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Rhode Island Library Association BULLETIN



**R.I. Library Architecture
July - August 1978**

RHODE ISLAND LIBRARY ASSOCIATION
150 EMPIRE STREET
PROVIDENCE, RHODE ISLAND 02903

July-August 1978 Vol. 51 No. 1

Indexed in Current Awareness
Library Literature
2673R52 57-26438

EDITORIAL NOTICE:

The Bulletin appears monthly except in August. News and articles should be submitted to the editor by the 10th day of each month for publication by the end of that month.

The Bulletin is a publication for public, school, academic and special libraries of Rhode Island. Published by the Rhode Island Library Association, the Bulletin welcomes news and discussion of interest to RILA members. Articles contained herein, however, do not necessarily reflect the ideas of the RILA membership, or the Bulletin staff or advertisers. All articles about library and media matters will be considered. All should be signed and should not exceed ten double spaced typed pages unless the editor is consulted.

The Bulletin subscription rates are \$7.00/year for agencies or individuals not holding membership in RILA. Advertising rates per issue are \$20 per 1/4 page, \$35 per 1/2 page, and \$50 per full page. Call the advertising manager for further information.

TABLE OF CONTENTS:

Editor's Notebook	1
Letter to the Editor	2
RILA Calendar	4
Jobline	5
Storytelling Program	8
Reach Out	9
R.I. Library Architecture	11
Library Funding	27
R.I. Governor's Conference	30
Gallimaufry	31

BULLETIN STAFF:

Matthew Higgins, Editor Greenville Public Library (949-3630)	Betsey Gates Kesler, Circulation URI Library (792-2653)
Judith Plotz, Associate Editor 104 Eleventh St., Prov. (861-0892)	Peter Bennett, Advertising Pawtucket Library (725-3714)
Dena Janson, Mailing	Peg Caldwell, News 104 Longview Dr., Warwick (737-7673)
Jane Paster, Proofing	G. Kulawas, Typing
Barbara Cohen, Jobline RIC Library (456-8125)	Printed by East Side Copy, Providence, R.I. 02906

EDITOR'S NOTEBOOK



By this time, we can reasonably assume, Lee Flanagan is comfortably settled in his new "digs" somewhere in the foothills of the Berkshires. As many of you know Lee has been appointed Regional Coordinator for the North Western Connecticut Library System. On behalf of the Bulletin staff I wish him the best. As editor, from 1975 to 1978, Lee put the Bulletin on a regular eleven month publication schedule, improved its format and did much to give it the professional character that is fitting for a state library association publication. For this we thank him--this gratitude was expressed and recorded in the RILA record at the Spring Conference.

Judy Plotz, the Associate Editor, and myself plan to continue Lee's work albeit a little differently. We will continue to encourage Rhode Island librarians (and anybody else) to send us well researched articles, news items, expressions of opinion and letters that are either supportive or critical.

As editor I shall try to make the Bulletin a unifying force in Rhode Island libraries. If we apply Kipling's dictum ". . . the law runneth forward and back--for the strength of the pack is the wolf, and the strength of the wolf is the pack" to associations, then any association is only as good as its membership. And an association with an uninformed membership is running blind not sure of its purpose or direction. My job then is to keep the membership informed of the developments in librarianship and hope to achieve the unity of effort that is essential for an effective association.

I wish every success to Kathleen Gunning, the new RILA President, and look forward to working with her and the Executive Board. I also look forward to working closely with Judy Plotz and the Bulletin staff. Thanks go out to those librarians who sent me drawings of their libraries for this month's cover. This month's Bulletin, the Library Architecture issue, is primarily the result of Judy's hard work enhanced by the excellent photographs of Jeff Vale at DSLS.

Letters to the Editor



Dear Editor:

On behalf of the RILA Personnel Committee, I must challenge a statement concerning the Personnel Committee made by Leo Flanagan in the Editor's notebook section of the June Bulletin. Mr. Flanagan is not candid when he writes: "But an appeal to that Committee to investigate my dismissal only brought a response that the Committee had decided to survey personnel policies in Rhode Island Libraries instead." Mr. Flanagan knows that in two letters addressed to him I carefully explained that the newly formed Personnel Committee could not immediately investigate his dismissal because it was engaged in organizing itself, and spelling out its functions, jurisdiction and procedures. As part of this initial organizing effort, the Committee also decided to gather information on current personnel practices and procedures in Rhode Island Libraries because this information would be essential for all of the Committee's activities. I also communicated to Mr. Flanagan the Committee's position, endorsed by the Executive Board, that it would be impracticable and unwise to take up a specific case before procedures and guidelines had been carefully arrived at. I can think of nothing with more potential for damage to the library profession and association in Rhode Island than a hasty intervention by a new committee in any employment dispute (particularly in a case which predates the Committee's existence and is presently before the courts) before careful organization, study and preparation. When the Personnel Committee is ready to perform this function, it must do so in a responsible and credible manner.

Sincerely,

Earl R. Schwass
Chairman
Personnel Committee



We've made the paperwork on over 18,000 standing orders easy to forget.

By joining together a staff of professional librarians with a sophisticated computer system, we've reduced the paperwork on over 18,000 serials, monographic series and sets in progress to just one standing order. We call it the Baker & Taylor Continuation Service.

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Southwest Regional Office
 12860 Hillcrest Rd., Suite 110, Dallas, TX 75230
 (214) 386-2991

Midwest Division
 Gladholt Ave., Mokense, IL 60954
 (815) 472-2444

Southeast Division
 Commerce, GA 30529
 (404) 335-5000

Eastern Division
 50 Kirby Ave., Somerville, NJ 08876
 (201) 722-8000



CALENDAR

The RILA Calendar is maintained by RILA's Continuing Education Committee. If you have a date for any event of library/media interest, please telephone it to Pat Bisshopp, 438-9500, or mail it to her at Meeting Street School, 667 Waterman Ave., E. Providence, RI 02914. All meetings listed here are open to interested members of the library community.

- Aug. 5-9 "On-line Systems: Design and Use," Institute 2., Graduate Library School, University of Rhode Island. Fee: \$200.00.
- Aug. 6-12 "Tritrack Student Media Institute: Seminar on Communication Skills," 10th annual summer program for high school students. For more information contact Tritrack Student Media Institute, Rhode Island College, AV Dept., 600 Mt. Pleasant Ave., Providence, RI 02906.
- Aug. 16 "Career Information," Young Adult Round Table, Warwick Public Library, 9:30 a.m.
- Sept. 11 "Services and Materials for and about Hearing-impaired Library Patrons," Cooperative Juvenile Book Review, R.I. School for the Deaf, 9:30 a.m.
- Sept. 13 "Preview of Children's Films," R.I. Library Film Cooperative, Warwick Public Library, 9:30-12 noon, repeated 1:30-4:00 p.m.
- Sept. 7 RILA Executive Board Meeting, Brown University Library, 2:00 p.m.
- Sept. 24-26 31st Annual Conference, New England Library Association, Wentworth, N.H.
- Oct. 28 "Non-print Materials: Organization, Utilization and Production," Workshop 2., Graduate Library School, University of Rhode Island. Fee: \$30.00.
- Nov. 1-2 RILA 1978 Fall Conference, Sheraton Islander, Newport.
- Nov. 8-11 ACRL First National Conference, Sheraton-Boston Hotel, Boston.



RI LA • SRRT HOTLINE

The RILA Bulletin editors ask local library employers in Rhode Island, Massachusetts and Connecticut to send us news of upcoming openings at any level in their libraries. There is no advertising fee. Write or call Barbara Cohen, Adams Library, Rhode Island College, Providence, R.I. 02908 (telephone: 401-456-8125).

Job-seekers desiring a copy of the most recent monthly Jobline may obtain one by sending a self-addressed, stamped envelope to either of the SRRT coordinators:

Candice Civiak, Providence Public Library, Providence, R.I. 02903
Marcia Hershoff, Woonsocket Public Library, Woonsocket, R.I. 02895

UNIVERSITY OF LOWELL. Head Catalog Librarian. Requirements: MLS, plus at least 2 years experience in LC cataloging, and familiarity with OCLC. Send resume by August 14 to Susan Klingberg, Assistant to the Dean, O'Leary Library, University of Lowell, Lowell, MA 01854. (Boston Globe, 6/18)

BOSTON LIBRARY CONSORTIUM. Coordinator. Responsibilities include monitoring committee projects and coordinating activities, editing newsletter, preparing grant proposals, and monitoring grant projects. Requirements: MLS, administrative ability, at least two years relevant professional experience. Position available October 1, 1978. Send resume by August 1 to: Boston Library Consortium, Boston Public Library, Room 339, 666 Boylston St., Boston, MA 02117. (NYT, June 25)

YALE UNIVERSITY. Western European History Bibliographer. Selects materials in the fields of Western European history: ancient, medieval, and modern. Requirements: Master's degree in history with emphasis on Western Europe, plus further extensive course work/experience in the field required. Ph.D. in history highly desirable. Master's degree in Library Science preferred. Advanced knowledge of French and German, familiarity with other European languages.

