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The Southeastern Librarian



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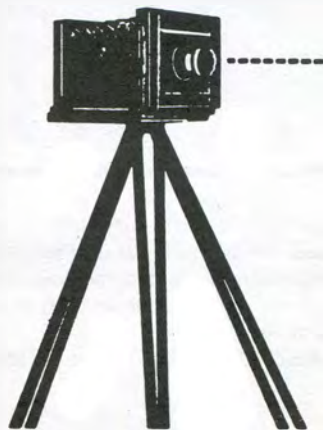
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Send editorial comments and/or submissions to: Elizabeth Curry, *SELn* Editor, SOLINET, 400 Colony Square, Plaza Level, Atlanta, Georgia 30361-6301.

Guidelines for Submissions to *The Southeastern Librarian*

1. *The Southeastern Librarian* seeks to publish articles, announcements, and news of professional interest to librarians in the Southeast. Articles need not be of a scholarly nature, but they should address professional concerns of the library community.
2. News releases, newsletters, clippings and journals from libraries, state associations, and groups throughout the region may be used as a source of information.
3. Manuscripts should be directed to Elizabeth Curry, *SELn* Editor, c/o SOLINET, 400 Colony Square, Plaza Level, Atlanta, Georgia 30361.
4. Manuscripts should be submitted in duplicate on plain white paper measuring 8½" x 11". Manuscripts should be 8-10 pages double-spaced (text and references).
5. The name, position, and professional address of the author should appear in the bottom left-hand corner of a separate title page.
6. Authors should use the *author-date* system of documentation. The editors will refer to *The Chicago Manual of Style*, 13th edition. The basic form for the reference within the text is as follows:
(Hempel 1990, 24)
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Hempel, Ruth. 1990. "Nice Librarians Do!" *American Libraries* 21 (January): 24-25.
Senn, James A. 1984. *Analysis and Design of Information Systems*. New York: McGraw-Hill.
7. Photographs will be accepted for consideration but cannot be returned.
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#2 Summer	May 15	August
#3 Fall	August 15	November
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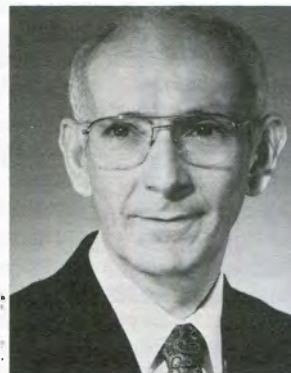
COVER PHOTO

**The Fellowship of Southern Writers
Lupton Library, The University of Tennessee/Chattanooga
April 4-6, 1991**

**Seated (left to right): Shelby Foote, Ellen Douglas, Eudora Welty, Cleanth Brooks, Andrew Lytle, Elizabeth Spencer
Mary Lee Settle, Standing (left to right): George Core, Fred Chappell, Peter Taylor, Wendell Berry, Louis Rubin, James Dickey, Ernest Gaines, Romulus Linney, George Garrett, Walter Sullivan, Lewis Simpson, C. Vann Woodward.**

President's Message

The recent ALA convention in Atlanta provided a good opportunity for our SELA members to get together for many items of association business as well as to enjoy some social activities. A block of rooms was reserved in the Buckhead area for SELA, and several were present at the special reception planned at the Ritz Carlton for our members and their guests. Meetings of various SELA committees were held, including Planning and Development (chaired by Julia Boyd), Continuing Education and Staff Development (chaired by Bill Whitesides), Exhibits (chaired by Beverly Youree), Public Relations (chaired by Sandra Neerman), and perhaps others. In addition, President-elect Gail Lazenby met with the Conference Committee and other officers where we received an update on plans, and further work was done in preparation for what promises to be an exciting conference, to be held jointly with the Louisiana Library Association, on March 18-21, 1992, at the Hyatt Regency in New Orleans. You don't want to miss this one, so watch for further information in future publications and mailings. I attended most of these meetings and was impressed by the good work which is being done by the different subgroups.



An excellent opportunity is being provided by Bill Whitesides and the Continuing Education and Staff Development Committee, with the traveling workshop being offered entitled "Libraries for the Decade: Dynamos or Dinosaurs?" This workshop will address ways in which local groups can implement the goals of the recent Governors' Conferences and the 1991 White House Conference on Library and Information Services. We hope many states and other groups will want to take advantage of this workshop.

Plans have been finalized for the 1994 SELA Conference, which will be held in Charlotte, North Carolina, on October 26-29. Also, Barry Baker (Site Selection Committee) and other SELA officers met in Atlanta with representatives from Kentucky to work on plans for the 1996 joint conference with the Kentucky Library Association, scheduled for October 22-26.

Your attention is called to a petition which was circulated at the reception in Atlanta to form a Preservation Round Table in SELA. Key people in this effort are Libby Pollard, Judy Sackett, and Sue Davis. An organizational meeting is planned at the SELA/LLA Conference in March in an effort to give more attention to this increasingly important area.

All of us are looking forward to the new brochure which is being developed by the Membership Committee. Let's join with Jim Cooper and his committee in helping us reach a record number of members this biennium.

Don't forget to nominate a deserving person/program for one of the awards to be given in March. Please refer to the spring issue of *The Southeastern Librarian* for deadlines and nomination forms.

Work continues on the conference handbook, under the direction of Annette Pilcher. When completed, this will be a great help to conference planners.

We continue to be indebted to Elizabeth Curry, Raylynn Hughes and David Tucker for the good job they are doing in providing our members with a quality journal.

I was very encouraged during the meeting of the Planning and Development Committee as they have embarked on an ambitious program of developing a strategic plan for SELA. You will be given an opportunity to provide input to this as they chart the future of our association over the next few years. I believe we will see great things coming from this committee, and as a result SELA should become an even stronger professional association as we move toward a new century. I would encourage all members to participate in this process as we work to build SELA. It was Michael Gorman who said "... as individuals or corporate entities, we must face the biological fact that we grow and change or we die." (*Journal of Academic Librarianship*, 17:4-9, March 1991) There probably has never been a time in the history of libraries when change has been so rapid as now, and we need to meet these changes with purpose and careful planning. We solicit your participation and help in this effort. Together we can make a difference.

Jim Ward

Editor's Page

This is the Summer swimsuit edition of *SELn*! No, we don't have a photo spread of librarians in bathing suits. We just have a svelte edition of *SELn*. Issue number 2 is a bit shorter than the last issue in order to stay within our publications budget. In addition to coverage of the 1990 SELA/TLA conference and the ALA Annual Conference, the Spring issue (vol. 41, no. 1) contained extra pages dedicated to the plans developed during the SELA Leadership Meeting. It was important to present the information to the membership in a timely manner since the 1992 SELA/LLA conference will be held several months earlier than usual in this biennium, March 1992. The Summer issue may be thin but it is not scrawny. Don't miss the gems such as the article on "Ethical Management", the announcement of the conference on the "Future of Rural and Small Public Libraries", and plans for the new SELA Preservation Round Table.

ALA was hot for Hot-lanta

Although the weather was frequently the subject of discussion during the ALA Conference, it was also "hot" in other ways. It was inspiring, challenging, and exhausting at the same time. The **SELA Meet and Mingle Social** provided the opportunity to relax with old friends and to chat with new acquaintances in plush surroundings. A special treat was the impromptu performance of Georgia's State Librarians, Joe Forsee, and the Peachtree Barbershop Quartet.

I hope everyone at the conference and the social did make the effort to talk with someone they did not know. Did you hang with your old cronies or did you work the room to look for new faces? We talk about the need for "new blood" in the organization and we're always looking for people to help on committee projects. But we easily fall into the pattern of interacting with our comfortably established groups. Think about it.

One conference highlight for me was the program sponsored by the **ALA Chapter Relations, Editors Subcommittee**. I serve on the committee which has been chaired by Eleanor Elder (Louisiana). The Southeast was well represented by Frances Bradburn (North Carolina), Carol Cubberly (Mississippi), Joanne Lincoln (Georgia), Sue Klipsch (Tennessee) and Florence Jumonville (new co-editor of Louisiana journal).

The topics of our program and discussion were editorial policies, procedures and evaluation of editors. James Kusack from the Connecticut Library Association presented a summary of his national survey of state associations. While several states had policies to share there seems to be the need for more attention to this area. The editorial control or freedom, the role of the association board or publications committee and the responsibility of the editor should be spelled out in detail. The editor should have clear guidelines from the association and be evaluated annually. This type of planning and evaluation should be proactive rather than a reaction to a problem. Associations spend large portions of their budgets for publications and the leadership is responsible for planning and protecting that investment.

