

Report from the President

Governmental relations have been in the forefront November-February and we have tried to represent NCLA. The Board met on December 1 and adopted a state legislative program which we hope that you will agree with and support. It is very important for each of us to become acquainted with our legislators and congressmen, to demonstrate to them the necessity for good library service, and to keep them informed about legislation that will improve access to information. The Governmental Relations Committee and statewide Network members are working very hard and they deserve our cooperation. The Governor was contacted on behalf of State Library employees, visits have been made to certain Legislators, and Congressman Fountain and the aides of four other Congressmen were our guests at the Congressional Breakfast during the ALA Midwinter meeting.

We attended the annual meeting and the legislative workshop of the State Council on Social Legislation. Concern was expressed by us for improved library service to prisoners and to migrant workers. We are happy to note that Amos Reed, the new Secretary of the Department of Corrections, has stated that he would like to have a library in each of the state's 77 prison units.

FOUNT (Friends of University Network Television) has organized FASCO (FOUNT Advisory Council of State Organizations) and I represented NCLA at the initial



Annette L. Phinazee

meeting. FOUNT is unique and is being referred to as a model for other states. As individual librarians and as members of NCLA, let's take advantage of this opportunity to cooperate with other groups to make information more accessible. Your suggestions for NCLA may be sent to me, to Valerie Lovett, or to Ellen Day.

Spring Workshop will be held in Durham on April 1-2. Several other activities are planned, including Legislative Day in Washington on April 19. The state and White House conferences are closer to reality. The bitter cold should be over and spring should at least be visible by April. I look forward to seeing many of you at these events.



Winter Birds of the Carolinas and Nearby States

by *Michael A. Godfrey*

This seasonal focus on birds that winter inland from Pennsylvania to Georgia brings to the pleasure of birdwatching the added awareness of an entire wintertime eco-system.

Each of the 88 species of birds is photographed in beautiful color, 108 color photographs. Index. **\$24.95.**

Woodsmoke

by *Susan Sibley*

Viyella Kieffer, trapped by marriage and torn by her family's insensitivity, always hopes for a better life. It is often only at the cost of her own feelings and desires as a woman that she can hold her family together. This realistic and penetrating novel of a woman's search for happiness gives a lasting impression of life in the rural South through the joys and sorrows of a most memorable character. **\$8.95.**

North Carolinians in the Continental Congress

by *David T. Morgan and William J. Schmidt*

This book collects for the first time the stories of the men who served North Carolina during the Revolutionary War years and provides convenient transcripts of the important documents that came out of that period, starting with the Declaration of Independence. Illustrated. **\$7.95.**

Carnivorous Plants of the United States and Canada

by *Donald Schnell*

Imaginative gardeners and plant enthusiasts have been waiting for this beautiful, comprehensive book about the most interesting of plant species.

115 photographs of 48 varieties, in full color for the first time! **\$19.95**



JOHN F. BLAIR, Publisher • 1406 Plaza Drive • Winston-Salem, N.C. 27103

Ivan Illich and The Public Library

by Robert E. Watson
George Peabody College
Nashville, Tennessee

Ivan Illich is the author of several radical critiques of contemporary schooling and society; among them *Tools for Conviviality* and *Deschooling Society*.¹ He has been hailed as an important new voice and condemned as an irresponsible interloper. Whatever the case may be for or against the present educational system, his ideas are important to those librarians whose job it is to close the gaps left by the standardized process.

Illich directs his work to education as a whole, something the public library has neither the funds to transform nor the current inclination. Yet his ideas are extremely relevant to the established library conception of informal adult education. The following is an attempt to open up some possibilities for actions that are properly within the library realm.

Illich establishes two categories for "tools," which may be institutions, or anything else, which make the process of living more humane and enjoyable. These are "convivial" and "non-convivial." A convivial tool is one that is truly in the hands of the individual user. It is a tool which does not force restructuring upon the user due to its inherent characteristics. A bicycle is more convivial than a car: the latter requires wide roads, heavy machinery, and forces the individual into stress to cope with both its speed and its expense.

Yet,

At its best the library is the prototype of a convivial tool. Repositories for other learning tools can be organized on its model, expanding access to tapes, pictures, records, and very simple labs filled with the same scientific

instruments with which most of the major breakthroughs of the last century were made.²

Of course, the public library is currently limited largely to materials of adult interest and cannot compete with the local school. But this in no way precludes a nearly total state of conviviality for the adult learner. To the largest degree, this is the purpose of the public library, and has been such since its beginnings. It perhaps should be said that the public library has always been a convivial tool, for, in the words of Frank Jessup,

it is open to all, it is free (or if not free is inexpensive), it imposes no entrance tests, it is immune from competitive pressures, its atmosphere is conducive to security as opposed to the insecurity by which some adults feel themselves threatened in classes where they might be expected to vie with other students. At the library the "adult self-teacher" is not bound by an institutional time-table, by set dates for the beginning and the end of the session or semester; he can begin where he likes, determine his own curriculum, formally or informally, amend it according to his developing interests, proceed at his own pace, and continue for so long as the study seems profitable to pursue.³

This has been the ideal for years, while most attempts to coordinate formally adult education efforts with the library have failed.⁴ While this is certainly a dismal realization, there is still a certain amount of hope. In adult education, experimentation and imagination have often proved to be the best approach when combined with freedom from central control.⁵

In *Deschooling Society*, Illich offers a series of "learning webs," which could be used (some might say co-opted) by the library to coordinate and facilitate a great deal of a community's informal adult education.

1. Reference Service to Educational Objects — which facilitate access to things or processes used for formal learning. Some of these things can be reserved for this purpose, stored in libraries, rental agencies, laboratories, and showrooms like museums and theaters; others can be in daily use in factories,

airports, or on farms, but made available to students as apprentices or on off-hours.⁶

Such a "Reference Service" is not too far beyond normal reference work: it is merely an extension of knowing where a particular type of information, an object or tool, is available in a community. Some educational objects are already stored in libraries: projectors, record players, audio and video tapes, and cameras, not to mention the wealth of books. Others need to be searched out. The greatest difficulty would lie in the willingness of people to cooperate, and probably could not be done by the library alone, although the library should properly be the center for such information.

2. Skill Exchanges — which permit persons to list their skills, the conditions under which they are willing to serve as models for others who want to learn these skills, and the addresses at which they can be reached.⁷

The public library would again serve as the local information center, helping to list skill instructors and to match them with their prospective students. The current difficulty would be to find instructors and to convince them that what they know is worth teaching. This presently lies outside the proper bounds of most public libraries unless they are quite obviously surrounded by willing teachers.

3. Peer-Matching — a communications network which permits persons to describe the learning activity in which they wish to engage, in the hope of finding a partner for the inquiry.⁸

This is the learning web to which libraries can now most easily attend. Again, the library would be the central information source, coordinating students and making the first contact between them. Beyond this it would have no formal involvement. Yet, if there are students, it is a necessity to have information: the library. With such a system in service, library circulation is apt to increase, though

by an unknown amount. It would seem inevitable.

A technique to start the network could be worked out with the local newspapers. Most libraries have excellent relations with them, preparing articles featuring planned activities, new books, and book reviews. A coupon could easily be included, to be filled in with name, address, phone number, and interest(s).

There are two major objections: population and library manpower. If the town is too small, the service would have to be expanded to a system, at the expense of individual convenience. If a city is too large, there would be the necessity of hiring new staff members. Both objections can be overcome, or may only be apparent. In many towns of less than 10,000 there are individuals with widely ranging interests; while matters of funding have been overcome many times in the past.

4. Reference Services to Educators-at-large — who can be listed in a directory giving the addresses and self-descriptions of professionals, para-professionals, and free-lancers, along with conditions of access to their services. Such educators . . . could be chosen by polling or consulting their former clients.⁹

The public library already gives this service to some degree, particularly on the national scale. But Illich refers to the local level and to his new vision of society. The best that libraries can do now is similar to what can be done for Skill Exchanges: listings and coordination. Some persons who are not teachers in the current sense could be listed by consensus, as indicated in the last sentence quoted above.

Illich is not alone in his vision of society. Schools similar to his "learning webs" have been proposed by other dedicated critics of the present educational system.¹⁰ But insofar as what Illich proposes is curiously close to the ideals of library service, public libraries have succeeded in almost nothing.¹¹

They can succeed in the future.

Footnotes

¹Ivan Illich, *Deschooling Society* (New York: Harrow Books, 1971).

Ivan Illich, *Tools for Conviviality* (New York: Perennial Library, 1973).

²*Ibid.*, p. 70.

³Frank W. Jessup, "Librarians and Adult Education," *UNESCO BULLETIN FOR LIBRARIES*, XXVII, no. 6 (Nov.-Dec. 1973), p. 310.

⁴Wilbur C. Hallenbeck et al., *Community and Adult Education* (Chicago: Adult Education Association of the USA, 1962), p. 7.

⁵Jack R. Gibb, "Learning Theory in Adult Education," *Handbook of Adult Education in the United States*, ed. Malcolm S. Knowles (Chicago: Adult Education Association of the USA, 1960), p. 62.

⁶Illich, *Deschooling Society*, pp. 112-113.

⁷*Ibid.*, p. 113.

⁸*Ibid.*

⁹*Ibid.*

¹⁰Neil Postman and Charles Weingartner, *The Soft Revolution* (New York: Delta, 1971), p. 27.

¹¹Leo N. Flanagan, "Disestablishing the School and the Public Library: the Ideas of Ivan Illich Applied to Libraries," *CALIFORNIA LIBRARIAN*, XXXV (April, 1974), p. 47.

FOREIGN AND DOMESTIC SERIALS SUBSCRIPTION SERVICE TO ALL TYPES AND SIZES OF LIBRARIES

COMPREHENSIVENESS

EBSCO services periodicals, newspapers, annuals, yearbooks, irregular book/monographic series (numbered or unnumbered), and continuations. Our computerized price file lists over 100,000 titles. However, we gladly research any title ordered and do not expect the customer to provide publisher name and address. Our research cycle is thorough and provides a quick answer if we are unable to identify the publisher. We service titles from all nations of the world. The only titles we cannot (normally) service for you are order-direct by the publisher's requirement. (However, if you are a librarian who desires to place 100 per cent of all serials with a single agency, we can handle even the order-direct publishers for you.)

FLEXIBILITY

We believe what we do for you and how we do it should be determined by your needs. We have suggested procedures and formats. Our order processing and records are computerized, and we are able to employ our computer to service any special requests you may have. In the event you have a request which a computer, for some reason, cannot honor, we keep our typewriters handy and a perfect willingness to do whatever is necessary to suit your needs.

PERSONALIZED SERVICE

Order control is located at our regional office. Each of our customers is assigned to one Customer Service representative, so there is consistency in communications.

WRITE OR PHONE TODAY EBSCO SUBSCRIPTION SERVICES

Suite 204
8000 Forbes Place
Springfield, VA 22151
(703) 321-9630 / 321-7494

TALK TO US.

In the 1940's, when libraries talked about the need for book cover protection, our people listened. Result: we developed the acetate book jacket cover.

In the 1950's, when libraries talked about the need for a way to make popular titles available to patrons while they were still popular, our people listened. Result: The McNaughton book leasing plan.

Our people are listening today as libraries talk about the need for better book ordering and cataloging. Result: our Library Automation Division offers a number of sophisticated new systems to aid in catalog management and the acquisition process.

At Brodart, we exist for one reason alone — to provide academic, public, school and special interest libraries of all sizes with solutions to problems, your problems. Result: we offer products and services that fulfill needs in every area of library operation, from supplies and equipment, to furniture, to book and recordings acquisitions, to automated systems.

Talk to our people about a need. We'll listen, and you'll benefit.



THE LIBRARY COMPANY

For prompt service or more information, contact your local Brodart consultant: John Harvey (704) 364-3506 4205 Burning Tree Lane, Matthews, NC 28105

Use of Computerized Bibliographic Search Services in North Carolina Libraries

by Betty A. Davis

University of North Carolina at Chapel Hill

During the last five years there has been a sharp increase in the availability of computerized bibliographic search services to libraries. The adoption of these services has enabled libraries to conduct literature searches for a larger number of users with a degree of sophistication, speed, and specificity impossible to achieve with manual searches of the literature. The implementation of these services has required the consideration of a number of factors, such as the selection of the type of service to offer, staffing, training, funding, marketing, and the impact on other library services. The issues facing libraries considering expanding their services to offer computerized literature searches are described in an *ARL Management Supplement* by Gardner, et al.,¹ which focuses on use of off-line information processing centers, and in a recent article by Hock,² which deals primarily with the use of on-line bibliographic services.

Computerized bibliographic data bases typically are generated by the publishers of familiar indexing and abstracting tools such as *PSYCHOLOGICAL ABSTRACTS* or *CHEMICAL ABSTRACTS*. The data is stored on computer-readable media such as magnetic tape from which the data can be easily extracted and manipulated prior to its final publication in the hard copy format. The bibliographic data in a computerized data base may have the same content as that which is in the hard copy format sitting on the library's shelves. The primary differences are the versatility with which

the data may be retrieved and the speed with which even a highly complex search may be performed.

The scope of a computerized bibliographic search may be one of two basic types: it may be "retrospective" and cover the entire range of data available in a particular file, or it may be "current awareness" and cover only the most recent addition to the data base. The current awareness search serves to bring the user up-to-date on just the latest material added to the data base on his topic of interest.

Locally Developed Data Bases

In certain subject areas where there are no data bases available commercially, a few North Carolina information centers have developed their own computer-searchable data bases. This is the case, for example, with the Library of the Technical Information Service of the Carolina Population Center (Chapel Hill). In the early 1970s their own technicians and indexers created a data base which now consists of over 35,000 references to monographs, bibliographies, published and unpublished papers; and analyzed items from books, conference proceedings, and close to 600 periodicals. The reference librarians search the data using a combination of subject and geographic terms and free-text key word terms. The service has been available to anyone, including a number of overseas users, at a cost of about \$20.00 per search, plus an additional 5¢ per citation retrieved. The service was funded originally as a

special research project on automation; its future is in doubt now because of the uncertainty of the current funding situation.

Air Pollution Technical Information is another example of a data base which was developed "in-house" in response to a need felt by the Environmental Protection Agency (EPA) in the Research Triangle Park. The data base was invaluable to researchers at a time when there were no other major sources of computerized pollution information. Within the last several years, however, a number of data bases with pollution information have become commercially available. The librarians, by relying heavily on these outside sources of information, have found that the costly in-house production of the Air Pollution Technical Information data base can be discontinued.

Most libraries and universities have found that even where the equipment and technical expertise are available, the high costs either of developing one's own search system or of renting, purchasing, or creating relevant data bases is prohibitive. The most attractive alternative is for the library to contract the desired service either "off-line" from an information center or "on-line" from a commercial service.

Off-Line Information Centers

There are a number of "off-line" information centers which operate by receiving literature search requests from their clients by mail. The center then executes the search using its own computer facilities and mails the output back to the client. This type of service is easy and inexpensive for a library to support although the cost to the user can be rather high. The librarian may choose simply to inform the users of information centers which offer search services in subject fields in which he is interested. Directories of data bases such as the *ASIS Survey of Commercially Available Computer-Readable Bibliographic Data*

*Bases*³ are valuable sources of this type of information. More typically the librarian will want to engage in some promotion of the service to the users, and in some cases will provide assistance to the user in working out his "search strategy," which is a list of the subject terms relevant to his topic, arranged in such a way as to express the desired relationships of meaning.

The North Carolina Science and Technology Research Center (NC/STRC) in the Research Triangle Park is an outstanding example of an information center of the type just described. NC/STRC, an agency of the State of North Carolina, supported in part by NASA since its establishment in 1964, is one of the oldest and most experienced automated information retrieval centers in the U.S. Utilizing a combination of locally-owned data bases and data bases owned by other centers or commercial services available to NC/STRC by contract, it offers its clients access to a large number of data bases ranging in subject from child psychology to nuclear science.

The search analysts employed by NC/STRC are trained specialists with at least a Master's degree in a subject discipline, and preferably with two to five years industrial experience as a search specialist. Although their service is available to anyone, their extensive marketing and promotion efforts are concentrated on industrial and commercial organizations from which they draw 90% of their users. The cost of a search from NC/STRC differs widely; the average cost is around \$120, but it could be as much as \$300, depending upon the cost of the data base searched and the amount of staff time.

In order to make their service available to students NC/STRC has developed a special Library Search Service. Librarians from colleges and universities participating in the program are trained by the center to assist students in preparing their search

strategy. The search strategy is mailed to NC/STRC, which executes the search and returns it by mail to the library for a fee of \$15. This service is available only on files which the center owns and can process locally; these include *NASA, Government Reports Announcements, ERIC, TEXTILE TECHNOLOGY DIGEST, and FOOD SCIENCE AND TECHNOLOGY ABSTRACTS*.

Over 35 university and college libraries in the Southeast are currently participating in this program including the following North Carolina institutions: UNC-Chapel Hill, UNC-Wilmington, UNC-Greensboro, UNC-Charlotte, N. C. State University, Appalachian State University, North Carolina A. & T., and St. Andrew's Presbyterian College. For libraries that cannot afford the equipment required to perform on-line searches, or whose level of use for such a service would not warrant a full commitment to on-line searching, NC/STRC offers a method by which low-cost computer search service may be offered to students in certain subject areas.

The combined facilities of the Chemistry Department, the Chemistry Library, and the Computation Center of UNC-Chapel Hill are now offering off-line weekly current awareness searches of *CHEMICAL ABSTRACTS CONDENSATES* for a yearly subscription fee of \$100. The search system was developed as a research project in the Chemistry Department, and current awareness searches have been available to members of the Chemistry Department since May, 1974. The search service is now available to anyone by contacting the Chemistry librarian, who enrolls subscribers and arranges for technical assistance in profile construction when necessary.

On-Line Literature Searching

The services discussed thus far are available to the user off-line. An off-line search is characterized by mailing a profile to a remote center which executes the search

and mails the results back to the user for a fixed fee per search. Another type of search procedure—on-line literature searching — is being widely adopted for use by libraries in North Carolina and throughout the country. In an on-line literature search the user has direct two-way access to the data base via a telephone line which connects a local typewriter-like terminal to a computer in the center which has purchased or leased the data bases. The user submits the terms to be searched to the computer directly by typing them on the terminal. The relationship with the computer is "interactive," which means that the computer responds immediately to the query by telling the user the number of citations it has retrieved for each term or each combination of terms and by printing samples, if requested. If the results are not what was expected, the searcher may modify the original search strategy by entering new terms or forming new combinations of groups of terms until he is satisfied that the citations being retrieved fit his topic. He may then choose to have his results printed immediately at the terminal or to have them printed at the computer facility at a lower cost and mailed to him.

There are currently three commercial organizations which are actively promoting such a service: Lockheed Information Systems, System Development Corporation (SDC) and the New York Times Information Bank. The New York Times Information Bank has not yet become widely used in the academic community because of its relatively high subscription cost, although it is available to clients and contractors of NC/STRC and EPA.

The service offered by Lockheed's DIALOG system and SDC's ORBIT is quite similar; both these companies are acquiring a large number of data bases covering a variety of subject areas which they make available to their subscribers for searching on-line. There is no subscription

fee and no minimum charge; the users are charged only for the length of time they actually spend connected to a given data base.

More and more libraries and information centers are relying on one or both of these organizations for the bulk of their automated information retrieval services. The interactive capability of an on-line search and the immediacy of the results make it more attractive to the user than off-line searching. Probably the strongest selling point of on-line searching, however, is that a retrospective on-line search is typically far less costly for the user than one done through an off-line information center. The average search time is from 15 to 20 minutes, and the average cost is around \$15-\$20, as compared to fees of \$120-\$200 for an average off-line search.

The cost of an on-line search is based on three factors: 1) the price of the data base being searched (this ranges from \$25 to over \$100 per hour); 2) the number of minutes spent searching, multiplied by the cost per minute of the data base, plus the cost per minute of the telephone connect charges; 3) the number of citations printed at the computer facility to be mailed to the user, at a typical cost of 5¢ per citation or 10¢ for citation plus abstract. The telephone connection between the terminal and the computer may be achieved by dialing long distance direct to the computer or by using a time-sharing communications service such as Tymshare or Telenet and paying their hourly rate rather than long distance charges. In North Carolina there is a Tymshare node in the Research Triangle Park which one can use for \$10 per hour (or roughly 17¢ per minute).

