent additions to the membership of SOLINET and OCLC. Some

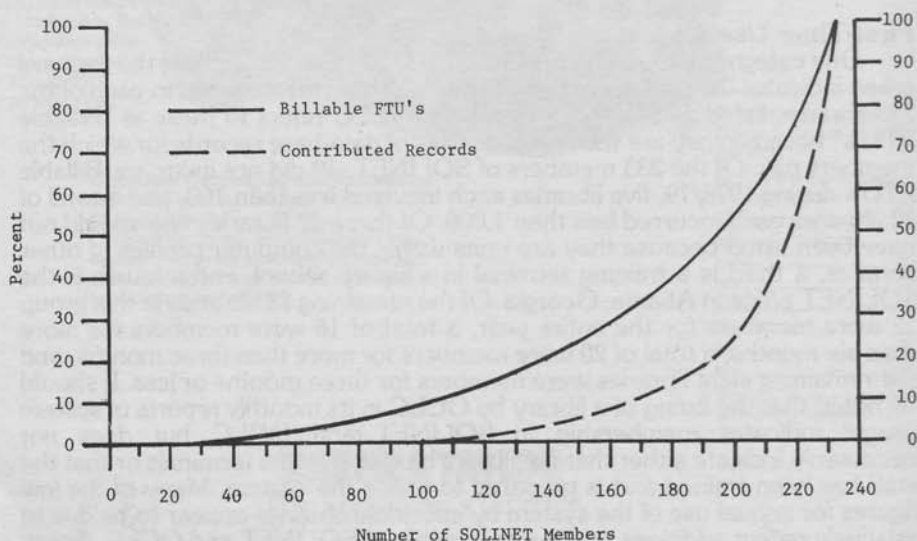
of the low totals represent use of the system by smaller libraries. Some of the low totals accrued by libraries listed as members for the entire year will require further investigation than is possible at this time to provide an understanding of the reasons for low usage of the system.

The total Billable FTU's for each of the 233 SOLINET-member libraries for 1978/79 were arranged in rank order and then examined. There is a slow but steady increase in the number of Billable FTU's through approximately the first 120 ranks. Beyond that point there is a noticeable increase in the rate at which the individual totals increase; there are fewer ranks listed for members using 12,095 to 12,932 records than are listed for members using 7,005 to 7,976 records. This rate increases as the totals grow until for the last 15 ranks the totals more than double, from 22,421 to more than 45,000.

To further facilitate the examination of these data they were divided into 23 groups each composed of 10 successive ranked totals and a final group of the highest three totals. The total number of Billable FTU's attributable to each group of libraries was then calculated. These totals were retained in rank order and the percentage of total SOLINET Billable FTU's attributable to each group was calculated. Cumulative percentages of these ordered groups are presented graphically in Figure 1. The smaller size of the last group was considered when plotting the lines. The line representing these percentages clearly indicates the increasing rate of Billable-FTU cumulation as the successively higher-ranked groups are included.

Figure 1

Cumulative Percentages of Billable FTU's and Contributed Records  
Accrued by Total SOLINET Membership, 1978/79



## Contributed Records

Data indicative of the number of records contributed to the OCLC data base by each SOLINET-member library were then examined in exactly the same manner. The list indicating the total number of records contributed by each library was arranged in rank order. These rank-ordered data were divided into 23 successive groups of 10 libraries and a final group of three libraries. The total number of records contributed by each group was calculated and the percentage of total SOLINET Contributed Records attributable to each group was calculated. Cumulative percentages for these ordered groups are presented graphically in Figure 1. These data obviously are weighted more heavily toward the higher ranks than is true of the Billable FTU's. The 14 ARL members which actively used the OCLC system for the entire year are concentrated among the highest 25 libraries in terms of Billable FTU's and they are among the highest 26 ranks in terms of Contributed Records.

The 16 libraries which were members of both ARL and SOLINET during 1978/79 comprise 7% of the total SOLINET membership of that period. The 422,831 Billable FTU's attributable to these 16 libraries are equivalent to 24.8% of the total Billable FTU's cumulated by the 233 members of SOLINET. The 40,533 records contributed to the OCLC data base by these ARL members are equivalent to 44.7% of the 90,615 records contributed by all of the members of SOLINET. It is obvious that the ARL members use the OCLC system at a far greater rate than might be inferred from their numbers as a proportion of the total SOLINET membership. These ARL members contributed to the data base to such an extent that 16 libraries contributed nearly 45% of the total records attributable to 233 libraries.

The libraries which are parts of institutions of higher education account for 195 of the total SOLINET membership of 233. These 195 academic libraries cumulated 1,513,625 Billable FTU's and 85,539 Contributed records; a mean of 7,762 Billable FTU's and a mean of 439 Contributed Records. The 38 non-academic libraries accrued 189,101 Billable FTU's and 5,076 Contributed Records during the 1978/79 period; a mean of 4,976 Billable FTU's and a mean of 134 Contributed Records. The 16 ARL members accrued 422,831 Billable FTU's, a mean of 26,427, while accruing 40,533 Contributed Records, a mean of 2,533. See Table 1. Comparing the totals of the ARL members to the totals of all of the academic-library members of SOLINET changes the percentage contribution of the ARL members only slightly from those calculated for comparisons with the entire SOLINET membership. The ARL members accrued 27.9% of the Billable FTU's for academic-library members of SOLINET and 47.4% of the Contributed Records for that group. These figures are each approximately 3% higher than for the comparison of system use by ARL members and all of the members of SOLINET.

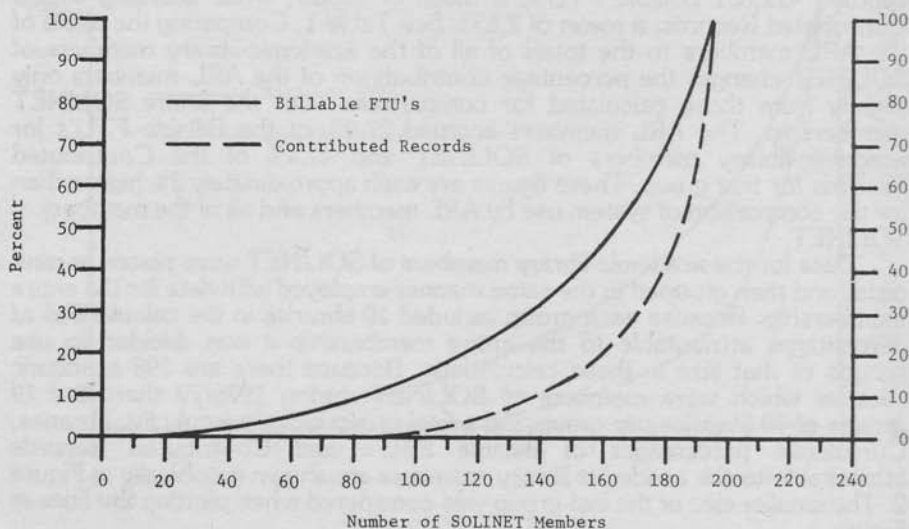
Data for the academic-library members of SOLINET were placed in rank order and then grouped in the same manner employed with data for the entire membership. Because each group included 10 libraries in the calculations of percentages attributable to the entire membership it was decided to use groups of that size in these calculations. Because there are 195 academic libraries which were members of SOLINET during 1978/79 there are 19 groups of 10 libraries per group and a final group including only five libraries. Cumulative percentages of Billable FTU's and Contributed Records attributable to the academic-library members are shown graphically in Figure 2. The smaller size of the last group was considered when plotting the lines in Figure 2.

Table 1  
Partial OCLC System Usage by Selected Groups  
of SOLINET Members, 1978/79

	A 38 Non-academic Libraries	B 179 Non-ARL Academic Libraries	C 16 ARL-member Libraries	D* 195 Academic Libraries	E 233 SOLINET Members
Billable FTU's	189,101	1,090,794	422,831	1,513,625	1,702,726
Mean Billable FTU's	4,976	6,094	26,427	7,762	7,306
Percent of Total Billable FTU's	11.1	64.1	24.8	88.9	100
Contributed Records	5,076	45,006	40,533	85,539	90,615
Mean Contributed Records	134	251	2,533	439	389
Percent of Total Contributed Records	5.6	49.7	44.7	94.4	100

\* Column D is equal to the sum of columns B and C.

Figure 2  
Cumulative Percentages of Billable FTU's and Contributed Records  
Accrued by Academic-library Members of SOLINET, 1978/79





## Import of Data

In analyzing the meaning and importance of these data and statistics the Contributed Records will be treated first. Although the 16 ARL members contributed nearly 45% of all the records contributed by 233 SOLINET members during 1978/79 it is not known how often these records are of use to other libraries. It is reasonable to conclude that at least some of them are records of such esoteric research materials that they are seldom used by other libraries. At best some of these records probably are limited in use to a relatively small circle of research universities. To record and preserve many of these items is part of the responsibility of the large university library in the same manner as is true of the Library of Congress. The number of times a record in the OCLC data base is used by other libraries gives an incomplete indication of the value of the record which includes location information. Presumably if the ARL members do not catalog these materials and record their locations no library will do so. Although some members of SOLINET find essentially all needed catalog records among those obtained from the Library of Congress most make at least occasional use of records contributed by other libraries. Because of the availability of these records (both MARC and records contributed by other libraries), the increasing number and coverage of MARC records, and the increasing number of Contributed Records, some libraries one day will have very little need to perform any local original cataloging. Therefore, it appears worthwhile to maintain a system which makes the widest possible range of bibliographic records available to as many libraries as possible.

These arguments do not represent the only reasons that libraries with widely disparate needs and interests have cooperated to form and maintain a single network. On-line systems are expensive. They are more expensive than most libraries can afford individually. Another reason for the formation of the present OCLC network was to share the cost among many libraries and the method selected was to charge each library for the use of records contributed by other libraries including the Library of Congress. It is a simple fact that if the 16 ARL members incurred 24.8% of all Billable FTU's attributable to SOLINET libraries, 217 non-ARL members incurred 75.2% of the Billable FTU's. The charges levied by OCLC for each Billable FTU are the largest single source of income to support that system. The surcharges levied by SOLINET for each Billable FTU comprise the largest single source of income for that organization. Although the libraries which use the network less heavily require a disproportionate overhead expenditure by both the regional network and OCLC, the non-ARL members are paying 75.2% of the First-Time Use charges and surcharges which presently make the entire network a working entity. Both OCLC and SOLINET obviously depend on the large number of First-Time Use charges paid by the non-ARL libraries to support the system and the regional network. In the same manner both depend on the ARL members and other large libraries to contribute records to the data base.

If any significantly smaller number of libraries attempts to form a national network providing all of the services presently available with the promise of additional services to be offered in the near future, the cost to the individual library will increase to some extent, perhaps to a significant degree. It is suggested that before upsetting what has proven to be a working balance, even if that is judged to be a balance with flaws and deficiencies and requiring a degree of compromise by all participants, more careful consideration is needed than is presently evident.

It appears that the formation of a second major bibliographic network will have two immediate consequences. First, if both networks are to continue with present levels of service and plans for additional services, every library participating in either network can anticipate somewhat higher costs, reduced service, or delays in implementation of new developments, or some combination of these consequences. Second, the sharing of bibliographic records and location information will be greatly reduced unless the two, or more, resulting networks develop cooperative rather than competitive attitudes. Perhaps a second network directed toward the needs of large research libraries is needed, but the formation of such a network should not be advanced at the expense of any part of what has been gained during the last decade.

*Rodger S. Harris is head, Cataloging Department, Wilson Library, UNC-CH.*

#### REFERENCES

1. OCLC, Inc. July 12. NETWORK BILLINGS (780701 to 790630). Columbus, Ohio.
2. OCLC, Inc. 1979 May 1. TOTCAT NETWORK BILLINGS. Columbus, Ohio. This specific reference is cited as an example of the monthly reports received from OCLC, Inc., by the writer. The writer wishes to express sincere appreciation to OCLC, Inc., for providing data in the form of the references cited which make possible the analyses reported in this article. The only restrictions placed on the use of these OCLC publications are that they not be re-published and that no individual institution be identified within the article.

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# A Quiet Crisis: Bibliographic Control and Machine-Readable Records for Microforms

Robert Bland

In 1941 Andrew Osborn drew attention to a "crisis" in cataloging generated by a proliferation of new materials and a corresponding inability of libraries to catalog these materials at a reasonable cost due to inadequate cataloging practices and codes.<sup>1</sup> American libraries have apparently survived this crisis of materials, although not without making some concessions to a more simplified and pragmatic approach to cataloging advocated by Osborn and others. Today, the planned adoption of a new cataloging code and the decision of the Library of Congress to close its card catalog have generated a new crisis. Whether libraries will survive this crisis, only time will tell, but there is reason for optimism in the fact that the library community is generally apprised of the impact of these developments, and work is proceeding on both the national and local levels to deal with the issues arising from AACR 2 and the decision of LC to close its card catalog in 1981.

Beneath this well-publicized issue lurks still another crisis in cataloging—a quiet crisis. To date its dimensions and ramifications have not appeared to be fully appreciated. This is the crisis of our current lack of bibliographic control of microforms and the attendant problem of a lack of machine-readable cataloging for titles in microform.

## **Bibliographic Congrol of Microforms**

The issue of bibliographic control of microforms has received attention from librarians and has been discussed in the library press.<sup>2</sup> Most articles on the subject rightfully deplore the lack of adequate bibliographic access and the carelessness of bibliographic essentials shown by some microform publishers. Yet little has been offered in the way of remedy, and little attention has been paid to the problem of providing machine-readable cataloging for titles in microform.

The dimensions of the problem are immense. The *Bowker Annual* has estimated that the number of volume-equivalents contained on microform in college and university libraries in Fall 1977 was 153,000,000.<sup>3</sup> Compared to a total volume count of 490,000,000 for regular print items, this means that microforms now account for approximately 25 percent of the holdings in college and university libraries in the United States. In many libraries, particularly those like the Hunter Library at Western Carolina University, which have grown rapidly during the late 60's and 70's when high quality microform publications have been available in quantity for purchase, the ratio of microforms to print is much higher. At Western Carolina, the number of volume-equivalents on microform exceeds the number of print volumes. Our situation is by no means unique.

It is clear, then, that the problem of bibliographic control of microforms is not one of bringing into the mainstream of bibliographic control a few

straggling items. It is rather a matter of providing adequate bibliographic access for a quarter to a half of our holdings.

### **Processing Microsets**

It is not only the same size, but also the shape of the problem which is formidable. The bulk of the 153,000,000 volume-equivalents represent distinct titles in large collections, such as the pioneering *Library of American Civilization* and the recently published *American Fiction*. For many of these collections, catalog cards are available from the publisher or, in some cases, from libraries which have cataloged the collection. Even where cards are available, however, the problems of integrating purchased card sets into existing card catalogs can be almost insuperable. Apart from problems inherent in the cataloging itself, such as name conflicts due to inadequate authority control and obsolete subject headings, libraries attempting to file purchased cards are frequently overwhelmed with the clerical labor involved. This includes the need for typing call numbers or other location symbols onto the cards, typing headings for added entries, and typing complete cards for missing entries (not an uncommon occurrence with purchased card sets). Based on our experience at Western Carolina with a number of different microform collections, it can be said that as much time is required for preparing for filing a purchased set of cards requiring typing of location symbols and added entry headings as is required for editing and producing cards for a monograph found in the OCLC data base. We have estimated that the time required for preparing, filing, and revising catalog cards for our recently purchased *American Fiction* collections, consisting of a total of approximately 18,000 titles, to be a minimum of 800 person-hours. This, of course, is work which must somehow be accomplished in addition to regular cataloging duties.

Yet backlogs in preparing and filing catalog cards are a commonplace in libraries. What elevates the current situation to a crisis, I believe, is the impact it has on plans for automating catalogs. The computer and machine-readable cataloging records have been hailed as the answer to the lingering crisis of materials and the new crisis of AACR 2. The existence of large bibliographic data bases such as OCLC, BNA, and RLIN (formerly BALLOTS) make it possible for libraries to produce machine-readable cataloging for most new materials and make it economically feasible to convert previous cataloging to machine-readable form. The catch, for libraries with large microform holdings, is that for the most part records for titles in microform collections are generally not in the data bases. Even where cataloging for these collections exists, little or no effort has been made to convert these records to machine-readable form. Thus libraries planning conversions to machine-readable catalogs are faced with the prospect of separating the bibliographic records for these microform collections from the rest of the catalog and maintaining both a card catalog for microforms and a machine-readable catalog for the regular print collection.<sup>4</sup> This must be done, or else a library must take upon itself the massive task of converting available catalog records for microforms to machine-readable form.

### **Cooperative Cataloging of Microsets**

For a single library to catalog or even to put into machine-readable form existing cataloging for some of these collections is, in most cases, probably out of the question. In one of the few serious attempts to deal with this problem, Avram and Gochman<sup>5</sup> suggested in 1972 a centralized agency dedicated to using computer technology to produce machine-readable indexes to

microsets which could be sold to individual libraries in various forms of output. Seven years later, such an agency still does not exist. What we do have, however, are the bibliographic utilities such as OCLC and RLIN with the capability of converting and storing cataloging records in machine-readable form. Clearly, some sort of cooperative effort is necessary to manage this task, and the bibliographic utilities would seem to possess the technical means and the organizational structure to accomplish the task.

For this approach to be effective, however, we must forge a new and broader concept of library cooperation than currently exists. Bibliographic control of microforms will not be achieved by the practice of individual libraries inputting single records as the need (or occasion) arises. What is needed is a truly cooperative effort in which libraries interested in machine-readable cataloging for microsets organize to share their human and computer resources to accomplish the task. Using a system like OCLC the cataloging for a particular microset could be input jointly by a group of libraries. The individual records for titles in the set could be coded so that they are machine-readable *en bloc*. With such a system, once the input of the records is complete, a computer program could be written to strip these records from the data base and to write them on to a separate tape. Participating libraries would then receive copies of the tapes which could be machine-loaded into existing or planned institution data bases, thus saving the laborious and time consuming task of searching and retrieving individual records from the master data base. Libraries not participating in the cataloging would be able to purchase tapes from the network, with perhaps a fee being paid to participating libraries to reward them for their effort.

The system just described is surely technically feasible. The major obstacles to its implementation are organizational in nature. To assess the need, determine the willingness to participate, and to focus available resources on providing machine-readable cataloging for microform collections is no mean organizational task. Structures for managing this task probably exist within present networks however. SOLINET, for example, appears to be searching for ways of expanding its services to member libraries. Short of this, groups such as the recently formed North Carolina SOLINET User's Group could investigate the feasibility of such an approach.

Even with the best of cooperation, a resolution of the problem is not likely to be quickly or easily achieved. In the meantime, there are a number of steps which can and should be taken.

First of all, the library community needs to be better informed of the significance and dimensions of the problem. This is the purpose of this writing. Other discussions are needed, suggesting alternative ways of dealing with the issue.

Second, a specific effort needs to be made to place the issue as a highly priority item among agencies concerned with bibliographic control at the national level. Especially the newly launched Bibliographic Services Development Program of the Council on Library Resources, which has taken as a major goal the coordination of activity among bibliographic networks, should become involved.

Third, librarians must continue to exert pressure on microform publishers to be more concerned with bibliographic access. Many microform collections are currently published without leaders bearing standard bibliographic information for the collection. The situation, interestingly, parallels that which existed for books in the 15th and 16th centuries, when many were published without title pages.



Fourth, microform publishers should be urged to make their cataloging available in machine-readable form in standard MARC formats, which could then easily be added to institution catalog data bases.

Fifth, librarians themselves need to adopt a more positive attitude toward microform collections and to demand adequate access to these collections as a basic service. Too often microform collections are regarded as rather unwanted step-children in the library, and there exists among librarians a blase attitude about access to these collections which would not be tolerated for ordinary print materials.

Finally, as suggested above, I do not believe that we will solve this or other problems of bibliographic control unless a more far-reaching and fruitful attitude toward cooperation and networking is achieved. We should move beyond a minimal concept of networking to a truly synergistic concept of networking in which the human material resources of member libraries are organized and directed to the accomplishment of specific needs. This type of cooperation is not unknown in the library community. The CONSER project for serial publications provides a good example of how such an approach might work. To adopt such an approach to solving the problem of bibliographic control and machine-readable records for microforms seems a natural and logical step.

*Robert Bland is head, Catalog Department, Western Carolina University.*

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1. Andrew Osborn, "Crisis in Cataloging," *Library Quarterly*, 11 (Oct. 1941), pp. 393-411.
2. See, e.g.: Marcia Jebb, "Bibliographic Control of Microforms," *Drexel Library Quarterly*, 11 (Oct. 1975), pp. 32-41; Robert Grey Cole, "Bibliographic Control," *Illinois Libraries*, 58 (March 1976), pp. 211-216; C. Edward Carroll, "Bibliographic Control of Microforms: Where Do We Go from Here?," *Microform Review*, 7 (Nov. 1978), pp. 321-326.
3. *Bowker Annual*, 23rd ed. (New York: R. R. Bowker, 1978), p. 247.
4. A number of libraries have already had to face this problem. Old Dominion University Library and Greenville County (S. C.) Public Library, e.g., have been unable to display bibliographic records for titles in major microform collections in their new COM catalogs because of the unavailability of machine-readable cataloging for these collections.
5. Hennette D. Avram and Harry Gochman, "A Machine-Readable Index for Microsets," in *Bibliographic Control of Microforms*, by Felix Reichmann and Josephine M. Tharpe (Westwood, Conn.: Greenwood Press, 1972), pp. 41-47.



# STARTING AN ADULT NEW READER COLLECTION FOR \$200?

## *Editor's Note:*

*Following information excerpted from a paper by Jean A. Whitman, Extension Services Librarian, Robeson County Public Library. To obtain full text ask for "Loose Paper No. 5" and write Jean at Post Office Box 1346, Lumberton, NC 28358.*

Depending upon the county in which you live, anywhere from 16 percent to 46 percent of your adult population have less than eight years of formal education (see Appendix). For many individuals, so little formal education means illiteracy or functional illiteracy. Yet these people are citizens, who pay taxes to support the public library.

Many adult non-readers do not have the energy and motivation to begin to learn to read now. There are those, however, who do. They are taking a brave step when they tackle their illiteracy, most of us would agree. There ought to be a way to provide concrete support for their efforts. In addition, depending upon your county, there are some number of foreign-language speaking adults, most of whom are trying in one way or another to learn English. They too need the help of the public library.

Supposing, then, that some effort is afoot in your county to teach adults to read, how can the library help? Here is one way. Adult beginning readers and English-as-a-second-language students and their tutors have a special problem finding reading materials which are easy and have adult content. Most adults do not like to read children's books. While some children's literature is excellent, the content is generally not suited to the needs of persons with years of experience of living. At the same time, the regular library collection is far beyond the reach of the new reader. The library can respond to this need. You can begin with \$200.

Incidentally, there are, as you know, many teenagers in school and out of school who do not read well. Some are involved in remedial reading programs. They too have a need for simple language materials. To a large extent the interests of teenagers and adults overlap. You will probably find, as we have, that your YA's will use your Adult New Reader (ANR) materials as much as the adults.

