

University of Rhode Island

DigitalCommons@URI

---

RILA Bulletin

Rhode Island Library Association

---

6-1983

## Bulletin of the Rhode Island Library Association v. 55, no. 10

RILA

Follow this and additional works at: [https://digitalcommons.uri.edu/rila\\_bulletin](https://digitalcommons.uri.edu/rila_bulletin)

---

### Recommended Citation

RILA, "Bulletin of the Rhode Island Library Association v. 55, no. 10" (1983). *RILA Bulletin*. Book 302.  
[https://digitalcommons.uri.edu/rila\\_bulletin/302](https://digitalcommons.uri.edu/rila_bulletin/302)[https://digitalcommons.uri.edu/rila\\_bulletin/302](https://digitalcommons.uri.edu/rila_bulletin/302)

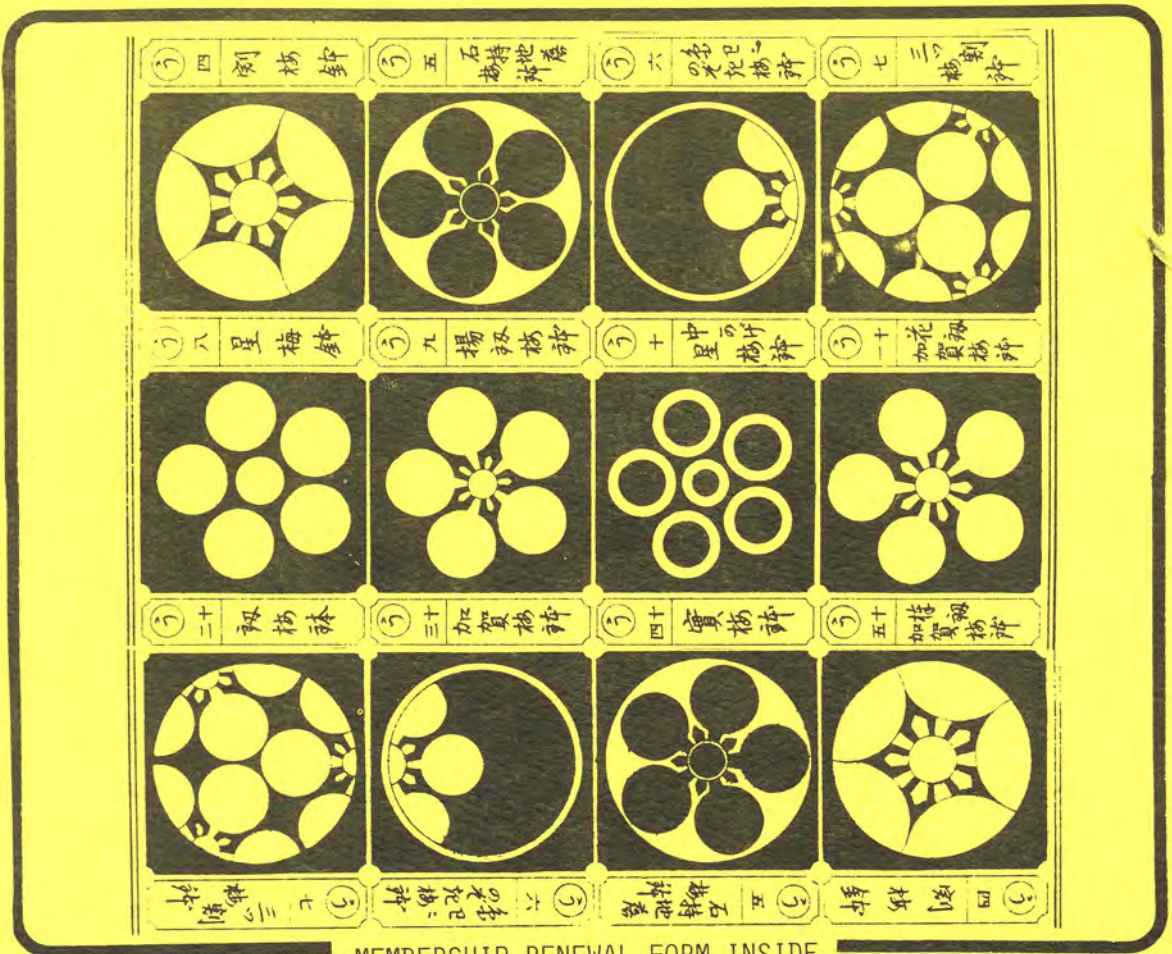
This Book is brought to you by the University of Rhode Island. It has been accepted for inclusion in RILA Bulletin by an authorized administrator of DigitalCommons@URI. For more information, please contact [digitalcommons-group@uri.edu](mailto:digitalcommons-group@uri.edu). For permission to reuse copyrighted content, contact the author directly.