I hope to work with the SELA State Representatives and editors to discuss some of these issues for the Southeastern Library Association during the conference in March. The most important aspect of such a project is addressing the information needs of the membership. Communication—sharing ideas, highlighting successful projects, disseminating news, making announcements, and publishing committee plans are crucial to regional cooperation and library development.

Another one of my conference highlights was serving on the ALA President's Committee on Your Right To Know. Patricia Schuman's presidential theme "**Your Right To Know: Librarians Make It Happen**" relates to the broad ethical, legal and political issues of the citizens' right to the information they need to live, work and learn effectively. While these issues stand in defense of the First Amendment the focus of the campaign is on the **people** as well as the issues. Information makes a difference in people's lives and librarians meet the needs of many different people. A major part of President Schuman's campaign is also devoted to increasing awareness of the impact libraries make on people's lives. During the 1992 ALA Annual Conference in San Francisco Schuman is planning a one day conference within a conference to explore her theme further. In the coming year other aspects of the campaign are planned. Look for Pat's monthly column in *American Libraries*.

Patricia Schuman was the recipient of the World Book ALA Goal Award of \$10,000 which will fund a project representing all ALA divisions and State Chapters. The project is entitled "**The Right to Know—A United Voice: ALA Media Training and Speaker's Network**." "We propose to increase awareness and support for library services by mobilizing a speaker's network of ALA division and chapter leaders who are committed to capturing the public's imagination about libraries and librarianship," said Schuman. "The project will provide them with media training and support materials they need to represent their profession effectively."

To extend the speaker's network, training will be replicated at state and local levels. The "power tools"—statistics, fact sheets about libraries and the project concept—will be made available to all ALA members. I am personally excited by the project because of the approach which blends theoretical and practical activities. I feel confident that Pat Schuman is going to make a difference in her term as ALA president.

We are also very lucky to have someone from our region to follow Pat Schuman. Marilyn L. Miller, chair of the Department of Library and Information Studies at the University of North Carolina at Greensboro, will serve as ALA vice president for 1991-92 and assume the presidency in June 1992 at the end of the annual conference. She said that plans for ALA in the 21st century must include continuing our emphasis on intellectual freedom, promoting quality library service, developing technology to broaden access and defining in vigorous terms the type of library personnel needed.

Elizabeth Curry



Ethical Management and Employee Commitment: Toward a Healthier Workplace

by Lyn Hopper

Commitment and Organizational Culture

Library managers agree that the knowledge, skills, and attitudes of staff members are among the most critical resources for achieving excellence in library service. But human resources are only put to use when employees personally invest in the library. According to Maehr (1989, 4), "Employee commitment at all levels . . . is the sine qua non of any effective organization."

Attention to employee satisfaction is increasing. The indisputable trend reflected by current management literature is that characterized by Naisbitt (1990, 218) as a shift from "control [of] an enterprise" to "leadership in order to bring out the best in people." New key words in management include *trust*, *commitment*, *humanization*, and *participation* (Howard 1985, 100). Despite the move toward humanizing the workplace, employee loyalty to specific institutions is decreasing. A recent report in *Library Personnel News* predicts even greater job mobility in the 1990s ("Human Resources" 1990, 17).

Why do employees fail—or refuse—to commit to the organization? It can be argued that the single greatest cause of job dissatisfaction is poor psychological health of the organizational climate. Samuels (1982, 425) defines psychological health as "that ability of a library either to encourage or to discourage goal integration of organization and individual."

One strategy for blending organizational and individual goals is to recruit employees whose biases match the existing organizational climate. But Maehr (1987, 309) reports that changing organizational culture may be more important for securing employee commitment. He asserts that "commitment, satisfaction, productivity, and the overall effectiveness of an organization are strongly associated with the kind of social psychological climate, the 'culture,' that exists in the organization," and this culture "can be affected positively and negatively by what the leadership of the organization does" (Maehr 1987, 288).

In the effective organization, leaders recognize ways in which they affect the psychological climate and accept responsibility for ensuring an environment conducive to the growth and satisfaction of library employees. It is unethical to expect employees to adapt to an existing organizational culture without concern for their goals and their psychological needs. Managers must lead in the development of "a great workplace," characterized by employees from a variety of fields as "one in which you trust the people you work for, have pride in what you

do, and enjoy the people you are working with" (Levering 1988, 26).

The Healthy Workplace

Managers encumbered by unhealthy organizational culture hurt employees and inadvertently discourage commitment to the organization. Library employees perceive inadequate management as one of the major sources of job stress. Examples include poorly defined or conflicting work expectations because of ambiguity about library roles and priorities, "inadequacy in evaluative feedback . . . supervisors who are absent or inaccessible . . . feeling left out of decisions where one has important knowledge or expertise . . . and managers who allow (or force) their staffs to gain important information from the grapevine" (Bunge 1989, 96).

The following includes examples of administrative actions that discourage employee commitment contrasted with ideals that describe a psychologically healthy environment. Neither the examples nor the descriptions are intended to be comprehensive or prescriptive, but rather to stimulate analysis of one's own workplace; the psychological health of a specific organization can only be defined by the members of that organization. The words *manager*, *leader*, and *administrator* are used interchangeably to denote the person or group of people who leads the organization or any activity of the organization.

PERFORMANCE EVALUATION

"Traditional performance evaluation is the most unethical process in the American workplace," according to Dr. Milt Garrett, Director of Management Development at the University of New Mexico (pers. com. 1991). "Management can be thought of as the 'buyer' of the follower's services, yet leaders do not allow followers to 'sell' themselves. Instead, they act as judge and jury, fill out evaluation forms, and expect followers to 'buy' the verdict. Nevertheless, feedback on performance is the number one motivator of people." Perkins (1991, 47-48) reports that behaviorally based performance evaluation can lead to "improved performance or productivity, behavior change, job satisfaction, and satisfaction with the appraisal process."

The Unethical Workplace

Managers suppress employee enthusiasm and commitment when they (1) fail to define performance standards, (2) fail to provide training or other tools necessary for employees' success, (3) make pronouncements about employees' strengths or weaknesses in performance without hearing evidence from employees,

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(4) continue to employ workers who consistently fail to meet minimum job standards, (5) do not protect employees' right to due process.

The Ethical Alternative

In the healthy environment, performance evaluation is based on mutually agreed upon performance standards for each job. At the beginning of the evaluation period, employees and leaders discuss what excellent performance looks like, as well as what minimum performance employees must maintain to keep their jobs. Supervisors and employees negotiate goals and standards for the evaluation period that are consistent with the mission and values of the library. Ideally, pay raises and other rewards are linked to accomplishments, collegiality, and the acquisition of new skills, rather than to seniority. In an honest atmosphere, two-way feedback between administration and staff is ongoing; there are no surprises at the appraisal interview. Employees have the opportunity to evaluate managers, *and managers act on the basis of this feedback.*

Employees benefit from being involved in the design of the performance appraisal system. A research study showed that hospital employees who participated in development of the appraisal were more positive about the evaluation process and more motivated to improve their performance than those who did not participate (Perkins 1991, 47). Managers may also distribute evaluation responsibilities by including peer review in the process or by helping employees develop self-management skills.

Garrett (pers. com. 1991) advocates an appraisal process based on performance standards in which employees are responsible for gathering and presenting data on their performance. Managers verify the data using a variety of methods, including the "no-matter-how-subjective impression of the end user of the employee's services." Garrett continues, "If the leader cannot be convinced that the follower is a 'good buy,' then it's 'good-bye.'" In any case, employees must have the opportunity to prove managers' assessments wrong. The best managers make—and admit—mistakes.

PLANNING AND LEADERSHIP

Managers who seek employee commitment must promote ethical organizational values and help employees understand the purpose and direction of the library. Maehr (1987, 304) found that employees were more likely to be committed to their work when they "were aware that the organization stood for something, that it stressed certain values and goals." Employees who are bewildered about organizational goals and values will turn greater attention to personal goals, often to the detriment of library service.

The Collection of Individuals

Managers discourage teamwork and the personal investment of employees when they (1) fail to communicate a clear mission for the library, (2) avoid

responsibility for moving the organization forward, (3) do not seek employee participation in planning and leadership, (4) do not actively promote appropriate values for the organization, (5) encourage competition among individuals or fail to praise and reward collegiality.

The Team With A Purpose

Staff commitment increases when leaders involve staff at all levels in planning the future of the library, but accept responsibility for being the driving force. Herbert White (1990, 52) writes that when consensus-seeking conflicts with the manager's leadership responsibility, leaders "do not *seek* consensus. They *build* it, by persuading others to share their goals and their dreams."

