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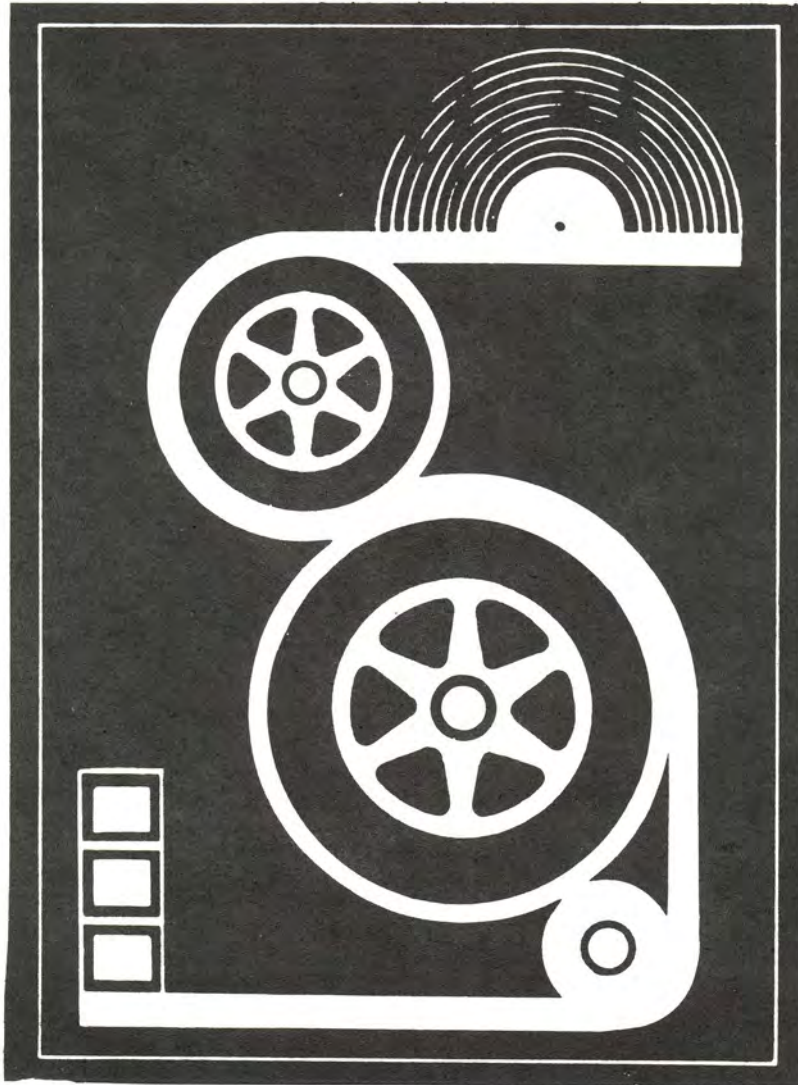
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Rhode Island Library Association BULLETIN



MEDIA ISSUE
October 1978

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

October 1978 Volume 51 No. 3

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Library Literature
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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.

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Membership Renewal Form

JULY 1, 1978 - JUNE 30, 1979
MEMBERSHIP RATES (DUE AND PAYABLE JULY 1, 1978)

Individual

First Time Member (other than a student)	\$ 5.00
Student (one year only)	3.00
Trustee	5.00
Income:	
\$ 0,000 - \$ 4,999	5.00
5,000 - 6,999	7.00
7,000 - 8,999	9.00
9,000 - 10,999	11.00
11,000 - 12,999	13.00
13,000 and above	15.00



Institutional

(without voting privileges)

Budget:	
\$ 0,000 - \$ 24,999	\$10.00
25,000 - 99,999	20.00
100,000 - 299,999	30.00
300,000 and above	50.00

For each \$10 of institutional dues paid, one non-member will be allowed to attend major conferences at member rate, but without voting privileges.

Your dues include receipt of the RILA Bulletin (11 issues/year).
Non-member Bulletin subscription - \$7.00/year

Association dues support such activities as legislation, continuing education, intellectual freedom, public relations.

Membership fees are tax deductible; please retain this section for your records. _____ (Amount paid)

PLEASE COMPLETE THIS SECTION AND RETURN WITH PAYMENT.

Your listing in the annual Membership Directory is based upon the information provided below. Please notify us of future changes of address, affiliation, position, or telephone number.

Name _____ Position _____

Mailing Address _____
Street _____

City _____ State _____ Zip _____

Library or Affiliation _____

Business Telephone No. _____ Dues amt. _____
City _____

If you do not wish your listing to appear in the annual Membership Directory, indicate by checking here: _____

Mail this form and payment to: RILA, Attn. Nancy D'Amico,
Roger Williams College Library, Ferry Rd. Bristol, R.I. 02809
(Telephone: 255-2361)

EDITOR'S NOTEBOOK

MEDIA ISSUE



I'm calling this the Media Issue on the strength of the two short articles that present different rationales for the adoption of unified media programs by public libraries. Both articles touch on why libraries should respond to the informational needs of those citizens who are not print oriented just as they do for those who are. The bibliographies can provide additional information for expanding either of the two rationales.