Before spending money, you will want to think about what to do with the materials when you get them. I would suggest the following:

- 1) Provide a separate collection for ANR materials, located in a place that is visible, but out of the mainstream of traffic. It should be designated in a neutral way; i.e., do not call it "Easy Reads for Adults" or anything which labels the user as a poor reader.
- 2) Use face-out shelving and paperback racks. ANR materials tend to be skinny paperbacks. They look like nothing shelved in the regular way. They are attractive and inviting with the covers in full view. Cataloging may be an unnecessary expense.
- 3) Color-code with pieces of tape at the base of the spine to indicate the grade level of the reading material. The New Readers Press catalog provides the Gunning Fog Index (a simple readability test) for most items. A chart posted next to the ANR collection in our library reads:

**Color Code****Reading Level**

Yellow

1 - 2

Orange

3 - 5

Green

6 - 8

- 4) You might want to consider a special circulation policy for adult beginning readers. Six weeks may not be enough time for a new reader to finish a book. At first, he may only read with his tutor.

There are two publishers which are good sources of simple language materials for adults. You can buy enough from these publishers to get your ANR collection off the ground. Begin by sending for their catalogs:

Fearon Pitman Publishers

6 Davis Drive

Belmont, CA 94002

New Readers Press

Box 131

Syracuse, NY 13210

Should you wish to expand the collection, the following bibliographies will be helpful.

Forinash, Melissa R. *Reader Development Bibliography*. New Readers Press, 1977.

\_\_\_\_\_. Supplement 1978.

\_\_\_\_\_. Supplement 1979.

Available from New Readers Press for \$5.00; annotated; prices, reading levels, and addresses of publishers given.

MacDonald, Barbara. *Bibliography of Reading Materials for Basic Reading and English as a Second Language*. Literacy Volunteers of America, 1977.

Available for \$3.75 from Literacy Volunteers of America, Inc., Sixth Floor Midtown Plaza, 700 East Water St., Syracuse, N.Y., 13210. Annotated; arranged by reading level; prices and publishers' addresses provided.

\_\_\_\_\_. *National Endowment for the Humanities Bibliography of Humanistic Reading for Grade Levels 1-8*. Literacy Volunteers of America, 1979.

Brand new from LVA; lists titles available in your regular collection, which can be used by adult beginning readers.

# AN ANALYSIS OF THE DEVELOPMENT OF THE NORTH CAROLINA ONLINE USERS GROUP

Barbara A. Scott

## Introduction

A study of the development of the North Carolina Online Users Group (NCOLUG) was conducted to determine the primary reasons why the group was formed separate of the already existing library-oriented organizations. Members were asked to give their reasons for joining and to state how their needs were being met by holding membership in NCOLUG. One hundred sixteen questionnaires were sent to NCOLUG members, of which eighty-two (82 percent) were returned with usable data.

Questionnaires were also sent to three organization presidents. The presidents were asked to explain what their groups were doing to keep abreast of the current trends in users services.

It was hypothesized that NCOLUG was formed to meet the specific needs of online users, needs that were not being addressed in the other organizations.

## Results

The analysis of the data revealed that the hypothesis was supported. The two major reasons given for the formation of NCOLUG were that the members could focus on the more specific needs of the online users and that the other organizations did not respond to their needs in general. Of the seventy-one responses to the question on the group's formation, forty-seven (66 percent) were the former reason and eleven (15 percent), were the latter. See also Table 1.

The reasons given as to how the members' needs were being met were basically in agreement with those given for joining.

General awareness and continuing education were the most frequently checked reasons for joining NCOLUG. Some members checked all of the proposed reasons. The other reasons were: (1) Get together with people of like interests for exchange of ideas (3rd); (2) Improved relations with vendors (5th); and (3) Aid in developing better search strategies (4th).

The responses of the presidents of the three organizations were compared to the reasons given by the NCOLUG members as to why the group was not formed as a part of an already existing organization. One president said that the members of that organization were made aware of NCOLUG meetings. Another president stressed the point that different levels of involvement promoted the formation of different groups. The three presidents' responses indicated that they felt that the formation of NCOLUG was necessary and that cooperation between all library-oriented groups was necessary to enhance the effectiveness of the information flow process.

The author concludes that based on the data reviewed, the formation of the online users group was necessary in order to adequately address the specifics of information storage and retrieval. The author feels that the other professional organizations could better address the general needs of librarians. The use of book indices and other manually used reference materials did not promote the need of a "users group" in the institutions and

businesses in the Research Triangle area as was the case in other parts of the United States. The automation of reference materials and the increase in computer-based activities in the area have fostered the need for an online users group.

North Carolina Online Users Group membership will probably increase as people become more involved in online searching. This group can be classed as one of the specialized professional organizations devoted to the promotion and continuation of the information flow process; a process that is vital to all librarians regardless of their level of involvement or expertise. If the objectives of this group are achieved consistently, then NCOLUG will remain viable and continue to function in the Research Triangle area.

*\*This article represents the results of a research project conducted at North Carolina Central University School of Library Science by the author, April 1979. A complete copy of the report is on file in the North Carolina Central University School of Library Science Library.*

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# New North Carolina Books

Suzanne S. Levy,  
Compiler

Jeffrey J. Crow and Larry E. Tise, eds. ***Writing North Carolina History***. Chapel Hill: The University of North Carolina Press, 1979. 247 pp. \$17.50.

The North Carolina Division of Archives and History in June, 1977, sponsored a symposium at which eight very qualified Tar Heel historians presented papers pertaining to the study and writing of North Carolina history. Jeffrey J. Crow and Larry E. Tise have edited these papers, and they describe the result, *Writing North Carolina History*, as "...the first comprehensive statement on the status of North Carolina's historical writings and an agenda for what needs to be done."

Motivated by their awareness of historians' neglect of abundant source materials (particularly in the Research Triangle area) and by a fear of amateurish or even ahistorical accounts of the past, the organizers of the symposium asked their essayists to achieve specific goals while discussing the historiography of their periods of expertise. Each of the speakers was instructed to assess the scope and approach of general studies, point out important periodical articles and monographs, discuss the development of important themes, and elucidate resources, topics, and themes that remain "untapped, underutilized, or even unaddressed."

The historians tackle their assignments in a variety of ways. William S. Powell presents a chronological account, "Colonial North Carolina, 1585-1764," while Sarah McCulloh Lemmon and H. G. Jones structure their assessments of twentieth-century historiography by discussing types of historical writing. The other scholars weave their sources into smoothly written treatments of the pivotal themes of their eras: Alan D. Watson, "Revolutionary North Carolina, 1765-1789"; Robert M. Calhoun, "A Troubled Culture: North Carolina in the New Nation, 1790-1834"; Harry L. Watson, "The Historiography of Antebellum North Carolina, 1835-1860"; Allen W. Trelease, "The Civil War and Reconstruction, 1861-1876"; and Robert F. Durden, "The Reconstruction That Took: North Carolina in the New South, 1877-1912."

The essays vary in length and in the degree to which all of the "requirements" are met. Alan Watson's forty-page piece is perhaps the most comprehensive; indeed, Durden's sixteen-page essay seems pale in comparison. All of the papers list subjects that require further study, but only Trelease and Lemmon make more than passing mention of potential research materials. Only Lemmon's "North Carolina in the Twentieth Century, 1913-1945" and the sprightly work of H. G. Jones consider the humanities in any detail. The other writers generally ignore topics such as architecture, art, literature, and music (what has been written as well as what ought to be written) in favor of exploration, politics, economics, war, and other subjects.

Considering the enormity of their tasks, however, the scholars acquit themselves well. H. G. Jones' "North Carolina, 1946-1976: Where Historians Fear to Tread" in particular must have pleased Crow and Tise, for, as they



say, in addition to addressing most issues, it provides a "philosophical capstone" to the essays. After stating that the failure of historians to write about modern history has contributed to the present dearth of public school history courses and a concomitant rise in popularity of the social sciences, Jones warns that social studies education is "...in danger of becoming indoctrination in political, social, and economic views that remain untested by the experience of history."

*Writing North Carolina History*, which contains ample footnotes and an index, will be useful not only as a guide for students and historians, but also as a solid reference work. Despite its high price it deserves a place in every library in the state.

Maurice C. York  
East Carolina University

Dennis R. Lawson, Donald R. Lennon, and Alan D. Watson. ***Harnett, Hooper & Howe: Revolutionary Leaders of the Lower Cape Fear.*** Wilmington: Louis Toomer Moore Memorial Commission of the Lower Cape Fear Historical Society, Inc., 1979. 100 pp. \$8.95. (order from Belk-Berry Co., 201 Chestnut, Wilmington, N.C. 28401)

"Cornelius Harnett, William Hooper, and Robert Howe stood at the forefront of the Revolutionary effort in North Carolina. While they must share the acclaim of later generations with colonial leaders from other areas of the province...no triumvirate of Carolinians more perceptively recognized the British threat to American liberties, more effectively worked to secure American freedom, or more conscientiously labored to establish a viable government for the independent state." Having said this, Dennis Lawson, Donald Lennon, and Alan Watson present concise biographical essays on these three Revolutionary leaders.

Cornelius Harnett, the "Samuel Adams of North Carolina", was a legislative leader and fomenter of whig sentiment during the Revolutionary period. His death, on April 20, 1781, has been attributed to physical abuse suffered at the hands of the British occupiers of Wilmington. William Hooper, lawyer and statesman, studied law under James Otis and was a signer of the Declaration of Independence. Robert Howe, legislator and soldier, was the highest ranking Revolutionary officer from North Carolina. He has been described as "a man of the world, the sword, the senate and the buck." All three risked life and property to further the patriot cause and each served his region and nascent country well. Indeed, the authors would maintain that Harnett, Hooper, and Howe compare favorably with Revolutionary leaders throughout the colonies.

These three North Carolinians have been relatively neglected by historians of the period as well as by citizens of their native state. If for no other reason than past neglect, this collection of biographies is both timely and valuable. Further, the authors have utilized primary resources to produce essays which are both scholarly and readable. *Harnett, Hooper & Howe* will be of interest to historians as well as to casual readers and will be a valuable addition to public and academic libraries.

H. Kenneth Stephens II  
University of North Carolina at Chapel Hill



Caroline B. Cooney. ***Safe as the Grave***. New York: Coward, McCann & Geoghegan, 1979. 48 pp. \$6.95.

Eleven year old twins are supposed to look alike, dress alike, act alike. However, Lynn and Victoria are the exception rather than the rule. Lynn's imagination and curiosity runs riot as she ponders the family's graveyard mystery lady. Who was Cornelia? Why was her tombstone flat while all the others were upright?

Poison ivy, a Civil War raid on Lynn's town, and an amazing ability for getting herself into trouble lead this adventuresome twin into a blinding rain-storm to seek the answers to one of the town's greatest mysteries.

This slender mystery has touches of human and everyday occurrences. Lynn's character is lovable while Victoria seems too much like "Goody Too Shoes." Lynn clearly dominates the tale. Plot seems forced in places but the graveyard idea as well as the picturesque thunderstorm will appeal to fourth thru sixth grade girls.

Although the setting is North Carolina, there is little mention of the state. The story could actually have taken place anywhere in the South. Black and white full page illustrations are run-of-the-mill.

All in all *Safe as the Grave* it is an acceptable juvenile book but not an exceptional one.

Cate Howard  
Wake County Public Libraries

Pamela Barefoot and Burt Kornegay. ***Mules and Memories, A Photo Documentary of the Tobacco Farmer***. Winston-Salem: John F. Blair, 1978. 127 pp. \$17.75.

*Mules and Memories* may be somewhat of a misnomer for a contemporary photographic work on tobacco and the tobacco farmer. But Pamela Barefoot and Burt Kornegay, both of Johnston County, have produced a volume that is both attractive and interesting. From the flue-cured tobacco of the southeast to the chew-type grown by the Pennsylvania Dutch, the tobacco story is told through historical narrative and reminiscence. More than just a book to read, it is above all a book to look at. There are 102 contemporary photographs depicting the tobacco culture. Even those for whom reading is not a regular pastime should find this book appealing. It concludes with a glossary (air-cured to trucking) of tobacco terminology. Reasonably priced for a 127 page pictorial work, *Mules and Memories* will make an attractive addition to bookshelves in tobaccoland.

Jerry W. Cotten  
University of North Carolina at Chapel Hill

Wallace Kaufman and Orrin Pilkey. ***The Beaches are Moving: The Drowning of America's Shoreline***. Garden City, New York: Anchor Press/Doubleday, 1979. 326 pp. \$10.95.

Wallace Kaufman is a real estate developer and a writer and Orrin Pilkey is a leading marine geologist. Both authors are conservationists concerned with the development of coastal properties in this country. Residents of coastal North Carolina who have witnessed movements of the coastline will be interested in their explanation of the forces which have caused these changes

and their suggestions for developing communities which can exist in harmony with the natural forces of the oceans which tend to alter the coastline.

The authors are critical of modern engineering techniques, such as jetties, seawalls, and bulkheads, that have been short term solutions to beach erosion and which cause more extensive erosion in the long run. Political factors have also contributed to the problems, and exorbitant sums of tax money have been spent trying to create beaches and to establish permanent property lines. These attempts are often futile. Man has been basically unsuccessful in trying to harness the force of the tides and a rising sea level, which are the cause of the shifting shoreline.

Kaufman and Pilkey have done extensive research on coastal communities throughout the world and cite many instances in which nature has defeated man's attempt at stabilizing the coast. They provide useful checklists for buying or building at the beach, and there is a section which directs the reader to locations where there is evidence of beach erosion.

The book has an excellent index and an extensive bibliography. There are several illustrations which clarify the scientific principles which are described, but unfortunately they are grouped together in two sections with no references in the text.

The book is recommended for academic and public libraries, particularly those serving coastal communities.

*Arlene Hanerfeld  
University of North Carolina at Wilmington*

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# Workshop Words Worth Recall

*"Education and the development of personnel in a time of technological change," by Edward G. Holley, Dean, School of Library Science, The University of North Carolina at Chapel Hill, delivered at a symposium, "Technology and services in academic libraries: past and future," East Carolina University, Sept. 27, 1979.*

The normal pattern for a master's degree either in library or information science in this country is a 30-36 semester hour program which can be completed in one calendar year. Many library educators believe that this amount of time is not adequate for the basic degree, and a number of institutions, e.g. UCLA, University of Washington at Seattle, University of Illinois, have approved the so-called two-year degree in principle. Some are going to 48 hours (we are), others as high as 60 semester hours. You can read a thoughtful and comprehensive article on UCLA's program by Ed Evans in the May/June, 1979, *Special libraries*.

As one of the most reluctant members of the UNC faculty on this matter, I can only say that my colleagues finally convinced me that we could not do the basic job of teaching theory and practice, provide for an internship and research, and integrate PL/C, on-line searching, networking, etc., with our other basics and provide for some modest specialization in 36 hours. I was also impressed that the professional schools of business and social work both require two years for their degrees and that even the arts and sciences master's degrees are normally two years at Chapel Hill.

In library education we once thought of the basics as acquisitions, administration, cataloging and classification, bibliography and reference, and library in society. No one would now think of sending out a professional librarian who didn't have a nodding acquaintance with computers, whether through OCLC, SOLINET, PL/C or another program language, on-line searching, etc. If there are library schools somewhere which don't make at least an attempt to do this, I am unaware of them. It should be fairly obvious to anyone who is familiar with academia that this cannot be done in 36 hours and I am astounded that some school librarians still think that you can do basic library science plus instructional design, non-print media, adolescent and child psychology, and curriculum design in a 12-to-18 hour program at the undergraduate level.

...The implications for staff development in an increasingly sophisticated, technological society are almost overwhelming. Even those of us who try very hard to keep up are sometimes defeated by the mass of literature, which we, as librarians, are supposed to be adept at controlling. Let me summarize briefly...1. For some time to come the basic degree in library and/or information science will be the master's degree. Yet that alone will not assure a career full of challenges and the reward of retiring with dignity and honor some four decades hence. 2. In-service training programs by libraries, individual keeping-up with the literature of our field, national and state conferences and an occasional presentation by one of the educational entrepreneurs, institutes and workshops, and even back to school for advanced degrees are all going to be necessary for the librarian who wants to have a successful career in the

future. 3. It will be more difficult, in a time of fiscal stringency, to support staff development in public service institutions because boards and managers often regard staff development, especially travel, as a luxury and not an essential in library operations. The question of who pays and when is also another difficulty.

...We find it easy to invite a Lockheed DIALOG expert to spend two or three days training the staff when we first sign up for their data base service. And we take for granted that catalogers must be trained if they are to use OCLC terminals effectively. But we should recognize that these are not the only new technological skills that are needed by librarians facing the challenges of the eighties. Academic librarians, who have been slow to respond to the non-print media (except for community colleges), are going to be faced with a real change with the arrival of cheaper video cassettes, the opportunity for on-demand printing, and a clientele which speaks and reads in words of two syllables. I do not despair under these circumstances. Every indication I have from students at our school is that the new breed of librarians are as well prepared to meet the challenges of their age as I was for mine. But I think this workshop points up very well what every librarian needs to understand: "Life-long learning" is more than a catch phrase falling gently from the mouth of former Education Commissioner Ernest L. Boyer. If we are to do well as librarians in the eighties, we'd better take that motto seriously, both in breadth and depth.



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# Doc . u . ments

Report of the meeting of the Documents Section, North Carolina Library Association, Charlotte, Oct. 19, 1979

The theme of the meeting was municipal and regional documents, with emphasis on North Carolina. Mrs. Kathrine L. May, Business Librarian, High Point Public Library, described the municipal documents collection at the Library, which has only been organized since August, 1979, and for the most part is still in the formative stages. It was started because materials published by city departments were not being collected in one place by any other agency in the city and the librarians feared that much material was being lost. The Library drew up a collection policy that included publications of the city government and the Piedmont Triad Council of Governments only; it excluded the publications of the Boards of Education and Elections and similar bodies, county government, and service organizations such as United Way. The librarians convinced the City Manager of the necessity of establishing a documents collection, and he has supported their attempts by sending memos to department heads and in the regular weekly meetings of department heads, which the Head Librarian attends. The Business Librarian has held meetings with department heads to specify the kinds of documents the Library collects, and this phase continues.

The municipal documents collection is a separate collection under the supervision of the Business Librarian. The documents are classified in the Dewey Decimal Classification; but assigning subject headings and determining main entries are problems because of the local nature of the documents. The documents are prepared for shelving in various ways, depending on the format (newspapers, pamphlets, monthly reports, or larger documents that may be shelved as cataloged). Some documents might even be photocopied if few copies were printed in the first place.

The collection is used by city employees for retrieval of information from their own or other departments and by the public for finding current or historical information about the city departments to answer questions. This has resulted in an increased awareness of city government and its functions as well as of library services by city workers and residents. The effect of the project on city department heads has been very positive in most instances, both toward the project and toward the library.

In the future, the library hopes to expand its collecting scope to include publications of agencies that are at present excluded, to build up reference files on city organizations and to compile lists of publications by department. Their goals are to increase the use and awareness of the library by all sectors.

Larry C. Martin, Assistant City Manager for Administration and Budget in High Point, reviewed the situation of producing and collecting municipal documents from the viewpoint of an official of city government. In High Point and in many cities, city departments seem to be small worlds, although their common product is service to the public. In the Public Library, the establishment of a municipal documents collection was looked upon as a new opportunity for service. Local governments produce documents for many reasons: to meet legal requirements; to set goals and objectives; to help communicate needs to residents; to provide information about productivity; and to furnish information of a general nature about the city. Documents are produced by a variety of agencies and departments, the City Manager and



staff, citizens' groups reporting to the city government, consultants, and members of the City Council and commissions established by the city.

To make the most of the opportunity for providing service, libraries should continue to promote the use of documents, develop an ongoing program to sell the idea of documents use and to keep it before the public, and refer users to the documents section of the library as much as possible. There is no question of the need for a central clearing point for documents, for the volume of municipal documents will continue to grow as citizens rely on government more and more. A local documents program can succeed if it has the backing of the city manager and department heads; if the commitment is long-term; if the program begins on a small scale with materials from the city before branching out; and if its done in a cost-effective manner. We must find new ways to improve governmental services, for our citizens are going to demand more and more and be willing to pay less.

Susan MacDonald, Duke University, described the attempt to establish a municipal reference library in Durham in 1977-78. She was hired by the city of Durham as a consultant to plan and organize a library to service municipal government needs. The purpose is establishing the library would be to control city-generated reports as well as the purchase of books and periodicals used by city employees. Working with a full-time CETA employee, Ms. MacDonald conducted an inventory of library materials in city offices and departments which furnished the basis for their recommendations. They recommended that the city establish a centralized access or purchasing system for library materials, but that the collections continue to be dispersed. They also recommended that the city contract with Greenwood Press to send city documents for microfilming in return for copies of the documents in microfiche.

The report, recommending city and county cooperation in funding a municipal reference library, was not accepted by the Finance Committee of the City Council: The City Manager who had initiated the project had resigned two months before the report was presented; and the county unexpectedly came up short in its tax receipts, so it could not provide its share of the funding. One lesson learned during the project was that of working around budget constraints to provide service.

The report, *Centralized Access to Municipal Information in the City of Durham*, by Susan MacDonald et al, is available from NTIS (PB 278/734) or the National League of Cities.

Fred Sides, Regional Information Center Coordinator, Region D Council of Governments, Boone, talked about the role of the councils of government in government documents. North Carolina is divided into 18 multi-county planning regions, each with its own council of governments (COG), which is charged with operating or performing various responsibilities in relation to numerous state and federal service programs such as in aging, community development, housing, land use, and A-95 clearinghouse review. Each of these programs is required to file reports, usually on an annual basis, describing the past year's activities and the plans for the coming year; these are obtainable from the councils and contain a myriad of statistics and facts applicable to other aspects of community research and involvement. The Councils also issue newsletters, general annual reports on activities, and other reports on activities. [Reports are distributed from each Council separately, as there is no central issuing agency.—Ed.]

The Region D COG not only is a disseminator of its documents, but also maintains a library of these materials from itself an dother state, regional, and



federal agencies. COGs are perhaps an untapped source for libraries to utilize in initiating, augmenting, or completing collections of governmental materials at the local level. They should not be overlooked in this process.

Rebecca S. Ballentine, Librarian, Institute of Government, University of North Carolina—Chapel Hill, described the collection of the Library and the work of the staff. The Library has about 15,000 volumes, 30,000 reports, documents, and pamphlets, and over 500 periodicals on public administration and state and local government. It is used by the Institute's faculty for teaching, research, training local officials, and providing consulting services to local officials. Types of local documents featured in the Library are ordinances from 70 North Carolina municipalities, a growing collection of ordinances in effect in counties across the state, and numerous bibliographies and reference sources (both current and retrospective) for retrieving reports and documents of local governing bodies throughout the country. The Library maintains current copies of ordinances as a resource for faculty and local officials; superseded copies are sent to the North Carolina Collection in the Wilson Library to retain permanently. The Law Library of the UNC School of Law maintains current codes of a few of North Carolina's larger cities.

Ms. Ballentine concluded by saying that it is important that citizens have convenient access to the documents produced by their governing bodies. The preserving of such materials and the servicing of them has not been consistent in counties and municipalities in North Carolina. A suggested solution to the problem might be to have public libraries designated as the official depository of local documents for the use of the public served by the library and for researchers who may come from other localities to use those materials.

Suzanne Levy, Librarian of the North Carolina Collection, UNC-Chapel Hill, briefly described their collection of local documents. The North Carolina Collection is not actively pursuing local documents, although they will accept local documents if they are given to the collection. They do have superseded editions of legal materials transferred from the Institute of Government Library. The city from which they have the most material is Raleigh.