A number of North Carolina libraries which are using one or more of the computerized bibliographic search services described above were interviewed as to how they have handled problems such as fund-

ing and staffing the new service and to determine its impact on their users and on their total library organization.

Funding

The first issue to be dealt with in deciding whether or not such a service can be offered is how much it will cost and how it is to be funded. The only major capital outlay required to access one of the on-line services is the purchase or lease of a computer terminal. Because the use charges are based on length of connect time to the computer, a terminal with a print speed of at least 30 characters per second is desirable; other features to be considered are noise level, legibility of hard-copy print, and availability and promptness of maintenance service. A number of satisfactory models are available in the \$2500 price range; National Cash Register (NCR), Texas Instruments, General Electric, and Hazeltine were the manufacturers of terminals used by most of the libraries surveyed for this article.

The problem of how to finance an individual search has been handled variously. Industrial or federally-funded research institutions such as Burroughs Wellcome, the Environmental Protection Agency, and the National Institution of Environmental Health Sciences, all located in the Research Triangle Park, often regard it as they would any other library service and provide it to their employees free of charge. The librarians also benefit directly from the service, using it to verify requests for interlibrary loan or for other quick bibliographic questions.

Offering the service free to the users of more tightly budgeted college or university libraries is usually just not economically possible, even if it were desirable. Most academic libraries adopt a policy of recovering at least the direct computer costs of the service. The D. H. Hill Library of N. C. State University began computerized literature searching sev-

eral years ago in cooperation with NC/STRC by offering low cost searches to students. In 1972 through a grant awarded by the U. S. Department of the Interior the D. H. Hill Library was able to offer low-cost searches of the Water Resources Scientific Information Center's data base (WRSIC). In 1974 under a grant from the National Agriculture Library (NAL) they began offering free searches of NAL's CAIN data base. In 1975 the D. H. Hill Library contracted with Lockheed to search the data bases available through DIALOG. While planning to underwrite the cost of searching on a limited basis as a means of promoting the service, they agreed on a policy of a charge for search service based upon the costs directly assignable to the individual search: computer time, telephone charges, and citations printed at the remote facility. In addition a fee of 10% of the direct costs for each search is added to cover certain other costs associated with the searching such as billing forms, paper, telephone monthly service charges, etc.

The Health Sciences Library at UNC-Chapel Hill and the Duke Medical Center Library offer searches through SDC and through the National Library of Medicine (NLM). The heavily subsidized NLM files are available to the user at a fraction of their actual cost. The Duke Medical Center Library offers all NLM files (MEDLINE, TOXLINE, CANCERLINE, etc.) to the users at the rate of \$2.00 per 10 minutes, with an additional charge of 3¢ for each citation printed at the remote facility. For searches on *CHEMICAL ABSTRACTS* Condensates, ERIC, and the Smithsonian Science Information Exchange file they attempt to recover all direct computer costs. The Health Sciences Library bases their charges on connect time, raising the cost per minute slightly in order to cover some of their indirect expense as well as the direct computer costs.

The Institute for Research in Social

Science at UNC-Chapel Hill has been offering DIALOG searches to Institute affiliates and other members of the UNC academic community since 1973. They charge their clients only the direct computer costs, absorbing all related costs. The Business Administration/Social Science Reference Division of the UNC-Chapel Hill Library and the Math/Physics Library began offering DIALOG searches in the spring of 1976. Their policy is to charge the user for direct computer costs, plus an additional fixed fee of \$1.00 per search to help defray the cost of maintenance, supplies, etc.

Staffing

Once a funding policy has been established, a library must decide how it is going to delegate the responsibility for this service among its staff, and whether new staff positions will be needed. These decisions depend primarily on the demand placed on the present staff by use of the service.

The experience of the libraries surveyed seems to indicate that those libraries offering an on-line search service for the longest period of time now have the greatest level of use, although the cost to the user is also a significant factor in quickly building demand for the service. The Health Sciences Library and the Duke Medical Center Library began offering low-cost on-line searches of MEDLINE in 1972. The Health Sciences Library currently performs around 400 searches per month, 95% of which are on the NLM data bases. They have created a full-time professional position for the librarian who has primary responsibility for offering the search service. She is backed up by three other librarians who assist with searches on MEDLINE and TOXLINE.

The Duke Medical Center Library staff execute approximately 200 searches per month. They see the service as an integral component of their total reference service;

as such, the responsibility for it is divided equally among the three reference librarians.

Burroughs Wellcome and the EPA promote use of a large number of data bases. Their service is free to their employees, and the level of use is high. Burroughs Wellcome has four librarians with responsibility for executing the 140 search requests they receive on the average each month. They have divided the responsibility for searches so that certain people are in charge of certain data bases. There are two librarians at EPA who process 50 to 60 requests for information from employees each month; a single request might be searched in a number of different data bases to be sure it was answered completely. Their responsibility is divided according to subject speciality, rather than by specific data base. In addition to the internal requests, EPA receives from 40 to 50 requests for information each month from EPA contractors and from some members of the general public.

The D. H. Hill Library attempts to divide the responsibility for computerized searching among its five reference librarians according to competence in subject areas. During a 10-month period in 1975-76, they performed 70 searches on the files available through DIALOG and 56 SWRSIC searches. To accommodate this increased use of their reference department, two non-professional positions were added to the department and the pattern of staffing the reference desk was altered. Instead of having everyone on call all the time, the desk is now staffed by only one professional and two non-professionals at a time on a rotating schedule.

Training

The skill of the librarian performing the search is an important factor in providing effective searches. Familiarity with the subject area and the data base being searched is important. In addition, there

are a number of written aids with which a search librarian should be familiar. Both Lockheed and SDC provide manuals which explain their systems to some extent; they also provide brief descriptions of the make-up of each data base within the system. Some data bases use a "controlled vocabulary," which means that citations can only be retrieved by a select list of specific terms. Other data bases offer access through a combination of specific subject terms and "free-text" searching. There are thesauri for a number of these data bases which are very useful in suggesting synonyms and related terms for a subject.

NLM, Lockheed, and SDC all provide training courses which are extremely helpful in supplementing their written guides. Practice time at the terminal itself with the guidance of an experienced searcher is often an adequate substitute when a tight budget prohibits attendance at a training course. It has been found that from 3 to 4 hours training and practice time is sufficient to train a competent searcher.⁴

Promotion

The idea of vigorously promoting a service is one that is foreign to many librarians, but it has been demonstrated that there is a direct relationship at least initially between the level of use of a system and the extent of a library's promotional effort. Gardner recommends a combined approach using many media rather than relying on one or two. He says that in a survey of 50 first-time users at M.I.T. "it was determined that 12 learned of the services through direct mailings, 10 through word-of-mouth, 9 through displays in the library, and 7 through newspaper advertisements. The remaining 12 learned of the services from library staff or from demonstrations."⁵

Of the North Carolina libraries and information centers surveyed, NC/STRC conducts the most vigorous marketing effort by far. They employ two full-time market-

ing representatives to promote their services to segments of industry which are heavily dependent on research and development. They rely heavily on mass mailings of brochures and personal contacts; 20% of the center's entire labor budget is devoted to the marketing effort.

Most of the libraries surveyed rely on fliers, on in-house demonstrations, and on word-of-mouth to publicize the service. Several librarians met with faculty and research groups to inform them about the service and answer questions. The Math/Physics Library and the D. H. Hill Library sent letters to individual faculty members and graduate students describing the service.

Impact on Library Service

The use of on-line bibliographic search services has had a significant impact on library services and in many cases on the users' attitudes toward the library. A survey taken by SDC in 1974-75 of subscribers to on-line services summarized the major benefits as speed and comprehensiveness of service to the users, together with improved self-image and morale for the librarians.⁶

In the North Carolina libraries recently surveyed the attitude toward the service was enthusiastic. Libraries which had previously offered thorough manual searching of the literature as a service to their users find that now they can serve a much larger number of users with even greater precision. Most university libraries had not previously had the staff time to offer in-depth literature searching; due to the speed of on-line literature searching they are now able to offer this as a completely new service.

Small libraries appreciate the service for the access it gives them to indexes and data sources to which they could not afford to subscribe in the hard copy format. A library subscribing to Lockheed or SDC's

system has access to around 30 different data bases, but instead of paying an expensive subscription fee for the hard copy text, one pays only when the index is actually consulted.

The use of on-line literature searching often serves to enhance the professional relationship between the librarian and the user. It often affords the librarian an opportunity to learn in greater detail the research needs of the user. Many times the librarian is able to suggest other useful sources of information in addition to or instead of the computerized search.

Conclusion

Computerized literature searching through off-line information centers has been available to North Carolina libraries for a number of years, but a radical increase in the level of use of computerized searching has occurred with the availability in recent years of on-line literature search services to libraries. On-line literature searching is a highly visible service which is enthusiastically received by both librarians and their clients. Its speed, flexibility, and economy make it attractive to the user. The relatively inexpensive equipment and modest level of technical expertise required of the library indicate that it is a service that more and more libraries will be prompted to adopt.

Footnotes

¹Jeffrey J. Gardner, David Wax, and R. D. Morrison, Jr., "The Delivery of Computer-Based Bibliographic Search Services by Academic and Research Libraries," *ARL MANAGEMENT SUPPLEMENT*, II (September, 1974), 1-6.

²Randolph E. Hock, "Providing Access to Externally Available Bibliographic Data Bases in an Academic Library," *COLLEGE AND RESEARCH LIBRARIES*, XXXVI (May, 1975), 208-215.

³*Survey of Commercially Available Computer-Readable Bibliographic Data Bases*. (Washington: American Society for Information Science, 1973).

⁴Hock, *op. cit.*, 213.

⁵Gardner, *op. cit.*, 6.

⁶Judith Wanger, Mary Fishburn, and Carlos A. Cuadra. *On-Line Impact Study Survey Report of On-Line Users, 1974-75 (A Brief Summary Report)* (Santa Monica: System Development Corporation, 1975).

Insurance Coverage for Public Libraries*

by Fred L. Seaman

Assistant Director

Consumer Insurance Information Division

North Carolina Department of Insurance

On behalf of North Carolina Commissioner of Insurance John Ingram, his staff, and with my personal appreciation I am glad to be with you today and sincerely hope that what I have to say will be of benefit to all of you.

Before going into the subject which I was specifically asked to present, I think it important that you know something about the Division of the Department of Insurance which I represent.

The Consumer Insurance Information Division was created by Commissioner Ingram on October 1, 1973 when all of those staff members providing some form of consumer service in each division were united and additional individuals were added. These persons, known as Complaint Analysts, were carefully chosen for their personal interest in people because, quite specifically, this Division is known as "The Peoples' Division" of the Department. A Director, a young ordained minister, was named to head the Division as a Deputy

Commissioner and I was assigned to provide the technical support.

We now have 14 Analysts, serving in three sections: Life and Health, Fire and Casualty and Automobile Claims. We will handle some 30,000 inquiries and complaints by personal visit, telephone and correspondence this year. We have two incoming WATS lines and a newspaper issued quarterly and are moving into a radio series. We will patiently, professionally and most compassionately accept any call on any form of insurance bought and sold in North Carolina.

In addition to providing direct service and corrective relief for these people, we provide the Commissioner with a monitoring service which permits him to know the needs of the insuring public and take legislative or corrective action to reduce these problems and end all forms of mistreatment and discrimination.

While the majority of our calls and inquiries come from citizens not expected to know the complex technicalities of insurance, a surprising number come from

*Presented in Chapel Hill at the eighth Library Trustee-Librarian Conference, April 23, 1975.

those one might expect to know more than they do simply because insurance is not a frequent subject of their concern.

Therefore, at the risk of insulting the intelligence of this audience, but merely to be as helpful and informative as possible, I have elected to go over some fundamentals of insurance before we go directly to your problems.

In any event, this information may help you in your personal insurance matters.

Insurance is a device whereby a person (firm, corporation, organization, association or group) may transfer the risk of loss to a company established by law and approved to accept a sum of money known as a "premium." The concept requires that a substantial number of persons also transfer their risk for the accumulation of funds from which the individual losses of those paying premiums will be paid. The transaction is arranged through a contract known as a "policy."

The party transferring his risk is known as the "insured" or "policyowner." The party accepting the risk is known as the "insurer."

The transaction results in the insured paying a known charge in exchange for the insurer accepting the possibility of a loss of an unknown amount. The aspect of "gambling" is removed as the insurer is aware in advance through historic studies and statistics as to what losses to expect but not necessarily from which insured they will come.

To avoid the possibility of "outgo" exceeding "income," the insurer estimates the premium required provided an approximate number of policies are sold. In addition, it reserves a portion of all premiums collected and augments this by investing the balance in profitable stocks, bonds and other securities following payment of operating costs.

Also, in the event an insurer accepts a risk in excess of an amount which would

overtax the reserves established for losses, it may transfer that excess to another insurer in the form of "reinsurance."

The insurance business, although generally regarded by the public as a single, inseparable entity, is actually divided into segments.

Property insurance provides financial protection against loss or damage to the insured's property caused by such perils as fire, windstorm, hail, explosion, riot, aircraft, motor vehicles, vandalism, malicious mischief, riot and civil commotion, and smoke.

Liability insurance provides protection for the insured against loss arising out of his legal liability resulting from injuries to other persons or damage to their property.

Life insurance provides for payment of a specified amount on the insured's death, either to his estate or to a designated beneficiary; or in the case of an endowment policy, to the insured himself at a specified date.

Accident and health insurance is a type of coverage that pays benefits, including reimbursement for loss of income, in case of sickness, accidental injury or accidental death.

The foregoing is a most general description of these segments and any number of additional forms of protection can be found as extensions of the headings shown above.

In addition, there are many other forms of protection that do not necessarily fall within any of the above categories. Two examples are title insurance and credit insurance.

There are basically three types of insurance companies operating in the United States. The first two are the most commonly known and used.

Mutual insurance companies are owned by the insured or policyowner when his business is placed with it. There are no shareholders in the mutual company and

the directors are designated by the insureds following which, as a board, appoint the executive staff. After all expenses and losses are paid, any excess may be returned fully or partially in the form of "dividends" to the insureds. The number of mutual companies operating in North Carolina which may assess its insureds if the experience requires is very limited.

Stock insurance companies are capitalized by public purchase of their shares and the shareholders own the company. Profits are paid as dividends to the shareholders. Some stock companies, however, do issue participating policies and pay dividends on certain classes of risk to the insured or policyowner.

The *reciprocals* form of insurance operation is a device whereby persons combine into a group to insure each other. It does not issue policies and is limited to trade associations. It is managed by an attorney-in-fact.

In addition to the three forms of insurers just described, there are also insurers such as Lloyd's of London which is not a company as such but a group of underwriters undertaking risks for their respective accounts.

Also, the Federal Government is an insurer, in some instances with participation by private companies, providing coverage such as Flood, Hail, Workman's Compensation and other protection.

It should be noted at this point that some firms, corporations or groups elect to become "self-insurers" by establishing initial funds as a reserve and paying in premiums to augment this fund from which losses are paid.

Some insurers distribute or "market" their policies through independent agents only. These agents are independent contractors who may represent any number of companies and who are paid commissions on the sale of the policies.

The Reprint Company Publishers

Spartanburg, South Carolina 29304

We are proud of our growth in the last few years in the area of regional and local history with particular emphasis on the Southeastern states. In addition to these subjects, we are constantly expanding our list of reprints of scarce and noteworthy books in the fields of Colonial Americana, Revolutionary War history, and genealogical material. Also, we publish occasional originals in these subjects. Please write for our latest complete catalogue.

THOMAS E. SMITH, PUBLISHER
POST OFFICE BOX 5401
803-582-0732



Other insurers distribute their policies through salaried employees, sometimes also on a salary and commission basis but who represent that company only.

Other distribution systems include insurers that have straight commission agents who also represent that company only. There are also those companies who operate through the independent agency system and also have direct writing agents. Other companies sell by mail only. Such companies must, however, have a licensed agent in North Carolina. Some business is sold by "brokers" who do not represent a particular company but who place business with licensed agents or insurers providing the needed policies for their clients.

North Carolina Law requires that all policies sold to North Carolina residents must be countersigned by a licensed North Carolina agent even though a broker or non-resident agent arranges the sale.

The normal pattern for purchases and sales is for the agent to take an application from the purchaser. Failure of the purchaser to furnish all information required in an application can lead to many problems including loss of protection. There must always be an insurable interest involved.

Following completion of the application, the agent submits it to his company underwriter although some agents have authority to underwrite and accept risks on their own. With the exception of North Carolina automobile liability insurance which must be accepted, the underwriter reviews the application and may accept it and have the policy issued, require additional or explanatory information, require inspection of the risk or examination of the person insured in life and health insurance, may obtain information from outside sources such as credit reports, or may reject the application entirely. In life and health insurance an additional premium may be requested if the person has a

health or occupational impairment.

Usually, a full or partial payment of the premium must be made at the time of application although in some instances the agent extends credit to the applicant.

If the application is accepted and the policy issued it is then delivered to the insured. It is essential that the insured or owner inspect the policy to determine if he has what he intended to buy. The law specifies that a purchaser has a certain length of time in which to decide if he wishes to keep the policy in health insurance transactions. If there is any doubt, the policy should not be accepted until corrected or the doubt resolved.

All insurance should be purchased to fill a need for such protection. Once the need has been established the purchaser may either seek an agent or buy from an agent pointing out the need. Sometimes the need originates through the requirement of a third party such as a lending institution seeking protection on the collateral or on the life of a borrower.

Most of the problems arising from the purchase of insurance originate with the failure of the purchaser to fully outline the individual need and of the agent to determine and protect those needs. Since citizens are usually dealing with a potential need only, they are inclined to treat insurance acquisition more casually than if the television set has just failed.

The citizen should always know the amounts of protection being provided and what items or conditions they cover. He should have a distinct understanding with the agent as to what is NOT covered as well as what is covered, in the way of property, liability, and occurrences. Some sources of damage are not insurable or are insurable only at prohibitive costs.

Insurance should always be procured on the basis of need. Often insurance is bought and sold without a genuine need or the need goes unrecognized. Need is



"Good Morning! Heckman Bindery, Modern Book..."

That's right...that's what you'll hear now when you phone us. Because we've newly acquired The Modern Book Company in our search-for-services for you. So now, in addition to Heckman's unique 28-day-cycle of complete library bindery services, we have two new lines of young peoples books for you: Modern pre-bound books and Modern paperbacks. Both K thru 12. Phone or write for our catalogs. The Modern Book Company, North Manchester, Indiana 46962 ...same address as Heckman's.



Heckman Bindery
(219) 982-2107



sometimes described as risk identification.

There are at least three basic means of risk identification:

- (1) *Insurance Surveys* — A complete review of the properties and operations by a joint effort of insurance representatives and the owners and operators, sometimes accompanied by a form of questionnaire, personal inspection and complete discussion.
- (2) *Policy Checklists* — A complete review to determine what the owners and operators presently have against what is needed.
- (3) *Logical Classifications* — The identification of all risks in a logical manner and not just insurable risks analyzed on an insurance policy basis. This sometimes requires the assistance of a "consultant," a person or firm which performs the service for a charge to the owner or operator on the basis of expert knowledge and investigation.

Essentially, we are all familiar with the *conventional* needs for protection from fire, wind, explosion, burglary, liability and those coverages we hear about the most. This often appears sufficient to many, but the scope of need goes far beyond this point.

We must now talk about "First Party" and "Third Party" coverages. The "First Party" coverage is that which protects what we own. The owner is the "First Party." The insurance company is the "Second Party." The other term for this is "indemnity protection" (vs. liability protection). Simply stated, the question of *whether* the insurance company owes is not an issue as a rule, but merely *what* the insurance company owes.

"Third Party" protection is usually liability. The *First Party* is the insured, the *Second Party* is the company and the *Third Party* is the one making claim against the *First Party*. This is the contract under

which the insurer assumes, for a premium, the position of the insured. For the moment, let's omit the aspect of insurance. If I negligently injure you or damage your property, you have a claim against me and I am responsible to you. If I have no insurance I must meet this obligation personally. If I have insurance, then the insurance company pays the obligation for me, or, if the claim is contestable, it defends me.

