

# The Southeastern Librarian

## **State Coordination of Higher Education and Academic Libraries**

Vicki L. Gregory

## **Use of Broadcasting by South Carolina Public Libraries**

Helen DeWitt Whittaker

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# Editor's Musings

When I accepted the high responsibility of editing this august publication, I knew that my horizons would be expanded. After all, a country boy whose family roots go back to such spots as Mossy Creek in Georgia and Pauline in South Carolina would be reporting on "Libraryland South" and attempting to edify and inform the big boys and girls in New Orleans, Louisville and maybe even Atlanta. H. L. Mencken may have seen a vast Sahara, but we've been irrigated since his day.



And by golly, I was right! Last week I hitched up my ole buggy and made the trek to Atlanta for SELA. It was a gala affair which met uptown at a spa known far and wide for its famous "boneless chicken Marriott." Speakers educated us on topics ranging from presidential libraries to biography to (bleep-bleep) censorship. And business meetings! I didn't know uptown librarians were such a busy lot. My little boy was especially excited when he spied a copy of the program and saw a "GODORT" meeting scheduled. He asked if he could go along and get a free GOBOT. Mind boggling.

And bless dear ole Aunt Petuddy, librarians can drink! I don't think I've seen so many free bars and cash bars and Mr. Goodbars since Wofford's fraternity rush in 1963. My sainted granddaddy was a revenue officer and a preacher and probably turned over twice in his grave when he saw one of his descendants yield to so much temptation. Mind expanding.

It was also ego expanding. Two perfect strangers recognized my photo and said how much they enjoyed this humble column. Unfortunately one of them had had too much free booze and mistook me for Ray Stevens and kept asking if I had flown in on Southern Air.

The highlight of the week was a gala reception and roast given in honor of SELA's new CEO, CEB (Charles E. Beard). The entourage gathered at a swanky hill-top restaurant which specialized in "cuisine," but also served a pretty good meal. Quite frankly I felt as out of place as a call girl in a cathedral. But as I timidly chewed on my third and last scallop, my heart was strangely warmed and I began to feel at home. Behind our table on one of the spotless Victorian walls a solitary roach was carefully making its way toward the ceiling. For a fleeting moment I thought I had been beamed back to Swainsboro and was breaking bread with my fellow Exchangites and our little arachnid buddies. I no longer felt out of place. I had found the common link between the city and the country.

As you can see, I've really expanded my world view since becoming your editor. I've been to Atlanta, seen what urbane librarians do for fun, and returned home to report about it. What more could I hope for?

James Dorsey

## COPY DEADLINES

Volume 36, No. 4 (Winter 1986)

December 1, 1986

Volume 37, No. 1 (Spring 1987)

February 1, 1987

Volume 37, No. 2 (Summer 1987)

April 1, 1987

# President's Page

As I write this message, our biennial conference has just closed. This long awaited and carefully planned event has slipped from an anticipated future, through an exhilarating present, to take its place in the long procession of significant events that comprise the rich heritage on which SELA continues to build.

It is established fact that any group is as strong as the collective quality of its members, and that a professional association, with quality membership, can successfully accomplish whatever task it undertakes. These tenets became reality in Atlanta last week. The conference fulfilled its promise of being a vital, informative, relevant meeting! We are indeed grateful to the conference committees, the Headquarters office staff, the members who were presenters and program participants and to all who invested their time, their talents, their enthusiasm and their dedicated efforts to insure that it would be a biennial conference second to none!



With professional pride, we can congratulate ourselves on a job well done. As your president I can think of no words to adequately express my appreciation to all of you for the spirit of cooperation, warmth and collegiality that form the basis of the uniqueness that characterizes this regional association of which we are so proud to be a part.

The Atlanta experience was indeed a conference to remember!

Rebecca T. Bingham



# State Coordination of Higher Education and Academic Libraries

Vicki L. Gregory

## Background

Since World War II, state agencies established to coordinate centrally the planning and/or financing of state institutions of higher education, have become almost universal. Prior to 1950, less than a third of the states had such agencies, with two states having statewide coordinating boards (a state agency which does not supersede institutional or segmental governing boards and which may have advisory or regulatory, but not governing powers<sup>1</sup>) and with thirteen states having consolidated governing boards (a board which both governs and coordinates all public higher education in the state, occasionally with the exception of public community colleges<sup>2</sup>). By 1982, however, all states possessed some type of coordinating structure, if only a so-called section "1202" planning commission.<sup>3</sup>

Kenneth P. Mortimer and T. R. McConnell identified certain trends in this statewide coordination of higher education. First, the concept of statewide coordination is now almost universal in the United States, evidencing a trend toward centralization of control. Second, the early attempts at statewide coordination through the means of voluntary associations of institutions did not bear permanent fruit, such associations having been superseded for policy-making purposes by statutory boards imposed by state legislatures. Third, the number of coordinating boards with meaningful regulatory powers has greatly increased, while the number having only advisory powers has decreased. Fourth, consolidated governing boards tend to replace co-ordinating boards and not vice versa, with Utah, North Carolina, and Wisconsin being the most notable examples of states that have eliminated coordinating councils and replaced them with consolidated governing boards.<sup>4</sup> The following table summarizes these trends:

**Trends in Statewide Higher Education Coordination, 1940-1982\***

Coordinating Structure	1940	1950	1960	1965	1970	1974	1976	1982
None	33	28	17	7	2*	2*	2*	3**
Voluntary Associations	0	3	6	3	2	1	0	0
Advisory Coordinating Board	1	1	5	11	13	11	9	6
Regulatory Coordinating Board	1	2	6	12	14	17	20	20
Consolidated Governing Board	13	14	16	17	19	19	19	21
Total	48	48	50	50	50	50	50	50

\* Delaware and Vermont have an appointed planning agency only.

\*\* Wyoming abolished its coordinating council.

Robert O. Berdahl has pointed out that where no voluntary or statutory coordination exists, traditional state political institutions, such as the governor's office, the state budget office, legislative committees and the like, must by default make those decisions that amount to statewide higher education coordination. Berdahl in the early 1970s found that, with the exception of small states that have only a single major or a limited number of institutions of higher education, it had become generally accepted that coordination of public higher education is a function best carried out by an agency specializing in higher education rather than through a piecemeal or political approach, from the standpoint of both individual institutions and the public interest as well.<sup>6</sup>

The same pattern holds true today in respect to library cooperative programs as is demonstrated below.

## Statewide Library Coordination

In a recent 15-state survey, based on separate questionnaires sent to chief academic officers and library directors of 200 public institutions, 82% of 141 chief academic officers responding either strongly agreed or agreed with the statement, "The advantages of statewide coordination of cooperative library programs outweigh the disadvantages." Sixty-nine percent of the 150 library directors responding also either strongly agreed or agreed with the same statement. In addition, 78 (55%) of 141 chief academic officers either strongly agreed or agreed with the following statement: "Academic libraries in recent years have received greater attention from the state coordinating agency." Only twenty-four disagreed or strongly disagreed with the statement. Eighty-two (55%) of the library directors responding either strongly agreed or agreed with the statement, while only four expressed strong disagreement and 19 expressed disagreement with the statement. These findings were based on questionnaires sent to all publicly supported institutions of higher education providing graduate education in Alabama, Arkansas, California, Florida, Georgia, Illinois, Louisiana, Massachusetts, Minnesota, North Carolina, Oklahoma, Texas, Virginia, Washington and Wisconsin. The sample

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was not a random one, but rather a representative one based on a number of factors such as the type of coordinating agency, state economic situation, number of public institutions of higher education, *etc.* The overall response rate was 75% for library directors and 70% for chief academic officers.

It would appear that statewide coordinating boards are exerting a discernible influence on publicly-supported institutions of higher education and on their academic libraries. However, the quantity of library literature discussing the effects of statewide coordination on academic libraries is negligible. In a recent article, Jane Robbins-Carter points out that most studies in librarianship which utilize a political focus concentrate on public libraries.<sup>7</sup> In the area of academic libraries and statewide coordination only two major studies have been published: a 1963 study by Arthur McAnally concerning library formula budgeting,<sup>8</sup> and a more comprehensive study by Isaac T. Littleton in the mid-1970s of four major areas of statewide coordination of academic libraries: (1) planning for library development, (2) role of advisory committees of libraries, (3) interlibrary cooperation, and (4) funding.<sup>9</sup> Littleton's study, completed in 1977, indicated that, except for a few studies on statewide library formula budgeting, little had been written about the influence of coordinating agencies on library development, a conclusion that remains true today.

When statewide coordinating agencies have been mentioned in the library literature, the comments have tended to be negative, stressing evidence that centralization can lead to the diversion of library funds from established, larger research institutions to new or smaller institutions. However, the author's survey results do not indicate that coordinating agencies are generally perceived negatively by library directors and chief academic officers. Seventy-five out of 134 (56%) chief academic officers either disagreed or disagreed strongly with the statement: "Coordinating agencies have diverted funds from research libraries to smaller or less well-established institutions." Only three chief academic officers strongly agreed with the statement, five agreed and the other 49 responding to that question were neutral. Seventy-nine out of 147 (54%) library directors either disagreed or strongly disagreed with the same statement. Five library directors agreed with the statement, one strongly agreed and 41 indicated neutrality.

While James F. Govan<sup>10</sup> and others have warned of the potential harm which statewide coordination may visit upon those public universities that have achieved a laudable level of academic excellence, few have pointed to the potential advantages which academic libraries

may derive from the existence of an effective statewide coordinating agency. Littleton has expressed the opinion that systemwide or statewide planning for academic libraries generally results in "more equitable funding" for all the public academic libraries.<sup>11</sup>

Happily, statewide academic library coordination efforts reveal that the potential for elitist/egalitarian conflict among institutions need not break out into futile and ultimately self-defeating internecine warfare. An example of how one coordinating agency has served as a source of funding for statewide library cooperative project illustrates this point clearly.

#### **Network of Alabama Academic Libraries**

A study of academic libraries in Alabama, undertaken by the Council of Libraries at the request of the Council of Graduate Deans, was completed and presented to the Alabama Commission on Higher Education (ACHE) in April of 1982.<sup>12</sup> The recommendation that emerged from that study resulted in development of a systematic plan for cooperative resource sharing among Alabama academic libraries supporting graduate education. While similar studies and recommendations are certainly commonplace, their implementation and funding are not always pressed forward with the fervor necessary to success, perhaps because the various participants often lack unity of purpose. As a first step toward implementation of a resource sharing plan, ACHE assisted and took a leading role in the establishment of the Network of Alabama Academic Libraries (NAAL) by providing direct financial assistance to all Alabama academic libraries supporting graduate study, both public and private, in order to begin a statewide retrospective conversion project. Conversion of all the existing holdings (approximately 9 million volumes) not already in machine-readable form is estimated to require the expenditure of some \$6 million, which ACHE sought to have funded over four to five years. Though not initially fully funded, \$500,000 was appropriated by the Alabama Legislature for fiscal year 1984-85 to ACHE for the project. These funds, except for \$90,000 reserved to fund a central office, were then divided among the sixteen participating university libraries according to an algorithm based upon the number of volumes (books and serials in hard copy) held in each library. For fiscal year 1985-86 the Alabama Legislature has increased NAAL's funding to \$900,000, which will be distributed in the same manner.