*Michael Cotter*

# BIENNIAL CONVENTION, CHARLOTTE, OCTOBER 17-20, 1979



There were speeches ....

There were resolutions ....

There were exhibits ....

There were awards ....

There were librarians doing what librarians do at meetings ....

The following pages preserve some of the experiences.

# A Strategy for Trusteeship

J. A. Hess, President, ALTA

We are all more or less aware that by definition a *trustee* is a person designated to act as governor or protector of property belonging to another. Since a public library belongs to its entire community, and since by North Carolina Laws most of your boards are advisory rather than truly governing or administrative bodies, I will speak to you today especially in your role as protectors and certainly as advocates of libraries. Despite shared desire and many common goals, it's important to know that our responsibilities differ—that they must be clearly defined and understood and that each must respect the turf of the other.

It is very simple to describe responsibility in the case of a truly governing or administrative board of trustees—

The trustees—establish the policies.

The librarians—carry out programs within these policies.

Where you are advisory, your role may be to make sure that policies have been established and that they are being followed.

Ideally, boards represent the library to the community as well as representing the community to the library. Don Earnshaw, a past president of the American Library Trustee Association gave us a clue as to how in one of his messages which he ended by saying, "We need people that will work with us. We all need help to perform our job of trusteeship. It must be *'we together'*."

If a trustee does not consider trusteeship to be an exciting challenge, if it is considered merely a boring custodial responsibility, my advice to that trustee is to *resign*, and the sooner, the better. BUT—assuming for the moment that there can be some real satisfaction in service as trustees, I'd like to review a kind of experience which many of us have known. The place might well be *your library*, and *here is the scenario*. "An innovative program has been suggested to meet an identified need—(It may have been the idea of a patron, a staff member or even a trustee.) It is given approval for development and fleshing out—After much staff study (possibly with outside assistance), a grant proposal is prepared—Again the board reviews the project and it is decided to request funding—dependent of course upon receipt of a matching grant—The proposal is submitted—Time passes —*The grant is approved*—The check arrives and implementation begins—The program succeeds—New patrons are reached or old ones are provided a new service—The result—*satisfaction for everyone concerned*—The granting agency is pleased because a grant aimed at innovation has achieved its purpose—*Patrons* on the receiving end have a new appreciation for "*their*" library—The *staff* is stimulated because this is what its members are in business for—*The town's fathers* and the *public at large* have increased respect for an institution which continues to search out new ways of meeting needs—finally, the *board members* who have helped establish the climate in which all of the foregoing takes place can look back and say, "*That was the way to go!*"

Now, may I say that, if librarians will give your board basic information on programs, facilities, staff, and services, if they will involve trustees in establishing priorities for services, if they will use trustees in the process of maintaining communications with other community agencies regarding their information needs, and if they will continue to work through trustees in making funding and legislative needs known to appropriate governmental bodies, their chances for success should be greatly enhanced!

A community analysis should be done by every library and then regularly updated. Both long and short range goals should be formulated, adopted, recorded in writing, and reviewed and updated. Next, against such a framework of goals, objectives should be set with a time frame for their completion. For example, the library to which I am related has an objective for this year, to become the primary source for "how to" and support information for each of our municipal departments.

For the implementation of these objectives; it is necessary to establish additional policies, these policies should consider at least the following:

1. General  
Mission and Goals Statement, which I have just mentioned  
Specific Objectives in a time frame
2. Organization and Administration
3. Personnel
4. Finance
5. Buildings and Services
6. Materials Selection
7. Circulation
8. Community Relations
9. Legal Counsel

Some of these policies may be unwritten, like

1. When the machinery breaks down, do assemble the board (don't take any unilateral action)
2. Before a new trustee appointment, "Get to" the appointing authority with information on the type of person needed and suggestions of individuals who could do the job.
3. Before the budget is finalized, "Get to" your funding body and keep the library program sold—and remember this at other than budget time also!

Just as goals have to be reviewed and updated from time to time, so do policies—and it is the responsibility of both trustees and professionals to see to it that such reviews take place. If policies are comprehensive and sound, and if the policy makers are smart enough to let the librarian administer the library within the framework of these policies, *the action which results* will be something of which we can all be proud.

There is another area of mutual responsibility which trustees and librarians share—This is the growing need for effective measurement and evaluation. Throughout the history of libraries, a few simplistic statistics have been gathered, such as the number of items in the collection, circulation figures, dollars spent, attendance at programs, etc.—certainly, we must become more sophisticated in our measurement and evaluation of our effectiveness—and it will take the creative intelligence of many of us to devise the methods needed for doing this—some experimentation has been carried out. Much more is needed.

One other point—I want to emphasize the value of talking with your neighbors—as you are doing here today—as many of you do regularly through your membership and participation in NCLA and your Trustee Section—and even further through ALA and ALTA—As Don Earnshaw says, "We need each other"—and I would be remiss in my duty if I didn't urge every library board to have at least one member in the American Library Trustee Association—your pipeline to the latest and most helpful information on trusteeship from all over the country.

I hope every one of you will receive much satisfaction from your service as a trustee.



**The Convention Committee: Leland Park, exhibits; Mary Frances Crymes; Bill O'Shea, program; Richard Barker, registration; Arial Stephens, local arrangements, general overseer, etc.**

## Henriette Avram Speaks At RTSS Meeting

Presently there are three bibliographic utilities that provide a variety of services to their network members namely, OCLC, Inc. (Ohio College Library Center), RLIN (Research Library Information Network) and WLN (Washington Library Network). Henriette Avram, Director of network Development Office of Library of Congress and Speaker at the RTSS Meeting at NCLA, Friday October 19 said she believes that there is a need for a complete bibliographic system to permit resource sharing throughout each utility regardless to which utility one may belong.

When the Library of Congress goes on-line it will not serve individual libraries, like OCLC, RLIN, and WLN. Avram points out,

today all of the utilities that exist provide basically some similar services. The sharing of cataloging data with the input of new records and the adoption of modification in existing records, catalog cards ..., and all have certain capabilities for searching.

There are three factors crucial to this resource sharing development and hence crucial to the future of all libraries. They are: 1) the linking of bibliographic utilities together with the Library of Congress through telecommunications, 2) the development and implementation of strict standards within the system to prevent duplication of effort (as well as creating and maintaining consistent files) and 3) the creation of the national authority file to solve the problem of variant names and also reduce duplication.

Avram also questioned the economic feasibility of a national system. Will the \$5 million given to support BSDP (Bibliographic Service Development Program) be enough to begin? The idea of linking was the basis of a program document written by the Staff of the Council on Library Resources and the Library of Congress of Network Development Office as a proposal and submitted to seven major funding agencies, which resulted in BSDP. This is a big job, its goals being to produce effective bibliographic service to all who need it, to improve bibliographic products and stabilize support for bibliographic operations in individual libraries. The discussion was concluded by a summary of examples of institutions already participating in resource sharing projects with the Library of Congress.



Tommy de Paola, autographing.



# NCLA Keynote Address

Carl J. Stewart

Much have I travell'd in the realms of gold,  
And many goodly states and kingdoms seen;  
Round many western islands have I been  
Which bards in fealty to Apollo hold.  
Oft of one wide expanse had I been told  
That deep-brow'd Homer ruled as his demesne:  
Yet did I never breathe its pure serene  
Till I heard Chapman speak out loud and bold;  
Then felt I like some watcher of the skies  
When a new planet swims into his ken;  
Or like stout Cortez when with eagle eyes  
He star'd at the Pacific—and all his men  
Look'd at each other with a wild surmise—  
Silent, upon a peak in Darien.



Not too many months ago we were dedicating our new library facility over in Gaston County, and I had the opportunity to participate in that dedication and I began that little address by quoting from John Keats "On First Looking into Chapman's Homer." Afterwards, I got so many compliments and comments about it, not just from my folks at home but from some other guests that we had in Gaston County on that day, that I thought if ever I got another chance to talk to librarians or to dedicate a public library, I might use it again. So, I have done that with apologies to those who were in Gaston County on that fateful afternoon.

As I drove over here this morning, I was listening to the radio and as radio stations so often do, they engage in a certain amount of public service. They are required to do that by federal law giving public announcements from time to time in matters that are in the public interest, and I heard a little blip on the radio that I have never heard before. A young man came on and he recounted the story of a woman who had gone to a doctor's office and who had sat for more than three hours before she received attention in the office of the doctor. The reason she sat for more than three hours before she received attention in the office of the doctor was that she could not read the sign posted in the doctor's office which instructed all the patients to check with the receptionist. Strange isn't it, that even I have to be reminded that there are people in our country and people in our state who cannot read a simple sign posted in a doctor's office instructing a patient to consult with the receptionist. Strange isn't it that we have people who are sick and timid and for one reason or another, born and reared in an environment of shyness and perhaps inferiority, who do not have the temerity, who do not have the boldness to step forward and say, "How can I see the doctor?" We have so many people who are not literate enough to know how to form the words to ask that kind of simple question, who are too embarrassed to do so.

My background, it has been indicated to you, was one of having been reared in a mill village. My mother and father worked in textile mills. Neither one of them completed the eighth grade and among those fine people in that mill village where I was reared, I remember that shyness. I remember that embarrassment. I can remember the embarrassment of so many men and women when the time came even for them to sign their names because they did it in a halting fashion. And as I completed undergraduate school and law school and went away to the Army and came back to practice law, I remember, too, and I still see people come to my office and I prepare for them their wills and they come to me quietly, lowering their heads, and say to me "I have to make my mark," meaning that they cannot sign their names. But, I have to prepare their signature in a special way on that will or on that deed so that they can make their mark. "Carl J. (his mark) Stewart." How many times have you seen a name written like that?

So it humbles me a little bit to come here this morning having heard that announcement on the radio and instruction about if anyone hearing the message wants to help with the illiteracy that still exists in our country today, call a toll free number or write a certain address. Let me tell you, those of you who are so literate, who spend your lives among books, among the great masterpieces of all times, that we have almost a million North Carolinians who cannot read well enough to fill out a job application form, or take a written driver's license exam. Not twenty years ago in 1959, but today, in 1979. I don't believe anyone who is literate appreciates it enough, with no exceptions. I know I don't. I don't know anyone who does. So today when we meet we want to talk about libraries and librarians and what they mean, both to our state and have the capacity to mean to our people.

Many of our people believe that libraries have always been here and indeed the stories indicate that the first library began in the third millennium B.C. The first libraries we know anything about were begun in the first quarter of the third millennium, and a number of great libraries sprung up around the world during the time preceding the birth of Christ. Those libraries were very special libraries. They were libraries where access was available to a very limited number of people, almost always members of the royal household or tutors of the royal households. Even in the time of Christ we have an interest in biblical scholarship. So many of our people believe that gospels were written during the time of Christ that we have a record in the New Testament of what happened in those years, but in reality that is not true. The first gospel was not written until a full two generations after the birth of Christ. That gospel was Mark, by the way. The other two, Matthew and Luke, were written about three years after that and the gospel of John was not written until almost the turn of the first century. Those four gospels were selected from among about twelve gospels that were written about the life of Christ. Even those gospels and subsequent to that, even the epistles of St. Paul, were not available by and large to the people in general, an exclusive party here and there, transferred with great care along the Eastern basin of the Mediterranean. We know now how precious few were the writings of those centuries following the advent of the first millennium. Even if you go all the way up to the 19th century, you find that there were no public libraries in reality to amount to anything in our country until about 1850.

So you see you are a part of an effort that is extremely new, extremely young. You represent a young profession. Years from now folks will look back and say, "Can you believe that that's the way they ran public libraries?" But, how wonderful it is that since 1850 we have embraced the notion that education is available to all of our people, not just to the royal households, the landed gentry, the wealthy, or the rich and well born. That education should be public, that reading is not dangerous, yea even for all of the people and that, in fact, the ability to read, access to books is essential to the preservation of democracy.

I don't know how long I have had my library card. I speculated that I have had it for about thirty-four years, and I do not come from a family that read. There were no books in my house, but there were books at the public library and there were books in the library of the elementary school that I attended and the most fascinating woman that I remember in elementary school was the librarian.

In North Carolina today, we have come a long way. We have 345 libraries. We have librarians who are not just paid custodians of books, but are something far more. Librarians today are administrators. They are budget analysts, they are personnel directors and yes, they are child psychologists. They almost have to be in order to get along. Today we face a delicate problem involving the financing of public libraries. The State of North Carolina some years ago began a policy of setting aside state funds for the support of public libraries in North Carolina. That sum rose to 4.1 million dollars this last year, having been increased by the sum of \$300,000.00. Today we have legislation pending in the federal congress which is designed to come to grips with the problem of to what extent, if any, should federal financial resources be available for the support of local public libraries.

In North Carolina we constantly wrestle with the problem of to what extent states should support services at the local level. Should we undertake to support in its entirety the public library system in North Carolina? Should we devise a formula whereby at least one-half of the support should come from the state and one-half from local governments? Should we rely entirely upon local governments for that support? If we do that, do we not run the risk of having good library facilities in more affluent, prosperous counties and cities, and very poor and meager resources in counties that do not have an adequate tax base or local resources? All of those are the complexities and problems that we deal with at the state level.

How do we respond to an electorate which says to us over and over again "We want our legislators to cut back on the expenditure of public funds. We are the generation of Proposition 13. We do not want to abide any additional taxes for any purpose." How do we respond as representative of the people to that very strong injunction which we hear day after day as we try to represent the people who in fact give us the chance to represent them to start with?

I put it to you that those are not easy questions, and they do not lend themselves to easy solutions. But, I believe we have embarked on a strong course of support for public libraries in North Carolina at the state level, and I believe that's important. It's going to continue. I am absolutely enchanted by the versatility of the public library system. The cassettes, the equipment you now are calling hardware. You have fallen into the nomenclature of IBM. When I read about the marvelous breakthroughs that we are now having as a result of grants made in North Carolina in the field of telecommunications circulation and Dataphase, and I can't wait to get up to Greensboro and see just how all that works. It hasn't been in operation but just a few weeks. It's enthralling, it's stimulating and it's stimulating particularly to me because of what books have meant to me and what reading has meant to me.

I am doing a lot of traveling these days. I have been in ninety counties in the last twelve months, but I don't go anywhere without a book. I think the greatest waste of time in the world is to see somebody sitting anywhere in a doctor's office, in a lawyer's office, on an airplane anywhere

doing nothing when he could be reading a book. The only time these days that I ever fall out with my wife is when it is her responsibility to do the packing, and she forgets to put the book in the suitcase. There I am in some motel with my pajamas on realizing that I have got to put my clothes back on and go out and get something to read before I can sleep. More than anything else you and I need to commit ourselves not just to the advent of the technological aspects of library science, but we need to commit ourselves once more to the principle that the most important legacy we can leave the next generation is the ability to read.

Even last night as I came in and thought about addressing you this morning and thought about what I could say to you that might be of substance, I almost involuntarily went to look at my books to see if there was something I could read to prepare myself to speak to you. Some of the warmest memories I have of my childhood were crawling in my bed, late at night, getting completely under the covers, and cutting on the flashlight so I could read after everybody else had gone to bed.

I have to think that John Keats had that same sensation when he wrote "On First Looking into Chapman's Homer" because, you see, although he was a great classicist himself, he did not understand Homer until he stumbled across the magnificent translation written by Chapman. For the first time he understood. It impressed him so much, it moved him so much, that he wrote a sonnet and he concluded with those marvelous lines about what that book had meant to him.

"Then felt I like some watcher of the skies (an astronomer)  
When a new planet swims into his ken; (his galaxy)  
Or like stout Cortez when with eagle eyes  
He star'd at the Pacific—(for the first time) and all his men  
Look'd at each other with a wild surmise—(could this be)  
Silent, upon a peak in Darien.

That's what a book meant to him, and I hope that's what they will always mean to you.



**Four bienniums of presidents: Leonard Johnson, Mertys Bell, Bill O'Shea, and Annette Phinazee.**

# Reader, Writer, Librarian— All Together Now

•  
Sue Ellen Bridgers

Writers remember their childhood libraries the same way they remember relatives or houses or special holidays. They feel that their early contact with books, especially with rooms full of books, must have some significance to their lives—has, in some way, shaped them into what they have become.

I spent my childhood in a very small town in eastern North Carolina that did not have a library. What it did have were five narrow shelves in a concrete block community building. Once every two weeks, a local lady came down to the community building and watched over the books and us. The books were left by the bookmobile and every few months they disappeared and different books took their place.

Now and then, we arrived in time actually to get on the bookmobile. What a strange place that was, with the driver's lunch on the dashboard beside her stamp and pad, and the books wedged tightly in to keep the lurching old van from spilling them out. We stumbled over boxes of returned books and over each other, hunting the shelves frantically, without much knowledge of where or how to look.

The only real library I saw back then was in the basement of my grade school, a ridiculously unpleasant place, dark and crowded with dusty windows that looked out on the feet and legs of passersby. The only magic in that library was in the books themselves, and what limited magic that was. They were all so old.

We went down once a week during what was imaginatively called "Library Period"—thirty minutes while our grade teacher filed her nails or looked at a magazine. We looked for something to read.

There was the Bobbs-Merrill Childhood of Famous Americans Series, all of them orange with bold black type and silhouettes. I read every one of them. Who could resist titles like *Aleck Bell: Ingenious Boy*; *Jane Addams: Little Lame Girl*; *Kit Carson, Boy Trapper*? Not I. Those books were so genteel, so gloriously innocent. Their heroes and heroines would all grow up to be such perfect people. How I reveled in them, those stories in which the mundane events of childhood became the catalyst for adult action. But the truth is I can't remember reading anything else in that little library.

Even as a high school student, using a brighter, larger facility (above ground but still without a librarian) I didn't read books from the library. What I read were new books, purchased books, paperback books. My older sister and I were closest to heaven in a book store. In the fifties, paperback books were cheap, affordable to teenagers. For fifty cents we could buy two days in a different world and we did. But we bought hardback books, too. We liked the weight of words on crisp unsmudged paper, the feel of new binding, the variety of print. We liked the discovery of it. Our insatiable appetite for fiction seemed to us almost like a vice, for there was no adult to happily, enthusiastically direct our paths toward good books. There was no librarian to hold out Hemingway and say "Take this and be *In Another Country*." We found our way alone. Like compulsive eaters who learn to cook, we were compulsive readers who, by necessity, learned to choose.

Without much guidance other than excerpts in literature textbooks, we learned names—McCullers, Welty, Porter, Wolfe, Steinbeck, James Jones, O'Connor, Faulkner, Austen, Bronte, Wharton, Hardy, Drury, Michener. Why had no one told us? I wondered, and why was there no one to share this with? For we kept what we read ourselves. My sister and I passed books silently between us with little more than perfunctory acknowledgement of what the books meant to us, and yet books were the strongest bond between us during those years when sisters generally don't like each other. We learned about the world from what we read and so we knew, even then, that our visions must be similar, gleaned as they were from the same fields. Still I regret that there were so few words between us.

I regret also that I have no warm lasting memory of a librarian who guided me into the varied, incomparable world of literature by sharing what she knew with me. And so today I am always touched when I see a librarian at the card catalog with a child or hunting the shelves with her or holding out books to her and saying, "I think you'll like these." Just talking to her. The titles in a librarian's head may well be all a young person longs for and perhaps just a librarian's presence serves as a sign that there are adult people who love fiction and who are not embarrassed by the pleasure it gives them.



The pleasure of fiction can be embarrassing, especially I think to boys, and so I try not to be quite so abrupt with men who take pride in not reading fiction because they grew up considering it a frivolous pursuit. Now I can manage a little sympathy—I say to them how sorry I am—because I am convinced that the widened perception of the world and of ourselves that one achieves from reading fiction is as valuable as the knowledge acquired in a scientific journals, newspapers, and how-to books.

A world without fiction would be dreary indeed and I am fortunate that in my childhood my family provided what would have been otherwise lacking, for Mother bought books before we had our own resources. They were our most treasured belongings, respected but well used until the pages were soft, the bindings worn, the covers frayed. We gave and received books as gifts. No present delighted us more than a package just so in shape and weight that it could only be a book.

I wish I could remember the first story I ever heard. I'm sure it was either a Bible story or a fairy tale. Mother read to us daily with good humor and patience because she enjoyed those moments of escape as much as we did. Never mind that our escape route become familiar, even memorized territory. There was such pleasure in knowing the next phrase. There was comfort in the shapes of the letters from which Mother drew those memorable words. There was a Pooh-ism for almost every circumstance in a child's life and stuck in my memory forever are the rhythmic phrases of *When We Were Very Young* and *Now We Are Six*.

My favorite Bible stories were Old Testament ones—the stories of David, his friendship with Jonathan, how he danced before the Ark, the tragedy of Absalom. Then the story of Abraham, of Jacob and Esau, of Ruth, of Joseph and his brothers—all stories of family and of separation. I was both fascinated and terrified by the theme of separation. Those stories defined a child's anxieties and yet they comforted me as well. At least they confirmed my fears rather than ignored them and also they expressed my need for some power beyond human existence. The God of the Old Testament is an image worthy of ear but my child's mind overlooked His wrath, His impatience, His punishments, and rested expectantly and gratefully on His powerful justice and His unwavering commitment to the world He had created.

Of all the secular stories told me, there were two I did not want to hear and still do not like: *The Three Little Pigs* and *The Little Rabbit Who Wanted Red Wings*. They are both separation stories and I suppose that what they lack is God. Mother says she used to start reading *The Three Little Pigs* with bets among the family members on how far she would get before I broke into sobs. It was always about the third line, when the little pigs decide to leave their mother and go out into the big world alone.

I was even more afraid of *The Little Rabbit Who Wanted Red Wings*, so terrified, in fact, that I was struck dumb with fear at the first words, and never cried at all. I would listen breathlessly to the horrible circumstances that surrounded not being recognized by one's own mother. It was too horrendous a fear to ever admit, but for many years I did not make a wish, trying to avoid the foolish vanity that got the little rabbit into such terrible trouble.

It is safe to say that my early reading taste is now reflected in what I write. I don't write about people alone. If I have a theme (and I'm not much interested in having one), it is the idea of interdependence, the inherent need human beings have for support, affection, bonding with each other. Interdependence is a difficult concept for young people to deal with. Their need to break away is at war with their need to stay close. But so many books for young adults deal with the alienation theme that I think there is room for a view of families who are making it together: parents who are basically sympathetic and loving toward their children but who have their own lives and interests; young people who make their own decisions and mistakes but who also rely in part on the strength and comfort their families can give them; grandparents and other close relatives who provide a bridge into the past while also offering the wisdom that comes with maturity.

Because I see our kinship with each other as the key to what we are, I write about families. The family is where relationships are most clearly focused and defined. It is where we are most vulnerable but also where we are most at home. Beyond the family, there is its natural extension—the community, and not just the physical community, but that spirit that infuses people with a common life that is supportive, challenging and valuable. People make family. They make community. They also make books. The people who frequent my pages and with whom I establish mental and emotional links are the real pleasures of my writing world. Given time and space, these characters become real, breathing on the page, flexing their muscles and minds so that eventually they tell their own stories. I identify their difficulties, their passions, their zest for life. I provide the work force and they, for their part, provide the story itself.