TIME  
VALUE  
ISSN:  
0146-8685

Providence College Archives Library  
Phillips Memorial Library  
River Avenue & Eaton Street  
Providence, RI 02918

Non-Profit Org.  
POST PAID  
Providence, R.I.  
PERMIT NO 210

# Rhode Island Library Association Bulletin



MEMBERSHIP RENEWAL FORM INSIDE

# JUNE 1983



# RHODE ISLAND LIBRARY ASSOCIATION

150 EMPIRE STREET

PROVIDENCE, RHODE ISLAND 02903

Indexed in Current Awareness  
Library Literature

Z673R52

57-26438

## Editorial Notice:

The Bulletin is published monthly except in August. News and articles should be submitted to the editor by the 1st. 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. Cover art should be done in black and white and should measure 7 $\frac{1}{4}$  inches wide by 6 inches high.

The Bulletin subscription rates are \$8.00/year for agencies or individuals not holding membership in RILA. Advertising rates per issue are \$20 per  $\frac{1}{4}$  page, \$35 per  $\frac{1}{2}$  page, and \$50 per full page. Call the advertising manager for further information.

## BULLETIN STAFF

### Editor-in-Chief

Deborah Barchi  
William Henry Road, Box 116  
North Scituate, RI 02857  
Tel. 647-2487

### News Editor

Sondra Giles  
R.I. State Law Library  
277-3275 or 467-7005 (home)  
Articles via system delivery:  
c/o Director's Office  
Cranston Public Library  
or mail to: 150 Waterman Ave.  
Cranston, RI 02910

### Advertising

Martha Habeshian  
S. Kingstown Public Library  
789-1555

### Calendar

Beverly Mason  
DSLS  
277-2726

Typist: Beverly O'Shea

### Production Editor

Sharon Charette  
Wheaton College Library  
(617)285-7722 Ext. 504

### Mailing

Dena Janson  
Adams Library, R.I. College  
456-9605

### Jobline

Lucinda Manning  
Providence Public Library  
521-7722

### Jobline Mailing

Mary Frances Cooper  
Providence Public Library  
521-7722

### Contributing Editor

Lea M. Bohnert  
URI Graduate Library School  
792-2878

RHODE ISLAND LIBRARY ASSOCIATION  
BULLETIN

JUNE 1983

VOLUME 55 NUMBER 10

TABLE OF CONTENTS

Editor's Notebook. . . . .	2
Bound for Glory by Roberta Sautter . . . . .	4
The Role of Public Relations, Programming, and Marketing in Public Libraries by Kathleen M. Donovan. . . . .	8
News from the RILA Executive Board . . . . .	12
People in the News . . . . .	13
<u>Bulletin Board</u> . . . . .	14
Calendar . . . . .	15
RILA SRRT Hotline. . . . .	15



## EDITOR'S NOTEBOOK



With this month's Bulletin, we thank Roberta Sautter for her informative report on book bindings, and Kathleen Donovan for her rather controversial article on the usefulness of public library programs.

This will be the last issue of the RILA Bulletin to be edited by Sharon Charette and me, and perhaps the last issue to be published in this familiar format for a while. As readers are probably aware, all has not been well with the Bulletin for the past few months. Budget problems, an overworked staff, and philosophical differences between the editors and the RILA Executive Board concerning the Bulletin have led to the resignations of the editor-in-chief and the production editor, and the disbanding of the publications committee.

At a meeting on May 24th, the publications committee members decided, after a good deal of discussion, that it was no longer feasible to continue to publish the Bulletin as a monthly. In order to maintain the quality and variety of the articles and newsreporting which our readers have come to expect, the staff felt that the Bulletin should be changed to a bi-monthly publication. In this way, the staff believed the Bulletin could be published more cheaply, more attractively, with more reasonable deadlines, and with less staff stress and burnout. At the end of the meeting, the publications staff charged me with the responsibility of reporting their conclusions and strong recommendations to the RILA Executive Board at the May Executive Board meeting.

I didn't get to report much. I told the Executive Board that the publications committee could not continue to produce the Bulletin as a monthly publication, and that they wanted to change the Bulletin to a bi-monthly. Although I had come prepared to discuss the many benefits to be derived by changing to a bi-monthly, I never got to mention any of them. With amazing speed, the Executive Board decided that, come what may, the Rhode Island Library Association must have a monthly publication even if it be only a mimeographed, stapled sheet.

So it was Sharon Charette and me in one corner; the Executive Board in the other. It can be said to the credit of all of us that none of us came out swinging, much as we may have been tempted to. We didn't even glare at each other, which shows how very civilized we were.

The Executive Board, as the elected representative of the Rhode Island Library Association, believes that they are right in insisting that the Association publish a monthly communication with the membership, no matter what the format. And they may be right. The veteran publications committee believes that quality is better than quantity and opt for fewer, but better, Bulletins. We may be right, too. It will now be up to the new publications committee, the new editors, the Executive Board, and any RILA members who wish to communicate their opinions to shape the RILA Bulletin.

