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IMPORTANT: THIS ISSUE CONTAINS YOUR OFFICIAL SELA BALLOT.

SELA BIENNIAL CONFERENCES

OCTOBER 15-20, 1984
Mississippi Gulf Coast
Convention Center
Biloxi, Mississippi

OCTOBER 15-19, 1986
Marriott Hotel
Atlanta, Georgia

SELA in Biloxi — 1984

The Southeastern Library Association Conference for 1984 was planned to take advantage of the Gulf Coast, surrounding historic sites, cultural areas, and the Louisiana World Exposition. The Conference Committee has arranged a series of tours which will be offered, at a special price, for all SELA Conference attendees and their families. Tours will be offered Tuesday through Saturday, October 16 - 20, 1984.

Tours are planned for:

OLD MOBILE AND BELLINGRATH GARDENS

\$57.00 (Approximately 8 hours)

TUESDAY, OCTOBER 16

. . . including lunch at Mobile restaurant, admissions, and snacks enroute.

HISTORIC CAPSULES OF BILOXI, OCEAN SPRINGS, GULFPORT, AND PASS CHRISTIAN

\$22 - \$27 (Approximately 4 hours each tour)

WEDNESDAY, OCTOBER 17

THURSDAY, OCTOBER 18

FRIDAY, OCTOBER 19

. . . including refreshments in private home.

NEW ORLEANS AND WORLD'S FAIR

\$62 (Approximately 10 hours)

SATURDAY, OCTOBER 20

. . . including tour of New Orleans, French Quarter, and Fair tickets.

Additional tour information will be provided in the registration packets which will be mailed in July to all SELA members.

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This is the first issue of a new volume, and you'll notice some new things about the issue — at least new since I've been editor. You'll also notice some important items related to your SELA membership.

First of all, we have a centerfold in this issue — your SELA ballot and a membership application form. Please be sure to vote, and then pass the membership application on to a potential new member. After all, it's torn out anyway!

Secondly, we're beginning to have some announcements about the convention in Biloxi. On the inside front cover you'll see the announcement of tours which will be available to you and your families.

And in the SELA Chronicle you'll find a preconference report from On Line Search Librarians Roundtable, including information about their activities in Biloxi. In the next issue we hope to have more announcements to help you plan your fall excursion to Mississippi.

A new feature added to this issue is pictures in the Regional News Section. I'll be happy to include other pictures selectively. Please be sure, though, that the pictures you send will reproduce well. Send pictures that are uncluttered in content and that are closeups. We need black and white, of course.

Finally, I want to alert you to a change in the requirements for submitting articles announced on page 30. Please submit articles for consideration in triplicate. I am asking readers to evaluate articles submitted for consideration, and I want to be sure that there is always a copy of the article on file. I haven't lost any articles yet, and I don't want to begin doing so! I don't plan to make *Southeastern Librarian* a referred journal, but I do want to develop, with the help of the Associate Editors, an advisory board. I don't feel competent to review articles on all topics in all types of libraries. So far, I've been depending on faculty in the College to help me, but I want to expand that circle.

— Linda Lucas



Editor's Page

DEADLINES FOR COPY TO EDITORS:

V. 34, No. 2 (Summer, 1984)	July 1, 1984
V. 34, No. 3 (Fall, 1984)	October 1, 1984
V. 34, No. 4 (Winter, 1984)	January 1, 1985

PLAIN AND SIMPLE

Our physical size and financial strength — necessary to make and honor commitments — indicate the successful working relationships we have with thousands of libraries worldwide.

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CAUTION!

**BANNED BOOKS
WEEK
SEPT. 8-15,
1984**



**SOME PEOPLE
CONSIDER
THESE BOOKS
DANGEROUS**

*Catcher in the Rye,
Slaughter House Five,
Our Bodies Ourselves,
Of Mice and Men...*
are only a few of
hundreds of books
that have been
challenged in
libraries across
the country.

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American Library Association
National Association of College Stores
Association of American Publishers
American Society of
Journalists and Authors
Endorsed by The Center for the Book

Funding, "Feel Good," and Freedom of Information: LIBRARIANS IN THE LEGISLATIVE PROCESS

By Evie Wilson

WHY LIBRARIANS SHOULD BE INVOLVED IN THE LEGISLATIVE PROCESS

Why do librarians need to be involved in the legislative process? Certainly one of the most obvious answers to this question is the insecure budget climate, nationally and locally. John Berry reported a shocking statistic in a recent issue of *Library Journal*. He noted, "Total fiscal 1983 appropriations for library programs, for which the Reagan Administration recommended zero funding, totaled a bit less than 15% of the amount spent by the Pentagon on that single day!"¹ In 1979, dedicated library trustee Alice Ihrig commented, "waiting for the emergency is a game librarians play."² Fiscal support for libraries has not improved since 1979. If anything, it has deteriorated. Librarians can no longer wait for the emergency and then expect to adjust to reduced budgets.

Most politicians still espouse that old stereotypical perception of librarians which includes the bias that librarians are politically naive. This is infuriating and humiliating, and we have no one to blame but ourselves. Dr. Shirley Aaron reports that a study completed by Dr. Tom Hart, also of Florida State University, indicates that only thirteen out of fifty states have salaried library lobbyists, many of those only part-time. Upon close examination, library service is anything but apolitical, and correcting the concept of the librarian as the meek and reticent guardian of the printed word should have been the subject of a major national professional public relations campaign long ago.

An equally serious matter requiring ongoing political vigilance is the protection of the First Amendment to our Constitution along with the free access to information and services which this amendment guarantees — and not just for the wealthy. Since the election of Ronald Reagan, cases of attempted censorship have increased dramatically, encouraged by The New Right and The Moral Majority. This current Administration has stated publically its support for limited access to government documents in a way that recent past Presidents have declined to follow. Within the library profession, pre-selection censorship is rampant. Publishers of book club edition paperbacks are expurgating certain "questionable" passages and words so that ALA Notable Books will be "acceptable" to the public school students. These are VERY political issues, and there are

ethics here which librarians, as part of their professional responsibilities, are committed to protect.

Finally, there are elected officials who have "gone to the wall" to insure adequate library funding and who have taken unpopular political positions to stand beside librarians in protecting free access. Librarians should support those officials both in campaign fund raising and in campaign work. Librarians should volunteer to walk precincts, make phone calls, carry banners, to do whatever chores need to be done to insure the re-election of those officials. Furthermore, such officials need to know who among their campaign workers are library professionals.

SPECIAL SKILLS LIBRARIANS BRING TO THE POLITICAL PROCESS

Libraries provide basic service as resources of information to the legislator and to other community agencies. The politician's concept of the librarian should be: INFORMATION IS POWER! Librarians who possess knowledge of the mechanics of information retrieval are powerful as well when they share that information with legislators. The legislator who has the statistics, the program descriptions, the constituent substantiation, is the legislator who is going to get things done. The librarian who comes forth with that substantiation can expect to have considerable influence in the legislative process. Such positive influence will subsequently reflect favorably on the library profession as well as the individual librarian. It is important to remember that the information shared should not be just about libraries. If a legislator's special emphasis is corrections and an article on prison reform appears in a publication which the legislator might not normally access, a photocopy sent to the legislator with a memo "From the Desk of Jane Doe, Librarian" will be greatly appreciated and noted by that elected official.

One of the little recognized skills librarians own is the skill of organization. This skill would be a great asset in campaigns and in setting up subject files and office procedures. Librarians' approaches to information needs make for a more efficient operation and service delivery — even for a legislator. Legislative staff, if they are functioning as taxpayers' dollars deserve, should be helping the general public in a manner very similar to the reference service which librarians provide. There would be nothing remiss in a librarian's volunteer work with a legislative aide to organize

office files so that the legislator has orderly access to newspaper clippings and the morass of printed government documents and annual reports. Constituent service interview forms are completed in a manner similar to that used by independent learner library personnel to interview library patrons, and they can be organized in similar fashion.

Ideally, librarians choose the library profession and are trained in library schools because they have the ability to work positively and successfully with the general public, regardless of race, religion, sex, national origin, age, or any other qualifier sometimes used by a more prejudiced segment of society. Librarians, by service philosophy, disavow such prejudices. This ability to work well with all types of people would be a real contribution to any political campaign. Frequently, during door-to-door work, questions are asked and needs are expressed by voters. The skills which librarians possess for empathetic listening and for community agency referral would reflect well on any candidate of the librarian's choosing.

