



Rural Library Service Newsletter



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Cooperation Stars in Texas

The Rural Library Service program at the American Library Association Conference in Dallas was a two hour testimony to successful cooperative adventures in rural America.

"IF I CAN DO IT, SO CAN YOU," was led off by Jana Knezek of the Olney, Texas Community Library. Olney, population 4,060, has had a 10 year experiment with school/public cooperation which has culminated in the construction of a combined modern full service 10,000 sq. feet facility. This building replaced the public library's "2 dark rooms in an abandon City Hall". This separate building serves as the city's only library replacing not only the public but the high school, elementary & junior high libraries. The community library is governed by a 7-member board: 3 from the town, 3 from the school and one at-

large member who is recommended by one group and approved by the other.

According to Knezek this library works because the town citizens "did not realize that other public and school joint projects have been tried throughout the nation and have failed." Therefore they (the town citizens) "did not know it could fail. The town's people believing it had to succeed made it succeed".

Backing this positive approach is a city seemingly without displays of jealousy "to ensure no jealousy, no one will take credit for the idea of a combined library".

Another contributing factor to its success is the town's pride in the building "It's the first stop for the prospective businessman & the visiting young cousin." This pride was clearly demonstrated in the successful fund raising campaign which saw the \$450,000 project debt free within 3 years. Pledges were sought and within 3 months \$250,000 in private contributions were received ranging from a \$1.00 gift from a junior high student to \$25,000 from a private citizen. Other monies came from Community Development Funds and a \$50,000 matching grant from the Sid Richardson Foundation of Texas. Central to the fund raising effort was a letter sent by the campaign chairman to local businessmen describing how one "repays a debt to those who preceding them by leaving something for those who follow".

From the cooperation of a single combined school/public library project, the Conference attendees were introduced to a



Janet Stuckey reviews Titusville's 2 year Humanities project while RLS program moderator, Linda Cullen looks on.

Cooperative project of 4 State Libraries: 4 Land Grant Universities; 4 State Coop extensions; and 8 communities, their public libraries and board of directors. Amy Owen of the Utah State Library spoke of a 6 year, 5.5 million dollar grant proposal to the Kellogg Foundation to be matched with another \$4,000,000 in additional funds from other grants, contracts, and in kind services. The purpose of the project is to improve the delivery of educational and informational services to rural Americans through the applications of telecommunications and information technologies and through staff training.

In describing the project Intermountain Community Learning and Information Services, Ms. Owen spoke on the importance of the attitude of participants in Cooperative Adventures. In order to have a successful adventure she advised, "individuals must pull their fair share, plus go the second mile", and be "willing to achieve benefits for other people, to work for those benefits and to work for others as hard as you would work for yourself. The results of the group than should be greater than the sums of the individuals' efforts". The Intermountain Community Learning and Information Services project proposal has been developed over the past 4 years. The project is still waiting approval from the Kellogg Foundation.

One who attested to the benefits derived from group participation was the third & final speaker, Janet Stuckey, formerly of the Benson Memorial Library of Titusville, PA. and now of Miami University, Oxford, Ohio. While at this Pennsylvania Community of 6,900 persons, she headed its library's participation in a National Endowment for the Humanities Program. During the 2 year project September 1981 - August 1983, the library used 12 volunteers at an average of 80 hours per week, and the cooperation of 40 plus local agencies to conduct 135 programs.

The purpose of these programs was to explain the life and times of Titusville through these historical periods 1790 - 1859, 1860 - 1890, 1890 - 1914, 1914 - 1920, 1920 - 1940, 1940 - 1950, and 1950 - 1960. The project utilized various activities, films, speakers and exhibits

to help understand the town's past. Titusville is known as the site where oil was first discovered. Thus, one of the programs featured a display of old oil drilling equipment, an exhibit of old photographs of people actually using similar type of machinery and a speaker who related true tales of the early oil drillers.

For fuller explanations on the 135 programs you can write for the Titusville Community History.

Benson Memorial Library
213 North Franklin Street
Titusville, PA 16354 Cost \$3.50.

Rural Plans Made

SMLS - Rural Library Service Committee was called to order by committee chair John "Danny" Hales, Director of the Suwanee River Regional Library, Live Oak, Florida. The 19 visitors and members attending the meeting came from 12 different states and Saipan.

The first order of business was a discussion on the establishment of a monitoring network. Heading this project is Laureen Riedesel of Beatrice, Nebraska and Loretta Flowers of the Florida State Library. They recommended the creation of a network of 2 persons per state who would collect information on interesting and innovative programs, activities, services, and events happening in rural libraries in each of the fifty states. The two representatives would come from the State Library and a rural library.

A great deal of discussion followed on how to best transmit the information and news collected back to rural librarians. Possible avenues for dissemination were the Rural Library Service Newsletter, Clarion's Rural Libraries, Public Libraries, State Libraries' newsletters, and even by means of an electronic mail ruralnet.