The work is one of grudging admiration because I have no characters for whom I am completely unsympathetic. Sometimes they may start out unsavory and tarnished—surely it would be unrealistic to make anyone perfect. Still the nagging question of "why" hounds, pushing me deeper into their anger and their prejudices until I discover their motivation. They become sad, and perhaps pathetic, but never truly villainous.



The people, then, are the crucial elements. If the writing is hesitant and lifeless, I know they are rebelling against what I'm attempting to make true about them. Sometimes they refuse me altogether, as did Maggie in *Home Before Dark*. She evolved from an awkward, prudish spinster into a warm, loving woman against my will. She did what was right for her, turning the tide of the story with her. I will always be grateful to her for her foresight and her hidden spirit I was so hesitant to unfold.

My responsibility to Maggie and to all my characters is to tell their stories as honestly and as movingly as I can. When I fail, the disappointment is intense. When I succeed, the joy is boundless. This obligation to write the truth as clearly as possible is not to be taken lightly. After her first book, a writer does not live happily ever after. There is the challenge to write better, or at least as well as you did the last time, to evaluate more critically, to use the craft of writing more fully. Such expectations. Such fears. The only solution is to face the page as bravely and as conscientiously as you can, intent on pleasing yourself and no one else. Circled by new and cunning outside influences, you have to work harder, dig deeper, give up more and more to reach the place where you are instinctively creative.

I realize that I am alluding to the idea that a writer must write to satisfy herself and no one else. That is a risky business, but it is also an honorable approach to writing. The writer who is motivated to satisfy herself rather than to be a commercial success is always hopeful that there are a few people out there who will be pleased or moved by what pleases or moves her.

Obviously then, books like *Home Before Dark* and *All Together Now* please me. But they are not the kind of books I generally read. Among the writers to whom I return are Thomas Hardy, Eudora Welty, Virginia Woolf, and Isak Dinesen's *Out of Africa*. I certainly don't write like any of them. I can't. But it is not really a matter of succumbing to my limitations. Instead, I think about what there is for me to do, what is available to me. I think about what mood and memory, my own sensibility and ability bring to me. Then I push against it, reach deep into it, stretch it out, make music of the words it offers. I explore a life that is waiting within my own knowledge. The possibilities of that approach of fiction seem to me somehow boundless. Each year I go deeper. Each year I have experienced more, acquired more skill, more craftsmanship. So, like you, I read what interests me, what reads well to me, what opens a new landscape of existence or moves closer to my own experience. But I write with my own tools and with my own rhythm, these stories of people involved in family, in community, and in discovery.

My interest and concern for family and community very much affected the writing of *Home Before Dark*. The specific idea for it came one hot summer afternoon when my husband, our children and I were traveling eastward toward my hometown for the weekend. It is a very long trip and we were hot, tired, and irritable. After hours on the highway, we finally turned off onto a narrow asphalt farm road straight into my town and suddenly the world was quiet and cool. We drove through woods, past familiar farms, houses we knew. We saw how things had changed in three months, noticed how crops were doing, who was ahead in their tobacco priming, whose corn was late. In the car, there was a sense of our being "almost there." We were quiet, like the audience during an overture. We were anticipating comfort, the familiarity of the place I know best in the world, the graciousness and affection of family, the "wholeness" of homecoming. And then, I suddenly thought, "What if I were not expected? What if I didn't know what awaited me there? What if everything had changed?"

And so there in the car, James Earl, Mae, and Stella Willis appeared. That whole weekend I pondered their predicament. I thought especially about how the town would react to a returning son who was coming home, his scraggly brood behind him. A failure.

One of the immediate questions I faced was, where did the Willises come from? The answer was Florida, Georgia, South Carolina, but actually they grew out of my recollection of migrant children who would spend a few weeks in our school in the dead of winter. They were silent children, slow academically but quick of eye as if they were absorbing things unseen by the rest of us. They always seemed older than we. I remember one migrant girl in particular because she was quite lovely looking and had an old-fashioned romantic name. How I wished I could bridge the gap between us, but she was gone as quickly and as mysteriously as she'd come. I found her again in Stella. And having found her, I was very hesitant to let her go; and so the focus of the story shifted more and more toward the Willises as a family and there it remained.

Although a book has to rest in part on thematic center and on a conflict between two forces, I believe the power of writing, its real glory and influence comes from the people in it. I hesitate to even call them "characters" because the word suggests too much the technical aspect of writing and what I am talking about are people, people alive on the page and in the imagination, people you recognize in friends and relatives and in strangers on the street.

For me, Casey Flanagan is a person. What happens in the summer of 1951 is not meaningful just because it happened, but because it happened to her and to the other Flanagans who play a part in *All Together Now*; to Dwayne Pickens who can be Casey's friend because, although he is physically grown, he has the mind of a child; and to Pansy and Hazard, a couple in their fifties who, after twenty-five years of courtship, marry and then separate on their honeymoon.

How I ached for them! How I wanted to bring them around before it was too late. They barely made it, you know. There was a moment when Pansy said to me, "No matter what you do, I will never take him back." I thought all was lost.

And then Casey showed me the way. A twelve-year-old girl, grieving the inhumanity we must all be constantly alert against, said to her grandmother when they had watched Dwayne Pickens being taken away to an institution, "How could we let him go when we know him?" Not because saving him would be generous and nice, not because it was morally right, not even because they loved him, but simply because they knew him. This knowledge of him made his hurts, his losses, his joys, theirs. This is the shared experience of our up-right, thinking, reasoning, emotional lives as human beings. Our knowingness is our humanity.

And Pansy heard. Casey's words were the ones she'd been waiting for, and they pierced straight through her pride, her bitterness, her frustration, her pain, and she suddenly knew Hazard's hurts as well as she knew her own. It was a wonderful moment for me.

*All Together Now* was a satisfying book to write, not only because of the people in it but also because it is nostalgic. It was written out of affection for a time when life seemed easier, when the complexities seemed more in ourselves than in the events around us, when a little southern town could display the spirit of community as an extension of family, that most precious and painful place where each of us must live.

I remember such a time. In fact, I was only a little younger than Casey in 1951. I remember when Harry Truman fired General MacArthur. I remember the songs we sang, the evangelists on the radio, and those first snowy pictures on a living room television screen. I remember the throaty sound of Susan Hayward's voice and the fear of polio. I remember closing my eyes on a hot afternoon and seeing the sunlit glare of green on Ebbets Field although I never really got to see it.

But while I remember 1951, only one character with whom I peopled my story of that year really existed. The man on whom my retarded baseball player is based lived in Fort Smith, Arkansas, where my husband was growing up. The others, including Casey, are productions of what might have been. And now, because they have been captured within the boundaries of the printed page, they are. They exist, awaiting the vital emotional treasures of the reader's mind. As a writer I am faced with the constant dilemma of mind over matter, spirit over more mundane commitments, the day to day problems of creativity. The trials and errors of it amount to many lost pages, many deserted themes, much gnashing of teeth. I can think of few personal crises more devastating than the need to be creative when it is not accompanied by the ability. Every writer knows something of it. We never do as well as we'd like.

Writing makes us vulnerable—we risk exposing too much of ourselves. We risk not knowing enough, not seeing enough, not speaking clearly enough. We risk missing the thread-like connection between our creativity and the rest of the world. Writing makes your body ache, it strains inside your head, it jolts you with mind-bending insights that go absolutely nowhere.

Thomas Mann said that a writer is a person for whom writing is more difficult than it is for other people. I agree with him. What we want to create is always far beyond what we actually get on the page. Our vision is always greater than our capabilities. And yet the functioning writer is trying. People ask me if I would write were I not published. I wrote *Home Before Dark* without any expectations for its publication, because it was waiting to be written and I wanted to read it. At this moment, I can't imagine not writing and yet I have always—since the first grade when my little poems began to appear in the school newspaper—had enough success, just enough to give me hope.

I think I would write anyway. I would not want to miss an opportunity "to part a curtain, that invisible shadow that falls between people," which Endora Welty imagined. I would not want to miss the chance to give a reader a moment outside herself where she can live another life, walk another way, explore the possibilities that reading presents. I wouldn't want to be without the solitary environment of writing because although it is necessarily private, it is never lonely. There are so many people there, so many stories waiting to be told, so much to recall and to envision. I would not want to miss opportunities like this one, to be with people who care about books.

"Tell me a story," a child says and what she is asking for is a vision of the world within her comprehension. She is asking not just for happy pictures but for sad ones as well. She wants to see King David dance for joy but also to hear his terrible cry at the death of his son. She wants "long ago and far away," but she wants here and now, too, in this city, this country, this place she already has some knowledge of.

The child wants the chance to let her mind make its own pictures from the words on a page. She wants to ponder, to remember, to be frightened a little, and to feel the satisfying warmth that comes when all is well. She wants an experience outside her own life but also a chance to recognize herself in other people. It is not only what she wants, it is what she is due.

All together—writers, publishers, teachers, parents, librarians—we owe it to her. All together we share the responsibility for what she can know and therefore for what she can become. When we limit her imaginary world, we also limit her real world. Our obligation is not to set the limit but to broaden the horizon. No matter where the story travels, into the past or the future, a fantasy world or next door, we must let her go. We should not expect a safe and easy journey, but be mindful of the experience reading brings: the chance to see, to imagine, to know.



Nikki Giovanni, principal speaker,  
banquet.

# The Role of Associations in Professions

Julie A. Virgo

More than one hundred associations of libraries and librarians are included in the most recent edition of the *Encyclopedia of Associations*.<sup>1</sup> Ralph Ellsworth suggested eighteen years ago when he reviewed library associations in the United States "... In our time participation in a national association provides for many a substitute for the kind of participation previous generations were willing to give to the church."<sup>2</sup>

What is the role of the association in other professions? How do we as librarians conform to other association models? The role of associations is influenced by the characteristics and nature of the profession which we serve. What is a profession? The *Encyclopedia of the Social Sciences* defines a profession as an occupation requiring extensive and continuous preparation.<sup>3</sup> Searching back in my memory to library school classes I took 17 years ago in Australia, I remember the characteristics then cited to describe a profession as being:

1. It had a body of knowledge that described the field and some consensus about that body of knowledge.
2. It required extensive study or preparation.
3. There developed a commitment to training new entrants and extending the knowledge.
4. It developed a body of literature and the publication of scholarly journals to disseminate the information.
5. Groups were formed to advance the goals of the group—in other words, the development of associations.

What is an association, and why does it exist, Ellsworth notwithstanding? Obviously there must be advantages derived from a group that are not available so readily to us as individuals, or we would not choose to form or belong to the group.

What are these advantages, and how are we able to achieve them more readily as a group? Association activities can be classed into four general categories:

1. An association provides a unified front on issues of importance to the profession generally.
2. It provides programs for the individual that aid his/her better job and career performance.
3. It provides a forum for the exchange of ideas.
4. It provides benefits that may be available to any group at large, that are not specifically aimed at the professional or subject affiliation of the group.

To what extent do activities that library associations engage in, conform to this overall association "model"? To provide a manageable framework most of the examples given are those that affect academic libraries. The first category—providing a united front on issues of importance to the profession generally—is a function that is most often associated with a professional group.

When a group of people speaks to an issue, more weight is usually carried than when just one person speaks. And depending on the issue, different groups can speak in the most meaningful way. Examples of this are:

- Representing librarians' views during the copyright law deliberations; the hearings on the White House Conference; and most recently, the hearings on the National Periodical Center.
- Developing standards for libraries and specific library services. In the Association of College and Research Libraries, we have standards for two-year and four-year college libraries, and for university libraries.
- Supporting legislation affecting libraries.
- Investigating complaints of unfair practices against librarians, e.g. the ALA Staff Committee on Meditation, Arbitration and Inquiry, and the ACRL Committee on Academic Status.

Each of these endeavors is made possible because as a group we have much greater strength and resources than we do as individuals.

That leads to another set of activities we can accomplish as a group that we could not as individuals. Collectively, our resources are much greater as a group, and we can engage in projects that we could not afford as individual libraries or librarians. Examples of these are:

- Developing national sets of competencies for entry level librarians (this requires a lot of money, and the experiences of many libraries).
- Bring together people from various accreditation agencies in an invitational conference to focus on standards for libraries.
- Producing expensive films, news clips, or brochures, National Library Week posters, or the national publicity clips for libraries, or ensuring that Gene Shalit talks about libraries on the *Today Show* periodically.
- The pilot satellite program that was held last year on the new copyright law

- National salary surveys
- Statistics from non-ARL university libraries; this is a pilot study being carried out by ACRL. It may be extended to other kinds of libraries in future years.

Another type of association activity is to provide programs for the individual that aid his/her better job and career performance. This can be closely tied to providing a forum for the exchange of ideas, so let us consider them together.

We sometimes fall into the trap of thinking that providing programs for the individual for improved job or career performance refers to continuing education. It does, but that is only one of many aspects of providing programs.

- Formal continuing education programs are provided by the American Library Association and the Association of College and Research Libraries either as pre-conferences before the annual meeting each year or separately. In New York, for example, there will be a two day workshop on planning and implementing staff development programs in academic libraries, and another on ERIC services. At Dallas there was one on developing bibliographic instruction programs in academic institutions, and another on "Planning Continuing Education Programs for Academic Libraries". In San Antonio this year ACRL sponsored a three day conference on rare books and manuscripts.
- The official meetings of the association (ACRL), its 22 Chapters, 13 Sections, and 5 Discussion Groups, provide formal and informal exposure to new or important ideas and concepts. A library staff may be very competent, but without the exchange of ideas, it can become very insular.

ACRL last year sponsored for the first time a national conference in Boston, to focus on problems and issues in academic libraries specifically. There were nine invited papers, seventy refereed contributed papers, exhibits, social events, a job placement center, and Kurt Vonnegut as the banquet speaker! The next national conference will be September 29-October 2, 1981, in Minneapolis.

- ACRL provides consultative services to individual academic libraries and librarians to assist them in solving on-the-job problems.
- Publications extend knowledge, provide an exchange of ideas, and provide information. In ACRL these journals are published:

*College and Research Libraries* (a bi-monthly scholarly journal),  
*College & Research Libraries News* (a monthly magazine), and  
*CHOICE* (the monthly book reviewing journal for academic libraries).

Membership in a group also provides the opportunity for participation in programs that would otherwise not be available to the individual. These programs may not be related to librarianship specifically but may be important to the librarian. These programs might include, for example, major medical coverage, disability protection income, or other types of insurance coverage unavailable except to very large groups.

The comment is sometimes made that there are too many associations. There is the North Carolina Library Association, the College and University Libraries Section of it, and the South East Library Association. There are probably Chapters of the Special Libraries Association, and of the American Society for Information Science; there is ALA and ACRL, CLENE... One could spend all one's time, money, and energies just trying to keep up with all the associations.

I can sympathize with those who have this feeling. I remember my chagrin on account of the teasing I got from my colleagues once when sitting at a head table. The speaker asked people to raise their hand if they belonged to any of the associations he was going to name; I had only to raise my hand once because I belonged to all fifteen names he reeled off.

Yet there is a good purpose served by the multiplicity of such associations. I remember when I was in library school, this time in the United States, in discussions about networks we talked of the overlap and duplication of the U.S. indexing and abstracting apparatus, and the simplicity of the single Russian system. A single approach sounds logical and reasonable, but then I would think of the times when the controlled vocabulary in *Index Medicus* was just what I needed to quickly search for material on neoplasms. I did not have to look up all those synonyms, such as cancers, tumors, ... and the times when I was looking for information on new subjects where the terminology had not yet been established, the KWIC indexes in *Biological Abstracts* were what I needed ...

And the times when I was trying to find material that cut across disciplines, and *Science Citation Index* was the best tool.

I could not on ... but the point is, that a multiplicity or a variety enables us to choose what works best for us, given a specific kind of need. Depending on the need, different groups will best fit that need. And none of us is likely to have only one need for ever and ever.

When we are dealing with issues, different groups can speak in the most meaningful way to different issues. On some issues, a local group can carry the most weight; on the other issues affecting the State, perhaps the State Library Association is the best voice. On an issue of statewide concern to academic librarians, perhaps the ACRL Chapter and the College and University Libraries Section will be best listened to. Generally speaking, higher education listens



more carefully to the combined voices of academic librarians nationally through the Association of College and Research Libraries, than it does to the American Library Association because ALA contains many librarians who are not academic librarians. But on other issues of more widespread interest, such as copyright, National Library Week, or OCLC, ALA speaks out with more weight, with 35,000 members, than does ACRL with 9,000 members.

Even within librarianship we need different groups to speak most effectively, depending on the nature of the issue, and the breadth of the audience the issue affects. And as librarians, we experience a variety of needs that can best be handled by a variety of associations.

### CONCLUSION

Associations play an important role in professions. For the profession as an entity, associations provide a collective voice which can advance the goals and the knowledge of the profession. For the individual, the association provides a professional identity, the support of colleagues, and an opportunity to grow through participation in the work of the association. Associations are as strong as the individuals who belong to, and are active in them.

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**Thad Stem responding to Honorary Membership, NCLA.**

# The People Are the Power

Peggy Barber

You are all well aware that your library depends upon community support for its very existence or you wouldn't be here. You know that the people are the power, and you want to develop more effective means of tapping that resource for the development of your library. But before we talk about how to do that, about public relations, marketing publicity or any of the skills and techniques you'll learn during this workshop, let's talk about you.

\_\_\_\_\_ When someone asks you what you do, do you say proudly "I am a librarian," or do you mumble something about working for the city in a middle management position dealing with information?

\_\_\_\_\_ Do you have a plan for your future in the profession or do you secretly want to open a bookstore?

\_\_\_\_\_ If you're cornered in a "Proposition 13 type discussion" (i.e. people who want libraries should pay for them), do you get angry and stomp away, or do you have some good answers for your antagonist?

\_\_\_\_\_ If someone comes to you with a new idea, do you immediately think of all the reasons why it won't work, or do you say "Let's try it."

\_\_\_\_\_ If you went to work tomorrow and found the library building was gone, but all its contents remained, would you know what to do with all the books, records, films etc.? Would you know who in the community would want the collection?

\_\_\_\_\_ Are you so unhappy about being underpaid that you've vowed not to do one extra thing?

\_\_\_\_\_ Do you secretly agree with the prognosticators who say the library is an obsolete institution that will be replaced by new technology?

\_\_\_\_\_ Do you dream up lots of new ideas and then leave them in the dream and talk stage?

\_\_\_\_\_ Do you think library outreach programs are social work—not a librarian's responsibility?

\_\_\_\_\_ Do you think most of the efforts to promote library science are trite and trashy; lacking the dignity that you and your profession deserve?

\_\_\_\_\_ Do you read professional literature, contribute to it and participate in professional organizations? —Or do you think it's all too hopelessly boring?

These questions, and many more we could ask each other, are directed toward a point that should, by now, be very obvious. Your ability to communicate effectively with your publics depends upon you and your attitude about yourself and your work. Or to borrow from Albert Camus who said something like:

"Try to please everyone, you please no one.  
Please yourself, you please most people."

You should know that you are a valued member of a well respected, challenging, and yes, even exciting profession with the potential for serving everyone, since people don't have to be old, ill, on welfare, or in trouble to use the library. And I should know that I'm preaching to the converted, end the sermon and move on to public relations.

Public relations as a professional skill is a 20th century development, the outgrowth of mass communication, mass marketing and the coupling of both to stimulate action.

There are as many definitions of public relations as there are opinions about its stature as a profession and the validity of its role in marketing everything from political candidates to library services. Simply defined, public relations involves a planned and sustained effort to establish mutual understanding between an organization and its public.

It is ironic that public relations has an image problem and is so frequently misunderstood. The term public relations is often used interchangeably with publicity, which is just one of its tools. It is seen by some as little more than a nice attitude, smile and "have a good day" that create friendly relations. There is also a tinge of suspicion and distrust that may be associated with aggressive press agency that specializes in stunts and puffery. Yet in spite of these misconceptions, public relations has become a powerful and indispensable tool of management. And practitioners insist that they do not create images. A good reputation must be earned.

A public relations program may include marketing, merchandising, press agency, promotion, publicity, public affairs and even advertising. A good program is rarely just one of them. Public relations is notably different from advertising alone which uses paid space and time while public relations depends on free editorial space and news or public service time.

Public relations was "invented" in the early 20th century when big business was forced to abandon its "public be damned" attitude. The muckrakers were fighting corruption in business and government and the public was reading, listening and demanding reform. Ida M. Tarbell exposed the antisocial actions of Standard Oil in her history of the company, and Upton Sinclair unmasked the horrors of the meatpacking industry in *The Jungle*. In response to such attacks, business produced a whitewash of words, one sided communication and little action.

Then pr pioneer Ivy Lee came along as an advisor to big business, who firmly believed in information for the public. He ended the Pennsylvania Railroad's policy of secrecy by inviting reporters to the scene of a train wreck to see for themselves exactly what happened. He even provided background information for their stories. His frankness generated "good press."

Another public relations pioneer, Edward L. Bernays, wrote the first book on the subject, *Crystallizing Public Opinion*, in 1922. He also developed the theory of specialized publics, stressing that messages should be targeted to a specific audience.

Although public relations was not defined in standard dictionaries until 1946, it has since become part of our everyday vocabulary, and is an accepted management function. Few business or government organizations are without a public relations department and two of the largest public relations firms employ over 600 and have annual billings in excess of \$22,000,000. While most practitioners entered the field through training or experience as journalists, there are currently over 300 colleges offering one or more courses in public relations.

How have libraries made use of the philosophy and technique of public relations? Vigorously but inconsistently.

As early as 1910, John Cotton Dana horrified some of his more staid library colleagues by using a billboard to advertise the library. He developed his libraries in Denver, Springfield, Massachusetts; and Newark in terms of identified local interests, and he believed in telling the community what the library had and did. A major section of his practical guide, "Modern American Library Economy as Illustrated by the Newark, N.J. Free Public Library" was devoted to advertising. And Dana's notion of advertising is so close to our contemporary practice of public relations, that his outspoken treatise is still a useful tool. He said:

Nothing is better for a public institution than publicity. The people who pay for its support are entitled to know—it is part of their education to know,—all its ins and outs, its receipts, its expenditures, its methods, its plans and ambitions. Newspapers are almost invariably willing to print notes of these things. They feel that about the management of a public library there should not be, toward the public, the slightest intimation of a desire for secrecy.<sup>1</sup>

His guide outlines numerous ways a library can involve its community and communicate effectively, from stories for the newspaper to working with local schools.

Dana said that he came to his library everyday with pleasure and left it with regret. His enthusiasm was contagious and his tradition of public relations has been continued in the annual John Cotton Dana Library Public Relations Awards presented since 1946 by ALA and the H. W. Wilson Company.

Yet in spite of the early and enthusiastic interest in public relations, librarians are uneasy about pr and are still debating its merits. A 1974 *Library Journal* editorial is a classic teapot tempest protesting "The Selling of the Library." The editor objects to aggressive pr messages because he believes that people need and will use the public library just as they use hospitals, schools and other essential services.

This commercial pap, when applied to an institution like the public library, may be effective to a degree, if we want to pack 'em in, but beyond its lack of dignity, it overlooks the basic justification for all public services—that people need them. No other essential public service finds it necessary to peddle its wares as if they were new appliances for a consumer public that is tired of washing dishes, preparing food from scratch, or having hair with split ends.<sup>2</sup>

The editorial inspired a flurry of letters and articles on both sides of the issue. As recently as the September 1st, 1979, issue, John Berry made the same protest. His target is now marketing because he fears use of the term suggests that libraries will have to charge for their services. Nonsense!