In the ideal environment, all employees clearly understand the purpose and aims of the library. In addition, individual workers know how their day-to-day performance contributes to the library's mission. Focus is on institutional problem-solving and progress rather than individual "turf" and competition for resources, yet employees are assured opportunities to receive personal recognition for their contributions to library effectiveness.

Riggs (1990, 7) predicts, "Greater attention will be given to an organization's values during the 1990s. The excellent libraries will be more value-driven." Managers set standards and communicate organizational values whenever decisions are made. In an effective organization, leaders plan the messages they send and attend to the perceptions of those on the receiving end. While they are generally least yielding with regard to library values, leaders remain open-minded to employee challenges. Convictions are refined and strengthened in an atmosphere of open dialogue.

ORGANIZATIONAL STRUCTURE

The design of organizational structure has traditionally been rigid and hierarchical. A bureaucratic structure inhibits the library's ability to respond to change. Tom Peters (1990, 142), proclaims, "Hierarchy is out. The new organization will be a network . . . 'Down with walls, up with relationships' is the wise firm's battle cry."

The Stifling Organization

Employees lose interest in organizational aims when managers (1) make all the important decisions or rarely implement employees' ideas, (2) distance themselves from "front-line" employees by inserting excess layers of administration, (3) rigidly define job responsibilities or encourage indiscriminate rule-following, (4) fail to recognize and nurture managerial strengths of employees, (5) encourage employee dependence on the leader.

The Great Place To Work

For an optimum Quality of Work Life (QWL), Martell (1985, 351) recommends that employees be given opportunities to participate in decision making and to use a variety of valued skills and abilities. A shift toward

participatory management is a move toward a healthier workplace. A flexible organizational structure enables the library to capitalize on the human resources available. The roles and relationships in the workplace may shift according to the nature of the work and the expertise of the individuals. Project managers may come from literally all levels in the organization.

In a participatory organization, employees are encouraged to take calculated risks, to question policies and procedures that are not working, and to develop greater self-management skills. Decisions are made at the lowest possible level. Sager (1982, 12) reports job dissatisfaction in institutions that "possess a heavy supervisory presence, where decisions are reviewed at levels much higher than would be appropriate, and where policies and procedures are inherently top-down and top heavy." As employees assume greater administrative responsibility, the ethical manager reduces status and salary differentials between management and staff.

Managers who share administrative responsibilities can invest more time and energy in planning and leadership, and Bube (1985, 10) affirms that employees who have more input into decision making show reduced stress levels. Decisions become less idiosyncratic, talents of individuals are utilized and developed, and the library is in a better position to respond to the needs of users.

MUTUAL TRUST

Assumptions intrinsic to the QWL movement include the following: "people should be treated in the work environment with the dignity and respect they deserve as human beings" and "people tend to act more responsibly when they are treated as adults" (Martell 1985, 352). Sadly, "most management systems are designed on the assumption that the individual worker cannot be trusted" (Sager 1982, 111).

The Suspicious Atmosphere

Lack of trust leads to destructive behavior and an unhealthy environment when managers (1) fail to delegate or override decisions that have been delegated to staff, (2) expect employees to act only in their own self-interests, (3) show incongruity between their words and actions or demonstrate inconsistent or unfair behavior, (4) perceive employees as adversaries or competitors, (5) make promises they cannot keep or betray employee confidences.

The Supportive Environment

In an atmosphere of trust, managers and employees eschew the parent-child model and view themselves as partners in the venture of providing library service. The organizational values of honesty, integrity, and mutual respect are paramount. Employees are rewarded for their encouragement and support of other staff. In a healthy culture, managers treat employees fairly, but do not overemphasize equal treatment. Employees are

individuals with varying abilities and needs; situational leadership calls for a fresh approach to each opportunity.

Ethical managers demonstrate their trust in employees by empowering them with authority as well as delegating responsibility. Employees who are not free to "respond from the heart . . . close down emotionally . . . and are no longer fully present for their customers in the service transaction. Belonging to a supportive organization is therefore a key factor in our ability to offer a high quality and empathetic service" (Nichol 1987, 37).

Bartolome' (1989, 138) shares a management perspective: "Respect feeds on itself. The most important form of respect is delegation, and the second most important is listening to subordinates and acting on their opinions."

COMMUNICATION AND ACCESSIBILITY

Speller (1984, 44) defines communication as "the means for providing information which permits the system or subsystem to change, grow, and achieve its goals." Research has repeatedly shown that open communication enhances organizational effectiveness and leads to greater job satisfaction (Speller 1984, 50-51). It is unfortunate that the management of organizational communication "is apt to be handled more by default than by design" (Conroy and Jones 1986, 3).

The Rampant Grapevine

Employees are unlikely to be effective or satisfied on the job when managers (1) are inaccessible or psychologically detached, (2) hoard information, (3) do not structure frequent opportunities for face-to-face communication, (4) avoid or ignore conflict, (5) do not actively listen to employees.

The Network That Works

In the open workplace, managers and staff talk to each other frequently, honestly, and without fear. Two-way communication furthers organizational goals. The most effective means of communicating is chosen for each situation, and mechanisms are in place for formal communication, such as monthly progress reports or weekly staff meetings. Both administration and staff assert personal preferences regarding accessibility, lead time for meetings, interruptions, and so on.

Increasing employee access to information can be a powerful motivator, as it raises the status of employees and communicates trust. Employees are more confident and creative in decision making and more willing to cooperate and compromise when managers share important information, from patron feedback to budgets and salary schedules. Skillful communication is the key to successful conflict resolution. Techniques described by Conroy and Jones (1986, 101-103) include in-depth listening, stating the opponent's case, sending "I" messages rather than "You" messages, and clarifying goals for resolution.

Ethical managers can honestly assure staff that their open communication will not be used against them. Bartolome' (1989, 135) reminds us that "one of the limits on candor is self-protection." In an atmosphere of trust, employees will let managers know what conditions encourage them to personally invest in organizational goals.

GETTING THERE

How do ethical managers stop hurting employees and help them commit to the organization? Perhaps the greatest obstacle to ethical personnel management is the pervasive stereotypical view of the manager-employee relationship. Sager (1982, ix) acknowledges the difficulty in moving toward participatory management: "The process of sharing responsibilities, and jointly arriving at the methods of coping with common problems, is traumatic to both the supervisor and the employee, for it involves breaking with the rigid roles that evolved in our society between employer and employee over the past one thousand years."

Movement toward a healthier workplace must be planned and gradual. When management is committed to change, there may be a powerful temptation to introduce too much too quickly. Attempts at rapid, sweeping changes are almost certain to fail and are usually followed by disillusionment, resulting in the opposite of the desired effect. A patient recuperating from a long illness does not show marked recovery overnight. There is sometimes an intensification of "sick" behavior when the rewards for it are removed. It is important that the "nursing" of the organization be a collaborative effort of administration and staff, and that manageable goals and strategies for improving the organizational climate be determined jointly.

In any dynamic environment, there are times of stress and unrest as people feel the ground shifting and search for balance. Some staff members may withdraw, either emotionally or by resignation. Some will resist increased responsibility that comes with greater participation. If a supportive atmosphere is nurtured, individuals can help each other analyze the difficulties in order to respond more effectively to future challenges.

No doubt, the benefits of a healthy workplace far outweigh the difficulties in getting there. Reduced turnover of experienced staff, lower rates of absenteeism, increased innovation and creativity, honesty and authenticity, increased productivity, and improved patron service are just a few of the rewards for ethical management in libraries. *Personnel management* of the future will not be the attempt to control employees, but the creation of a place in which employees can and want to manage themselves in the context of an effective organization.

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BI conference scheduled

The Earlham-Eckerd College Bibliographic Instruction Conference will be held February 5-7, 1992 at Eckerd College in St. Petersburg, FL. For more information, contact Dr. Larry Hardesty, Director of Library Services, P.O. Box 12560, St. Petersburg, FL 33733-2560.

MLA's Southern Chapter to meet

The Southern Chapter of the Medical Library Association will hold its Annual Meeting October 17-21, 1991 in Jackson, MS. The theme is "Leadership: Values and Visions." For registration information, contact Ada M. Seltzer, Rowland Medical Library, 2500 North State Street, Jackson, MS 39216-4505, (601) 984-1290.

YASD offers 3 opportunities

ALA's Young Adult Services Division has set December deadlines for three of its upcoming events.