When fully implemented, NAAL should provide cooperative planning and funding for the implementation of a variety of computer-supported activities, such as a union catalog of statewide library holdings, electronic mail and the rapid, specialized delivery of information. Before the special funds were provided through ACHE



only three libraries in Alabama had begun the implementation of major library automation projects. Today, all sixteen university libraries supporting graduate work in Alabama are involved in retrospective conversion projects, the accomplishment of which is usually the single most difficult and certainly the most time-consuming task involved in automating a library. Whether all the libraries will be able to follow through with implementation of their own automated systems after the project is completed is at present uncertain; however, the NAAL program ensures that statewide access to the present holdings of all sixteen libraries will exist.

The Alabama experience is not unique. For example, librarians from Minnesota point with pride to the Minnesota Interlibrary Telecommunications Exchange (Minitex). The Minnesota Commission of Higher Education has, since 1971, requested and generally received state funds to support this highly-respected resource sharing program. The Alabama and Minnesota programs are most noteworthy, however, in illustrating how a coordinating agency, even one without significant governmental powers, can have a positive impact on library development.

Fred Heath, Interim Director of NAAL (1983-1984), described the following unique features which made this Alabama effort worthy of note:

First of all, NAAL is a statewide cooperative venture in a state where higher education activity has been characterized as a "gang fight among 13 institutions." And while state networks are becoming commonplace, it is just possible that the magnitude of the Alabama effort may mean that it may become one of the first states to successfully achieve the conversion of its entire academic library holdings to machine readable form.

Secondly, through shared access each university library will be strengthened by the new relationship to other library collections in the state. Coordinated collection development may allow more effective use of expensive research collections, reducing redundancy and allowing development of heretofore neglected areas.<sup>13</sup>

### Conclusion

Soliciting the aid of a state's higher education coordinating board as a method of enhancing academic library services is a potentially fruitful avenue for librarians to explore. In any single institution, the university administration may prove difficult to win over to any project calling for significant new financial commitments, such as library automation, but the existence of a statewide group of librarians in basic

agreement among themselves can be very persuasive to a statewide coordinating board, and such a state board can be very influential with university administrations. In a period of steady or declining university enrollments, states can be expected to take an increased interest in efforts to reduce ever-increasing expenditures wherever possible. With the very real possibility of less federal funding under the Library Services and Construction Act for cooperative efforts and other projects, academic libraries may find statewide coordinating agencies responsive to arguments for, and willing to seek funding for, more economical utilization of a state's library resources through cooperative ventures. Such projects enjoy the advantage of involving smaller libraries which might otherwise not be able to afford networking activities, and they can also address specific statewide concerns. Where the coordinating agencies do not themselves directly address library concerns, librarians must make the effort to make those agencies aware of what is needed in order that limited state resources may be better utilized toward the fulfillment of mutually beneficial goals.

### References

- <sup>1</sup>Robert O. Berdahl, *Evaluating Statewide Boards* (San Francisco: Jossey-Bass, 1975), p. 2.
- <sup>2</sup>Berdahl, *Evaluating Statewide Boards*, p. 2.
- <sup>3</sup>A commission required by the provisions of section 1202 of the Educational Amendments of 1972, Public Law No. 92-318, to be established or designated in order for a state to receive federal grants for statewide planning.
- <sup>4</sup>Kenneth P. Mortimer and T. R. McConnell, *Sharing Authority Effectively: Participation, Interaction, and Discretion*. (San Francisco: Jossey-Bass, 1978), p. 220.
- <sup>5</sup>Berdahl, *Evaluating Statewide Boards*, p. 3; 1976 data from Mortimer, *Sharing Authority Effectively*, p. 221; 1982 data from *The Control of the Campus* (Washington, D.C.: Carnegie Foundation for the Advancement of Teaching, 1982), pp. 40-41.
- <sup>6</sup>Robert O. Berdahl, *Statewide Coordination of Higher Education* (Washington, D.C.: American Council on Education, 1971), p. 41.
- <sup>7</sup>Jane Robbins-Carter, "Political Science: Utility for Research in Librarianship," *Library Trends* 32 (Spring 1984), p. 430.
- <sup>8</sup>Arthur M. McAnally, "Budgets by Formula," *Library Quarterly* 33 (April 1963): pp. 159-171.
- <sup>9</sup>Isaac T. Littleton, *State Systems of Higher Education and Libraries: A Report for the Council on Library Resources* (Washington, D.C.: Council on Library Resources, 1977), p. 2.
- <sup>10</sup>James F. Govan, "The Better Mousetrap: External Accountability and Staff Participation," *Library Trends* 26 (Fall 1977): p. 256.
- <sup>11</sup>Littleton, *State Systems of Higher Education and Libraries*, p. 72.
- <sup>12</sup>Alabama Commission on Higher Education Council of Libraries, *Cooperative Library Resource Sharing Among Universities Supporting Graduate Study in Alabama* (Montgomery: ACHE, 1982).
- <sup>13</sup>Fred M. Heath, "Structuring a Limited Purpose Network: Problems and Perspectives of the Network of Alabama Academic Libraries (NAAL)," in *State Networking: Its Implications for Local and Regional Planning*, Edited by Lisa L. Fox, (Atlanta: Southeastern Library Network, Inc. 1984), p. 10.

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# Use of Broadcasting by South Carolina Public Libraries

Helen DeWitt Whittaker

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## Introduction

For the first time in its 56-year history, the South Carolina State Library has added a public relations position to its staff. Funded by the Library Services and Construction Act, this new position will allow the State Library to become more involved in helping public library systems throughout the state plan, prepare and execute public relations programs. Although the State Library has routinely distributed promotional material to South Carolina public libraries, most of it has been produced by outside agencies. The creation of this twenty-hour per week position eliminates the need to rely solely on outside advertisers and public relations consultants.

Indeed, there are already plans for the State Library to greatly expand its traditional promotional materials of posters, brochures, bookmarks and public service announcements to include a major radio and television campaign throughout the state. According to the deputy director for library development at the South Carolina State Library, Jim Johnson, "It's been demonstrated that radio and television get news across to more people. But," he adds, "with publicity, you really can't show clearcut cause and effect. Many people use the library without having a library card."<sup>1</sup> Therefore, while Mr. Johnson says that use of broadcasting is important for libraries in their promotional activities, he also says it is difficult to ascertain exactly how important or effective these programs are.

According to Marian Edsall, librarians do not fully utilize broadcasting, perhaps because they tend to be print oriented.<sup>2</sup> But librarians cannot afford to be completely print oriented; broadcasting is too pervasive a medium to be ignored. Nearly every home in the United States has a radio and television set. There are, on the average, 5.5 radios in 99 percent of United States households and at least one television set in 98 percent of the households.<sup>3</sup>

What are the current attitudes of South Carolina public librarians regarding the use of radio and television for promotional purposes? A study was conducted which used a variety of methods to ascertain

the viewpoints of both public librarians and broadcasters.

## Research Approaches

Four research approaches were used to gather information for the study. In the first approach, four counties were selected for on-site library interviews and broadcaster surveys. Because state statistics showed that all the public libraries in South Carolina used radio spots, this researcher decided to make the use of television the deciding factor as to whether that library was a "broadcast user." This researcher chose two "broadcast users" based on population served: the first was a library serving a population of over 50,000 (Richland County); the second one was a library serving a population under 50,000 (Kershaw County). Two "non-users" also were chosen according to population served: a library serving a population of over 50,000 (Abbeville-Greenwood Regional) as well as a library serving a population under 50,000 (Fairfield County).

On-site interviews were conducted with the director/community relations librarians in each of these four counties. Twenty-five surveys were also mailed to the radio and television stations serving each area to obtain the broadcasters' opinions of their library's broadcasting material and to discover the broadcasters' working relationships with their local librarians.

In the second approach, a separate survey was mailed to all of the 40 public library systems in South Carolina. The resulting data provided statistics and information about the general public relations activities and broadcasting programs utilized by these librarians.

In the third approach, contributing information was gathered by personal interviews with the South Carolina State Library director and deputy director. In the final approach, an informal telephone interview was conducted with the coordinator for Greenville County Library's community services division.

## Attitude of Public Librarians in South Carolina to Public Relations and Use of Broadcasting

The general attitude of librarians to public relations is excellent. The majority of survey respondents (60%) said that a great deal of promotion is required, while an

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*Ms. Whittaker is Director of the Bristol Public Library, Bristol, Va.*



additional 37% thought some promotion is required. Only one librarian replied that good service alone sells the library.

The on-site interviews also revealed a positive attitude toward public relations by both broadcast users and non-users. All of the librarians interviewed believed public relations helps create and maintain community support. The director of the Kershaw County Library, Penny Albright, says, "We just figure good publicity helps. But it's similar to the chicken and egg dilemma. Are we used a lot because we have good publicity or do we have good publicity because we're used a lot?"<sup>4</sup>

The interviewees saw broadcasting as an important part of public relations. As the director of the Abbeville-Greenwood Regional Library, Mary McCord stated, "Our community is growing rapidly and we're going to have to go into broadcasting to reach enough people."<sup>5</sup> However, the librarians also agreed that although broadcasting is helpful in creating community support, it is the everyday one-on-one communication that is most effective. "It's the continuing, quiet stuff rather than the big blast that's important," said Mrs. Albright.<sup>6</sup>

Therefore, the public librarians surveyed are in agreement that public relations programs are important for their libraries. They also are in agreement that a good promotional program requires time — time that they don't have. Sixty-three percent of the survey respondents indicated they would hire extra staff to handle their public relations. There is a general consensus on the duties for this staff person. According to the written comments, this person would speak to civic groups and local government; write and distribute newsletters; create and distribute brochures, posters, news releases and newspaper articles; coordinate radio and television spots; lead fundraising campaigns and take staff photographs. In essence, the staff person would be the clerical and creative talent behind the production of promotions and promotional material.

The positive attitude by librarians about public relations also is reflected in their relationships with their local media. From the survey response, it appears that the relationship between librarians and their local broadcasters is very good.