Should libraries use "business" skills such as marketing and public relations? Absolutely! A business produces goods and services and its bottom line is profit. A nonprofit organization, such as the library, provides services and its bottom line is "quality of life," which is much more difficult to measure than dollars and cents. It is dangerous for a library to assume that the quality of the cause will generate public support. Many organizations with this attitude fail to develop a clear statement of their service, and fail to develop marketing plans and delivery systems for the service.

The questions should not be whether public relations is appropriate to libraries, but rather how every public, school, academic and special library can best use the techniques and skills of pr to assure that its services are well defined, understood, used and supported.

According to most public relations specialists, there are four basic steps involved in the public relations process.

1. Research
2. Planning
3. Communication
4. Evaluation

These are steps in a process that can be applied to any type and size of library. They are a function of good management.

RESEARCH involves identifying the library's publics and their attitudes towards the library. These "publics" may include the staff, governing board, volunteer or friends group, users, and nonusers, and booksellers or other suppliers.

Research should begin inside the library. . . . How do the staff and trustees view the library? How well do they understand its goals and policies? What do they see as its major strengths and weaknesses? How do they feel about their relationship with the library and its administration? The evaluation of the library should also include an objective view of its physical appearance, from the cold realities of access, signage, and lighting, to the warmer considerations of welcoming comfort and good cheer.

Beyond the library, research involves gathering all available demographic information about the community; age, income, ethnic background, occupations, religions, interests, community groups and whatever formal or informal data is available. Original research should also be undertaken to find out what people think of the library and what their information needs are. Librarians have used numerous survey techniques to gather this information from mail questionnaires and telephone surveys of scientifically drawn population samples to personal contact and input from clubs, churches and other local institutions. The goal is constant sensitivity to public opinion.

The PLANNING stage in the pr process should make the communications effort an integral part of the total library program. There should be a written pr plan with short and long range goals, a clear idea of the scientific "publics" to be reached, a timetable and reporting schedule, lists of resources such as printing facilities, artists, volunteers, etc., staffing plan, and a budget. Although most libraries are not in a position to afford the large public relations staff employed by major businesses, public relations does require special expertise, and it cannot be done for "pennies" as the title of a recent book on library pr would suggest.

Percentages of the total library budget have been suggested to guide administrators on the cost of pr. The suggested percentages range from 1-10%, and have little significance. Building a specific plan with a budget is a much more logical and convincing way to justify investment in a public relations program.

The COMMUNICATION phase of the public relations process is the outreach, programming and publicity that the research and planning have prepared for. The possibilities are great, as is attested by the success stories reported by libraries in the trade journals.

One of the first steps toward communication for the library is building a media or press list for all available publications and broadcast channels including daily and weekly newspapers, radio and television stations, community group newsletters, school newspapers and any other media that may reach the particular target audience. Personal contact with the people on the press list is especially important. It pays to explain the library's plan to the media, ask for their help, be aware of their deadlines, read their columns, be familiar with their broadcast format. The Federal Communications Commission requires that radio and television stations broadcast information in the interest of the local community in order to retain their license. Libraries are eligible for free "public service time," but must compete with numerous other community agencies and good causes. Personal contact with radio and television personnel is essential to getting the library message aired.

Beyond mass media, there are many other publicity tools that are regularly used by libraries including newsletters (internal and external), annual reports, posters, booklists and bibliographies, displays, special programs, audio visual presentations, speakers bureaus, and more. The Plainedge Public Library (Massapequa, NY) prepares special newsletters for expectant parents, senior citizens, as well as its regular newsletter bulk mailed periodically to every household. The library also has a written public relations policy approved by its board of directors. —Several Portland, Oregon, school libraries act as career centers for teenagers. Once a month the library features a career display. Parents are invited to come to the library and share their occupations with teens. —The University of Texas at Austin wrote about the opening of a new library in the football program. —"Black History," a radio show, airs twice a week from the Dallas Public Library. —The Clark County, Nevada, Library sponsors a "Traveling Artist Series." An artist travels over the state in a mobile library demonstrating his or her work for a two week period. Ingenuity abounds.

The final step of the pr process, EVALUATION, requires that the public relations staff determine whether the communication program meets its stated objectives. One objective may have been media coverage and a tally on how often radio and television stations carried the library

message along with a description of their audience is proof of achievement. Other means to evaluate a specific aspect of the pr program might include clips of newspaper coverage and information on the size of each paper's circulation; use of evaluation forms at programs; or surveys in the library to determine how people found out about various services. It may be difficult to prove a direct cause and effect between a communications program and increased library usage, but an attempt should be made to measure the impact of the public relations investment. A library thumb should be stationed on the pulse of public opinion.

In addition to the public relations programs of individual libraries, there is a growing national effort to increase citizen use and support of libraries. In 1958, National Library Week (NLW) was initiated by publishers and librarians, and remains the first and only national promotion program to increase use and support of libraries. The NLW program mobilized prominent citizens and librarians at the national and local levels to focus public and media attention on libraries. Workshops, handbooks, promotional materials, and national public relations support, have made NLW a means to inform the public about library services, as well as an important public relations teaching tool for the profession.

In 1975, the American Library Association's Public Information Office inherited responsibility for National Library Week. Although long recognized as the national voice for librarians, the ALA had not previously been active in generating national media coverage. Yet both need and media interest were great, and the first full-fledged ALA effort—the 1975 NLW campaign—was awarded the Silver Anvil by the Public Relations Society of America and the Golden Triumph by the Chicago Publicity Club.

Since 1975, the ALA has continued to produce posters and other graphic materials that generate an income for support of a year-round public relations effort that involves placing radio and television public service announcements with the networks, feature stories and print public service ads in national magazines, wire service stories and other national publicity. In 1976, ALA also began producing a weekly syndicated book review column that is distributed by Newspaper Enterprise Association to its over 700 subscribing newspapers nationwide. Attached to each column is a survey of "What Americans Are Reading" compiled from tabulations of most requested books submitted by 150 participating libraries.

In 1978, the ALA Public Information Office generated news headlines by releasing results of a Gallup organization study of attitudes toward libraries and reading. The study was sponsored by a special grant from Baker & Taylor, and was planned to gather data on how Americans perceive libraries for the delegates participating in the White House Conference on Library and Information Services. Among many findings; in spite of the fact that 51% of the American public has used the library in the past year, about one-fifth of the 1,515 respondents have no idea where the funding for the library comes from, and an additional 39% incorrectly stated the principal source of library funding.

The ALA's National Library Week Committee also administers the \$1,000 annual Grolier National Library Week Grant awarded to the state library association presenting the best proposal for a public relations program.

The Public Relations Section of the ALA's Administration and Management Association provides further national leadership in public relations. The 1200 member section involves pr specialists from libraries across the country who work together to produce active and effective continuing education programs, workshops, and publications. Their annual "PR Swap and Shop" has become one of the most well attended ALA programs and offers librarians a chance to sample promotional materials from libraries across the country and get one-to-one counseling on pr matters from the experts. The Public Relations Section is also the national home for the Friends of the Library groups, and administers the coveted John Cotton Dana Library Public Relations Awards.

Citizen support of libraries is the concern of another national group. The National Citizens Emergency Committee To Save Our Public Libraries. The independent committee was founded in 1976 by Whitney North Seymour, Jr., an attorney and former New York Public Library trustee. In the fall of 1978, the Citizens Committee launched a nationwide campaign to enlist grass roots support for library funding. Seymour admits that some Friends groups are already waging successful local campaigns, but he adds "Many Friends are better cake-bakers than legislative arm-twisters."

And at the grass roots, thousands of citizens delegates participating in the state pre-White House Conferences have asked libraries to do a better job of informing the public of their services. Public relations is very likely to be a focus of the White House Conferences next month.

How will librarians be prepared to meet the growing demands for pr programs? This fine pre-conference is one of a growing number of state and regional programs designed to help us acquire the skills to do a better job of communication. But we also need to allocate more of our precious, shrinking resources to professional public relations counsel. I believe that every library system should offer public relations services to member libraries. If you don't currently receive such service, why not ask for it. The time is right.

There is also great need for a much stronger national campaign, and I fear we are about to get



hung up on deciding who's going to do it. One unified effort of all existing resources will have more mass media mileage than the National Citizen's Emergency Committee doing something, the National Commission doing something, and ALA continuing to struggle along with our something. I believe that we have proven our ability to lead the way, but our financial resources are incredibly limited. We need your support. We need you, as ALA members (or potential members), to make the public relations program a major association priority.

Libraries will have a future as primary information resources, if librarians use public relations theories and techniques to find political allies and build positive public opinion. The people are the power.

Abraham Lincoln said it all, "With public sentiment, nothing can fail; without it, nothing can succeed." Lee Brawner, Director of the Metropolitan System in Oklahoma City, said it again, "People are usually down on what they ain't up on!"

## REFERENCES

1. Part 4, "Advertising", Elmtree Press, 1910.
2. John Berry, "The Selling of the Library." *Library Journal* v. 99, (January 15, 1974), p. 85.



NCLA Executive Board, 1979-81.

*LIBRARIANS*



*DOING*

*WHAT*





## **LIBRARIANS**



## **DO AT MEETINGS**

## NORTH CAROLINA LIBRARY ASSOCIATION BIENNIAL CONFERENCE RESOLUTION

Whereas, Richard Barker has served the North Carolina Library Association with dedication and distinction as its Treasurer for eight years, has handled the finances of the Association in an exemplary manner, maintained sound fiscal policies, has often doubled in the capacity of executive secretary; and

Whereas, He has performed all duties and charges with rare diplomacy, integrity, and grace;

*Resolved*, That the North Carolina Library Association assembled in conference October 20, 1979 extend to Richard Barker its warm thanks for the excellent services he has given the membership over a memorable period of years.

## NORTH CAROLINA LIBRARY ASSOCIATION BIENNIAL CONFERENCE RESOLUTION

Whereas, The North Carolina Library Association has been enriched for twenty-eight years by the services of its official photographer, Sam Boone, and

Whereas, His work, illuminating the history of the Association, has produced a valuable photographic record;

*Be it Resolved*, That the Association assembled in conference October 20, 1979 express to Sam Boone its deep appreciation for the lasting contributions he has made and dedicated service he has given.

## NORTH CAROLINA LIBRARY ASSOCIATION BIENNIAL CONFERENCE RESOLUTION

Whereas, Herbert Poole served as the diligent editor of *North Carolina Libraries* for seven years; and

Whereas, He maintained high standards in producing a readable, worthy journal which served as an effective means of communication and enlightenment for the entire membership;

*Resolved*, That the Association assembled in conference October 20, 1979 express to Herbert Poole its sincere gratitude for his able leadership and distinguished editorship of the Association's official journal.

## NORTH CAROLINA LIBRARY ASSOCIATION BIENNIAL CONFERENCE RESOLUTION

Whereas, The North Carolina Library Association assembled in conference in Charlotte, North Carolina, October 18, 19, and 20, 1979, has experienced a successful and enjoyable meeting, and sincerely appreciates the numerous courtesies extended to its members;

Be it *Resolved*, That we express our gratitude to: Mayor Pro Tem Betty Chafin for her warm welcome; the staffs of the Radisson Plaza, Sheraton Center, and the Civic Center for their gracious provision of accommodations and services which facilitated the success of the Conference; Joseph Ruzicka-South, Inc. for donating the printed programs (in memory of their late staff member, Howard Peterson); General Chairman of the Conference, Ariel Stephens, and Local Arrangements Chairman, Mary Frances Crymes, their librarian colleagues of Charlotte and Mecklenburg County and others who made extensive, detailed preparations for the entire Conference and Pre-Conferences; Treasurer Richard Barker and the dedicated Conference Registration Desk personnel; Dr. Leland Park and Evelyn Criminger, Exhibits Chairmen extraordinary, and all of the Exhibitors for their excellent displays and helpfulness; Sam Boone, our outstanding official photographer; the speakers who enlightened and inspired us, including the General Session speakers: The Honorable Carl J. Stewart, Jr., Speaker of the North Carolina House of Representatives; Sydney Harris, journalist; Nikki Giovanni, author and dramatist; and Peggy A. Sullivan, Vice-President/President-Elect of the American Library Association; members of the Association who planned and participated in stimulating programs and sessions, especially the President, Leonard Johnson, and Vice-President/President-Elect, William O'Shea, and the other Executive Board members, Section officers and Committee members; and be it further

*Resolved*, That a copy of this resolution be included in the official Minutes of the Association and distributed to the communications media.

Resolutions Committee:

Jane Freeman  
Fred Roper  
Mae S. Tucker, Chairman



# NORTH CAROLINA LIBRARY ASSOCIATION MINUTES OF THE EXECUTIVE BOARD

SEPTEMBER 21, 1979

The Executive Board of the North Carolina Library Association met Friday, September 21, 1979, at 10 a.m. in the Board Room of the Greensboro Public Schools Administration Building in Greensboro. Members present were Leonard Johnson; William O'Shea; Louise Boone; Fred Roper; Norma Royal; Annette Phinazee; Mae Tucker; Jonathan Lindsey; Elvin Strowd; Suzanne Levy; Betsy Detty; Ariel Stephens; Jane Snyder; Cordelia Inks; H. K. Griggs, Sr.; and Artemis Kares. Also present were Bob Pollard, treasurer-elect of the Association, and Mary Frances Crymes, who is handling local arrangements for the 1979 biennial conference. President Johnson presided.

The minutes of March 30, 1979, were approved after "ACR2" on page 3 was changed to "AACR2." The minutes of March 31, 1979, were approved.

Mr. Johnson announced that since Richard Barker, treasurer, could not be present there would be no treasurer's report; however, a recent treasurer's report had been mailed to Board members. Mr. Johnson welcomed treasurer-elect Bob Pollard to the meeting.

Norma Royal, ALA Representative, reported that she had been appointed to ALA's newly formed ERA Task Force whose charge is to help get the Equal Rights Amendment ratified by helping those unratified states who want help. A survey outlining the aid the Task Force can provide has been sent to ALA chapters in unratified states asking if the chapters want assistance. Ms. Royal asked if, in the Board's view, NCLA wanted help and if so, what kind of help. A lengthy

1. Should NCLA as a professional organization take sides on social issues?
2. Should the membership have a voice in deciding whether NCLA should endorse ERA or should the Board decide?
3. How should the membership have input on endorsement—through a vote at one of the general sessions of the conference, through ballots in the convention packets, or through a mail ballot?
4. If the decision is made to endorse ERA, how can NCLA most effectively support ratification?

It was noted that NCLA belongs to the State Council for Social Legislation which supports ERA and that the most effective way to support ERA probably would be to join and support North Carolinians United for the Equal Rights Amendment, whose sole goal is passage of the Amendment. Members also noted that a mail ballot would provide an opportunity for wider participation than a vote at the conference. It was the Board's consensus that the membership should vote on endorsement of ERA and if endorsement were approved, the Board should decide on the method of support. Ms. Levy moved that at the first general session of the 1979 biennial conference it be announced that later in the conference the question of endorsing the Equal Rights Amendment will be on the agenda for discussion and that following the conference the membership will be polled by mail by asking, "Do you approve NCLA endorsement of North Carolina ratification of the Equal Rights Amendment?" Dr. Phinazee seconded. The motion carried.

Mr. Griggs reported that he attended the organizational meeting of Friends of the Library-U.S.A. in Dallas. Dr. Phinazee announced that she will be attending a planning conference in Madison, Wisconsin, on ALA's role in continuing education and asked for suggestions on the subject. Mr. Johnson reported that he had turned over to Mr. O'Shea information on a galaxy conference on adult education, similar to the one held last year. Mr. Johnson reminded the board that Sam Boone is on ALA's copyright committee and should be contacted for input on copyright.

SELA Representative Mae Tucker gave a report on recent SELA activities. On June 30 the position of Executive Director was discontinued. Ann Morton, former Executive Secretary of the Association, has been retained again in this capacity for approximately twenty hours a week. The next SELA biennial conference will be in Birmingham, Alabama, on November 19-22, 1980. SELA is undertaking a membership drive in hopes of increasing membership to 6,000 by the 1980 conference. Mr. O'Shea reported on his attendance at a meeting of state presidents in the SELA region; this group would like membership in the state organization also to cover membership in SELA.

Mr. Johnson commented on how pleased he is with the recent issue of *NORTH CAROLINA LIBRARIES* and Mr. Lindsey's work as editor. Mr. Lindsey then reported on plans for the fall issue of *NCL*, which will focus on the NCLA's seventy-fifth anniversary, and the winter issue which will be the conference issue. He requested that section and standing committee reports for the winter

issue be submitted by November 15 and earlier if possible. He reminded section chairmen to let their in-coming chairmen know that they will need to appoint section editors; he suggested that the next biennium be treated as a transition, with the present editors being retained and a rotation system worked out during the biennium.

For a report on the up-coming biennial conference, Mr. Johnson called on Mr. O'Shea, who deferred to Mr. Stephens and Ms. Crymes. Mr. Stephens asked the Board's advice on how to handle requests from people, such as support staff, who want to attend the exhibits without registering for the conference, and trustees, who want to attend the trustees' luncheon without registering. The Board agreed that trustees need not register since they would be attending as guests. Dr. Roper moved that a five-dollar exhibit pass be instituted. Ms. Royal seconded. The motion carried. Ms. Crymes distributed copies of the program which has already been sent to the printer and asked for comments. The Board recommended changing the time of the banquet to 7:15 p.m. Mr. Johnson asked if the Board had previously voted on inviting past presidents of the Association to the conference. Inviting past presidents has been approved by the Board, and Mr. Johnson will send invitations to them. It was suggested that a list of past presidents be included in the conference packet. Mr. Johnson requested that section chairmen furnish him with the names and addresses of the new section chairmen. Ms. Royal suggested mentioning Sam Boone's years of service to NCLA as photographer for the conference; Mr. Johnson will recognize Mr. Boone at the banquet.

Mr. Johnson then called for reports from the section chairmen. Ms. Inks, Ms. Snyder, Ms. Detty, and Mr. Griggs reported on activities that their respective sections were planning for the biennial conference. Ms. Levy announced that she would like public librarians invited to the Documents Section's program on local documents. She commented that the members of the Documents Section, after working hard in support of the new law on state documents, was concerned that the law has not helped the free flow of documents and that the state documents checklist, which should be issued at least quarterly, has not been issued since the January-February issue. She noted that the section may come back to the Board for assistance in this matter.

Mr. Stephens reported on activities of the Public Libraries Section. The Section is promoting the wearing of a sticker with the slogan "Be with a book for a day" during the White House Conference. He reported that the General Assembly overrode the Sunset Commission; as the Board recommended, the Public Library Certification Commission will be retained as an independent commission. At the request of the executive board of the Public Libraries Section, Mr. Stephens asked the Board to go on record in support of a public librarian as NCLA's member on the Certification Commission. Ms. Boone noted that the NCLA nominee is treated as a recommendation; she was notified of her appointment to the Commission by a local Democratic group. Dr. Phinazee moved that the NCLA Executive Board nominate and support a public librarian as its representative on the Public Library Certification Commission. Dr. Roper seconded. The motion passed. The Public Libraries Section Constitution has been written and will be presented for adoption at the biennial conference. Because the Constitution must first be approved by the Board, Mr. Stephens will send copies to the Board in time for the Board to take action on it at the Wednesday night Board meeting before the conference begins.

Under old business, Mr. Johnson reported that work on revision of the handbook has been progressing. Some of the material from the handbook that has been distributed for correction needs to be returned. Members of the Board recommended that constitutions of sections be added to the handbook or mentioned in it.

Mr. Johnson reported that the Serials Interest Group is interested in affiliating with the Resources and Technical Services Section. The Board discussed possible methods of affiliation and recommended that Ms. Inks and the chairman-elect of the Section attend the meeting of the Serials Interest Group at the Conference and suggest that they become a Roundtable within the Section.

The Board considered several items of new business. Mr. Johnson recommended that Ms. Boone be reimbursed for telephoning in support of retention of the Public Library Certification Commission. Dr. Phinazee moved that Ms. Boone be reimbursed. Dr. Roper seconded. The motion carried. The funds will probably come from money budgeted for the Governmental Relations Committee. SELA has requested that it be allowed to purchase NCLA mailing labels to use in its membership drive. Mr. O'Shea moved that the labels be provided, and Dr. Phinazee seconded. The motion carried. Mr. Johnson reported that the Intellectual Freedom Committee, which has been very active, is requesting funds to be used to send several committee members to an ALA meeting on intellectual freedom in Atlanta. The Committee is requesting \$209, the cost for financing one committee member's trip. Dr. Phinazee moved that \$210 be appropriated for the trip. Ms. Detty seconded. The motion carried. Mr. Johnson reported that the Interstate Cooperation Committee of SELA is compiling a talent bank of people who are knowledgeable in areas of librarianship and other appropriate fields to serve as speakers, panelists, and consultants. He requested that suggestions for the talent bank be given to him for forwarding to the Committee.

Dr. Phinazee announced that delegates to the White House Conference from New England and the Far West are getting together on their plans and strategy for the White House Conference. She asked what the Board thought of having the White House delegates from the Southeast meet prior to the White House Conference. The Board agreed that such a planning session would be profitable, but, because of the lack of time to arrange the session, recommended that the SELA office be asked to mail the state resolutions from the region to its delegates and proposed that the first caucus of the White House delegates be a regional caucus.

Mr. Johnson thanked the Board and members of the Board for their correspondence and support at the time of his wife's death.

The meeting adjourned at 1:20 p.m.