The sense which librarians possess of the service potential for other community agencies and individuals within those agencies can be put to other uses as well. This knowledge of "I & R" would be valuable to the legislator during annual legislative sessions when bills are being formulated. For example, if the local librarian knows a particular legislator is concerned about rape reporting and has filed a bill in this area, the librarian can act as an intermediary between the legislator and the director of the local rape crisis center if the librarian has already established a good, working relationship with both. The rape crisis center director could then provide the legislator with valuable statistics and perhaps even testify before a legislative committee in support of the proposed bill. This approach would strengthen public service and provide good public relations for the legislator, the center director, and the librarian who had facilitated the information sharing.

LOBBYING: THE BASICS

Some general knowledge of the workings of power and a little advance preparation are crucial in lobbying elected officials. Reading local newspapers daily is a beginning as is researching libraries and political activity through *Library Literature*. Local organizations such as the League of Women Voters traditionally publish voter information.

A shocking number of American citizens not only have not registered to vote but even brag about that fact. Add to those the number who have no idea who the members of their local

legislative delegation are or where their offices are within their own community. Still fewer people consider politics important enough to give of their free time as a volunteer in a political campaign. Most infuriating of all are people like those who rant away at legislative staff because, for example, an expressway is planned through their home. When staff explains that the elected official also lives in that "endangered" community, such people express dismay and leave the office saying, "Well, I wouldn't know that. I don't get involved in politics." Librarians cannot afford that kind of political arrogance.

Librarians will want to research the legislator before an initial visit. Most libraries keep clipping files on local issues and local officials. From these clippings, librarians can get a general idea of the issues about which public officials are concerned as well as their voting records. Librarians must know how a bill becomes a law and commit to memory the legislative calendar. If the session begins in March, February is too late to ask that a new bill be introduced. It is important to find out who is considered a leader in the legislature and also who may be expected to "take a walk." It is disturbing that "taking a walk" should be a part of American politics, but there are officials who, when a tough or unpopular bill comes before their committee, suddenly find something absolutely crucial to do elsewhere so that their vote will not be recorded for the perusal of their constituents. For that reason every committee absence should be duly noted.

Once again, librarians should involve themselves in political campaigns — and be known as librarians. They should join political party organizations, League of Women Voters, and political caucuses. Candidates who run for office, once elected, REMEMBER who helped their campaigns. They keep their campaign worker lists, and their legislative staffs are familiar with those names. This does not guarantee the passage of an appropriations item for libraries, but it may facilitate access to the legislator to plead the case at hand.

LOBBYING: DIRECT ACTION

In many states, it is not necessary to have a penny to become a lobbyist. Sending the name and address to the Secretary of the Senate or House is all that is required. Legislation crucial to the survival of good library service needs, however, a strong legislative sponsor. Without making a sweeping generalization, a "freshman" legislator should probably be avoided as a prime sponsor since he/she may yet be as unfamiliar with the state legislative process as is the librarian. Any sponsor must be capable of defending

legislation both in committee and on the floor. There are ways of observing which legislators are respected by their colleagues. When a senator rises to speak on the floor, and the rest of the senators either continue with conversation or begin to wander around initiating conversation in an obvious show of disrespect, it is obvious that the individual speaking lacks the credibility and respect library issues merit.

Librarians who wish to explain library service needs are wise to ask to be placed on the agenda of the local delegation early rather than waiting until the session begins. Then legislators' calendars will be full of committee meetings. Prior to addressing the delegation as a group, a visit to each member may be useful. Bringing someone along who knows both library issues and the elected official is always an advantage. **DON'T CALL OR VISIT JUST TO CHAT!** Have points outlined and backed up with statistics or other substantiation. Position papers which can be left with the aide are useful for future reference in committee meetings. Endorsements from recognized groups and community leaders lend force to library needs. The legislator may ask how the issue affects his/her constituents. One state lobbying group, for example, brought in a lady truck driver who captured the hearts of her legislators by testifying that she discovered in the *Physicians' Desk Reference* two medicines her mother was taking were toxic when taken together and that she learned how to add five miles per gallon to her truck's efficiency as well as how to trim her goat's toenails!

Bills must be carefully monitored throughout the legislative process. It would be a big mistake to assume the library bill is home free if it is filed, or through committee, or even on the floor calendar. Bills can be amended at any one of those places and may come out a completely different issue. This is another reason why sponsoring legislators must be chosen with extreme caution and prior research. Many states maintain a toll free legislative hotline during sessions or a legislative information number in the interim period. These numbers are used to keep up-to-date on a bill's progress.

Some words of caution: **NEVER, NEVER** lie or give misinformation to an elected official. Being new to the process is no excuse. Neither the librarian or the legislator can afford to lose credibility. Care must be taken to consult with experienced activists and to have accurate information and statistics. By the same token, legislators are very sensitive to media. Exposing any elected official to criticism should be carefully considered. Burning bridges is a painful act. One of the most basic premises of the legislative process is

compromise. It is possible to find somewhere/sometime a common ground with officials who have been opponents. But if you have offended that official in the past, forgiveness and forgetfulness of that offense may not be forthcoming — to the subsequent detriment of the present critical issue.

One of the most important and least performed actions within the legislative process is saying thanks to elected officials for giving their time to speak with citizens, for making speeches or for sponsoring needed legislation. Frankly, the low salaries of elected officials, particularly on the state level, is a national scandal. These officials are expected to perform miracles of honesty and legal accomplishment, while salaried part-time for a job that is certainly full-time and more. Most mail and phone calls to legislative offices are either complaints or requests for help. Legislative staff take an inordinate number of insults and condenscension, much more so than library reference staff! A simple thank you to the legislator is more gratefully appreciated than the general public can ever imagine. Legislative staff share some of the "burn-out" factors with library staff. They work long hours, take a lot of flack from the public, and get very little credit for the legislation for which they often provide valuable research and personal effort toward enactment.

LETTERS TO THE LEGISLATOR

Contrary to popular belief, legislators who are truly conscientious do read and answer their mail. No one who translates constituent concerns into legislation "deep sixes" anything! During the session, figures are kept on mail received on important issues, pro and con, so that the legislator can keep abreast of how the public has communicated with the office.

Correct addresses should be given on all correspondence. Generally, the address should read: "The Honorable _____, State Senator, District _____, Room _____, Senate Office Building, name of state capital and zip code. In the case of Congress, the Senate or House Office Building should be indicated on the address. All U.S. Senators and Representatives are not in the same office building in Washington, D.C. Most staff of local delegations keep the directories for U.S. elected officials and can give local addresses and phone numbers as well as the Washington, D.C., addresses and staff names. Some U.S. elected officials maintain a toll free hot line for communication with their constituents on important issues. It is very important these days to know the sex of the legislator with whom you correspond. A growing number of extremely

competent and dedicated women are being elected to public office, but just because a legislator's name is Connie does not mean that person is a woman. In Florida, Connie is the given name of U.S. Representative Mack, male Republican from Cape Coral! Using correct titles indicates you have done your research.

The bill or issue of concern in each letter should be identified. The Florida Senate files about 800 bills each year; the House over 1000. Legislators need to know exactly which you are writing about. The constituent's name and address must be included on the letter itself as well as the envelope. Envelopes are easily separated from their contents. It's a good idea to confine the letter's discussion to one subject or bill lest the force of the argument be diminished. Content should be constructive and positive. If a bill deals with a problem you admit exists, give some time to thinking out a positive solution based on your expertise and experience. Personal, handwritten letters are definitely more effective than form-letter mass mailings.

Brevity is also important. Clearness and completeness need not be sacrificed, but a letter longer than a page may not be read carefully. Legislators with credibility rarely make decisions merely on emotional, philosophical arguments. All concepts communicated in a letter or in person should be substantiated with facts and illustrations. Emotional threats of defeat at the next election are not appreciated and generally not influential.

Letters must be timely. Sometimes a bill has passed out of committee or on the floor of the House or Senate before a letter that would have been helpful arrives. Legislators should not be asked for a vote commitment on a particular bill before the committee of reference has had a chance to hear the evidence and make its recommendations. Letter-writing overkill should be avoided. Issues discussed in the letter should be selected carefully based on your experience and knowledge of the subject. Most legislators choose their issues and bills in this way.

Write to members of local delegations before others across the state. Local delegations are concerned that their vote represents the wishes of their district. Their staff can recommend to library lobbyists which other legislators on the committees of reference should receive further issue-related correspondence. Letters to legislative leaders, i.e., the president of the senate or speaker of the house, and to the governor are also appropriate.

The American Library Association maintains an office in Washington (ALA Washington Office, 110 Maryland Avenue, N.E., Washington,

D.C. 2002). Ms. Eileen Cooke, its director, supervises a small but exceptionally helpful and competent staff who not only lobby for library issues but also serve as resource speakers and consultants for legislative library matters throughout the country. The ALA Washington office publishes a number of useful pamphlets and handouts on lobbying techniques and the political process.