There are many that believe that if there is insurance in force, it must pay such claim but actually, the insurer does not have to do any more than I would have to do . . . without insurance.

There is an exception to this, which we will touch on later . . . many liability policies, even the homeowners, have a coverage condition which may pay small claims without regard to my liability . . . this is "Medical Payments" insurance. It was designed to minimize the potential of a more serious demand and assume what some might consider a moral obligation to the "Third Party."

As a majority of us probably know, when a claim goes to court the existence or identification of insurance is not admissible. The insurer's attorney is defending the insured, not the insurer.

In years gone by, and still under some circumstances, one must have had a policy for each risk . . . fire . . . storm . . . liability . . . burglary . . . etc. Now, policies are issued which incorporate coverage for all these risks or can be tailored to assume them, and other risks through endorsements (called "riders" in the life and health insurance business).

As a rule, one company may undertake the entire risk but if it does not and more than one policy is issued, it is imperative that all policies read the same . . . this is known as "concurrency" in the vernacular of the insurance industry.

You will hear the term "coinsurance"

mentioned. This is a nightmare to many policyholders and I feel compelled to add this explanation. If the percentage of "coinsurance," (that amount which the owner elects to insure himself), is, say 80%, this is what happens. Assume your building is worth \$100,000. You are required to maintain \$80,000. You only have \$60,000 of the value in force. If you have a loss of \$10,000, the insurance company owes you \$60,000/\$80,000 of the \$10,000 or \$7,500, which simply means that you, intentionally, or more likely unintentionally, elected to carry 25% of your loss. If, of course, you have \$80,000 in force, you will get the full amount of loss up to that \$80,000, there will be no penalty. This is why most of us must constantly up-grade our insurance to meet the increase in valuation which has been phenomenal in recent years.

What is the "worth"? The actual cash value which is replacement cost less depreciation, if any. This is legally recognized.

In North Carolina, we have two forms of package policies. One is the *Public and Institutional Property Form*, known as the *P.I.P.* The other is the *Special Multi-Peril Form* known as the *S.M.P.* Both forms are adaptable to the library. There are some conditions in which one might be preferable to the other. For example, the PIP has a periodic inspection program which is objectionable to some insureds. It also has a limited valuable papers coverage. The SMP has the usual broad form. Finally, the SMP is the more flexible.

Both provide basic, conventional coverage such as fire and extended coverage protection but both may be written on all risk basis. The policies cover all buildings and structures and all personal property owned by the insured and property of others for which the insured assumed liability prior to the loss, the insured's liability imposed by law for loss of personal property of others and the insured's interest in personal property belonging in

whole or in part to others. Replacement cost insurance is available . . . a form of protection which, when the insured meets certain amounts of insurance requirements, will eliminate depreciation on a partial loss and pay for replacement, if the property is replaced, up to the amount of insurance maintained.

The policies may be endorsed to include fine art, extra expense insurance, exhibition coverage, boiler and machinery protection, movable articles off-premises and virtually tailored to the full needs of the insured outside of providing protection on vehicles.

The insurance may be written blanket or specific, one amount flexibly applicable to all items or specific amounts limiting coverage to the amount applicable to the individual item. Many policies contain exclusions and special attention must be focused on what is *not* covered as well as what is covered.

At this point we add what is generally known as crime coverage. There are several forms of such protection and inquiry should be made of the insurance advisor which is best for the respective installation.

One of the most general forms is a "comprehensive dishonesty, destruction and disappearance" insurance which can provide "all risk protection" for money on and off the premises.

Blanket Crime policies which broaden the foregoing and *Fidelity Bonds* which protect for acts of fraud, dishonesty, forgery, theft, larceny, embezzlement, wrongful abstraction, willful misapplication, misappropriation or any criminal acts of employees covered are also available.

There are also *Welfare and Pension Plan Bonds*, *Public Employee Blanket Bonds* and *Public Official Bonds* to afford similar protection.

This leads us into an "aside." Good records, inventories, accounts and wherever possible, photographs of property, all

stored at a location which will not be destroyed in the event of a serious loss, will minimize loss adjustment problems.

There are some miscellaneous coverages that I will simply mention as a matter of touching all bases.

Flood Insurance — Subject to availability by area.

Earthquake — Usually sells well after a light tremor.

Water Damage — This would be incorporated under the "All Risk" form but if "All Risk" is not purchased, give it a serious consideration.

Transit — Covers shipment of displays, art work, etc. Be sure to learn if your basic protection includes this; it can be purchased as a single shipment cover or as a continuous coverage.

Another consideration:

Deductibles — Some policies have automatic, required deductibles but sometimes savings can be realized by adding deductible provisions.

Loss Prevention and Loss Control — To omit any reference to this would be short-changing you. I am confident that you know of the importance of safety, good housekeeping, fire protection. The two volumes I previously mentioned have a wealth of information on this subject. Make no mistake, it is important, to your jobs and to your ability to obtain protection.

Considered by many to be much more important than property insurance is the very broad field of *Liability* protection. From the person injured when falling on the Library steps to the one on whose head an entire shelf of books may suddenly descend, claims may occur from the general operations, exclusive of vehicles. If not subject to immunity from suit, and even then, these represent problems much greater than the collection of overdue book fees.

The broadest coverage available is *Comprehensive General Liability*. These policies may be tailored by endorsement

to fit the needs of the insured. One strong suggestion in placing such protection is to have the word "occurrence" substituted for "accident," for bodily injury claims to get the broadest possible effect. An example of this would be the consumption of excessively chlorinated water resulting in illness. This would not be an "accident" but would be an "occurrence."

Again, the decision of how much liability to maintain is one which should rest with the advisor and authorities.

Some governmental entities maintain what are known as "Umbrella" or "Excess" policies over and above the general liability to take care of catastrophies such as a multiple death or injury situation resulting from a fire during a large gathering.

The principal type of protection at this juncture is, of course, Workman's Compensation protection. It is in this field where expert and legal guidance is essential as to which employees are exempt and which should be covered.

There appears to be a needless concern on the part of many that volunteers are not eligible. This is incorrect. Our compensation rules and forms provide for an endorsement known as "Voluntary Compensation." The compensation premium is based on a classification table and the rates to each classification are applied to the payroll for such classifications. The rule provides that volunteers' services may be evaluated as though paid to a regular employee performing the same duties and the payroll recorded as though they were paid. Your compensation company should be asked about this coverage.

Over and above the compensation protection is the general area of *Employee Benefits*. *Group Life, Health and Disability* plans are to be considered as well as *Pension Plans*. If the city, county or governmental agency under which you function does not provide for such protection,

your insurance advisor may be consulted for plans suitable for your staff. If it is preferred that part-time and volunteer workers not be included, special plans may be available on an individual basis although availability may be a problem.

The last area to be covered is perhaps the most troublesome to many. This area is what I have elected to name the "Outside Operations."

I believe that I have said enough about movable equipment and exhibits to permit you to know that those articles such as audio visuals, cameras, projectors, viewers and the like can be covered away from the library, under the coverage of the library, in the vehicle, at the school, and elsewhere by endorsement or "Floater Policies." Exhibition materials, displays and similar exposures may be so endorsed or special policies obtained. In any event, the location, security, and risk degree from fire, theft, and vandalism may dictate the need for special attention on special occasions and notification to your insurance advisor.

The remaining subject to be treated is vehicular coverage. First, we will deal with the Physical Damage aspect, loss to the vehicle by fire, theft, collision and other perils. These units may be covered by individual policies or fleet policies, depending on the number. Where possible, also ask for "non-owned" protection to take care of such loss to vehicles of the volunteer, rented or leased.

Be sure, as in all policies, that the name of anyone having an insured interest is shown in the policy. This is especially important when there is joint ownership. The "non-owned" protection will, of course, not name the owner as it is not known in advance in all cases.

Some entities elect to take their own loss on this type coverage and have "self-insured" plans which would not permit extension of coverage, other than by agree-

ment in advance of loss to property of others.

The *Automobile Liability Coverage* is another matter, indeed. Surely, the vehicles owned require coverage, but what about those not owned? The vehicle of the volunteer, the rented units?

Assuming no problem in covering the owned units, suppose we start with the volunteer. First, we will assume the volunteer has his own insurance and that it is in force. Generally, if the unit is used without any form of remuneration, there is no problem, not any more than doing work for the Red Cross, the Church or a social club. Our private passenger automobile policies permit us to transport guests.

But what occurs when there is remuneration? Normally, if such remuneration does not generate a profit over and above the normal operating costs, there is no problem. If it does, then there may be one.

In either event, any volunteer should have a clear understanding with his insurance agent and/or company, preferably in writing over and above the policy, that his use will not impair his protection.

But suppose it is impaired, suspended, or has expired? The answer is in the maintenance of "non-owned" broad form coverage by the library so that protection is extended to the library and the volunteer. This works both ways as the volunteer may also want to consider such coverage for protection in operating vehicles of others, rented vehicles and commercial vehicles. Sometimes, this coverage may be difficult to obtain.

Two other forms of coverage should be mentioned. We consider the Uninsured Motorist Coverage most important. This does for the insured driver and his passengers what the other driver, who is negligent, would do if he had insurance. Also, we suggest high limits on medical payments

insurance. This adds uncontested protection for the driver and passengers.

Q: Our books are insured in the library and on the bookmobile but we have been told that we cannot insure our audio-visual equipment because it will be checked out and used outside of the library. Under the circumstances can we insure our audio-visual equipment?

A. By arrangement with the insurer, by extension of existing coverage or by a special "floater" policy.

Q: Is a county library required to have liability insurance or are such government buildings exempt from liability suits?

A: This question should be referred to your attorney, board or Justice Department for clarification.

Q: What percentage of reconstruction cost would be considered adequate building

BROADFOOT'S BOOKMARK NORTH CAROLINA BOOKS WITH FREE CATALOG CARDS

Prompt service, no backorders.
Catalog listing 600 titles
on request.

BROADFOOT'S BOOKMARK
P. O. Box 729
Wendell, N. C. 27591

insurance coverage? 80 per cent? 90 per cent? What?

A: Assuming that you wish to have enough insurance to rebuild the property, this would depend on the potential residual value remaining after the loss. This is influenced by the type of construction, the fire protection, the type of loss. For example, a frame building without fire protection would likely have little residual value; it would be totally consumed. On the other hand, if a masonry building was struck directly by a tornado or was destroyed by a gas explosion, it also might have little residual value. To be sure, maintain 100 per cent, any lesser amount is a speculation. Bear in mind that to meet the replacement cost conditions of the policy, one must maintain at least 80 per cent.

Q: What is the best way to acquire art work exhibition protection? Should it be included in general policy for building or purchased as needed?

A: This would depend on the extent of such exhibitions. Preferably, the coverage, on and off premises, should be included in the basic policies and sufficient insurance maintained to assure enough coverage to meet coinsurance requirements. If this is occasional then the coverage may be arranged for each such exhibit but this introduces the possibility of oversight in some instances. Obviously, the values involved, the location of the exhibit and the possibility of damage is of consideration.

Q: How much coverage would be considered adequate for artwork exhibitions?

A: This will depend on the values involved, the susceptibility to loss, such as type of area, location, security, etc. and the policy conditions which may require a certain amount of insurance to value to be in effect.

Q: What is the best way to handle automobile insurance for volunteers on the bookmobile?

A: We believe this has been answered in that under protection for liability the policy should be arranged to cover such liability of the volunteer worker as well as the regular employee when the bookmobile is being operated by them.

Q: What to do about coverage for volunteer workers who use their own cars and are reimbursed for mileage only?

A: If this has not been answered, we will comment that, as a rule — and this should be cleared with the volunteer's own insurance company by the volunteer — if the remuneration does not generate a profit and create a "taxi," "for hire," "common carrier" or "bus" situation, the volunteer's policy should cover. To avoid loss of protection for the library, non-owner coverage should be considered. Since the absence of workman's compensation is mentioned, the question may have to do with personal injury coverage and we refer to the personal accident policy previously mentioned. The broad form is known as "Death, Dismemberment and Disability."

Q: What is considered adequate vehicular coverage for a public library?

A: This is a two-part matter. As to liability and property damage, one should consider the extent of use, any immunity conditions, number of vehicles, capability of the operators and be guided by legal advisors.

As to physical damage. The values involved, the types of vehicles, the extent of use and, perhaps basically, whether the owner wants to recover or become a form of self-insurer and amortize the loss over a period of time. Fire, Theft and Collision, Comprehensive where available should be obtained when coverage is desired.

A Study of Adult Public Library Patrons in North Carolina: Socioeconomic, Media Use, Life Style Characteristics of North Carolina's Public Library Clientele*

by Ray L. Carpenter
University of North Carolina
School of Library Science

The development and planning of public library collections and services depend in large part on knowledge of the public to be served. As the understanding of human behavior has grown, so has the interest in and need for knowledge of specific human traits as they are related to actual or potential use of the library. While it is still not possible to match highly specific human traits with specific uses of the library in a comprehensive fashion, there are many features of human behavior that

enrich our understanding of the potential of the library for the public. Some features or traits, such as age and level of education, provide reasonably, if very general, direct clues about user needs. Other traits are less clear to us as to their importance in direct application of library planning; but, nonetheless, serve as highly useful sensitizers or indicators. Such "indirect" traits include the use of media (newspapers, television, etc.), expectations about one's own outcome in life, and attitudes about government and other social institutions.

A large number of surveys from the

*Originally published by the North Carolina State Library under a grant from LSCA Title I.

past several decades have provided the foundations for seeking clues among the host of human traits that are keys to library use. This report incorporates several of the now standard features of such surveys and introduces some that are less common. All, hopefully, are presented in such a way as to make the links between human behavior and library use clear.

In mid-1971 the Institute for Research in Social Science, University of North Carolina at Chapel Hill, conducted a sample survey of the people of North Carolina, incorporating dozens of variables. Happily, they included a question in the interview about the use of the public library. Their generosity extended further in providing considerable assistance in extracting and analyzing data for this study.

Ms. Renee Gledhill-Earley, Research Assistant in the School of Library Science, University of North Carolina at Chapel Hill, and now a graduate librarian, assisted by providing critical skills and judgment in gathering the data for this report from the enormous general survey. This report includes only those variables considered relevant to public library use and constitutes a small fraction of the data compiled for a great number of special social scientific purposes.

The tables and analytical or descriptive comments are based on interview responses. Those respondents who claimed to use the public library, regardless of the frequency of their use, are described in comparison with those who do not use the library. All respondents were "heads of households," or other adults. In effect, the report is not of library users alone, but of a random sample of the entire population of North Carolina, including library users. However, the interviewers spoke only with heads of households or another adult. Consequently, that large portion of the library clientele who are by virtue of being too young to be "heads of households" are

not directly represented. Our focus, then, is on the adults of North Carolina. The sample consisted of just over a thousand usable responses — 243 were "public library users" and 765 "non-users." Where there is any significant departure from these numbers (some questions were answered by less than the entire sample) the percent of "no answer" is specified. In some tables the percentage total will be a bit less or more than 100% due to rounding. The professional expertise of the distinguished Institute for Research in Social Science permits us to have little doubt about the validity of the data gathering and sampling procedures. Checks on various basic ratios or proportions in other sources confirm our trust in the data.

In any event, our first conclusion is at hand: about 24% of the adult population of North Carolina uses the public library,

GAYLORD Glossary of Art, Architecture and Design - since 1945

**Definitions of the art movements,
groups and styles that evolved
since the second world war. By
John A. Walker.
\$6.95.**

**Gaylord Professional Publications
GPP/GAYLORD
P.O. Box 61, Syracuse, N.Y. 13201**

a figure quite reasonable in the light of comparable studies within the State and in other states. The range of use by this

24% is considerable, of course, from "about once a year" to "more than once a month," by our best estimates.

Socioeconomic Status

Age and Marital Status. Table 1 tells us the ages of those who were interviewed and reflects only *adult* library use or non-use age structure. Namely, among people 20 years and older, the library user population is a young one compared with non-

users. Over one-half of the library user population is under 40 years old, while barely a third of the non-users are in this age group. Furthermore, the "old age," senior population of the State is sorely unrepresented among the library's patrons.

TABLE 1
AGE

Age Group In Years	Users	Non-Users
Less than 20	1%	0.1%
20's	25	19
30's	28	15
40's	21	20
50's	12	21
60's	7	15
70's or older	5	10

The marital status comparisons in Table 2 follow logically enough, given the age characteristics of library users. The major differences between users and non-users

are among those "widowed" who are likely to be older, and among those single, never married, who are likely to be younger.

TABLE 2
MARITAL STATUS

	Users	Non-Users
Married	73%	74%
Widowed	8	14
Separated, divorced, etc.	7	6
Single, never married	12	6

Sex and Race. While it is hardly surprising to find that women use the library far more often than men, it is possible that some shift in the sex ratio is occurring. Namely, earlier studies have shown even a lower percentage of males as library users.

The racial breakdown, included in Table 3, is perhaps not as encouraging (we have little data to compare), as is evidenced by the quite low percentage of black users.

Considering the negligible services to black persons not many years ago, the percentage shows great improvement. In the next few years, given rising educational levels and library support, the race ratio may well come into a more appropriate balance. [Because of their fundamental importance, the distributions of age (above and below 40 years), sex and race were analyzed with chi-square tests. Results show statistical significance at the .05 level.]

TABLE 3
SEX AND RACE

	Users	Non-Users
Male	37%	46%
Female	63	54
White	84%	78%
Black	13	20
Indian, Other	3	2

Education, Income, Social Class. Higher than average educational achievement and income have been a seemingly constant characteristic of public library users, and the dramatic differences between users and non-users in North Carolina continue to mark the library's clientele as far better educated and far more affluent. The median number of years of education (half attained less, half more) is hardly short of

startling. On the average, users are the equivalent of graduates of junior college, while non-users have less than a high school education. One-third of users are college graduates (or beyond) in comparison with 4% of non-users. Over half of non-users do not have the equivalent of a high school education, compared with only 16% of users.

TABLE 4
EDUCATION

Years/Grade Completed	Users	Non-Users
Less than 9th Grade	4%	37%
9-11 years	12	25
12 years	27	26
Completed 1-3 years college	25	8
Completed B.A. or higher	34	4
Median years of education	14 years	10 years

Income differences are as markedly great. Nearly three times as many users as non-users have a before-tax income of \$15,000 or more, while less than half as

many users as non-users earn less than \$5,000 a year. Users' median annual income is nearly 60% higher than that of non-users.

TABLE 5
INCOME

Income	Users	Non-Users
Less than \$5,000	17%	37%
\$5,000-9,900	28	32
\$10,000-14,900	23	13
\$15,000 or more	21	8
Don't know, etc.	11	10
Median Income	\$11,200	\$7,100

Education and income are excellent indicators of social class or status and the many attitudes and behavior patterns that follow. Further, feelings about one's own class position complement these objective measures. When asked, "Do you feel that you belong to a social class?" 72% of

users and 77% of non-users said "yes," and specified the class they felt they belonged to as in Table 6. The data confirm the more objective income and education measures of the users as "middle class."

TABLE 6
WHICH SOCIAL CLASS DO YOU BELONG TO?

	Users	Non-Users
Middle	44%	26%
Working	28	51
No answer	28	23

The occupational breakdown reflects the education and age of the respondents. Twenty percent of users' occupations are classed as "professional" (4%, non-users). Managers and other white collar jobs account for 25% of users; 20% non-users. Skilled and unskilled labor and service work characterize 16% of users, 35% of non-users. Housewives constitute 24% of users and 22% of non-users. Ten percent of users are retired or unemployed as are 18% of non-users. Five percent of user respondents are students — none among the non-user group.

Mobility. Education is often directly related to "upward" mobility, the achievement of higher social status and income, and often it is related also to geographical mobility. Indeed, in North Carolina, discussions in the recent past with public librarians about the relatively transient status of public library patrons has often suggested that library users are a quite mobile group, that they are quite likely

to be from "out of town" or from another state. In addition, probably because of their higher income, library users tend to travel more. The data from this survey bears out much of this assumption in several ways.