*Artemis C. Kares, Secretary  
Leonard Johnson, President*

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# TREASURER'S REPORT

January 1, 1979 - December 4, 1979

Balance January 1, 1979 ..... \$773.93

## RECEIPTS

Dues and Receipts .....	\$31,815.85
Association .....	19,229.30
Sections .....	12,586.55
School Librarians .....	\$ 1,657.50
Public Librarians .....	2,501.25
Trustees .....	606.30
College Librarians .....	2,597.25
Junior Members .....	165.00
Resources and Technical .....	2,030.50
Children's Services .....	521.25
Junior College .....	321.50
Documents .....	509.25
Reference and Adult .....	1,676.75

NORTH CAROLINA LIBRARIES .....	\$ 1,660.94
1979 Conference .....	32,981.75
Scholarship Fund .....	40.00
Interest .....	325.00
Ray Moore Fund .....	18.13
Transferred from Scholarship Savings .....	2,500.00
Transferred from Ray Moore Fund .....	100.00
Transferred from McLendon Fund .....	400.00
Transferred from General Savings .....	2,000.00
Uncashed Checks .....	40.00

**Total Receipts** ..... \$71,881.67

Receipts plus Balance .....	\$72,655.60
Less Expenditures (See list) .....	71,527.63

**Balance December 4, 1979** ..... \$ 1,127.97

## FUND BALANCE AS OF DECEMBER 4, 1979

Checking Account .....	\$ 1,127.97
General Fund Account .....	19,599.08
Scholarship Fund Account .....	32,662.19
Loan Fund Account .....	3,937.48
Ray Moore Fund Account .....	1,609.27
NCASL Certificate of Deposit .....	<u>2,000.00</u>

**Total Resources** ..... \$60,935.99

Richard T. Barker, Treasurer

## EXPENDITURES

January 1, 1979 - December 4, 1979

Executive Office — Salary .....	\$ 1,895.02
Executive Office — Expenses .....	3,179.11
Telephone .....	\$1,146.79
Postage .....	1,014.45
Printing and Stationary .....	930.08
Computer Charges .....	83.79
Post Office Rent .....	4.00
President's Expenses .....	279.54
Treasurer's Bond .....	62.00
Audit of Treasurer's Books .....	150.00
ALA Representatives .....	1,000.00
1979 Conference .....	27,339.47
Sections .....	8,774.59
NORTH CAROLINA LIBRARIES .....	15,175.01
ALA Washington Office .....	100.00
ALA Dues .....	55.00
State Council for Social Legislation Dues .....	100.00
Fount, Inc. Dues .....	25.00
SELA Dues .....	30.00
Spring Workshop .....	259.14
Ray Moore Award .....	100.00
NCLA Scholarship .....	2,000.00
Query - Long Scholarship .....	500.00
McLendon Loan Fund .....	400.00
Membership Committee .....	218.40
Government Relations Committee .....	755.67
Intellectual Freedom Committee .....	320.18
Transferred to General Savings .....	8,000.00
Transferred to Scholarship Savings .....	20.00
Transferred to New Treasurer .....	500.00
Returned Checks .....	239.50
Miscellaneous .....	50.00
<b>Total Expenditures .....</b>	<b>\$71,527.63</b>

## NORTH CAROLINA LIBRARY ASSOCIATION

### Section Balance Sheet — December 4, 1979

	NCASL	PLS	TRUSTEES	R & T	COLLEGE
Bal. Jan. 1, 1979 .....	\$2,140.64	\$1,051.90	\$ 644.71	\$ 948.94	\$1,958.18
Receipts .....	1,657.50	2,501.25	606.30	2,030.50	2,597.25
Total .....	\$3,798.14	\$3,553.15	\$1,251.01	\$2,979.44	\$4,555.43
Expenditures .....	790.09	1,340.71	464.43	1,126.76	2,153.87
Bal. Dec. 4, 1979 .....	\$3,008.05	\$2,212.44	\$ 786.58	\$1,852.68	\$2,401.56

	JMRT	Jr. College	Child SVCS	DOC	REF & AD
Bal. Jan. 1, 1979 .....	\$214.38	\$283.34	\$ 787.89	\$490.33	\$ 106.43
Receipts .....	165.00	321.50	521.25	509.25	1,676.75
Total .....	\$379.38	\$604.84	\$1,309.14	\$999.58	\$1,783.18
Expenditures .....	550.00	60.00	475.86	280.26	1,532.61
Bal. Dec. 4, 1979 .....	\$170.62	\$544.84	\$ 833.28	\$719.32	\$ 250.57



# KEEPING UP

## GERTRUDE MERRITT: AN APPRECIATION

When Gertrude Merritt graduated from Duke University in 1931, having been president of the Women's Student Government Association and a member of the White Duchy, she began her full employment in the Duke Library. As a student she had worked nearly full time in the library. Her love and appreciation of books extends back to her childhood.

Hers has been a distinguished career. In 1931 the Duke Library had about 250,000 volumes. When Miss Merritt retired in 1979, the Duke Library had more than 2,500,000 volumes. Gertrude Merritt, who was in charge of Collection Development more than half of her career of forty-eight years, had a direct hand in most of that tenfold growth. As Head of Technical Services for more than twenty-five years, at the same time she was Head of Collection Development, Miss Merritt was in charge of more than half of the library staff. The difficult and distinguished contribution of Gertrude Merritt to the excellence of the Duke Library is probably unique, unmatched at any other institution.

However, this tough and gentle lady is not a statistic. Her personal qualities make her a richly rewarding person to know, but you have to work at it. Gertrude Merritt does not make speeches, she does not write for publication, she does not slap backs, and she is not an instant buddy to anybody. But she is always there, warm, direct, and sharing if and when you need her. Her way of directing people is to suggest, to talk over differences of viewpoint, and to try to get a willing consent to that which has to be done. I have never known her to raise her voice, to be unfair in her judgments, or to fail to keep all the cards on the table at all times. Nobody ever worked in the dark with Gertrude Merritt.

Speaking personally, I was associated closely with her from the beginning of my employment twenty-two years ago as Director of the Flowers Collection. For the past two years she was my immediate supervisor. She never changed. Always I felt that I was working with her, which was itself a pleasure, for we shared the same enthusiasms. She had in great abundance that joy in getting fine items for the Duke Library, without which any librarian is just another clodhopper.

In 1931 it was the custom to place a literary quotation beneath the picture of each member of the Senior Class in the *Chanticleer*. "Plain sense but seldom leads us far astray" was the apt, then and now, phrase given to Gertrude Merritt. Indeed, her common sense is the high water mark of her competence. Her concern for the Duke Library, its users, and its staff, shows her heart.

Knowing her as a friend and colleague has been the outstanding personal reward for me in my years at Duke University.

Winston Broadfoot  
[from Duke University Library  
Newsletter, n. 23, October, 1979. p.5  
chosen from among several tributes]

## BERTHA HOPKINS JONES

Bertha Hopkins Jones retired from the William R. Perkins Library staff on September 14, 1979. Her numerous friends and colleagues held a luncheon in her honor on September 13, 1979, to express their appreciation of her contributions to the library and to extend their good wishes for her retirement, a period which promises to be as active and enjoyable as her formal working days.

Born September 6, 1914, in Statesboro, Georgia, Bertha spent her childhood in Cuba where her father was a Methodist missionary. She received her B.S. degree from Georgia State College for Women and an A.B. in Library Science from Emory. After graduation from Georgia State Bertha returned to Cuba and taught at Miss Phillips' School for two years before enrolling at Emory to study librarianship. Before coming to Duke University in 1939 as a cataloger she worked briefly in the Gadsden, Alabama, Public Library and the New York Public Library. Together Bertha and Gertrude Merritt organized the Serials department and set up its records. In 1942 Bertha became Head of the Serials Department, a position she held until July 1946 when she resigned from the staff to become a housewife.

After an eight year period spent getting a son and daughter off to a good start, Bertha rejoined the Duke Library staff this time as the science cataloger in the Subject Cataloging Department. She also served as liaison between the science branch libraries and the Technical Services Division. In the years following she worked very closely with the Serials Department as well as the science departmental libraries.

These brief facts tell little of Bertha's enormous contributions to the library. She belonged to that extraordinary corps of dedicated, talented individuals whose loyalty to Duke and to consistently high standards will probably never be matched again. Her long years of expert, careful, and willing service helped to bring Perkins Library to its present notable status.

*Bertha Livingstone*  
[From Duke University Library Newsletter, No. 23,  
October 1979, p. 7, chosen from among  
service tributes.]

## SPECIAL SUMMER BLOCK 1980-1981

The School of Library Science UNC-CH announces a special offering of the required 12-semester hour core course (the Block) over a period of two consecutive summers, 1980-81. In each summer, one half of the Block (6 semester hours) will be offered in a six-week session. Students who wish to take advantage of this arrangement must be admitted to the M.S. in L.S. program prior to the summer of 1980. Applications will be accepted as long as there are spaces available. For further information and applications, write or call:

Fred W. Roper, Assistant Dean  
School of Library Science  
Manning Hall 026-A  
University of North Carolina at Chapel Hill  
Chapel Hill, NC 27514  
(919) 933-8366

## NORTH CAROLINA PUBLIC LIBRARY DIRECTORS ASSOCIATION, INC.

The North Carolina Public Library Directors Association, Inc., held its first official meeting November 8 and 9 at the High Point Public Library. Officers of the new organization are as follows:

*President:* Arial Stephens, Public Library of Charlotte and Mecklenburg County

*Vice-President:* Neal Austin, High Point Public

*Secretary:* Jay Wozny, Pettigrew Regional

*Treasurer:* Amanda Bible, Columbus County Public

*County Library Representative:* Ken Brown, Packe Memorial Public

*Municipal Library Representative:* Mary Boone, Chapel Hill Public

*Regional Library Representative:* Anne Sanders, East Albemarle Regional

The NCPLDA's stated objectives are to promote public library service; provide a forum for public library directors; promote professional growth and professional unity; and improve the visibility and effectiveness of public libraries with the public and with elected and appointed officials. Membership in the association is limited to the certified director/head librarian of any regional, county or municipal public library system, and of the State Library.

Many of the organization's goals fall in the general area of communications — among public library directors; between librarians and legislators; and between librarians and library users and potential users. At the first meeting, communication among directors took the form of presentations by representatives of the Public Library of Charlotte and Mecklenburg County and Greensboro Public Library on automation in those two libraries and how their automation experiences relate to the networking plan for public libraries across the state.

The meeting also included communication between librarians and legislators. Seven legislators from districts contiguous to High Point attended a breakfast with the librarians, and Rep. Mary Seymour from Greensboro and Sen. Jack Childers from Lexington discussed legislative strategy with the librarians at a session following the breakfast.

This first meeting was so successful that the NCPLDA is planning meetings with a similar format in the eastern and western parts of the state before the next session of the General Assembly.

## ENVIRONMENTAL PROTECTION AGENCY LIBRARY CONTRACT

Dean Edward G. Holley has announced that the School of Library Science has completed negotiations for a new contract for library services with the Environmental Protection Agency, Research Triangle Park, NC. The new contract for 1979-80 provides for the employment of 12 library science students from the master's and doctoral program for twenty hours per-week at a rate of \$5,600 for the twelve-month period. Students in the master's program must have completed the twelve-hour basic Block before they can be selected for the program. Included in the services provided for the EPA Library are acquisitions, circulation, serials handling, interlibrary loans, reference and referral assistance, and maintenance of the Air Information Center. Faculty supervision will be provided by Dean Holley and Dr. Karen Momenie, Assistant Professor of Library Science.

The new contract represents a continuation of a program begun on May 6, 1974, when the Environmental Protection Agency sought the assistance of the School in organizing the EPA Library. The EPA Library represented a merger of five other libraries from the Southeastern region. The EPA Library has five full-time employees under the direction of Ms Libby Smith, EPA Administrative Librarian.

## **LANIER NAMED PARLIAMENTARIAN**

Dr. Gene D. Lanier, Chairman of the ECU Department of Library Science, was named Parliamentarian of the North Carolina Library Association.

Lanier served as president of NCLA during the 1973-75 biennium. Earlier he chaired the Education for Librarianship Committee and Grievance Committee, was director of the North Carolina Association of School Librarians' Section, and served as first vice-president. He also served on the Editorial Board for NCLA's journal, NORTH CAROLINA LIBRARIES. During the past biennium, Lanier chaired the Nomination Committee. He assumed the parliamentarian post at the biennial conference of the North Carolina Library Association.

## **THRASHER NAMED CUMBERLAND DIRECTOR**

The Cumberland County Public Library system, headquartered in Fayetteville, NC, announces the appointment of Jerry A. Thrasher as Director. Thrasher will assume the post on January 2, 1980.

Thrasher has been Associate Director of the Forsyth County Public Library in Winston-Salem since March of 1977. Prior to that, he was Director of the Haywood County Public Library in Waynesville, NC.

A native of Alabama, he holds a Master of Science degree in Library Science from Florida State University.

The Cumberland County Public Library has filled three other professional positions. Patrick Valentine is the new Coordinator of the statewide Foreign Language Project which is located at CCPL. Valentine holds a Master of Science in Library Science from the University of South Carolina and a Doctorate in European History from Tulane University.

James Lee has been appointed Head of the Technical Services Department at CCPL. He comes to Fayetteville from Asheville, NC where he was Public Services Librarian with the UNC-Asheville Library. Lee obtained his Master's in Library Science from UNC-Chapel Hill.

A new position has been created at CCPL with the creation of an Information and Referral Service. The service is scheduled to begin in January of 1980. Linda Levine has been appointed Information and Referral Librarian. She received her Master's in Library Science from Pratt Institute in Brooklyn, NY.

## NEH GRANT TO AFRO-AMERICAN FAMILY HISTORY PROJECTS

The Ad Hoc Committee for the Afro-American Family History Projects has received a grant from the North Carolina Humanities Committee, a program of the National Endowment for the Humanities, to assist in conducting of a Project in "Grassroots" Genealogy, a series of workshops including lectures, discussions and practical activities related to tracing and documenting Afro-American Family History. The Workshops will include focus on African family traditions, Social forces and the African descendant in America, and the Role of family in the confirmation of the Sense of self-identity. The Workshops will be held in public libraries, and other community agencies and churches.

All workshops are open to the public and there are no charges. Certificates of Recognition will be awarded to participants completing the five Workshops sessions and efforts leading to establishing of a "Family Tree."

The Projects are under the direction of Dr. Tommie M. Young, Professor, N.C. A & T State University and Afro-American Genealogy Consultant. For further information write the Project's Director at Box B-20, NC A&T University, Greensboro, N.C. 27411.

## DUKE DEDICATES 3,000,000th

Duke University's Perkins Library added books numbers 3 million and 3 million and one to its collections in special ceremonies November 15, 1979, in the library's Gothic Reading Room.

The three millionth volume is actually five volumes — a set, *Purchas His Pilgrimes* and *His Pilgrimage* by Samuel Purchas, published between 1625-26. The set has been designated the "Benjamin N. Duke Memorial Volume." The 3 millionth and 1st book is a first edition of Malthus' *Essay on Principles of Population*, published in 1798. The Friends of the University Library gave the Purchas volumes. The Malthus book is the gift of Dr. Joseph Spengler, James P. Duke professor emeritus in economics at Duke, who retired in 1972 after almost 50 years on the Duke faculty.

Both gifts were presented as part of year-long commemoration of the 50th anniversary of Ben Duke. Duke, who died Jan. 8, 1929, at the age of 83, was a major benefactor of Duke University.

Connie Dunlap, university librarian, said Purchas was one of the first major writers of the early 17th century to chronicle the historical geography of the period. His work and that of English geographer Richard Hakluyt form the two most famous collections of circumnavigation and voyages from antiquity to the beginning of the 17th century.

The Purchas' volumes cover many American voyages, including a description of Virginia by Capt. John Smith. The volumes contain 88 engraved maps, including a rare double map of Virginia and an early map of Greenland, both attributed to Smith.



## WHITE HOUSE CONFERENCE ON LIBRARY AND INFORMATION SERVICES ENDS WITH CALL FOR ACTION ...

(Washington, November 19, 1979) More than 900 delegates from all U.S. states and territories today concluded a five day White House Conference on Library and Information Services with a call for structural changes in the Department of Education, development of a national information policy, coordination of programs to encourage movement of library materials across national borders and for elimination of the barriers that now separate special groups of the population from library and information services.

Stuart Eizenstat, President Carter's Assistant for Domestic Affairs and Policy told the meeting today that he is establishing a task force in the Office of the President to give consideration to the full range of the conference's recommendations at the "highest" level.

The conference delegates voted for 29 resolutions dealing with the future of libraries and information services. The recommendations will be presented to the President and Congressional committees within 120 days and 90 days later Mr. Carter will make his recommendations to Congress.

"This is the first national forum to address libraries and the full spectrum of information services in such a broad manner in light of the technological revolution heralding the Information Age," said Charles Benton of Chicago, conference chairman.

In addition to the 911 delegates, more than 1000 other persons from across the nation participated in the meetings. Over the past two and a half years more than 100,000 people have been directly involved in 57 preliminary meetings held in each of the states and territories which led up to the White House Conference.

Five of the key resolutions passed by the delegates called for:

- An office of library and information services within the new Department of Education with an assistant secretary of education at its head.
- A national information policy to ensure that government agencies at all levels work together to make available all new and existing library and information services to the maximum extent possible.
- State, local and federal governments to work together to identify the functionally illiterate, coordinate programs to train them and that state and federal government should share the costs of these programs.
- Libraries to reach out to special groups of the population—children, youth, the aged, homebound, racial and ethnic minorities, physically handicapped and emotionally disturbed—and eliminate barriers that now separate them from library and information services.
- A new federal program be established to provide for international training and exchange of library and information personnel and the free flow of library materials of all kinds across national borders.

Members of the staff of the White House Domestic Council, the Office of Management and Budget and the Department of Education will be on the task force to examine the conference report, according to Eizenstat.

"We have learned that there are no simple answers. It has taken more than 20 years and four presidential administrations to pull this White House Conference together," Benton told the delegates in his concluding address. He noted that the effort is not yet over and asked the conference participants to go back to their communities and work on a "grassroots" level in support of their recommendations.

## **"MEETING THE NEEDS OF THE LIBRARY'S PUBLICS ..."**

"Meeting the Needs of the Library's Publics: Aspects of Reference and Public Services" will be the topic of the annual spring workshop in Chapel Hill sponsored by the Association of Librarians at the University of North Carolina, Chapel Hill, March 3-4, 1980. The purpose of the workshop will be to offer librarians the opportunity to approach the concept of service to the user within the framework of both the philosophical and practical foundations of recent developments in the field. While service to library users is often thought to be primarily a function of reference librarians, technical procedures within the library affect librarians' relationship with the user population. The program will be aimed at all librarians. Four guest speakers will speak on various aspects of public service for librarians in the 1980's and effects of technical service innovations on public service. In addition, there will be a series of discussion groups/mini-presentations running concurrently on such topics as training the reference staff, measuring and monitoring reference service, role of the para-professional in reference service, new reference tools and ways of keeping current in the field, on-line data bases and their relation to traditional services, cooperation between technical and public service librarians, the reference interview, bibliographic instruction and social problems in reference service.

For registration information, contact Mr. David Taylor, Undergraduate Library, University of North Carolina, Chapel Hill, NC 27514.

## **NCSU FRIENDS KICK OFF CAMPAIGN**

Over 175 people attended a Fall Book Luncheon sponsored by the North Carolina State University Friends of the Library on November 16, 1979 at the NCSU Faculty Club in Raleigh. The luncheon was held to benefit NCSU's D. H. Hill Library in its campaign to reach one million volumes in 1980. Suzanne Britt Jordan, a Sunday columnist for the *Raleigh News and Observer* moderated a panel of speakers who discussed current North Carolina authors and letters. The speakers were Guy Owen, Richard Walser and Mary C. Williams, all faculty members of the English Department of North Carolina State University.

## DIRECTORY OF SPECIAL LIBRARIES IN NORTH CAROLINA AVAILABLE

A 1979 directory of special libraries in North Carolina has been compiled by the state chapter of the Special Libraries Association. Copies of *Directory of Special Libraries in North Carolina*, M. Sangster Parrott, ed., may be ordered for only \$5.00 each. Make checks payable to North Carolina Chapter, Special Libraries Association, and send orders to:

Mr. Rolly Simpson  
Burroughs Wellcome Co. Library  
3030 Cornwallis Rd.  
Research Triangle Park, NC 27709  
(919) 541-9090 x4164

The directory represents the results of a two-year project to identify and describe the holdings and services of 121 special libraries, both public and private, in North Carolina.

The arrangement is by city, with institution-library and subject indexes. Entries include: organization name and address, librarian, telephone number, subjects and formats in collection, services offered, use restrictions, and network membership.

- Willia George, Librarian, Rogers-Here Junior High School, Durham, will head the School of Library Science, NCCU, Alumni, 1979-81. She will be assisted by Emmalene Reade, vice-president; Clarence Toomer, Treasurer; Vanessa Work Ramseur, secretary; and, Duane Bogenschneider, reporter.
- Rose Ann Simon has been named director of the library at Salem College.
- Beverly Richardson has been named director of the Montgomery County Library.
- The Spring Lake Branch, Cumberland County Library, was dedicated December 2.

All photos in this issue were taken by Samuel Boone,  
official conference photographer, NCLA.

# North Carolina Library Association Biennial Reports

## The President

As this biennium comes to a close, I would like to take this opportunity to thank the Executive Board and committee members for their help and support. During the past two years the Association has been involved in many programs and activities. The following are some of the highlights:

- The first Governor's Conference on Libraries was held on October 19-21, 1978. Two outcomes of the Conference were the resolutions and the election of delegates to the White House Conference.
- Representatives of NCLA participated in the annual Legislative Day(s) in Washington (April of 1978 and 1979). The District of Columbia Library Association sponsors this day to give librarians from across the nation the opportunity to meet their legislators and acquaint them with library programs and needs.
- Dr. Jonathan A. Lindsey, Head Librarian, Carlyle Campbell Library, Meredith College was appointed as editor of *North Carolina Libraries*. Dr. Lindsey has outstanding qualifications and is doing an excellent job. NCLA owes a debt of gratitude to Mr. Herbert Poole who served as editor for seven successful years.
- NCLA worked out an arrangement with the State Library so that each NCLA member will receive "Tar Heel Libraries". Alberta Smith, editor of "Tar Heel Libraries" and Jonathan Lindsey, editor of *N. C. Libraries* will coordinate the articles/items, news, etc., so that the publications will compliment each other.
- The ten sections of NCLA are to be congratulated on their numerous activities programs and conferences.
- Some gains were made in the State Legislature. The State now allots a library position for every school in N. C. that enrolls 250 or more students. The Public Library Certification Commission was retained and there were gains in funding for materials and personnel.
- The "North Carolina Media Council: A Council of Educational Media Organizations" was organized on March 18, 1978. NCLA was one of the charter members of the group. The objective of the Council is to explore avenues of cooperation among the various media organizations in the State.
- At the Executive Board Meeting on September 1, 1979 the question was raised as to whether NCLA should endorse North Carolina's ratification of the Equal Rights Amendment. The Board decided that this question should be resolved by a mailed ballot to each member of the Association and that time for discussion should be provided at the NCLA Biennial Conference. This matter was discussed at the Conference and the mailed ballot will follow.

- The 1979 NCLA Biennial Conference in Charlotte, October 17-20 was very successful. Mr. H. William O'Shea, vice-president/president elect (program chairman); Mr. Ariel Stephens, general conference chairman; Mrs. Mary Frances Crymes, chairman for local arrangements; and the other conference committee members are to be commended. The 1981 NCLA Biennial Conference will be held in Charlotte and will be a joint conference with the South Carolina Library Association.

Thank you for giving me the opportunity to serve as President of the North Carolina Library Association for the past two years. There are many people that I need to thank, but I would particularly like to acknowledge Mr. Richard Barker's contribution to the Association. He has served as treasurer of NCLA for the past 9 years. I am looking forward to serving on the NCLA Board with our new president, Mr. H. William O'Shea.

*Leonard Johnson*



**NCLA Executive Board, 1977-79.**



## CHILDREN'S SERVICES SECTION

The Children's Services Section of the North Carolina Library Association met at the Civic Center in Charlotte on October 19, 1979, during the Association convention.

Gail Terwilliger, Chairman, opened the business session. Minutes from the October 7, 1977, meeting were read and approved, and a balance of \$1,047.47 in the treasury was reported.

Gail outlined changes in the composition of the Executive Committee resulting from Chairman Christopher Barr-Lindsay's resignation. Cate Howard, Chairman of the Nominating Committee, announced the nominations of Dottie Butler and Joe Stines for Chairman-Elect and Nancy Coleman and Mary Lou Rakow for Secretary-Treasurer. Printed ballots were distributed to the membership for voting. Rebecca Taylor, Chairman of the By-Laws Committee, read the proposed revisions to the By-Laws. These were discussed and voted on separately. All were approved.

In her President's Report, Gail recognized individual contributions and summarized the activities of the section during the past two years. An upcoming project is a workshop, Media Evaluation and the Group Process, to be sponsored jointly by the Children's Services Section and U.N.C.-Chapel Hill. This will be held in Durham on April 1-2, 1980.