Also in this issue is the final schedule of programs for the Fall Conference. (Lee Flannagan at the NELA Fall Conference looking busy and happy - full of encouragement, "Don't call me," says he.) The Conference Committee should be congratulated for scheduling programs that are of particular relevance to Rhode Island librarians. One such is Jane Burke's "Automated Circulation Networking in Rhode Island; An Ideal Opportunity." Ms. Burke will speak on such a network developed in Illinois. Following her presentation a panel of representatives from PPL, URI and Brown, all of whom have automated systems, will discuss the networking potential in Rhode Island. In another program, "Special Collections in R. I.," representatives from seven libraries in the state will discuss their collections and the factors that make each collection unique. In her program, "The Librarian and Health Care; Old Needs, New Responsibilities," Ellen Gartenfield will speak on the librarian's liabilities and responsibilities in the health area. She will also discuss the potentials of linking public and health libraries to meet consumer demands. Sound interesting? Well, they're just three of a star-studded program that includes Gerry Shields and Lillian Morrison. It looks like its going to be a winner and I know you'll all be there.

For this months cover I am grateful to the Rhode Island College Office of Publications and to Frank Notarianni for his assistance.



RHODE ISLAND LIBRARY ASSOCIATION ANNUAL CONFERENCE

November 1 and 2, 1978

Sheraton-Islander, Newport

VISIT OUR EXHIBITS



Wednesday, November 1

8:30 - 5:00 pm	Exhibits open
8:30 - 9:30 am	Registration Coffee and Tea
9:15 - 10:30 am	"Continuing Education in Rhode Island: Questions and Answers" Continuing Education Committee
9:15 - 10:30 am	"Lets Catch Up and Keep Up: Services to the Retarded: Mark Baldwin Outreach Committee
10:30 - 11:00 am	Exhibits
11:00 - 12:00 noon	Ellen Gartenfeld, Network Coordinator, Community Health Information Network, "The Librarian and Health Care Consumer; Old Needs, New Responsibilities"
11:00 - 12:00 noon	Jane Burke, Mid-west manager, CL Systems, Inc., "Automated Circulation Networking in Rhode Island: An Ideal Opportunity"
12:30 - 2:00 pm	Luncheon
2:00 - 3:00 pm	Dr. Thomas Pustell, Counselor, R. I. College "The Problem Patron in Libraries"
2:00 - 3:00 pm	Mary Beth Peters, Copyright Office, Library of Congress "Copyright"
3:00 - 3:30 pm	Exhibits

3:30 - 5:00 pm "Special Collections in Rhode Island --
An Introduction to Rare Books, Manuscripts
and Archives"

3:30 - 5:00 pm Lillian Morrison, Coordinator, Young Adult
Services, New York Public Library
"Adult Books for Young Adults"

5:00 - 7:00 pm Dinner

7:30 - 8:30 pm Evening Program

Annalee Bundy, Director, Providence
Public Library
Glenn Allan Goerke, Dean, URI Extension
Division
David Panciera, Westerly Public Library

Thursday, November 2

8:30 - 2:00 pm Exhibits open

8:30 - 9:30 am Registration
Coffee and tea

*Meet the Governor's Conference Steering
Committee

9:00 - 10:00 am Governor's Conference
Margo Brown, President, Massachusetts
Library Association

9:00 - 10:00 am Dr. William McLoughlin
author of Rhode Island: A History

10:00 - 10:30 am Exhibits

10:30 - 12:30 pm Annual Meeting

12:30 - 2:00 pm Luncheon

2:00 - 3:30 pm Gerald Shields
"Two Approaches to Professionalism:
ALA and NLA"

3:30 - 5:00 pm Film Adaptations of Short Stories



EXHIBITOR'S FEES KEEP THE CONFERENCE GOING

RHODE ISLAND LIBRARY ASSOCIATION
Annual Conference, November 1 and 2, 1978
Sheraton-Islander Inn, Newport

CONFERENCE REGISTRATION

Pre-registration form due by October 23, 1978

NAME _____

TITLE/POSITION _____

AFFILIATION _____ (for name tag)

ADDRESS _____

FEES: Please check appropriate boxes:

MEMBERS: Two days \$6.00
One day \$3.00 Wednesday or Thursday

NON-MEMBERS: Two days \$12.00
One day \$ 6.00 Wednesday or Thursday

STUDENTS:

Members, two days \$4.00
one day \$2.00 Wednesday or Thursday
Non-Members, two days \$6.00
one day \$3.00 Wednesday or Thursday

LUNCHEONS:

Wednesday, Buffet lunch \$5.25
Thursday, Buffet lunch \$5.25

TOTAL ENCLOSED \$ _____

MAKE CHECKS PAYABLE TO Rhode Island Library Association

SEND REGISTRATION FORM AND PAYMENT TO: Jan Sieburth
Reference Department
University of Rhode Island Library
Kingston, Rhode Island 02881

HOTEL REGISTRATION FORM

NAME _____

ADDRESS _____

Please reserve: _____ Single occupancy room \$30.00 plus tax

_____ Double occupancy room \$36.00 plus tax

Arrival date _____ Time of arrival _____ am - pm

Departure date _____

Number of persons _____

Room reservations not held after noon unless secured with a deposit.

Send before October 22 to: Reservation Department
Sheraton-Islander Inn
Goat Island
Newport, Rhode Island 02840

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.