Table 7 shows that users have lived in more places than non-users — although the rate of "moving" is quite high for both groups! However, recall from an earlier section of this paper that the library's clientele is quite a bit younger than non-users and would seemingly have had less opportunity (time) to change residence. A correction for the age factor would suggest a quite higher mobility rate for users than shown in Table 7.

Moreover, the greater mobility of users is shown in other responses. When asked, "Do you expect to live here the rest of your life?," only 38% of users as contrasted with 54% of non-users replied "yes."

TABLE 7
NUMBER OF PLACES LIVED DURING ONE'S LIFE

	Users	Non-Users
No moves	3%	7%
1 or 2 moves	23	30
3 or 4 moves	30	27
5 or more moves	45	36

"Do you think of this as your hometown?" "Yes," said 70% of users and 87% of non-users. In addition, almost half (48%) of users' hometowns are actually outside of North Carolina in contrast with 36% of non-users. Namely, fifty percent more users' than non-users' hometowns are outside of North Carolina.

There are certain negative implications for the public library in the rate of residence change among its patrons. Some library directors have commented that newcomers are often accustomed to high quality library service and have been useful in promoting better libraries. However, a mobile clientele, in spite of being influential in the community due to its higher socioeconomic status, cannot provide the

stable, continuing basis for popular support that might be forthcoming from natives or very long-term residents.

While everyone apparently travels quite widely, users again outpace non-users. If "travel is broadening," library users may indeed have greater interest in other peoples, places and times. On the other hand, the sizeable 21% of non-users who have been outside the United States may constitute a possible audience for the library's materials and services related to foreign travel experience. Indeed, the majority of people, by virtue of traveling 500 miles or more, may well have interests in other parts of the United States that could be satisfied by library use.

TABLE 8
LONGEST DISTANCE TRAVELED FROM PRESENT RESIDENCE

	Users	Non-Users
Less than 500 miles	9%	27%
500 miles or more	61	51
Outside United States, in North America	6	4
Outside United States, outside North America	24	17

Political Orientation

Several measures of political behavior show interesting similarities and differences between users and non-users. Their na-

tional and local choices of political parties are quite similar — both showing a strong degree of independence.

National Party Choice?

Users: 42% Democrat, 40% Independent, 14% Republican
Non-Users: 46% Democrat, 29% Independent, 16% Republican

Local Party Choice?

Users: 52% Democrat, 29% Independent, 14% Republican
Non-Users: 49% Democrat, 24% Independent, 17% Republican

When asked whom they would vote for in 1972 if Nixon were to run against (1) Humphrey and Wallace or (2) Edward Kennedy and Wallace or (3) Muskie and Wallace, library users "elected" Nixon against all sets of opponents. Non-users, however, gave a slight edge to Edward Kennedy (35%) over Nixon (33%) and Wallace (28%). The preference for Wal-

lace in any case was never over 15 % among users, but reached as high as 33% among non-users.

Another measure of political orientation is provided by one's location on a "conservative, liberal, independent" political scale. When asked how they considered themselves in these terms, the results were as follows:

	Users	Non-Users
Consider self conservative	34%	28%
Consider self liberal	22	15
Don't think of self this way	28	30
Middle of the road	13	8
No answer	3	19

Several conclusions may be drawn at this point. One, the differences in both party choice and "self-image" on the conservative — liberal continuum are not very great. Exception to this lies only in a higher non-user preference for Wallace, at the expense of support for Nixon. Two, there is a strong streak of political independence avowed by both groups. Three, the considerable proportion identifying themselves as "conservative" has some likely, if tenuous, implications for the public library vis a vis such issues as censorship. If, as conservatives, people consider the preservation and the retention of the age-old "right to read" (freedom of press, etc.) as important, the public library may feel relatively free from public pressure to censor. On the other hand, to many conservatives, innovative, candid or non-conformist literary themes and styles are

considered beyond the pale of public support.

These general political indicators are perhaps not as useful to the library as are the measures of political activities and expectations on the local and personal level. The public library is, after all, primarily a community or local institution! Differences between users and non-users in voting behavior, for instance, are quite striking. Does the library have any influence on its clientele which is more active politically than non-users? Given the assumption that increased participation in voting and other political activity is rewarding to the community and is one of the goals of the library, it continues to be fruitful to consider the possibility of serving non-users to the end of improving their participation in the political process.

TABLE 9
POLITICAL ACTIVITY

	Users	Non-Users
Vote always or almost always	64%	47%
Often or always talking about politics	62	32
Work for party or candidate always or often	10	4
Try to convince anyone to vote for a certain party or candidate, always or often	22	13

Another question is potentially very useful in estimating the interest in and commitment to local public affairs, including the affairs of the local public library. Respondents were asked, "If, in person, you

told local government officials what you wanted the community to do about some public question, do you think they would listen to you or not?

TABLE 10
RECEPTIVITY OF LOCAL GOVERNMENT

	Users	Non-Users
Officials would listen	46%	27%
Officials would NOT listen	36	50
Depends on issue; don't know	18	23

Since library users in North Carolina seem to feel more attuned to local government than do non-users, they are probably far more influential. Such influence, or leadership, in the community may develop from the fact that library users are more highly educated or have higher incomes

than non-users. Regardless of the reason, the fact remains that library users are more involved in the community and expect to be influential. If such influence can be directed on behalf of the public library, the potential benefit could be significant.

Media and Information Uses

Indications that library users are more involved "politically" than non-users are consistent with their contrasting patterns of information resources. Further, the different functions of the different media for both groups is important — note especially the role of TV in Table 11.

"Did you read a newspaper yesterday or today?" "Yes," replied 87% of users

and 62% of non-users.
"Did you read the editorials?" "Yes," said 45% of users and 21% of non-users.
The newspaper is a standard information source for a majority, but it serves different purposes — not only as reflected in reading editorial pages, but also in scale and scope as is shown in Table 11.

TABLE 11
NEWS SOURCES*

News About . . .	TV		Newspaper		Radio		Others/Mixed		Magazines	
	U	NU	U	NU	U	NU	U	NU	U	NU
	%		%		%		%		%	
Local Public Affairs	24	35	53	38	17	20	6	6	—	—
State Affairs	46	54	42	27	7	13	5	3	—	—
National Affairs	58	63	24	19	4	9	—	—	9	2
International Affairs	62	66	21	16	3	9	—	—	11	3

*U=Users; NU=Non-Users

Television is the primary, but hardly the exclusive, source of information about "public affairs" for both groups, except for "local public affairs" when the newspaper is paramount and the radio quite important. The more distant the "affairs" the more important is television. Note that magazines emerge as more important than radio for library users in covering national and international events, while magazines have little role to play in this regard for non-users. The strength of the newspaper drops dramatically with the distance of events for both groups. Considering the fine calibre of some of North Carolina's metropolitan dailies in their national and international coverage, including syndicated columnists — and the relative lack

of depth in television coverage of nearly all events — the relative power of TV may tell us something about the orientation of even our library users toward printed materials.
That is, the library provides materials on public affairs in far greater depth than do newspapers and magazines. Yet the attraction of television is unquestioned. On the other hand, the precise use of television needs more clarification than we have data for here.
One further clue is provided by responses to the question, "Have you watched educational TV in the last day or two?" Only 22% of users said „Yes," only 10% of non-users. Among the small proportion who watch educational television 36% of

library users are tuned in to children's programs, as are 44% of non-users. Thus, even among those few watching educational TV, only one-half to two-thirds are

tuning in to cultural and informational types of programs — types that are close to the spirit of library service and collections.

Life-Style Indicators

Among the many variables measured and questions asked by the survey, a small selection was made that touched on four different areas of behavior and afforded us some additional perspectives on library users' interests in what here is termed loosely as "life style." The four areas are church, family size, racial mix in schools, and differential values placed on boys' and girls' behavior. These areas are certainly limited in defining the great scope of modern life, and the survey does not pretend to deal with them in depth. Nonetheless, attitudes toward these areas are salient for our time, for our understanding of public expectations, including those of the library's public. The information may assist in improving the knowledge of actual and potential user social behavior.

Church. Perhaps least satisfactory

among them, because it is a question people are prone to answer "yes" to, is the question, "Did you attend church last week?" "Yes," said 48% of library users ("No," 48%, no response, 4%). Non-users are apparently less likely to be as attached to a church — 38% said "yes," 54%, "no," 8%, no response. Possibly the variation in church attendance between users and non-users is (as are so many other variables) due to socioeconomic or social class outlook — library patrons being largely middle-class.

Racial mix. Even if we expect that better-educated middle-class white people are, or at least claim to be, more liberal in terms of relationships with black people, our one question on this issue may be a surprising kind of confirmation.

TABLE 12
IF YOU COULD CHOOSE, WHAT WOULD BE THE BEST
RACIAL MIX FOR YOUR CHILD IN SCHOOL?

	Users	Non-Users
All the same race as my child	15%	41%
Most the same race as my child	31	14
About one-half the same race as my child	34	26
Number of each race doesn't matter	12	10
No response	8	9

Recall that 84% of library user respondents were white, constituting an overrepresentation (non-users, 78% white). Any bias possibly attributable to the preference of greater — or less — racial mix by blacks is consequently not an explanation for these figures. The most striking result is that only 15% of library users would choose total segregation in contrast with 41% of non-users. On the other hand, a fourth on non-users and one-third of users

would choose a 50-50 ratio. Since only 23% of the population in North Carolina is black, a 50% black student body is not generally likely.

Family Size. The size of one's family remains a growing critical issue in determining the life chances not only of the family as a unit itself, but also of individuals and of societies, North Carolina included. Religious, other ideological, and cultural values all play an important role

Today, more than ever ...

Baker & Taylor is working to stretch your budget dollar.

Meet Tom Harris, Sales Manager of Baker & Taylor's Southeast Division. Tom is a library specialist who can help you cope with today's shrinking book funds. He understands your problems, and works with our trained sales representatives and customer service experts to give you professional, economical solutions to all of your book and budget needs.

Total Service: More programs to Fit Your Library's Needs.

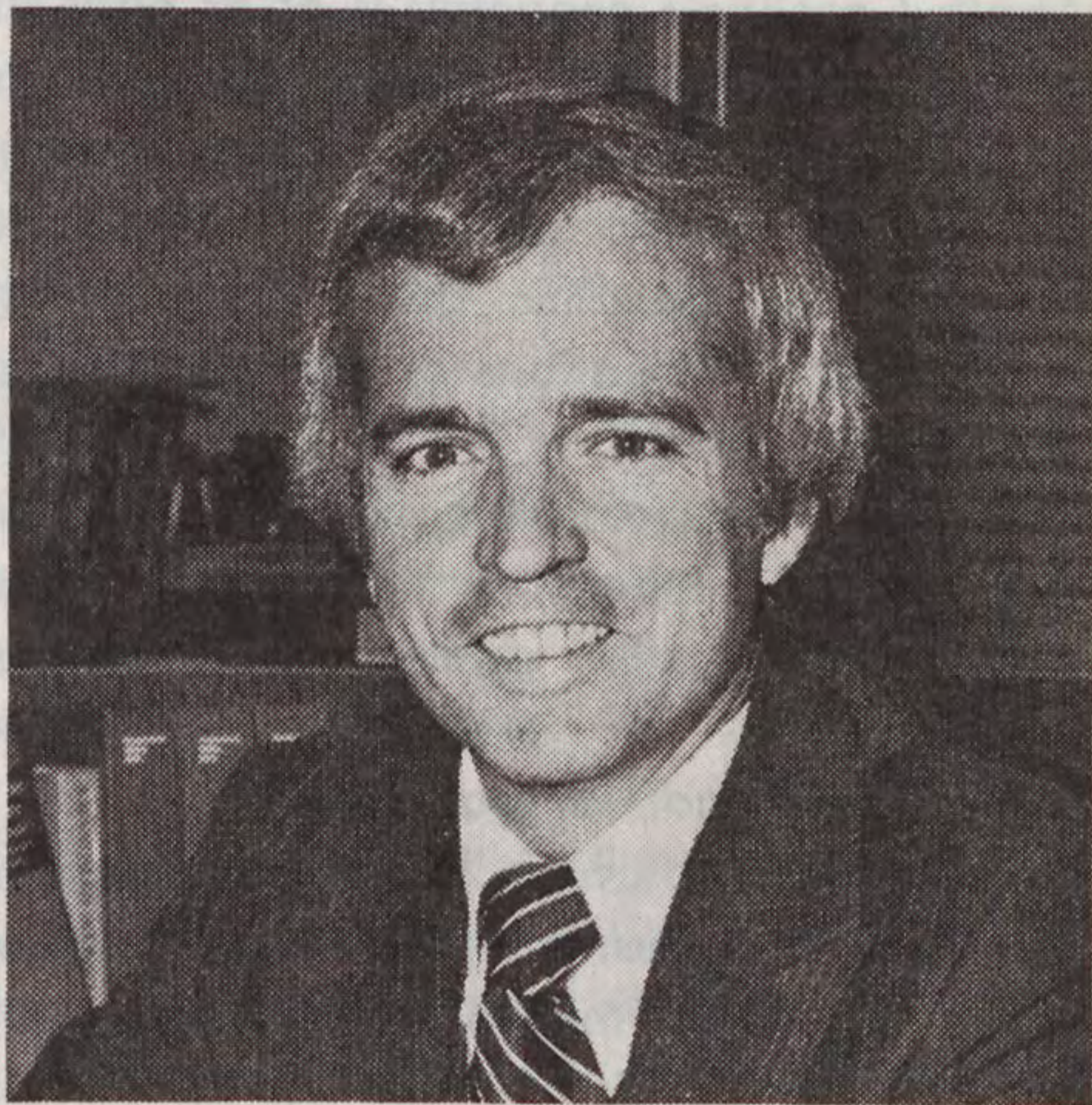
Baker & Taylor offers your library a total range of book services. A direct order service that provides every book currently available in the United States and Canada—at the best discounts in the industry. Cataloging and processing services, with a wide range of options—all economically priced. An Approval Program that automatically delivers new titles of specific interest to your library—with no service or handling charges. A Continuation Service that promptly ships all serials, monographic series, and sets in progress that you specify—at the most liberal discounts available.

Highest Order Fulfillment Rates: A Single Source for All Your Book Requirements.

From the hottest best-sellers to scholarly reprints, from mass market paperbacks to the latest scientific treatises, an order placed with us is an order efficiently filled, from one source. You'll receive more books in your first shipment than from any other source. Subsequent shipments will complete your order quickly and efficiently.

Speediest Delivery: A Regional Distribution Center Geared to Your Needs.

No matter where your library is located, you're close to our Southeast Division Distribution Center. It is staffed with library professionals



Tom Harris

committed to fulfilling your order rapidly and accurately—with a minimum of paperwork, your choice of billing procedure, and many other money-saving benefits.

Economy Plus: The Services You Require at Prices You Can Afford.

Whatever your needs, whatever the size of your budget, Baker & Taylor offers you the cost advantage. Today, thousands of public, school and academic libraries depend on us to maximize productivity and minimize costs. The net result is more books for your library, better service to your clientele.

For more information on how Baker & Taylor can stretch your budget dollar, write or call The Baker & Taylor Companies, Southeast Division, Commerce, Georgia 30529 (404) 335-5000.

Baker & Taylor

Working for your library. Today, more than ever.

in determining family size. Economists and ecologists may argue for either restricted or voluntary determination, often depending on a balance of short-run against long-run gains for society. In an individual's own life time at this point in history, short-run economic costs are very high for child-rearing and apparently will require an ever-increasing portion of family income. North Carolina's economy is at or near the bottom of the scale in comparison with the economies of other states, and the State's interest in family planning is closely related to its economic status. One of the most direct implications of the situation for the public library is its educational role. The costs of education generally are growing, and the length of time that children are economically dependent increases; consequently, far greater financial demands are made of parents.

The public library has something of a dilemma on its hands. Its costs are increasing, too, and its means of support are not

increasing proportionately. At the same time, the needs of the public for more of the educational services that the library provides are growing. Clearly, the growth of population and of the State's economy, other variables notwithstanding, are in themselves of great importance for the future of the library.

Do library patrons with more income prefer larger families than the less affluent non-user group? Two questions in the survey probe the issue of how the population, as a whole, feels about family size. Table 13, Column I, tells us the response to, "What's the best number of children for a family to have?" A second question, "If you could live your life over again, and everything such as money or living conditions were the same, how many children would you like to have?," puts the issue more squarely and personally in economic terms. Responses to it are in the same table, Column II.

TABLE 13
FAMILY SIZE

I: Best Number of Children for a Family

II: Number of Children I would have if I could live my life over again

Number of Children	Users		Non-Users	
	I	II	I	II
None or one	1%	5%	2%	5%
Two	41	47	26	32
Three	23	23	21	21
Four	17	13	27	23
Five	3	3	6	7
Six-ten	2	2	5	6
As many as you can afford	7	6	3	6
Depends	5	6	10	6

Two conclusions emerge. One, given the "ideal" situation (Column I), non-users would prefer larger families than users. Although both groups tend to "hold the line" at three, 30% more library users do so (65% versus 49%). Two, when asked what they would do if they had their lives

to live over again, with the same money and living conditions, both groups would have smaller families than is "best." However, if they could "do it over again," the more affluent user group seems to feel the economic pinch somewhat less; that is, 15% more would have none, one, two, or three

children, while 21% more non-users would elect one of this family size.

Differential expectations of children by sex. The value that parents place on the interests of their children is important for understanding possible use of the library in their lives. Furthermore, it can be useful

to know if adults' expectations of boys are different from those they have for girls. The interviewers asked, "What's most important in a boy — an interest in the way things happen or good manners?" They repeated the question, asking about girls.

TABLE 14
VALUES PLACED ON BOYS' BEHAVIOR

Behavior	Users	Non-Users
Interest in the way things happen	59%	26%
Good manners	21	47
Both	18	23

VALUES PLACED ON GIRLS' BEHAVIOR

Behavior	Users	Non-Users
Interest in the way things happen	49%	19%
Good manners	31	55
Both	19	22

The importance of the services the library has to offer presumably is greater for those valuing "the way things happen" than for those who emphasize "good manners." Non-users of the public library far prefer good manners over "learning" for girls — even if the "both" category is added to the "way things happen." Further, more than twice as many non-users as users prefer good manners over "learning" for boys. To the extent that parental and other adult expectations explain children's use of libraries — or other learning re-

sources — a rather dismal picture is presented. Even among the well-educated library clientele, "good manners" are very highly stressed for girls at the expense of using the mind. Housewives, as noted earlier, comprised 22-24% of the respondents. Among them 37% of the user group and 36% of non-users had ever wanted a career outside the home. The domestic role remains powerful as a model for young women, the current "liberation" movement and high level of parental education notwithstanding.

Associated Libraries, Inc.
CHILDREN'S CLASS A PREBOUND BOOKS

Out catalog cards and processing service saves time.
Our cards and kits arrive with books.

A-V MATERIALS

Send for our free catalogs.
ASSOCIATED LIBRARIES, INC.
229 N. 63rd Street — Philadelphia, Pa. 19139

Of course, children do depart from parents' values — some even to use the library! Further, were the question phrased differently, including other alternatives such as "being an athlete," and "being a scientist," different results might have been obtained — results more promising for the use of libraries. As they are, results show

that the general attitudinal environment of the library implies low priority for those things that libraries can do. Put another way, while general public expectations may not be directly hostile to the library, they are *de facto* anti-intellectual by virtue of being quite indifferent to those things the library represents.

Summary and Conclusions

The library user population in North Carolina continues to be characteristically young, white, mobile, well-educated, and relatively well-to-do financially. These traits, coupled with a positive and active approach to politics, suggest that librarians wield a potentially powerful force in the community among their clientele, one that might be directed toward greater involvement in activities to enhance library support. Further, librarians may take satisfaction in serving the needs of people who, because of their community status, are likely to be leaders and influentials, hopefully for the general improvement of community life.

That most adults do not use the library is no surprise. Regretably, it is not simply a majority; among those unserved are disproportionately large numbers of blacks and senior citizens, two groups that librarians have long sought to include in their public.

The public library perseveres in a time of considerable social and financial crisis. It requires ever more money to broaden the base of its services, both by increasing its patronage and upgrading its services. In spite of the many unsettling socioeconomic currents in modern life, there are also promises for improved conditions if librarians and their supporters can exploit the opportunities. Higher educational attainment and greater freedom, regardless of race and sex, count heavily toward creating a more positive environment for libraries.