Two special guests in the audience were recognized by the Chairman—Jane Wilson, formerly N.C. State Library Consultant on Children's Services, and Marilyn Miller, current President of ALA's Association for Library Services to Children. Each spoke briefly to the membership.

Gail made several special announcements and urged Children's Librarians in the state to contribute program ideas and articles for the July issue of *North Carolina Libraries* which will be devoted to Children's Services. Cate Howard was introduced as Publications Editor for the section.

A moment of silent prayer was observed in memory of Kathleen Moore, former Children's Services Coordinator in Charlotte.

Gail called on Dottie Butler to introduce our speaker, Sue Ellen Bridgers of Sylva, North Carolina. Mrs. Bridgers recalled her own childhood experiences with books and libraries and gave insight into her motivations for writing as well as the genesis and growth of the characters in her novels *Home Before Dark* and *All Together Now*.

Cate Howard announced that Dottie Butler had been voted Chairman-Elect and Nancy Coleman, Secretary-Treasurer for the 1979-1981 biennium.

After the meeting was adjourned refreshments were served and Mrs. Bridgers autographed copies of her books which were on sale.

Suzanne Williams

## COLLEGE AND UNIVERSITY SECTION (N. C. CHAPTER, ACRL)

Chairman: Elvin Strowd, Duke University Library.

Vice Chairman-Chairman Elect: Tommie Young, North Carolina A and T University

Secretary: Eugene Huguelet, University of North Carolina at Wilmington.

Director: Claude Green, North Carolina State University at Elizabeth City.

During the biennium members of the Board met on three occasions to discuss matters of business and to promote the interests of the Section. Bill Tydeman, elected to the Board as Secretary, moved from the state in June, 1978. His duties were assumed by Gene Huguelet who was serving as one of the two directors.

Business conducted initially by the Board during its sessions and through telephone consultations and correspondence, revolved around the questions of chapter status for the Section in the Association of College and Research Libraries and a proposed workshop to be sponsored by the Section.

Interest in chapter status in ACRL led to the undertaking by the Board of a canvass of the membership to ascertain reaction to such a proposal. The results of the canvass provided an overwhelming return in favor of chapter status. As a result the Board petitioned ACRL for chapter status which was granted in the summer of 1978.

Planning for the workshop began during the winter of 1977-78 and again the Section's membership was canvassed to ascertain its preference for a topic. Although the response was not especially heavy it did indicate more interest than in any other area over concerns about steps taken by the Library of Congress to closing the catalog and the implications they posed for libraries across the state.

The Board appointed a committee to plan and develop the workshop which was scheduled for April 27, 1979, at Guilford College. The committee was chaired by Herbert Poole who was assisted by Bob Woerner, Nelsie Rothchild, Charles Dyer, and Treva Mathis. The workshop, "Planning for Change, a Conference on Closing the Catalog," was handled exceptionally well by this committee and was attended by one hundred thirty-five librarians. About one-third of them were our colleagues from public libraries. The two morning speakers were James Thompson, Assistant Librarian for Technical Services at Johns Hopkins University, and Jean Cook, Head of the Serials Department at Duke University. Discussion leaders for the afternoon sessions were William Gosling, Assistant University Librarian for Technical Services at Duke University, and Arlene Dowell of the North Carolina Central University Library School.

Planning for the October, 1979, session at the NCLA conference got under way in the fall of 1978 with speakers selected and committed by January, 1979. The principal speakers were political scientist Dr. James David Barber of Duke University and Dr. Julie Virgo, Executive Secretary ACRL. Dr. Barber is James B. Duke Professor of Political Science at Duke University and is a highly respected lecturer and writer in the area of national politics and especially those concerned with presidential elections. His *Presidential Character*, Prentice Hall, 1972, is now in a 1977 edition and has received a great deal of attention. With attention beginning to focus again upon presidential candidates by the time of the Conference, it was felt that Dr. Barber would be a most appropriate speaker.

It was also felt that Dr. Virgo would be a timely speaker in that it would give her a chance in her capacity as ACRL Executive Secretary to address the first full assembly of our membership since becoming a chapter of ACRL.

David Jensen was asked in April, 1979, to chair a nominating committee for the selection of officers for the 1979-81 biennium. This committee, chaired by Jensen and assisted by Jonathan Lindsey and John Heaton, composed a slate of officers with Eugene Huguelet, Vice Chairman/Chairman-Elect (U.N.C.-Wilmington), Janet Freeman, Secretary (Wingate College), Margaret

Bennett, Director, (St. Andrews College), and Bill Kirwin, Director (Western Carolina University). Dr. Tommie Young will serve as chairperson during the 1979-81 biennium.

Elvin Strowd

## DOCUMENTS SECTION

At the 1977 Documents Section meeting in Winston-Salem, which featured Bernadine Hoduski, the special library assistant to the Joint Committee on Printing of the U.S. Congress, Suzanne Levy (UNC-CH) was elected vice-chairperson/chairperson-elect and Marty Reith (Forsyth County Public Library) was elected secretary-treasurer. Jean Porter (NCSU) took over from Bob Gaines (UNC-G) as chairperson for 1977/78.

Araby Greene (UNC-CH) resigned as editor of *The Docket* in January 1978 and was replaced by Elaine Lenge (WCU) who served through the summer of 1979. John Erlandson (UNC-CH) took over in September 1979 and continues to serve.

On April 27-28, 1978, the Section sponsored a workshop at the McKimmon Center in Raleigh on locating census data in printed reports. The 30 people who attended heard Deborah Barrett of the Census Data User Services Division in Alexandria, Va., and Lawrence McNutt of Charlotte, the Regional Data User Services Officer, explain the secrets of finding census data quickly and easily.

The annual fall meeting on September 22, 1978, in Raleigh, featured a panel discussion, "Prospects for Change—Publication, Distribution, and Access to North Carolina State Government Publications." Seventy-one people attended and/or participated in the discussion. Speakers included Nathaniel Boykin of the State Library, John Cheney of the Secretary of State's Office, M. Sangster Parrott of UNC-G, Carolyn Jamison of ASU, Elnora Turner of the Dept. of Human Resources Public Health Library, Mike Davis of the Dept. of Administration, Roberta Wall of NCSU, David McKay, State Librarian, Patricia Langelier, UNC-CH, Margaret Riddle of the Dept. of Administration, and Representative A. Neal Smith of Rowan County, who was chairman of the House Public Libraries Committee. At the business meeting following the program Carolyn Jamison (ASU) was elected vice-chairperson/chairperson-elect for 1978/79 and Suzanne Levy took over as chairperson. An amendment to the section constitution was passed and Ridley Kessler and Diane Strauss were appointed to compile the revised constitution.

An outgrowth of the state documents symposium was the formation of an ad-hoc committee to study the feasibility of a state documents depository/distribution system for North Carolina. Section members serving on the committee with the State Librarian are Majorie Lindsey, Nathaniel Boykin, Bob Gaines, Carolyn Jamison, Sangster Parrott and Suzanne Levy. The committee has met only once but is pleased to report the passage of House Bill 241/Senate 208 by the 1979 General Assembly. This bill gives the State Library a statutory basis for serving as the depository for publications of State departments, institutions and agencies and according to Mr. McKay is the first step in setting up a depository/distribution system for the state. It also gives a statutory basis for the distribution of a checklist, to be distributed free to all requesting libraries.

The section was able to aid several UNC-CH library school students in researching various documents topics of current interest and the results of some of this work appeared in *The Docket*. Another short term project was the distribution of a letter to all delegates to the Governors conference on Library and Information Science explaining some issues of vital importance to documents librarians. We were pleased that the delegates chose to make two policy recommendations on documents: That city, county and regional public libraries assume responsibility for making local government documents accessible to the public and for collecting and preserving other local records; That maximum accessibility to information resources such as public documents, and basic legal and medical information, be available to all citizens. They further resolved: That the North Carolina General Assembly mandate the establishment of an effective system for the collection organization, and distribution of State documents under the direction of the State Library.

A major highlight of the biennium was the receiving of the James Bennett Childs Award by our own Mary Elizabeth Poole, Documents Librarian at NCSU. It is given by ALA's Government Documents Round Table each year in recognition of outstanding contributions to the field of documents librarianship and was awarded in a ceremony June 28, 1978, at the ALA Convention in Chicago.

Fiscal year 1978/79 saw the complete inspection of all North Carolina depository libraries by the Superintendent of Documents Inspector. This is the first time in the history of the inspection process that one state has been completely inspected within a year's time. This state was one of two chosen to test the new inspection process, because our documents librarians have the reputation of being professionally competent and are reasonably well known for being outspoken advocates of good documents service.

Our final meeting of the biennium was a forum on local government publications held on October 19, 1979, at the NCLA biennial meeting at Charlotte. Speakers included Charles Martin, High Point City Budget Director, Kathy May of the High Point Public Library, Susan MacDonald, formerly Documents Librarian at Duke University, Fred Sides of the Region D Council of Governments and Rebecca Ballentine and Suzanne Levy of UNC-CH. Around 80 people attended the session and at the conclusion a recommendation was made to work with the Public Library Section to develop guidelines for local documents service in North Carolina. At the business meeting Nathaniel Boykin of the State Library was elected vice-chairperson/chairperson-elect and Barbara Fritchman, Forsyth County Public Library, was elected secretary-treasurer. Carolyn Jamison took over as chairperson and Emily Correll of Public Library of Charlotte and Mecklenburg County volunteered to serve as our representative on the Archives Committee.

Ridley Kessler (UNC-CH), the Regional Documents Librarian, Michael Cotler (ECU), the section representative on the *North Carolina Libraries* editorial board, and the various *Docket* editors have all served on the section's executive board during the biennium. Our paid membership has grown to 52 but we hope that number will continue to rise in the next biennium as we pursue the purpose stated in our constitution: the promotion of state-wide cooperation among library employees working with all types of government documents in the areas of interlibrary loan, reference, and disposing of



unwanted documents; provision of an opportunity for these people to discuss their problems and share their ideas; sponsorship of projects for increasing the use of documents, and for promoting greater bibliographic control of them.

*Suzanne Levy*

## JUNIOR COLLEGE SECTION

The meeting of the Junior College Section of NCLA was convened during the Biennial Conference in Charlotte at 1:30 p.m. on October 18, 1979, by Carolyn Oakley, Vice-Chairperson, Chairperson-elect.

Mrs. Oakley extended Chairperson Rosalind Campbell's regrets for being unable to attend the conference.

Mrs. Oakley recognized Ms. Azalee Sain to introduce the speaker, Ms. Lee Albright, Head of the Genealogical Services Branch, Division of the N.C. State Library. Ms. Albright spoke on "Genealogy in N.C. The Role of the Community Colleges and Technical Institutes". She pointed out the need for community colleges and technical institution librarians to provide support and expertise in genealogical research. Ms. Albright stressed that librarians should know what and where genealogical records are available and should encourage local genealogical societies to be active and assist in genealogical research.

Mrs. Oakley expressed her appreciation to Ms. Albright for addressing the Section.

The business session of the meeting began with the call for old business.

Beverly Gass made the motion that the minutes be approved as presented to the membership. Mary Craven Smith seconded. The minutes were unanimously approved.

Pamela Doyle reported a balance of \$562.34 in the section's account as of September 30, 1979. Sixty dollars will be deducted from this balance to reimburse the guest speaker's travel expenses.

Items presented as new business included the encouraging of members to join Southeastern Library Association (SELA), a reminder to complete and return the N.C. LIBRARIES and TAR HEEL LIBRARIES surveys, and an announcement that the Reference and Adult Services Section needs additional members.

Bob Foeller, Rockingham Community College, Wentworth, N.C. will be the section editor and representative on the N. C. LIBRARIES Editorial Board.

Andrea Brown, St. Mary's College, Raleigh, N. C. is the section representative on the NCLA Archives Committee.

NCLA Executive Board would like for the membership to submit program topics for the NCLA/SCLA Conference in 1981. Mrs. Oakley also requested topics be suggested for the Junior College Section program and for workshops that might be conducted.

Persons interested in serving on section committees should contact Mrs. Oakley. The Nominating and Program Committees are the only standing committees in the section.

Sue Gilkerson, Chairperson of the Nominating Committee, presented nominees for section officers.

Shirley Jones, Vice-Chairperson, Chairperson-elect

Joyce Orndoff, Secretary-Treasurer



Don Massey, Director  
Christian Cupp, Director

Bob Foeller made a motion to accept the nominees submitted. Lytton Barker seconded the motion. The motion was unanimously approved. The new officers were recognized by Chairperson Oakley.

With no further business the meeting was adjourned at 2:45 p.m.

Carolyn Oakley, Chairperson

## JUNIOR MEMBERS ROUNDTABLE

During the 1977-1979 biennium Junior Members Round Table continued along a course it had set for itself really four years ago. This course took Junior Members into the activity of sponsoring programs focusing on practical aspects of librarianship for all types of librarians.

In 1978 Junior Members participated in sponsoring the Reference/Information and Referral Centers Exhibit which was part of the Governor's Conference. Printed materials were prepared on Information Services in the Public Library, the Academic Library and the Special Library. Each item included an explanation of who uses information services in each type of library, what kinds of information are provided and how the services are provided. Each of these were printed in quantity and distributed to conference participants.

In addition to assisting with the Governor's Conference, on April 26, 1979, Junior Members sponsored with the North Carolina State Library a program entitled "Views on Reviews." The program brought together speakers from ALA's *Booklist*, *CHOICE* and Baker and Taylor's *FORECAST* and *DIRECTIONS*. Over a two day period the views of book review editors, writers and readers were exchanged with an audience of over 80 from both North and South Carolina and Public, Academic, School and Technical libraries.

As Junior Members moved into the new biennium we gave 1979 NCLA conference goers a chance to relax and enjoy themselves with a Toga party. We also gave some assistance to the workings of the conference by helping out at the registration area.

As the new biennium gets underway Junior Members Round Table already has plans which will move it further toward its goal of being a meaningful and important organization for members of the profession. We can all look forward to the future as these plans materialize.

Carlton Sears

## PUBLIC LIBRARY SECTION

After calling the meeting to order, Chairman Stephens introduced the Section officers at the head table, recognized Fred Burk of Oxmoor House and thanked him for making the evening's program possible. Nancy Fullbright of Davidson County Public Library introduced N. C. artist and author Bob Timberlake who had autographed his new book *THE WORLD OF BOB TIMBERLAKE* in the Exhibit Hall during the afternoon.

Mr. Timberlake read a statement from Moussa Domit, Director of the State Museum, exonerating the prints which had been under attack by a

group of North Carolina artists and the media. He followed with a statement of his own which was to be made available to the media concerning the attack by a group of petty, frustrated, unsuccessful artists who wished to malign a fellow artist for being successful. His ensuing remarks were followed by a delightful question and answer session about his art, work habits and philosophy of life. He explained that after demonstrating unusual artist talent as a child and young man, he had put aside his artistic endeavors to pursue a commercial life with involvement in the family business. Reaching a frustration level high enough to trigger a reassessment of his goals and following a conversation with Andrew Wyeth, he returned to his first love—ART. He delayed his art revival for several months while he put his affairs in order and for the past ten years has been a full time artist and author.

The Business Meeting which followed saw the adoption of By-laws for the Public Library Section drafted by Robert Burgin, Patsy Hansel and Louise Boone. A summary of the committee reports given is:

**AUDIOVISUAL**—Cancelled in February 1979 due to inactivity, was reconstituted and charged with looking into the possibility of a state-wide 16mm film catalog for public libraries.

**COMMUNITY EDUCATION** (Dale Gaddis, Chair) — Published *PUBLIC LIBRARIES AND COMMUNITY EDUCATION: GUIDE FOR NORTH CAROLINA LIBRARIES*. Has been very active in the Public Library/School Library area.

**CONTINUING EDUCATION** (Barbara Johnson, Chair) — Held a workshop on library programming in August 1978; liasoned a job-exchange in which 20 librarians visited a counterpart in another library of the state for an educational experience; and worked with the Public Relations Committee in holding the Pre-conference on public relations.

**DEVELOPMENT** (Nancy Fullbright, Chair) — Was instrumental in setting up the framework for the N. C. Public Library Directors Association.

**GENEALOGY** (Bill Bridgman, Chair) — Held a genealogy workshop in September 1978 for librarians covering how to work with genealogists and what materials are available. Their second project, a survey of N. C. cemetery records, is currently at the printers.

**GOVERNMENTAL RELATIONS** (Bill O'Shea, Chair) — Made several mass mailings to librarians, friends, legislators and participants in the Governor's Conference on Libraries and Information Services concerning support for State Aid to Public Libraries, and participated in other legislative actions.

**INFORMATION RESOURCES** (Sue Darden, Chair) — Made several efforts toward an index for N. C. newspapers and for a supplement to the N. C. fiction catalog.

**PERSONNEL** (Patsy Hansel, Chair) — Arranged for Mike Gaddis of the State Department of Personnel to address the Planning Council meeting, produced a summary of library salaries in N. C., co-sponsored a performance appraisal workshop, and decided that a "Personnel Manual" had outlived its usefulness.

**PUBLIC RELATIONS** (Carol Reilly, Chair) — Sponsored an ad on milk cartons which appeared for a short period of time in the eastern part of N. C.; produced and marketed a film *Rx for Public Library PR* which has been sold to many libraries across the United States and has been previewed by several foreign libraries; and held a pre-conference on Public Relations attended by some 125 persons.

**STANDARDS** (John Pritchard, Chair) — Delayed any action until new standards are printed by ALA.

**STATISTICS** (George Viele, Chair) — Recommended several changes to statistical reporting to State Library and produced several statistical analysis on State Aid for Public Library during the discussion phase of State Aid Revision.

**YOUNG ADULT** (Susan Kern, Chair & Robert Burgin V-C acting) —Produced three newsletters on young adult service and have set up for national circulation.

The Treasurer's report showed a PLS balance of \$2,561.51 as of September 30, 1979.

**NOMINATIONS** (Robert Burgin, Chair) — Presented the following slate which was elected by acclamation:

C/Chair elect: Bill Bridgman, Sandhills Regional

Secretary: Nancy Fullbright, Davidson County

Director: Jerry Thrasher, Forsyth County

Director: Mary Lou Boone, Chapel Hill Public

Arial Stephens in his summary of the biennium of his chairmanship recognized the major highlights of his term as being the marketing of the film *Rx for Public Library PR*, public library participation in the Governor's Conference, revision of the State Aid formula and the public library lobbying effort to increase the appropriation by the General Assembly, success in saving the Public Library Certification Commission from the Sunset Commission, and the formation of the Director's Association. He expressed his appreciation to all of the elected officers, chairpersons and vice-chairpersons who made up the Planning Council and to all members of their committees for all of the hard work and cooperation they have given this biennium, and to his library staff who have covered for his frequent absences from the office. His special thanks went to Louise Boone as Past Chairman of the Public Library Section for her efforts above and beyond the call of duty and for her assistance in seeing that the Public Library Section was aware of delicate legislative situations before they become real problems.

Arial then turned the gavel over to Chairman Elect Martha Davis of the Rockingham County Public Library with his best wishes for a productive and interesting two years. Mrs. Davis after a few brief comments gaveled the meeting adjourned.

*Arial Stephens*

## **NORTH CAROLINA ASSOCIATION OF SCHOOL LIBRARIANS**

The new North Carolina Competency Goals and Performance Indicators have been on the minds of school media coordinators for the last two years. The Association of School Librarians endeavored to help members prepare for these new guidelines, as well as for other new demands, through the fall workshop, entitled "It's the Law, New Meanings for Media Programs," held in Winston-Salem at Benton Convention Center on November 16 and 17, 1978. Dr. Jerome Melton, Assistant Superintendent of Public Instructions, was the keynote speaker. He stressed the part of the media center in fulfilling the requirements of new laws, guidelines, and new trends in education. Mrs. Elsie

Brumback, Director of the Division of Educational Media, State Department of Public Instruction; David McKay, Director of the State Library; and Dr. Ed Holley, Dean of the Department of Library Science, University of North Carolina at Chapel Hill, discussed the Governor's Conference on Libraries and Information Service and the White House Conference on the subject which was to follow.

Our highest award, the Mary Peacock Douglas Award, was presented to Mary Frances Kennan Johnson, Chairman, Department of Library Science Educational Media University of North Carolina.

Officers for the biennium were Betsy Detty, Chairman; Arabelle Shockley, Chairman Elect; and, Shirley Brooks, Secretary-Treasurer. Judy Letsinger accepted the role of editor for the NCASL BULLETIN. She is assisted by Clara Crabtree.

NCASL also participated in the North Carolina Media Conference in Fayetteville in January of 1979. Betsy Daniels, media coordinator, Lynn Road School, Raleigh, presented a program on computer assisted instruction. Dr. Richard Stahl, Appalachian State University, presented a program on working with gifted and talented students.

At the North Carolina Library Association in Charlotte in October, 1979, new officers of the Association were elected for the 1980-81 biennium. Arabelle Shockley, School Media Services Coordinator, Winston-Salem/Forsyth Schools, is the new chairman. Paula Williams, Director of Libraries, Chapel Hill Schools, is the new chairman elect, and Jeannette Smith, Librarian, Forsyth County Day School is the new secretary-treasurer. The speaker for the NCASL luncheon was Tomi DePaola, author and illustrator of children's books.

Betsy Detty

## REFERENCE AND ADULT SERVICE SECTION

At the 1977 Biennial Conference, the Reference and Adult Service Section elected their first full slate of officers and directors to serve as the Steering Committee for the section. This committee met four times as a full committee during the biennium.

In 1978, two speakouts on copyright were held to identify concerns and to determine the feasibility of developing a conference on this topic. Workshop interests of the membership were also surveyed by a questionnaire which identified three topics—staff development, the use of paraprofessionals, and copyright. In May, 1979, the section sponsored "Developing the Library's Human Resources," a workshop on staff development conducted by Barbara Conroy, librarian, educator, and author of *Library Staff Development and Continuing Education*.

The section meeting at the 1979 Biennial Conference was a program meeting with the election of officers and directors being the only business conducted. Dr. Pauline Wilson of the School of Library and Information Science, University of Tennessee, presented the program, "Librarians and their Stereotypes...How They Respond to Them." Officers elected for the 1980/81 biennium are: Chairman - Ann Webb, Coastal Carolina Community College; Vice-chairman and chairman elect - Doris Hurr, Cumberland County Public Library; Secretary-Treasurer - Nancy Ryckman, University of North Carolina at Greensboro. Directors elected to serve four year terms are:

College and University Libraries - Joe Rees, Duke University; Community College Libraries - Edward Shearin, Central Piedmont Community College; Public Libraries - Anne Thrower, Sand Hills Regional Library System; and Special Libraries - Frances Hall, North Carolina Supreme Court Library.

*Jane Snyder*

## RESOURCES AND TECHNICAL SERVICES

The Resources and Technical Services Section has had a successful and active past two years. The Section co-operated with the Serials Interest Group in the presentation of their workshop "Automated or Manual Serials Check-In: What's the Best Method for Your Library?" on September 8, 1978, in Chapel Hill. It presented a workshop on "The Practical Preservation of Library Materials" on September 22, 1978, at Raleigh. Both workshops were well attended and received.

In preparation for the coming implementation of the second edition of the Anglo American Cataloging Rules, the executive board nominated three people to attend the ALA Preconference on AACR2 at Dallas this past June. The board also voted to pay the registration fee for these people in exchange for help in presenting a workshop for the North Carolina Library Association on the subject. This workshop ("What's New with AACR2?") was presented as a preconference to the NCLA biennial conference October 16, 1979, and was attended by 113 people. In spite of poor acoustics, the response by the participants was very favorable.