The on-site interviews and broadcaster surveys revealed that those librarians who took extra effort in working with their broadcasters had a better working relationship with them. One broadcaster reported that he did not remember receiving library public service announcements and commented that his local libraries were not very aggressive in their dissemination of information.

Mrs. McCord (Abbeville-Greenwood) reported her relationship with broadcasters as excellent. She hand-delivers all releases to maintain personal contact with

them.<sup>7</sup> In Greenville, sometimes the media is almost too helpful. The coordinator for the community services division of the Greenville County Library, Margo DuPuy-Howerton, said that sometimes the stations run a spot too frequently and she has to call and ask them to stop running it for a while.<sup>8</sup> Mrs. Albright (Kershaw) summed it up when she said, "I think it all comes down to a personal relationship between librarian and broadcaster."<sup>9</sup> The better the relationship, the better the response.

### **Types of Broadcast Programs Used by South Carolina Librarians**

Only 14 librarians commented on their most successful broadcasts. The types of successful programs were almost equally divided between bookmobile schedule announcements, children's events, book reviews, general PSAs and special spots with volunteers asking for support in bond campaigns and book sales. The Kershaw County Library produced a video series for parents that has been aired twice and borrowed by librarians in Kentucky, Wisconsin and Saudi Arabia. The Greenville County Library had a successful media blitz in 1980. The library lost a lawsuit and, as a result, they had to repay \$537,405 to 15 Greenville County businesses. During a three-week period in which the library director appeared back-to-back on radio and television, the Greenville County Library staff and supporters were able to convince their county council to give the library \$236,000 in additional money to help "stave off disaster."<sup>10</sup>

Although the blitz was successful, broadcasting was not the only variable. There were variables such as newsletters, newspaper articles and a telephone committee that may have contributed as much, if not more, than broadcasting did to the outcome. Even the library director thought the newspaper coverage "was more important than television coverage."<sup>11</sup> Mrs. DuPuy-Howerton thinks their good relationship with the media prior to this crisis was essential. "If you don't have contacts when you hit a crisis, you're in terrible trouble."<sup>12</sup>

The least successful broadcasts mentioned were special events, paying to sponsor a program, a discussion program and a live segment. The most frequently used radio spots are announcements and special library events. The most popular types of radio programs are book talks and discussion programs.

Only six librarians indicated what type of television programs they use. Discussion programs got two replies, while there was one reply each for book talks and story-hours. Of the other two respondents, one has a cable television show, while the other videotapes segments in the library.

### **Budget for Public Relations**

The positive attitude of librarians towards public relations indicates a philosophical support for these activities, but unfortunately the concrete financial support is not as strong. Of the survey respondents, only 46% budget for public relations, and of that budgeted money, most of it is spent on personnel. The majority of librarians who do not budget for public relations say the reason is because they do not have the funds.

Little money has been spent by South Carolina librarians in the past five years on broadcasting. One library spent \$235 one year, another library spent \$3,000, and one library reported spending 10% of its budget in 1983-1984. However, those librarians who do not budget for broadcasting take advantage of the free time offered by broadcasters. Of the 35 respondents, all but two said they do use free PSAs/spots and programs.

Another reason librarians do not budget for broadcasting was explained by Mrs. DuPuy-Howerton (Greenville). "We don't buy time. It would be suicidal in this market."<sup>13</sup> However, she says the library does pay \$400 a year for a tape series they run on local stations. She says they are planning to produce a video spot, but the funding will probably come from a local television station or in trade-offs. Therefore, while the survey results indicate that money is not heavily budgeted for broadcasting, the interviews indicate there are other ways to fund the use of radio and television.

### **Suggestion for Better Use of Broadcasting**

General suggestions from librarians were to have enthusiasm about the library and its programs and to use broadcasting. The most frequent suggestion, received both in the surveys and in the interviews, was to get to know and work with the staff at the newspaper, radio and television stations. Deliver spots to the broadcasters personally, if you have the time. Mrs. DuPuy-Howerton suggested that librarians remember to thank people for what they have done and invite them to tour and use the library. She also said librarians can never send out too much information. "Constantly keep reminding media of the event — it's coming, it's here, it's over."<sup>14</sup>

Sara McMaster of Fairfield suggested some regional public relations activities.<sup>15</sup> Since areas of broadcast service overlap, regional areas could be established to promote public awareness of non-traditional services, such as voter registration, offered by all the libraries within that region. This method would also give those libraries that do not have local stations access to air time.

Not only do the librarians have suggestions for each other, but the broadcasters have some suggestions for librarians. One broadcast survey respondent suggested librarians localize PSAs and keep them short. When

broadcasters change library material, the media survey results indicate they usually change it to keep it fresh or to lengthen or shorten the material. Some of the broadcasters said they would be willing to write and produce PSAs and spots for their local library. One even said he would be willing to give the library staff basic training on how to write and produce segments. It would probably be a good idea for librarians to talk with their local broadcasters to find out how they can work together.

Programs that librarians indicated they would like to produce were book reviews, children's programs and professionally produced television spots. Some librarians would like to see gimmicky and high-profile announcements that are as appealing as commercial TV spots. One librarian would like to do a weekly show using a local theatre group, while another librarian would like to produce a book review program along the lines of "Sneak Previews."

The problem with not having enough staff time to produce material could partially be solved by the use of students. Twenty-three of the librarians reported that there is a college or technical school in their area. Of these schools, 61 percent offer either journalism, broadcasting or public relations courses. The respondents indicated they would be willing to use these students as interns or volunteers.

As the survey results indicate, South Carolina librarians think that public relations is important and that it requires time to produce and execute effective promotions. Sixty-three percent of the respondents want to hire additional staff to assume these responsibilities. Indeed, Alice Norton's prediction for the state of library public relations in the mid-1980s seems to be coming true for South Carolina librarians — their use of mass-media coverage is growing and they want to add staff positions specifically for public relations.

Unfortunately, the librarians do not have the money to hire more staff, and many do not even have enough money to do the few promotional activities they have in mind. Fifty-four percent of them don't budget for public relations. Of those librarians who do budget for public relations, very little of that money is spent on broadcasting.

There are three reasons why they do not spend money on radio and television. One reason is that the money is not available. A second reason is that there are no local broadcast stations. While only one librarian reported that there was neither a local radio nor television station, 10 others reported they had no local television station. The third reason is that they do not need to spend money when they can get free spots or get someone else to pay for them.



Broadcast time for public service announcements is free. Librarians should take advantage of this. Although recent Federal Communications Commission deregulation no longer requires stations to run public service announcements, it is likely they will continue to do so for their own community relations. If a library is running a program of advertisement and the broadcasters want to charge the library, that librarian should be careful. As one writer has noted,

Paying for broadcast time or print advertising space is almost always a bad idea. Unless you spread your dollars fairly around all the media . . . you'll offend the ones that are left out to the point that they might refuse to give you the free public service space you've come to expect.<sup>16</sup>

Not only can libraries get free air time, but they can also get "free" production assistance. The librarian could try to get the cost of production donated by local organizations or supporters. The librarian could contact local businesses to see if they would like to contribute. Grants may be available from organizations such as the National Children's Book Council, as the Kershaw County library discovered. A library could share costs with other tax supported agencies or with other libraries. And there is always the possibility of participating in sponsored programs or sustaining broadcasts. The advantages in this method are the prestige value in a tie-up with a business concern, use of professional writing and talent, and a large listening audience.<sup>17</sup> As Elizabeth Oakes observed,

Communications via television has been largely neglected by librarians because of the cost. However, there are ways to cope . . . Programs financed by a library system, a state association, or a national organization can be shared by many libraries.<sup>18</sup>

Another way to offset cost is to recruit volunteer help. The librarians should check with their local academic institutions and see if the institutions have intern programs for their students. If they do, a librarian can have free student services in exchange for offering that student a work experience.

### Summary and Conclusion

Public relations has historically been neglected or misunderstood by librarians, which has resulted in a misunderstanding of libraries by the public. As Edsall noted,

The lack of effective communication about what the library is, what it has, and what it can do for an individual has resulted in public misunderstanding, disinterest, or bare tolerance on the part of many.

Evidence that the library is more often regarded as a monument than as a service agency

is the fact that it is easier to pass a bond issue for a new building than to get an increase in the library budget.<sup>19</sup>

This conception of libraries as monuments does not increase community support and use. Therefore, librarians need to introduce themselves to the general public by using public relations activities. The goal of these activities should be to increase public awareness, support and use of library services.

Establishing community support is more important now than ever before. In recent years, state and federal governments have cut back on funding for public agencies. As a result, public libraries have had to depend more on local support. If the community perceives the library to be a monument rather than a service agency, this local support may be difficult to obtain. Therefore, a planned public relations program may be essential to the survival of some public libraries.

The results of this study showed that a positive attitude toward public relations is prevalent in South Carolina. It appears that the public librarians in the state realize that promotion is essential. With the help of the South Carolina State Library, librarians throughout the state can become more active in promoting themselves. The positive attitudes towards public relations by the librarians will be fertile soil for the State Library's new public relations employee.

### References

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- <sup>2</sup>Marian S. Edsall, *Library Promotion Handbook* (Phoenix: Oryx Press, 1980), p. 59.
- <sup>3</sup>U.S. Bureau of the Census, *Statistical Abstract of the U.S.: 1984*, 104th ed. (Washington: U.S. Department of Commerce, 1983), p. 558.
- <sup>4</sup>Interview with Penny Albright, Kershaw County Library, Camden, South Carolina, 8 October 1985.
- <sup>5</sup>Interview with Mary McCord, Abbeville-Greenwood Regional Library, Greenwood, South Carolina, 8 October 1985.
- <sup>6</sup>Albright, interview.
- <sup>7</sup>McCord, interview.
- <sup>8</sup>Interview with Margo DuPuy-Howerton, Greenville County Library, Greenville, South Carolina, 14 October 1985.
- <sup>9</sup>Albright, interview.
- <sup>10</sup>Ron Chepesiuk, "Winning the Miracle Mill: Greenville County Library is Back on Its Feet," *Wilson Library Bulletin* 59 (October 1984): 110.
- <sup>11</sup>*Ibid.*, p. 111.
- <sup>12</sup>DuPuy-Howerton, interview.
- <sup>13</sup>*Ibid.*
- <sup>14</sup>*Ibid.*
- <sup>15</sup>Interview with Sarah McMaster, Fairfield County Library, Fairfield, South Carolina, 8 October 1985.
- <sup>16</sup>Kathleen Rummell and Esther Perica, *Persuasive Public Relations for Libraries* (Chicago: American Library Association, 1983), p. 144.
- <sup>17</sup>Frances G. Nunmaker, *The Library Broadcasts* (New York: H. W. Wilson Co., 1984), p. 93.
- <sup>18</sup>Elizabeth Oakes, "Libraries and Sales Promotion," *California Librarian* 33 (July 1972): 162.
- <sup>19</sup>Edsall, *Library Promotion*, pp. 1-2.