YALE UNIVERSITY. Romance Languages Bibliographer. Master's degree in one of the Romance Languages, plus further extensive course work/experience in the field required. Ph.D. in Romance Languages highly desirable. MLS preferred. Knowledge of two romance languages and familiarity with ancient Latin and Greek. Some knowledge of modern Greek desirable.

For both above-mentioned positions, knowledge of method and problems in providing library resources for scholarly research highly desirable. Salary from \$12,750. Send resume and names of three

references by Aug. 1 to Bella Z. Berson, Yale University Library, Box 1603A Yale Station, New Haven, CT 06520. (Chron. of Higher Ed., 6/26)

UNIVERSITY MEDICAL LIBRARY. Serials Librarian. Immediate opening. Responsible for current serials and acquisition of backfiles, and processing. MLS plus previous serials experience required. Please send resume and salary requirements to: G56, Boston Globe Office. (Boston Globe, June 25)

WESTPORT CONN. PUBLIC LIBRARY. Adult Services Librarian. Reference, art reference, reader services, outreach to the elderly. Salary: \$11,469-16,139. Send resume to: Louise P. Kreger, Head of Adult Services, Westport Library, Westport, CT 06880. (NYT, 6/25)

MASSACHUSETTS STATE LIBRARY. Asst. Chief, Tech. Services. Responsible for quality control, oversight of cataloging of Mass. official publications, OCLC terminal operation, some serials cataloging. Requirements: MLS, 2 or more years experience in technical services, including research library cataloging, and/or hands-on experience with OCLC terminal. Salary \$11,738, incr. to \$12,139 Oct. 1, and \$12,539, Sept. 1979, or possibly higher, d.o.e. Send resumes (don't phone) to: A. Hunter Rineer, State Librarian, 341 State House, Boston, MA 02133. (Channel, June)

PROVINCETOWN, MA HIGH SCHOOL. Librarian. Available Sept. 1978. Apply to: Dr. Frederick G. Bardsley, Supt. of Schools, High School Bldg., Provincetown, MA 02657, (617) 487-0560. (Boston Globe, June 8)

FERGUSON PUBLIC LIBRARY, FERGUSON, CT. Head of Cataloging. City of 100,000. Requirements: MLS, experience with Dewey, LC, OCLC, computer applications to book control, minimum 3 years experience, some supervisory. Salary \$14,805-19,413. Send resume to: E. Barbata, The Ferguson Library, 96 Broad St., Stamford, CT 06901. (American Libraries, June)

SPRINGFIELD, MA PUBLIC LIBRARY. Director. Responsible for central library and 8 branches, bookmobile, and Western Regional Public Library System. Allied with Springfield Library and Museum Association. Requirements: Adequate administrative and supervisory skills and experience, ability to design and implement new programs. Salary: \$27,000-32,000. Submit application to Search Committee, c/o L.R. Wallace, 220 State St., Springfield, MA 01103. (Amer. Lib., 6/78)

AMHERST COLLEGE LIBRARY. Head of Technical Services and Systems Specialist. Responsible for ordering, cataloging and processing; and for all library automated systems. Requirements: MLS, 5 years technical services experience, experience with automated systems, supervisory experience. Familiarity with French, Spanish, German and/or Russian desirable. Salary \$16,000-17,000. Apply by August 7 to Willis Bridegam, Librarian, Amherst College Library, Amherst, MA 01002. (NYT, June 18)

WEST HARTFORD, CT. PUBLIC LIBRARY. Director. Responsibility for main and two branch libraries. Community of 68,000. Requirements:

Considerable library experience, proven administrative ability, MLS from ALA-accredited school. Salary: \$23,000-30,000. Send resume and references by September 1 to: Chairman, Library Board, P.O. Box 569, W. Hartford, CT 06107. (NYT, 6/18)

HARTFORD, CT. OAK HILL SCHOOL. Media Specialist in school library. Residential school for multi-handicapped and visually-impaired children and youth. Library serves pupils and professionals. Develop and administer media center for curriculum material. Requirements: MLS, related experience, and familiarity with needs of handicapped children. Min. salary \$14,087. Submit resume to Ruth W. Gilchrist, Administrative Principal, Oak Hill School, 120 Holcomb St., Hartford, CT 06112. (Amer. Lib., May--no deadline listed)

RHODE ISLAND HISTORICAL SOCIETY. Technical Services Librarian. Responsible for all aspects of cataloging the library's collection of print materials. Requirements: MLS, history background, experience with LC cataloging. Some original cataloging experience desirable. Salary: \$10,000. TIAA-CREF plus excellent health coverage. Open Aug. 1. Contact: Nancy Chudacoff, Librarian, Rhode Island Historical Society, 121 Hope St., Providence, RI 02906.

UNIVERSITY OF RHODE ISLAND LIBRARY SCHOOL. To teach in area of Technical Services, including bibliographic data-base manipulation and newer systems of organizing knowledge. Requirements: Doctorate or candidacy, with completion within the year, at least 3 years work in technical services and experience with data base manipulation. Teaching experience desirable. Apply by Aug. 15 to: Dean Bernard S. Schlessinger, Graduate Library School, University of Rhode Island, Kingston, RI 02881. (Chron. of Higher Ed., 6/19)

NEW ENGLAND URBAN COLLEGE. Head Librarian. Additional advanced degree in subject area preferable; plus 10 years experience, 5 years supervisory, budgetary and administrative. General knowledge and variety of skills required to administer this 100,000 volume facility at small New England urban college. Position open this summer. Salary d.o.e. Faculty status. Reply to Box A15-110, The Chronicle of Higher Education. (Chron. of Higher Ed., 6/19)

UNIVERSITY OF VERMONT. Reference Librarian. Provide general reference service, including online bibliographic retrieval. Requirements: ALA accredited MLS, knowledge of at least one modern foreign language, and relevant academic library experience; online searching skills desirable. 12-month position open Aug. 1. Send resume and references by Aug. 15 to Milton Crouch, Asst. Director for Reader Services, Bailey Library, University of Vermont, Burlington, VT 05401. (NYT, July 2, 1978)

ANDOVER-HARVARD THEOLOGICAL LIBRARY, HARVARD DIVINITY SCHOOL. Head Librarian. Library contains 350,000 volumes, has staff of 15. Requirements: MLS and/or library experience; knowledge of several languages, ancient and modern, including German; training in theological disciplines; and experience in administration of a research library. Available after October 1. Salary: \$20,000 minimum. Send resume to: Philip E. Leinbach, Asst. University Librarian for Personnel, Harvard Univ. Library, Cambridge, MA 02138.



To all persons interested in STORYTELLING

JOIN

SHARE-A-STORY

What is it?


SHARE-A-STORY is a storytelling cooperative. Each member will receive information about the other members and the stories they are willing to swap. By joining SHARE-A-STORY, you will be able to give your stories to children in other schools and libraries. Call another member and arrange a swap. You will also gain for your school or library many other opportunities for hearing stories, as your exchange partners come to you.

SHARE-A-STORY will be in bloom from October through December, 1978.

PRUNE HERE ↓

How do I join?

Just fill out the bottom of this sheet and return it before September 1, 1978 to the address given below. During September, you will receive your SHARE-A-STORY catalog, including information from the other storytellers who have joined.



My name is

I work at (please include the address)

My telephone number is

I can tell the following story/stories (please indicate the appropriate age level, if any; use the reverse for additional information)

My source/sources are

I could come to your library on (please give days of the week and/or times)

I am willing to travel to (give the approximate distance or time you could travel)

Plant a SHARE-A-STORY seed now. Return this part of the sheet to

In the Fall, you will receive your new catalog of SHARE-A-STORY programs available to you if you're willing to swap.

Dorothy B. Frechette
Supervisor of Young Readers' Services
95 Davis Street
Providence, RI 02908

HARVARD COLLEGE LIBRARY. Head of Slavic Department. Reports to the Librarian of Harvard College; responsible for administration of the Slavic Department and development and oversight of one of the largest Slavic collections in the Western world. Requirements: MLS or equivalent; strong educational background in Slavic studies; knowledge of several Slavic languages; extensive experience in Slavic librarianship; and administrative experience. Salary: \$17,200 minimum. Send resumes to: Philip E. Leinbach, Asst. University Librarian for Personnel, Harvard University Library, Cambridge, MA 02138.



REACH OUT: THE COLUMN OF RILA'S
OUTREACH COMMITTEE

Lydia Bragger of the Gray Panther Media Watch Task Force is an ideal spokesperson for the cause of the elderly. She is actively involved, eloquent, beautiful and 75 years of age. Her message to the rainy May 25 conference at Bryant College on Working with the Elderly carried the prevailing theme of the need to overcome stereotyping of the old and support them in their needs for social, physical and economic interaction with society. Twenty-three million people in the United States are over 65 of which 75% are quite fit and live at home. With those statistics in mind we should banish forever myths that call the elderly sick, boring, rocking chair bound (as often seen in children's books), forgetful, senile, asexual, incompetent and disoriented. While these myths are perpetuated, in part, by children's books they are more pervasively dramatized in television programs and commercials. Archie Bunker and Carol Burnett have been under attack by the Gray Panther Media Watch Task Force for portraying old people in comedy sketches that are devastating distortions. One of Mrs. Bragger's roles in the Gray Panther organization is to point out to television executives their inaccuracies upon which promises to discontinue showing certain offending episodes are made and either kept or not kept. In the case of the program "All in the Family" she is on the brink of an F.C.C. confrontation if a particular episode is continued in reruns.