Technological changes continue to constitute both problem and promise for libraries. Greater mobility has introduced traffic problems for locating libraries. Rising costs of printed materials and new costs for new kinds of media and their organization have brought on complex and demanding problems for library planning and growth. The public is still print-oriented, but it relies extensively on other media, especially television, which is still largely barren in comparison with the library's riches. Perhaps "cable television" can become the library's intervening factor in the pursuit of improving the quality of life. Although even library users are only marginally attached to "educational TV," the possibilities for "cable TV" are great. Locally oriented, "live" programs can be enormously attractive in helping fulfill the library's goals.

Librarians need not be passive before social facts or technological change. Knowing about them can make clearer the tasks necessary for developing services. After all, attitudes do change — including those towards boys' and girls' "learning the way things are." Public librarians can play a special role in both changing and fulfilling expectations. Hopefully, these data about the people of North Carolina will help direct family, community, and statewide efforts to learn "the way things happen."

New North Carolina Books

by William C. Burris
Professor of Political Science
Guilford College

LOUIS D. RUBIN, JR. and C. HUGH HOLMAN (eds.). *Southern Literary Study: Problems and Possibilities*. (Chapel Hill: The University of North Carolina Press, 1975), 235 pp.

The South remains the most distinct region and/or sub-culture in the American nation. Though its differences, both good and bad, have certainly been exaggerated in books, movies, and newspapers, the South remains a rich cultural lode. This lode is mined by scholars as well as hack-writers, seeking significant differences as well as copy that will sell. Unfortunately, in the public mind the two efforts become confused; and the passions, traditions, people, and literature of the South becomes too often caricature. The victory of Jimmy

Carter in the presidential election of 1976 has made this problem even more acute because of the tripe appearing in the press and on television about the Southern political renaissance.

This volume represents an effort to clarify the issue, so far as Southern literature is concerned. It is the product of a conference held in Chapel Hill to discuss the problems and possibilities of Southern literary studies, warts and all. Four scholarly papers were read: "Southern Literature and Southern Society," "Early Southern Literature," "Dim Pages in Literary History," and "The South's Reaction To Modernism." The second half of the book contains "discussions" by a group of eminent scholars concerning points and arguments raised in

the papers. It is an excellent book; an invaluable source for any serious student of the South, its literary heritage and promise. The Appendix contains a list of topics for further research. And as Allen Tate has said, "As a guide to future study and writing, the work is indispensable; it literally covers everything." This book belongs in every college, high school, and public library. Both editors are professors of English at Chapel Hill.

HENRY G. HOOD, JR. *The Public Career of John Archdale (1642-1717)*. (Greensboro: The North Carolina Friends Historical Society and The Quaker Collection-Guilford College Library, 1976), 48 pp. Order from the publisher.

This slender volume is the first publication of the North Carolina Friends Historical Society. Written by a member of the history faculty of Guilford College, it is devoted to the public career of the only Quaker governor of the Carolinas during the colonial era. Professor Hood's thesis is that John Archdale was the "outstanding governor of the Carolinas under the proprietorship." Not that Archdale solved a host of problems; he did not. Rather, as governor he faced up to these problems and by his own plans and energies demonstrated how they could eventually be solved. Hood sheds light on Archdale's relationship with the Colonial Assembly, the native Indian population, and with the Spanish and French people living in the colony. Perhaps most importantly, Hood discusses Archdale's efforts to initiate policies that would treat political and religious dissenters fairly.

The book is carefully researched and documented; a brief but helpful bibliography is included. Historians interested in religious groups during the colonial era will find it useful. On sale from the Quaker Collection of Guilford College for \$2.00, it is another valuable addition to the grad-

ual accumulation of information about North Carolina during its earliest days.

JOSEPH S. FERRELL (ed.). *County Government in North Carolina*, Revised Edition. (Chapel Hill: Institute of Government, The University of North Carolina at Chapel Hill, 1975), 441 pp. charts, graphs, statistics.

About thirty years ago a major textbook in state and local government referred to county government as the "wasteland of American politics." No more; and this book explains why. It is an exhaustive study; a series of essays on almost every aspect of county government and administration in North Carolina. Written by members of the faculty of the Institute of Government, the essays cover everything from the judicial system to recreation and public libraries. It describes the structure of county government and explains in considerable detail the changing and expanding functions of the myriad of agencies and commissions operating under county authority. One of its more important contributions is its careful analysis of the importance and functions of county commissioners. This book is an invaluable research tool for anyone studying county government in North Carolina. It should have an index; but its topical organization compensates to some extent for this omission. All college, high school, and public libraries should have a copy.

C. HORACE HAMILTON. *North Carolina Population Trends: A Demographic Sourcebook*. 3 volumes. (Chapel Hill: Carolina Population Center, The University of North Carolina at Chapel Hill, 1975).

These three volumes have been prepared and published under the auspices of the Office of State Planning, State of North Carolina. They are valuable sourcebooks for information about the people of the

state: where they live, how they live, and what they do, where they come from and where they go. North Carolina is a state caught up in the process of change — especially demographic change. And demographic changes represent important elements in the kind of society that is coming into being. Studies such as this are essential to rational and controlled planning — the kind of planning necessary if the future of North Carolina is to remain free of the kind of blight that has lowered the quality of life in other sections of the nation.

Volume I provides a broad, general portrait of the state's population; Volume II deals more specifically with the family, population change, and migrations; Volume III concerns the economics of population change, projections of the future, and policy planning. Although these volumes are almost entirely statistical in nature, they do contain interpretative essays and explanations which make them useful for laymen. Public libraries and high school libraries should have them available; college and university libraries cannot, of course, afford not to have them. The author is an associate director of the Carolina Population Center, and has held professorships at N. C. State and Chapel Hill.

FRANCIS PLEDGER HULME. *Mountain Measure: A Southern Appalachian Verse Notebook*. (Boone: Appalachian Consortium Press, 1975). Photographs by Robert Amberg. Order from the publisher.

This is the first book of poetry published by the Appalachian Consortium Press. None of the entries have appeared previously in print; however, the author has published another book of poems, *Come Up The Valley*, published by the Rutgers University Press in 1949.

Collections of poetry committed to a single theme have their place; but they

suffer from a weakness that perhaps is unavoidable. One theme simply can't sustain a consistency and a quality of writing that can be defined as poetic throughout. This volume — committed to capturing the life of the hills and the hill folk — seems particularly susceptible to this weakness. Many of the entries, and there are over fifty, come over more as stories and observations arranged in the form of blank verse. As stories and notes they capture the flavor of Appalachian life well enough, but after laying the book aside one doesn't have the feeling of having read much poetry. There are exceptions; there is poetry here, and some of it is quite moving. Hulme does not shy away from traditional forms and rhyme. And he has the guts to use quatrains in sequence; an indication, no doubt, of his age, good sense,

18,000 LIBRARIANS KNOW...

... there's more to running a library than utilizing your professional training ... for instance, there's the clerical work of keeping track of hundreds of subscriptions to periodicals ...

Faxon's automated subscription service will keep track of your subscriptions for you. You place one order and receive one invoice. Now you'll have more time to discover the exciting facets of professional library work.

Write for our Service Brochure and our annual LIBRARIANS' GUIDE. Or call today toll-free. Then you will know too!

*Library business is our only business —
since 1881.*



F.W. FAXON COMPANY, INC.

Library Magazine Subscription Agency

15 Southwest Park, Westwood, Mass. 02090

Tel: 800-225-7894 (toll-free)

Nat'l. Sales Mgr. & SE Rep: James L. Smith

P.O. Box 1000, Marietta, GA 30061

Tel: 404-971-1323

and scholarship. Some are a bit strained, but I salute him for refusing to abandon the traditional for the formlessness of the modern vogue.

As a notebook on Appalachian life this volume is valuable; it should be in all North Carolina collections, especially those with a concern for mountain lore. As a book of poetry its quality is mixed; in this sense, it has much company.

JOHN MOSES PIPKIN. *Half-After Love*. (Durham: Moore Publishing Company, 1975). \$6.95.

This is John Pipkin's second book of poems; it is another addition to Moore Publishing Company's growing list of books by North Carolina poets. Pipkin's poems range widely in content, style, and form — following, it seems, the poet's musings over a period of years. In this sense, it is a record of what one man has seen, felt, and thought about things that matter to him. Contrary to what is often the case — and to Pipkin's credit — it is not a book of poems that an author has consciously set out to write.

A poet sees and feels the same things that others see and feel; but in different ways. And he is able — for reasons that no one really understands — to reach out and grasp the essence of what has happened to him and record it in language, used in a different way. Pipkin's poems have *something* to say to the reader. What he wants to say is not always clear, because in many entries he keeps his secrets to himself — deliberately so, it seems. This forces the reader to read, reread, and then read the poems again. In doing this the ideas become clear, and the quality of the lines is revealed. The poems range from the light to the serious; all are challenging to read, some are quite moving. For my part, I especially liked the closing lines of a poem entitled "Descent From Olympus." I formed her stronger/than I

knew/ now she the forger/ turns her flame/ to cauterize my soul/ and I have learned that hell/ is loving what I can't control.

In reading poetry too many of us are governed by our own taste — praising or rejecting the poet's work on the strength of what pleases us. All well and good — nothing is going to change that. But we should try to grasp the meaning of what the poet expresses, and appreciate the word-skills he uses to do so. Pipkin's poems score well on both counts; this volume deserve a wide readership.

Notations

HENRY W. LEWIS. *The Property Tax in North Carolina: An Introduction*, rev. ed. (Chapel Hill: Institute of Government, The University of North Carolina at Chapel Hill, 1975). Covers everything from the collection, administration and use of property taxes in North Carolina; valuable list of source material. Anyone concerned with the "issue" of property tax should not be without this little volume.

ERNEST MORGAN (ed.). *A Manual of Death Education and Simple Burial*. Burnsville: The Celo Press, 1975). Everything you need to know about death and burial; especially valuable for those who seek to avoid the complexity and costs of the "American Way of Death." \$1.50. Order from the publisher.

Historic Buildings and Landmarks of Chapel Hill, N. C. (Chapel Hill: The Chapel Hill Historical Society, 1975). Pictures and short essays about historical buildings on the university campus and in the town; index and maps. Valuable memento for "old grads" and the host of others who love Chapel Hill. Order from the publisher: Box 503, Franklin Street Station, Chapel Hill, N. C. 27514.

North Carolina

Library Education News

Appalachian State University *Educational Media Department*

Jesse Jackson, artist-in-residence at ASU, has been busy with his many trips to various locations in the state. Fall semester found him at the Caldwell County Schools as a judge of the Reading Rally. He also conducted a workshop in Black Literature at Winston-Salem for the North Carolina Association for the Education of Young Children. Mr. Jackson was the guest speaker for the Guilford County Library Club.

Mrs. Ila Justice and Miss Beulah Campbell attended a conference entitled "A Bicentennial Tribute to Children's Books in America" at the University of Tennessee in Knoxville. Some of the speakers were Paul Heins, Ethel Heins, Susan Cooper, Ashley Bryan, Ellen Ruskin and Jean Fritz.

Miss Beulah Campbell and Dr. Ruby Lanier went to Clemson University for the Reading Symposium and presented a program entitled "Spice It Up With Children's

Books." Many school librarians, reading teachers, classroom teachers and children's literature teachers from South Carolina were in attendance.

The formally designated "Juvenile Library" has now been renamed the "Young Peoples' Collection" and is headed by Miss Susan Austin. This collection, under the supervision of Miss Austin, has been physically rearranged for maximum usage by students.

Many activities related to the Student Teaching program headed by Miss Susan Plate took place during the Fall Semester. Early in the semester, Miss Plate, Susan Austin and nine student teachers visited Elsie Brumback and Carol Lewis at the Division of Educational Media. It provided a good chance for our future librarians to become acquainted with the State Department. A visit to the Instructional Materials Center, the State Capitol and Ravenscroft were also on the agenda.

The Supervising Teachers' meeting held at mid-semester provided a time for dis-

cussion of problems relating to student teachers. Librarians were represented from Boone, Charlotte and Greensboro and discussed not only problems but also shared ideas.

Mrs. Ila Justice was the featured speaker at the culminating meeting for the Fall Semester student teachers. Historical background on the development of school libraries was given in her presentation "School Libraries — A Backward Glance." Teaching ideas developed over the semester were shared and slides taken of the various school situations gave the students a better idea of the various situations in school libraries.

Miss Susan Plate is currently the Membership Chairman for the North Carolina Association of School Librarians and has been appointed to serve a three-year term on the ASU Committee for Learning Resources.

Mr. Robert McFarland was appointed to the Curriculum Planning Committee for the College of Learning and Human Development. The purpose of this committee is to identify areas of strength and weaknesses of the curriculum in the departments in the College and to offer recommendations for action. Mr. McFarland spearheaded the study of the Department of Educational Media which resulted in a

mutually agreed upon program of self-improvement and self-evaluation.

During the Fall Semester Mr. Joe Murphy attended a meeting in Raleigh to discuss the formation of an association for people involved in film and television education in the elementary, middle and high school. This group chose for its title the Association of North Carolina Film Educators. Anyone interested in joining contact: W. D. Carney, 5405 Clear Run Dr., Wilmington, NC 28401.

Mr. Murphy has incorporated a new course entitled "Educational Applications of TV and Film" geared toward undergraduates. It covers the basics of super-8 film and 1/2-inch video tape production and the utilization of the instructional television programs for the UNC network and WTVI in Charlotte. It introduces students to the use of television and film in the general school situation.

Joining the Educational Media Department for one year as Practitioner-in-Residence (an artist-in-residence type program) is Dr. William Bake, photographer and writer. Drawing upon his experience in publications, Bake is teaching courses in basic and advanced photography and is leading special seminars on various photographic techniques. Bake comes to ASU from the National Park Service Division of Publications in Washington, DC and is the

COLONIAL "out-of-print" BOOK SERVICE, INC.

Specialists in supplying the out-of-print books as listed in all library indices (Granger Poetry; Essay and General Literature; Shaw; Standard; Fiction; Biography; Lamont Catalogue; Speech; B.C.L., etc. . . .)

"Want Lists Invited"

"Catalogues on Request"

23 EAST FOURTH STREET

NEW YORK, N. Y. 10003

author-photographer of *The Blue Ridge*, to be published by Viking in the spring.

East Carolina University

Department of Library Science

Winter Quarter began in December with enrollment figures surpassing Fall Quarter. Two additional assistantships were awarded to Jacqueline F. Barnes, a native of Prattsville, Alabama and Donna H. Laroussini of Winchester, Virginia. Barnes is service as a junior instructor and Laroussini as a research assistant while working toward their graduate degrees.

In January, the Department of Library Science and the Division of Continuing Education sponsored a program attended by over one hundred area librarians and library science students. The Folktellers, an Atlanta storytelling team, appeared. Professional storytellers and workshop leaders Barbara Freeman and Connie Regan conducted the session. The two are cousins and collaborators on a new booklist and are using a freelance approach to revise the old art of storytelling. Their method involves the use of flannel boards and other props, creative dramatics, book talks, puppets and music. Ludi W. Johnson, assistant professor, coordinated the program.

Dr. Eugene Brunelle, new Director of Library Services, and Dr. Veronica S. Pantelidis, new assistant professor in the Department of Library Science, were honored in January at a tea and reception sponsored by the Library Science Student Government Association and the Division of Library Services. Judith Donnalley, assistant professor, is sponsor of the group. Over one hundred ECU faculty and administration and area librarians attended the event held in the Joyner Library.

The Department of Library Science Alumni Association with Neal Hardison serving as president has announced a number of upcoming events. They have sched-

uled social hours for ECU alumni for the NCAECT Media Conference at Wake Forest University in February, the Learning Resources Association Annual Conference at the Royal Villa in Raleigh during March, and are making plans for the Biennial Conference of the North Carolina Library Association. Another newsletter to all alumni is expected soon.

The summer of 1977 will conclude course offerings on the quarter system. Beginning Fall, 1977, East Carolina moves to the semester system for all work. Among the summer courses available, the following short-term classes are scheduled:

June 6-July 8

Automation of Library Processes
Seminar on Library Budgets
Introduction to Audiovisual Instruction

June 13-July 8

Communication Foundations
Administration of School Media Programs
Selection of Media
Seminar in Library Public Relations

June 27-July 8

Introduction to Educational Television

July 11-August 5

Storytelling
Media for Children
History of Books and Libraries
Bibliography of the Sciences
Educational Communications: Methods and Materials
Design of Multimedia Materials
Introduction to Audiovisual Instruction

Admission forms are available from the ECU Graduate School, Greenville, NC 27834.

Robert Lee Hadden, candidate for the Master of Library Science degree in the department, has been selected to serve in a library internship during the winter quarter in the North Carolina Museum of

Natural History. He will be working under the N. C. Department of Agriculture in cooperation with the Division of the State Library. His responsibilities include the organization and inventory of manuscripts and archives in the state museum. He is also involved in coordinating the selection program and writing policies for the library.

Hadden is a graduate of the University of North Carolina at Chapel Hill with a B.A. degree in history. He also spent a year on the ECU Bonn campus.

North Carolina Central University *School of Library Science*

A grant of \$3,000 was received from the H. W. Wilson Company for fellowships in 1976-77 and recipients are Shelia Bailey, Thelma Gales, and Theressa Harris. Edieth C. Miller received the NCLA Query-Long Scholarship.

Most of the Faculty members attended the annual conference of the Association of American Library Schools in Washington. Arlene Dowell, Grady Morein, Annette Phinazee, and Kenneth Shearer are serving on ALA Committees and remained for the Midwinter meeting.

Miriam Ricks was elected NCCU Chapter President of the NCAE. Benjamin Speller received a certificate of appreciation for leadership of the Pasquotank County Citizens United for the Improvement of Reading Task Force. He also received a Faculty Research grant to make a socioeconomic survey of Black librarians in North Carolina.

P. Grady Morein presented a paper at the annual meeting of the Association of American Colleges on February 10-11.

Robert M. Ballard is preparing for a workshop on indexing newspapers and serials which is scheduled for May 2-3. Norman and Mary Lathrop of Wooster, Ohio will be the leaders. Persons who wish to have more information should write to him.

University of North Carolina **at Chapel Hill** *School of Library Science*



Dr. Fred Wilburn Roper has been appointed Assistant Dean of the School of Library Science at the University of North Carolina at Chapel Hill, effective January 15, 1977. Announcement of Roper's appointment by Dean Edward G. Holley followed approval by the Board of Trustees of UNC at Chapel Hill.

A faculty member of the School since 1971, Dr. Roper has taught courses in basic reference sources and services, national and trade bibliography, science literature, and medical librarianship. In 1975 he served as Coordinator of the twelve-hour "Block" program required of all beginning master's students. He has served on numerous School and University committees, has made a major contribution to curriculum revision for the School's master's degree program, and has chaired the committee for a two-day workshop on the "Integrated Core Curriculum in Library Schools," scheduled for March 6-8, 1977.

Active in professional associations, Roper has served on the continuing education, nominations, and publications committees of the Medical Library Association. In 1975-76 he received a grant from MLA

to study the employment of health sciences library technicians. He is currently the President of the North Carolina Chapter of the Special Libraries Association, chairman of the North Carolina Library Association's Education for Librarianship Committee, and a consultant to the Council on Library Resources for its Library Services Enhancement Program. This fall he published *Alfred William Pollard: A Selection of His Essays* in Scarecrow Press's "Great Bibliographers Series," which will be followed by a similar book on the medical bibliographer, Fielding H. Garrison.

Roper received his A.B. and M.S. in L.S. degrees from the University of North Carolina at Chapel Hill after which he served as a Biomedical Library Intern at UCLA. He was on the staff of the Biomedical Library at UCLA from 1963-66; Head of Public Services Division, Chicago State College Library, 1967-68; and a U.S.O.E. Fellow and Teaching Fellow at Indiana University from which he received his Ph.D. degree in 1971. He has attended a number of workshops and institutes. For the past three years he has conducted a Summer Institute on Reference Sources and Library Use for the Hampden-Sydney College faculty under their College Library Program sponsored by the National Endowment for the Humanities and the Council on Library Resources.