- Oct. 12 Rhode Island Film Cooperative Membership Meeting,
Warwick Public Library, 9:30 a.m.
- Oct. 12 Western Speakout (Governor's Conference), Scottish Rite
Auditorium at Rhodes-on-the-Pawtuxet, 2116 Broad
Street, Cranston.
- Oct. 13 RILA Executive Board Meeting, Pawtucket Public
Library, 2:00 p.m.

- Oct. 16 Young Adult Round Table (YART) "Booktalking,"
Woonsocket Senior High School, 9:30 a.m.
- Oct. 16 Northern Speakout, Fogarty Housing Community Room,
214 Roosevelt Avenue, Pawtucket, 7:30 p.m.
- Oct. 16 Lecture, "New Directions in Library Automation and
Networking," by Richard DeGennaro, Director of
Libraries, University of Pennsylvania at University
of Rhode Island, 1:00 p.m.
- Oct. 17 Rhode Island NELINET Users Group Meeting, Rhode
Island Dept. of State Library Services,
10:00 a.m. to 12:00 noon.
- Oct. 18 Rhode Island Library Film Cooperative Preview Session:
Adult Films, Warwick Public Library,
9:30 a.m. to 12:00 noon. Repeated 1:30 to 4:00 p.m.
- Oct. 19 Island Speakout, Rogers High School, Newport, 7:30 p.m.
- Oct. 23-27 Media Production Week, Dept. of State Library Services,
10:00 a.m. to 4:00 p.m. Contact Peter Salesses
for appointment.
- Oct. 24 Adult Book Meeting, "What Every Librarian Should Know
About Mainstreaming - Books for the Disabled and Their
Parents," Meeting Street School, 9:30 a.m.
- Oct. 28 University of Rhode Island Graduate Library School
and the New England Educational Media Association,
Workshop 2. Nonprint Materials, W. Alton Jones Campus.
- Nov. 1-2 Rhode Island Library Association, Annual Conference,
Sheraton-Islander, Newport.
- Nov. 8-11 Association of College and Research Libraries,
American Library Association, 1st National Conference.
"New Horizons for Academic Libraries,"
Sheraton-Boston Hotel, Boston.

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RILA•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 the SRRT coordinator: Marcia Hershoff, 37 Greenbriar Road, Greenville, R.I. 02828.

CRANSTON PUBLIC LIBRARY, Library Assistant III. 30 hrs. per week. To supervise small branch. Requirements: college degree, public library experience. Salary: \$6992. Send letter of application, resume, and 2 references to: James T. Giles, Library Director, Cranston Public Library, 1825 Broad St., Cranston, R.I. 02905, (Providence Journal Sept. 17)

KEENE STATE COLLEGE, Librarian to supervise Rare Book and Periodicals Collections. Requirements: MLS; subject master's in American History or related field; and knowledge of book preservation and periodicals. Salary: \$11,000-12,000. Send resume by October 13 to: C. R. Barnes, College Librarian, Keene State College, Keene, NH 03431. (Boston Globe, Sept. 17)

MASSACHUSETTS CORRECTIONAL INSTITUTE, Librarian, to provide services and programs for 500 inmates. MLS required; knowledge of sociology, psychology, or law helpful. Please contact: Eileen Sopyla at 267-9400 ex. 60, and send resume to Mass. Board of Library Commissioners, 648 Beacon St., Boston, MA 02215, Attn: Institutional Unit. (Boston Globe, Sept. 17)

UNIVERSITY OF CONNECTICUT

- 1) Head, Library Orientation and Instructional Services. Requirements: MLS; 4-6 years library experience, with at least 2 years supervisory, teaching/orientation assignments. Salary: \$15,000-17,000.
- 2) Head, Art Library. Requirements: MLS; 3 yrs. art library or related experience; reading knowledge of 2 modern European languages. Salary: \$14,000-16,000.
- 3) Head, Inter-library Loan. Requirements: MLS; 3 yrs. exp. as reference or ILL librarian or as bibliographer in academic library; knowledge of one language other than English. Salary: \$14,000-16,000.
- 4) Archivist. Requirements: MLS; 2 to 3 yrs. as archivist at similar level of responsibility. Collection will consist mainly of post-Civil War materials related to economic, political and social history of Connecticut. Salary: \$14,000-16,000.

Send resumes by Oct. 13 to: Library Offices, U-5, University of Connecticut, Storrs, CT 06268. (Boston Globe, Sept. 17)

WOONSOCKET SCHOOL SYSTEM, Substitute librarians. R. I. Dept. of Education certification (teacher of library science) required. Salary: \$25/day. Apply to: Coordinator of School Library Services, 350 Newland Ave., Woonsocket, RI 02895. Phone: 766-0770.