Mrs. Bragger's message was the keynote of a conference that was unable to meet her challenge in practical terms. Worse, some of the stereotyping that she spoke of was frequently seen to be well and truly incorporated in the expressed attitudes of those present. In the portion of the conference devoted to innovative programs for the elderly it was discovered that librarians are willing enough to convey books to the homebound but differ on method and underlying theory. Books-by-mail is advocated by those who fear being detained inside the home for a non-library service while the Parnassus-on-Wheels type of service found many advocates who favor meeting individual needs on

a personal basis. The potential for a professional response to homebound library needs is certainly in the latter service.

During the segment of the conference called "A Positive Look at Older Americans" we were shown a negative film about older Americans titled "The Bag Woman." Two elderly women were portrayed as being piteous, pitied and scorned with their actions pretty much limited to snoring and park walking, an unpositive, one dimensional view of old people. The teenager in the film had more going for her as she grew from a sullen girl to a sensitive one. Certainly the action was on her side while the old ladies were mere recipients of good deeds. Another film was a hopeful and funny animated vignette that portrayed an elderly woman busily embroidering an immense cloth while a skeleton, Death, watched and waited nearby. With Death exhausted and prostrate the magnificent cloth became a handy shroud as the woman moved on, one can believe, to other projects and good works. Not a "scene we'd like to see" but a scene we do see when we look beyond the myths and stereotypes of the elderly that exist in our culture.

Carol Gallant
Greenville Public Library

Debbie Brennan, RILA Outreach Committee, sends along an Aging Awareness Test which was provided by the North Kingstown Senior Center as a hand-out at the Conference. Test yourself. Answers on page 26.

Circle T (true) or F (false) in front of each of these statements:

- T F 1. Aging begins at 60.
- T F 2. Different parts of the body age at different rates.
- T F 3. Eight of every ten older Americans have one or more chronic diseases.
- T F 4. The senses of touch, pain, taste and smell are all reduced in older people.
- T F 5. Visual and hearing impairments are common among the elderly.
- T F 6. Most older people no longer have any sexual activity or desires.
- T F 7. Malnutrition is common in older people.
- T F 8. Most elderly are fearful of death.
- T F 9. Many older people do not take care of their health for economic reasons.
- T F 10. All people become senile when they get old.
- T F 11. Older people have poor memories.
- T F 12. The most common problem of old age is depression.
- T F 13. Most old people can adjust to new situations.
- T F 14. Old people are too set in their ways to learn.
- T F 15. The elderly may be more upset by a learning task than younger people, particularly when speed is required.
- T F 16. Older people withdraw from social activities and prefer to live alone.
- T F 17. The lack of relevant and useful things to do is a problem for older people.
- T F 18. Transportation is not a problem for most older people.
- T F 19. Sensory deprivation and loss of mobility tend to isolate the older person.
- T F 20. Ninety percent of older people are registered to vote.

- T F 21. There are three women for every two men over age 65.
T F 22. Ninety-five percent of older people live in the community.
T F 23. Most of the aged are lonely and isolated from their families and other social relationships.
T F 24. At age 80, more women are widows than at age 65.
T F 25. Thirty percent of the elderly live in hospitals, nursing homes and other institutions.
T F 26. An older person can no longer contribute to society.
T F 27. Old people have the same needs as younger people.
T F 28. Most old people are much alike.
T F 29. Older people are fault-finding, demanding, complaining, irritable, and suspicious.
T F 30. People become more interested in religion as they grow older.
T F 31. Most of the elderly are dependent on public support.
-



NEW PUBLIC LIBRARY ARCHITECTURE
IN RHODE ISLAND
- by Judith Plotz

In the struggle to provide library services--with shrinking budgets, staff cuts, cuts in hours and program cuts being common news--librarians often feel they are facing rising flood waters--the Flood of Ignorance? In spite of this feeling, there is solid physical evidence around the state of Rhode Island that libraries are valued. In fact, they are growing bigger and better by community demand. This physical evidence is the new library construction completed in recent years.

This group of reviews of five library construction projects is meant to be a milestone showing how far we've come, and a source of ideas to those people who are planning for library construction. Five very different situations unfolded in my interviews with the librarians involved in these building projects. Two libraries, Woonsocket Harris Public Library and North Kingstown Free Library, were constructed as completely new buildings. Warwick Public Library's construction was remodeling of a library building. Cumberland Public Library took on the job of remodeling a building not used as a library before. Narragansett Pier Free Library's new building incorporated the original library building.

There is variety in size and cost, but too much difference in circumstances to infer a ratio between size and cost. From the information here one can estimate the costs of future construction only in a very rough way.

It may be more helpful to get an idea of the kinds of problems to be solved in the course of planning library construction. The first problem is to muster community support for the project. This subject is addressed more fully in an article by social psychologist Wallace Reid in this Bulletin issue. In most cases in Rhode Island the city or town must pass a bond issue for the full cost of the project. After this demonstration of interest, the library may apply to the Department of State Library Services for state and/or federal reimbursement. A "Construction Project Application" form is available from DSLS with details on this procedure.

More directly related to the building process itself . . . structural problems challenge ingenuity, particularly in remodeling projects. Cumberland is the model to look to if you have a remodeling job to tackle. After the planning stages, it's a good idea to keep up a close relationship with architects and contractors. There is opportunity for revision to meet library needs which might have been unforeseen in planning. For several of these libraries, library staff and construction workers coexisted for several months. One librarian said that regular library work going on around them made the construction workers realize the building was needed and they ought to hurry and finish it!

In more than one case, the money available proved to be less than the cost of the project as originally planned, and the plans had to be scaled down. A wily administrator might start with a plan including "extras" which can be sacrificed later, with the result a building that meets actual needs. A bargaining situation seems to be in effect here.

Finally, after great effort has been expended and the project is completed, staff and clientele can enjoy the improved facilities . . . and go on dealing with the issues concerning collections and services within the building.

R.I. LIBRARY CONSTRUCTION: COMPARATIVE DATA

	Woonsocket	N. Kingstown	Cumberland	Warwick	Narragansett
Size (in sq. feet)	14,820	18,000	19,782	36,000 (5,500 increase)	6,000 (4,500 increase)
Cost	\$900,000	\$1,300,000	\$650,000	\$750,000	\$283,000
Dates					
Start of construction		June 1974	1974	July 1976	March 1977
Opening	late 1973	Dec. 1975	March 1976	Sept. 1977	Oct. 1977
Architect	William Warner, Exeter, RI	Architects' Collaborative, Cambridge, MA	Edward P. Denning, E. Prov., RI	Robinson Green Beretta Corp., Prov., RI	Edward P. Denning, E. Prov., RI
Library Consultant	Kenneth Shaffer	Frank Keough	James S. Healey	Nolan Lushington	Nolan Lushington

Opposite: Woonsocket Harris Public Library



WOONSOCKET HARRIS PUBLIC LIBRARY

*Interview with Charles F. Moore, Director
and Marcia R. Hershoff, Reference Librarian*

- by Judith Plotz

The Woonsocket Harris Public Library is located in downtown Woonsocket in an area of considerable public and commercial new development. The overall design of the building consists of simple geometric shapes: rectangular blocks, wedges, and round arches, reminiscent of children's building blocks. The outside walls are brick. Right away one notices the round clock face, and under it a large fan-shaped window. Coming closer one sees the main entrance: a single wooden round-topped door. It is probably the most modest-sized entrance of any public library. Its effect is to welcome rather than to overwhelm those who come.

Inside, the walls are of natural-colored gray cinder block. Cylindrical cement pillars are the structural supports in the large public areas. There are large floor-to-ceiling windows in the periodicals reading area to the front of the library, behind the reference desk to the back of the library, and in other places. The windows look out on pleasant gardens that surround the library. The predominating colors, aside from the neutral gray of the walls and carpeting and the high, wood panelled ceiling, are yellow, orange, brown and green. Tables and desks are of wood with formica tops; chairs are of wood, and some are upholstered in the colors mentioned. Shelving for book stacks is metal, most of it a dark orange color. The building consists of a large main floor and a smaller mezzanine/second floor, part of which is open to the floor below, and part is enclosed. The overall impression is of a spacious, attractive library.