The position of Assistant Dean for the School of Library Science was created by the UNC Board of Governors at the time of the approval of the new doctoral program in library science on October 8, 1976. Dr. Roper will have primary responsibility for reorganization of the office staff of the School in anticipation of the new program's beginning in the fall, 1977. He will also supervise admissions for the master's and doctoral programs and plan additional continuing education programs.

Dean Edward G. Holley noted that "Fred Roper is one of the School's most

effective teachers and is held in high regard by his faculty colleagues and students. His performance of such tasks as committee chairperson, coordinator of the introductory Block, and academic adviser has demonstrated administrative capabilities which are much needed as the School prepares for its new doctoral program in the fall, 1977. I am delighted that Dr. Roper has agreed to accept the position of Assistant Dean, and I look forward to working with him in the improvement of our library education programs."

In the fall, 1976 the School of Library Science had an enrollment of 153 students, 89 from North Carolina and 64 from other states and countries. There are 14 full-time and five part-time faculty members. The School's professional degree program has been accredited by the American Library Association since its first academic year, 1931-32.

The School of Library Science has signed a new contract for \$145,450 with the U. S. Environmental Protection Agency, Research Triangle Park, for the provision of library services during the calendar year 1977, according to Dean Edward G. Holley. Begun on May 6, 1974, the program has involved a series of contracts between the School and the EPA Library for a clinical work/study program whereby advanced students in the School's master's program perform interlibrary loan, acquisitions, reference, literature searching, and certain other non-traditional services for the scientists, engineers, and governmental administrators who use the EPA Library. The aim of the contract is improvement in library and information services in the environmental field. Services support EPA's Environmental Research Center, Office of Quality Planning and Standards, Office of Administration, and Air Pollution Technical Information Center.

The new contract provides for a total of 13 students working half-time under the

direction of Dr. Evelyn A. Moore, Associate Professor of Library Science, and the on-site supervision of Davenport Robertson. In addition to their work program of twenty hours per week the students regularly participate in a Seminar in Special Librarianship conducted by Dr. Moore.

Principal Investigator for the project is Dr. Edward G. Holley, Dean of the School of Library Science, who will conduct the program in close consultation with Ms. Elizabeth Smith, Chief, Technical Information Branch, Environmental Protection Agency.

Students participating in the program during the spring semester are Frank Barefoot, Raleigh, NC; Mary Chitty, Chapel Hill, NC; Linda Clement, Cedar Rapids, Iowa; Hugh Cooper, Kingstree, SC; Gail Gainey, Chapel Hill, NC; Donna Jean Keklock, Norfolk, Virginia; Marshall Keys, Hampden-

Sydney, Virginia; Karen Knight, Raleigh, NC; Eva Metzger, Chapel Hill, NC; Karin Negoro, Chapel Hill, NC; Jeanne Sawyer, Durham, NC; Rebecca Stroud, China Grove, NC; and Susan Tulis, Stafford Springs, Connecticut.

The School of Library Science will have several outstanding visiting faculty members for the Summer Session of 1977. Joining the regular faculty for the first term, May 23-June 28, will be Mrs. Carol Parke, former Documents Librarian of the Yale University Library, New Haven, Ct., who will teach Public Documents; and Dr. Donald E. Oehlerts, Director, Miami University Libraries, Oxford, Ohio, who will teach Social Sciences Literature and Theory of Library Administration. Regular faculty teaching the first term are Dr. Martin Dillon, Dr. Lee Finks, and Dr. Bud Gambee.

During the second term, July 5-August 9, visiting faculty will be Mrs. Joan L. Atkinson, Graduate School of Library Service, University of Alabama, who will teach Children's Literature and Young People's Literature; Miss Dorothy Cole, Associate Professor Emeritus, School of Library and Information Science, State University of New York at Albany, who will teach Humanities Literature; Dr. Kay Maloney, Assistant Professor of Library Services, Graduate School of Library Service, Rutgers, The State University of New Jersey, who will teach in the basic Block and a seminar in public services; Mrs. Norma Royal, Media Consultant, Division of Educational Media, N. C. Department of Public Instruction, who will teach School Media Center, Organization and Operation; and Donald R. Richardson, Head Librarian, Louisburg College, Louisburg, NC, who will teach Non-Book Materials as Library Resources. Regular faculty teaching during the second term will be Dr. Evelyn Moore and Dr. Fred Roper.

Courses and the schedule for the Summer Session of 1977:

PERMA-Bound BOOKS

Rebound paperbacks
guaranteed 50 circulations
or 2 years. Thousands
to choose from, 15-25
day delivery.

HERTZBERG-NEW METHOD

Jacksonville, Ill.

North Carolina Representative

W. S. BREWER

2921 Welcome Drive

Durham, N. C. 27705

FIRST TERM

- L.S. 101, *Introduction to Librarianship I* (6). [This course is restricted to beginning graduate students.] 9:40-12:50. Dillon, Finks, Gambee
- L.S. 108, *History of Libraries* (3). 2:40-4:10 Gambee
- L.S. 223, *Social Science Literature* (3). 9:40-11:10 Oehlerts
- L.S. 228, *Public Documents* (3). 11:20-12:50 Parke
- L.S. 231, *Theory of Library Administration* (3). 1:00-2:30 Oehlerts
- L.S. 341, *Seminar in Public Libraries* (3). 2:40-4:10 Finks

SECOND TERM

- L.S. 102, *Introduction to Librarianship II* (6). [This course is restricted to beginning graduate students.] 11:20-12:50 Roper, Maloney, Moore
- L.S. 122, *Selection of Books and Related Materials for Young People* (3). 11:20-12:50 Atkinson
- L.S. 123, *Selection of Books and Related Materials for Children* (3). 9:40-11:10 Atkinson
- L.S. 125, *Non-Book Materials as Library Resources* (3). 2:40-4:10 Richardson
- L.S. 145, *School Media Center: Organization and Operation* (3). 8:00-9:00 Royal
- L.S. 222, *Science Literature* (3). 2:40-4:10 Moore
- L.S. 224, *Humanities Literature* (3). 9:40-11:10 Cole
- L.S. 310, (17) *Seminar in Public Services* (3). 1:00-2:30 Maloney

University of North Carolina at Greensboro

Library Science/Educational Technology Division

Cora Paul Bomar was invited by the Maryland State Department of Education to participate in an on-site evaluation of the Review and Evaluation Center cooperatively developed by the Anne Arundel County Public Schools and the Maryland State Department of Education. Along with D. Philip Baker, Library Supervisor, Stamford, Connecticut Public Schools; Mrs. Mary Berry, a Maryland elementary school media specialist; and Mr. David Bender, Administrator, Division of Library Development and Services, Maryland State Department of Education, Miss Bomar visited the Center located in the Anne Arundel County Public

Schools Administrative Building in Annapolis January 20-23. *The Guide To The Development of Educational Media Selection Centers*, the report of Phase II of the national research project, Educational Media Selection Centers Project directed by Cora Paul Bomar, was used as a guide in the establishment of the Maryland Center.

Graduate students at the UNC-G Library Science/Educational Technology Division formed the LS/ET Graduate Student Association in Summer 1976 to provide a means for student representation, for input into the curriculum and program development, and for presenting special programs. During Fall Semester 1976, Association members served on Division committees working on the ALA Self-Study; the Association sponsored several programs, including a panel discussion with four public library directors and small group discussions with special librarians. The LS/ET Association president for the fall semester was Carol Jones, and the Program Committee was headed by Carol Walters and Dorothy Senegal. During the current semester, the Association also plans a field trip to a medical library, a workshop on public relations, a presentation by faculty members on educational technology, and publication of a student newsletter. Officers for the Spring Semester 1977 are: Rosann Collins, president; Elizabeth Hunter, vice president; Laura Adair, secretary; and Jane Martin, treasurer.

Under the Library Research and Demonstration section of the Higher Education Act, Title II-B, grants may be made

. . . for research and demonstration projects relating to the improvement of training in librarianship, including the development of new techniques for processing, storing, and distributing information, and for the dissemination of information derived from such research and demonstrations. . .

The Library Science/Educational Technology Division applied for federal funds

under this act in the Spring of 1976. Dr. Theodore C. Hines and Professor Mary Frances K. Johnson presented the project entitled, "Computer Based Systems for Increasing Information Access to School Media Center Materials: Research, Demonstration, Education." Little use has been made of computer based information handling techniques to increase information access to school media center materials beyond that provided by conventional cataloging. A need for greater information access exists. Since school media centers are well suited to computer applications, but lack personnel combining information science background and expertise in school media center needs, the proposal was made for research and demonstration in this area.

The three main thrusts of the project were: development and testing of a small but significant data base of children's materials for computer search; development of a publishable computer-based information tool or service for school media services; and an exploration of applications of computer-based information science techniques to school media centers.

The Project was funded for one year beginning the summer of 1976 for \$52,623. Assisting Dr. Hines and Professor Johnson are two research associates, Jerry Warren and Carol Walters, and two graduate assistants, Jane Martin and Mary Hooper.

The Library Science/Educational Technology Division has also received a small but very useful grant from Brodart, Inc., a library supply firm, to work on subject headings for school media materials. Some 10,000 headings are on magnetic disc for computer search and manipulation, and several aids to teachers have been produced — on materials on Africa and American Indians, for example. The computer manipulation algorithms are being developed in conjunction with Edwin B. Brownrigg of New York University.

The Library Science/Educational Technology Division now provides courses in such areas as utilization of instructional media, reading and media materials for children and adolescents, and design and production of A.V. materials which serve all programs in education. It also makes available provision for self-instruction in the use of A.V. equipment and computer terminals and has responsibility for the Center for Instructional Materials.

Programs within the Division are at the master's level, with a degree program in librarianship (Master of Library Science) and one in Educational Technology — the latter in the late stages of full implementation.

Program emphases are in the areas of demonstrated need in the state and nationwide: school media, and educational technology are well-developed and growing, and more emphasis is being given to information access and computer applications to education in general and media centers in particular. Because these emphases are also those of other types of libraries as well as school media centers, graduates go to public, special, and community college/technical institute libraries and learning resource centers — institutions with a growing sense of the needs for background in education and the use of educational technology. New faculty includes Dr. David Jonassen, who has his doctorate from Temple University and is a specialist in visual literacy and instructional design.

Research activities are growing — some are reported elsewhere in this newsletter, and other work includes studies in readability and linguistic analyses. The Division is also providing more opportunities in continuing education, including special offerings in the past year by such nationally-known distinguished visitors as Dr. Mary V. Gaver, Dr. Kieth C. Wright, and Mrs. Augusta Baker.

Library Roundup

From THE CUMBERLAND COUNTY PUBLIC LIBRARY:

The Cumberland County Public Library (Fayetteville) has received approval of two grants from the North Carolina Humanities Committee which will provide funds for a series of four programs entitled SEASONAL MAN scheduled for January and February and a series of three programs in March. William O'Grady of Saint John's College, Robert Siegel of Hillel House in Chapel Hill, Carlyle Marney of Duke University, and Edward Goerner of the University of Notre Dame will participate in the first series while Reynolds Price of Duke University, Whitney Jones of Saint Andrews Presbyterian College and Therese Gallian, a practicing nurse in Charlotte, are the

featured speakers for the March series which will examine Changes in the Family, Implementing the Learning Society, and Death and Dying.

Within the past eighteen months, the Cumberland County Public Library has been the recipient of five North Carolina Humanities Committee grants totaling \$12,000. Previous series include THE INDIVIDUAL AND SOCIETY, SALVAGING THE CENTURY, and AT HOME IN THE WORLD: THE ROOTS OF COMMUNITY.

From GASTON-LINCOLN REGIONAL LIBRARY:

Mrs. T. A. BELK, member of the Gaston County Library Board of Trustees since 1937, turned the first shovel of dirt during

the December 16th groundbreaking ceremonies for the new Gaston County Public Library building. More than 70 library trustees, building committee members, county and city officials, interested citizens and staff attended the ceremony. The new three-floor, 60,000 square feet building will be four times the size of the present building and will house 250,000 volumes. Total cost of the project will be \$2,163,093. Two million dollars has been allocated by the county for the project and the City of Gastonia has donated the property. Another \$163,093 needed for furnishings and equipment has not yet been appropriated.

The Gaston-Lincoln Regional Library announces the appointment of BETTY TAYLOR as Reference and Interlibrary Loan Librarian and RICH ROSENTHAL as Extension/Adult Services Librarian. Ms. Taylor, who is from California, recently received her Masters from the University of Kentucky. Mr. Rosenthal, a native of the Boston area, received his Masters from Simmons and comes to Gaston County from Warner Robins, Georgia, where he was reference librarian and acting head of that community's library.

The first work with senior citizens in Gaston County was begun by the Gaston-Lincoln Regional Library under an LSCA Grant in 1971-72. Although the grant has since been discontinued, Senior Citizen activities are thriving. Groups in some communities have merged with local recreation programs, while in other communities, such as Dallas, Senior Citizens have voted to "stay on" at the Library. A \$500 gift from the town of Dallas will be used to continue and enlarge such activities as the "Old Time Singing Festival," which young and old enjoyed last year, a bus trip to the mountains during the peak fall season, trips to Charlotte's Christmas Show, the Ice Capades, and other fun activities. Also being planned are several community-wide projects.

From DURHAM COUNTY LIBRARY:

Mrs. KAY TAYLOR, Children's Librarian, attended a National Workshop on Reading Motivation, December 10-13, 1976, at the National 4-H Center in Washington, DC. The Workshop was sponsored by Reading Is Fundamental (RIF) pursuant to a contract with the U. S. Office of Education.

RIF is a national, non-profit organization that provides guidance and assistance to local reading motivation projects which distribute books to children.

Mrs. Taylor joined participants from reading motivation programs and national organizations around the country. Discussions at the workshop focused on a new Federal program which provides matching funds for book purchases to local qualified groups.

In Durham the Friends of the Durham County Library have sponsored a RIF program through the public library for the past three years. A free paperback book has been awarded for each 10 books read by children enrolled in the library's summer reading club. During the three summers, over 2880 children have participated, reading well over 32,000 library books and earning 2825 RIF paperbacks.

From CENTRAL CAROLINA TECHNICAL INSTITUTE:

On November 7-8, 1976, CENTRAL CAROLINA TECH hosted a staff development workshop for participants in the North Carolina Rural Renaissance Project which is a ten-school consortium of community colleges and technical institutes. Phase I of the project involves the creation of 60 audiovisual instructional modules in vocational and adult basic education, and these will be available in all 57 institutions in the North Carolina Community College system. The modules will be adaptable to television utilizing compressed video technology which can be transmitted rapidly, recorded and stored in an adapter attached to a home television set, and played back

at the learner's convenience. The ten schools involved in the project are Beaufort Technical Institute, Caldwell Community College, Catawba Valley Technical Institute, Central Carolina Technical Institute, Central Piedmont Community College, Guilford Technical Institute, Johnston County Technical Institute, Martin Community College, Surry Community College, and Wilson County Technical Institute. The workshop leaders were:

Visual Media: Dr. Ralph Wileman, University of North Carolina at Chapel Hill; Script Writing: Bill Perkins, Caldwell Community College, and Toni Patterson, Wilson Technical Institute; Audio Media: Dick Briley, Wilson Technical Institute.

From GASTON COLLEGE:

Ms. BONITA KING has joined the Learning Resources Center as a Processing Technician. Ms. King holds an A.A.S. degree in Library Technology from Caldwell Community College.

From BLADEN TECHNICAL INSTITUTE:

Ms. JEANNIE JONES has been appointed Learning Lab Director/Counselor. Ms. Jones received her B.S. from Elizabeth City State and the M.A. in Guidance from N.C. Central University.

From MONTGOMERY TECHNICAL INSTITUTE:

Ms. MARTHA MACMONROE has joined the staff of Montgomery Technical Institute as evening Learning Laboratory Coordinator.

From HAYWOOD TECHNICAL INSTITUTE:

Mr. NEAL MILLS has been appointed as a Media Production Specialist in the Learning Resources Center. Mr. Mills is a graduate of Western Carolina University and most recently has worked as the Production Specialist for the Teacher Corps at Western Carolina University.

Mr. DON MASSEY, Director of the Learning Resources Center, has announced his resignation effective June 30, 1977. Mr. Massey intends to travel before continuing his education.

From THE LEARNING RESOURCES ASSOCIATION:

The annual meeting of the N. C. Learning Resources Association was held March 9, 10, and 11 at the Royal Villa in Raleigh. Librarians, Audiovisual Specialists, and Individualized Instruction Center Coordinators from N. C.'s community colleges and technical institutes attended.

From ROCKINGHAM COMMUNITY COLLEGE:

The Learning Resources Center sponsored a day-long meeting of the N. C. Archeological Association in October. Exhibited was a collection of Indian artifacts found on an 8,000-year-old site in Rockingham County.

The Learning Resources Center and the Rockingham Public Library co-sponsored a "Visiting Writers" series from September through November, 1976. HEATHER ROSS MILLER, JAMES SEAY, and SYLVIA WILKINSON visited the campus during this period.

From ROBESON TECHNICAL INSTITUTE:

Mrs. ALICE WILKENS has joined the staff of Robeson Technical Institute as librarian. Mrs. Wilkens was formerly with Kings College near Tarrytown, New York.

From GUILFORD TECHNICAL INSTITUTE:

Ms. BARBARA HERMAN has joined the staff of the Learning Resources Center as a library technician. Ms. Herman received the A.A.S. degree from Durham Technical Institute.

The Individualized Instruction Center had a greater volume of G.E.D. testing

than any other unit of the N. C. Community College System, according to the G.E.D. Annual Statistical Report for 1976. Continued heavy demands for testing have resulted in Guilford Technical Institute's establishing a schedule for testing by appointment only; two days and four nights a week.

Mr. CHAUNCEY M. (CHAN) LANE joined the Learning Resources Center staff on November 24 as Coordinator of Audiovisual Services, replacing David Walters who has accepted a position in industry. Mr. Lane earned his B.A. degree in Radio-TV at the University of North Carolina at Chapel Hill, and his M.A. in Audiovisual Education at Appalachian State University. Prior to coming to Guilford Technical Institute he worked as an instructional designer at Bowman Gray School of Medicine in Winston-Salem.

Mrs. MERTYS BELL, Dean of Learning Resources, has been included in *Who's Who of American Women*, 1975-76, 1977-78, and *Who's Who in the South and Southwest*, 1976-77.

Miss BEVERLY GASS was named Coordinator of Library Services in September, 1976. Miss Gass was previously Public Services Librarian. Mr. KEN FRAZIER was named Coordinator of Instructional Services at that same time, having previously served as Learning Lab Coordinator.

From DAVIDSON COUNTY COMMUNITY COLLEGE:

The Individualized Instruction Center has implemented the Kentucky Educational Television G.E.D. preparation series into its curriculum. The series has been well accepted by the students in preparation for the high school equivalency exam. Studies have shown that this educational series increases success on the G.E.D. and decreases the drop-out rate of students preparing for the exam.

From UNC-WILMINGTON:

The Friends of the University of North Carolina at Wilmington, Inc. presented a \$5,500 check to the William Madison Randall Library at their annual tea and meeting January 27. The funds will be used to purchase books and materials for the library. PHIL SMITH is the Acting Director of Library Services.

From DAVIDSON COLLEGE:

Several objects d'art have been added to the Rare Book Room recently, including three large Oriental rugs, gifts of the Scott Candler Family of Atlanta; a fine silver and jade collection, gift of the Florence Clift Horton Estate in Atlanta; and a portrait of the principal benefactor of the library, Mr. E. H. Little. In addition, Dr. William Patterson Cumming, professor emeritus, presented the library with a rare folio volume of engravings of William Hogarth, dated circa 1830. The Library has become the official depository of the taped oral history collection created by the town Bicentennial Committee. LELAND M. PARK, library director, has been invited to join the National Board of Consultants of the National Endowment for the Humanities.