BRIDGEPORT PUBLIC LIBRARY, Head of Reference and Information. Three years professional experience with one year in responsible supervisory or management position required; also proven experience in developing community information services. Residency in city required upon appointment. Salary: \$20,599-22,656. Send resume to: Douglas G. Ried, Librarian, Bridgeport Public Library, 925 Broad Street, Bridgeport, CT 06604. (LJ Sept. 1)

BROWN UNIVERSITY, University Librarian. Applicants must have appropriate professional and academic credentials, including first-hand knowledge of scholarly research. Also, senior-level administrative experience, preferably in a library of size and purpose comparable to that of Brown Univ. Salary commensurate with qualifications and experience. Applications and nominations with at least 3 letters of reference by Nov. 1 to: Chairperson, Library Search Committee, Box 1862, Brown University, Providence, RI 02912. (Chron. of Higher Ed. 5 Sept)

BRYANT COLLEGE, Cataloger. Qualifications: Library Techniques Certificate, and 1-2 yrs. cataloging experience with LC. OCLC exp. desirable. Salary: \$5.46-5.97/hr. Contact: Terry Connolly, Bryant College, Smithfield, RI 02917. (401) 231-1200. (URI Joblist, Aug.31)

YALE UNIVERSITY, Circulation Librarian. Assistant to department head. Responsible for administration of library privileges, stack maintenance, and computer operations. Supervises staff of 15. Requirements: MLS; demonstrated ability to write clearly and logically; experience with automated systems. Supervisory experience, knowledge of one or more European languages; experience in academic or public library desirable. Salary from \$11,700. Send resume including salary history and 3 references to: Bella Berson, Yale University Library, Box 1603A Yale Station, New Haven, CT 06520. (Chron of Higher Ed. 5 Sept)

HARVARD UNIVERSITY, Science Reference Librarian. Provides reference services in general science to undergrads, and in math and statistics to faculty and graduates. Requirements: MLS, science background (preferably physics, chemistry or math), public services experience, and organizational ability. Available immediately. Salary from \$11,900. Resumes to: Philip E. Leinbach, Assistant University Librarian for Personnel, Harvard University Library, Cambridge, MA 02138. (Chron of Higher Ed. 5 Sept.)

UNIVERSITY OF MASSACHUSETTS AT BOSTON, Assistant Fine Arts Librarian. Provides reference service in fine arts: catalogs fine arts monographs, maintains exhibition catalog collection. Qualifications: MLS,

Preferably a Major in Fine Arts or a related field; at least one foreign language, preferably French. Salary: \$11,000. Call 617-278-1900 ex 2262 or send resume by Oct. 2 to: Personnel Office, University of Mass. at Boston, Harbor Campus, Boston, MA 02125. (Boston Globe, Sept. 10)

SOUTHEASTERN MASSACHUSETTS UNIVERSITY, Associate University Librarian. Head of Public Services, to develop policies and budget for library of 200,000 volumes, and media facilities. Requirements: MLS, 5 yrs. professional experience, with at least two yrs. administrative responsibility in public services; working knowledge of current library practice, including machine techniques and non-print media; demonstrated ability to work effectively with support staff and administrative colleagues. Salary: \$16,900-18,000. Send resumes and names of 5 references to: Associate Librarian Search Committee, SMU Library Communication Center, North Dartmouth, MA 02747 by Oct. 15, 1978. (Chron of Higher Ed. 11 Sept)

HAMPSHIRE COLLEGE, Cataloger. To manage organization of library material in all types of media. Duties may also require reference and selection, and supervision of non-professional staff. Requirements: MLS; at least 3 years LC/OCLC cataloging experience; supervisory experience; Salary: \$11,000-13,000. Apply with resume by October 30 to: Gail Carpenter, Director, Harold F. Johnson Library Center, Hampshire College, Amherst, MA 01002. (Chron of Higher Ed. 11 Sept)

MASSACHUSETTS BOARD OF LIBRARY COMMISSIONERS, Public Information Specialist. Helps librarians develop their own local public information programs through consultations and workshops. Supervises design, printing, and mailing of all agency publications. Requirements: Master's degree in communications, journalism or library science, and 2 years experience in media or public relations. Salary: \$13,623. Send resume to: Michael McKay, Mass. Board of Library Commissioners, 648 Beacon St., Boston, MA 02215. (American Libraries Sept 78)

EAST PROVIDENCE PUBLIC LIBRARY, Director, administration and coordination of all activities of a municipal library system, including 4 branches. MLS and five years experience, at least two years administrative or equivalent combination. Oral examination required, residency requirement within six months of appointment. Applications may be obtained from Personnel Dept., City Hall, 60 Commercial Way, East Providence, R.I. 02914. Must be received by November 3, 1978.



REACH OUT: THE COLUMN OF RILA'S OUTREACH COMMITTEE

With the Governor's Conference fast approaching, Librarians are becoming increasingly concerned with what their patrons and "non patrons" will offer in the way of opinions and questions concerning Libraries. Some of those inquiries will concern Outreach Service. Considering this I have attempted to provide some information and personal reflections of current developments in Outreach Service.

The Outreach Committee has been busy since its conference last spring on "Working With the Elderly". Members of the committee have been cooperating with Mark Baldwin of the Department of State Library Services, who will moderate a program on outreach service to group homes and sheltered workshops for the mentally retarded at the upcoming RILA conference in November. The committee is also presently compiling a directory of all libraries in the state. Hopefully it will provide a direct source of information for librarians to use in answering patrons' questions on accessibility, outreach services, "inreach" services and materials. There will also be a section on use restrictions for Academic, Special and Public Libraries. The directory should be available in the fall and will provide comprehensive information on Rhode Island Libraries for delegates at the Governor's Conference.