It may sound trite, but I'll say it anyway--editing the Bulletin has been a stimulating experience. I've enjoyed the responsibility and challenge of editing, and have loved meeting the many talented, witty, dedicated, and friendly people out there in the world of libraries. I've hated meeting--and what's worse--missing deadlines, and I didn't much like all the irritating little details that had to be attended to--month after month, issue after issue.

Yet, I was certainly never alone in keeping the Bulletin going, and I would therefore like to express my sincere thanks to all the dedicated staff members of the RILA Bulletin who have always done their jobs so well and with so little fuss that it is sometimes easy (but always inexcusable) to take them for granted. My special thanks must go to Sharon Charette, who as production editor of the Bulletin for the past two years has been the primary person responsible for the clear, professional look.

Finally, to those RILA members and others who have taken the time from their busy schedules to read the Bulletin, I want to say that I've been proud to edit this publication for you and hope that with each issue you've found something worth reading.

Debbie Barchi

I would like to echo Debbie Barchi's sentiments in restating that working with Debbie for the past two years and bringing the RILA Bulletin to its current appearance has often been a rewarding experience. The Bulletin has evolved into a publication of which the entire staff can be proud. The only problem is that a publication the size and scope of the Bulletin cannot easily be produced at a frequency of once per month. Burnout does take its toll, and eventually the challenge and opportunity derived from a volunteer endeavor is not enough to outweigh the hours of commitment and hard work.

I, too, hope that you have enjoyed the content and the appearance of the Bulletin for the past two years. I'm sure that I speak for Debbie as well as myself in saying that it was a pleasure to have been able to serve the Rhode Island library community through our work on the Bulletin.

Sharon Charette





## BOUND FOR GLORY by Roberta Sautter

The binding of a book is either its greatest asset or its greatest liability. Even when printed on poor quality paper, the text of a book may be saved for a much longer time by a strong, protective binding. And you can tell a book by its cover--or at least a great deal about it. The binding of a book may indicate when it was printed, by whom it was printed, and sometimes even the audience for which it was intended. When there are signs that a book has been rebound, it can be inferred that it was highly valued at the time of rebinding, since bookbinding has always been an expensive service. The record of the binding of a book is part of the history of its text. Binding styles of a particular time can indicate much of what was important in the culture.

Both the form of the book and bookbinding have evolved over several thousand years. Several different times could be thought of as the beginning of the history of binding. Babylonian jars were used to hold accounting tiles, and were marked on the outside with their contents. These were, in a sense, bindings, since they enclosed written information. Greek scrolls were texts as we think of the text of a book, but Roman wooden and wax diptychs and triptychs more closely approximate the page format we use today. The modern western form of the book certainly evolved from the latter. In fact, the word "codex" comes from the Latin word "caudex," which means tree trunk, and by extension, a wooden tablet. The word "book," on the other hand, comes from the Old English "boc" which may be related to the word for beech tree. Inscribed slabs of beech served as deeds to land.<sup>1</sup> It is ironic that modern papermaking methods have brought us back to writing on trees or at least paper made from trees.

When talking to professional binders about the specific requirements of a book or periodical, it is useful to know the proper terminology for the parts of a book. Here are some terms:<sup>2</sup>

Boards--The stiff cardboard used for the front and back covers of a hard-bound book.

Cased binding--Any binding where the text block and end papers are prepared separately from the covers. The two parts are put together as one of the last steps in binding. This step is called casing-in.

Endpapers--The blank sheets at the beginning and end of a volume.

Flyleaf--The first free endpaper.

Gathering--(signature) A group of pages originally printed on one sheet of paper, then folded and sewn into the text block as a single unit. This is most easily seen in uncut books.

Foreedge--The side of the text block opposite the spine.

Head--The top of the text block. It is perpendicular to the spine.

Headcap--The top end of the spine covering.

Hinge--(outer joint) The groove on the outside of the binding, where the boards meet the spine.

Joint--(inner hinge) The place on the inside of the book where the covers meet the text block.

Pastedown--An endpaper pasted down to the board.

Spine--The back of the book, where the leaves are attached to each other.

Tail--The bottom of the text block. It is perpendicular to the spine.

Tailcap--The bottom end of the spine covering.

Text block--The body of the book with none of the papers added by the binder. For simplicity, in this paper the term will be used to mean the entire middle of the book, as opposed to the cover.

Books used to be made in a relatively few standard sizes. This was because the sheets of paper on which the text was printed were generally of one size, and the size of the book was determined by the number of pages printed on each sheet. The sheets were then folded so the pages were in the proper order. Books that had only four pages printed on a sheet, and therefore only one fold, were called folio volumes. Books with eight pages, and two folds, were called quartos (the sheets were quartered by the fold). Quartos are usually about 9" x 12", although technically any volume with eight pages printed on each sheet of paper (four per side) is called a quarto. Octavo volumes (usually 6" x 9") had sixteen pages on a sheet, and four folds.<sup>3</sup> These definitions are still used with older books, rare books, and handmade books. Modern printing and binding methods have limited their usefulness for new mass-produced books.