### Collection Management Scholarship

The Graduate School of Library Science at the University of Alabama will award a \$4,000 fellowship for 1986-87 to a student specializing in collection management. The grant is made possible by the Library Career Training Program of the U.S. Department of Education. The student will spend one semester with the Collection Development Office of the University of Alabama Libraries and a second semester in the headquarters office of the Network of Alabama Libraries.

### Mobile Archives Guide

*A Guide to the Mobile Municipal Archives* has been published by the City of Mobile. The guide is the result of a one-year archival project funded by the National Historical Publications and Records Commission and covers the period 1815-1985. For additional information contact: Jay Higginbotham, Mobile Municipal Archives, P.O. Box 1827, Mobile AL 36633-1827.

### EBSCO Grant

The Graduate School of Library Service, University of Alabama, has been designated the primary beneficiary of a \$600,000 gift from EBSCO Industries, Inc., to the University of Alabama. The University will use the gift to qualify for an additional \$400,000 from the State of Alabama's recently enacted "Trust Fund for Eminent Scholars," resulting in a total fund of \$1,000,000. This fund will endow a faculty chair in the Graduate School of Library Service. "With this endowment the library school will be able to attract a scholar of distinction to an already distinguished faculty," Dean James Ramer observed.

### North Alabama Union List

The North Alabama Union List of Serials (NAULS) has been developed by the Alabama Library Exchange (ALEX), the cooperative library system serving Northeast Alabama. The list contains 12,000 unique titles and 22,000 holdings from 61 libraries. Expansion of the list into a state union list has begun with the addition of the holdings of the Birmingham Public Library, Mobile Public Library, Jacksonville State University, the University of Alabama-Birmingham and the Alabama Public Library Service.

### NAAL Officers

The Network of Alabama Academic Libraries has elected new officers and members of the Executive Council for 1986-1987: Dr. Jerry Stephens, Library

Director, University of Alabama-Birmingham, Chairman; Dr. Neil Snider, Dean of Libraries, Livingston University, Vice-Chairman; Council: Dr. William Highfill, Auburn University Librarian; Dr. Douglas Jones, Acting Library Dean, University of Alabama; Dr. George Cooper, Vice President for Academic Affairs, Alabama A & M University; Dr. William Nelson, Director of Libraries, Samford University; and Dr. Elizabeth French, Assistant Director for Academic Affairs, Alabama Commission on Higher Education.

### Computerization Project Slowed

The plan to create a computerized catalog of the holdings of Alabama's academic libraries has been slowed by budget reductions. The project was to have been completed in 1989, but will likely be delayed at least one year because the volume of computer cataloging will be reduced during fiscal 1986-1987. The Network of Alabama Academic Libraries budget for 1986-87 reduced the allocation for the network from \$900,000 to \$580,000.

### Media Conference

The Division of Student Instructional Services sponsored a one-day Library Media Conference for library media specialists, media supervisors, teachers, principals and superintendents on September 20 at Auburn University at Montgomery.

### Case Western Collection Purchased

The Graduate School of Library Service, University of Alabama, has purchased the library school library of Case Western Reserve University. The approximately 10,000 volumes of monographs and periodicals will be used to build up the relatively new library science program at UA. According to Dean James Ramer, "With the purchase of this library, as well as the earlier appointment of one of its professors, Neal Kaske, to the Alabama faculty, we hope to maintain Case's tradition of quality library education."



### Book Fair

Miami-Dade Community College's Wolfson Campus recently hosted the Miami Book Fair International, which featured more than 250 exhibitors, publishers and authors. Authors attending included Pulitzer Prize winning cartoonist Jules Feiffer, and Nobel Prize Winner Czeslaw Milosz. Other featured writers were Alice Walker, Jonathan Miller, Pat Conroy, Maya Angelou and Ellen Gilchrist.

**Records Privacy Opinion**

According to a report from the State Library of Florida, a legal counsel says that Florida's law providing for confidentiality of circulation records forbids sharing the names of library patrons with Friends groups, disclosing records to a collection agency retained to recover fines, or sharing overdue information with a local governing agency so that fines can be collected by paycheck deductions.

**Sarasota Dough**

According to the August *LJ*: "The Florida State Library notes that an entrepreneur has offered to build for the city of Sarasota a \$12 million main library and a \$10 million 1000-car parking garage, which he would then lease to the city at 8.75 percent annual interest."



**Rapid Transit Library**

The first public library in the nation located in a rapid transit station began operations in July in DeKalb County. A joint effort of the city's MARTA board and the DeKalb Public Library, the prefabricated 400-square foot structure is located in the Avondale MARTA station.

Totally oriented to commuter convenience, the mini-library will be open during peak commuter hours only — 6:30-10:00 a.m. and 3:30-7:00 p.m., Monday through Friday. An inventory of 5,000 popular fiction and non-fiction paperback books will be available to transit riders, and MARTA officials will make a special effort to recover any books left on trains and buses. A book drop also will be available for book return at any hour.

**GLMD Meeting**

The Georgia Library/Media Department's annual mid-winter conference will be held March 12-14, 1987, at Callaway Gardens, Pine Mountain. The theme will be "Helping Teachers Teach." For more information, contact: Anne H. Craft, Conference Coordinator, Gwinnett County Schools, 56 Miller Neal Blvd., Lawrenceville, GA 30245.

**GSU Photographic Acquisition**

In August Georgia State University's Pullen Library acquired the Lane Brothers Collection — the richest lode of photographic images of Atlanta yet uncovered — by agreement between Assistant Vice President Ralph Beck, representing the GSU Foundation, and Mrs. Margaret Lane, widow of photographer Dan Lane. The collection contains nearly 125,000 photographic

negatives and covers the period 1939 to 1976.

**MCG Automation Project**

The Medical College of Georgia Library Information System (LIS) has recently become operational. The hardware has been acquired, cataloging records loaded, circulation parameters loaded and the first training session for the staff completed.

**Mercer Receives Grant**

Mercer University's College of Liberal Arts in Macon has received a challenge grant from the National Endowment for the Humanities which will total \$2.4 million when matched. According to Library Director Dumont Bunn, \$840,000 of the grant will be used to provide a long term library endowment for the Stetson Library to purchase resources in the humanities.

**Humanities Grant**

The Georgia Endowment for the Humanities and NEH recently awarded the Fitzgerald-Ben Hill County Library a matching grant of \$6,112 for its annual Fall Symposium, the Alvin G. and Lydia Todd Brown Symposium: "Is a Mystery a Mystery? Some Answers from Critics and Authors. The program is made possible by a donation from Ralph and Frances Grim of Urbana, IL.

**Computers for the Masses**

Residents of Gwinnett, Forsyth and Dawson Counties are now offered free use of a microcomputer, software and printer at their public libraries. Each library in the Lake Lanier Regional System now has an Apple IIe, two disk drives and a compatible printer. The program was funded through a LSCA grant of \$26,328.

**Media Excellence Program**

The Georgia Board of Education honored excellence in school and system media services at its May meeting. The Gwinnett County School System and Cedar Shoals High School were selected for the top state honors and each received a plaque.

**Public Library Budget**

The Legislative allocations for public libraries in Georgia increased significantly for FY 1987. Construction grants are up 139% to \$17,310,000. Overall, state aid increased 60%. Four new state paid library positions were added, bringing the total to 246 such positions.



**KLA Conference**

The 1986 Kentucky Library Association conference



was held in Louisville on October 1-3, 1986. The theme was "Beyond 1986". Among the featured speakers were Bob Moawad, nationally known for his motivational seminars, and Dr. Joseph Gangemi, who is actively involved in organizational development for many Fortune 500 companies.

### Bluegrass Award

The winner of the 1986 Kentucky Bluegrass Award has been chosen by the school children of Kentucky. *Badger's Parting Gift*, written and illustrated by Susan Varley, was voted their favorite. *Saint George and the Dragon*, adapted by Margaret Hodges and *Music, Music for Everyone*, by Vera Williams, were named second and third, respectively.

### Map Workshop

The Seventh Workshop on Map Libraries in the Southeast was held in Lexington November 23, 1986. This was a pre-conference workshop held in conjunction with the 41st annual meeting of the Southeastern Division of the Association of American Geographers.

### "Affairs of the Heart"

A program series on the artificial heart experiments, which featured nationally renowned speakers, was held in October at the University of Louisville and the Louisville Free Public Library. Entitled "Affairs of the Heart," the series was funded by a grant from the National Endowment for the Humanities and explored the ethics of artificial heart implantation from a humanities point of view. Speakers included Dr. William DeVries and Dr. Allan Lansing.

### Two Millionth Volume

The University of Kentucky acquired its two-millionth volume on September 19, 1986. At the formal ceremonies, Thomas D. Clark, professor of history, presented the volume and Vartan Gregorian, President of the New York Public Library, delivered the keynote address.



### Database Conference Held

The Louisiana and Texas chapters of the Association of College and Research Libraries held a joint conference on "Information and the End User: Training Library Patrons in Database Searching" on September 11-12, 1986 in New Orleans. The keynote speaker was Richard V. Janke, Public Services Systems Librarian at the University of Ottawa Libraries and a noted expert on the impact of database technology on libraries.

### Special Collections Reorganized

The LSU Libraries have announced the creation of the Louisiana and Lower Mississippi Valley Historical Collections. This new department in the Libraries' division of Special Collections combines in one administrative structure all of the collections and staff previously designated as the Louisiana Collection, the Manuscripts Collection, the University Archives, and the Russell Long Collection. By integrating all of these prestigious collections, LSU has created a center for research in the history and culture of the region. Developed and serviced by a single expert staff and accessed through a single automated catalog, the availability of these important research materials to scholars will be enhanced by this reorganization. A national search is presently under way for a Head for the Louisiana and Lower Mississippi Valley Historical Collections.

### St. Tammany Adopts CLSI

In May of this year, the St. Tammany Parish Library adopted the CLSI automation system. The library is currently converting its SOLINET tapes and producing barcode labels in call number order by branch library location. Several new library buildings are under construction, using funds from a bond issue for improved library service.