The Rural Library Survey discussion was led by Lisa deGruyter, Columbia, Tenn. The purpose of this project is to first compile a list of rural libraries. To be eligible for the list, the library must be located in a community under 2,500 population or be a library service agency such as regional or

metropolitan library which serves some rural populations.

After the list is compiled a sampling from the libraries will be taken. Information to be gathered would include the average number of employees, services offered, training and education of personnel, budgets, and other pertinent data.

Libraries and library agencies will be selected based on population rather than attempt to more narrowly define rural libraries. It was noted in the meeting that it is difficult to label rural libraries because of the wide range of forms they take. The rural library might be a collection in the general store, an endowed library which receives no public financial support, or a public library sharing facilities in a community college or school.

The Rural Library Service Committee is seeking the approval and financial assistance of the Public Library Association board to conduct this study.

Dallas Program 1984: "IF WE CAN DO IT, SO CAN YOU" was reported as ready and set. Although favorably previewed in the Library National Press, it was not chosen to be taped by ALA. John Moorman, SMLS Vice President stated that it was ALA's policy not to tape programs that had slide presentations. Since this program featured slides, it would not be taped. See coverage of the program elsewhere in this issue of Rural Library Service Newsletter.

Chicago '85 Program

Paul Deane, reported that the topic chosen for the next ALA Annual Conference is the in-service training of para-professionals. The forum for the session would have a speaker and round table discussions. The speaker should have written and used a method of training para-professionals in a rural library and be able to discuss how to do it and state the main pitfalls. The discussion leaders will be ones who have done specialized staff training in a specific area such as reference, public relations, question negotiation, problem patrons, etc. If possible training manuals, and bibliographies would

be made available for distribution. Persons who have been involved in the training of para-professionals in rural libraries and are willing to share their experiences are encouraged to contact Paul Deane, 900 Webster Street, Ft. Wayne, Indiana 46802, and Barbara Jacquet-Kalinoski, 101 East First Street, Thief River Falls, MN 56701.

St. Louis Program 1986

John Christenson of Mankato, brought his program "Fertilize Your Mind" to the attention of the committee. The committee is interested in replicating all or portion of the program at the next scheduled PLA conference. Description of the Mankato program is included elsewhere in this issue of the RLS Newsletter.

Public Libraries Column

Ann Scott Terry & John Houlahan are spearheading a drive to have a regular column in Public Libraries on small and rural libraries. A decision on their request is expected at Midwinter January 1985.

Planting Ideas

"Fertilize Your Mind" at the Midwestern Rural Library Conference to be sponsored by the Traverse des Sioux Library System on September 27-28 in Mankato, Minnesota.

What it Means to Be Rural, Information Needs of Rural People, and Power and the Rural Political Structure are general sessions to be presented. Some small group topics to be touched are: dealing with the rural media, the one person (or less) library, meeting rural information needs, relating to local government, small town video public access, main street business information needs, and serving the rural elderly.

This Midwestern Rural Library Conference is specially designed for librarians & trustees serving small rural communities & the registration fee is just \$25.00 for the two day event. Applications & further information from: John Christenson, Traverse des Sioux Library System, P. O. Box 3446, Mankato, Minnesota 56001 (507) 625-6169.

Score One for Small Libraries

Will Manly, Wilson Library Bullentin Columnist, recently wrote a piece that all rural librarians can easily relate. Following are excerpts from that article prepared by the editorial staff of the Marigold Library System.

"If we want to focus on the whole matter of serving the public and bringing books and people together, then we also should be talking about the small library, since its potential in this area is second to none.

It's all a matter of perspective. Take book collections. The bigger the book stock, the better the library, right? Wrong. Smaller collections are easier for most patrons to use. They're user friendly. I often wondered why we get many Arizona State University students at the Tempe Public Library when their own university library, just three miles across town has ten times as many books. When I started asking them why, they answered with a question: "Have you ever tried to find anything in a library that has two million books?" Score one for small libraries.

Another positive aspect is that it should represent quality. If you've got \$20,000 to spend, you must apply higher selection standards than the librarian who's got \$200,000 to spend. This means that the books in your collection represent a higher level of quality than the books in a collection stocked with every piece of junk and drivel that's been pandered by the publishing world in the last twenty years.

But the best advantage the small library has going for it is public relations. No, we're not talking about the kinds of flash and dazzle that the big libraries are always bragging about. Small libraries don't need television commercials, fancy flyers, or clever annual reports to build an image or establish an identity. In small-town America everyone knows

where the public library is. All the small library has to do to ensure its success is give good, attentive, personalized service. This is public relations at its best, and it's an area in which the small library has it all over the large library.