There are several common styles of binding found on new books. Most paperbacks, and some books with many plates or photographs, are in adhesive or perfect bindings. Perfect bound books have the folds of the signatures chopped off, so that each page of the book is a single leaf. Adhesive is then applied to the spine of the text block, and a cover is attached. The adhesive holds both the pages of the text block together, and the cover to the pages. Occasionally, instead of attaching the cover directly, a standard case binding is made and attached to a piece of cloth glued to the text block. The disadvantage of perfect binding is obvious to anyone who has read a mass market paperback. The pages tend to fall out. When applied with careful workmanship, some of the newer adhesives minimize this problem, but perfect binding remains a headache for librarians.

The strongest mass-manufactured binding is fold case binding. In this method, the folds of the signatures are left intact, and are sewn together. The spine is then rounded and cased-in. When well made, the book easily opens flat, and can usually be rebound without losing text.

Another method of binding that can be used with single sheets is oversewing. Oversewing is commonly used for rebinding books, and binding periodicals. Class A library binding is a form of oversewn binding. To oversew, the spine of the book, including the folds of the signatures, are usually removed by grinding or cutting. Holes are then punched in the sections, and thread is passed through the holes. The spine is then glued and rounded, and a case binding is added. The disadvantages of an oversewn binding are that the gutter (or inner margin) of the book is reduced and the book does not open flat. Severe damage is often done to these volumes when an attempt is made to photocopy them.



Fine binding, or handbinding, is an expensive, labor intensive process. It produces by far the most technically beautiful books. Because of its expense, it is usually reserved for special editions and fine printing. Rare, old, and valuable books should seldom be completely rebound, as it usually destroys bibliographic evidence. When they must be repaired or rebound rather than boxed, it must be done by a conservation fine binder, who will know the least that has to be done to save the book and maintain its integrity as an artifact.

Although the type of binding used on a book makes a great difference in its life expectancy, it is not the only factor. Good workmanship will not make a book last if poor materials were used in the binding. A book is a very complex structure. In addition to the need for acid-free paper in the printed text, all other paper and cardboard used in binding also must be acid-free. This includes the end papers and boards. Adhesives are another consideration. Some of the adhesives used in perfect binding are sulphur-based, as is rubber cement, and can damage the paper on which they are used. If possible, all adhesive should be reversible, or at least non-damaging. Although they can provide food for insects if not properly preserved, pure starch adhesives are preferred for most handbinding operations. Commercial binderies should use acid-free PVA (white glue).

The quality of the covering material can also greatly influence the quality of the binding. Leather is acidic by nature due to the manufacturing. Leather should be tanned specifically for bookbinding, and only vegetable tanned leathers with a pH of 3.5 or higher are acceptable.

Most books bound after 1850 or so were bound in cloth. Almost all periodicals and other books rebound for general library use are cloth-bound, so some familiarity with types of cloth available is important. Cloth that is impregnated rather than coated with a filler is called buckram. Until recently, pyroxylin-coated and impregnated book cloths were thought to be much superior to starch-filled cloths because they are water resistant and easier to form around the boards. However, pyroxylin is made from a nitrocellulose base, and deteriorates in much the same way that old movie films do. TNT is made of the same base. There are now other synthetic fillers for book cloths being developed which should be superior to both starch and pyroxylin.

Books that are being rebound for general collections should have a Class A library binding. Class A library binding specifications, developed by the Library Binding Institute, standardize requirements for a strong, durable type of re-binding for use in the general library. Minimum requirements for all materials used in the binding are specified. These include the adhesive, the covering materials, the endpapers, and even the sewing thread.<sup>4</sup> Although they do need revision to include information about the permanence of materials, Class A specifications do insure a binding that will stand up to hard wear. Acid-free materials are not required, but most binderies will include this in the specifications if it is requested.

The subject of binding and the history of the book as reflected in its binding has a large volume of literature. The references in the Bibliography are generally practical guides to the standards for, and care of, various types of binding and binding conservation. Items with an asterisk (\*) before the author's name are less technical in emphasis.

<sup>1</sup>Murray, Sir James Augustus Henry, ed. A New English Dictionary on Historical Principles, Founded Mainly on Materials Collected by the Philological Society. Oxford: The Clarendon Press, 1888-1928.

<sup>2</sup>Roberts, Matt and Don Etherington. Bookbinding and the conservation of books. A dictionary of descriptive terminology.

<sup>3</sup>Young, Laura S. Bookbinding and Conservation by Hand. pp. 3-4.

<sup>4</sup>Tauber, Maurice, ed. Library Binding Manual. pp 68-70.

