

BIENNIAL SCHOOL MEDIA WORK CONFERENCE SCHEDULED

"Focus on Learning Through Unified Media Programs" will be the theme of the Biennial School Media Work Conference sponsored by the North Carolina Association of School Librarians in cooperation with the State Department of Public Instruction. The Conference will be held at the Durham Hotel and Civic Center, Durham, N. C. October 8-10, 1970.

The keynote address on Thursday evening, October 8, will be delivered by Dr. Henry M. Brickell, nationally known specialist in educational change. Dr. Brickell served as Consultant on Educational Experimentation to the New York State Commissioner of Education during 1961 and consequently authored *ORGANIZING NEW YORK STATE FOR EDUCATIONAL CHANGE*. This report was a study of the dynamics of instructional change in elementary and secondary schools of New York State with recommendations for improved organization. Dr. Brickell has also served as assistant superintendent of schools in Manhasset, New York, and as Dean of the School of Education of Indiana University before joining the staff of the Institute of Educational Development in New York City. A tape of a talk which Dr. Brickell delivered to the Institute for State Media Personnel at Western Michigan University, May 14, 1969, is available on two 7 inch reels for the cost of the tape only from Production Services and Equipment Evaluation, Division of Educational Media, State Department of Public Instruction, Raleigh, North Carolina 27602.

The topic of the keynote address will be "Implementing Educational Change." On Friday morning, Dr. Brickell will deliver to all conferees a follow-through message entitled "Implementing Unified Media Programs." Smaller group meetings will then be held for elementary and secondary school media specialists and for system level media specialists. The group meetings will be held on a staggered schedule that will allow some time to view exhibits.

On Friday evening, Mr. Bynum Shaw, winner of the Sir Walter Raleigh Award for his 1968 book of fiction *NAZI HUNTER* and professor of journalism at Wake Forest University, Winston-Salem, North Carolina, will be the speaker at the banquet.

The closing session on Saturday morning will focus on "Directions in the Seventies" and will feature national and North Carolina developments within the broad scope of media.

The entire Conference program is planned with all professional media specialists in North Carolina schools in mind. Prior to the Conference, each person should thoroughly read the *STANDARDS FOR SCHOOL MEDIA PROGRAMS* compiled by the American Association of School Librarians and the Department of Audiovisual Instruction and published jointly in 1969 by the parent organizations, the American Library Association and the National Education Association. Copies may be obtained at \$2.00 each from the publications office of either ALA or NEA.

North Carolina Public School Libraries

Statistical Report 1968 - 1969

These figures were taken from library reports submitted from North Carolina public elementary, junior high, and high schools. Some schools failed to report statistics for all categories.

NUMBER OF SCHOOLS, Elementary, Junior High, High School	2,097
NUMBER OF SCHOOL LIBRARIES	2,359*
NUMBER PUPILS ENROLLED	1,220,636

PERSONNEL

Number librarians engaged in library work full time or major portion of time ..	1,735
Number city and county library supervisors or coordinators	84

CIRCULATION

Books	48,449,018
Per pupil	39.69
Filmstrips	3,078,288
Per school library	1,304.91
Recordings, disc and tape	2,611,991
Per school library	1,107.24

MATERIALS—SCHOOL OWNED

Number library books	12,951,664
Added	1,152,497
Volumes per pupil	10.62

Number magazine subscriptions	68,245
For pupils per school library	28.92
For teachers per school library	7.15

Number filmstrips	1,362,569
Per school library	577.60
Number recordings, disc and tape	763,712
Per school library	323.74

EXPENDITURES

Total	\$7,111,392
Per pupil	\$5.83
Books	\$3,464,966
Per pupil	\$2.84
Magazines, pamphlets and newspapers	\$ 617,625
Per pupil	\$0.50
Library supplies and binding	\$ 281,323
Per pupil	\$0.24
Audiovisual materials	\$1,740,022
Per pupil	\$1.43

*Most union schools (grades 1-12) maintain separate libraries for the elementary and high school grades. Some large elementary schools have two libraries, i.e. one for primary grades and one for grammar grades.

STATISTICAL SUMMARY OF LIBRARIANS EMPLOYED IN NORTH CAROLINA PUBLIC SCHOOLS 1969 - 1970

Librarians Serving in One School		Librarians Serving in Two or More Schools		Total Librarians	Total School Libraries Served*	Total Schools
		<u>Librarians</u>	<u>Schools</u>			
Elementary	883	183	403	1,066	1,286	1,428
Junior High	164	6	9	190	193	161
High School	407	4	4	411	411	241
Union	106	3	3	109	109	173
TOTALS	1,580	196	419	1,776	1,999	2,003

*Separate libraries for the elementary grades and the high school grades are maintained in most union schools (1-12). Some larger elementary schools have two libraries, i.e. one for primary grades and one for elementary grades.

STATISTICAL SUMMARY OF PERSONNEL WITH MEDIA PROGRAM RESPONSIBILITIES AT THE SYSTEM LEVEL IN NORTH CAROLINA PUBLIC SCHOOL SYSTEMS 1969 - 1970

Total number of school systems: 152

- 25 Systems have designated a single individual with media preparation as coordinator of a unified program of media services.
- 36 Systems have designated an individual with media preparation (usually graduate library certification) as supervisor of libraries.
- 17 Systems have named an individual with media preparation (usually audiovisual director certification) as supervisor of audiovisual services.
- 52 Systems have designated an individual with administrative or supervisory competencies as coordinator of a unified program of media service.
- 37 Systems have designated an individual with administrative or supervisory competencies as coordinator of library services.
- 60 Systems have designated an individual with administrative or supervisory competencies as coordinator of audiovisual services.
- 85 Systems have designated an individual to serve as coordinator of television services.