As one enters the library one sees the large main public area ahead. Immediately to the left are two unusual features: a coat room and a large cork bulletin board for community notices. To the front of the library both to the left and right are current periodical reading areas. Ahead to the left is the circulation desk and to the right are the card catalogs. There is also an area for mounting displays--not in use at the moment. Beyond the catalogs is the reference collection. Straight ahead, to the back of the library is the reference desk, and behind it comfortable seating and equipment for listening to records and radio. To the left and right are wings housing the main book collection. Above the central area is the open mezzanine. A free-standing cement staircase leads up to it. At present this area is not open to the public and is used for storage. The children's room is to the left at the front of the library. It has its own mezzanine adjoining the central mezzanine. At present the children's area mezzanine is used for special children's programs, such as crafts and story hours. To the right, front of the library is a meeting room/historical collection room, and area for staff, consisting of a small work room, secretary's office and director's office. Upstairs is a larger meeting room where movies and other programs are held. Across the hall is a staff lounge and simple kitchen.

This building was brought into being largely through the

efforts of the former librarian Doris Chapdelaine and chairman of the Library Board of Trustees Ruth Jellison. A bond issue funding the project at \$900,000 was passed by Woonsocket. Eventually the city paid half the cost and the other half came from a mix of federal and state funding. Kenneth Shaffer, on the faculty of the Simmons School of Library Science, was asked to serve as library consultant. The architect chosen to design the library was William Warner of Exeter, Rhode Island. The building was completed in late 1973.

In spite of the beauty of the building, it has several drawbacks which come to attention in practical library operation. The chief problem is lack of non-public work space for the staff. The work room has only two desks and is too full with the activities of ordering books, journals and records, processing materials received, withdrawing items from the collection, etc. Cataloging is done in a small area behind the circulation desk. The children's area includes a cubby hole for the children's librarian. The staff joke that each member has a drawer to keep work in. They actually need desk and storage space.

Space for books is not a problem. Seating space for library users runs short, particularly in the evenings during the school term. The library is heavily used. It is in walking distance from some schools and bus routes are convenient. The parking lot is often filled to capacity. Director Chuck Moore points out that the sign posting the name of the library is hardly noticeable. He is thinking of installing a new sign in a highly visible place, perhaps with space for announcing special events at the library.

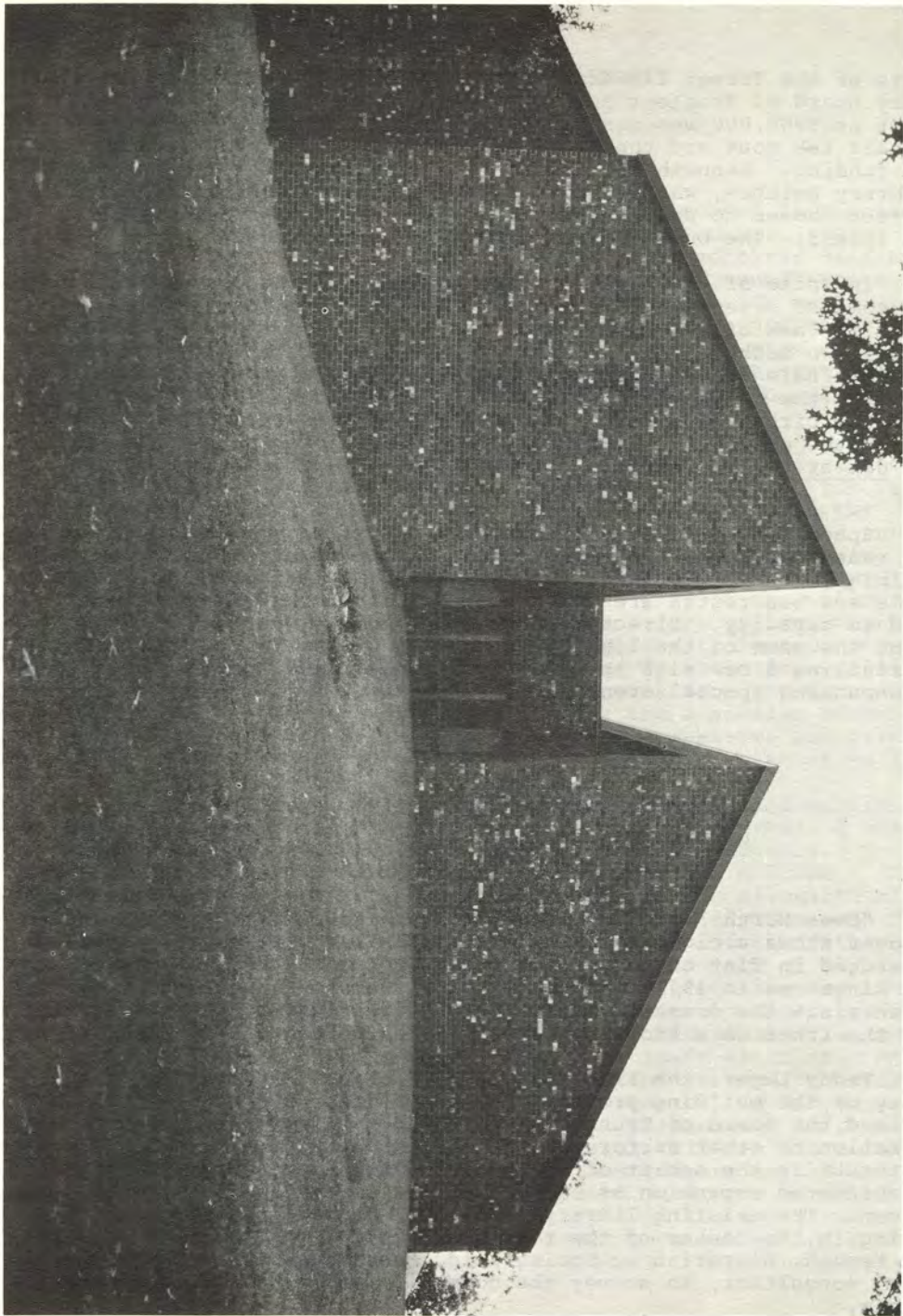
NORTH KINGSTOWN FREE LIBRARY

Interview with Edna Lager, Librarian

- by Judith Plotz

"Does North Kingstown need a new library?" asks a pamphlet. The cover shows a close-up of three bookshelves with books jammed in, some wedged in flat on top of the rows. Evidently the voters of North Kingstown in 1971 voted "yes" in answer to the question. Today one can visit the dramatic modern North Kingstown Free Library rising above the trees on a knoll by Academy Cove in the town of Wickford.

Teddy Lager, the Librarian at North Kingstown, told me the history of the building project. It was a joint effort by the library staff and the Board of Trustees of the Library, with the interest and cooperation of other sectors of the town government. This broad base of interest is the secret of the success of the project. The library had considered expansion as early as 1968, because of the growth of the town. The existing library was small, housed in a Greek Revival building in the center of the town of Wickford, right on the harbor. Frank Keough, Librarian at Springfield, Massachusetts, was hired as library consultant, to survey the community and its need for library services.



The Board of Trustees was active in working for a new library. They developed the pamphlet described above, and distributed it widely, speaking at Lions Clubs, garden clubs, etc. One trustee is an architect. He selected a few firms working in different design styles for the Board to choose from. They selected the Architects' Collaborative of Cambridge, Massachusetts, which drew up a modern design with a wedge-shaped roof and clerestory windows. Here the library building project ran into tactical trouble. There was some feeling in the town that the library should be built in colonial style, to match the beautiful historical area of Wickford. The architects claimed that colonial style would look absurd for a building as large as the new library should be. The old library hadn't been colonial--why should the new? The "colonial" faction was won over, and the modern design was chosen.

A bond issue for \$1.3 million was passed in 1971. The library applied for LSCA funding, and received one-half the amount needed in a mix of federal and state funds. Bids on construction were received from contractors, all too high for the funds allocated. Accordingly the architect scaled down the building, shortening the children's area by one bay, and sacrificing some other features. The final size of the building is 18,000 square feet. Construction began June 1974, and the new library was opened December 4, 1975.

The library is located a short distance from the center of town, across a saltwater cove. A footpath leads through a wooded area from the town center. A road a parking lot provide for cars. The library is situated well above flood level, a welcome difference from the old building.

I toured the library with Teddy Lager. The building is shaped in a wide V, two stories high. One enters on the upper floor, stepping first into a gallery, which has a tiled floor and spotlights for displays. To the right it leads to a staff area including the librarian's office, a large well-organized technical services office, and a staff lounge. To the left the gallery leads to a high-ceilinged meeting room, carpeted, with double drapes for movie screenings. Straight ahead from the gallery is a main reading area with large windows looking out on woods and water. At the right is the circulation desk and at the left, a staircase to the lower floor. The large main area of the library is a series of bays alternating low-ceilinged areas with high-ceilinged areas where one looks down from the main floor to the lower level. This design gives a feeling of spaciousness or privacy according to each person's choice.

The children's area is on the main floor to the left, near the meeting room, where the children go for storytelling. The children's librarian has a desk there. The staff regret that the budget limit required a cut in the size of the children's area, since the demand on it is heavy and growing. The fiction and large print collections are also on the main floor.

On the lower level is the reference collection and non-fiction

Opposite: North Kingstown Free Library

collection, with the reference desk. A special room like a display case, with a glass wall, holds the historical collection. Besides books on local history and genealogy, there are oil portraits, a silk-embroidered picture, a clock, and other treasures. There are fire exits on this level, and OSHA regulations required that some shelving be moved to provide clear access to the doors.