LOBBYING FOR LIBRARIES: SOME SUCCESS STORIES

Librarians in the State of Florida consider library service important enough to hire two extremely effective lobbyists, Mary Margaret Rogers representing Florida Association for Media in Education, Inc. (FAME) and Jody Fitzgerald for Florida Library Association. During the 1983 Legislative Session, Jody Fitzgerald, working with Barratt Wilkins, Director of the State Library, successfully mounted impressive non-partisan support for a major library reform bill which was defended in the Florida Senate by then Minority Leader Republican Senator Clark Maxwell.

In the 1981 Legislative Session, Mary Margaret Rogers was successful in winning a six year budget effort when the Florida Legislature allocated \$3.71 million of its revenue appropriation for school library materials and equipment. She, along with the FAME membership, accomplished this by staging an intensive letter-writing and phone-call campaign. This effort is especially noteworthy since only a few years earlier the positions of media specialists were being eliminated from the state's budgets.

Another good example of how librarians can be successfully political if they so choose happened in Denver, Colorado, in 1981. Because of cuts in tax support, Denver Public Library Director Henry Shearose imposed steep non-resident fees (\$10 for daily pass, \$100 for individual yearly pass, \$200 for family card, \$350 for corporate card). Now it happened that living in the Denver suburbs were many influential residents who could no longer use the library free of charge. Among these residents, for example, was well-known author Clive Cussler, who was in the habit of using Denver Public for his research. Shearose's get-tough strategy forced both citizens and politicians in neighboring jurisdictions and at the state level to reassess the importance of library service. In 1982, Colorado developed a plan and found the money needed to reopen reference services to the entire state and to resume library service and reciprocal borrowing to citizens from its neighboring metropolitan areas.

But what about "feel good?" In 1983 in the

State of Florida, Senator Don Childers filed a bill, SB 582, which would have provided certain standards for selection of textbooks for children in Florida's public schools. No textbooks should be used which contained: (1) Hard-core pornography; (2) Other than conventional spelling of English words; (3) The teaching or advocacy of atheism; (4) The teaching or advocacy of the philosophy that an individual should make choices of values, or guides to behavior, on the basis of individual tastes and preferences, or on the basis that such choices should be made without regard to parental authority or the authority of local, state and federal law.

Mary Margaret Rogers appeared before the Senate Education Committee to speak to the significance of the First Amendment in relation to this disturbing bill. It was defeated by the Education Committee, but two Senators on the committee "took a walk" on the issue. It has been filed again in the 1984 Session. Vigilance is certainly one of the library lobbyist's most important tasks.

CONCLUSION: MAKING LOVE POWERFUL

Alice Ihrig has said, "Perhaps the job description for any librarian should read, in part . . . 'has knowledge of the political process, sees the library as a part of that process, and is willing and eager to be involved as an individual in making the process work for the good of the people served by this library.'"³ Making the political process work for the good of the library patron is an activity which should ideally complement actual library service. Not many librarians these days choose library service as a profession to become wealthy! Most are public servants who also happen to love books, media, and people and enjoy getting paid something for bringing them together.

But to do this effectively, we must be about the business of making that love powerful. This concept has been best charted by the great black children's poet and novelist, June Jordan. Ms. Jordan has said, "Love is a life force. I believe that the creative spirit is nothing less than love made manifest. I see love as the essential nature of all that supports life. Love is opposed to the death of the spirit. Love is opposed to the death of a dream. Love is opposed to the limiting of the possibilities of experience."⁴

Pausing to reflect, this last idea — that of expanding the possibilities of experience — is one of the most important activities which librarians can accomplish, especially for young people.

Jordan continues, "When we run on love; when we move and change and build and paint and sing and write and foster the maximum

fulfillment of other lives that look to us for help, protection, or clues to the positive excitement of just being alive — then we manifest the creative spirit of the universe, a spirit existing within each of us, and yet infinitely greater than the ultimate capacities of any one of us."⁵

She concludes, "To accomplish lifesaving alterations of society, we will have to deal with power. We will have to make love powerful. We will have to empower the people we love; so that they can insist upon the validity of their peculiar coloring, gender, ethnicity, or accidental economic status; so they can bloom in their own place and time like the tiger lily, beautiful and free."⁶

How can librarians continue to facilitate these kinds of growth and change through their commitment to public service and information if they continue to ignore the necessity for power? How will libraries continue to survive in these hard budget times if librarians continue to ignore the relationship between power, library budgets, and the freedom to access information we prize so highly for our patrons?

Evie Wilson, a Past President of the Young Adult Services Division, American Library Association and former Young Adult Services Specialist for the Tampa-Hills Co. (FL) Public Library System, is now Legislative Aide to State Senator Betty Castor who has been elected the first woman President Pro-Tem of the Florida Senate.

NOTES

¹John Berry, "Torpedoes and libraries," *Library Journal* (November 1, 1983): 1982.

²Alice Ihrig, "Librarians and the political process," *As much to learn as to teach*, ed. by Joel M. Lee and Beth A. Hamilton. Linnet Books, 1979, p. 89.

³*Ibid.*, p. 93

⁴June Jordan, "June Jordan," *Wilson Library Bulletin* (October 1978): 161.

⁵*Ibid.*, p. 161

⁶*Ibid.*, p. 162.

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Bowker, 1983, p. 103-115.

NEWS NOTES

A CAI package designed by the Reference Department of the University of Kentucky which will be used in conjunction with freshman English bibliographic instruction lecture/tours, will be given an experimental run during the spring 1984 semester. Written in PILOT and loaded on a Prime 850 minicomputer, the program is designed to give instruction in the use of the card catalog, the *Library of Congress Subject Headings*, and *Social Science Index*. For further details, contact Rob Aken or Laura Olson, Reference Department, M.I. King Library — South, University of Kentucky Libraries, Lexington, KY 40506-00391; phone 606-257-1631.

Graduate Assistantships and Internships


The School of Library Service, University of Southern Mississippi, is seeking applications for 13 graduate assistantships and internships which will be offered for the 1984-1985 academic year. Assistantships are granted to applicants admitted in regular status to the School of Library Service. Contact Joseph J. Mika, Asst. Dean, at the School, University of Southern Mississippi, Southern Station, Box 5146, Hattiesburg, MS. 39406-5146 (601-266-4230) for further information.

The School of Library Service, Columbia University, has been awarded six fellowships by the U.S. Department of Education under Title IIB of the Higher Education Act for 1984-85. Three are for the Master's program and three for the Doctoral program. Priority for all six fellowships will go to members of racial or ethnic minority groups who are entering the profession or who are interested in opportunities for professional advancement which might otherwise be unavailable to them. Fellows in the Master's program will receive full tuition and a stipend of \$4000 for twelve months. Fellows in

SPRING, 1984

the Doctoral program will receive full tuition and a stipend of \$6000 for twelve months. Applicants must meet the admission requirements of the School of Library Service and be American citizens or permanent residents. The deadline for applications will be June 15, 1984. Recipients of awards must begin the programs of study full-time in the Fall 1984 term. For further information and an application, contact: Carol L. Learmont, Associate Dean/Admissions, School of Library Service, Columbia University, 516 Butler Library, New York, NY 10027, (212) 280-2292.

Two scholarships, funded by the H.W. Wilson Company, are available for the 1984/85 school year from the **School of Library and Information Studies, Florida State University**. Awards will be made on the basis of scholarship, professional potential, and evidence of financial need to students entering the Master's degree program at The Florida State University School of Library and Information Studies. Qualified persons are encouraged to apply by the June 30, 1984 deadline. Announcement of recipients will be made on July 13, 1984. Further information and applications are available from the Dean's office, School of Library and Information Studies, The Florida State University, Tallahassee, FL 32306, or call (904) 644-5775.




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Directors of Small College Libraries in the Southeast

By Terrence F. Mech

In small colleges individual leaders are able to exert a great deal of influence on the quality and nature of their institutions.¹ Because small college libraries are less able to hire separate specialized management and technical teams than large research libraries, they are often a direct reflection of their director's experience, education and personality. The director's guidance and knowledge is very important in shaping a small college library.

The experience and background that shapes these individuals becomes critically important when it is seen in this context. Yet very little is known about these men and women who direct almost half of the academic libraries in the United States.² Literature about libraries and library directors is limited mainly to those individuals who work in or direct university or research libraries. In some of the smaller college libraries, the director's salary is one of the largest single budget items. We need to know more about these important human resources. How do small college library directors compare with ARL library directors? This article describes the directors of small college libraries of the Southeast.

A small college is here defined as an institution accredited by Middle States Association of Colleges and Schools/Commission on Higher Education, or Southern Association of College and Schools Commission on Colleges. It confers bachelor's degrees and has an enrollment of less than 3,500 students. Within the Southeast (Alabama, Delaware, District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia) there are 208 small colleges, 170 of them are private and 38 are state supported. Enrollments range from 229 to 3,435 students, with an average enrollment of 964.50 and a median of 1,483 students.