That's the good part of working in a small town. You have an opportunity to get to know your clientele very thoroughly, not through the imperfect and hopelessly pedantic methods of surveys and consultant studies, but through the everyday encounters that occur in the public. Maybe it's because of small-town humanness that our greatest living author, John Updike, has written, "When I write I aim in my mind not toward New York but toward a vague spot a little to the east of Kansas. I think of the books on library shelves.... and a countryish teen-aged boy finding them, and having them speak to him."

-"Will Manley: Facing the Public", Wilson Library Bullentin, June/84.

-Rowena Lunn, Editor
Marigold Library System
Newsletter, June, 1984
Strathmore, Alberta T0J 3H0

EMPLOYMENT COALITION

Leadership Conference for Women organizing women on poverty issues in the Southeast. November 30 - December 2, 1984, in Montreat, North Carolina. Sponsored by the Southeast Women's Employment Coalition. Information: P. O. Box 1357, Lexington, Kentucky 40590 (606) 276-1555. Scholarships will be available for low income women.

Center for Rural Affairs
Post Office Box 405
Walthill, Nebraska 68067
July, 1984, Page -2-.

ETC...

MASS. OPTIONS FOR LIBRARIES

The Options for Small Libraries Committee is seeking a consultant to help them with a one-year LSCA-funded study of small libraries in Massachusetts. Target libraries are defined as "single manager" libraries serving populations under 15,000. Issues to be covered by the study are: needs of library users, impact of changes in funding and technology on small libraries, & present & future options for service to be provided by small libraries, with specific methods for development and funding of these options.

The consultant will play a major role in developing a final plan and report which spells out how small libraries can provide reliable local service despite limitations imposed by size, funding, or location.

For more information contact Janet Baker, Conant Public Library, Sterling, Mass. 01564. Deadline September 1, 1984.

RURAL RESOURCES DIRECTORY

"We would like to circulate some news about an upcoming publication we are preparing. Our intent is to compile a directory of resource persons, in rural adult education, who would like to share their expertise with other rural educators across the nation. Our focus will include geographical representations of persons involved in rural adult education from universities, colleges, community-based programs, special projects, special associations, libraries and lifelong learning centers. Preliminary application deadline August 14, 1984."

Carol Nagy, Project Director
The Action Agenda Project
1221 Thurston
Manhattan, Kansas 66502
(913)532-5867

CONNECTICUT REFERENCE UPDATE

"Since the May, 1984 Rural Library Service Newsletter issue was released, we have had a number of letters from all over the country asking specific questions & asking for any packet of materials that were prepared for the project. (See Connecticut Reference Project Initiated RLS May, 1984)

Such a packet is now being prepared. The project, at least so far, has been a resounding success. Having a list of recommended titles with intensive orientation on how to effectively use them is proving to be invaluable. The problem of frequent turnover of staff in small rural libraries is rapidly diminishing in Connecticut, due to hiring practices where even in small communities, candidates with some formal or informal library training are chosen."

- Samuel Modol
Deputy State Librarian
Connecticut State Library
231 Capitol Avenue
Hartford, Connecticut 06106

RAISING CONCERN

"Agriculture is moving through change as drastic as that of the Great Depression, but not as visible. That's the opinion of Marty Strange, a co-director of the Center for Rural Affairs in Walthill, Nebraska.

In the worst year of the Depression, 1932, he said, 7 percent of American's Farmers went broke. Will probably match that this year.

What has changed since 1932 that makes this farm crisis different, he explained, is the number of farmers in our society. In the 1930 s farmers composed 28% of the population. That's a big part of any community. People could see the suffering. Now most people don't even know a farmer."

Sioux City Journal, July 25, 1984.

BEEN PRICING TRACTORS LATELY?

Intertec Publishing Company of Overland Park, Kansas is offering specials on their Trade-in-Guides for Farm Tractors and Equipment, & on tractor manuals. Not available at press time were comparative prices from other farm equipment publishers.

If you think the prices below make it worth pursuing, you might want to contact Joan Nelthorpe at P. O. Box 12901, Overland Park, Kansas 66212 or Telephone (913)-888-4664.

She has a summer special June 1 - August 31

on an older tractor manual supplement for \$250.00 and a combo (master and older supplement for \$445.00).

With some of these large purchases you can get one or both of the Tractor Guides and Equipment Guides free. They usually go for \$16.95 each for a full year or \$8.95 for an issue. These guides can be bought separately with libraries allowed a 25% discount.

For rural libraries in resort communities, this firm also handles Blue Books on outboard boats, pontoons & houseboats, and sailboats.

UNDERSTANDING RURAL GROWTH

"Small towns and rural areas are growing faster than metropolitan areas in all parts of the country...the small town boom is statistically valid and widespread, but most commentators have misunderstood its implications. It is not a nostalgic return to the agriculturally based economy of the past....it is the decentralization of business itself that supports the small town and rural boom. The tendency for companies to situate new facilities away from the cities and in the wide-open spaces."