The YASD/Econo-Clad Reading or Literature Program Award honors a member who has developed an outstanding reading or literature program for young adults. The 1992 grant will provide \$1,000 to support the winning members attendance at the Annual Conference in San Francisco. Applications should be mailed to YASD/Econo-Clad Award Chair, 50 E. Huron St., Chicago, IL 60611. Application deadline is December 1.

Proposals are also being sought for the Frances Henne YASD/VOYA Research Grant, with a December 14 application deadline. The grant of \$500 or more is to provide seed money for small-scale projects which will encourage significant research that will influence library service to young adults. Applicants must be YASD members, but the research project may be undertaken by an individual, an institution, or a group. Proposals should be 8-10 pages and include title, objectives, problem statement/questions to be answered, methodology, significance of project, project time line (project should be completed within a 12- to 18-month period), budget request and biographical data on researcher(s). Proposals should be mailed to Henne YASD/VOYA Research Grant, YASD Office, ALA, 50 E. Huron St., Chicago, IL 60611.

YASD's Baker & Taylor Conference Grants, enabling two applicants to attend ALA in San Francisco next June, are open to YASD personal members working with teenagers in a public or school library who have 1 to 10 years experience in the field and have not previously attended an ALA Annual Conference. Send applications and supporting statements to YASD/Baker & Taylor Conference Grants Committee, YASD Office, ALA, 50 E. Huron St., Chicago, IL 60611. Deadline is December 14.

The 21st Century: The Future of Rural and Small Public Libraries

November 14-16, 1991

Radisson Hotel, Birmingham, Alabama

This conference is intended for librarians, library trustees, extension agents, adult education specialists, governmental officials, and the general public who are concerned about the future of rural and small public libraries in the United States. It is also directed to the network, system, and consortium coordinators who have responsibility for supporting America's infrastructure of public libraries.

Two objectives will be pursued: determining the nature of the community library for the next decade of service, and developing an action agenda that will provide a framework and timetable for rural and small libraries.

Conference sponsored jointly by the Alabama Library Service and the Center for the Study of Rural Librarianship, in cooperation with the School of Library and Information Studies, University of Alabama, and the Department of Library Science, Clarion University of Pennsylvania.

Registration fee is \$39 and deadline for registration is October 25, 1991. For further information contact College of Continuing Education, Clarion University of Pennsylvania, 108 Carrier Administration Building, Clarion, PA 16214-1232, (814) 226-2383.

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The *Source Guide* is available for \$99.95, or \$199.95 for an annual subscription with quarterly updates. It can be run on IBM and compatible computers with 512K memory and hard drive, and does not require CD-ROM. For more information, call 1-800-283-4684.

New annual treats videos

The Video Annual 1991, a new reference tool covering the video industry as it applies to libraries, is now available from ABC-CLIO. Included are key trends in video production, statistical analysis of video funding and spending patterns of libraries, a calendar of video-related events, and a directory of producers and distributors of videos for the library market. Edited by Dr. Jean T. Kreamer, Director of the University Media Center at the University of Southwestern Louisiana, the volume is available for \$49.50; the ISBN is 0-87436-597-X.

Micro guide updated

A new edition of *A Micro Handbook for Small Libraries and Media Centers*, by Betty and Marie Costa, is now available from Libraries Unlimited. This 444-page guide has been updated to reflect recent changes in technology, and has an expanded bibliography. The book is priced at \$27.00; the ISBN is 0-87287-901-1

New from ALA:

Library Services for Off-Campus and Distance Education: An Annotated Bibliography, by Sheila Latham, Alexander Slade, Carol Budnick. \$40.00; ISBN 0-8389-2157-4.

Leaders in Libraries: Styles and Strategies for Success, by Brooke E. Sheldon. \$14.50; ISBN 0-8389-0563-3.

Looking Good: Photographing Your Library, by Raymond Steven Bial. \$18.50; ISBN 0-8389-0575-7.

The Academic Library in the American University, by Stephen E. Atkins. \$35.00; ISBN 0-8389-0567-6.

Managerial Accounting for Librarians and Other Not-for-Profit Managers, by G. Stevenson Smith. \$50.00; ISBN 0-8389-0568-4.

Directory of Western Church Music, by David Poultney. \$40.00; ISBN 0-8389-0569-2.

Planning for a Movable Compact Shelving System, by Franklyn F. Bright. \$16.50; ISBN 0-8389-0571-4.

Posters say "Start Reading"

The Children's Book Council is offering a set of 4 posters, drawn by well-known illustrators, which depict its reading encouragement theme for 1991-92, "Start Reading." The 13" x 19" full-color posters, by Lillian Hoban, Shirley Hughes, Margaret Miller, and Barbara Samuels, can be ordered as a set for \$15.00 from CBC/Dept. SR/350 Scotland Rd., Orange, NJ 07050. Orders over \$20 may be billed, if accompanied by a purchase order.

CBC is also offering free reprints of its "Outstanding Science Trade Books for Children in 1990." Send a stamped (52¢) envelope to CBC, 568 Broadway, Suite 404, New York, NY 10012. Multiple copies are available for 90¢ each (5-20 copies), or 75¢ each (over 20 copies).



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PEOPLE

Barbara S. Akinwole was named Reference/Business Services Consultant at the North Carolina State Library. □ **Barbara F. Bolden** is now Technical Services Librarian at Rockingham County (NC) Public Library. □ **Joyce Borders** is now Reference Librarian, Northeast Branch at the Richland County (SC) Public Library. □ **Jack F. Bulow** has been named Associate Director for the Central Library at Birmingham Public Library. He was previously Associate Director for Extension Services. □ **Gary Daniell Byrd**, Assistant Director for Finance, Planning and Research at the University of North Carolina, Chapel Hill's Health Sciences Library, was the 1991 recipient of the Association for Library Collection and Technical Services Blackwell North America Scholarship award. He was cited for his article, "An Economic 'Commons' Tragedy for Research Libraries: Scholarly Journal Publishing and Price Trends," which appeared in the May 1990 issue of *College and Research Libraries*. □ **Amy Daniels** is now Branch Librarian of Richland County (SC) Public Library's Northeast Branch. □ **Beverly Earls** is now Adult Services Coordinator at the Memphis and Shelby County Public Library and Information Center. □ **Jojo England** is now Children's Librarian, Northway Plaza Branch, at the Richland County (SC) Public Library. □ **Nick Fogarty** has joined the Cobb County (GA) Public Library, as Assistant Director. □ **Marguerite F. Fogleman**, Associate Librarian at Reese Library, Augusta, College, retired in June after 26 years of service. □ **Barbara J. Ford** has been named Director of Library Services at Virginia Commonwealth University. □ **Faith Holdredge**, Director of the Caney Fork Regional Library, has been elected Treasurer of the Tennessee Library Association for 1991-92. □ **Samuel Y. Fustukjian** has been appointed Director of the Tampa Campus Library at the University of South Florida. Previously Director of the Nelson Poynter Memorial Library at USF St. Petersburg, he also served as Director of the Library at the American University of Beirut and Project Director of ACCESS ERIC, a national education network based in Washington, D.C. □ **Helen Hudson** has joined the DeKalb County (GA) Public Library, as Librarian of the Briarcliff and Embury Hills branches. □ **Kathleen Imhoff** is now Director of Libraries in Shelby County, AL. □ **Kathleen Jackson** is now Head of Monographic Cataloging at Duke University. □ **Althea H. Jenkins**, Library Director at the Sarasota New College Campus of the University of South Florida, has been named Executive Director of the Association of College and Research Libraries. She has previously served as President of ACRL's Florida