In the summer of 1982, questionnaires were sent to the library directors of these colleges. One hundred fifty-four usable questionnaires were returned, a return rate of 74.03 percent. One hundred thirty questionnaires were from private colleges and twenty-four were from state supported. Enrollment in the colleges averaged 1,341.90 with a median of 1,098 students. Private school enrollments averaged 1,165.023 with a median of 938 students and state schools averaged 2,209.58 with a median of 2,081 students enrolled.

Seventy-nine of the directors were men and seventy-five were women. One hundred thirty-one were white, nineteen black, two hispanic and one was Asian. The average age was 46.4 and the

median age was forty-nine years. The range in age was from twenty-seven to seventy-one years. The average age for male directors was 44.75 and a median age of forty-five years. Female directors were a little older with an average age of 48.9 and a median of fifty-one years. ARL directors were a little older than the small college library directors with a median age of 49.8 years. Among ARL directors, the men's average age was 51.4 years and the women's average age was 48.3 years.³

More women were directors of small college libraries than of ARL libraries. Women direct only 15.3 percent of the ARL libraries,⁴ but they direct 48.7 percent of the small college libraries surveyed in the Southeast. Fifty percent of the private schools and 51.6 percent of the state supported schools surveyed had women library directors. There was a large concentration of doctorates among those women directors of state supported colleges who are forty-five years or younger.

One reason why women hold such a large percent of the small college library directorships may be that small college library directorships are easier for them to obtain than ARL directorships.⁵ Given their past levels of education and experience, women candidates may have been better able to compete for small college library directorships. Indications are, however, that the qualifications expected of small college library directors may be on the rise.⁶ If this is true, female librarians will have to increase their levels of education and experience in order to successfully compete for small college library directorships as well as for those in ARL libraries.

ACADEMIC PREPARATION

All but one of the Southeastern small college library directors held a library degree, either a B.L.S. or M.L.S. The one exception held a doctorate in education. Twenty-eight directors (18.18 percent) held doctorates: nine in library science, seven in education, and six in history, with the remaining six in various humanities and social science disciplines. Six of the library science doctorates were earned at Florida State. The other library science doctorates were from Simmons, the University of North Carolina, and the University of Illinois. All of the doctorate holders tended to be younger than the average director. Female doctorates averaged 42.57 years old, while male doctorates averaged 43.71 years. Several of the doctorates mentioned that their degrees seemed to give them certain advantages in the job market of the 70's.

DEGREES HELD BY SMALL COLLEGE LIBRARY DIRECTORS OF THE SOUTHEAST IN 1981

DEGREES	Men	Women	Total	Percent
B.A. + B.L.S.		2	2	1.29
B.A. + B.L.S. + M.A.		1	1	.64
B.A. + B.L.S. + M.L.S.	2	5	7	4.54
B.A. + M.L.S.	30	38	68	44.15
B.A. + M.L.S. + M.A. + M.A.	1		1	.64
M.A. + M.L.S.	23	18	41	26.62
M.L.S. + C.A.S./Ed.S	2	3	5	3.24
M.L.S. + Ph.D.	14	4	18	11.68
D.L.S.	5	3	8	5.19
D.L.S. + Ph.D.	1		1	.63
Ph.D.	1		1	.64
	79	73		

All non-library science degrees are listed as B.A., M.A., Ed.S., and Ph.D. as appropriate. All library science, bachelor degrees are listed as B.L.S., M.L.S., C.A.S. and D.L.S. respectively.

The most frequent degree combination, reported by sixty-eight (44.15 percent) was a subject bachelor's with a master's in library science. The second most frequently reported degree combination, reported by forty-one directors (26.62 percent) was a subject master's with an additional master's in library science. Subject masters were held in history (13), religion (10), education (8), English (5), and public administration (1). The remaining master's were held in various social sciences and humanities disciplines. Seven directors held both a B.L.S. and an M.L.S. Five directors held a sixth-year or specialist degree as their highest degree.

Among ARL directors, 40.8 percent held doctorates, while 44.7 percent held a subject master's and a master's in library science.⁷ More ARL directors held advanced degrees than did small college library directors, but it should also be noted that ARL directors were older and have had more time to obtain those degrees.

A large number of the Southeastern small college library directors received their master's of library science from regional schools: Peabody (25), Atlanta (10), Emory (11), Florida State (9), University of North Carolina, Chapel Hill (9), University of Kentucky (6), and Catholic University (6). The school outside the region supplying the most directors was the University of Illinois (9).

One hundred seven of the small college library directors received their undergraduate education in the Southeast. Sixty-eight of them are themselves graduates of small colleges. Twenty-one, twelve women and nine men, were library directors at their undergraduate alma maters. This was more frequently the case in private schools, with fifteen directors serving their alma maters,

than it is in state supported schools where we find six directors who are alumni of the schools they serve. With the exception of directors who hold undergraduate degrees in business (5), math and science (7), and library science, the vast majority of the directors' undergraduate education fell in the humanities and social sciences. English (41) and history (30) were the two most numerous undergraduate majors. These findings are consistent with those of Schiller and Morrison, who found that the undergraduate education of librarians was concentrated in the humanities and social sciences.⁸

EXPERIENCE

Experience is only one of three major elements that goes into making a good library director, but it is the most important. Individuals with experience have been shown to be better prepared for administration regardless of their natural capabilities and abilities.⁹ It is easy to underestimate the importance of experience in the development of a library director. The amount of experience and level of experience that individuals have is demonstrated, however, in the way they perform their duties. Experience is gained through length of time in an occupation and exposure to a variety of situations within the occupation. The longer individuals have been in an occupation, the more time they have had to learn and develop occupational skills. Exposure to a variety of different situations within the occupation gives individuals the opportunity to practice skills learned and to acquire new insights into occupational problems. Exposure to different situations expands individuals' horizons and provides individuals with the knowledge that there may be more than one way to do something.

Years of total library experience among library directors in the study range from less than one to forty years. The average number of years of experience was 17.18 with a median of fifteen male directors averaged 15.84 years of library experience with a median of 12 years. Female directors averaged more years of experience with 18.6 years and a median of 16 years. Library directors who held doctorates in library science average a few years less experience than the average for all directors in the study. Female directors who held a library science doctorate averaged 14.5 years of professional experience. Male directors with the same credentials averaged twenty-five years of library experience with a median of twenty-two years.¹⁰

There was a small difference in the number of years of total library experience between male and female small college directors, and there was also a slight difference in the number of years of administrative experience they had had. They averaged 13.2 years of administrative experience with a median of twelve years. Their range of administrative experience was less than one year to thirty-nine years. Female directors averaged 13.8 years with a median of twelve years administrative experience compared to the men's average of 12.65 years with a median of eleven years. ARL administrators averaged nine years of administrative experience. Among ARL administrators, women averaged 6.5 years of administrative experience compared to men, who averaged 12.7 years.¹¹

Small college library directors in the Southeast obtained their first library position at an average age of 29.63 years. The age at which they obtained their first library positions ranged from twenty to fifty-one years with a median of twenty-two. Female small college directors entered librarianship at an average age of 30.33 years. Male directors entered with an average age of twenty-nine years. Other studies have indicated that female directors tend to enter librarianship at earlier ages, 24.6 years, than do male directors, 27.8 years.¹² Cohn, in 1973, found that the average age of entry into librarianship for ARL directors was thirty-one years.¹³ Before entering academic librarianship, sixty-three small college library directors had experience in special libraries (15 men, 4 women), public libraries (10 men, 15 women), or school libraries (7 men, 15 women). Ninety-six of the small college library directors indicated that they have had experience in occupations other than librarianship. More than half of these directors mentioned teaching and education-related occupations.

JOB MOBILITY

Job mobility offers opportunities to gain new experiences in different environments. To the extent that individuals learn from these opportunities, their value as directors is increased. Braunagel's study among academic librarians in the South found that women changed jobs an average of every 5.2 years, while men changed an average of every 4.8 years.¹⁵ The average individual mobility measure for library directors in this study was 7.43 years, with a median of 5.33 years. The range of mobility measures for the directors was one through thirty-nine years. Women moved an average of every 8.41 years, while men moved every 6.5 years. Directors holding a doctorate in library science moved more frequently, with women averaging 5.12 years and men 5.93 years. Average length of time in their present position for the small college library directors was 10.78 years, with a range from less than one year to thirty-nine years. The female directors averaged 8.28 years.