Roberta Sautter is the paper conservator for the John Jay Library,  
Brown University

#### BIBLIOGRAPHY

1. Brendror, Jack. Technology and testing of library bound books. Rochester: Graphic Arts Research Center, Rochester Institute of Technology, 1976.
2. Cockrell, Douglas. Bookbinding and the care of books. a text-book of bookbinders and librarians. London: Sir Isaac Pitman and Sons, 1971.
3. \*Enoch, Kurt. "The Paper-bound book: twentieth century publishing phenomenon." The Library Quarterly, July 1954:211-225.
4. \*Farkas, Andrew. "Random thoughts on binding, binderies, librarians, library schools, and other related matters." Library Scene 5,2 (June 1976):14-17.
5. \*Horton, Carolyn. Cleaning and Preserving Bindings and Related Materials. 2nd edition. Chicago: Library Technology Program, American Library Association, 1969.
6. \*Roberts, Matt. "The role of the librarian in the binding process." Special Libraries 62 (October 1971):413-20.
7. Roberts, Matt and Don Etherington. Bookbinding and the conservation of books. A dictionary of descriptive terminology. Washington: Library of Congress, 1982.
8. \*Tauber, Maurice, ed. Library Binding Manual. Boston: Library Binding Institute, 1971.
9. Young, Laura S. Bookbinding and conservation by hand. A working guide. New York: R.R. Bowker Company, 1981.





## THE ROLE OF PUBLIC RELATIONS, PROGRAMMING, AND MARKETING IN PUBLIC LIBRARIES by Kathleen M. Donovan

With the deteriorating economic conditions that have affected libraries in the past few years, there has been a scramble in the search for techniques to bolster fading fiscal fortunes. Public libraries have begun to use private sector public relations techniques to build use, promote more positive images, and to "sell" their informational function to the public. This concept, known as marketing, has produced some changes in library public relations in recent years and emphasizes the growing need for professionalism.

### PR and Programming

A library public relations program attempts to induce the public to understand and feel goodwill for the library. Libraries of any type are not always seen in a favorable light. The general population may think of them as a place for students to do their homework, for the intellectually elite, or for those who have nothing better to do.

Good PR encourages the support of a variety of people who may provide patronage, financial support, or know-how. When a library wishes to improve its PR, it is important to ask several questions: to whom do we wish to relate?; what do we want to sell?; what works and what doesn't?

Today's librarians seem reluctant to brag about the strength of their book collections. They want to project the image that they have flash and dazzle without mentioning books. They seem afraid that books will scare people away. The justification behind promoting non-book collections and non-traditional programming is usually to induce people who aren't library users to come to the library, a kind of back door assault.

The search for new social roles in the seventies distracted librarians from their traditional function. Libraries began to lose patrons who were disappointed by the old expectations. As people stopped using libraries, librarians increased their efforts, redefining their roles. Programming became popular.

Programming covers the entire range of non-book activities offered by public libraries. Many librarians seem to have forgotten the original purpose of programming and hope that patrons who use the library for non-book activities will become book users through osmosis. Other librarians see programming as a legitimate part of the library's range of activities. They don't care if it increases book circulation, but view it as another means of offering an educational resource to the public. Programming from this viewpoint becomes an educational benefit to the community in its own right.

Another rationale for programming is that the public library is a public good, supported by the community as a whole, whether a given individual uses it or not. Therefore, to insure its continued existence, it must maintain a broad base of support in the community.

However, despite the fact that it sounds good, programming itself is not effective in increasing circulation. For example, Cleveland Public Library in the seventies poured hundreds of thousands of dollars into experimenting with federally-funded neighborhood information services. Librarians tried all kinds of fads, such as transporting children to distant amusement parks. During one period of time, outreach took such a large share of the library's tax resources that the book budget fell steeply and the informational needs of the public were practically ignored.

A study of the library's branch system found that only 62 people out of 5,270 respondents came to the branch to attend adult programs. One hundred twenty nine came to use the copy machine (2:414). Perhaps what was needed was more copy machines! The program failed and the taxpayers revolted because they were skeptical about the effectiveness of the operation.

Since 1975, many libraries have returned to their traditional function and reversed the decline in traditional services. Since that time, librarians in general have become more comfortable with the idea of marketing. They have found that marketing includes some techniques that can be applied to library problems: storage, shipping, and some forms of advertising and promotion.

## Marketing

Effective marketing determines the needs of a constituency and reorganizes the institution's resources to fill those needs. Although claims for marketing in libraries are in tune with current ideology, we cannot simply apply the technique called "marketing" to the institution called "library." It is important to remember that the library's commodity (information) is a resource that is not depleted through use; in that way, it is quite different from the more traditional marketed product. Nevertheless, marketing can make an important contribution to libraries. By actively marketing, the library can reach more potential users, encourage use of the library's resources, and work toward becoming an indispensable source of information.

Marketing has three components: attitude; approach; and a set of tools, techniques and concepts. Attitude includes a number of dimensions. A main prerequisite is that everyone involved be committed to the "marketing concept." This often calls for a "basic reorientation to the organization from looking inward toward its products and services to looking outward toward the consumer's need" (4:329). Attitude includes a willingness to listen to the market (i.e., the library patron), and a commitment to making the library a responsive organization. It must be recognized that some products or services may have outlived their usefulness and should be eliminated, with new offerings substituted.