### Budget Request

Restoration of statewide film service and adjustments to the Personnel Incentive Grants Program are the major priorities of the FY 1988 budget request of the Mississippi Library Commission. According to MLC director David M. Woodburn, the agency is requesting little or no increases from the state for operating costs except for fixed expenses such as utilities. The Commission is requesting that federal funds be used to restore the film service. Woodburn also said that the agency is requesting authority to use federal funds for a time-limited position to hire a computer analyst to aid MLC in automation.

### Public Library Splits

The Jackson Metropolitan Library System, which was the largest public library system in Mississippi, recently split into three separate systems. Controversy surrounding the JMLS arose more than a year ago. A Jackson task force on libraries, independent audits and a special study by a library consulting firm all found



inequities in the system which led the City of Jackson to announce its intention to withdraw.



### NC Information Network

The North Carolina Information Network is now up and running. 167 academic, community college, public, federal, special and high school libraries are now using the North Carolina Online Union Catalog. The catalog is maintained through OCLC and is accessible to full and "selective" users. A Union List of Serials will be constructed and maintained through OCLC. An inter-library loan component is also planned.

### Historical Publications Guide

A new catalog describing 148 publications of the Historical Publications Section, North Carolina Division of Archives and History is now available. Included are archival guides, books, pamphlets, periodicals, maps and facsimile documents. To obtain a free copy, write the Historical Publications Section, Division of Archives and History, 109 E. Jones St., Raleigh, NC 27611.

### Storytelling Workshops

The East Carolina University Department of Library and Information Studies recently held a program entitled, "Discovering and Telling Experience Stories." The workshop was led by Constance A. Mellon, Director of the National Clearinghouse for Information on Storytelling, and was designed to give participants experience in constructing and telling their own stories using formats and techniques from the traditional art of storytelling.

In November Evelyn Daniel, Dean of the School of Library and Information Studies, UNC-Chapel, led a workshop at ECU entitled, "Information Management for the Twenty-first Century."



### Regional Depository

A new plan for a Shared Regional Depository has been approved by the Superintendent of Documents, which went into effect in June 1986 with Clemson University and the University of South Carolina participating. Under the program, all material published by the federal government for distribution will be available in the state. The plan also allows depositories to discard

materials that are five or more years old or no longer valuable to their collections, yet the material will still be available within the state through either the University of South Carolina or Clemson University.

### BPH Goes Online

The South Carolina State Library for the Blind and Physically Handicapped has completed work on its automated circulation system. The system is a part of the total library automation system purchased from Data Research Associates of St. Louis by the State Library. Nine terminals in the library will be used to keep track of the more than 7,000 patrons currently registered at the library.

### Collection Management Participants

Two South Carolina librarians took part in the program of the ALA/RTSD Regional Institute on Collection Management and Development held recently at UNC-Chapel Hill. Doris Wright, Spartanburg County Library, served on the planning committee and Betty Callahan, South Carolina State Library, participated on a panel dealing with the institutional and political climate for collection development and management.

### Sumter County TV Program

The Sumter County Library currently hosts a five-minute segment on WRJA-ETV twice monthly. A smorgasbord approach has introduced the audience to local authors, holdings in genealogy, travel planning, Friends activities, cassette and record collections, and the Judaica collection.

### Grolier Grant

The South Carolina Association of School Librarians recently received a Grolier National Library Week grant of \$1,000.

### Volunteerism Conference

The Third Annual Conference on Volunteerism was held in Columbia on September 15, 1986, under the sponsorship of the Strom Thurmond Institute, Clemson University. The conference stressed the three R's of working with volunteers — recruiting, retaining and rewarding. The conference also dealt with media relations, working with business and community leaders, and cultivating youth volunteers.



### Vanderbilt Receives Grant

Vanderbilt's Heard Library has received a \$750,000 from the Pew Memorial Trust to extend the electronic information services of the library. According to the

Library Director, Malcolm Getz, "We have an opportunity to implement systems not commonly found in research libraries, to learn about the difficulties and expense of implementation, and to learn about the usefulness and value placed on the new services by faculty and students." Initially citations to articles will be available, supported by author, title, subject and Keyword searching. In the future electronic information will be routed directly to faculty offices and dormitory rooms.

### Photo Project

The Tennessee State Library and Archives, in cooperation with the Tennessee Homecoming '86, has announced "Looking Back in Tennessee," a project to copy historical photographs that belong to private citizens. A traveling team will photograph pictures on site, with negatives to be stored in an environmentally-controlled vault at the State Library.

### Puppet Tour

As a part of Homecoming '86, the Upper Cumberland Regional Library recently sponsored a summer puppet tour. Entitled "Legendary Tennessee, A Musical Legacy," the program featured songs, dialogue, background music and props.

### Memphis Automates

Monday, September 8, was the long-awaited day on which Main Library began on-line circulation. Getting the library system fully into the computer age was a long process which began in November 1982 when Bartlett Branch started circulating on-line. Seven months of negotiations with Data Phase in 1985 resulted in a more powerful computer, the MV8000, which arrived last December and is now "performing beautifully" according to the Head of Circulation.

### Preservation Workshop

A workshop, "Introduction to Preservation of Library and Archival Materials" was held November 6-7 at East Tennessee State University, Johnson City, Tennessee. The instructor for the workshop, which included demonstrations and slide presentations as well as lectures and discussion, was Lisa Fox, coordinator of the preservation program of the Southeastern Library Network (Solinet).

### Reproductions on Sale

As part of Tennessee's Homecoming '86 activities, the state library association is selling sets of six limited prints reproduced from the commemorative *1985-86 Tennessee Blue Book*. The colored sets depict scenes representing various areas of the state including: Big Laurel Falls, the pastures of Cade's Cove and a weathered Pigeon Forge Mill in the East, the State Capitol in mid-state area, and the Memphis Queen riverboat on the Mississippi.



### Robertson Honored

John H. (Jack) Robertson, trustee for the Virginia Beach Public Library, is the recipient of a 1986 Trustee Citation presented by the American Library Trustee Association (ALTA) on Saturday, June 28, during the American Library Association's (ALA) 105th Annual Conference in New York.

The citation is one of two presented each year to trustees for distinguished service to library development, whether on local, state or national levels.

Robertson is cited "for his courageous stand in support of intellectual freedom on behalf of the Virginia Beach Public Library, in the face of public criticism and risk to personal income and security." The citation further commends his "citizen leadership in the Virginia Library Association's successful campaign to achieve full funding of State Aid for Public Libraries, including testimony at public hearings and personal contacts with legislators," and his steadfast and distinguished service to his library and state library association as a trustee, Friend of the Library and spokesperson."

### Two Libraries Automate

Two libraries have chosen to automate their services through INLEX, Inc. The Jefferson-Madison Regional Library has selected an HP 3000 Series 58 using 32 terminals. The Chesapeake Public Library will initially use only the INLEX/3000 Circulation System, running on an HP 3000 Series 58 with 16 terminals. Other modules will be added in the future.

### Medical Library Confab

The annual meeting of the Mid-Atlantic Chapter of the Medical Library Association was held October 15-18 in Charlottesville. A full range of programs was presented.

### Networking Report

The State Networking Users Advisory Board made a report to the State Library Board in July which it recommended that a network office be established in the State Library. Among the recommendations were that all libraries in Virginia should be eligible for participation in the network and that CAVALIR should be maintained until something better is developed.

### LSCA Grants

The State Library Board recently announced that four LSCA Title III Cooperative Projects have been approved. The Newport News Public Library was given \$34,740 to establish networking links between several libraries all using VTLS. The Radford Public Library was awarded



## STATESIDE VIEW

\$13,770 to improve communication and resource sharing through the use of an electronic mail and bulletin board system. Christiansburg High School Library was granted \$9,258 to allow four high schools in Montgomery County to access electronically the holdings of the Virginia Tech Library. Washington and Lee University was given \$42,660 to create the Blue Ridge Union List of Serials, an online and printed union list of 15,500 currently-received and retrospective serials held by 20 libraries of various types.

### Collection Development Grant

Piedmont Virginia Community College has been awarded a two-year Funds for Excellence Grant from the State Council for Higher Education for Virginia. The Library will assess and strengthen its holdings through collection development and library acquisitions.

### Richmond Library Recognized

The Richmond Public Library won second place in a national contest to recognize excellence in the promotion and use of large-print books. The G.K. Hall Community Service Award was presented at a reception for the winners at the ALA conference in June.



## SELA PUBLICATIONS AVAILABLE AT REDUCED PRICE

Anders, Mary Edna, *Libraries and Library Service In The Southeast-A Report Of The Southeastern States Cooperative Library Survey, 1972-74*. The University of Alabama Press, 1976. \$5 (Originally, \$10)

Marshall, John David, *The Southern Books Competition at Twenty-Five: A Silver Anniversary Tribute*. Howick House, 1980. \$5 (Originally, \$15)

Tucker, Ellis Eugene, Ed., *The Southeastern Library Association, Its History and Its Honorary Members, 1920-1980*. Southeastern Library Association, 1980. \$1 (Originally, \$5)

Ward, James E., Albright, Jane A., Phillips, Kathleen, *Southeastern Bibliographic Instruction Directory: Academic Libraries*. Southeastern Library Association, 1978. \$1.25 (Originally, \$10)

### ORDER FORM

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State \_\_\_\_\_ Zip \_\_\_\_\_

Checks should be payable to:  
Southeastern Library Association, P.O. Box 987,  
Tucker, GA 30085-0987