The library is furnished throughout with handsome oak pieces. Some were custom made by John Adden in Boston. The oak desks and filing cabinets were bought from Peabody Office Furniture. The shelving comes from Andrew Wilson. The public areas are carpeted in a pleasant burnt orange color. Several burlap-surfaced movable screens are used for displays. There was an exhibit of art by middle-school children when I visited.

The library staff are happy with the new building, but are quick to point out its shortcomings. The chief of these concerns noise. Since the main area is in reality one large room, there can be no "noisy" area and "quiet" area, says Reference Librarian Susan Berman. Wednesday afternoons the children come after school and they can be heard all over the library. Also the tiled gallery area echoes footsteps and voices. Another problem is that the circulation desk area is too warm. The ceiling is low over it, so the lights are close. Maybe the activity there is intense, and that warms the atmosphere?

Teddy Lager remembers the friendlier atmosphere of the old library, where there was one desk for everything. Now there are staff desks on two floors, aside from those in the non-public areas. People say to Teddy Lager, "I missed you last time I came!" Administrative work takes more of her time. Architecture expresses the growth of the library. I noticed, though, that Teddy Lager still knows the library patrons very well, in spite of the changes.

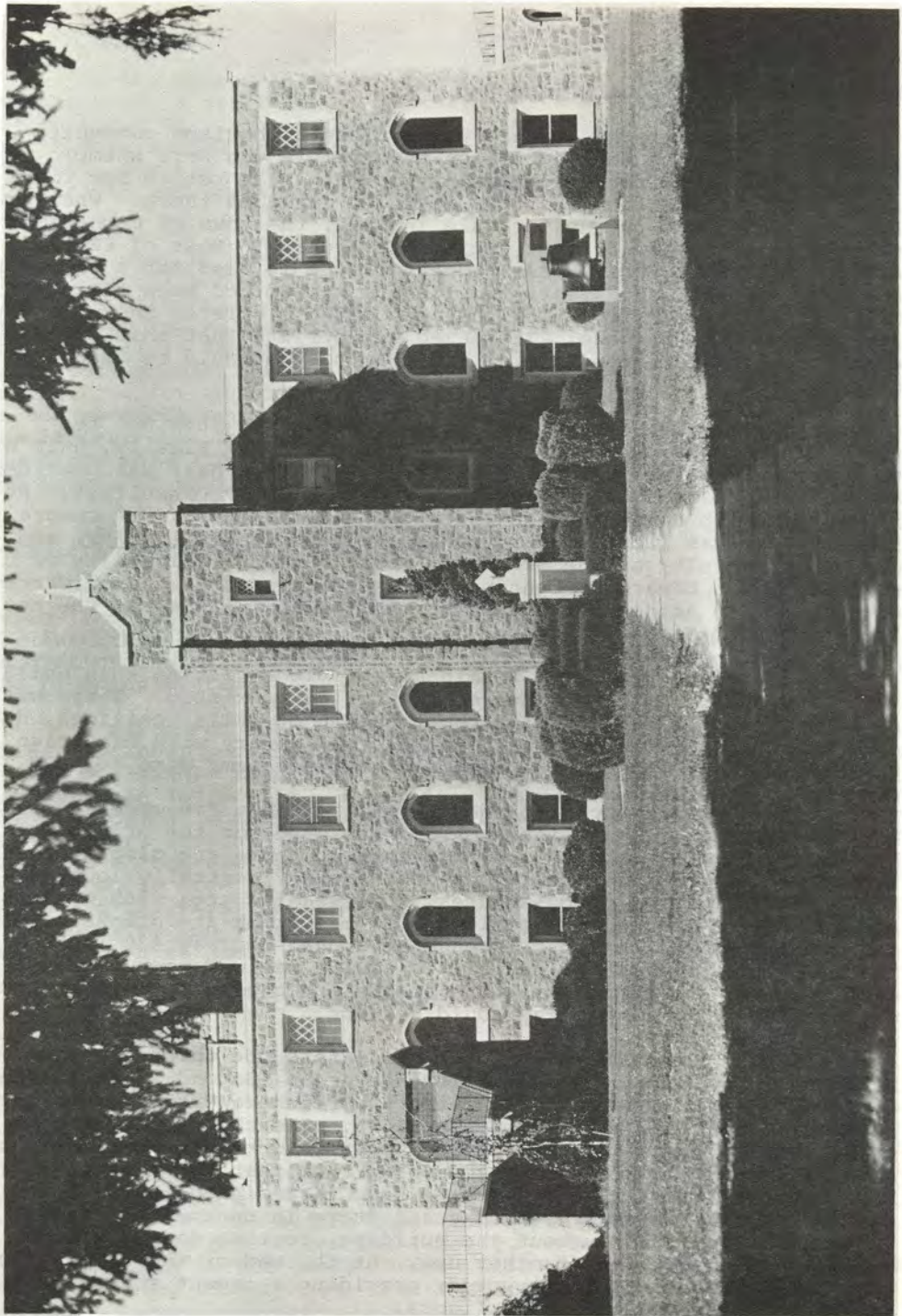
CUMBERLAND PUBLIC LIBRARY

Interview with Martha Bullard, Director

- by Judith Plotz

The Edward J. Hayden Public Library, which houses the main Cumberland Public Library, is surely the most unusual, architecturally, in the state. One approaches it through a lane arched over by trees, and it appears set on a wide field, at first glance like a medieval ruin. In fact, the library was established in what remains of a Trappist monastery. The monastery was damaged by fire in 1950. The main sanctuary and spire were destroyed; what remains is the ground floor below the sanctuary, and the three story building behind it. The library occupies the ground floor and basement below the sanctuary and the first and second floors of the adjoining building,

Opposite: Cumberland Public Library



an area of 19,782 square feet.

The monastery had been a part of the Cumberland community since 1900. During the Depression townspeople who were unemployed cut and laid stone for the monastery buildings in return for food. Later parishioners from the town attended services there. When the large property was put up for sale in 1972, the town of Cumberland asked for and received first option to purchase. Most of the land remains wild as a Green Acres preserve; some is used for a school for special children. For years the library system had been trying to build a central library. Now the town council offered the monastery building for the purpose. It seemed appropriate that this building, with its history in the life of the community, should be used for the public.

In 1973 a bond issue was passed, providing \$650,000 for renovation of the building to meet library needs. Finally, half of this amount was received from federal funding and half was provided by the town. James S. Healey was hired as library consultant. He had worked with Cumberland as early as 1966 on plans for a central library. He was librarian at the New Bedford Public Library, and was on the faculty of the Graduate Library School, University of Rhode Island. Edward P. Denning and Associates of East Providence were chosen as architects. Construction began in 1974 and the new library opened March 7, 1976.

The architects faced formidable problems fitting this building to library use. No blueprints of the building existed. There was no way of knowing the interior construction of walls, ceilings, duct systems, support columns. As I toured the library with Librarian Pat Bullard, she showed me how some of the problems were solved.

The main entrance includes a ramp suitable for wheelchairs. The entrance is built of the same granite used for the original building, locally quarried. As one enters, there are display cases to each side, and the circulation desk facing, centrally located. To the left, in a large circular area, is a reading area with windows looking out on fields and woodland. To the right are stacks holding the adult book collection. Through an arched doorway (30 inches thick, as are most of the walls!) is a wide hallway now used as closed stacks for magazines. The stacks are closed by a light louver door so the original doorway could be kept.

Beyond the circulation desk one enters the three story building. The next room is a reference area. Beyond it is a larger children's room. One can also reach the reference room and children's room through a wide hallway on the right. The children must take this route--a large cheerful plywood mouse blocks the door between reference and children's rooms, warning them that the reference area is quiet-territory! The children's room is designed around four central support columns. Columns and ducts in unexpected places required planning throughout the building, cutting down the area available for shelving or other use. At the end of the children's room a fire tower was constructed, providing a cement staircase fire exit for the second and third floors.

On the second floor are the librarian's office, a trustees' meeting room, a staff lounge and kitchen, and a large meeting room for the public. This room retains some of the flavor of the monastery, having dark wooden beams under the ceiling and arched stained glass windows. Now the room is floored with linoleum tile. Pat Bullard is planning to add carpeting to improve acoustics for meetings and movie screenings.

We went up to the third floor by the bell tower staircase. The bell still hangs there. It is rung for story hour. The third floor was originally included for renovation for the library, but this proved impractical. The designers realized half the area was not fire-safe. The original funding would not cover work on the third floor because of rise in prices between the time of planning and contracting for construction. Even book storage, without renovation, is not possible because the floor would not bear the weight. Finally, the library does not need the space at present. Pat Bullard says it may prove more economical to extend the ground floor than to renovate the third, if expansion proves necessary.

Technical services is housed in the basement, under the circulation desk area on the main floor.

The entire library area is painted in bright or pastel colors: yellow and light green, shades of orange. Most areas are carpeted. The furniture is of wood, purchased from John Adden in Boston. Renovation included completely new heating, air conditioning, wiring and plumbing systems.