As a relatively new member of the RILA Outreach Committee, I offer the following reflections as to the nature of outreach service. When I first joined the committee last winter, I thought that outreach service was primarily to nursing homes and the elderly homebound. A more realistic and rapidly growing definition as to its nature would include perhaps the following:

1. Group homes or halfway houses for the mentally retarded and the mentally ill.
2. Sheltered workshops.
3. Senior Centers
4. The Non-User, a very mysterious character
5. Children with special needs.
6. Homebound and hospitalized adults and children
7. New materials especially in the high interest/low vocabulary area for adults and children
8. New uses for materials already on the shelves
9. In-reach, i.e. reaching out to patrons already in the library and more use of library facilities for different groups.

This is not to suggest that every community needs all of these services nor that a library could afford to provide all of these. Curiously enough, some librarians may believe that some of these are not the responsibility of the library because they may duplicate other services already provided. Shall we as Librarians wait to see what the people say or shall we encourage suggestions?

Jane Isherwood-Jemos, Tiverton Library Services
RILA Outreach Committee Member

UTILIZING HUMAN RESOURCES

A Report from RILA's Constitution and By-Laws Committee

A committee recommendation for the total number of Executive Board members-at-large is the subject of this report. This matter was considered unfinished business at the close of the 1977 Fall Conference of the Rhode Island Library Association; it was subsequently reviewed by the Constitution and By-Laws Committee. After further study the Committee recommends that the Executive Board continue with its one member-at-large rather than enlarge this number to three. Description of committee action and decision rationale follows.

Initially, requests for copies of constitutions were mailed to other state associations. We were particularly interested in finding out what specific duties were assigned to added members-at-large. The examination of other state constitutions revealed that the few large states which do possess three members-at-large merely specify geographic dispersion. No duty other than voting seems to be assigned to these members. The Wyoming and Illinois constitutions are cases in point.

We assume that the question raised at last year's conference stemmed from a) a reaction to the approved reduction of two members from the Executive Board and b) the concern that the widest possible representation be maintained on the Board. Yet the committee's finding is that one member-at-large should suffice for a state and association of this size. At the same fall conference the association approved a) the promotion of subcommittees to full standing committees, reporting directly to the Executive Board and b) the expansion of the number of standing committees.

Rather than promote an unwieldy number of Executive Board members-at-large, we wish to utilize the creativity and industry of our colleagues by encouraging meaningful participation on committees with specific and vital objectives for the association.

Submitted by:
Connie Cameron, Chairperson
RILA Constitution and By-Laws Committee



THE UNIFIED MEDIA PROGRAM: A RATIONALE

by Matthew Higgins

The following is a rationale for the adoption of a unified media program for a medium-sized public library located in a north-eastern city. It is addressed to the library's board of trustees.

A unified media program is the combination of audiovisual media with print media in such a way that there is the broadest possible unification of media services. The American Library Association has made a strong stand for the inclusion of many types and forms of media in the public library. The following statement appeared in 1970 in Guidelines for Audiovisual Materials and Services for Public Libraries:

Audiovisual materials and services should have equal weight, equal familiarity and equal support of library administrations and staff to those of printed materials. Integration of planning and programs regardless of the subject, or age level served, is required for the library to continue as a relevant agency.

Again in 1975 in Recommendations for Audiovisual Materials and Services for Small and Medium-Sized Public Libraries, the ALA position was strongly reiterated. Two additional assumptions were cited:

- 1) Librarians are concerned with the products of imagination, intellect, and spirit.
- 2) All formalized communication formats are of interest to librarians.

This position is not historically without precedent. For many years, public libraries have provided audiovisual materials in the fine arts area, e.g., art and music, with full recognition of their cultural importance. Slides are a logical addition to the picture collections and framed art prints that presently accompany the study of art history and the exploration of art appreciation that takes place in modern public libraries. In the area of music, the public library has traditionally circulated classical disc recordings. Some have branched in logical extension from music to spoken work recordings of historical speeches and dramas. In addition to these, public libraries have collections of maps, jigsaw puzzles, games, patterns for the seamstress, and increasingly microforms of periodicals, newspapers, technical reports, and out of print items. Thus the public library has for some time included in its mission of collecting and organizing for use "recorded discourse" a broader definition than print materials alone and has been adding more and more nonprint materials to its collections.

Certainly the time is ripe for official recognition of the public

library as a unified media center. Edward Holley, recent past president of the American Library Association wrote:

I believe the user of information is likely to get a better break for his money if we try to pull together the multimedia, whether microfilm, film, video and computer tapes, or whatever in a library, and provide the kind of expert staff assistance needed to exploit such media.

Jane Hannigan comments on "the continuing increase in the number of users who are comfortable with media and therefore more likely to request materials in formats other than print." It is frequently brought to our attention that our children spend more hours in front of the television set than they do in school. These adults of tomorrow read less and seem to be more visually and aurally oriented. Schools have long since made the shift from school libraries to integrated media centers serving the needs of the children of the television generation.

The availability of the equipment necessary to project or amplify audiovisual materials is spreading rapidly. A high percentage of the public library's user population now owns their own slide projectors, cassette playback machines, record players, and frequently their own 8mm projectors. Many researchers own their own microfiche readers. As the cost comes down, more and more people will have videocassette playback units. Thus availability of equipment and rising expectations about the possibility of providing information and entertainment in other than the print format urge the library in the direction of a unified media center.