**Bill Abernathy**, Asbury College (KY) Library Director, elected chair for the 1987 conference of the Association of Christian Librarians. □ **Grace Agnew** appointed Head of Technical Services, Mercer University, Atlanta □ **Ronald Blazek**, Florida State University, was recently named winner of the Library History Roundtable's Justin Winsor Prize for his article, "Adult Education and Economic Opportunity in the Gilded Age: The Library, the Chautauqua, and the Railroads in DeFuniak Springs, Fla." □ **Cora P. Bomar** appointed acting chair of the Department of Library Science and Educational Technology at the University of North Carolina, Greensboro. □ **Joe Boykin**, Clemson University, elected treasurer of the Association of Southeastern Research Libraries for 1986-1987. □ **Capers B. Bull, Jr.** appointed Adult Services Librarian at the Orangeburg County Library (SC). □ **Barbara Burdette** appointed Director, Augusta County (VA) Library. □ **Sarah B. Byrd** appointed Head of Public Services, Lincoln Parish Library (LA). □ **Betty E. Callaham**, South Carolina State Library Director, elected Chair of the SOLINET Board for 1986-1987. □ **Mary Ann Camp** appointed Director of Library Services at Spartanburg General Hospital (SC). □ **Robert Cannon** named Director, Charlotte-Mecklenburg Public Library. □ **Lee Christner** named Assistant Director, Appomattox Regional Library (VA). □ **Susan Church** named Librarian, Augusta Correctional Center, Craigsville, VA. □ **Elizabeth Cline** named Acting Head, Architecture and Fine Arts Library, Auburn University. □ **Linda M. Cohen** awarded a fellowship by the University of Alabama Graduate School of Library Service for studies in academic librarianship. □ **Mary Cross** named Director of Technical Services at Columbia College (SC). □ **Betsy Curry**, formerly with the DeKalb Public Library (GA), named Public Library Consultant, State of Florida. □ **James A. Damico**, formerly Director of the Cook Library, University of Southern Mississippi, appointed Director of Libraries, University of South Alabama. □ **Judy K. Dawson**, Jefferson State Junior College (AL), received her institution's Outstanding Faculty Member Award. □ **Blane Dessy**, Ohio's Deputy State Librarian for Library Services, named Director of the Alabama State Library Agency. □ **Helen Dewitt** is the new Director of the Bristol (VA) Public Library. □ **Martin Dillon**, formerly Professor of Library Science, UNC, Chapel Hill, appointed Director, Office of Research, OCLC. □ **John Dobson** has retired as Director of Special Collections, University of Tennessee, Knoxville. □ **James Dorsey**, Head Librarian, Emanuel County Junior College (GA) and editor of *The Southeastern Librarian*, recently completed all requirements for the Ed.D. degree (educational administration) from the University of Georgia. □ **Mayo Drake**, Library Director, LSU School of Medicine, named Fellow of the Medical Library Association. □ **Ann H. Eastman**, Virginia Polytechnic Institute and State University, has been elected a new member of ALA Council. □ **Mary Beth Fecko** appointed Cataloger/Librarian at Lander College (SC). □ **Virginia Foley** appointed Director of the Georgetown County (SC) Library. □ **Patricia Franklin** named Librarian, Northampton (NC) County Library.

□ **Gwendolyn F. Goff** appointed Librarian, Virginia State Penitentiary. □ **Jonathan M. Hall** appointed Media Services Librarian, Trevecca Nazarene College, Nashville. □ **Francine Henderson** named Head Librarian, DeKalb College Central Campus (GA). □ **Ann W. Henriksson** appointed Reference and Documents Librarian, Shepherd College (WV). □ **G. Melvin Hipps** appointed Director of University Libraries, Mercer University, Atlanta. □ **Beth Ellen Hogan** appointed Reference Librarian, University of the South. □ **Kate Hood** recently retired as Director of the Georgetown County (SC) Library. □ **William C. Horner** retired after 15 years as Systems Librarian, North Carolina State University. □ **Mary Alice Hunt**, School of Library and Information Studies, Florida State University, has been elected a new member of ALA Council. □ **John P. Ische**, retired Director of the Louisiana State University Medical Center, New Orleans, named a fellow of the Medical Library Association. □ **Carol G. Jenkins** appointed Director, Health Sciences Library, UNC-Chapel Hill. □ **Elaine Z. Jennerich** appointed Library Director, Emory and Henry College (VA). □ **Casper Jordan** appointed Acting Director, Atlanta-Fulton Public Library. □ **Susan P. La Paro** named Systems/Automation Librarian, Old Dominion (VA) University. □ **Venable Lawson**, Emory University Division of Library and Information Management, elected Treasurer of the Friends of Libraries U.S.A. □ **Barbara Lejeune** named Louisiana union catalog librarian, LSU. □ **Martha Lowe** appointed Westside Branch Supervisor, Spartanburg (SC) County Public Library. □ **John Lubans**, Assistant University Librarian for Public Service, has been elected a new member of ALA Council. □ **Mary Mayer-Hennelly** appointed Community Services and Programming Coordinator for the Norfolk (VA) Public Library System. □ **Georgia McClaron**, former TLA President, retired from Nashville's White's Creek High School. □ **Betty N. McFall** appointed User Services Librarian, Memphis State University. □ **Jenny McMahan** retired as Director of the Dorchester County (SC) Library. □ **Linda McNair**, Birmingham, awarded a fellowship by the University of Alabama Graduate School of Library Service for studies in academic librarianship. □ **Ken Mead** appointed Assistant Director, Florida Division of Blind Services Library for the Blind and Physically Handicapped. □ **Margaret Mering** named Head of the Serials Unit, LSU-Baton Rouge. □ **Margaret Miller**, Orangeburg (SC) County Library, received a State Library Scholarship for a Youth Services Institute at Rutgers. □ **Jesse C. Mills** was recently honored for his nine years of service as chairman of the Tennessee Advisory Council on Libraries. □ **Thomas Mills**, Superintendent of Palm Beach (FL) County Schools, recently received the IFRT John Phillip Immroth Memorial Award. □ **Salvador Miranda** appointed Assistant Director for Collection Development, Florida International University. □ **Jean Nepveux** has retired after 35 years as Adult Services Librarian, Lafayette (LA) Public Library System. □ **Martha A. Owens**, Librarian, Lynhaven Junior High School, Virginia Beach, won Honorable Mention for her entry in the "Book a Hobby at Your



**Ada M. Seltzer**  
University of  
Mississippi  
Medical Center

Library Librarian's Contest sponsored by the Hobby Institute of America and ALA. □ **Betty Paulk**, Valdosta State College (GA), received her Ph.D. in Library Science from FSU. □ **Suzanne Peden** appointed Librarian, Westminster Branch, Oconee County (SC) Library. □ **Rene Perez-Lopez** appointed Library Director, Virginia Wesleyan College. □ **Carolyn Plowman** named Librarian, Mt. Gilead (NC) Public Library. □ **Ann Ramsey**, formerly Director of the Marlboro County Public Library (SC) appointed Director of the Chester County Library (SC). □ **Stephen Reas** named Head of Non-Print Services, University of the South. □ **Judy Rickerson** resigned as Director of the Autauga-Prattville Public Library System (AL). □ **Carol Roberts** named Technical Services Senior Librarian, Richland County (SC) Public Library. □ **John Robertson**, Virginia Beach, recently presented with a Trustee Citation from ALTA. □ **David G. Robinson** appointed Automation Librarian, Memphis State University. □ **Pat R. Scales**, Library Media Specialist, Greenville (SC) Middle School, has been elected a new member of ALA Council. □ **Willodene Scott**, Director of Instructional Materials, Nashville Public Schools, recently received the Tennessee Library Associations' Honor Award. □ **Ada M. Seltzer** has been named Director of the Rowland Medical Library, University of Mississippi Medical Center. □ **Cathy Sharp** appointed Bookmobile Supervisor, Greenville County (SC) Library. □ **Iris Shirley**, formerly Reader Services Librarian, Division for the Blind and Physically Handicapped, South Carolina State Library, is now librarian at Rafting Creek Elementary School, Sumter (SC). □ **Marti**

**Smith** is now Director, Pettigrew (NC) Regional Library. □ **Melanie R. Thomas** appointed User Services Librarian, Memphis State University. □ **Glenn Tripplett**, Associate Dean of Learning Resources, Miami-Dade Community College, Wolfson Campus has been reappointed to the Legislative Committee of the Florida Library Association. Tripplett has also been active in planning and promoting library networking and automation by serving on the Florida Association of Community Colleges (FACC) Learning Resources Task Force, the State Library Network Advisory Committee, and the Southeast Florida Library Network. □ **Elizabeth Turner** appointed Head Librarian, DeKalb College (GA) North Campus. □ **John C. Tyson** named University Librarian, University of Richmond. □ **Stan Umberger** named Director of the Roanoke College Library (VA). □ **Carol J. Veitch** appointed Director, Onslow County (NC) Public Library System. □ **Kay Vowvaldis**, a member of the Alabama State Library Board of Trustees, is the new president of the American Library Trustee Association. □ **Mary Elizabeth Waddle**, McKenzie (TN) High School, was presented TLA's Louise Meredith School Media Award. □ **Ted Waller** appointed Technical Services Librarian, Meredith College (NC). □ **Helen S. Walzer** has retired as Head of the Cataloging Department, Georgia Institute of Technology. □ **Nancy Washington** appointed Assistant Director, Library Processing Center, University of South Carolina. □ **Sarah A. Webster** is now Head of Technical Services, Volusia County (FL) Public Library. □ **Perry White**, Sanford, N.C., re-elected to the board of Friends of Libraries U.S.A. □ **William W. Wicker** appointed Library Director, Louisiana Tech University.



# National Library Week:

April 5-11, 1987

April 17-23, 1988

April 9-15, 1989



**Poster Proposals Solicited**

The American Library Association (ALA) is now accepting applications for poster session submissions for its annual conference in San Francisco (June 27-July 2). Poster sessions provide an opportunity for individual librarians or libraries to share graphic representations of current research, programs or creative solutions to library problems. Accepted presenters are given 90 minutes during the conference to present posters, answer questions and give away handouts relating to the session.

Librarians or libraries interested in presenting poster sessions at the San Francisco conference should submit applications and abstracts to ALA by January 30, 1987. Applications and criteria for acceptance by the review panel are currently available from Poster Sessions, American Library Association, 50 E. Huron St., Chicago, IL 60611. For more information, contact Kathy Harig, Chair, ALA Poster Sessions Committee, 301/396-6059.

**RTSD Nominations Sought**

Nominations are being accepted by the American Library Association Resources and Technical Services Division (RTSD) for four 1987 awards: the Margaret Mann Citation, the Resources Section-Blackwell/North America Scholarship Award, the Bowker/Ulrich's Serials Librarianship Award and the Esther J. Piercy Award. The Margaret Mann Citation is awarded by the RTSD Cataloging and Classification Section for outstanding professional achievement in cataloging or classification, through publication of significant professional literature, participation in professional cataloging associations or valuable contributions to practice in individual libraries.

The Margaret Mann Citation Committee bases its selection on nominations made by members of the profession or friends of the profession.

Send nominations to: Desretta McAllister-Harper, Chair, Margaret Mann Citation Committee, P.O. Box 8652, Durham, NC 27707. Deadline: December 1.

**Porno Report "Chilling"**

The Intellectual Freedom Committee of the American Library Association (ALA) has issued an advisory alerting librarians to the "potential chilling effect of the report of the Attorney General's Commission on Pornography on the free flow of information and ideas." In a statement released August 15, the Intellectual Freedom Committee said it found the conduct and conclusions of the commission's hearings flawed by an "inordinate number" of anti-pornography witnesses,

visual materials "skewed to the very violent and extremely degrading" and "an undemonstrated causal link of sexually explicit materials with sexual crime."

Most damaging, the committee said, is the report's potential for "heightening an already threatening pro-censorship climate in the United States." It described the tenor of the report "as a call to arms," which advises citizen groups that they may wish to focus on "materials which are not legally obscene and which are constitutionally protected from government regulation.