I asked Pat Bullard's opinion of the whole project. She thinks the best possible arrangement was chosen, given the peculiarities of the building. There had been a choice of where to allocate room for children and adults. A children's room downstairs in the basement was considered (where technical services is now located), but finally the planners thought children should not be "demoted," and the children's room was put on the same level as adult areas. Supervision of the public area is difficult because of the many nooks, corners, rooms and hallways, and limited size of the staff. The overall result is a cheerful and lively place where Cumberland people evidently feel welcomed and at home.

WARWICK PUBLIC LIBRARY

Interview with Richard W. Robbins, Librarian

- by Judith Plotz

The present Warwick Public Library was dedicated May 1965. Both the building and the library collection and services it housed were completely new; before that time Warwick was served by several small libraries but no central library. Plans for this library had been developed in the early 1960s. With Warwick's population growth and increasing library use, the trustees started to consider expansion

as early as 1966, a year after the new library opened. They discussed the possibility of an extension of the existing structure, or an additional separate building, but finally judged the best solution to be interior remodeling to make full use of the existing space in the present building.

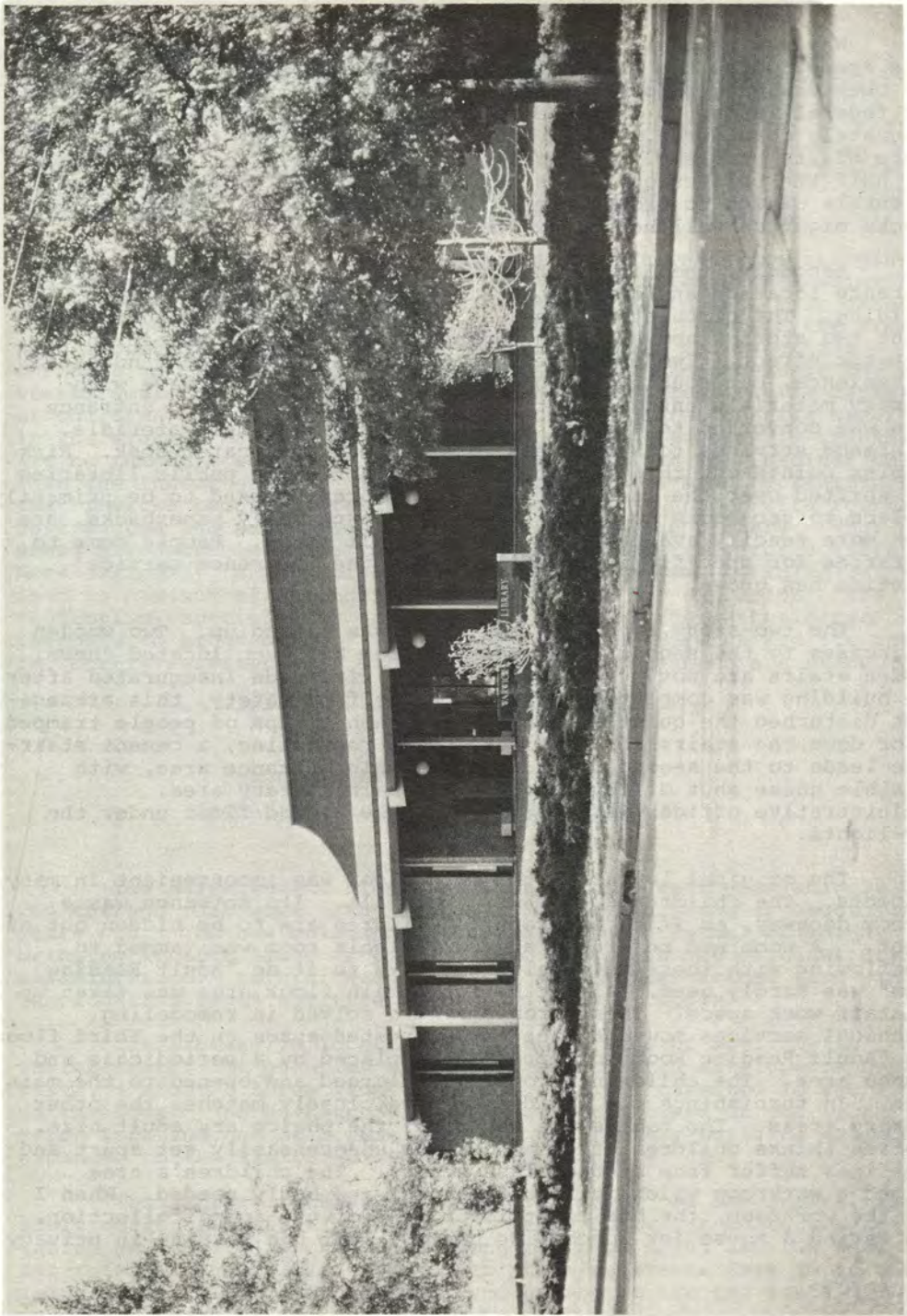
I visited Warwick Public Library in May 1978. My first impression was of a long, low building with a big sombrero. The roof conceals two smaller floors above the large main floor. The building is of brick, with a few narrow windows. One enters through the main door which faces an ample parking lot behind the library. The doors slide aside automatically, and the first view is of a beautiful polished wood floor and an indoor garden with trees, hanging plants, and a small fountain. From here one can see all the major parts of the public area which occupies the main floor. On the right is the children's area; then a display area shelving sports and crafts books; beyond this are the magazines and art collection, with lounge seating. Straight ahead and centrally located is a large four-sided reference desk; beyond it is a study room with financial materials. The card catalogs are nearby, and beyond them carrels and reference stacks. Main collection stacks take up the left hand area. The circulation desk is close to the entrance on the left.

The overall color of the public area is a pleasant quiet beige. Furniture upholstery and stack end-panels add accents of yellow and orange. Easily readable signs in dark brown and white point out areas for Reference, Circulation, Non-Fiction, etc. The lighting is both fluorescent and incandescent, giving variety to different areas. Spotlights are available for lighting art exhibits. The choice of furnishings provides a harmony throughout the library.

The second floor houses two meeting rooms, each with its own projection room, administrative offices, the Rhode Island Library Film Cooperative, and the boiler room. The third floor consists of a large room above the Film Cooperative for library technical services. This, briefly is the layout of the Warwick Public Library.

Knight D. Robinson, of the architectural firm of Robinson, Green and Beretta, designed the original building. It provided 30,500 square feet of space and cost \$600,000. The source of funding was one-half federal and one-half city (raised by bond issue). The same firm, now The Robinson Green Beretta Corporation, was asked to plan remodeling. Dana Newbrook was the chief designer on the project. Nolan Lushington, of the Greenwich, Connecticut Library was hired as library consultant. The remodeled library provides 36,000 square feet of space (an addition of 5,500 square feet), and cost \$750,000. Half of this amount came from the state, and one-half from the city of Warwick, by bond issue. Planning for remodeling began in 1973. In June 1975 the city bond issue funding the project was passed. Construction began in July 1976. The remodeled library was dedicated September 1977. In the course of construction the library was closed two months.

Opposite: Warwick Public Library



Why was remodeling necessary? In short, the library needed more space. Also the original plan had several shortcomings. It had been designed before a librarian was hired, in haste to qualify for federal funds, so the needs of a functioning library were not adequately considered. In living with the building, the staff became aware of its problems. The original design called for closed stacks for half the collection. This was unacceptable: today's library clientele expect to browse freely in the collection. Books in closed stacks might as well be non-existent.

Secondly, the library had two entrances: one in the present entrance location and one opposite, at the street side of the building. The circulation desk was located in between, under a sky-light two stories above, which somehow failed to have the intended dramatic effect. Two entrances, in practical terms, meant no extra convenience, but double the opportunity for people to leave with library materials unsigned out. In remodeling, the front entrance area was converted to a quiet study room for financial materials. Reference services took over the large centrally located desk. Rick Robbins points out that the emphasis of function in public libraries has shifted over the last fifty years. Libraries used to be primarily a place to get books to read. Now books, especially paperbacks, are much more readily available in stores of all kinds. People come to libraries for specific information. Thus the reference service function has grown.

The two-story area with sky-light was closed up. Two wooden staircases to the second floor meeting room had been located there. Wooden stairs are not permitted under the fire code inaugurated after the building was completed in 1965. Aside from safety, this arrangement disturbed the quiet in the library when groups of people tramped up or down the stairs for meetings. With remodeling, a cement staircase leads to the second floor from the main entrance area, with possible noise shut off by doors to the main library area. Administrative offices were fitted into the second floor under the sky-lights.