Chapter, and of the Florida Library Association. □ **Gina Jenkins** has been promoted to Senior Librarian, Flat Shoals Branch at the DeKalb County (GA) Public Library. □ **Alan A. Kornblau** is now Director of the Washington County (VA) Public Library. □ **George Lewis**, Director of Library Services at Mississippi State University, retired in June. He had been Director since 1963, and is a past recipient of the Mississippi Library Association's Peggy May Award for service to librarianship. □ **Sarah Linder** has been named Chief of the Main Library at Richland County (SC) Public Library. □ **Richard Luce** has resigned as Executive Director of the Southeast Florida Library Network (SEFLIN) to become Director of the Oppenheimer Library and Study Center of the Los Alamos National Laboratory in New Mexico. □ **Judy McClendon**, previously Community Relations Librarian at the Richland County (SC) Public Library, is now Public Relations Librarian. □ **Elizabeth Gail McClenney** has been named Cataloging Librarian at Old Dominion University in Norfolk, VA. □ **Janet Majilton**, previously Manager of the Raleigh Branch of Memphis and Shelby County Public Library and Information Center, has been named Collection Development Officer. □ **Kathleen O. Mayo**, Special Services Coordinator at the Lee County (FL) Library System, was the 1991 recipient of the Association of Specialized and Cooperative Library Agencies Exceptional Service Award, in recognition of her efforts to improve library services for patients and inmates of Florida institutions. □ **Deanna Nipp** has been named Coordinator of Public Services at the Tennessee Technological University Library. □ **Beth M. Paskoff** and **Anna H. Perrault** received the Association for Library Collections and Technical Services Best of "Library Resources and Technical Services" Award for their article on comparative collection analysis published in April 1990. Paskoff is Assistant Professor in the School of Library and Information Studies at Louisiana State University. Perrault is Head of Interlibrary Services and Reference Collection Development at LSU, and President-Elect of the Louisiana Library Association. □ **Francis Peagler** is now Circulation Supervisor at the Richland County (SC) Public Library. She previously served as Head Librarian at the Aiken County Public Library. □ **Ann Pettingill** is now Head of Reference at Old Dominion University (Norfolk, VA). □ **Connie Pierce** is now Director of the Signal Mountain (TN) Public Library. □ **Susan Reno** has been appointed as an Extension Services Librarian at the Richland County (SC) Public Library. □ **Bette Rice**, Assistant Director

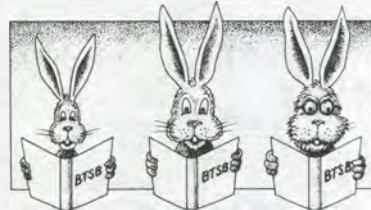
PEOPLE

of the Mississippi State University Libraries, retired in June, after 21 years of service at MSU. She has been active in the Mississippi Library Association. □ **A. Ray Rowland**, Librarian of the Reese Library at Augusta College, retired in June after 30 years at the college and 40 years as a librarian. □ **Raymond Santiago**, previously manager of the West Dade Regional Library, became Assistant Director, Main Library and Collection Development at the Miami-Dade Public Library System April 29. □ **Dr. Margaret F. Stieg**, Professor, School of Library and Information Studies at the University of Alabama, received the 1991 Justin Winsor Prize for her essay "The Postwar Purge of German Public Libraries, Democracy, and the American Reaction." □ **Dr. Philip M. Turner**, Dean of the School of Library and Information Studies at the University of Alabama, was named Librarian of the Year by the Beta Kappa Chapter of Beta Phi Mu, and received the Teaching Excellence Award from the College of Continuing Studies at the University of Alabama. □ **Dr. Phyllis Van Orden**, Professor in the School of Library and Information Studies at Florida State University, has resigned in order to join the faculty at Wayne State University in Michigan. □ **Catherine Walters** has been named Children's and Young Adult Services Coordinator at the Chattanooga-Hamilton County (TN) Bicentennial Library. □ **Patricia Watson**, Director of the Knox County Public Library, has been elected Vice President/President-Elect of the Tennessee Library Association for 1991-92. □ **John Welch**, Assistant Librarian of North Carolina, has been appointed Associate Editor of *North Carolina Libraries*. □ **Barratt Wilkins**, State Librarian of Florida was a 1991 recipient of the Association of Specialized and Cooperative Library Agencies Exceptional Achievement Award. □ **Melinda Wolf** has been promoted to Principal Librarian, Dunwoody Branch, at DeKalb County (GA) Public Library.

DEATHS

Mary Frances Crymes, who served as a reference librarian for the Public Library of Charlotte and Mecklenburg County (NC) for 50 years, died November 25, 1990. □ **Mozelle Brown Cummings**, former Assistant Director of the Alabama Public Library Service, died January 9, 1991. Active in SELA, she was also a past president of the Alabama Library Association. □ **Sara K. Srygley**, one of the founding faculty members of the School of Library and Information Studies at Florida State University, died April 7, 1991. She served as Chairman of the School and Children's Section of SELA, and as President of the Florida Library Association, as well as co-editing three readers for children.

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ALABAMA



Hubert Grissom, Jr., presents the script of his original production, *Wedges* to Dr. Marvin Whiting, Archivist for the Birmingham Public Library. Grissom was the first playwright to present a script as part of the *Direct From Birmingham* project.

NAAL awards research grants

The Network of Alabama Academic Libraries has awarded 1991 Research Support grants to the following institutions: to Auburn University, grants to acquire U.S. Patents backfiles (\$75,138), to acquire significant editions of works of major and minor authors in English literature (\$12,523), and to strengthen the research collection in aerospace history (\$4,174); to the University of Alabama at Birmingham, grants to enhance the research collection in biomedical engineering (\$41,743) and to strengthen the collection in forensic sciences (\$16,697); and to the University of South Alabama, a

grant to acquire monographs and periodicals in the field of gerontology and geriatrics (\$10,513).

The NAAL supports enhancement of collections which contribute to the economic, social and cultural development of Alabama, awarding 20% of its collection development grant funds annually to acquire materials not duplicating other state resources which contribute to improving the quality of research in Alabama.

Two new projects at BPL

The Birmingham Public Library is developing two new projects which will improve its research capabilities in areas related to the creative arts. A Writer's Resource Collection was introduced to participants in a local writers' conference with a two-day workshop which featured talks by noted authors James Dickey, Richard Price and Robert Daley. Dr. Marvin Whiting, Archivist and Curator of Manuscripts, showed participants the wide range of materials available to research local history.

Alabama theatrical history will be preserved as part of a new project titled "Direct from Birmingham." Playwrights are being asked to provide scripts, playbills, advertisements, and videotapes from the original production of their plays. The material will be housed in the Archives Department.

Birmingham-Southern goes online

Birmingham-Southern College unveiled its online automated library catalog, BSCITS, this spring. For the past seven years, library staffers have been working with SOLINET to plan and load the library database into machine-readable format. BSCITS is the first phase of a planned campus information system that will make information available across campus in dorms, faculty offices, and computer labs. Additional databases and modules are to be added to the system in coming months. BSCITS operates on a system purchased from SIRSI, Inc.

FLORIDA



Task force created

State Librarian Barratt Wilkins has established a 13-member task force to study strategies for responding to challenges faced by public libraries in counties with limited tax resources. Members will advise the State Library in this area, and act as a communications link with the state library community. The task force

STATESIDE VIEW

members will meet every few weeks over the course of a year.

Where's Waldo? In Miami

The Miami-Dade Public Library System offered young readers a chance to meet Waldo and the Cat in the Hat during a month-long Storyfest held in April. In addition to nationally renowned storytellers, the event featured gospel singing, folk music, mime and ballet.

GEORGIA



Library architecture honored

Two Georgia libraries were among the examples cited in naming Scogin Elam and Bray Architects one of this year's winners in the Awards for Excellence for Library Architecture, sponsored by ALA's Library Administration and Management Association and the American Institute of Architects.

The jury praised the Clayton County Library System Headquarters Library in Jonesboro for its "friendly, noninstitutional . . . appearance," and also noted the design of the Buckhead Branch of the Atlanta-Fulton Public Library for "the use of common materials in a rich manner [which] makes the library stand out in a rapidly-growing community of small shops and commercial development."

Grant continues indexing project

The Augusta-Richmond County Public Library has received a grant from the R.J. Taylor, Jr. Foundation to continue publication of the ongoing series "Personal Name Index to the *Augusta Chronicle*." The third volume, covering 1811-1820, was due to be completed this summer. All three indexes have been compiled by Local History Librarian Alice O. Walker, with assistance from volunteer Lillian Wan.

KENTUCKY



KLA, TLA host conference on cooperation

"Doing the Right Thing: Increasing Access Through

Improved Service and Co-operation" was the title of the 1991 Joint Conference of the Kentucky Library Association Academic Section and ACRL Chapter and the Tennessee Library Association College and University Section and ACRL Chapter held at Barren River State Park April 11-12. One hundred and sixty-six librarians attended the first joint conference held by the two associations.

The conference program included a keynote address by F. S. Lancaster on "Has Technology Failed Us?" and general sessions by Randy Hensley on learning style theory and reference work, and Anne Beaubien, Vice President/President-Elect of ACRL, on issues facing academic librarians. SELA President Jim Ward was on hand to greet the attendees and invite them to attend the next SELA conference. In addition to the general sessions, mini sessions ranging from networking, the complete database, providing access to serials and state documents, staff training, and providing services for nontraditional students offered a variety of perspectives on the theme of the conference.