**Swap 'n' Shop Winners**

The 1986 "Best of Show" winners were selected at the Super Swap 'n' Shop/Fund Fair during the recent ALA conference in New York. Winners from the SELA area were: Memphis Shelby County (TN) Public Library, National Library Week, Annual Reports; Richland County (SC) Public Library, Newsletter, Fund-raising. Honorable mentions were: Fairfax County (VA) Public Library, Bookmarks; and Cumberland County (NC) Public Library, Fund-raising.

**Library Programs Accredited**

The MLS programs at Louisiana State University and the University of Tennessee were recently accredited by ALA's Committee on Accreditation.

**College/University Library Expenditures**

Colleges and universities spent \$1.9 billion on libraries in the school year 1981-82, according to a report from the U.S. Department of Education's Center for Statistics. The figures for states in the SELA region are as follows: Alabama, \$24,295,000; Florida, \$56,980,000; Georgia, \$38,294,000; Kentucky, \$23,414,000; Louisiana, \$28,577,000; Mississippi, \$14,712,000; North Carolina, \$60,641,000; South Carolina, \$19,545,000; Tennessee, \$31,388,000; Virginia, \$46,404,000; West Virginia, \$9,176,000.

**Economic Equity Act**

A five-page fact sheet on the Economic Equity Act of 1985 is available from the American Library Association (ALA) Committee on the Status of Women in Librarianship (COSWL). The fact sheet outlines background and key points for each of the five Titles of the proposed Act: retirement, dependent care, insurance, employment and taxes. ALA policy in relation to these issues is cited. To receive a copy of the Economic Equity Act fact sheet, send your request and a mailing label to COSWL/ALA, 50 E. Huron, Chicago, IL 60611.

**Coalition on Government Information**

Restricted access to government information, a decline in the quality and quantity of government statistics, and barriers to scholarly communication were just a few of the many issues identified by participants from across the country who gathered in Washington, D.C., to form a Coalition on Government Information.

The thirty who met July 29 on Capitol Hill represented twenty organizations with a wide range of interests — consumer rights, science and research, law, statistics, library and information services, the housing industry, journalism, and public advocacy — but all were united in their concern about citizens' rights to know about the activities of the federal government.

The American Library Association (ALA) convened the meeting and has taken the lead in establishing the coalition to help ensure equal and readily available access to government information to meet the needs of all citizens. The group hopes to focus national attention on efforts to limit access to government information and to develop support for improvements in access.

**LITA/Gaylord Nomination Sought**

Nominations are needed for the Library and Information Technology Association (LITA)/Gaylord Award for Achievement in Library and Information Technology. The \$1,000 annual award, donated by Gaylord Brothers, Inc., Syracuse, N.Y., honors distinguished leadership, notable development or application of technology, superior accomplishments in research or education or original contributions to the literature of the field. Individuals or a small group of individuals working in collaboration are eligible; organized institutions or parts of organized institutions are not.

LITA officers, other members of the LITA Board of Directors, and members of the LITA/Gaylord Awards Committee are ineligible for the award during terms of office. Nominations for the award may be made by any member of the American Library Association. The deadline date is February 1, 1987. The award is presented at the general divisional meeting held at the Annual Conference of the American Library Association. Send nominations to: Dale Flecker, LITA/Gaylord Award Committee, Harvard University Library, 88 Widener Library, Cambridge, MA 02138.

**Emory Faces Shut-Down**

As the result of an extensive survey of the University's long-range goals and objectives, Emory University's Division of Library and Information Management may be forced to close its doors. University officials cited the Division's "limited tradition of research and publication" and the costs required to bring the Division's present status as a "teaching unit to an acceptable level of excellence in both teaching and research" as the major reasons for a possible discontinuing of the program. A final decision was due later this fall.

**AEP Programs Solicited**

The Alternative Education Programs Section of the Public Library Association is seeking programs for the 1987 ALA Conference in San Francisco. It is seeking ten distinctive programs with a library connection. Requests for applications should be sent to Sandra O. Newell, Jefferson County Public Library, 1315 S. Jefferson St., Monticello, FL 32344.

**MARK YOUR CALENDARS NOW!**

**SELA in 1988**

**Norfolk, VA**

**October 25-28, 1988**



## CONTINUING EDUCATION

### Midwinter Tutorials

The American Library Association's (ALA) Continuing Library Education Network and Exchange (CLENEX) Round Table will sponsor free counseling on continuing education and staff development programs during the ALA Midwinter Meeting in Chicago (January 17-22, 1987). These one-to-one tutorials offer continuing education providers and staff development personnel a chance to review projects, discuss proposed plans, try out new ideas or receive advice or feedback from experienced continuing education and staff development professionals. Participants will receive an hour's free counseling during the conference from a CE expert specifically chosen to address the requested topic of the tutorial.

Send your brief statement of the project or area desired for a tutorial to Thomas J. Hehman, Continuing Education Consultant, Library Development Branch, Virginia State Library, 11th Street at Capitol Square, Richmond, VA 23219; 804/786-2975 or 804/275-7369. You will be contacted by the coordinator or the tutor to arrange an appropriate time, date and place for meeting. You may be asked to supply more information about your project at that time.

### Literature Study Tour

Fort Hays State University is sponsoring the Fourteenth Literature Study Tour, July 8 to August 8, traveling to China. Visits to several major areas are planned including Shanghai, Wuhan, a Yangtze Cruise, Peking, Xian and the Terracotta Warriors, Tibet, Canton, and Hong Kong.

Requests have been submitted to the China International Travel Service for professional visits to include meeting with educators, librarians, and publishers. They will provide as many opportunities as possible for us to meet professionals in the fields of education and literature. For further information write to: Mrs. Donna J. Harsh, Department of Education, Fort Hays State University, 600 Park Street, Hays, KS 67601-4099.

## NEW and USEFUL

### PLA Tapes Available

You can hear what you missed at the Public Library Association's Second National Conference, April 2-5 in St. Louis. More than 50 of the speeches and educational programs are available on cassette. Cassettes of individual programs are \$11.95 and up, depending on session length. A complete set is \$879, including albums

and shipping. If the order is to be billed, add \$3.

Contact the Public Library Association, 50 E. Huron St., Chicago, IL 60611 (phone: 312/944-6780, x434) for order forms. Cassettes are available from ACTS, Inc., 1025 East Clayton Rd., Ballwin, MO 63011.

### Censorship Speeches

Copies of the September 1986 issue of the *Newsletter on Intellectual Freedom* containing speeches from the ALA conference program "Sex, Censorship and Social Change" are available for \$5 from ALA's Office for Intellectual Freedom. The program featured Judy Blume, author of many popular and award-winning books for young adults, speaking on her experiences as an often-censored author; writer Marcia Pally, on the appeal of sexually explicit material; and Evelina Kane on the work of her organization, Women Against Pornography.

Orders should be sent to the Office for Intellectual Freedom, ALA, 50 E. Huron St. Chicago, IL 60611.

### Video Magazine Launched

The American Library Association announces publication of *Library Video Magazine*, the first magazine in videocassette format for library and information professionals. The quarterly's first issue was due out in September. "Video is a powerful medium for conveying and demonstrating information about new developments in library and information service," said ALA Executive Director Thomas J. Galvin in announcing the unique new service. "This is a program planner's dream," Galvin said. "Library Video Magazine can be used in library school courses, at state and regional meetings, for library staff viewing, in many settings. The action and immediacy of this new format take the professional journal a step further, offering ideas, insights and ways of looking at issues and concerns that aren't easily conveyed in print.

*Library Video Magazine's* executive producer is Art Plotnik, editor of *American Libraries* and producer of the ALA Teleconference in 1983. The on-air host is Nora K. Rawlinson, head of materials selection at the Baltimore County (Md.) Library. The Library Video Network, based in Baltimore, produces the magazine under ALA's direction.

### SEFLIN Facsimile Project

June 1, 1986, marked the official beginning of the SEFLIN facsimile project. A multitype library network, SEFLIN is designed to enhance resource sharing and provide rapid access to information for the 3.2 million residents of Dade, Broward and Palm Beach Counties in Southeast Florida, one of the fastest growing sectors in the United States. SEFLIN participants include Broward

Community College, the Broward County Library System, Florida Atlantic University, Florida International University, Miami-Dade Community College, the Miami-Dade Public Library, the University of Miami and the State Library of Florida.

SEFLIN (the Southeast Florida Library Information Network) has been funded with LSCA grants. Future plans for SEFLIN include compilation of a union list of serials delineating the holdings of member libraries and implementation of a communications network to facilitate intersystems interconnection.

#### **YASD Grant Available**

The Young Adult Services Division (YASD) of the American Library Association (ALA) is accepting proposals for their annual Frances Henne YASD/VOYA Research Grant. The \$500 award provides seed money for small-scale projects that will encourage significant research having an influence on library services to young adults. Applicants must be personal members of YASD, and grants will not be awarded for research leading to a degree. Proposals of 8-10 pages will be accepted until December 1, 1986. For more details, contact YASD/ALA at 50 E. Huron St., Chicago, IL 60611, or Dr. Lesley Farmer, San Domenico School, 1500 Butterfield Rd., Corte Madera, CA 94925.

#### **Newbery — Caldecott Winners**

A listing of all Newbery and Caldecott Medal and Honor Books is available in the 1986 edition of "The Newbery and Caldecott Awards." Newbery and Caldecott awards — the most prestigious in children's literature — are presented annually by the Association for Library

Service to Children.

Entries are arranged in reverse chronology, dating back to the first Newbery awards in 1922 and the first Caldecott awards in 1938. Author, illustrator and title are indexed.

The booklet is \$5 (prepaid) from the Association for Library Service to Children, American Library Association, 50 E. Huron St., Chicago, IL 60611. (Make checks payable to the American Library Association.)

#### **"Learning Differences" Packet**

"Learning Differences — Library Directions: A Packet of Materials for Professionals Who Work with Children with Learning Disabilities" is available from the Association for Library Service to Children (ALSC). Pamphlets from several foundations and organizations are included, such as "Dyslexia and Severe Reading Disability," "What Are Learning Disabilities?" and "Reading for the Fun of It." Also included: bibliographies for use with the learning disabled and for reading about their special needs, and handouts from the 1985 ALSC preconference on "Learning Differences — Library Directions."

The packets are \$9.95 (prepaid) from ALSC, American Library Association, 50 E. Huron St., Chicago, IL 60611.