The original layout of the main floor was inconvenient in many respects. The children's room was too small. Its entrance was a narrow doorway, as if to indicate: "Children are to be hidden out of sight." A combined reference and periodicals room was jammed to overflowing with these materials, and next to it an "Adult Reading Room" was hardly used. Almost half the main floor area was taken up by staff work space. These problems were solved in remodeling. Technical services moved to the newly created space on the third floor. The "Adult Reading Room" disappeared, replaced by a periodicals and lounge area. The children's room was enlarged and opened to the main area. In furnishings the children's area closely matches the other library areas. The tables are the same; the chairs are adult size. Robbins thinks children often tend to be unnecessarily set apart and sometimes suffer from second-class status. The children's area gained a workroom which it lacked before, and badly needed. When I saw the workroom, the boa constrictor, one of the animal collection, was having a mouse for lunch. We hastily left him to dine in privacy.

Lastly, the circulation desk was relocated to the side, by the entrance. It includes a low counter with seats, so new patrons can be made comfortable while they fill out an application for a library card. The desk has ample non-public space behind for the many operations associated with circulation. Before, these had to be done in public, leaving patrons to think, "Why is this staff person ignoring me when I want books checked out?" Now, any staff person visible at the circulation desk is there ready to be at service.

It is evident that much time and thought went into the planning for changes in the Warwick Public Library. I asked Rick Robbins if he is satisfied with the work, or whether he would make more changes. He says the acoustics are still not good enough. Most of the areas were carpeted in remodeling, but there are still too many hard surfaces to bounce sound. The colored formica end-panels of the book stacks could be replaced by wood or burlap surfaces. Noise because of children is not a problem. In remodeling, carrel seating was lost in the stack areas--this may be a shortcoming. Robbins is thinking (if he remodels again) of something more dramatic and imaginative than the indoor garden: a "paperback forest," a kind of sculpture that invites people to read. Incidentally, the garden with fountain cost \$4,000 and was donated by the Friends of the Library. That seems a reasonable price for such an unexpected treat for a library. More seriously, a potential problem is that now the building is being used to maximum efficiency, there is no room for expansion. The auditorium especially is on the small side for the enthusiastic response to programming. The future growth of Warwick and its interest in library services will determine if further changes are needed.

NARRAGANSETT PIER FREE LIBRARY

Interview with Katherine Winslow, Librarian

- by Judith Plotz

The Narragansett Pier Free Library is a weathered-shingle Cape Cod cottage that grew. The original library building is about fifteen years old. The new building incorporates the original building, bringing it from 1,500 to 6,000 square feet, but the original style is maintained: natural wood shingles and shutter-framed sash windows. The addition rises a little higher and adds a cupola.

The library is located at the crossroads of activity in Narragansett. It occupies a part of the recently developed shopping plaza, a stone's throw from the beach. I half expected to see a sign on the door: "No bathing suits and ice cream cones in the Library." Prime location can be a restriction: the library building has now expanded to the limits of its original property.

The library consists of one large room. As one enters, the adult collection area is ahead. It has a central reading area with tables and chairs, book stacks along the back wall, and low shelving for reference materials. The circulation/reference desk is to the left, in the center of the room, and beyond it are two staff offices.

To the front of the library is the children's area. This area was the original library. There is a small mezzanine for storage above the adult area.

The library was begun privately by a library association, and for many years has had running expenses paid by the town of Narragansett. The opportunity arose to receive federal money to expand the library. To take advantage of it, the association formally sold the library to the town. Money was provided through Municipal Development funds for communities of under 10,000 population, as a Municipal Block Grant.

Nolan Lushington, Director of Greenwich, Connecticut Public Library, was hired to be library consultant on the project. The architects were Edward P. Denning and Associates, of East Providence. Construction was begun March 1977, and after closing for two weeks for moving, the new section was used beginning in October 1977. Construction continued, and when I visited in June 1978 a few details remained unfinished. A gift to the library, a weather vane, was not yet mounted on the cupola. The cost of the addition was \$283,000.

The entire library is carpeted in green. The furnishings are a dark wood color, with a formica-type surface. The stacks are metal and have rows of florescent lights mounted over the aisles. Librarian Katherine Winslow is not satisfied with some of the other lighting arrangements. The central reading area is lit by carriage-lamp-style fixtures which are hard to clean and don't give enough light. These can be changed. Also, display spotlights were mounted without considering where displays would be hung. One group of lights are by the entrance where a magazine rack is permanently installed.

The total effect of the change has been to create the feeling that this is a "real library" now. Before there was not much room to sit down. People came to get books and left. It is too early to judge the impact of the addition for library users, but circulation continues to increase.

Answers to the Aging Awareness Test on page 10:

1. F; 2. T; 3. T; 4. T; 5. T; 6. F; 7. T; 8. F; 9. T; 10. F; 11. F; 12. T; 13. T; 14. F; 15. T; 16. F; 17. T; 18. F; 19. T; 20. T; 21. T; 22. T; 23. F; 24. T; 25. F; 26. F; 27. T; 28. F; 29. F; 30. T; 31. F.



THE SELLING OF A LIBRARY
OR
HOW TO SECURE TOWN FUNDING BY REALLY TRYING
by Wallace K. Reid © 1978*

Probably every reader has experienced the frustrations of cramped quarters for their library, desperate need for major renovations or additions, and corresponding town attitudes ranging from indifference to antagonism over any further expenditures for library services. Some of us have been more successful than others in securing additional funding, and, if we are lucky, we tend to call it strategic planning. This article is an attempt to avoid having to depend upon luck, and an analytical and "scholarly" approach to the selling of a library.

Most obvious to such a task is the realization that attitudes have to be changed within the community if funding is going to be secured for additional services and buildings. You need warm bodies who will vote "yes"; you need people who have been persuaded that a library is an important part of any community, people who are prepared to spend a considerable amount of money for such a project. In order to accomplish this task of attitude change, four areas of strategy must be identified, analyzed and controlled: the Target needs to be identified (who are the people we need to persuade?); the Communicators need to be selected (who is going to do the selling to the Target?); the third area is the Communication (what has to be said and how should it be said?); and finally, the fourth factor is called Situational Factors (where do you want to have the town meeting, what is the appropriate timing, etc.?).

While this article is primarily on the process of attitudinal change, illustrations will be made from this author's experience as Building Committee Chairman for the Terryville Connecticut Public Library. This town of 10,500 recently funded over one-half million dollars for an addition to their library which tripled space and services to the community.

Let's start with the Target. Historically, you need to know the voting patterns of the community over a considerable span of time. You have to go back in town meeting records to discover what their sentiments have been at any town meeting or referendum about the expenditure of considerable amounts of money. In Terryville, for instance, in 1969 a Library Building Committee presented a total plan for a major addition to the library before the townspeople, only to be voted down at that meeting by two votes. A petition was made and

*Dr. Wallace K. Reid is Associate Professor of Sociology and Psychology at Mattatuck Community College, Waterbury, CT.

four months later another town meeting was held on the same subject-- and this time they were voted down by fifty-four votes. Upon review, we could assume that the library was not a priority item on the community conscience.

Why did they vote it down? Analysis of the voting record indicated a number of reasons for rejecting the new addition: one could have been that they have good arguments against it. Townspeople interviewed said they needed a firehouse or a town-hall more than a library. This is called repudiating the arguments of the committee. Again, they could have rejected the arguments, the affective component of an attitude where emotion overrides logic. We discovered that in both town meetings there was no voice of opposition. Their minds had been made up before coming to vote. Another reason for their negative vote could have been derogation of the source of the information: lack of respect for those who wanted an addition. This did not seem to be the situation at either of the two town meetings. The final factor could have been distortion of information: were they sifting out the information and choosing only these facts that would not confuse them and their preconceived ideas?

You see, there can be four ways in which a town could be deeply antagonistic to any proposal you might make towards major expenditures for a new library. You have got to do a little analysis on it, really! You have got to know where your target is, otherwise you are shooting in the dark. In Terryville, we discovered that they were logically repudiating the argument, and also rejecting the argument because the original design did not seem to be "Colonial" enough. I have used this illustration to indicate how important it is to draw out from the town the attitudes of its people about their library. In that town it was a deeply entrenched community who had twice rejected this bond issue, and each time with more negativism than before. In such a situation, attitudinal change becomes a challenge.

You need to know how difficult it is to bring such a change into your community. Innoculation of the Target to new ideas, free choice in their decision-making rather than coercion, and public commitment rather than private all make for factors in resistance to attitude change. You need to analyze; you can't just go in blindly and expect positive results. In Terryville, we also became aware that all we needed was 180 "yes" votes at any town meeting to get funded. That's stacking the deck, I'm sure, but there is no way you are going to be able to change 10,500 citizens' minds. Zero down, and you've got in your back pocket the number of people who are needed to vote "yes", guaranteed "yes". That's your target.

Next comes the Communicator. Who are we going to get to persuade the 180 citizens to change their attitudes? We decided, first of all, that we wanted to have people with prestige; people with status in the community who would come out and say "I'm for the library." Obviously, the first people to approach would be the political leaders of the community. Go also to the wealthiest man in the town and give him the option of giving \$10,000 or telling others he will vote "yes", and he will inevitably say: "I'd rather give the vote." These, among others became part of the corps of Communicators.