-John Naisbitt

Magatrends, Warner Books, 1982 p. 126-127.

"A DAIRYING DEED"

Jamie DeWitt, a 13-year-old schoolboy from Ontario, Wisc., a dairy farming community with a population of 398, has won the nationwide contest sponsored by Raintree Publishers for the best first-person true adventure story. Chosen out of more than 6,600 entries by children in grades four through six, Jamie's low-key story, "A Bad Accident on the Farm," tells how he saved his stepfather's life during a mishap with a tractor and then ran the farm for a year while his stepfather recovered. Jamie received the \$500 first prize, & his story will be published by Raintree in the fall in the Adventure Diary Series. "The story behind the story," says Richard Hawthorne, Raintree's Editor-in-chief, "and we didn't know this at selection time, is that Jamie has a learning disability that makes it difficult for him to put what he's thinking on paper."

- Publishers Weekly, May 4, 1984 p. 14

CE COUNTRY STYLE

The Lincoln Library, Springfield, IL, will conduct a poster exhibit and reference librarian in-service training on Monday, April 30 from 9 a.m. - 5 p.m. in the Carnegie Room.

The morning schedule includes a "media opportunity" revolving around the activities in the children's library, the poster collection, and the arrival of central Illinois librarians for the in-service training session.

The afternoon will be devoted to the four one-hour training sessions:

- 1) Overview of educational materials about agriculture (Presenter -- Jim Fay, Foundation for Agriculture and the Gifted.)
- 2) Agribusiness career and labor market information, sources of scholarships & financial aid, microcomputer software on guidance available on free loan to library (Presenter--Rebecca Hood, Region IV Career Guidance Center.)
- 3) Information on natural resources and the environment (Presenter--Marilyn Parker, Association of Illinois Soil & Water Conservation Districts.)
- 4) A review of the needs, services and opportunities in education for the gifted in rural areas (Presenter--Jim Fay.)

Contact Corrine Frisch, Lincoln Library, 326 S. Seventh St., Springfield, IL 62701, (217)753-4925, for more information.

-Valley View Newsletter of Illinois Valley Library System, Pekin, Illinois, March, 1984, Page 5.

POSITION AVAILABLE: System Director

The Southwest Wisconsin Library System, a five-county federated public library system, is seeking a System Director for January 1, 1985.

The Director provides leadership to the operations of the System which include supplementary services to 27 member small

public libraries (including centralized purchasing and processing, reference and referral, continuing education, and advisory/consultant service); reference and referral service to libraries/media centers in 32 school districts; and direct services to people without access to a public library via bookmobile. The Director supervises a staff (13 at the present time) with 3 department heads; is responsible for budgeting, planning and evaluation; and oversees maintenance of the System's 10,400 square foot headquarters building.

Qualified candidates will have or be eligible for a Wisconsin Grade I Public Librarian Certificate (holding a Master's degree from an ALA-accredited library school) plus experience in supervision, budgeting & planning, preferably in a library system or public library participating in a system.

Salary: \$18,000-24,000 plus full benefits. Closing date for applications is September 20, 1984. Request applications from:

Administrative Assistant
Southwest Wisconsin Library System
1775 Fourth Street
Route 2, Box 51-B
Fennimore, Wisconsin 53809
(608) 822-3393

CATALIST

announces the scheduling of the Second Annual Libraries and the Microcomputer: a Midwest Institute and Microcomputer Fair. Again this year the Institute will be co-sponsored by the Library Automation and Technology Division of the Indiana Library Association and the Resources and Technical Services Section of the Illinois Library Association. It will be held Sunday, October 28, 1984 through Wednesday, October 31, 1984 at the Ramada Inn Convention Center in Champaign, Illinois.

A Microcomputer Fair will be held for one day. It will present commercial exhibits, as well as Institute speakers demonstrating their uses of various hardware and software.

Special one-day Tutorials will be held as pre and post sessions of the Institute. Tutorials will be presented about:

- 1) the basic concepts of microcomputer hardware and software, and its use in libraries,
- 2) data base management software,
- 3) electronic spreadsheet software,
- 4) word processing software, &
- 5) library microcomputer circulation systems.

Any library or individual interested in sharing their experiences & uses of microcomputers with the library community of the Midwest is invited to contract CATALIST. Suggestions for topics, speakers, & exhibitors are welcome.

Registration information will be distributed during August, 1984. To assure that you receive a copy, please send your name & address to CATALIST at the address below.

CATALIST is an organization providing continuing education opportunities for individuals associated with libraries. It specializes in topics about management and new technology for use in libraries. For further information, contact Stanley D. Moreo, Executive Director. CATALIST is located at 803 1/2 Hollycrest Drive, Champaign, IL. 61821. Telephone (217) 352-7475.



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