Library directors in the study had worked in from one to nine libraries. The average was 2.74 libraries with a median of three libraries. Women had worked in an average of 2.77 libraries compared to an average of 2.7 libraries for men. Among ARL administrators, women averaged experience in 3.07 libraries, and men averaged 2.97 libraries.¹⁶

The small college library director in the Southeast had held an average of 2.16 administrative positions. The number of administrative positions held ranged from one to seven, with two positions being the median and most frequently mentioned number. Women averaged 2.08 administrative posts while men directors averaged 2.23 administrative positions. Among ARL administrators, women averaged 1.7 administrative positions and men averaged 2.1 administrative positions.¹⁷

Thirty-seven and a third percent of the women directors in small college libraries and 31.64 percent of the men held no previous administrative position. Among ARL directors, 6.2 percent of the men and 15.4 percent of the women held no previous administrative position.¹⁸

Twelve men and twenty-seven women in the Southeastern libraries were recruited internally to fill the director's position. Thirty-three of the library directors in the 130 private and three of the directors in the twenty-four state supported small college libraries were internal candidates. Thirty-six percent of the women and 15.18 percent of the men were internal candidates. These findings are consistent with those of Metz and

and Maag, who found that female directors are more likely to have been hired from the inside.¹⁹ Metz speculates that colleges that see the library director as a maintainer of the status quo, for which a large salary need not be paid, are more likely to hire an insider. An insider is not threatening and requires little effort to find. Institutions which perceive women as less ambitious may feel that a woman hired from the inside is ideal for filling a vacancy.²⁰ In some cases, too, because of low salaries, remote locations or a weaker reputation of the college, small colleges may not be able to attract the candidates they would like. As a result, the internal candidate or "conscript" may be appointed director by default.

JOB SATISFACTION

The vast majority of academic librarians in the United States express satisfaction with their careers,²¹ and the small college library directors in this study were no exception. In response to the question "To what extent has your library career fulfilled your expectations?", forty-five directors, twenty men and twenty-five women, indicated that their careers are much more satisfying than they expected. Forty-two others, twenty-three men and nineteen women, reported that their careers are somewhat more satisfying than expected. Fifty-two directors, twenty-six men and twenty-six women, indicated that their careers are about as expected. Eight directors, four men and four women, indicated that their careers are somewhat disappointing. Only two directors, one man and one woman, reported being disappointed with their careers.

A number of directors indicated that answering the question on career satisfaction was no simple task: "It (job satisfaction) has varied under different conditions from somewhat disappointing to very satisfying. Certain aspects are much more satisfying than others." One respondent clarified his response, "it is mixed between the two (somewhat disappointing, somewhat more satisfying than expected). Management and information needs are stimulating, cataloging and technical processing records are not, etc." Some of the respondents gave other reasons for disappointment with their careers. Their reasons reflect changes in the profession and the economy during the last couple of years. "I selected academic librarianship since I also wished to teach. The combination has been quite satisfactory, but is less satisfying as the institution has grown. It is very difficult to give

full attention to being a university librarian with a decreasing staff and also give full attention to even one class a semester. In this regard, the profession now has some unsatisfactory elements it did not have in the 70's." This director has identified some common problems among small college library directors.

"My two major disappointments in my chosen profession are: (1) Disappointment with the lack of concern for the goal of life-long learning/or user education that encourages our graduates to continue their intellectual pursuits beyond their four years here. (2) The disconcerting feeling that we four-year liberal arts librarians are boxed in to that calling and that no amount of experience or expertise would allow our moving into the realms of university librarianship as an associate director, etc. This is particularly disconcerting since once we are the director that is, for the most part, the highest attainable position to which we aspire in that particular institution. The goal, at least for me, is to move up to another bigger, more complex operation periodically to provide new challenges for myself." What do directors do with their energies after they have whipped the library into shape? Some directors turn their energies toward professional organizations or personal interests or hobbies. Others, not wishing to retire, but having achieved what they can with the resources available to them turn their eyes toward the *Chronicle* for new library positions and new challenges. Some directors simply go to seed.

A few of the directors indicate that they "fell into" administration. "I did not set out to become a library director and would be slightly suspicious of anyone who did. So far, I rather enjoy being a director, but I am not positive that I wish to remain one for the rest of my working life. I may want, at some time, to move back into the academic side of librarianship." "I fell into administration in 1975 when the job market was dreadful. My reason for acquiring a doctorate was teaching: nothing was available in my area of expertise — reference. Now, I wouldn't consider switching to teaching (which I would personally prefer), because of the unstable status of many library schools." Among some librarians there appears to be still the notion that library administration is somewhat less than an honourable aspect of librarianship.

A fairly young director expresses the adjustment that goes on when one is first introduced to administration, "I find that my expectations are better fulfilled as time goes on. In my second year I strongly considered a career change. I now feel much better about the field."

SOCIAL ORIGINS & ECONOMIC BACKGROUND

Southeastern small college library directors were found to be mainly first generation college graduates. Twenty-two directors reported that their fathers attended college but that only eighteen fathers graduated. Fifty-five directors indicated that their mothers attended college, but that thirty-two mothers graduated. Fathers of the directors are reported to have had mainly "blue collar" jobs such as mechanic, farmer, laborer or machinist. Only forty-five fathers were reported as having "white collar" occupations such as minister, lawyer or merchant. Eighty-six directors indicated that their mothers were housewives. Others indicated their mother's occupation was secretary, teacher, waitress, or industrial worker. These findings confirm other findings "that unfavorable origin is no barrier to librarians rising to an executive post, though not necessarily to the highest paid level."²²

SUMMARY

The average small college library director in the Southeast was found to be a white, 46.4 year old male, although men direct only 51.29 percent of the libraries studied. The directors were generally from the Southeast and first generation college graduates. They tended to have received their undergraduate and graduate degrees from regional schools. Their undergraduate education was mainly in the humanities and social sciences. Over half of the directors held graduate degrees in addition to the M.L.S., with male directors more likely to hold such degrees.

The average director obtained his or her first library position at 29.63 years. Over the next 17.18 years, the average director worked in three libraries and held two administrative positions lasting 13.2 years. For almost half the directors, their present administrative position is their first. Forty-one percent of the directors surveyed had experience in public, special or school libraries before working in academic libraries. The overwhelming majority of small college library directors in the Southeast were satisfied with their career choice. Average small college library directors in the Southeast have been in their present positions for 10.78 years.

The average small college library director of the Southeast is younger than his or her ARL counterpart. As a result, they have not had time to acquire as much experience as ARL directors. Small college library directors who have more recently gained their positions tend to hold several degrees.

Directing a small college library is far from glamorous and certainly not for everyone. Reductions and tight budgets are almost universal on small campuses and the influence the library director has on the quality of the library has become even greater. As the library director's influence increases, the importance of education, experience, background and personality also increases.

Terrence F. Mech is the Director of the D. Leonard Corgan Library, King's College, Wilkes-Barre, Pa.

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³Betty Jo Irvine, "ARL Academic Library Leaders of the 1980's: Men and Women of the Executive Suite," paper presented at ACRL National Conference, Minneapolis, October 1-4, 1981, p. 2.

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¹⁷*Ibid.*, p. 5.

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¹⁹Paul Metz, "Administrative Succession in the Academic Library," *College and Research Libraries*, 39 (September 1978): 362; and Maag, p. 215.

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Truth in Advertising — Not For Librarians!

By Martha Merrill

There it is again! The scenario of the 60 + female — tall and emaciated, hair in a bun, wearing glasses and continuously making shushing noises. Who can she possibly be? Is there any doubt? A librarian, of course!

Three recent television commercials depicting librarians used all or part of the above descriptors. Pledge, Taco Bell, and Ruffle Potato Chips all fell prey to this stereotypical image of a librarian.

How about equal time to promote more truth in advertising? Past truths and myths are the bases for the inaccurate portrayals of today's library professionals. While men held leadership roles in libraries prior to 1870, women began to enter the profession after that time. Librarianship was one area open to them. Most were single, since married women were needed in the home.¹ Because the salaries were low, women did not earn enough money to buy fashionable clothes or to pay hairdressers. And a measure of the librarian's efficiency was the ability to maintain silence.²

The demographics and job description have certainly changed in one hundred years. A recent profile by the Standing Committee on the Status of Women in Librarianship of the American Library Association indicated that 24.1 % of ALA members were male and 75.8 % were female. A masters degree in library science was held by 95.5 % of the members. Of these, 4.2 % of the females and 19.5 % of the males held a doctorate. The median age of female librarians was forty; the median age of male librarians was forty-two.³

A study of 161 female librarians with doctorates revealed that eighty (49.6 %) were between 31 and 50 years of age. Sixty-four (39.7 %) were single; sixty-four (39.7 %) were married; seventeen (10.5 %) were divorced; eight (5.0 %) were widowed, and eight did not respond.⁴

Just as statistics indicate the change in demographics, written job descriptions indicate the change in job responsibilities. The *Occupational Outlook Handbook* states that "librarians play an important role in the communication of ideas" and that the job requires "analytical, organizational, and communicative skills."⁵ Librarians are facilitators of information. They determine the needs of the patron and, using their skills to locate information, direct the patron to the appropriate sources. Because of the variety of informational needs, the job has all the challenges of detective work.