We also had to have Communicators whom the townspeople liked and respected. We went to the Mass-media class at the High School and promised to supply them with all hard- and soft-ware if they would produce a slide presentation and an eight millimeter film project to be presented at the town meeting. Everyone likes youth-- youth is desirable: another Communicator. Let them write the script, talk to their parents and their peers about their assignment to sell the library.

Another kind of Communicator that everyone likes were children, and we ran a poster contest for grades three through high school with the theme: "Even Books Need a Home." Prizes, publicity and posting of the winning posters in prime business areas aided in exposure to these Communicators. Again, we had third graders write letters to the Building Committee about why they wanted a larger library. We put these cute letters on slides and bookmarkers for distribution and viewing. A memorial fund was set up, a Friends of the Library created--all ventures to commit well-liked people to the selling of the library. All were citizens whose intent was objective, people who were recognized as prestigious, well-liked and/or similar. Communicators who could best address themselves to the Target.

Let's go on. What kind of communication should we program the Communicators to give? The communication pattern starts off with the Building Committee who has to persuade the prestigious, similar and respected Communicators to carry the fight for more funding. The initial Target had to be reached and then helped to become Communicators.

There are two areas we need to identify in terms of the message or the Communication. First of all, the message has to be trust-worthy. In Social Psychology we find that there are some unique ways to make the message trust-worthy even though you may not be trusted as an individual. If you provide a two-sided communication, where both sides of an issue are thoroughly presented, the target will not be able to reject the whole communication. That's important, and most of us make the mistake of merely presenting our own point of view when we are arguing with someone else.

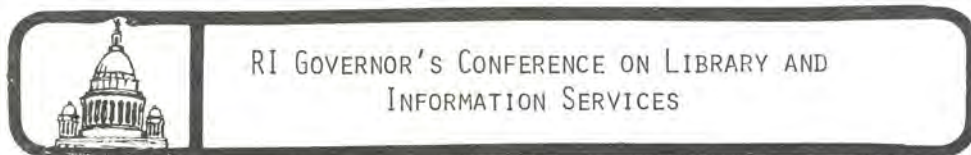
Also, the message must be strong. Some of the greatest speeches ever given were rhetorical, always raising questions; never declarative. "What would happen if the library closed down?" "What would you feel like if your child came into the library and there was no place to study?" etc. . . . Another strength in communication is to be repetitive. Martin Luther King's phrase: "I have a dream" caught fire and inflamed the audience. "Even Books Need a Home," repeated enough times could make a similar effect. Get your theme going. At our town meeting we presented a visual repetitiveness where every third picture was of children in crowded situations in the library. We frequently included slides of the letters from the third grade children over and over again. Clarity and novelty are sure indicators of effective Communication.

The hard facts of securing a Target of 180 voters led us to another strategy where each building committee member was committed to securing thirty "yes" votes. Two Sundays in a row the members went out to the largest supermarket in the town and presented their

two-sided approach and asked: "Can we count on your vote?". Talks were given before local town groups and organizations--all according to the guidelines we discovered were important for effective communication.

The final area of attitude change is the fly in the ointment: the Situational Factors. It is difficult to control all extraneous factors, but important to recognize as many of them as possible. For instance, whenever you decide to go before the town for any funding, you have to be sensitive to timing. Our meeting with the town had to be well after any fiscal budget meetings and close to the appropriate time when children were enthusiastically entering school for the fall session. We also had to be sure that the place of the meeting was appropriate: well lighted, wide and narrow so that no one could get lost or ignored in the presentation, with the front seats saved for the positive votes we had secured. These are techniques of mass communication, social persuasion and attitudinal change. We wrestled with them ethically and believe the end and the means are both honorable.

But, after all this strategy is over: the target identified, the communicators selected, the line of communication adopted and the situational factors controlled--and you are sitting there waiting for the final votes to be counted; there is one thing more you need do: cross your fingers. . . .



Report on Governor's Conference - 7 July 1978

At the May meeting of the Steering Committee for the Governor's Conference on Library and Information Services the following goals were approved:

- 1) To affirm that adequate library and information service are essential to improving the quality of life for all Rhode Islanders.
- 2) To identify the current and projected library and information needs of all the people of Rhode Island.
- 3) To identify issues and problems which must be addressed in order to satisfy the library and information needs of Rhode Island, and to recommend solutions.
- 4) To examine the National Program for Library and Information Services and to determine Rhode Island's role in this national program and in addressing other national issues.
- 5) To accomplish all of the above goals through a process which involves the widest possible participation by the people of Rhode Island.

In addition, a tentative budget of slightly more than \$50,000 was approved. The budget includes the salary of a Conference Coordinator which the Department of State Library Services is in the process of hiring.

At the June meeting of the Steering Committee, observers representing the Advisory Board of Library Commissioners, the State Advisory Council on Libraries, the URI Graduate Library School, and the staff of the Department of State Library Services were in attendance.

Anne Shaw and Diane Kadanoff reported on the New York Governor's Conference in Albany. Problems and suggestions as to how to avoid them in our conference were discussed.

The public Relations Committee discussed the logo contest and the fact that the judging has not yet been completed. News of that subject will be forthcoming. The Speak Outs were discussed in relation to what the Public Relations Committee can do to assist with this important program.

The Conference Organization Committee reported on the actual agreement with the Biltmore Hotel from April 6th-April 8th, 1979. A list of suggested speakers for the conference were reviewed and people are now being contracted regarding their availability. The delegate selection policy to establish procedures for the nomination and selection of delegates was approved.

The Issues and Problems Committee presented a list of proposed Task Forces which include: promotion of library use; nonusers; automation; non-print materials; library personnel; governance; funding; resource sharing and networking; and services to children, young adults, students, adults, handicapped, homebound, elderly and minorities. Anyone interested in working with any of the task forces can contact Diane Kadanoff at the Cumberland Public Library.

Roberta A.E. Cairns, RILA Representative
Governor's Conference Steering Committee

GALLIMAUFRY

-By Matthew Higgins

NELA MEMORIAL ENDOWMENT EDUCATIONAL FUND: Northeast Library Binding Company, Inc. (formerly Wesby Barnard Bindery) has contributed \$500 to the New England Library Association's Memorial Endowment Educational Fund, bringing the total amount in the fund to \$2,800. Interest from this fund, which is administered by NELA's Educational Assistance Committee, will be used to sponsor the Association's educational endeavors--scholarships, workshops and seminars. Contributions may be sent to the NELA Memorial Endowment Educational Fund, P.O. Box 273, Holden, MA 01520.

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EDUCATIONAL MEDIA LEADERSHIP CONFERENCE: The 23rd Annual Northeast Regional Educational Media Leadership Conference will be held on January 11-13, 1979, at the Hilton Gateway Hotel, Newark, NJ. The theme for this conference is, Industrial Training Strategies: The Future is Now. The cost for hotel, two dinners and a luncheon, will be approximately \$85 for single and \$65 for shared double occupancy. There will be an additional \$25 registration fee to cover the cost of program, conference administration and publication of a summary report.

RIEMA will be allowed to send 12 regular delegates to the conference and can also invite an additional two graduate students. If you are interested in participating in this year's regional conference contact Dick Botelho, RIEMA, Box 309, Barrington, RI 02806. Fourteen participants will be selected from Rhode Island and invitations to attend the conference will be extended next fall.

BUSINESS REFERENCE WORKSHOP: Peg Caldwell reports that the beautiful Alton Jones Campus of the University of Rhode Island was the scene on Saturday, June 17th, for the co-sponsored RILA-GLS Business Reference Workshop. Librarians from all types of libraries in Connecticut, Massachusetts, and Rhode Island met, exchanged ideas, listened, and learned amid the pleasant sounds of bird calls and wind in the pines.

Dean Bernie Schlessinger of the GLS spoke on "Business Reference in the 70s"; Andrew Turyn of the Reference Department of the URI Library gave an excellent presentation on collection development; Virginia Vocelli, a lively library consultant, spoke on government documents. Later, the three speakers pooled their talents for "My Favorite Things."

It was decidedly a well-done and worthwhile program. If you had to miss it, remember the next Workshop, on non-print materials, is scheduled for Saturday, October 28th. There are two Institutes before that. Call the GLS for details.



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We'd like to give you our best.

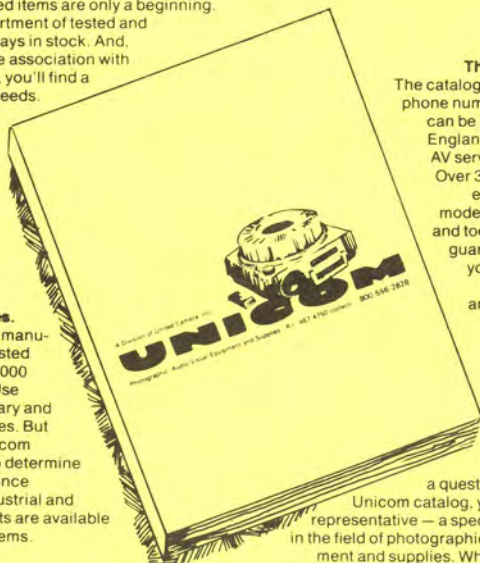
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