From UNC-GREENSBORO:

ELIZABETH HOLDER, who retired as Head Reference Librarian on August 1, is working through the Office of the Vice Chancellor for Academic Affairs in charge of revising the *Handbook for the Faculty*. NANCY CLARK FOGARTY, a reference librarian since 1970, was the choice of the national search committee to replace Mrs. Holder as head of the Reference Department. TOM MINOR has become Assistant Director of the Library. PATRICIA HAUSMAN and ALICE GADSDEN have joined the reference staff recently. Ms. Hausman, a graduate of the College of William and Mary, received her M.A. in L.S. from the University of Michigan. Ms. Gadsden was a reference librarian at Stanford Univer-

sity until coming to North Carolina. Her library degree is from Atlanta University. JAMES JARRELL directed a two-day seminar on "The Library as a Resource for Promoting Good Reading Habits" at Tuskegee Institute. CHARLES M. ADAMS, librarian emeritus, has recently presented the library with nearly 500 items pertaining to the book arts in America during the first half of the 20th century. Over half of the gift was produced by and for the Typophiles, a group which began to form in the early 1930s and included many of the outstanding book designers and typographers of the day.

From DUKE UNIVERSITY:

ERMA WHITTINGTON has become librarian of the Hubbell Center. LINDA MILLER, a graduate of Barnard College and UNC-CH, is now on the staff of the Manuscripts Department. ELLEN THOMPSON, who formerly worked at the University of Florida, also joined the Manuscripts Department staff. BARBARA BUESCHER, a Duke graduate with masters in literature and also library science from UNC-CH, is working on the legislative papers of five legislators in the Manuscripts Department. A party was held recently to honor the Library Volunteers, working under the Friends of the Library program. TERRY ERLANDSON is the new reference assistant. The illustrations for the recently published *Hoffius & Peacock's Descriptive Guide to North Carolina Environmental Groups* came from the turn of the century seed catalogs housed in the Advertising Collection in the Manuscripts Department. MATTIE RUSSELL chaired a session entitled "Archives for Women's History" at the meeting of the Southern Historical Association. MARY ANN WILKINS is the new Math-Physics Librarian. Previously she was the Public Services Librarian for the Cabot Science Library at Harvard. Her M.L.S. is from the University of Michigan.

From N. C. STATE UNIVERSITY:

The Library has begun a project to place its entire shelf list of monographic materials into the OCLC data base. According to estimates, the library has approximately 300,000 individual records to be converted, not counting multiple copies and multiple holding libraries. Full Library of Congress cataloging will be used when available. The project should be concluded by the end of 1981. The book budget for the year has gone over one million dollars for the first time. The library and six other southeastern land-grant universities have joined with the National Agricultural Library to microfilm their state land-grant publications. The University of Georgia is serving as coordinator for the Southeastern Project. The librarians hosted a reception to honor the professional accomplishments of MARY ELIZABETH POOLE, documents librarian, in October, 1976. One of Miss Poole's latest accomplishments is her recently published *Monthly Catalog With Classification Numbers Added, 1895-June, 1924*. The royalties from this project have been donated by Miss Poole to the D. H. Hill Library. I. T. LITTLETON, director of libraries, was on leave for the fall semester as a Fellow of the Council on Library Resources. His CLR study, the role of state commissions and boards of higher education in the development of academic libraries, has required extensive travel. Checks for \$1,000 have recently been received from Mrs. Marvin Burke Koonce, the NCSU Alumni Association, Dr. Ellen Winston for the Sanford Richard Winston Music Collection, and the News and Observer Foundation. GEORGIA H. RODEFFER joined the staff in July as Textiles Librarian. She is a native of Louisiana, and received her library degree from the University of Illinois. WILLIAM M. HIGH, III, a California native, is new on the Catalog Department staff. He received his library degree from UNC-CH. CAROLE

R. McIVER, formerly an instructor in library science at Winthrop College in South Carolina, and a graduate from UNC-CH School of Library Science, joined the staff this past summer. JUDITH A. DOLCE became Reference Librarian recently. A native of New York, her library degree is from the State University of New York at Albany. EBBA FREUND KRAAR became a reference librarian on the staff in November. She recently graduated from library school at Syracuse University. M. RONALD SIMPSON was appointed to the North Carolina Standards Advisory Group of the American Society for Testing and Materials.

From UNC-CHAPEL HILL:

MURLIN CROUCHER has been appointed Slavic Bibliographer. WILLIAM Z. SCHENCK, formerly of the Yale University Library, has been appointed Head of the Acquisitions Department. ALICE COTTEN has been appointed Reference Historian in the North Carolina Collection. KAROL PEKAR is now a cataloger. CELIA POE has been appointed Map Librarian. DAVID GLEIM, previously with the Florida State University Library, has joined the staff as Science Cataloger. Dr. CAROLYN A. WALLACE, Director of the Southern Historical Collection, was elected president, Historical Society of North Carolina. DOROTHY LONG has been promoted to Associate Director of the UNC Health Sciences Library. The Library issued two publications in honor of the 100th birthday of Dr. Louis Round Wilson. *Louis Round Wilson Bibliography: A Chronological List of Works and Editorial Activities*, compiled by Dr. H. G. JONES, Mrs. LINDA ANGLE MILLER, and Mrs. CATHERINE BENNINGTON of the North Carolina Collection, was issued in an edition of five hundred. Dr. EDWARD G. HOLLEY, Dean of the Library School, wrote the introduction, and Dr. CAROLYN A. WALLACE and Mrs. FRANCES A. WEAVER of the Southern Historical Collection added a section on the Wilson

Papers. The second publication is an updated edition of a brief biography of Dr. Wilson. When he retired as Chairman of the Friends of the University of North Carolina Library in 1956, the Friends published *Louis R. Wilson, A Bibliographical Sketch*, by Maurice F. Tauber. That 18-page pamphlet forms the basis of the 1976 publication. The updating consists of overprinting on the cover to indicate the occasion; a new preface by current Friends of the Library Chairman George A. London; and a new 9-page pamphlet, *The Years Since 1955*, a sketch of Dr. Wilson's life in the past 21 years by Mrs. FRANCES A. WEAVER, enclosed in a pocket on the back cover. The Mathematics-Physics-Statistics-Computer Science-Operations Research Library was formally named the Alfred T. Brauer Library in recognition of Professor Brauer's contribution to the library's development and growth. Dr. Brauer is a Kenan Professor Emeritus of Mathematics. During the past year a group has been formed to establish and raise funds for an endowment to be called the LAWRENCE FOUSHEE LONDON FUND, honoring Dr. London's long service as Curator of the Rare Book Collection.

From JOHNSON C. SMITH UNIVERSITY:

Johnson C. Smith University has become the 24th institution to participate in the College Library program. The Council on Library Resources and the National Endowment for the Humanities will each contribute \$25,000 while the University will provide \$51,160.

The historically black institution plans to improve its library program so that the library can become fundamentally a teaching facility of the institution. The coordinator of this five-year grant is Mr. Pao-jen Fu. Mr. Fu holds a M.S. in Education from Canisius College, M.L.S. from the University of Arizona and is a Ph.D. candidate at

Syracuse University. Mrs. Doris Jackson, who earned her B.S. from North Carolina Central University, will serve as his assistant and Mrs. Charlotta McGill, B.S., Livingstone College, will serve as part-time secretary.

Mrs. SHIRLEY WILKINS has recently been hired as Curriculum Materials Librarian. Mrs. Wilkins received her undergraduate degree from South Carolina State University and her M.S. in L.S. from Atlanta University. Previously she worked at UNC-C. Mr. CLARENCE TOOMER has been hired as Head of Reference Services. Mr. Toomer received his undergraduate degree

from Livingstone College and the M.L.S. from North Carolina Central University. Mr. Toomer previously worked at North Carolina A&T State University.

The library staff sponsored a "Meet the Author, Harry Golden" program in the Curriculum Material Center on Wednesday, January 26, 1977, with a representative segment from the student body, faculty, the community and administrative officers present. Mr. Golden, author of twenty-two books, has just completed a new publication entitled *America, I Love You*. His presentation emphasized the importance of reading.



Admiring the bust of Lafayette which was recently given to Methodist College's Lafayette Room are (from left) Norma Womack, curator of the room; Fritz Lopez, sculptor; and Georgia Mullen, head librarian of the Davis Memorial Library.

From METHODIST COLLEGE:

A bust of the Marquis de Lafayette has been donated to Methodist College by Fayetteville sculptor FRITZ R. LOPEZ.

The bust will be displayed in the Lafayette Room of the Davis Memorial Library. The room is a special collection of books, documents, letters and other memorabilia relating to Lafayette.

Lopez spent six months carving the bust

from a black walnut tree taken from the Gray's Creek area. Actually he carved three busts from the tree trunk; however, the first had termites, and the second had unsuitable interior wood.

From EDGECOMBE COUNTY LIBRARY:

EVELYN B. BAILEY, who worked in the Edgecombe County Memorial Library for 21½ years, retired December 31, 1976. Mrs. Bailey has directed the library since

July 1970. MARY JO P. GODWIN, Assistant Director, succeeded Mrs. Bailey as Director.

From OLIVIA RANEY PUBLIC LIBRARY:

After 5 years of operation, Wake Information Center is changing its name to Wake County Information and Referral Center. This change reflects the Center's ability to provide more than just the addresses and telephone numbers of agencies in Wake County.

Information and Referral service for all ages concerning all types of community agencies and organizations, educational counseling for adults, programs in branch libraries, and outreach programs in areas not served by the public library are available free from the Center.

Although the Center has changed its name, the address and telephone numbers are the same. Wake County Information and Referral Center is located at Olivia Raney Library, 104 Fayetteville Street. The main telephone number is 833-1132. The Adult Learning Information Center service has its own line, 833-1098.

From ALLIANCE OF INFORMATION AND REFERRAL CENTERS:

North Carolina public libraries interested in community information and referral centers may want to join the Alliance of Information and Referral Services. Its national headquarters is in Phoenix, Arizona, but membership correspondence goes to A.I.R.S., Post Office Box 612, Seabrook, Maryland 20801. Individual memberships are \$15.00 per year, with a free Newsletter included.

The Newsletter reports experiences of I & R practitioners in a variety of agencies, and gives members and non-members a chance to exchange information and questions. The annual conference of the Alliance provides valuable contacts with other people in the I & R field. Practical as well as theoretical issues are covered during

the conference. The next A.I.R.S. meeting is in Chicago, May 15-19, 1977.

From FORSYTH COUNTY PUBLIC LIBRARY:

JERRY A. THRASHER has been named Assistant Director of the Forsyth County Public Library. He is scheduled to assume his duties in early April. Mr. Thrasher is presently serving as Director of the Haywood County Public Library.

The following appointments have also been announced by BILL ROBERTS, Director: ELIZABETH WHITTECAR HULL, Head of Reference Department; BONNIE SHAW FOWLER, Head of Children's Department; ANNIE PERRIGO, Head of Audio-Visual Services; and JOHN JONES, Coordinator of the Main Library.

The East Winston Branch, completed in 1954 and dedicated at its opening by then Librarian of Congress Quincy Mumford, was rededicated in November 1976 to mark the many years of outstanding service to its community.

From WAYNE COUNTY PUBLIC LIBRARY:

A new Goldsboro-Wayne County Public Library was dedicated January 30. Third District Congressman CHARLES WHITLEY gave the principal address. A fund raising drive last fall by the trustees realized nearly \$120,000 in gifts and pledges for furnishing and equipping the new library. An additional \$3,500 was raised at the auction of equipment from the old library.

A mural on the exterior of the north end of the library auditorium was made possible by the donation of \$9,000 from the school children of Wayne County as a bicentennial gift.

From BLADEN COUNTY PUBLIC LIBRARY:

The Economic Development Administration under a Local Public Works Program has approved a \$550,000 grant for construction of a 11,200 sq. ft. building in

Elizabethtown. The new library will replace the present 1,625 sq. ft. structure.

From RUTHERFORD COUNTY LIBRARY:
JUDITH ABNER, Director of the library since March 1975, resigned December 31, 1976 to accept a position in the Limestone College Library, Gaffney, South Carolina.

SOUTHERN BOOKS COMPETITION

The Southeastern Library Association's Annual Southern Books Competition for 1976 awarded certificates of excellence in book making to fifteen Southern publishers for books which they produced in 1975. Twenty-six books were selected for awards out of more than 150 books entered in competition.

The twenty-six winning books now comprise a traveling exhibit which will be displayed at the following North Carolina locations:

University of North Carolina Library (Chapel Hill), February 27-March 5; St. Mary's College (Raleigh), March 13-19; Davidson College (Davidson), May 8-14; Public Library of Charlotte and Mecklenburg County, June 5-11; and Ivey Memorial Library (Hickory), July 3-9.

From COLLEGE OF THE ALBEMARLE:

Dr. BENJAMIN SPELLER, Professor of Library Science, North Carolina Central University School of Library Science, spoke to librarians from the Albemarle area (including public, university, community college, Bible college, and public school librarians) on Wednesday, December 8, 1976, on the subject of "Continuing Education, A Modular Approach."

The meeting was held in the new facilities of the Pasquotank-Camden Public Library. Mrs. ANNE SANDERS, East Albemarle Regional Librarian, introduced the speaker.

As a result of Dr. Speller's talk, the librarians planned a meeting in January

at Elizabeth City State University to discuss preferences and priorities as to continuing library education for the area. Following that discussion, they viewed the automation systems at Elizabeth City State University's library.

From CHAPEL HILL:

A Conference On Collection Development will be held at the University of North Carolina at Chapel Hill on April 28-29, sponsored by the UNC-CH Librarians Association. Among the topics discussed will be techniques for evaluating a collection, special acquisitions programs, resource sharing, and others. Speakers will be drawn from the University of Virginia, Duke University, and the University of North Carolina at Chapel Hill. For more information about the content of the conference and registration, write Betty A. Davis, University of North Carolina, 365 Phillips Hall 039-A, Chapel Hill, NC 27514.

From APPALACHIAN STATE UNIVERSITY:

More than three million dollars has been made available for expansion of Belk Library. Two wings will be added to the existing building in order to double the seating and shelf capacity. Clemmer, Horton, Bush, and Sills of Hickory are the architects. Russell Bailey of Orange, Virginia is the consultant.

A 150-year-old loom, once owned by the Boone family and now a part of Belk Library's Appalachian Collection, has been restored to working order by ASU art student PAM BOYCE. Ms. Boyce "ended off" a rug woven on the loom and has begun a rug of traditional pattern which, when completed, will be on permanent display.

SLA Meetings

The North Carolina Chapter of the Special Libraries Association is conducting a series of regional meetings through-

out the state. They met February 22 in Charlotte and February 25 in Greensboro, and will meet March 30 in Greenville and April 20 in Raleigh. Librarians who are not members of SLA, but would like to attend the meetings may contact Dr. Fred W. Roper, UNC School of Library Science, Chapel Hill 27514 for details.

Second Annual Storytelling Festival

The State Library of North Carolina will sponsor the Second Annual Storytelling Festival on the lawn of Raleigh's Capitol Square April 18-22, 1977. The statewide Storytelling Festival, in honor of National Library Week, is expected to attract children of all ages to hear stories told by children's librarians, school librarians and students from library schools. Master storyteller, Augusta Baker will be on hand to talk with the storytellers.

Library Publicity Competition

An April 15 deadline has been set for entries in the Library Public Relations Council competition for excellence in library publicity. Louise Liebold, 1977 Awards Committee Chairperson, has announced awards in five categories and two divisions (libraries serving areas of 60,000 population and up; and libraries serving populations of less than 60,000).

The categories for 1977 are: Best Radio Spot; best Brochure Promoting a Service or Program; best Library Newsletter and/or Calendar of Events; best Individual Poster; and best Annual Report.

Entries should have been produced during the 1976 calendar year. Radio spot entries must consist of seven copies of the typewritten script plus one standard cassette or 1/4-inch tape recorded at 3 3/4 or 7 1/2. Spot time to be 60 seconds or less.

All other entries must be submitted with seven copies. Entries are to be sent prior

to April 15, addressed to Louise Liebold, East Meadow Public Library, Front Street and Newbridge Road, East Meadow, New York 11554. Winners will be notified in June. Certificates of Merit will be awarded at the June meeting of the American Library Association in Detroit.

The Awards Committee asks that an informational sheet accompany each entry, giving method of duplication, whether in-house or outside supplier, the number produced, the method of distribution, and the cost.

The Awards Committee includes Lorraine Sano Jackson, Director of the Upper Saddle River Library, New Jersey; Vince Juliano, Adult Services Consultant, Connecticut State Library; Don Jacobsen, New York City Public Library's Press Office Director; and Milan Stitt of the New York Public Library.

Address further questions to: Library Public Relations Council, Publicity Chairman, Margaret M. Lucha, Port Washington Public Library, 245 Main Street, Port Washington, New York 11050.

ALA STATISTICS

The Statistics for Technical Services Committee of the American Library Association, Library Administration Division, Library Organization and Management Section is seeking assistance in the development of three instruments for the collection of internal technical services statistics. Interested individuals and librarians are invited to request a copy of the drafts indicating which draft(s) they wish to receive: Public, School/Instructional Materials Centers, College and University. The Statistics for Technical Services Committee will evaluate the reactions to the drafts and will conduct an open discussion at the 1977 ALA Annual Conference in Detroit.

Copies of the drafts may be obtained from John Edens, University of Georgia Libraries, Athens, Georgia 30602.

NCLA Section Activities

North Carolina Association of School Librarians

More than eight hundred school librarians attended the Biennial Work Conference of the North Carolina Association of School Librarians on October 28, 29, and 30, 1976. The conference was held at the Royal Villa Motel in Raleigh. The conference theme was "The Fifth American Freedom: Access to Information."

Dr. Albert Sidney Knowles, Jr., English Department, North Carolina State University, delivered the keynote address at the first general session. Dr. Knowles compared the works of his favorite writers, Ernest Hemingway and Thomas Wolfe. Mrs. Una Edwards, Chairman of NCASL, presided and presented Dr. John Murphy, Superintendent of Wake County Schools, who welcomed the group to Wake County.

Dr. Sara Srygley, Professor, School of Library Science at Florida State University, gave a very inspirational and informative presentation on "Visions and Verities: Teaching the Process of Free Inquiry." She challenged North Carolina school librarians to continue to improve the school programs.

The Friday afternoon concurrent sessions provided a choice of learning situations. Mrs. Edna Lorenz and the school

librarians from Wake County presented a display of "Innovations in Teaching Library Skills." "Book Publishing Today: Problems and How Librarians Can Cope" was presented by Mrs. Mary Gaver and Peter Jacobs. Mrs. Lou Rosser and Mrs. Diana Young coordinated a session on "The Lost Art of Story Telling."

An autograph party featuring North Carolina authors was sponsored by Broadfoot's Bookmark. A number of North Carolina authors were present to talk with conference participants and to autograph their books.

Tours to the Materials Center and to downtown Raleigh were conducted for people who wished to participate. The downtown tour included the governor's mansion and the capitol.

A highlight of the conference was Richard Walser's presentation of North Carolina humor. Mr. Walser was the banquet speaker and shared many humorous stories collected from all parts of North Carolina. John Rigdon, North Carolina Audiovisual Supplies Association, made a special presentation honoring James W. Carruth.

During the last general session on Saturday morning, Mrs. Elsie Brumback, Director, Division of Educational Media, State

Department of Public Instruction, discussed new programs and recommendations for media programs.

The conference was sponsored jointly by the North Carolina Association of School Librarians, the Educational Media Association, and the Division of Educational Media, State Department of Public Instruction.

From: The Docket. v. IV no. 1

(December 13, 1976)

**Documents Librarians
of North Carolina**

The fourth annual meeting of the Documents Librarians of North Carolina was held on October 1, 1976 at the McKimmon Extension Education Center of North Carolina State University. This was the first meeting of the DLNC since becoming a section of the North Carolina Library Association. In his opening remarks Chairman Ridley Kessler noted that this first year as a part of NCLA had been very successful. We had been welcomed wholeheartedly by the other sections. Great interest has

been shown in our group by NCLA's Executive Board which has proved very cooperative and eager to help us in our work and organization. The chairman further stated that our goals and objectives as a documents group will be furthered by our membership in the NCLA.

The documents librarians present were informed that the report of the State Documents Group chaired by Sangster Parrot had been sent to the documents section by NCLA executive board. Since our group had already heard and approved this report last year, it was turned back to the executive board with DLNC's stamp of approval and a recommendation that they do all that they could to help implement it, especially the recommendation that the State of North Carolina appoint a study group to investigate a state depository system.