Mrs. Henriette Avram, Director of the Network Development Office of the Library of Congress spoke at the business meeting of the Section at the NCLA conference. Her topic was "The Effect of Networking on Technical Services," and was extremely informative and interesting.

Other activities of the executive board include revising the section of the NCLA handbook pertaining to the Resources and Technical Services Section, and discussions pertaining to incorporating the Serials Interest Group within RTSS.

The new executive board for the Section is: Chairman, Lillie Caster, Head, Monographic Cataloging, North Carolina State University, Raleigh; Assistant Chairman (Chairman-elect), Doris Ann Bradley, Serials Cataloger, UNC-Charlotte; Secretary, Pamela Doyle, Assistant Director, N. C. Department of Community Colleges, Raleigh; Director, Carol Meyers, Head of Cataloging, Charlotte and Mecklenberg Public Library, Charlotte; Director, Herbert Williams, Technical Services Librarian, Meredith College, Raleigh; and Section Editor for North Carolina Libraries, Desretta McAllister, Library School, North Carolina Central University, Durham. Anyone with suggestions for activities for the Section for the next two years should contact one of the members of the board. They will appreciate any and all interest by the membership.

The past executive board wishes to thank the membership as a whole for the support they have received these past two years and especially wishes to thank those persons whose active participation and downright hard work made the workshops possible and successful.

*Cordelia R. Inks*



## ARCHIVES COMMITTEE

The first Archives Committee was organized in 1953 because of a request from the State Library for assistance in the proper care of the archives of the Association which had been deposited with the Library for many years.

The Committee met for two full days in the old State Library headquarters on Morgan Street in Raleigh. The decision was made to sort and bind the materials by biennium and chronologically within the biennium as the most convenient and sensible method of organization. The Committee decided to bind only the official papers, such as minutes, correspondence of the Executive Board, conference activities, section business, etc.; to sort duplicates and miscellaneous papers and place them in manila envelopes; to paste newspaper clippings, mementos and other such materials in scrapbooks; and to keep photographs (with negatives) in acid proof folders. There are few photographs of the period before 1950.

The earliest records from 1904-1929 were treated in a different manner. The first Secretary's and Treasurer's books were bound notebooks with entries in Dr. Louis Round Wilson's handwriting. These were typed off and the copy was bound into Volume 1 of the Archives. The originals were left as they were, as was the first scrapbook which could not be changed.

The original books were restored by Mr. Joseph Ruzicka of Baltimore, an honorary member of the Association, grandfather of Joseph Ruzicka.

The Ruzicka Bindery has bound all volumes of the archives as a gift to the Association, including those of the sections.

The records of the Association are now sorted and bound through 1971, 32 volumes. The records of the Negro Library Association, 1934-1957, have also been bound. The archives of the Association of School Librarians from 1924-1977 are bound in eight volumes.

The Public Libraries Section and those of the Junior Members records are to be sorted and bound in 1980. As other sections collect enough materials other than the papers already included with Association records, the Archives Committee will sort and bind these for the sections.

Members of the Committee since 1953 have been: Harlan Brown, Chairman, 1953-1957; Charlesanna Fox, Chairman, 1957-1980; Hallie Bacelli, 1953-1980; Beatrice Holbrook, 1953-1955; Gladys Johnson, 1953-1957; Jane Wilson, 1953-1957; Carlton West, 1955-1957; O. V. Cook, 1955-1957; Celeste Johnson, 1955-1957; Elaine von Oesen, 1957-1959; Myrl Ebert, 1957-1974; Leola Ross, 1957-1965; Evelyn Pope, 1965-1978; Edith Clark, 1965-1974; Eunice Drum, 1974-1978; Vera Melton, 1974-1978; Judith Sutton, 1974-1978; Mae Tucker, 1974-1980; Sharon Knapp, 1978-1980 and William van Hoven, 1978-1980.

All of the archives are housed in the State Library as required by the N. C. L. A. constitution.

The method of preservation adopted by the Committee in 1953 has proved to be effective, for there have been no changes made in the plan.

Hallie Bacelli has completed a 200-Page "index" to the archives, listing officers and committees and major events, which will be published in the near future.

The present committee is also completing work on the scrapbook, the photographs, miscellaneous papers and a memorial book.

*Charlesanna L. Fox*

## CONSTITUTION AND CODES COMMITTEE

Bylaws for the following sections of NCLA were reviewed by the Committee and sent to the Executive Board with recommendations that the documents be adopted: the Public Libraries Section, the Library Trustees' Section, the Documents Section, and the Reference and Adult Services Section.

The Committee is sending to the 1980-82 Constitution and Codes Committee a draft of a revision of the 1972 NCLA Constitution and Bylaws incorporating technical changes and the 1977 amendment governing the dues structure. The Committee is also sending to the new Committee its recommendations for other proposed amendments.

Members of the Committee were: Daryle Lamb, Robert Pollard, Joy Sandifer, Alene Young, and Rebecca Ballentine, Chairman.

*Rebecca Ballentine*

## FINANCE COMMITTEE

The Finance Committee was charged with the responsibility of:

1. Reviewing the Association's investments, savings, income, expenditures, and allocations annually
2. Preparing and submitting to the Executive Board a budget biennially
3. Making recommendations regarding fiscal policies
4. Studying and making recommendations concerning special requests for funds

The annual review revealed that the Association's expenditures exceeded its income in 1978/79. A budget based upon estimated income was presented. Recommendations were made to raise the dues and to ask the sections and committees to assume more responsibility for reducing expenses. It appears that these remedial measures will be effective. The number of members has remained the same, in spite of the increase in dues. In addition, sections now receive 25 per cent of the dues paid. Units are also cooperating to decrease expenditures. It appears that it may even be possible to stabilize the expenses of NCL. The sections agreed to share the profits made from pre-conferences.

The goal to plan activities and make special requests early enough to include them in the biennial budget was not reached. However, no staggering requests were made.

The financial state of the Association is good and the fiscal relationships of the various units with the Board are good.

*Annette Lewis Phinazee*

## GOVERNMENTAL RELATIONS COMMITTEE AND FEDERAL RELATIONS COORDINATOR

The 1978-80 Governmental Relations Committee (GRC) made up of representatives of the various types of libraries and of library education met for the first time at the April, 1978, NCLA Workshop. The committee reviewed its extensive function, was briefed by continuing members of the Committee and by 1976-78 GRC chair-person Bill O'Shea, and set plans in motion to bring its information on the governmental relation needs and concerns of N.C. library programs up to the minute through contacts with NCLA section leaders and with other designated representatives. The Committee met again in August, 1978, to begin drawing up a statewide legislation platform for the 1979 Session of the N.C. General Assembly to submit to the NCLA Board. Invitations were issued to the chairmen of NCLA sections to attend the meeting and/or relate for their members, the high priority concerns relevant to the GRC's tasks. State agency representatives who work with community college and technical institute libraries, public libraries, and school libraries were also invited to brief the committee on library legislation and appropriations proposed for the 1979 Session.

After a discussion of the impact that the GRC and the NCLA could make without having a coordinator employed to give first priority to working with the N.C. General Assembly, the Committee decided the most realistic platform that it could recommend to the NCLA Board would be an endorsement of selected statewide library legislative appropriations requests made by state agencies for the 1979-81 biennium. The Committee proceeded to identify the appropriations request items that it would recommend as priority requests. In the following weeks, the chairperson researched the appropriations requests and their justifications, prepared the document, and on September 29, 1978, presented it to the NCLA Board. (See *NORTH CAROLINA LIBRARIES*, Spring 1979, pp. 47-50.) At the September meeting the chairperson also conveyed to the Board that "the Governmental Relations Committee strongly recommends that the North Carolina Library Association employ a professional to coordinate the governmental relations program."

The chairperson of the GRC also serves as NCLA's Federal Relations Coordinator receiving communications and alerts from the American Library Association's Washington Office about federal legislative activity that affects libraries. Immediate action such as a letter, telegram, or telephone call to key Congressmen is often needed.

In January, 1979, the Federal Relations Coordinator participated in an outstanding legislative workshop conducted by the ALA Legislation Committee and Legislation Assembly during the ALA Midwinter Meeting and recommends that during 1980 we hold a smaller workshop for persons in leadership roles in NCLA.

The Federal Relations Coordinator made arrangements for NCLA to participate in federal Legislative Day in Washington, D.C., sponsored by the American Library Association, the District of Columbia Library Association,

and the Metropolitan Washington Library Council. Legislative Day was held April 3, 1979, during National Library Week to encourage visits to U.S. Senators and Representatives to brief them and their legislative assistants on the effects of various federal legislation on library and information services to the citizens in their home state. The NCLA Coordinator arranged appointments with each of North Carolina's thirteen Congressmen, contacted individual NCLA section chairman and then recruited professionals representing a cross-section of libraries to serve as NCLA delegates, prepared background materials and distributed them to the NCLA delegates, secured materials giving facts specifically about the effects of various federal funding on library services in N. C. to leave with the Congressmen, and made other arrangements necessary to a successful trip. (See *NORTH CAROLINA LIBRARIES*, Summer 1979, pp. 75-76.)

During 1978, the GRC chairperson served as a resource person for the discussion group on legislation at the North Carolina Governor's Conference on Library and Information Services in October and, as such, developed written materials for the information of the discussion group participants.

In June, 1979, as Federal Relations Coordinator, the chairperson briefed the official North Carolina delegates to the National White House Conference on Library and Information Services on the current status of major library-related federal legislation and appropriations, and identified the specific impact on N.C. libraries of pending actions. The Coordinator also developed a concise packet of materials which explained each major piece of library-related federal legislation and its specific impact on N. C. libraries for reference use and further study by the delegates.

The GRC chairperson wears at least one other hat, that of the NCLA representative to the Study Committee of the State Council for Social Legislation. During the summer of 1979, the chairperson has met with the Study Committee and proposed several areas of library services for inclusion in the 1981 Legislative Program of the State Council for Social Legislation.

These are just a few of the things that need the attention of a qualified governmental relations coordinator representing the interests of N.C. libraries. There are many important matters that can only be handled when and if NCLA employs a person to devote undivided attention to them.

*Judith G. Letsinger*

## **HONORARY AND LIFE MEMBERSHIPS**

Early in the year the Honorary and Life Membership Committee received and screened nominations for Honorary and Life memberships in the North Carolina Library Association. Recommendations were made to the Executive Board of NCLA who approved new memberships for 1979.

Life members installed were Paul S. Ballance, Willie Godfrey Boone, Charlesanna L. Fox, Mildred C. Herring, Evelyn B. Pope and Jane B. Wilson.

The Honorary member chosen was Thad Stem, Jr.

Presentation of the awards was made at the biennial banquet of NCLA in Charlotte on October 18, 1979.

*Eunice P. Drum, Chairperson*

## INTELLECTUAL FREEDOM COMMITTEE

The North Carolina Library Association's Intellectual Freedom Committee is approaching the close of a quiet and unspectacular biennium. The policy of the committee is not to become officially involved in local censorship battles unless the local librarian officially requests our support. We have been placed on alert several times in the past two years; however most problems were resolved locally, and for the most part satisfactorily. Our committee appreciated the quiet year, as ours was a transitional committee. All but two of the nine members returned from previous Intellectual Freedom Committees and this biennium was a learning experience for most of us.

Four items highlight the activity and the direction of the North Carolina Library Association Intellectual Freedom Committee:

As this session began, we obtained from the Executive Committee of the North Carolina Library Association a consolidated statement of function, as stated in the NCLA Handbook, and the 1976 Directive of the NCLA Executive Board. A copy of the revised statement is below.

The Committee is in the final stages of writing a report of the findings of a survey which was sent to all library directors and media specialists in the state. The purpose was to examine the censorship problem in the state. We hope to publish the results in *North Carolina Libraries*. Another purpose of the Survey was to advertise the NCLA Intellectual Freedom Committee. A small, but nevertheless significant number of librarians and media specialists responded "no" to the question: "...were you aware that there was an Intellectual Freedom Committee of the North Carolina Library Association." Thus we will recommend to the Intellectual Freedom Committee of the 1980-1981 biennium the objective of spreading the word!

A member of the Committee spent three hot days in Raleigh supporting the withdrawal of a state senate bill which would repeal the General Statute requiring an adversary hearing in an obscenity case. We regret any legislation which provides a barrier between an individual and a book, but realize that as long as such legislation exists we feel that a court must declare an item obscene before an individual should be prosecuted for distributing the item. The senator who introduced (and later withdrew) this bill promises to reintroduce the bill in the next legislative session.

An investigation was made of the removal of the film "About Sex" from the film collection of the North Carolina State Library. We suspect that this censorship is the result of heavy political pressures. As a result of this action, the North Carolina State Library has begun drafting a film selection policy and a policy for general collection development, as well as a complaint review procedure.

The NCLA Intellectual Freedom Committee was saddened by the report of the death of one of its members. Vertisha Riggins, Librarian of the Red Cross Street Branch of the New Hanover County Library System and member of the NCLA-IFC was a victim of a heart attack.

Censorship is alive and active in North Carolina, and we hope that the North Carolina Library Association's Intellectual Freedom Committee will remain as alive and active, so that we will be able to speak against those who would impose a barrier between an individual and information.

*R. Philip Morris*



## INTELLECTUAL FREEDOM COMMITTEE

*Personnel:* Chairman, plus four or more members including President, ex officio

*Functions:*

Since the act of reading is by definition a private activity and the intrusion of a law between an individual and a book constitutes a form of thought control, the Association resists censorship in all its forms.

To keep the public and the profession aware of the importance of free access to information, and to protect the rights of the people and to defend the duty of the libraries which serve them, the North Carolina Library Association has established an Intellectual Freedom Committee.

The Intellectual Freedom Committee shall serve as a clearing house for information relative to censorship. It shall support libraries in defense of intellectual freedom when requested to do so, and shall keep the Association and the Executive Board informed of infringements of intellectual freedom.

The Intellectual Freedom Committee is charged with the following duties:

1. To be alert to any evidence that censorship or abridgment of the freedom to read is advocated or practiced in the state and to ascertain full facts regarding such threats and report them to the Executive Board.
2. To collect and make available to all interested parties information useful in combating attacks on intellectual freedom.
3. To urge librarians to adopt written book selection policies and secure the approval of such policies by their local boards and to cooperate with the Legislative Committee of the Association in opposing any statutory abridgment of freedom in the selection and use of library books.
4. To give information and aid, if requested, to librarians faced with a censorship problem.

Within the framework of this statement, the Intellectual Freedom Committee is empowered to speak for the North Carolina Library Association.

## LIBRARY RESOURCES COMMITTEE

*Members:* Marian Leith, Chair; Sue Darden; Herbert Williams; Theodore Hines; Vergie Cox; David Harrington; Jean McDuffie

A resolution was written by the Committee and presented to the NCLA Board: That NCLA encourage local cooperative efforts among types of libraries in every county.

A questionnaire was composed and disseminated widely, concerning Special Collections in North Carolina libraries. A comparison of survey returns with the newly published *Special Collections in Libraries of the Southeast*, compiled by a special committee of the Southeastern Library Association, determined that special collections in North Carolina have now been identified rather completely; so no further action was taken.

An attempt was then made to compose a questionnaire to locate videotape resources in North Carolina libraries, but since the committee did not respond to a draft version sent out, the project was dropped. It is unfortunate that more concrete results were not achieved, as the committee was an excellent one, and eager to achieve results.

## NOMINATING COMMITTEE

*Membership:* Gene D. Lanier (Chairman); Neal Austin; Lucy Bradshaw; Una Edwards; Kay Taylor

The NCLA Nominating Committee met at the Spring Workshop at North Carolina State University on April 8, 1978. The charge of the Committee was reviewed and updated based on by-law changes. The Committee determined that candidates for the First Vice-President/President-Elect post should be from college/university or community college/technical institute libraries. The Committee felt that the other posts should represent other types of libraries choosing candidates for each post from the same type of library.

The Committee suggested potential candidates for each position. The chairman at the general session indicated that the Committee was open to suggestions for candidates. The chairman was to contact the candidates getting their approval for their names to appear on the ballot.

Contacts were made with the candidates during the fall, 1978, and biographical sketches were requested along with their agreement to appear on the ballot.

On October 18, 1978, the chairman forwarded sample ballots to the following professional journals in the state: *NCASL BULLETIN*, *MEDIA MESSENGER*, *TAR HEEL LIBRARIES*, *EDUCATIONAL MEDIA BULLETIN*, and *NORTH CAROLINA LIBRARIES*. A notice was also enclosed indicating that the By-Laws indicate that any member wishing to be placed on the ballot should obtain a minimum of 50 signatures of NCLA members and submit them to the Executive Secretary by April 1 of the year of the election. The Executive Secretary would verify the 50 signatures and notify the member that he would be placed on the ballot. None of these were received.

Official ballots were printed and mailed to the membership by May 1, 1979. The candidates were as follows: First Vice-President/President-Elect: Mertys Bell and Shirley B. McLaughlin; Second Vice-President: Mary Jo P. Godwin and Philip W. Ritter; Secretary: David Harrington and Mona W. Powell; Treasurer: James R. Jarrell and W. Robert Pollard; Director: Una R. Edwards and Carol A. Southerland; Director: Emily S. Boyce and Eugene W. Huguélet.

Ballots were returned to the chairman by June 1, 1979. The Committee met in Knightdale on June 4, 1979, to count the ballots. Officers elected for 1979-1981 included: President: H. William O'Shea, Director, Wake County Public Libraries, Raleigh; First Vice-President/President-Elect: Mertys W. Bell, Dean of Learning Resources, Guilford Technical Institute, Jamestown; Second Vice-President: Philip W. Ritter, Director, Central N.C. Regional Library, Burlington; Secretary: David Harrington, Educational Materials Coordinator, Rowan County Schools, Salisbury; Treasurer: W. Robert Pollard, Head of Reference, D. H. Hill Library, N. C. State University, Raleigh; Director: Carol A. Southerland, Librarian, Garland High School, Garland; Director: Emily S. Boyce, Professor, Department of Library Science, East Carolina University, Greenville.

The chairman notified both successful and unsuccessful candidates and a news release identifying elected officers was sent to the incoming president, the editor of *NORTH CAROLINA LIBRARIES*, and to *AMERICAN LIBRARIES*, *LIBRARY JOURNAL*, *WILSON LIBRARY BULLETIN*, and *SOUTHEASTERN LIBRARIAN* for October release.

## PUBLIC RELATIONS 1977-1979

At an organizational meeting held in conjunction with the Spring Workshop on April 8, 1978, at NCSU, the committee identified its primary goal as raising public awareness of NCLA activities on the state level and also to some extent regionally and nationally. Primary objectives to further this goal were: setting up a mechanism for public relations releases; starting an NCLA activities column in *TAR HEEL LIBRARIES*; putting up billboards advertising the Governor's Conference; contacting the public relations committees of states that belong to SELA for information about their activities; and exploring what ALA does in the way of public relations that might be useful for the committee. To implement its secondary goal of beginning to share public relations ideas with libraries around the state, the committee decided to start a column in *TAR HEEL LIBRARIES* and planned to have a table of shared public relations ideas at the 1979 convention.

The committee did not meet formally during 1978. Mary Canada resigned as chairman in March 1979, and NCLA President Leonard Johnson appointed Alberta Smith interim chairman of the committee.

A major accomplishment of the committee in 1979 was cosponsorship of a public relations preconference, Rx for PR, held in conjunction with the 1979 biennial conference in Charlotte. Over 125 people attended the preconference, which emphasized a practical approach to public relations. Speakers, panelists, and minisession leaders dealt with topics such as planning and budgeting for PR, identifying the library's publics, working with the media, personalizing PR, communicating through newsletters and brochures, evaluating library signage, talking with printers and graphic artists, and evaluating PR programs. The workshop also included a keynote speech by Peggy Barber, director of the ALA Public Information Office and an evening PR swap and shop, thus satisfying two specific objectives of the committee—exploring ALA public relations services to libraries and sharing PR ideas at the convention.

In June 1979 *TAR HEEL LIBRARIES* and *NORTH CAROLINA LIBRARIES* negotiated a cooperative arrangement for the purpose of ensuring prompt and complete reporting of all NCLA and other professional activities (including successful PR programs) to the membership.

Four official planning meetings were held for the preconference, which was funded in part by LSCA Title III and involved several other NCLA committees and representatives from all types of libraries in the planning.

Other projects for implementing committee goals were unsuccessful or never materialized. Mary Canada wrote letters to other Southeastern state associations asking about their PR activities, but she received no responses. Bill Snyder investigated the possibility of billboards to advertise the Governor's Conference, but found that they were too expensive for the committee budget. Efforts to get donated billboard space were not successful.

The citizens at the Governor's Conference, however, strongly recommended more and better public relations programs for library services—a clear challenge to the 1979-1981 PR Committee. The Governor's Conference Public Relations subcommittee produced three general 30-second PSAs for North Carolina television stations, which continue to run the spots.

Developing a mechanism for NCLA press releases remains a worthwhile project for the committee. An existing mailing list of newspapers, radio

stations, and television stations, arranged by geographical areas of the state and type of media, is available through the Department of Cultural Resources Communications Bureau. Success of this project would depend on identifying willing NCLA reporters to write news releases of features of statewide interest and designating a person to coordinate the mailing.

*Alberta Smith*

## **SCHOLARSHIP COMMITTEE**

During 1977-78 and again during 1978-79, the earnings from the invested scholarship funds permitted the awarding of three scholarships, as follows:

### **1977-78**

\$1000 NCLA Memorial Scholarship to Betty F. Middleton, China Grove, to attend UNC-G.

\$600 NCLA Memorial Scholarship to Arlene A. Hannerfeld, Wilmington, to attend UNC-CH.

\$500 Query-Long Scholarship to Elinor Vaughan, Winston-Salem, to attend UNC-G.

### **1978-79**

\$1000 NCLA Memorial Scholarship to Helen Tugwell, Wilson, to attend East Carolina University.

\$1000 NCLA Memorial Scholarship to Laura Robbins, Greensboro, to attend UNC-CH.

\$500 Query-Long Scholarship to Margaret Furches, Cornelius, to attend UNC-G.

Both years the other applicants were offered loans of up to \$200, to be repaid after one year at one percent interest. Several took advantage of this loan fund during the two years.

Notices of the availability of the scholarships were sent to all N.C. colleges and universities offering courses in library science and all professional library organizations in the state. Each year eleven applications were completed and processed by the committee.

*Grace B. Farrior*

# Some Readers Comment

Dear Mr. Lindsey:

It was distressing to the point of indignation as I read the Fall 1979 issue of *NORTH CAROLINA LIBRARIES* and found no mention of the merger of the Negro Library Association and the North Carolina Library Association as well as not a black face in the photographs concerning the history of the North Carolina Library Association. "WHY?"

I think this issue was a poorly done piece of work and I resent especially the absence of any reference to contributions made by black librarians in the state of North Carolina. I have been a member of NCLA for twenty years and have supported the organization, so I am expressing my opinion on this matter.

Sincerely,  
(Mrs.) Jocelyn E. Stevens  
Acting Assistant Librarian  
Shepherd Memorial Library, NCCU

**Editor's Note:** As you can see there is more room on this page for commentary from readers.