LOUISIANA



Literacy program debuts

The Louisiana Library Association and the East Baton Rouge Parish Library received a grant for \$11,500 from the Louisiana Endowment for the Humanities for "Prime time—family reading time" a family literacy program. The East Baton Rouge Parish Library will be the site for the six week pilot project. It is projected that the program will be replicated in public libraries throughout the state.

"Prime time—family reading time" is targeting "at risk" children, ages 7 and up, and their parents. Techniques and the benefits of reading aloud, the value of having books and other reading materials in the home, the importance of interactive and appropriate language activities and the identification of the public library as the source for materials will be demonstrated through interaction between participants and discussion leaders.

MISSISSIPPI



Journal receives national award

Mississippi Libraries, the quarterly journal of the

STATESIDE VIEW

Mississippi Library Association, was awarded the 1991 H. W. Wilson Library Periodical Award from the American Library Association. The award, \$500 and a certificate, is presented to a library, library group or association for a periodical which makes a contribution to librarianship.

"Under volunteer editorship, this is an exceptionally well-organized publication containing a fine balance of regular sections and special features presented in a visually appealing way," said award committee chair Richard Bennett.

Editing the journal during this period was Sherry Laughlin.

Soap opera star visits library

Actor Macdonald Carey, known to daytime TV viewers as the star of "Days of our Lives," visited the Iuka Public Library this past spring, signing autographs and discussing his newly published autobiography. The event, organized by the Friends of the Iuka Library in conjunction with a nearby TV station, drew 150 community members to the library.

Libraries receive Keats grants

The Pike-Amite-Walthall Library System in McComb and the Mid-Mississippi Regional Library System in Kosciusko received \$500 mini-grants from the Ezra Jack Keats Foundation which enhanced their children's programming.

The former system used the funds to develop and present a ballet version of "Alice in Wonderland," while the latter purchased rhythm band instruments which will be used by children's program participants and by visitors to local nursing homes.

NORTH CAROLINA



NCSU begins documents project

With the completion of a two-day workshop held in April, the North Carolina State University Libraries opened the first phase of the NCSU Digitized Document Transmission Project, a national research initiative led by the NCSU Libraries in conjunction with the National Agricultural Library which will transmit digitized images via the NSFnet/Internet.

Participating institutions are Clemson University, North Carolina Agricultural and Technical State University, Virginia Polytechnic Institute and State University, the University of Delaware, University of Maryland at College Park, Michigan State University, University of Minnesota, the Ohio State University, Pennsylvania State

University, Utah State University, and Washington State University.

Participating institutions, each using a non-proprietary, graphics-capable, networked workstation configuration, will scan, compress, transmit and receive digitized documents among their interlibrary loan units.

Summer readers are in space

"Outer Space . . . Calling All Readers" was the theme of North Carolina's 1991 Summer Reading Program. One of this year's highlights was the "Star Machine," a mini-planetarium donated by the State Library to every local library participating in the reading program. The device can project over 300 stars and constellations onto library walls and ceilings. A robot was also used to draw children into the program.

Research libraries project funded

Duke University, North Carolina State University and the University of North Carolina at Chapel Hill libraries have received a \$100,000 grant for a two-year project as part of the Council on Library Resources program "Setting Library Policies and Priorities in Research Universities." The project, titled "Cooperative Information Resources Development: A Constituency Based Policy Analysis," will seek to extend and refine long-standing programs of cooperation in the development of research library collections and information services. For more information, contact Project Director Gary D. Byrd, Health Sciences Library, CB #7585, UNC-Chapel Hill, Chapel Hill, NC 27599.

SOUTH CAROLINA



"A. Baker's dozen" returns

The Richland County Public Library and the College of Library and Information Science at the University of South Carolina presented the fifth annual "A(ugusta) Baker's Dozen—A Celebration of Stories," featuring popular storytellers from throughout the region, in April. Participants included *School Library Journal* editor-in-chief Lillian Gerhardt, whose topic was "Children's Books and Library Services: Notes from a War Zone," and award-winning author Ashley Bryan.

TENNESSEE



Library radio moves to FM

The Memphis/Shelby County Public Library and

STATESIDE VIEW

Information Center's radio reading service can now be heard on the FM dial in the Memphis area. Formerly known as the West Tennessee Talking Library, the station could previously be heard only by using a special radio receiver. With a daily schedule which runs from 6 a.m. until midnight, the station offers listeners readings from the local newspaper, national newspapers, and popular books and magazines. The broadcast studio is located in the Main Library.

Staff training software developed

A program of interactive computer-based training for library staff, developed and implemented at the Libraries of the University of Tennessee, Knoxville, is now being made available to other libraries for their use.

Called "New Horizons in Library Training," the program uses HyperCard 1.2x, a hypertext software for Macintosh computers, and consists of seven units of instruction: Orientation, Access to Periodicals, Computers in Libraries, From Request to Shelf, Introduction to Reference Services, Library of Congress Classification, and Resource Sharing.

An informational brochure is available from project directors Pauline S. Bayne and Joe C. Rader, University Libraries, University of Tennessee, Knoxville, TN 37996-1000.

Fellowship of Southern Writers Archives opens

"In conjunction with creation of the Fellowship of Southern Writers, a Fellowship Archives has been established in the Lupton Library of The University of Tennessee at Chattanooga. The room is a depository for the Fellows' works, manuscripts and other archival items," according to Dr. Joseph A. Jackson, Dean of Libraries.

The collection is available for study and research by all students and faculty, as well as the general public. Displayed in the room are portraits of the Southern Writers Fellows, the Cleanth Brooks Medal for Distinguished Achievement in Southern Letters and the medallion presented to each Fellow. Each Fellow has a matching chair with an engraved name plate.

"The University of Tennessee at Chattanooga was deeply honored that the Fellowship decided to have its archives here," said Dr. Jane Harbaugh, UTC associate provost for undergraduate and special programs. "We raised private funds to furnish the archives appropriately, and what we hope to have is a rich resource center for scholarship."

The opening ceremony of the Archives of the Fellowship of Southern Writers was held April 15, 1991

in the Lupton Library during the sixth biennial Chattanooga Conference on Southern Literature. "It is a rare occasion, indeed, for so many prominent writers to assemble and meet," according to Dr. Jackson. "We expect the value of the Archives to grow and deepen and for it to become a major scholarly resource for people interested in Southern literature, which has had and continues to have a profound impact not only in the Southeast, but around the world."

VIRGINIA



Library given "priceless" collection

The University of Virginia has been given what is widely considered the nation's premier collection of rare books and manuscripts in American literature, according to President John T. Casteen III. Alumnus Clifton Waller Barrett has transferred ownership of the remainder of his extensive library, which has been housed at U.Va. since 1960, to the university. Its estimated total value is \$25 million.

"In a very real sense Mr. Barrett's library is priceless," said Casteen, "because so many of its important items are unique and irreplaceable." Included are handwritten originals of *The Red Badge of Courage*, *Leaves of Grass*, and the only known copy of a fiction manuscript by Willa Cather.

Jefferson Cup awarded

Franklin Delano Roosevelt, by Russell Freedman, published by Clarion Books, has been awarded the 1991 Jefferson Cup Award, presented annually by the Virginia Library Association to an outstanding book for young people in the area of U.S. history, historical fiction or biography. Named as honor books were *The True Confessions of Charlotte Doyle*, by Avi, and *Other Bells for Us to Ring*, by Robert Cormier.

Ethnic Librarians Forum meets

The Ethnic Librarians Forum of the Virginia Library Association met in May at the State Library and Archives. The 27 participants were welcomed to the State Library by Dr. John Tyson, State Librarian. Guest speaker was Dr. Edgar Toppin, Professor of History and Dean of the Graduate School at Virginia State University, whose topic was "How Librarians Provide Information: A Researcher's Perspective."

Survey shows library's popularity

A City Customer Satisfaction Survey produced

STATESIDE VIEW

encouraging news for staff of the Chesapeake Public Library System. Of all city services covered in the survey, residents gave only the Fire Department a higher satisfaction rating than the library. Thirty-two percent of the citizens surveyed indicated that they would be open to a tax hike if it would expand library service. Meanwhile, the library system held a groundbreaking ceremony this spring for the new Greenbriar Library, one of three branches funded by a 1988 bond referendum. Projected opening date for the new facility is spring 1992.

Fairfax copes with budget cuts

The Fairfax County Public Library, faced with implementing a 7 percent budget cut in the new fiscal year, will reduce library hours at several branches, increase overdue video fines from \$1 to \$2 per day, and discontinue purchase of non-print materials such as videos and compact discs. Updates to the public catalog will also be reduced. Last January, the library system implemented a freeze on vacant positions, cut hours for part-time library employees, and eliminated overtime. Cutting of telephone reference service is also a

possibility.