However, the reality of librarianship has not been well publicized through the mass media. Distorted television commercials reach many people over a prolonged period of time. This is important because study of children's perceptions

of occupational roles revealed that television viewing and career choice are related. Seventy-six percent of the heavy viewers and fifty percent of the moderate viewers chose stereotypical careers. The mass media continue to present sextyped and stereotyped images with few non-stereotypical role models.⁶

In the mass media children do not see male librarians. They do not see librarians of either sex in media centers, in rare book collections, as retrievers of information from data bases, or as story tellers. Librarianship is a profession for intelligent and articulate people — men and women. The archaic image presented to children through these advertisements is a great disservice to the library profession.

The result of the distorted media presentation of librarianship was demonstrated in a recent "Family Feud" program. Contestants were asked to name five characteristics associated with librarians. The correct answers were glasses, quiet, single, mean/stern, and stuffy. Three incorrect responses were homely, smart, and read a lot.

There is some awareness within the advertising and publishing fields that women respond negatively to stereotypical ads. The president-publisher of *Family Circle*, Robert Young, has been quoted as saying, "If we don't appreciate how much women have changed, if we don't deal with them as they really are today instead of how they once were portrayed, if we don't approach them as honest-to-goodness real life human beings and not caricatures, we just aren't going to be able to sell them anything."⁷ Rena Bartos, senior vice president-director of communications development at J. Walter Thompson, reports that on the basis of research concerning ads and their likability factor, women object to demeaning or stereotypical ads. They like ads that elicit character identification. The survey found that women may not be buying the products represented in those ads disliked by women.⁸ One would assume librarians — male and female — would respond in the same way to ads they dislike.

Advertising stereotypes appear to have a negative impact on the career choices of young people and the sale of certain products. Aren't these two valid reasons to discontinue the caricatures and replace them with reality? How can we, as librarians, communicate this to the mass media?

Dr. Martha Merrill is Social Sciences Librarian, Jacksonville State University, Jacksonville, Alabama.

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NEWS NOTES

"Let's Talk About It"

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Suggestions Needed

The Education Committee of the Library and Information Technology Association (LITA) is developing an information package about standards applicable to library and information technology. The package, available in the fall of 1984, will be useful to educators, staff development personnel and others interested in developing awareness of standards. The committee welcomes suggestions about material and information for inclusion.

Contact: Jaye Bausser, Chair

LITA Education Committee

Box 5034, Duke Station

Durham, NC 27706.

Call For Papers

Mechler Publishing's *Library Software Review* (formerly *Software Review*) announces a call for papers in advance of its two-day seminar, "Library Software Conferences," to be held at the Philadelphia Hilton, October 15-16, 1984. The program will focus on software applicable to micro, mini, and mainframe computer systems including instructions for software selection; practical approaches to installing and integrating software in libraries; demonstrations of software packages; product updates by major software vendors; and opportunities to discuss local experiences and problems with others. Both formal presentations and poster sessions will be given by librarians with experience in all these aforementioned activities. Librarians, educators or software specialists are cordially invited to submit proposals for papers and poster sessions on one or more of these topics, to be considered for presentation at the "Library Software Conference." Send such proposals to:

Nancy Jean Melin, Editor

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1984 Coretta Scott King Awards

Lucille Clifton, author of *Everett Anderson's Goodbye* (Holt) and Pat Cummings, illustrator of *My Mama Needs Me* (Lothrop), have won the 1984 Coretta Scott King Awards for their contributions to literature on the black experience published during 1983. The awards, presented annually to a black author and a black illustrator, commemorate the life and work of Dr. Martin Luther King and honor Coretta Scott King for her courage and determination to continue the work for peace and world brotherhood.

Mrs. King will receive a special citation at an awards breakfast for Clifton and Cummings on Tuesday, June 26, 1984, during the ALA Annual Conference in Dallas.

SELA Chronicle

Online Search Librarians Roundtable Preconference Report



The Online Search Librarians Roundtable was formed at the SELA biennial convention in Louisville, November 12, 1982. Much of the credit for the formation of the group belongs to Ted Pfarrer, University of Central Florida, who headed the ad hoc committee which worked to establish the roundtable.

The officers of the search librarians group are Mary Ellen Rutledge, Northern Kentucky University, chair; Trish Ridgeway, Winthrop College, vice-chair and chair-elect; and Sims Cline, Stetson University, secretary. The roundtable has designed a logo, worked on the 1984 conference program, and studied the feasibility of establishing a clearinghouse for online materials.

For the biennial conference in Biloxi, Mississippi, October 15-20, the Online Search Librarians Roundtable is joining with the Library Instruction Roundtable to present a program on new technology and its impact on bibliographic instruction and on online searching. Bill Corbin, Instructor of Information and Library Science at Peabody College of Vanderbilt University, will serve as keynote speaker.

Following Corbin's presentation, participants will be able to choose what to attend from several smaller, break-out sessions. These presentations will feature vendors of new products and librarians who are offering innovative programs. Dialog and BRS representatives are tentatively scheduled to discuss new developments in their services.

The Directory/Clearinghouse Committee considered the feasibility of establishing a clearinghouse of materials collected from online searching services in the Southeast. The committee is

using a survey selectively to poll libraries about their interest in a clearinghouse and to seek information about the libraries' online services.

The survey was written through the efforts of a committee, composed of David Lincove, chair, (University of South Carolina) and Nancy Campbell (University of Northern Kentucky). The survey includes questions relating to management, hardware, use and perceived quality of telecommunications networks, and publicity.

In early February, the survey was distributed to academic libraries with at least one graduate degree program and to public libraries in communities of 100,000 persons or more. Initially, the survey was sent only to this selective group of libraries; however, if this phase is successful, other libraries in the Southeast will be contacted.

The results of the survey will be made available at the SELA conference in Biloxi. If any library in the SELA region fits the criteria for libraries to be surveyed but did not receive a questionnaire, contact David Lincove, Ref. Department, Thomas Cooper Library, University of South Carolina, Columbia, S. C. 29208, (803) 777-4866.

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1. In a brief one-page statement describe the purpose, target audience, method of presentation and results of your item. How effective was it?
3. Deadline is August 1, 1984.
4. Entries should include the name of the library, library director, publicity staff and your return address.
5. Send entries to:

JEAN CORNN, SELA Contest
Hapeville Branch Library
525 King Arnold Street / Hapeville, GA 30354

- ★ JUDGES will be Public Relations Professionals
- ★ PRIZES
- ★ WINNERS to be announced at the Public Relations Committee program, Friday, October 19, 1984, SELA Conference, Biloxi, Mississippi. Entries will be available for pick up.

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REGIONAL NEWS

ALABAMA

The Public Library of Anniston and Calhoun County has named its reference library the Mildred Goodrich Reference Library in honor of Miss Goodrich who was librarian for over thirty-seven years.

FLORIDA

Cecil Beach, Director of Libraries, Broward County Library, is the 1984 recipient of the Allie Beth Martin Award, sponsored by the Public Library Association, a division of ALA. Beach is cited as a librarian who has "demonstrated extraordinary range and depth of knowledge about books or other library materials and distinguished ability to share that knowledge." Since 1977, when Beach became director, the library system has more than doubled in size, growing from 10 to 22 library branches, with more buildings scheduled for the future. The flagship Main Library in downtown Fort Lauderdale will open during 1984. Prior to coming to Broward, Beach served as director of the State Library of Florida, where he initiated the Florida Comcat, a computer produced catalog which made the combined resources of Florida libraries accessible statewide in 1975. Beach is a long time active member of SELA and currently serves as chair of the Awards Committee. The award will be presented to Beach at the ALA annual conference in Dallas. It is named in honor of the late ALA president and Tulsa Library director, Allie Beth Martin.

GEORGIA

DeKalb's Library System director **Barbara Loar** was chosen as the DeKalb *News/Sun* Woman of the Year by an independent panel of judges from among 52 women suggested by readers and selected by *News/Sun* Women's Editor Dot Baker. Mrs. Loar directs a 13-unit county library system and has initiated programs which have received national recognition. Mrs. Loar originated the use of library directional signs utilizing the new library symbol in DeKalb, and it is now used in other parts of Georgia; when Tobie Grant Branch Library use declined, Loar turned it into a homework center for children, who make up one third of the community. The homework center offers the use of an Apple computer, a video player, new books, study carrels, and one-to-one help with homework.