Once the marketing concept is established, the next step is to analyze the current situation, assess strengths and weaknesses, and determine goals and objectives. One of the best approaches is to segment the market into submarkets of individuals who are essentially similar and then to match services to the needs of these groups. It is necessary to survey relevant external factors and problems particular to the market segment and it is, of course, important to obtain factual information rather than make assumptions. The next portion of the approach involves assessing, setting goals and objectives, and continually reassessing and monitoring the effectiveness of each aspect of the program.



The third important marketing ingredient is a set of tools, techniques and concepts. Marketing research techniques such as interviews, literature on new product innovations, concept of a product life cycle, and extensive body of research findings on the theory and practice of mass communication, and literature on forecasting and market potential, can all help predict the share of a target market that will use the library.

If a marketing firm were hired by a public library, it would identify library users and non-users, what they like about the library, what changes are needed, and the value of present services. Actually, this marketing technique has been applied formally in libraries for at least thirty years in the form of user studies. Studies have had consistent results over all these years. It has been repeatedly established that library users are high in education and income, and have more satisfying and prestigious jobs. When suggestions for improvement have been offered by non-users, they haven't been for innovative services, but rather for longer hours, better parking, more books, etc.

Librarians can learn some valuable general principles from marketing literature: 1) It is generally recognized that customers prefer to have a wide choice among products of a similar type. Public libraries should enlarge their collections. 2) Customers want immediate access to products. Patrons want a book now; they don't want to wait for it. 3) Specialization is the development of unique expertise and wide selection in a particular area. Non-fiction should be emphasized since libraries have no real competition in this area of specialization.

Librarians must recognize that existing user studies are excellent examples of some fine marketing research. Every community has active library users. We know how to improve service to users, but not how to convert the non-user. Therefore, we should focus our attention on users and give them what they've been asking for--more books.

## CONCLUSION

Many libraries have been providing good library service right along, but it seems many forms of programming may be a waste of library resources. Libraries should concentrate their efforts on their strengths--information gathering and dissemination. That information should be primarily in the form of books, but should also include other formats such as microforms, recordings, various art forms, films, etc.

Studies done in 1967, 1970, and 1976 asked adult non-users what libraries could do to get them to use the library's services. Two-thirds said "nothing" (1:416). Yet librarians still try. Why? Good business sense should have them leave the non-users alone and instead concentrate services on users. Innovative services, promotional techniques, and programming have all been tried, but non-users still stay away. Librarians have met this failure in one of three ways: deny it; call for further studies; or seek even more innovative approaches.

It is time to stop repeating market research and accept the existence of a hard-core non-user group. Avoid programming and other forms of non-book related activities that deflect from the central purpose of the library--material collection. The search for alternative activities for public libraries has been long and costly.

The key to survival, especially in larger cities, is to avoid advocacy, listen to what the market is saying, and do what libraries have always done and done and done well. Concentrate on strengths, use technology to increase the value and timeliness of information, and put less emphasis on social experimentation.

Libraries cannot afford not to market their services; many have been doing it right along, but marketing must be a conscious effort. It's time to let the public know just how good libraries are at doing what they do best--circulating information.

#### BIBLIOGRAPHY

1. Ballard, Thomas H. "More Books, Not Market Surveys!" American Libraries 12 (12 February 1981): 76-78.
2. Idem. "Programming in Public Libraries: A Dissenting Viewpoint." Wilson Library Bulletin 55 (February 1981): 413-8.
3. Berry, John. "The Test of the Marketplace." Library Journal 104 (1 September 1979): 1605.
4. Edinger, Joyce A. "Marketing Library Services: Strategy for Survival." College and Research Libraries 41 (July 1980): 328-332.
5. Gaines, Ervin J. "Let's Return to Traditional Library Service: Facing the Failure of Social Experimentation." Wilson Library Bulletin 55 (September 1980): 50-53,78.
6. Hoffman, Elizabeth P. "The Art of Public Relations." School Media Quarterly 9 (Fall 1980): 31-5.
7. Manley, Will. "Facing the Public." Wilson Library Bulletin 55 (January 1981): 366-7.
8. "The Marketization of Libraries." Library Journal 106 (1 January 1981): 5.
9. Shapiro, Stanley J. "Marketing and the Information Professional." Special Libraries 71 (November 1980): 469-74.





## NEWS

from the

### RILA EXECUTIVE BOARD

At the Board meeting of April 5, the following actions were taken:

Approved the charge of the Ad Hoc Committee on Fiscal and Financial Planning.

Approved the printing of the recruitment brochure with the word "lobbying" changed to "Government Relations."

Approved a motion to accept the Conference Committee's recommended fee structure for the Annual Conference, amended by charging non-members \$25 per day.

Endorsed the Personnel Committee chair's testimony at the hearing on public library standards.

Approved a motion authorizing the Trustee Affairs Committee to spend up to \$50 for refreshments for a reception for trustees on May 25.

At the April 26th meeting, the Executive Board took the following actions:

Approved a motion to ask the Membership Committee to consider including a check-off box on membership forms for people who cannot or do not wish to have mail delivered via the delivery system.