We are also coming to realize that nonprint material does many things that print material simply cannot do, or at least in nowhere near as efficient a manner. The old saw of a picture being worth a thousand words is a truism. A new edition of a standard dictionary recognizes this by increasing the number of illustrations for its definitions fourfold. The concept of "visual literacy" has been and is being studied to understand how people "read" pictures efficiently. Certain it is that the geologist studying landforms, the architect studying construction details, the biographer studying character, or the engineer studying drawings would find it difficult to impossible to gain the same information through print.

There is now, too, a recognition of the need for preservation of things hitherto thought ephemeral. What is inconsequential today may become the stuff of scholarship tomorrow. For example, there is a serious scholarly interest in comic books, early films, and old radio programs. Interest has burgeoned in the area of oral history (a relatively "natural" production area for the public library to explore). We now realize that information is conveyed by the tonal qualities of the voice, the inflections, the pauses, in ways that can never be true of reading the same material.

Some of the earlier objections to the inclusion of audiovisual materials in an integrated way into public library collections centered around the awkwardness of format, the difficulty of shelving, the lack of a recognized standard for bibliographic description, and the meagreness of the reviewing system. Taking these objections one at a time, one begins to realize how far we have come in solving these problems and in the solutions recognizing the inevitability of the unified media concept.

Every library supply catalog now carries many varieties of containers for most types of audiovisual materials that provide convenience of handling, shelving and circulating for libraries. Not only are there containers, the producers of audiovisual media with experience, volume and feedback from librarian users have moved to standardization of formats with attention to durability, safety, and ease of use. (This is also true for the producers of audiovisual equipment.) Some libraries have gone all the way to integrated shelving; others have realized that intellectual access through a unified card or book catalog may serve much the same purpose in a more space economical way.

The integrated card catalog is now nowhere near the burden it was even five years ago. Bibliographic description is approaching a standard for audiovisual material in such a manner that the integrated card catalog can be easily accomplished. Recognition of title/main entry through the International Standard Bibliographic Description (AV), intellectual access through performer for music and drama, additional standard subject headings to describe pictorial works, are some of the examples of changes in organization of materials that provide hospitality to audiovisual works. The Library of Congress through its MARC 2 cataloging tapes is providing catalog copy for films, sound filmstrips, slidetapes, audio and video recordings, in addition to maps and microforms which they have provided for some time.

Another area that has traditionally caused difficulty for the librarian in collecting audiovisual material has been the paucity of reviewing media. In 1972, Margaret Chisholm noted:

The media field is an emerging and rapidly growing field and the tools for locating and evaluating nonprint materials are in a somewhat amorphous developmental stage.

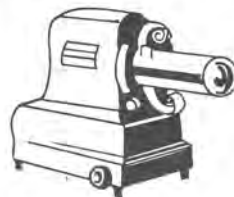
Her publication, Media Indexes and Review Sources, was a valuable listing. The five years since that publication has seen a remarkable growth in the legitimacy of nonprint reviewing. A new reference tool, the Media Review Index, now requires hundreds of pages and two volumes to index the rapidly growing review literature on nonprint material.

Thus, customer acceptance, ease of use, availability, movements toward standardization, technological advances, development of

access systems, research support, and a more sophisticated understanding of the role of the public library, all point to the need for a unified media program.



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RATIONALE FOR ADOPTING A
UNIFIED MEDIA PROGRAM
IN A PUBLIC LIBRARY

by Barbra Katz

During the fifteenth century, the Duke of Urbino 'had a mind to do what no one had done for a thousand years or more; that is, to create the finest library since ancient times.' But, adds Vespasiano Da Bisticci, the bookseller, "In this library all the books are superlative, and written with the pen and had there been a printed volume it would have been ashamed in such company."¹

This sort of thinking continues five hundred years later when the subject of "non-book" media in the library is discussed. What is obvious in the above quotation is virtually unrecognized when it comes to media. That is, that the quality of knowledge has little to do with the format in which it is presented.

The American Library Association, Louis Shores and others call for the integration of traditional library media (i.e. books) with new media (e.g. films, tapes, slides, realia, etc). They advocate a unified media program which includes access to all information regardless of format.

The American Library Association defines a unified media program as "the availability of many materials in a variety of formats which gives people the opportunity to select from many resources the media best suited to answer their specific needs."²

Louis Shores develops this idea in the concept of the generic book which he defines as the "sum total of man's communication possibilities".³ "The generic book does not recognize the artificial boundary between print and audiovisual."⁴ Whether the sought after information appears in a book, or clay tablets, or on a television screen, it should be available at the public library.

In today's education there is a shift of focus from teaching to learning; from teacher to learner. There is also more individualized instruction. People out of the formal education structure are doing more things, and are aiming toward self-improvement. In the United States we strive for "complete and continuing education for all people from cradle to grave"⁵ and to accomplish this these people need "acquaintance with and accessibility to a wide range of materials."⁶

Although research has not yet been able to determine exactly the quality and quantity of learning that takes place via the various senses and therefore, various media, we can still understand the advantages of hearing a recording of a piece of music as opposed to reading a description of it; of hearing the poet recite his verse; of watching a film of a play or someone demonstrating how to do macrame.