#### **Censorship Report**

The American Civil Liberties Union has recently published *Censorship in the South: A Report of Four States, 1980-1985*. The report details recent instances of censorship in Alabama, Georgia, Tennessee and Louisiana. Copies are available for \$3 from ACLU state offices or the national headquarters.

### **New SELA Officers**

The recent balloting by SELA's membership elected the following officers for the 1986-88 biennium: Vice-President/President-Elect: George Stewart (Alabama); Secretary: Gail Lazenby (Georgia); Treasurer: James Ward (Tennessee).



**George Stewart**  
President-Elect



**Gail Lazenby**  
Secretary



**James Ward**  
Treasurer



The publications of state associations in the Southeast contain articles on a wide variety of topics of interest to librarians. As space permits, *The Southeastern Librarian* will include listings of the major articles and features of the journals in our ten-state coverage. Hopefully this listing will be useful to our readers. If it is, please let your editor know. (J.D.)

### **The Alabama Librarian**

Volume 37 Numbers 7 and 8, July/August 1986

The Status of Collection Development in Alabama, by Martin Faigel, p. 5.

Research in the Sport Sciences, by Judy Burnham, p. 8.

Preservation Often Neglected Part of Library Services, by Theresa C. Trawick, p. 15.

Volume 37 Number 9, September 1986

The Ubiquitous Government Publication, by Kevin Cook, p. 7.

### **The Georgia Librarian**

Volume 23 Number 3, August 1986

Education and Professional Advancement: Implications for the Future of Southeastern Academic Libraries, by Pamela Palmer and John E. Evans, pp. 64-67.

Future Challenges in Library Science, by Sarla R. Murgai, pp. 68-69.

### **Kentucky Libraries**

Volume 50 Number 3, Summer (July) 1986

The Librarian's Role in Fulfilling the Needs of the Hearing-Impaired Child, by Debbie Duke, pp. 3-7.

Reading Interests of Appalachian Children in Southeastern Kentucky, by Earl Zehr, pp. 9-11.

### **LLA Bulletin**

Volume 49 Number 1, Summer 1986

(Photographic Collections in Louisiana: A Theme Issue)

The Importance of Visual Literacy, by Abbye A. Gorin, p. 7.

Reading the History of Photography: the First 50 Years, 1839-1889, by Jeff Rosenheim, pp. 9-16.

You Ought To Be In Pictures, by Kent Keeth, pp. 17-20.

The Community Photographic Fair: A Successful Venture, by Patricia L. Meador, pp. 21-24.

Photograph Collections in the New Orleans Public Library, by Collin B. Hamer, Jr., pp. 24-26.

Some Guidelines for the Care of Photographic Collections, by John H. Lawrence, pp. 27-30.

Identifying Historical Photographic Prints, by Lawrence D. Lynch, pp. 31-33.

Photographic Collections in Louisiana Libraries, by Patricia L. Meador, pp. 35-43.

Selected Bibliography of Resources on Photograph Collections, p. 44.

### **South Carolina Librarian**

Volume 30 Number 1, Spring 1986

The Future is Now: Building the South Carolina State Library Network, by Betty Callahan, pp. 8-10.

South Carolina's Library Societies, 1800-1900: The Foundation of South Carolina's Public Library System, by Roberta V.H. Copp, pp. 17-25.

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Adult Illiteracy: an Interview with Ella Gaines Yates, by Christina Dunn and Mary A. Seemeyer, pp. 69, 79.

The King Research Networking Report: A Personal View, by Augustus C. Johnson, p. 74.

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## CALENDAR OF STATE LIBRARY ASSOCIATION MEETINGS — 1987

Date	State	Meeting
April 1-3, 1987	LA	Louisiana Library Association Annual Convention. Alexandria: Hilton, Hotel Bentley. Contact: Sharilynn Aucoin, Exec. Dir.
April 1-4, 1987	AL	Alabama Library Association Annual Convention. Huntsville: Von Braun Civic Center. Contact: Kristina Aaronson and Regina Cooper, Convention Committee Chairmen
April 21-27, 1987	FL	Florida Library Association Annual Convention. Sheraton Sand Key Resort. Clearwater Beach, FL
April 23-25, 1987	TN	Tennessee Library Association Convention. Memphis: Crown Plaza Convention Center
May 14-15, 1987		AMIGOS, SOLINET Joint Membership Meeting — Sheraton New Orleans Hotel and Towers, New Orleans, LA Contact: Ann Armbrister, AMIGOS (214) 750-6130 Dawn Lamade, SOLINET (404) 892-0943
June 26-July 2, 1987		ALA Summer - San Francisco, CA
September 29-October 2, 1987	KY	Kentucky Library Association Conference. Ft. Mitchell: Drawbridge Inn
October 14-17, 1987	SC	South Carolina Library Association Annual Convention. Greenville: Hyatt Regency. Contact: Barbara Jenkins
October 27-30, 1987	NC	North Carolina Library Association Annual Convention. Winston-Salem: Benton Convention Center, Radisson & Stouffer Hotels. Contact: Arial Stephens (919/692-1121) or Pauline Myrick (919/947-2976)
October 21-25, 1987	GA	Georgia Library Association Biennial Convention. Columbus: Hilton. Contact: Ann Morton, Exec. Sec., P.O. Box 833, Tucker, GA 30085.
November 5-7, 1987	VA	Virginia Library Association Annual Convention. Arlington: Crystal City Hyatt. Contact: Deborah Trocchi (703) 370-6020
May 3-7, 1988	FL	Florida Library Association Annual Convention Doral Hotel on the Beach, Miami Beach, FL
October 11-14, 1988	KY	Kentucky Library Association Annual Convention Executive Inn. Owensboro, KY



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# Literary Corner

## Ralph Ellison's *GOING TO THE TERRITORY*

New York: Random House, 338 pages, \$19.95

Reviewed By Stewart Lillard

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For the past twenty years, Ralph Ellison has continued to write, lecture, be interviewed, and reminisce. In this companion volume to his *Shadow and Act* (1964), he has gathered together fifteen previously published works and one unpublished lengthy essay under the Bessie Smith lyric-title, "Going to the Terr'tor," a title which signifies a geographic migration for Blacks from the harshness of slavery in the deep South to the limited freedom associated with life in the Indian Territory (now Oklahoma).

From the first essay, Ellison is concerned with the position of the artist in American culture. He suggests, in "The Little Man at Chehaw Station," that the "tension between America's social mobility, its universal education, and its relative freedom of cultural information" has placed undue hardships upon America's musicians and writers. The reading public may have experienced Hemingway, Fitzgerald, or Mann (Oates, Welty, etc.) through a magazine article or paperback book at the barbershop. The opera lover may have acquired an interest in music by listening to a recording or radio broadcast. The American public does not experience art in the traditional sense of an original performance or through a literary club or well-stocked bookstore.

Whenever a musician performs or an artist makes a statement in America, "there'll always be the little man whom you don't expect, and he'll know the music, and the tradition, and the standards of musicianship required for whatever you set out to perform!" That's the little man hiding behind the stove at the railroad station in Tuskegee, Alabama, in the 1930's or any other whistle-stop, truck-stop, small town America in the 1980's. The critical positions once held by the upper levels of European society have been democratized in this country so that the "anonymous and the lowly" may possess the same intensity of critical opinions. This "little man" may even surpass the "knowledge and taste" of the performer/artist — a hard lesson which college student Ellison learned from Tuskegee pianist Hazel Harrison who had studied under Ferruccio Busoni and met Sergei Prokofiev.

Ellison could have illustrated his concepts of art and musicianship by writing about knowledgeable critics in the back rows of Carnegie Hall or the exhibit halls of the Metropolitan Museum. He chose instead to use Hazel Harrison's "humble metaphor" of Chehaw Station and his own New York encounter with four "coal heavers/Metropolitan Opera extras" in the Negro district of San Juan Hill to illustrate the diversity of culture in this country. Fortunately, in so doing, Ellison recorded anecdotes from the Afro-American tradition that now have been "bulldozed" to make way for Lincoln Center.

If America can be labeled a "melting pot" culture, then look out for the smoke and flames out of which may rise once again the "phoenix" of Democratic culture.

Ellison's early fiction, *Invisible Man* (1952), actually did begin in quite an out-of-the-way place, in a barn near Waitsfield, Vermont, following the author's return from a tour as a sea cook in the Merchant Marine during World War II. If we remember anything from these diverse lectures and essays in *Going to the Territory*, it is the brief autobiographical passages that illustrate portions of Ellison's own career.

In "On Initiation Rites and Power," Ellison introduces the reader to Professor Johnson Chestnut Whittaker, a West Point matriculant and later principal of an Oklahoma grade school. In fact, Ellison writes that his mother "knew Professor Whittaker in South Carolina before either of them moved to Oklahoma." These biographical vignettes were first published in *The Carleton Miscellany*.

As early as 1963, Ellison portrays the rough urban environment which jazz guitarist Charlie Christian called home, in "What These Children Are Like": "here was a child who lived in a hotbed of everything that middle-class people fear — the tuberculosis rate was sky-high, crime, prostitution, bootlegging, illness . . . Here imagination was freely exercised by the kids. They made toys." Another Oklahoman, Dr. Inman E. Page, supervisor of education for Negroes and principal of Douglass High School, becomes the subject of Ellison's visit to Brown University in 1979.

The lengthy essay "An Extravagance of Laughter" written following Erskine Caldwell's eightieth birthday in

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*Mr. Lillard is on the library staff of the University of North Carolina at Charlotte.*



December 1983, gives us several autobiographical encounters of Ellison during his 1936 college summer in New York City. Ellison learned that Harlemites used the term "Big Apple" and often thought of Harlem as New York's "briar patch." Burma Shave slogans and a Southern child's jingle appear: "My name is Ran, / I work in the sand, but / I'd rather be a nigger / Than a poor white man." Ellison even recalls his 1933 hobo train ride from Oklahoma City to Tuskegee, being stopped during the Scottsboro Trial era by "detectives in the rail yards of Decatur, Alabama," and his college auto trips to Columbus, Georgia, through notorious Phenix City (no democratic rebirth there during the 1930's). Concludes Ellison, "if all of this seems long ago and far away, it is worth remembering that the past . . . is never

past." These early experiences often govern the way we react to events in later years.

In a sense, *Going to the Territory* is a rebirth of Ellison's talent assembled from among the nation's scholarly journals, news magazines, and books of collected papers. From such an important and enduring chronicler of American culture (from the 1930's to the present) comes an accesible volume of critical gleanings so that each new high school student, college adult, or reader in a public library may stumble upon Ellison's melting pot of sensitivities and anecdotes and be eternally branded by the experience. In fact, all of Ellison's works should be readily available to the individual branch library reader and not available only through the practice of interlibrary borrowing.

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