Approved a motion to authorize the Government Relations Committee to plan a Legislative Cocktail Party amended by the stipulation that it be planned to break even expense-wise.

Approved a motion that coffee, provided by RILA, be eliminated at the Annual Conference unless it can be sold.

Approved the Conference Program Expenditure Guidelines drafted by the Conference Committee and authorized distribution of them to RILA Committees.

Approved a motion authorizing a Membership Committee expenditure of \$30 for postage.

Approved a motion authorizing the Intellectual Freedom Committee to spend \$127.50 for reprinting 100 copies of the IFC Handbook.

# PEOPLE IN THE NEWS

--Michael Vocino, Jr. has been selected as Government Documents Librarian at the University of Rhode Island.


--Deborah Rock has been appointed Acquisitions/Reference Librarian at Warwick Public Library. She holds a BA in English from URI and her MLS from URI/GLS.

--Deborah Mongeau has been appointed acting Head of Adult Services at Warwick Public Library while Carol Drought, Head of Adult Services, is on maternity leave until January 1984.

--Jessie Jorgensen, Adult Services Technician at Hope Library, retired on May 1. She first joined the library staff twenty-seven years ago. The Board of Trustees honored her at a reception on Tuesday, May 17. Jessie and her husband George also recently celebrated their 50th wedding anniversary.

--In entirely appropriate library style, Dorothy and Jim Frechette welcomed their first child, Nicole, into the world on the first day of National Library Week, April 17. Nicole weighed in at 7 pounds, 2 ounces.

--Judith Stokes, Government Publications Librarian at Rhode Island College, has been appointed Government Documents and Maps Supervisor at the University of Delaware.



*We encourage  
browsing.*

**Brown  
Bookstore**

244 Thayer St.  
Providence, RI  
Mon-Fri 9-6  
Sundays 12-6



# BULLETIN BOARD

**RILFC:** The Rhode Island Library Film Cooperative has given notice that the terms of two members of the Executive Board expire at the October 20 membership meeting. The Island Region and the Academic/Special members will be electing new representatives before that time.

**A LIVELY EXPERIMENT:** This highly successful program came to an end with a grand finale to celebrate Rhode Island Independence Day on Wednesday, May 4 at the Providence Public Library. A wine and cheese reception was held at 5:30 and The American Band performed a concert from 6:45 to 7:30 p.m.

**NEW GRAPHIC DESIGN:** The Woonsocket Harris Public Library has unveiled its new graphic image which compliments the library's contemporary facility and programs. The library's new signature was designed by graphic arts consultant Carol Pentleton of Pawtucket, a graduate of Rhode Island School of Design and Syracuse University Graduate School. The design was inspired by the distinctive arches featured in the library's award-winning architecture. The logo abstracts an open book and incorporates an arched logo type. It symbolized openness, outreach and vitality.

**AFRICAN-AMERICAN CULTURAL PROGRAM:** Providence Public Library recently received a grant from the Rhode Island Committee for the Humanities to produce a series of dramatic performances exploring the African-American experience called "Themes in African-American Reflectivity." Readings for the production were taken from the Library's South Providence Branch Edna Frazier Memorial Collection and were created and performed by seven readers from the Branch. Performances were scheduled at eight public libraries in Rhode Island between May 18 and June 18 and featured such themes as Kujichagulia, or self-determination; relationships between black men and women; positive and negative racial self-concepts; the significance of the black family; the U.S. Constitution as it affects black people; reflections on Africa, Afro-American history and famous Afro-Americans; and the struggle for self-dignity and respect for the race.

**PPL EXHIBIT SHOWS ARTISTS' INSPIRATION:** Artists exhibiting at Providence Public Library during May and June show how the Library's visual resources inspired them. Visuals from the Library's picture collection which contributed to creations accompany each display. The exhibit, called "Sources II: the Creative Eye at Work," continues through June 30 in the Library's Exhibit Hall. It is designed to highlight the talents of commercial artists in Rhode Island, as well as to pay tribute to the high quality of commercial work produced in the state. More than 30 designers, illustrators and advertisers are represented in the exhibit.

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

# CALENDAR

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

- June 21 RI/JMRT  
 Topic: 1983-84 Organizational Meeting  
 Place: Department of State Library Service  
 95 Davis Street, Providence  
 Time: 9:00-11:00 a.m.  
 Contact: Peggy Shea, 277-2726
- June 28 RILA EXECUTIVE BOARD MEETING  
 Place: Woonsocket-Harris Public Library  
 303 Clinton Street, Woonsocket  
 Time: 2:00-5:00 p.m.
- July 13 R.I. LIBRARY FILM COOPERATIVE  
 Topic: Preview of Children's Films  
 Place: Lincoln Public Library  
 Old River Road, Lincoln  
 Time: 9:30 a.m.  
 Contact: Donna Barkman, 739-2278
- July 26 RILA EXECUTIVE BOARD MEETING  
 Place: Providence Public Library  
 150 Empire Street, Providence  
 Time: 2:00-5:00 p.m.