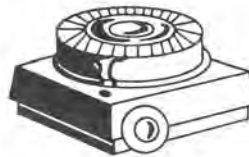
Michael Grady reminds us of the fact that the human brain is divided into two separate spheres: "The left hemisphere, characterized by linear, logical, and verbal operations is dominant.. However, the right hemisphere, characterized by intuitive, holistic, and nonverbal operations is also important."⁷ He suggests that the schools have discriminated against the right half of the brain by stressing primarily verbal learning and that by using different media -- in his case, photography -- both sides of the brain are used more effectively.

Media also includes realia -- "actual articles and other three-dimensional objects that offer direct, hands-on-experience."⁸ The American Library Association Children's Services Division Toys, Games, and Realia Committee states as a rationale for realia in the library "On-going research in child development clearly demonstrates that in order to reach their full potential, children need many early and continuous opportunities to explore, investigate, and manipulate objects in their world."⁹

In a sense, this rationale applies to adults as well. Adults, too, need to continue to learn about new things, to be able to explore, investigate and even manipulate objects in their world. The library's "very existence has always rested on the premise that it functions as a community agency reflecting the entire society of which it is a part."¹⁰ In order to reflect the community, the library must include as many media as possible, including books but also including "non books" to provide increased experiences and also to keep from discriminating against the non-reader taxpayer who also supports the library.

FOOTNOTES

1. Louis Shores, Audiovisual Librarianship: The Crusade for Media Unity (1948-1969), (Littleton: Libraries Unlimited, Inc. 1973) p. 94.
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3. Shores, Op. cit. p.15
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5. Ibid., p. 63
6. Ibid.
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8. American Library Association, "Realia in the Library," Booklist (January 1, 1977), pp. 671-
9. Ibid.
10. Warren B. Hicks and Alma M. Tillin, "The Concept of Multi-Media Libraries," Developing Multi-Media Libraries (New York: R. R. Bowker Co., 1970), p. 3.

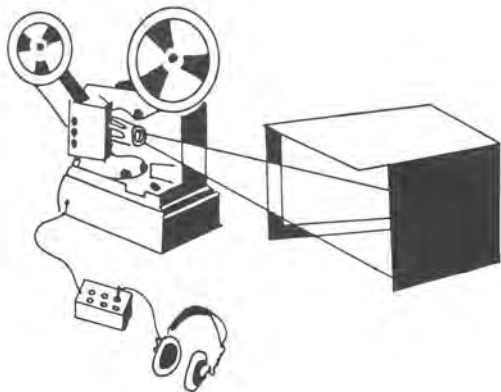


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10. Jenkins, D. M., "Media Specialists Must be Prepared to Offer a Rationale Which Justifies Our Expenditures," Southeastern Librarian, pp. 198-200, Winter 1976.

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RI GOVERNOR'S CONFERENCE ON LIBRARY AND INFORMATION SERVICES

At the September meeting of the Steering Committee for the Governor's Conference, one of the major topics discussed was task forces. At this time, fifteen task forces have been approved and in most cases a chairperson has been named for each. Following is a list of the task forces and their chairpersons. If you are interested in working with any of them, please contact the person in charge of that task force.

TASK FORCES

- SERVING CHILDREN
Helen Kelly
- SERVING YOUNG ADULTS (13-18)
- SERVING ADULTS
Louise Sherby, 456-8125
- SERVING THE HANDICAPPED
Sam Lo Presti
- SERVING THE HOMEBOUND AND ELDERLY
- SERVING THE MINORITY NEEDS
Al Pereira, 277-2726
- SERVING THE INSTITUTIONALLY CONFINED
- SERVING THE UNSERVED
Roberta Cairns, 245-3079
- SHARING RESOURCES
Constance Cameron, 231-1200
- USING ORIGINAL RECORDS IN RHODE ISLAND
Harold Kemble, 331-0448
- WHO CONTROLS OUR LIBRARIES?
Marjorie Humphrey, 624-4326
- HOW DO WE PAY FOR OUR LIBRARIES?
Knight Edwards
- WHAT ELSE, BESIDES BOOKS?
David Green

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INFORMING THE PUBLIC ABOUT LIBRARY SERVICE AND ITS PROBLEMS
Alice Avedesian

WHO WORKS IN OUR LIBRARIES?
Earl Schwass

For those task forces for which names and/or numbers are not listed, please contact Diane Gordon Kadanoff at 724-8470.

A "core resource group" of librarians has been started to assist in SPEAKOUTS, to serve as mentors for delegates to the Governor's Conference, and in general to become more directly involved in the Governor's Conference. If you are interested in being part of this group, please contact Miss Drickamer at the Department of State Library Services, 277-2726.

A Speaker's Bureau is being formed by the Public Relations Subcommittee to provide speakers to groups and organizations to inform people about libraries and the Governor's Conference. Please contact Roberta Cairns at 245-3079 if you are interested in joining this group.

The next meeting of the Governor's Conference Steering Committee will take place in November.

Remember OCTOBER is SPEAKOUT MONTH. Be sure to attend at least one.

SOUTH COUNTY SPEAKOUT
October 3rd
Hazard Hall, Peace Dale Library

7 P.M.

PROVIDENCE SPEAKOUT
October 5th
Providence Public Library

2-7 P.M.

WESTERN SPEAKOUT
October 12th
Scottish Rite Auditorium
Rhodes-on-the-Pawtuxet

7:30 P.M.