LOUISIANA

Kathleen M. Heim, named Dean of the Louisiana State University School of Library and Information Science, is the only female dean at LSU

and is also the youngest academic dean. Heim earned the MA in Library Science at the University of Chicago and the MA in English from Marquette. She holds a Ph.D. from the University of Wisconsin at Madison. Before coming to LSU, she was an assistant professor at the University of Illinois Graduate School of Library and Information Science in Urbana-Champaign. She has authored more than 100 publications and invited lectures, served as chairperson of 11 professional committees, been involved in editorial work on six journals, written three regular columns, and maintained membership in six professional societies. Heim currently edits *RQ* and is involved with the ALA Committee on the Status of Women in Librarianship. Her latest book is *The Status of Women in Librarianship: Historical, Sociological and Economic Issues*.



George J. Guidry, Jr., Director of the Middleton Library, LSU, retired effective December 31, 1983, with 37 years of library service. He was director of the LSU Library from 1973 through 1983. Guidry's career at LSU began as a student assistant in 1946 and spanned work in the the Circulation Department, the Microfilm Department, and beginning administration in 1962, with experience in both public and special areas of the library. Under his administration, the LSU Library grew from 1.2 million to 1.7 million volumes and holds a ranking of 43rd among the 101 member libraries in the Association of Research Libraries. An active participant in ARL, he served as President of the Association of Southeastern Research Libraries from 1978-80. In addition, Guidry has an extensive record of community and public service.

After ten years of debate, the **Louisiana Library Association**, on June 10, 1983, employed a lobbyist to represent the association in the Louisiana Legislature. **Don Wingerter**, who has practiced law since 1968, has worked with the Legislative Council in Baton Rouge doing committee work and drafting bills and has been assigned to the Senate floor since 1975. Wingerter's wife, Isabel, is Media Librarian at the LSU Law Center Library, and library issues and concerns will not be unfamiliar to him as he represents LLA.

Louisiana State Library received an Audubon print, "Louisiana Heron," as a memorial to **Miss Mary Rue**, who was employed at the State Library from 1960 to 1982. Her work involved a state library-sponsored recruiting program for new librarians, and the administration of grants for public library construction in the early 1970's and the role of personnel officers.

Mr. Maurin C. Donaldson retired December 31, 1983, as Director of the St. James Parish Library, a position he had held for ten years. **Mr. Alloyd P. Lampert, Jr.** has been named Director.

MISSISSIPPI

Biloxi Public Library attracted over one hundred people at a computer Software Circus, Saturday, January 21, sponsored by Coastal Mississippi Library Cooperative, an organization of various types of libraries coming together for a variety of purposes. Participants had the opportunity to interact with the computers on display and to experiment with a wide choice of software. In addition to having several computer dealers on hand to demonstrate their products, there were presentations on word processing, educational languages and computer-aided design/graphics.

NORTH CAROLINA

Nancy B. Boone retired on December 31, 1983, from the Catalog Department of the University of North Carolina at Chapel Hill Library, following thirty years of service. She had worked in the Catalog Department the entire time and was Head of the Catalog Maintenance Section at the time of retirement.

Gary Momenee has been appointed Undergraduate Reference Librarian at the University of North Carolina at Chapel Hill, effective January 16, 1984.

North Carolina Association of School Librarians (NCASL) has received the 1984 Grolier National Library Week Grant for a proposal to sponsor a statewide School Library Media Day during National Library Week. NCASL's proposal outlines a campaign aimed at NC's legislators, parents, educators and teachers, using the National Library Symbol as a logo and the slogan: "The School Library Media Program: A Real Knowledge Base," which supports the general NLW theme, "Knowledge is *Real* Power." NCASL arranged for an NLW proclamation by the governor, produced a 30-second radio public service announcement for distribution to 256 radio stations statewide, recommended 3-5 activities for school systems and produced a guidebook for school librarians and other interested persons. Judith Davie of the UNC at Greensboro Library Science Department is the chair of NCASL. Edith Briles, Director of Media Services for Randolph County Schools, is the chair of the NCASL School Library Media Day Committee.

Thomas E. Watson was named coordinator of the Computer Laboratory, School of Library Science, NC Central University, Durham. Watson will coordinate information processing and management activities for the school and will provide tutoring, consulting and programming services for students, faculty and staff.



At the Forsyth County Library, Miss Deneen Graham, "Miss North Carolina 1984" consults producer Jim Coman (right), during taping of the television public service announcement for the 1984 children's summer reading program entitled "North Carolina Celebrates 1584-1984." Children (foreground) wait for their cues. The 30-second spot announcement will be aired on statewide commercial television throughout the summer months.

NORTH CAROLINA (Continued)

The appointment of **Dr. Ernest L. Walker**, Advisory Engineer in Communications at IBM, Research Triangle Park, as a part-time lecturer at the School of Library Science, NC Central University, has been announced. Walker and Dr. Benjamin Speller will work together in developing the School's instructional, research and support activities in information management.

Phyllis H. Carter, Catalog Librarian, retired February 29, 1984, after 15 years' service at William R. Perkins Library, Duke University.

Samuel M. Boone, who was appointed Head of Newspapers and Microforms at William R. Perkins Library, Duke University, on May 1, 1980, retired February 29, 1984. Mr. Boone leaves the profession with a total of thirty-eight years of service to academic libraries, most of them spent at the University of North Carolina Library in Chapel Hill.

SOUTH CAROLINA

The **Ninety-Six Library Commission**, Greenwood, received a \$15,000 donation from the Monsanto Fund, philanthropic arm of the Monsanto Company. The funds will be used to construct a new library branch in Ninety-Six.

Juliet R. (Judy) McClendon, formerly Librarian, South Carolina Electric and Gas Company, is now Community Relations Librarian, Richland County Public Library, Columbia, SC.

The Duke Endowment recently announced a \$1 million grant to **Furman University**. Four hundred thousand dollars will be used to purchase books for the library, and one hundred thousand dollars will be used to move and expand the reference library.

The **College of Library and Information Science, University of South Carolina**, has established a Joint Masters Program with the Department of History. The program is aimed at preparing professionals for career work in libraries, archives and record centers, museums, and historical agencies. For further information contact:

Dr. Robert V. Williams
College of Library and Information Science
University of South Carolina
Columbia, SC 29208

The **Clarendon County Library** is the recipient of Gale Research Company's Financial Development Award for 1983. The award (\$2,500) is given to "a library organization that has exhibited meritorious achievement in carrying out a financial development project to secure new funding resources for a public or academic library. . . The intent of the award is to recognize an innovative, creative, and well-organized project which successfully developed income from alternative sources." The library and its supporters have carried out a variety of local projects to raise money to construct a new headquarters building. The award will be applied to the building fund.

TENNESSEE

Chattanooga-Hamilton County Bicentennial Library has received an \$18,759 grant from Community Foundation of Greater Chattanooga, Incorporated, and a local foundation to support the continuation of an oral history project which began in 1982. The Local History Department houses the oral history collection and supervises the project. Thirty-two interviews have been completed to date.

VIRGINIA

Paul C. Porterfield has been selected as coordinator of library media services at Fairfax County Public Library. Porterfield comes to Fairfax from Queens College, Charlotte, North Carolina, where he was director of the college media center and assistant professor of education.

WEST VIRGINIA

West Virginia's first multi-county automated library network has been established in the southern part of the state. The **Southern West Virginia Library Automation Corporation** includes the counties of Raleigh, Mercer, McDowell, Fayette and Boone. The Corporation is using the Virginia Tech Library System, which will allow automated circulation and cataloging, as well as allow the 5 rural counties to share resources. The system will eventually be part of a statewide automated network, including public and academic libraries.

The **West Virginia Library Commission** has recently completed a salary survey of West Virginia public librarians. A unique aspect of the survey is that it includes professional and non-professional salaries, in both small and large libraries. Responses came from 137 of 163 libraries polled. The Library Commission will

offer the survey to local library boards for use as a comparative guide in establishing salary ranges for all library positions. For further information contact:

Shirley Smith
West Virginia Library Commission
Cultural Center
Charleston, West Virginia 25305

News Note

Applications Needed For John Cotton Dana Awards

Successful library publicity campaigns are needed as entries for the 1984 John Cotton Dana Awards contest. The awards, which honor excellence in library public relations on a local level, are sponsored by the H.W. Wilson Company and the Public Relations Section of the Library Administration and Management Association (LAMA), a division of the American Library Association (ALA).

Two types of awards will be presented at ALA's 1985 Annual Conference in Chicago. The John Cotton Dana Award is given for an ongoing, sustained and well-rounded annual library public relations program. A Special Award is also given to a specific area of library public relations or to a PR program supporting a specific project, goal or activity that is limited in time, scope, nature or audience.