## 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 Linda Manning, Providence Public Library, 150 Empire Street, Providence, RI 02908. Telephone (401) 521-7722.

### RHODE ISLAND

**SCHOOL LIBRARIAN:** Must be certified by the Rhode Island Department of Education as teacher of Library Science. Apply to: Donald W. Oliver, Director of Personnel, Providence School Department, 480 Charles Street, Providence, RI 02904. Tel.: (401) 456-9200.



## KEEP IT IN MIND

Jody Bush, ALA Councilor, would like to bring together those who have served on ALA committees in order to share their experiences and insights among themselves and with other RILA members. For more information, contact Jody Bush at the Providence Public Library, 521-7722, ext. 207.

## IN THE RUNNING ...

Members who are interested in running for office in the Rhode Island Library Association for the 1983-84 term should contact John Fox Cory at the Cranston Public Library, 781-2450, as soon as possible.

## PERSONNEL COMMITTEE SEEKS NEW MEMBERS

The Personnel Committee of the Rhode Island Library Association is recruiting new members. Particularly, representatives from public libraries are needed on the Committee. As with all RILA committees, you need not be a professional librarian to join. Members interested in serving on the Personnel Committee should contact Florence Doksansky, Brown Univ., Box I, Providence, RI 02912 or call her at 863-2405.

# Only Faxon could have created



The superior serials management system that evolves with your changing needs.

- DATALINX for direct access to computerized Faxon data bases and files.
- LINX SC-10 for on-line check-in and claiming.
- LINX for instantaneous electronic messages and comprehensive, on-line training.

Get the complete story on LINX.  
There's no competition!

Mail coupon to:  
**Faxon**  
15 Southwest Park  
Westwood, Massachusetts  
02090 USA  
Tel: 800-225-6055 (toll-free)  
617-329-3350 (collect in Mass.  
and Canada)

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Library/Information Center \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

- please send me more information on LINX and how it would work for my library.
- please contact me to schedule a free no-obligation LINX demonstration.

**faxon**

100 years helping the world communicate

RILA EXECUTIVE BOARD MEMBERS

President

Howard Boksenbaum, Island  
Interrelated Library System  
Barrington Public Library  
County Rd., Barrington 02806  
Bus. Phone: 245-3875  
Home Phone: 831-5844

Vice-President/President Elect

Frances Farrell  
Providence Public Library  
150 Empire Street  
Providence 02903  
Bus. Phone: 521-7722, X228

Member-at-Large

Mary Ellen Hardiman  
No. Providence Union Free Lib.  
9 George Street  
North Providence 02911  
Bus. Phone: 231-5300/5301

ALA Councilor

Jody Bush, Providence Pub. Lib  
150 Empire Street  
Providence, RI 02903  
Bus. Phone: 521-7722, X207  
Home Phone: 331-3396

Past President

Anne Parent  
Cranston Public Library  
Cranston 02905  
Bus. Phone: 781-2452/2450  
Home Phone: 884-8435

Secretary

Frank P. Iacono  
Dept. of State Library Services  
95 Davis St., Providence 02908  
Bus. Phone: 277-2726  
Home Phone: 272-8629

Treasurer

Charles Moore  
Woonsocket-Harris Public Lib.  
303 Clinton Street  
Woonsocket 02895  
Bus. Phone: 769-9046

NELA Councilor

Jacquelyn Toy  
Rochambeau Branch, Providence  
Public Library, 708 Hope St.  
Providence 02906  
Bus. Phone: 421-1499

Bulletin Editor/Member ex-officio

Deborah Barchi  
William Henry Road, Box 116  
North Scituate, RI 02857  
Tel. 647-2487

RILA COMMITTEE CHAIRPERSONS

Conference

Regina Slezak 433-0993

Membership

Paul Drake 739-1919

Public Relations

Jane Lemos 846-1573

Intellectual Freedom

Molody Brown 277-2726  
William Bergeron 781-2450

Publications

Deborah Barchi 647-2487

Government Relations

Beth Perry 456-8052/8053

Personnel

Florence Doksansky 863-2167

New Technologies

Jean Nash 828-3750

Trustee Affairs

Connie Lachowicz 789-1555

SPECIAL REPRESENTATIVES

Federal Relations Coordinator

Samuel Streit 863-2146



# NOW: LOGO FOR YOUR APPLE® NETWORK!



## **UNICOM has done it!**

UNICOM's networked version of Terrapin™ Logo for the Apple® microcomputer puts today's most advanced instructional language to work in today's efficient educational computer network installations.

It's the result of UNICOM's complete knowledge of Corvus™ Networking, a thorough understanding of Logo and our appreciation of the needs of educators.

Ask for complete details from UNICOM, Division of United Camera; 297 Elmwood Ave.; Providence, RI 02907. Tel.: (401) 467-5600.

 **apple computer**  
Authorized Dealer

**UNICOM**  
DIVISION OF UNITED CAMERA