Director Edwin S. Clay III said the cuts were designed to "preserve the library's core services so that our patrons would still experience a basically intact system."

WEST VIRGINIA



Literacy projects honored

The Cabell County Public Library in Huntington and the Marion County Library in Fairmont were among those cited by the Bell Atlantic Corporation and ALA as outstanding models of library-based family literacy projects. Six libraries in the mid-Atlantic area were chosen from among 25 projects funded in 1990 by the Bell Atlantic Charitable Foundation and administered by ALA's Office for Library Outreach Services. Members of the project teams from the winning libraries were honored at an awards ceremony held in Philadelphia in June.

CONGRATULATIONS TO PR AWARD WINNERS 1991

Of the 16 John Cotton Dana Library PR Award winners for 1991, 4 were from the Southeast.

Public Library Category

Cumberland County Public Library and Information Center
Fayetteville, North Carolina

For a successful campaign to increase community awareness of library resources and services and to emphasize the vital role that library staff play in day-to-day public relations.

College and University Libraries Category

Friends of Louisiana State University Libraries
Baton Rouge, Louisiana

For "Paper Impressions: A Gala Auction of Fine Books, Art and Miscellanea," a successful public relations event, orchestrated by volunteers, that raised substantial funds, and increased the interest in friends' activities.

Committee members from the Southeast who served on the LAMA/PRS, John Cotton Dana Awards Committee were: Charles Beard (Georgia), Kathleen Imhoff (Alabama), Pyddney Jones (Kentucky), Nancy Woodall (Virginia).

Special Award Category

Atlanta-Fulton Public Library
Atlanta, Georgia

For a multifaceted, youth-oriented campaign featuring "C.D. ROM", a "Cat-alog" detective, to introduce the library's new computerized catalog.

George County Library
Lucaledale, Mississippi

For "The Little Library that Could," a successful, cost-effective public relations campaign, featuring a clever revision of the classic children's story, to increase county funding for the library

(See photos on next page.)

Request to Form SELA Preservation Round Table

The deterioration of library collections is recognized as a rapidly growing problem within all sizes and types of libraries. Our body of knowledge, strategies, and specific techniques for coping with this vast problem have grown considerably in the past 20 years. The preservation of materials encompasses any activity which promotes the usability of materials for as long as they are needed. Commercial library binding, book repair, microfilming, staff and user education, shelf preparation, environmental monitoring, and disaster preparedness are examples of activities which fall under the preservation umbrella. As our knowledge grows it becomes increasingly difficult to keep up with the latest developments in this field.

To facilitate the spread of preservation information among librarians within the Southeast we are interested in forming a **Preservation Round Table** within the Southeastern Library Association (SELA). This round table will provide librarians with an interest in preservation an opportunity to discuss similar problems and share ideas. We expect the **Preservation Round Table** to raise awareness of the growing problem of deteriorating library materials. In addition to sponsoring discussions, the round table will have programs on preservation-related topics. An organizational meeting will be held during the SELA/LLA conference in New Orleans from March 18-21, 1992.

According to SELA bylaws we must have **100 SELA members** sign a petition endorsing the formation of a new round table. Your signature does not commit you to being a member of this round table. During the SELA Meet and Mingle at the ALA Conference we collected over 70 signatures so we are close to our goal.

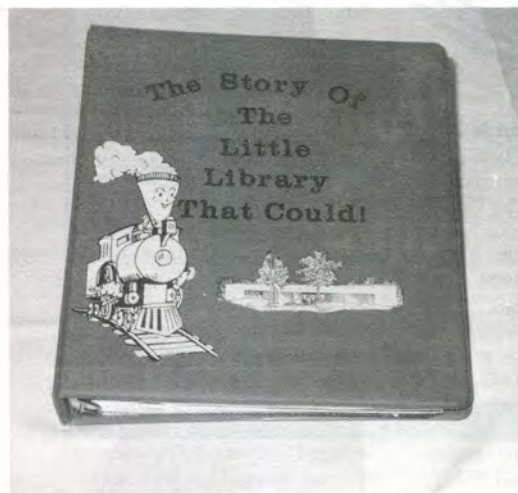
If you would like more information please contact Libby Pollard at the number listed below. Thanks for your assistance and support.

Judy Sackett, Head
Preservation Department
King Library
University of Kentucky
Lexington, KY 40506-0039
606-257-3493

Libby Pollard
Field Service Officer
SOLINET Preservation Program
400 Colony Square, Plaza Level
Atlanta, GA 30361
800-999-8558 or 404-892-0943

Sue Davis
Preservation Librarian
The Jean and Alexander Heard Library
Vanderbilt University
Nashville, TN 37240-0007
615-322-2464

PR WINNERS



The George County Library submitted this notebook detailing their campaign adapting the story of "The Little Engine that Could."



Committee member Kathleen Imhoff displays t-shirt from special award campaign featuring C.D. ROM, a Cat-alog detective of Atlanta-Fulton Public Library.

Be a PR Star!
enter the
1992
JOHN COTTON DANA
LIBRARY PUBLIC RELATIONS
AWARDS CONTEST

IF YOU'VE DONE an outstanding job of making your community more aware of your library, the John Cotton Dana Library Public Relations Awards Contest can tell the world about your efforts.

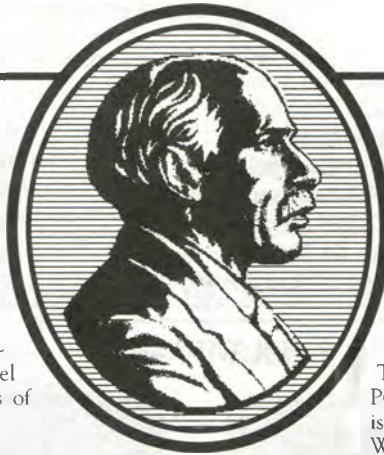
Your entry will be considered among those from libraries of all types, sizes, and budgets. Entries are judged by a panel of your peers, and two types of awards are given.

The John Cotton Dana Award

This award is given for a library's total annual coordinated public relations program, including publicity, programs, advertising, publications, exhibits, special events, promotions, and audio-visual presentations.

The Special Award

The Special Award is given in recognition of a part of your public relations program—a fund-raising campaign, a series of adult or children's programs, or any other special project.



Awards Ceremony

Official award citations will be presented to contest winners at the 1992 annual conference of the American Library Association, at a reception hosted by The H.W. Wilson Company.

Sponsorship

The John Cotton Dana Library Public Relations Awards Contest is sponsored jointly by The H.W. Wilson Company and the Public Relations Section of the Library Administration and Management Association, a division of the American Library Association.

To Enter

To request an Information Packet containing contest entry forms, rules and regulations, questions and answers about the awards, a sample of the judges' evaluation form, names of the contest judges, and a list of previous winners, please write to: John Cotton Dana PR Awards Contest, The H.W. Wilson Company, 950 University Avenue, Bronx, New York 10452.

Contest Dates

Entries for the 1992 John Cotton Dana Library Public Relations Awards Contest can reflect any one of the following time frames:

- Calendar year 1991 (January-December)
- School Year 1990/91 (Fall-Spring)
- Special Project which ends in 1991.

The Deadline for entries is February 3, 1992.

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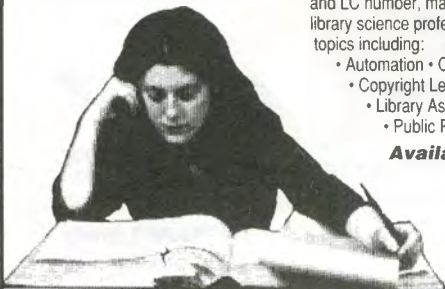
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(June 12, 1991)

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HERE'S A WINNER

SELA 1992

Members of SELA are invited to participate in competition for awards which will be presented for 1991-92 media in these categories:

- Annual Reports
- Newsletters
- Fliers/brochures
- Calendars of Events
- Bookmarks/bibliographies
- Public Relations Projects
- Friends Projects

This competition is sponsored by the Public Relations Committee of the Southeastern Library Association. Send five copies of each entry to Sandra Neerman, Greensboro Public Library, P.O. Box 3178, Greensboro N.C. 27402-3178.

Entries must be received by January 5, 1992.

Winners will be announced at the 1992 SELA/LLA Joint Conference.



SOUTHEASTERN LIBRARY ASSOCIATION MEMBERSHIP FORM 1991

The information in the address box below should be your preferred mailing address. Please return form with dues payment. Make check payable to: Southeastern Library Association. Mail to: SELA, P.O. Box 987, Tucker, GA 30085-0987.