Awards are based not on a library's size or budget, but on the creativity and resourcefulness of its public relations ideas. Newspaper ads and poster campaigns from small libraries are as eligible as film and video offerings from larger libraries. Judges will evaluate quality of materials and appropriateness to the intended audience rather than the quantity or cost of materials.

The award, presented since 1946, commemorates John Cotton Dana, a distinguished librarian and pioneer in publicizing library services. He served as first director of the Neward Museum, first president of the Special Libraries Association and eleventh president of the American Library Association.

To enter the contest, please write the following address for entry forms by December 31, 1984. All entries must be received by February 4, 1985; none will be accepted without proper forms. Write:

LAMA, American Library Association
50 E. Huron Street
Chicago, IL 60611



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Knoxville, TN 37916

Virginia:

Alan F. Zoellner
Box 702 HSC
Hampden Sydney, VA 23943

West Virginia:

Barbara Bonfili
Morgantown High School
109 Wilson Avenue
Morgantown, WV 26505

MANUSCRIPTS should be submitted in triplicate to the editor. Authors will be notified of receipt promptly. Generally, manuscripts should not exceed 5,000 words. Articles should be typed, doubled spaced on 8½" by 11" paper with one inch margins on all sides. The author's last name and the page number should appear at the top of each page. Photographs will be accepted for consideration but not returned if the manuscript is accepted. Footnotes should appear at the end of the manuscript. Turabian's *A Manual for Writers of Term Papers, Theses, and Dissertations*, 4th ed., is the preferred form. A brief professional biographical sketch should accompany the manuscript. Unsolicited manuscripts will not be returned unless accompanied by self-addressed manilla envelope and postage sufficient for return mailing.

NEWS NOTES should be sent to the Managing Editor.

INDEX: The Winter Issue contains the index for the previous calendar year. Also, the journal is indexed in *Library Literature* and *Library Science Abstracts*.

BACKFILE: Copies of all earlier issues are available in microform from University Microfilms International, 300 North Zeeb Road, Dept. P.R., and Ann Arbor, MI 48106, U.S.A. or c/o 18 Bedford Row, Dept. P.R., London, WC14EJ, England. Some hardcopy back issues are available through the SELA Headquarters, P.O. Box 987, Tucker, GA 30084.

DATES TO REMEMBER

1984

JUNE 9 - 14: Special Libraries Association, New York.

JUNE 21 - 22: THE ART AND POLITICS OF CONTRACT NEGOTIATION, an ALA pre-conference on contracting for automated systems. Co-chairman: Ernest Muro, Baker & Taylor, and Sherrie Schmidt, F.W. Faxon. For information: contact LITA or ALA, Chicago; or, LITA on ON-TYPE or on ALANET LITA.

JUNE 23 - JULY 1: American Library Association Convention, Dallas.

JULY 1 - 4: American Association of Law Libraries Convention, San Diego.

JULY 30 - AUGUST 3: International Association of School Librarians will be meeting at the Kamehameha Schools, Honolulu. **Theme:** School Libraries/Media Centers: Partners in Education. **Contact:** Dr. Jean Lowrie, School of Librarianship, Western Michigan University, Kalamazoo, MI 49008.

SEPTEMBER 8 - 15: Banned Books Week; sponsored jointly by ALA, ABA (American Booksellers Association), ASJA (the American Society of Journalist and Authors), AAP (the Association of American Publishers), and the NACS (National Association of College Stores). Concern over National Security Directive 84 and other censorship attempts is addressed in the promotional packets which will be sold at ALA's Annual Conference in Dallas or by mail. Contact Judith Krug, Office for Intellectual Freedom, ALA, for further information.

SEPTEMBER 13 - 15: South Carolina Library Association Convention, Columbia.

OCTOBER 15 - 20: Southeastern Library Association/Mississippi Library Association (Joint Conference), Biloxi, MS, planned to coincide with the World's Fair, New Orleans. **Theme:** Fair Sailing in Biloxi.

OCTOBER 21 - 26: American Society of Information Science Convention, Philadelphia.

OCTOBER 31 - NOVEMBER 4: American Association of School Librarians Convention, Atlanta.

1985

FEBRUARY 2 - 8: American Library Association, Midwinter meeting, Washington, DC.

APRIL 14 - 20: National Library Week.

APRIL 18 - 20: Tennessee Library Association, Nashville.

MAY 5 - 10: Association for Educational Communication and Technology Convention, Minneapolis.

MAY 16 - 18: "Literacy Accomplishments of Vera and Bill Cleaver," A Children's Literature Symposium. **Sponsors:** School of Library Science and Southern Historical Collection of Louis Round Wilson Library. **Place:** University of North Carolina, Chapel Hill. **Directors:** Marilyn L. Miller and Mell Busbin. **Contact:** Dr. Mell Busbin, Department of Library and Media Studies at Appalachian State University, Boone, NC 28608, (704) 262-2243.

JUNE 8 - 13: Special Libraries Association Convention, Winnipeg, Manitoba.

JUNE 21 - 27: American Library Association, Los Angeles.

OCTOBER 1 - 4: North Carolina Library Association, Raleigh.



Personal Membership Application
SOUTHEASTERN LIBRARY ASSOCIATION
P.O. Box 987, Tucker, GA 30084
404/939-5080



You are cordially invited to renew your membership in, or to join, the Southeastern Library Association

Name _____
First Name Initial Last Name

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

City State Zip Telephone: ☐ Home
☐ Business

Place of Employment _____

Position/Title _____

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Is your current mailing address a recent change of address? If YES, circle previous STATE of residence.

AL FL GA KY LA MS NC SC TN VA WV Other _____

Using the *Information Page* attached, fill in information listed below:

Type of Library with which you are associated _____

I wish to have my name excluded from all but official Association mailings ☐

- ☐ New Membership for 1984
☐ Renewal Membership for 1984

Amount of Dues Enclosed \$ _____

Section Membership Affiliation: 1st Choice _____ 2nd Choice _____

Include \$2.00 each, if more than
Two Sections chosen. Max of FOUR. 3rd Choice _____ 4th Choice _____ \$ _____

Committee(s) Selection(s): 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Information Page

Indicate the type of Library with which you are associated on the Membership Application Form by letter as listed below: (Indicate only ONE.)

- | | | |
|------------------------|------------|-------------|
| (A) College/University | (C) Public | (E) Special |
| (B) Library Education | (D) School | (F) Retired |
| | | (G) Other |

Dues Schedule

(Indicate amount of dues paid on Membership Application Form)

Personal Members

Commercial Representatives	\$10.00	()
Student, Trustees and Friends	4.00	()
No Salary to annual salary of \$6,500	5.00	()
\$6,501 to 7,500	6.00	()
\$7,501 to 13,500	9.00	()
\$13,501 to 20,500	12.00	()
\$20,501 and up	15.00	()

Special Members

- ☐ Sustaining Membership \$25.00 ☐ Contributing Membership \$50.00 and up
 (SELA Membership Dues are deductible for income tax purposes)

Your SELA membership includes affiliation in TWO (2) of the following Sections/Round Tables. Indicate your TWO preferences on Membership Application Form by letter as listed below:

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

If you wish to affiliate with more than TWO of the above, include \$2.00 for each additional section affiliation. MAXIMUM OF FOUR (4) SECTION AFFILIATIONS.

Committee(s) on which you have an interest in serving. Limit your selection to THREE (3). Indicate choice on Membership Application Form by number as listed below:

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

Personal membership INCLUDES A SUBSCRIPTION TO THE SOUTHEASTERN LIBRARIAN and all general mailings of the Association. (Complete volume of Journal not guaranteed if application is received after April-1.) Please make your check payable to SELA and mail with Membership Application Card to:

Southeastern Library Association, P.O. Box 987, Tucker, GA 30084

SOUTHEASTERN LIBRARY ASSOCIATION

OFFICIAL BALLOT

ELECTION OF OFFICERS OF THE ASSOCIATION 1984 - 1986 Biennium

Vice President/President Elect:

- ☐ Charles Beard
- ☐ Ann Prentice

Secretary:

- ☐ Doris Clack
- ☐ Virginia Benjamin

Treasurer:

- ☐ Neil Austin
- ☐ George Stewart

This election is being held in compliance with the Southeastern Library Association Constitution and Bylaws, Article III, Section 1. Ballots must be returned to SELA Headquarters and postmarked no later than **August 15, 1984**, in order to be valid.

For biographical information regarding each candidate, see *Southeastern Librarian*, Winter 1983, Volume XXXIII, Number 4, p. 95.

(Remove ballot from publication; fold; staple and affix postage.)