NORTHERN SPEAKOUT
October 16th
Fogarty Housing Community Room
Pawtucket

7:30 P.M.

ISLAND SPEAKOUT
October 19th
Rogers High School
Newport

7:30 P.M.

Roberta A.E. Cairns
RILA Representative for the Governor's Conference

GALLIMAUFRY

-By Matthew Higgins

CONSERVATION SEMINAR: The New England Document Conservation Center will conduct a three day conservation seminar at the John Hay Library from November 15 through November 17. The seminar will be aimed at librarians, archivists, record managers, manuscript curators and town clerks in Rhode Island and southeastern Massachusetts. It will be taught by George Cunha, Director Emeritus of NEDCC and Andrew Raymond, Assistant Director of Microform at NEDCC. For additional information contact Samuel Streit, Assistant University Librarian for Special Collections, The John Hay Library, Providence, RI 02912, 401:863-2146; Nancy F. Chudacoff, Librarian, The Rhode Island Historical Society Library, 121 Hope Street, Providence, RI 02906, 401: 331-0448; or Andrew Raymond, The New England Document Conservation Center, Abbot Hall, School Street, Andover, MA 01810, 617:470-1010.

AUDITOR'S REPORT: Ruth Corkill reports that J. Henry Lawrence, Public Accountant, has audited RILA's records of Income and Disbursements and found them to be in proper order. Mr. Lawrence noted that the methods of record-keeping used were most satisfactory and recommended their continuance.

NORTHWESTERN CONNECTICUT COORDINATOR: As the new Regional Coordinator of the Cooperating Library Services Unit - Region One, Lee Flannagan will be coordinating plans for resource sharing and program design for forty area libraries in Northwestern Connecticut. Lee's office will be located in the Silas Bronson Library in Waterbury.

A NEW BABY: Judy Plotz, Associate Editor of the RILA Bulletin is smiling broadly this week. Both she and her husband, Dick, are delighted with their new baby girl, Martha. Martha was born on September 18 at Women and Infants Hospital, weighing in at 7 lbs.9 oz.

NEW FACULTY AT THE GRADUATE LIBRARY SCHOOL: The DSLS Newsletter reports that Patricia E. Jensen, who joined the faculty of the University of Rhode Island Graduate Library School in January 1978, will continue to be responsible for courses in the area of technical services, as well as coordination of the library school's regional programs. Pat is currently a Ph.D candidate in Instructional Media Curriculum, and Education Administration at the University of Connecticut; she has professional experience in the areas of school libraries and media centers as well as special libraries. A specialist in the area of media, Thomas T. Suprenant has just joined the faculty. He has experience as a college library director and in special libraries; he is also currently a Ph.D candidate at the University of Wisconsin Library School.

DEPUTY DIRECTOR SEARCH COMMITTEE: The Advisory Board of Library Commissioners has announced that a Search Committee for filling the position of Deputy Director at DSLS will be formed. Its composition will be as follows: Five members to include one from the Advisory Board itself, two selected by RILA - one of whom should be from a public library, two DSLS staff members, one professional and one non-professional, to be chosen by the Director and the Chairman of the Advisory Board after the RILA members have been named. Further information about the position and its requirements and the subsequent receiving of applications and interviews will be available from DSLS at the appropriate time.

RILA PAST PRESIDENT: Dan Bergen is now serving as RILA's Past President. At the last executive board meeting it was felt that because of Ardis Holiday's moving to Texas, her effectiveness as Past President would be non-existent. So it was decided to ask Dan to bring his experience and savvy to the office, and the board so voted.

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Continuing Education Committee Survey Results

Some startling information is beginning to emerge from the survey taken in August by the RILA Continuing Education Committee. Approximately half of the questionnaires have been returned. A more complete report will appear in a later issue of the Bulletin.

*More than half of the employees in Rhode Island Libraries (excluding maintenance personnel) have had no formal library training. This means no library science courses at the graduate, undergraduate or library techniques level.

*More special libraries returned the questionnaire than any other type of library in the state.

*Flexible scheduling or released time seem to be the primary administrative modes of encouraging continuing education efforts of staff.

*Two thirds of the libraries responding to the survey either do not have provision for continuing education in their personnel policies (as approved by boards of trustees or other governing bodies) or do not follow such policies.

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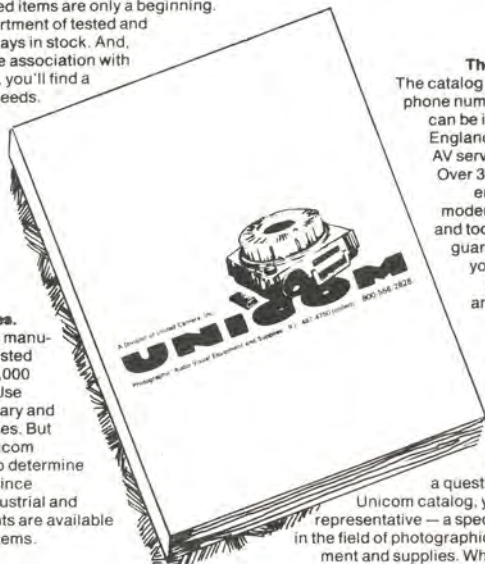
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