Sue Davis, chairman of the Bibliographic Projects Committee, was thanked for her splendid work in completing a directory of North Carolina Depository Libraries and Librarians. It was a herculean task that has already proven its usefulness to Documents Librarians throughout the state.

**Want to see more names or more libraries in the news?
Here's the person to give your news items to:**

COLLEGE AND UNIVERSITY LIBRARIES:

Brian Nielsen
University of North Carolina
Chapel Hill, North Carolina 27514

COMMUNITY AND JUNIOR COLLEGE LIBRARIES:

John Thomas
Davidson County Community College
Lexington, North Carolina 27292

PUBLIC LIBRARIES:

Bernadette Martin
Forsyth County Public Library System
Winston-Salem, North Carolina 27101

SCHOOL MEDIA CENTERS:

William Pendergraft
Pender High School
Burgaw, North Carolina 28425

SPECIAL LIBRARIES:

William Lowe
North Carolina State University
Raleigh, North Carolina 27607

Bob Gaines, the vice chairman of DLNC and editor of the *DOCKET*, was also thanked for his efforts on our behalf this year. The editorship of the *DOCKET* is an exceedingly difficult job and a thankless one. Yet, as our chief means of communication, it is one of our most important products. Bob has labored long and hard on the many issues this year and for that we all owe him a debt of gratitude.

The minutes of last year's meeting were read by Cindy Pendergraft and approved unanimously. The treasurer's report was given by Carolyn Jamison. She also reminded everyone of the importance of notifying the treasurer of the NCLA that their name should be put down as a member of the Documents Section.

Jean Porter of North Carolina State University was elected to the post of vice-chairman and chairman-elect. Robert Gaines, University of North Carolina at Greensboro, assumed the chairmanship of DLNC.

Reports were then heard from Mrs. Araby Greene, UNC-CH, on a United Nations conference held in New York last January and from Carolyn Jamison, Appalachian State, on the Federal Documents Task Force meeting at the annual ALA conference last July. Both of these reports were printed verbatim in the December 1976 *DOCKET*.

After lunch, Mr. Daniel R. MacGilvray of the Government Printing Office spoke. Mr. MacGilvray is a Depository library inspector and editor of the *PUBLIC DOCUMENTS HIGHLIGHTS*. The topic of his talk was "What's Happening In Depository Libraries." (The full text appears in the December 1976 *DOCKET*.)

After our speaker thanks were given to Jean Porter and Mary Elizabeth Poole for being our hostesses this year and arranging everything so elegantly. The fourth annual meeting of DLNC then adjourned.

Mary Elizabeth Poole Honored by North Carolina State University

This reporter had the great privilege of attending a tea held in honor of Miss Mary Elizabeth Poole last October 14 at North Carolina State University. Attending were NCSU staff members and friends of the guest of honor. Special guests included Dr. I. T. Littleton, Director of the D. H. Hill Library; Dr. Murray S. Downs, Assistant Provost of North Carolina State University; Mr. Harlan C. Grown, past director of D. H. Hill Library; Mr. Clyde W. Hart, Assistant Director of Foundations of North Carolina State University, and Ms. Sangster Parrott, Assistant Professor of Education at the University of North Carolina at Greensboro.

It was an impressive occasion because Miss Poole's accomplishments are impressive. A North Carolina native from Troy, Miss Poole attended Duke University and received her B.A. in history in 1935. She attended the Library School at the University of North Carolina and matriculated with an A.B.L.S. degree in 1936. Her first professional job was as documents librarian of Duke University where she served from 1936 to 1943. Miss Poole then accepted a post as Documents Librarian at the Virginia Polytechnical Institute from 1943 to 1944. In 1944 Mrs. Reba Davis Clevenger, then Acting Director of the North Carolina State Library, was able to lure Miss Poole to Raleigh. Mrs. Clevenger had organized the documents collection at N. C. State and doubtlessly recognized Miss Poole's interest in and dedication to documents collections. We all owe a debt of gratitude to Mrs. Clevenger for her farsighted action in securing Miss Poole's services. We should also be grateful that her presence is centrally located in the Raleigh area where she can and has been of countless service to documents librarians throughout the state.

Miss Poole's contributions to the library

world in general and to documents librarians in particular are now legendary. An indefatigable researcher and prolific publisher, Miss Poole has contributed more knowledge and published aids to the Documents Classification System than any other documents librarian alive or deceased. These aids are in constant use in documents libraries throughout the country and have greatly improved the access to and organization of documents collections everywhere.

The best known of Miss Poole's documents tools is *Documents Office Classification*, the first edition of which appeared in 1945. It is now in its fifth edition. Sangster Parrott, a well-known teacher of Library Science in this state, in her brief remarks stated that, "these five editions are the most significant tools a documents librarian can have."

Miss Poole has also contributed the *Documents Office Classification Numbers for Lettered Documents 1912-1924* which came out in 1960. Aware of the lack of author entries in older *Monthly Catalogs*, Miss Poole prepared and published in 1970 the *Author Index (With Titles) to Monthly Catalog of United States Government Publications 1947-1962*. This has greatly simplified documents bibliographic work and certainly makes searching less tedious and more accurate.

Not content to rest on her laurels, Miss Poole has most recently compiled the Superintendent of Documents classifications numbers and added them to Carrollton Press's reprint of the *Monthly Catalog 1895-1924*. This is a major achievement and one long prayed for by documents librarians.

It is not often that documents librarians are singled out for praise by anyone, even their fellow professionals. Ours is a close and rarely heralded group whose work, problems, and accomplishments are little understood even by other librarians. It is indeed pleasing to see one of our members recognized not just by other librarians,

but by the entire educational institution in which she works. It is also particularly pleasing to see Miss Poole so honored. Her contributions are many and all worthwhile in a very difficult area.

Reference and Adult Services

The following questionnaire will hopefully help plan the initial activities of the Reference and Adult Services Section. Please photocopy it, mark the topics "1" through "15" with most important as "1" and least as "15," and mail to Brian Nielsen, Chairman, Reference and Adult Services Section Steering Committee, University of North Carolina at Chapel Hill Undergraduate Library 27514.

- ____ audiovisual collections for the public
- ____ computerized bibliographic searching and the reference librarian
- ____ developing film programs
- ____ development of reference tools for the state, like the News & Observer Index
- ____ interlibrary cooperation between types of libraries
- ____ interlibrary loan
- ____ interpersonal communication at the reference desk
- ____ library use instruction
- ____ new developments in reference at the national level, e.g. Reference Service Guidelines
- ____ newly published reference tools
- ____ reference statistics
- ____ programming for the adult learner
- ____ public relations for the library
- ____ selection and evaluation of reference collections
- ____ special collections in the state
- ____ OTHER _____

**Intellectual Freedom Committee
North Carolina Library Association
December 10, 1976 Minutes**

The winter meeting of the Intellectual Freedom Committee of the North Carolina Library Association was held Friday, December 10, 1976 at the High Point Public Library at 10:00 a.m. Members attending the meeting were: George Linder, Diana Young, Neal and Judie Austin, Bob Woerner, Ainsley Whitman, Emily Boyce, Elizabeth Copeland, and Martha Ramsley.

The minutes of August 13 were approved as read by Secretary Boyce. Chairman Judie Austin reported that she had written to Mr. John Norton, Chairman of the NCLA Trustees Section in order to explore the possibility of a joint luncheon at the fall NCLA meeting. She said she had not heard from Mr. Norton. Ms. Austin also contacted Mr. Leonard Johnson regarding a time slot for the Committee program at the conference. Mr. Johnson suggested the Committee contact him in January regarding this matter.

The Committee discussed program possibilities for NCLA and decided it would be beneficial to the membership to arrange a debate concerning the issue of a "libraries exempt" provision in the state obscenity law. The North Carolina law at present does not include such a provision and discussion centered around the idea that it may be detrimental to intellectual freedom if such a provision was included since it may have a tendency to remove library personnel from the fight against censorship. The Committee asked Chairperson Austin to write to Dr. Edward Holley, Dean of the Library School at Chapel Hill and Ms. Judith Krug, Office for Intellectual Freedom, American Library Association, and invite them to discuss the issue of "libraries exempt" in state obscenity laws at the forthcoming NCLA meeting.

Chairperson Austin planned to request a time slot for the meeting on Friday afternoon, possibly at 2:00 or another reasonable time on that day in order to include as many school library people as possible.

The Committee discussed the Bladen County censorship difficulties concerning the book, *The Wild Boys*. Ms. Young read reviews of the book to the Committee. Ms. Austin was asked to write to the Superintendent of Bladen County Schools in order to find out the outcome of the case. Discussion was held concerning the difficulties some schools have had with censorship. It was decided it would be beneficial to Committee work to invite Ms. Elsie Brumback, Director, Educational Media Division, N. C. State Department of Public Instruction, to the next meeting of the IFC in order to review procedures used in the schools regarding intellectual freedom. Ms. Boyce said she would find out how many schools in North Carolina have written selection policies properly approved by the local Board of Education and report this information at the next meeting. Neal Austin agreed to discuss materials selection policies with the directors of N. C. public libraries at a forthcoming meeting of directors.

The censorship attempt in Pitt County Schools was brought to the attention of the Committee by Ms. Boyce and Ms. Copeland. Recently Rev. Bobby Bazen requested the Pitt County School Board to appeal the decision of the D. H. Conley (High School) Hearing Committee not to take the following titles off the shelves of the media center: *Of Mice And Men*, *Catcher In The Rye*, *Grapes of Wrath*, *Love Story*, and *Perspectives* (a tenth grade literature text). Chairperson Austin will write to Superintendent Alford for a followup report on the case.

The Intellectual Freedom Committee resolution was passed unanimously by the Executive Board of the North Carolina

Library Association on September 11, 1976. The membership expressed pleasure at the last paragraph in particular since it clarifies the role of the Committee in relation to the North Carolina Library Association. The membership requested Secretary Boyce to submit the minutes of the meeting and the resolution to Editor Poole of *NORTH CAROLINA LIBRARIES* for publication.

Mr. Woerner suggested the Committee publish a simple folded brochure describing the committee's charge, the NCLA Resolution, Committee activities, related organizations concerned with intellectual freedom and an invitation to NCLA members to participate in an IFC network. Mr. and Mrs. Austin agreed to work on this project.

Chairperson Austin read a letter from Ms. Anne Washburn, Reference Librarian, Greensboro College Library, expressing an interest in the Committee's work. Ms. Austin said she had written Ms. Washburn and invited her to attend an IFC meeting.

Mr. Whitman said the Committee needed to be aware of pending legislation in the coming legislature concerning issues of interest to the Committee.

Ms. Copeland suggested that each public library director be placed on the mailing list for the agenda for city council meetings as another way in which to keep informed.

The Committee agreed to meet again at the NCLA spring workshop. The date and time, and place to be announced later. The Committee adjourned at 12:00 noon.

Emily S. Boyce, *FCU Secretary*
Mrs. Judie D. Austin, *Chairman*
Kernersville Branch Library
Kernersville, NC

The North Carolina Library Association asserts the constitutional right of all North Carolinians to free access to books and other library materials.

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.

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

Adopted by NCLA/IFC 8-13-76

Passed by NCLA Executive Board 9-11-76

Help Recruit New Members For NCLA!!

If you are going to attend library meetings, workshops, etc., or know librarians or others interested in librarianship who would be potential members in NCLA, please give them the information about joining NCLA. A new membership brochure has been printed and is available (in quantity) upon request.

HELP BUILD NCLA!

Leland M. Park, *Chairman*
NCLA Membership Committee
c/o Library of Davidson College
Davidson, North Carolina 28036

AV News Exchange

The Winter Media Conference "77" sponsored by EMA, LRA, NCAECT, and NCASL, was held at Wake Forest University February 10-12. Outlined below are some of the highlights of that conference:

MERGER PROPOSED:

EMA (Educational Media Association) and NCAECT (North Carolina Association for Educational Communications and Technology) each proposed a joint ad hoc committee be formed to investigate a way the two organizations might merge. Such mergers have been successfully accomplished in other states and the membership of both groups went on record as being supportive of such a move in North Carolina. The continued joint sponsorship of media conferences was again endorsed.

CARRUTH AND JOYNER HONORED:

James Carruth, retired Director of the Division of Media Services, North Carolina State Department of Public Instruction, and Douglas Joyner, outgoing EMA president and Director of Audiovisual Education, Wayne County Public Schools, were honored with handsome, suitably inscribed plaques by EMA and NCASL.

Carruth was visibly moved by the presentation made by Joyner citing his years of dedication and leadership in the field. In turn Joyner was obviously surprised by the presentation made by Jean Johnson, head of the NCASL and EMA Task Force for Legislative Action.

CSIM:

Dennis Perry, Audiovisual Specialist and Public Information Officer for Gaston College, discussed the CONSORTIUM FOR SHARING INSTRUCTIONAL MATERIALS (CSIM). This consortium has 52 member institutions from the 57 targeted technical and community colleges. It was organized in 1975 to promote sharing of locally produced instructional materials. CONSORTIUM CONNECTION is a newsletter issued by the CISM which keeps the membership informed about the instructional packages (currently 160) in the clearing house and other pertinent news. Copies are available from:

Department of Community Colleges
Division of Educational Resources
Room 25, Education Building
Raleigh, NC 27611
Tel. (919) 829-7201

Joe Carter, Director of Educational Resources, is the CISM project director.

RURAL RENAISSANCE:

The Rural Renaissance Project is a 10 institution consortium of community colleges and technical institutes. Lynn Moritz, Instructional Development Coordinator/Consultant North Carolina Rural Renaissance Project Coordinator, presented a program about this new project. William McIntosh, Vice President for Educational Planning and Evaluation at Central Piedmont Community College, is the director of the project.

Funded for school year 1976-77, each of the 10 member schools is developing 6 instructional modules, with 26 different instructors writing the modules, supported by artists, A/V specialists, etc. These 60 instructional programs developed by the project will be useful immediately on existing slide/tape and video-tape equipment. Also they will be adaptable to wide-spread television transmission utilizing compressed video technology. They will be made available to all the N. C. Community College Systems and one of the project's dissemination strategies will include distribution through the CISM.

Those attending the session viewed a module developed for forestry students. All learned how to identify Loblolly, Slash, Long and Short Leaf Pine from the effective program.

Headquarters is at Central Piedmont Community College. Caldwell Community College and Technical Institute serves as the Regional Coordinating Unit (RCU) for the Western region which also includes

Catawba Valley Tech and Surry Community College.

Central Carolina Tech is the RCU for the Central region, which includes Guilford Tech and Johnston County Tech.

In the Eastern region Wilson County Tech is the RCU, coordinating the activities of Beaufort Tech and Martin Community College.

INSTRUCTIONAL TELEVISION: RECEPTION, DISTRIBUTION, AND USE:

This presentation ran the gambit from those very blessed to those not so fortunate and succeeded in being helpful for any situation. William Sweezy, Director Media Services, Charlotte/Mecklenburg Schools, discussed their fairly sophisticated system which not only broadcasts Educational Television programs but originates their own, including the popular school board meetings. They are busy now developing a series on reading skills. Anyone interested in borrowing their original productions can contact Sweezy for details.

John Shore, Audiovisual Coordinator, Winston-Salem/Forsyth County Schools, reported what is possible on a more modest budget with very poor Educational Television reception available. Given one cable station four years ago, their Carrer Education Center is now well into TV productions.

John Lutz, Jr., Audiovisual Coordinator, Gaston County Schools, demonstrated what can be done on a shoe string. Lutz ably showed what simple antenna and knowledgeable amplification can deliver to your

classrooms. Sharp, clear pictures emerged from shadows and snow as he attached inexpensive boosters and positioned a low cost antenna. He quoted costs at \$30 per room, \$1200 per 30 classroom school.

GENERAL SESSIONS SPEAKERS:

Dr. Jane Hannigan, Professor of Library Services, Columbia University, already had a fan following in the audience from the participants who had heard her speak at the preconference, an invitational workshop for secondary school media coordinators. She won many more with her address "Role People Should Play in the Media Program." She interspersed this address with imaginative and pointed short films. The films' titles and ordering information will be included in the next issue's AV NEWS EXCHANGE, along with more coverage of her message.

Dr. Roosevelt R. Wright, Jr., Assistant Professor Radio/Television, Syracuse University, and son of Roosevelt R. Wright, Sr., Media Technician, Elizabeth City Schools, proved a very dynamic and optimistic speaker asking "Where are the educational media leaders for the 80s and 90s?" He suggested it was our responsibility to keep alert and identify the emerging leaders and gave a score card list of ingredients to use. Those attributes he mentioned included: physical and nervous energy, purpose and direction, enthusiasm, friendliness, integrity, basic mastery of the field, intelligence, teaching skills, and faith!

ORGANIZATIONAL NEWS:

Clinton Barnes, Director of Media Services, Carteret County, took office as the new president of EMA. Beaufort Bailey, Director of Educational Media, Winston-

Salem State University, took office as the new NCAECT president.

FROM THE STATE LIBRARY: CUMULATIVE REPORT OF 16mm FILM HOLDINGS IN NORTH CAROLINA:

The Division of the State Library sent out a report form in November 1976 for the purpose of compiling data on 16mm film holdings in the state. The forms were sent to all public libraries, academic libraries/media centers, state institutions and state agencies. The response has been excellent. The information received is now being prepared for a "Cumulative Report of 16mm Film Holdings in North Carolina." The cumulative report will be made available to all cooperating libraries/media centers, institutions and agencies and to anyone in the state requesting the information.

The Division of the State Library is deeply appreciative of the cooperation and support it has received from the various libraries, media centers, state institutions and state agencies throughout the state in supplying the information for the cumulative report.

ROOTS —

The Saga of an American Family

The State Library Film Service has acquired the twelve one-hour episodes for the film collection. The ABC non-fiction novel for television based on Alex Haley's best-seller was aired on the ABC Television Network beginning January 23 for eight consecutive evenings. The epic drama tracing the history of four generations of

Haley's ancestors — beginning with the birth of Kunta Kinte in a West African village in 1750 through their struggle for freedom in America during Reconstruction — received the highest audience ratings in the history of television viewing — estimated at 80,000,000 viewers. The publication of Haley's book broke publishing records when Doubleday committed the largest hardback first printing in the history of American publishing — 200,000 copies.

The twelve episodes in 16mm may be requested from the State Library Film Service through local libraries/media centers throughout the state. They should be requested by individual titles: THE AFRICAN, Pt. 1; THE AFRICAN, Pt. 2; THE SLAVE, Pt. 1; THE SLAVE, Pt. 2; THE ESCAPE; THE CHOICE; UPROOTED; CHICKEN GEORGE, Pt. 1; CHICKEN GEORGE, Pt. 2; THE WAR; FREEDOM, Pt. 1; FREEDOM, Pt. 2. Alex Haley served as consultant for this David L. Wolper Production.

UNC-CHAPEL HILL MEDIA CENTER UNDER WAY:

The UNC Media Center is completing basic organizational plans, according to Dr. Donald L. Shaw (formerly in journalism on campus), who was appointed director in March, 1976.

Shaw has begun to formulate a long-range plan for the Center, after visits to comparable centers at universities in New York, Michigan, and Ohio.

Among the key objectives of the plan are:

- the eventual hiring of a small staff able to provide both guidance in instructional

design and workshops for production of training aids;

- improved coordination among existing centers now able to produce selected training aids;
- improved support of user services in selected places, such as the Foreign Language Laboratory and Undergraduate Library.

Early in December, the administration of the Foreign Language Laboratory was assigned to the Media Center. "This will greatly improve the Center's ability to provide audio and videotape support for all classes," according to Shaw. The Center administrative office shares space with the Foreign Language Laboratory in Dey Hall.

Earlier, the Audiovisual Department had been made part of the Center. According to the fall report of the Department, it provided 402 films to classes, a 3% increase over last year, and a 33% increase in number of classes served. The Audiovisual Department currently absorbs about 56% of the Center's budget.

Shaw said he hopes funds generated from film rental off campus can eventually be used to build the campus collection, particularly of videocassettes. "Some people feel that videocassettes are the wave of the future," he noted.

"We are trying to build rapidly, but also carefully," Shaw stated. "Our main objective is to develop better coordinated services for our classrooms and to provide the same kind of University support for teaching that is already provided for research."