Type of Library with which you are associated:

- A-College/University
- B-Library Education
- C-Public
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- E-Special
- F-Retired
- G-Other
- H-Exhibitor

- New Membership 19 _____
- Renewal 19 _____

Annual Dues Schedule
(Based on Annual Salary)

Membership Year
January 1-December 31

Type of Membership	Amt. of Dues	Amt. Paid
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\$10,000 and Under (Includes Students, Trustees, Friends, Retired Members and Exhibitors)	\$10.00	_____
\$10,001 to \$20,000	\$15.00	_____
\$20,001 to \$30,000	\$20.00	_____
\$30,001 to \$40,000	\$25.00	_____
\$40,001 and up	\$30.00	_____
Sustaining Membership	\$40.00	_____
Contributing Membership	\$60.00	_____
Additional Section/Round Table	\$ 4.00 ea.	_____
TOTAL AMOUNT PAID		\$ _____

Name _____

First Name
Initial
Last Name

Mailing Address _____
Street/Apartment/P.O. Box

City
State
Zip
Telephone: Home Business

Place of Employment _____

Position/Title _____

SECTION AND COMMITTEE/ROUND TABLE AFFILIATIONS

Please indicate Section/Round Table and Committee choices in priority order.

Your SELA membership includes affiliation in **TWO (2)** of the following **Sections/Round Tables**.

- | | | |
|--------------------------------------|---------------------------------------|--|
| (A) Library Education | (E) School and Children's Libraries | (I) Library Instruction Round Table |
| (B) Public Libraries | (F) Special Libraries | (J) Junior Members Round Table |
| (C) Reference and Adult Services | (G) Trustees and Friends of Libraries | (K) Government Documents Round Table |
| (D) Resources and Technical Services | (H) University and College Libraries | (L) Online Search Librarians Round Table |

If you wish to affiliate with more than TWO of the above, include \$4.00 for each additional section affiliation.

MAXIMUM of FOUR (4) section affiliations.

***Section Membership Affiliation:** 1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Committee(s) on which you have an interest in serving. Limit your selection to **THREE (3)**.

- | | | |
|---|--|---------------------------------|
| (2A) Outstanding SE Author Award | (8) Continuing Education and Staff Development | (14) Legislative |
| (2B) Outstanding SE Library Program Award | (25) Exhibits | (15) Library Development |
| (2C) Rothrock Award | (10) Handbook | (17) Media Utilization |
| (2D) President's Award | (11) Headquarters Liaison | (18) Membership |
| (3) Budget | (12) Honorary Membership | (19) Nominating |
| (4) Committee on Committees | (13) Intellectual Freedom | (21) Public Relations |
| (5) Conference (Local Arrangements) | (24) Interstate Cooperation | (22) Resolutions |
| (6) Conference Site Selection | | (23) Southern Books Competition |
| (7) Constitution and By-Laws | | |

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West Virginia Libraries
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CAUTION!

BANNED BOOKS WEEK
SEPTEMBER 28 - OCTOBER 5, 1991



Calendar

1991-1992

1991

October 2-4, 1991	KY	KIA Annual Conference. Executive West. Louisville, KY
October 23-25, 1991	MS	MSLA Annual Conference. Biloxi, MS
October 25-29, 1991	GA	GLA Biennial Conference. DeSoto Hilton. Savannah, GA (Joint Conference with GLMA, GAIT, and GAMR)
November 6-8, 1991	SC	SCLA Annual Conference. Greenville, SC
November 7-9, 1991	WV	WVLA Annual Conference. The Greenbriar, Lewisburg, WV
November 13-15, 1991	NC	NCLA Biennial Conference. High Point, NC
November 21-23, 1991	VA	VLA Annual Conference. The Homestead, Hot Springs, VA

1992

March 18-21, 1992	LA	SELA/LLA Joint Conference. New Orleans, LA
April 22-25, 1992	TN	TLA Annual Conference, Chattanooga, TN
April 28-May 1, 1992	AL	Alabama Library Association Annual Conference
May 5-8, 1992	FL	FLA Annual Conference, Hyatt Regency, Miami, FL
October 6-8, 1992	KY	KIA Annual Conference. Drawbridge Inn, Ft. Mitchell, KY
October 16-18, 1992	WV	WVLA Annual Conference. Holiday Inn, Parkersburg, WV
October 28-30, 1992	MS	MLA Annual Conference. TBA
November 4-7, 1992	GA	GLA Conference, Savannah, GA. (Joint conference with GLMA, GAIT and GAMR).

1993

October 13-16, 1993	GA	GLA Biennial Conference, Jekyll Island, GA. (Joint conference with GLMA, GAIT and GAMR).
October 19-22, 1993	NC	NCLA Biennial Conference. Benton Convention Center, Winston-Salem, NC.

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President-Elect: Jane Keeton, 3020 Parkbrook Rd., Birmingham, AL 35213

Second Vice-President: Dr. Bill Nelson, 1205 Bold Ruler Lane, Helena, AL 35080

Secretary: Nancy Gibbs, 420 Hare Ave., Auburn, AL 36830

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Executive Director: Barbara Black, 555 So. Perry Street, #305, Montgomery, AL 36104, (205) 262-5210

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Vice-President/President-Elect: Ann W. Williams, Alachua County Library District, 401 East University Avenue, Gainesville, FL 32601

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Treasurer: Charles E. Parker, State Library of Florida, R. A. Gray Building, Tallahassee, FL 32399

Executive Secretary: Marjorie Stealey, 1133 W. Morse Blvd., Suite 201, Winter Park, FL 32789, (407) 647-8839

Georgia Library Association

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Second Vice-President: Betsy Griffies, Irvine Sullivan Ingram Library, West Georgia College, Carrollton, GA 30118

Secretary: Jan Fennell, Ina Russell Library, Georgia College, Milledgeville, GA 31061

Treasurer: Richard Leach, East Central Georgia Regional Library, 902 Greene Street, Augusta, GA 30907

Contact Person: Robert Richardson, Director, Duckworth Libraries, Young Harris College, P.O. Box 38, Young Harris, GA 30582 (404) 379-3526

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Vice-President/President-Elect: Rose Gabbard, P.O. Box 313, Beattyville, KY 41311

Secretary: Carol Sue Brinkman, University of Louisville, Laura Kersey Library, Louisville, KY 40242

Executive Secretary: Tom Underwood, 1501 Twilight Trail, Frankfort, KY 40601 (502) 223-5322

(No Treasurer — Handled by Executive Secretary)

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Vice-President/President-Elect: Earl D. Hart, 2026 Robert Street, New Orleans, LA 70115

Secretary: Norma H. Martin, 8335 Summa Ave., F-2, Baton Rouge, LA 70115

LLA Office Manager: Carol McMahan, Louisiana Library Association, P.O. Box 3058, Baton Rouge, LA 70821 (504) 342-4928

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Secretary: Kathryn Merkle, Route 3, Box 403, Yazoo City, MS 39194

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Tennessee Library Association99-3658 (FAX)

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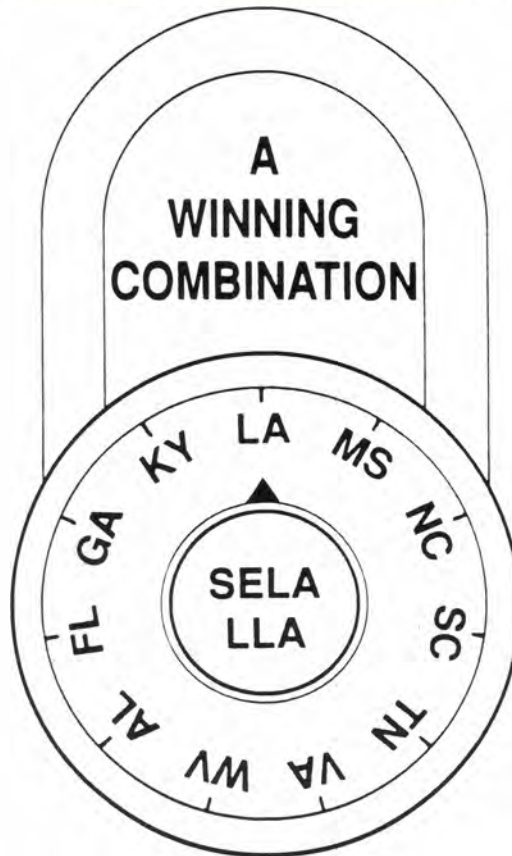
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