

RURAL LIBRARY SERVICE NEWSLETTER

VOL. 1 NO. 2

MAY 1981

Energymobile Serves Rural Areas

The Minnesota State Library funded a project in which a twenty year old bookmobile was converted to a summer 1980 energymobile. John Christianson, the Director of Minnesota's Traverse des Sioux Library System in Mankato and the recipient of the LSCA grant, fixed up the 2 decade old bookmobile and decorated its outside with paintings of a cloudburst, the sun and a rainbow. It was then filled with nearly 1000 books, films, video cassettes, slide programs, and magazines on such topics as solar heat, earth-shelters, underground housing, gasohol, methane, wind and water power, farming, and energy-saving cooking.

Starting on June 17, 1980 and for the next three months, the energymobile toured the Traverse des Sioux Library System stopping at thirty-seven locations from county fairs to local libraries. At each stop book displays were set up, Nova energy films were shown, and a slide-sound program on alternative energy was played. Also shown was the 16mm film "Sun Power for Farmers."

Christianson rated the three month experiment a success stating that many who visited the energymobile were not regular library users. For more information on this project read "Rural Energymobile: A Library Visits Fairs, Festivals and Main Streets" featured in the November-December 1980 issue of Small Town. This periodical is published by the Small Town Institute, P.O. Box 517, Ellenburg, Washington 98926.

Also available is a bibliography on the materials included in the energymobile project. Send \$1.00 to:

Traverse des Sioux Library System
100 E. Main Street
Mankato, Minnesota 56001

FARM ENERGY FIELD DAY

Patti Jo Daisy, Librarian of Lake City, Iowa (population 2006) submitted the following report. I think many rural libraries could originate a similar type program.

On Saturday March 21, 1981 a Farm Energy Field Day was held in Lake City, Iowa. The morning program was moderated by Mark Pearson, Farm Broadcaster, WHO radio, Des Moines. It featured a movie produced by the Iowa Corn Promotion Board titled "Fields of fuel-the ethanol debate"; a keynote address by congressman Berkley Bedell; a progress report by J. R. Mapel, a pioneer in on farm production of fuel alcohol; and a panel discussion by specialists in the fuel alcohol field. The highlight of the day was an open house at the Mapel farm where there were tours of the alcohol production facility and over 30 commercial exhibits and demonstrations, all relating to farm energy.

"I have been librarian here for about a year and a half and have noticed that in this very farm-oriented community only about 5% of our patrons are from the rural segment.

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I decided that if they weren't coming to the library it was probably because they didn't know what we had to offer them.

In a community of this size very little will get a lot of people together except maybe a good football game. The Farm Energy Field Day was expected to bring out about 500 people. So I packed up my books, magazines and pamphlet materials dealing with farming and energy and took along book marks, balloons, tee-shirt iron ons, our library brochure, and our community survey to hand out. I hauled out a table for the display and a large peg board to hang posters. The "call your library" campaign material had just arrived and all in all it was a very effective and eye catching display. Those farmers really go for Miss Piggy.

I was all set up and ready to "push books" by 12:30, the weather was cold, windy and rain was threatening. The exhibits were set up in a very large, very unheated machine shed. I knew no one was going to show up on a day like that and even if they did, they didn't want to talk about libraries. Well, I was pleasantly surprised. It was estimated that over 600 people toured the production facility and nearly 1,000 viewed the exhibits.

The most often question asked of me was "What are you selling?" and after explaining that I was probably the only exhibit there with a valuable product that was absolutely free, I heard comments like "My library won't have this", or "How can I get it?". Statements such as these made me acutely aware of the fact that there is a large segment of the population that is just not aware of what we can do for them."

(Ed. note) - Ms. Daisy has put together a substantial collection of materials on the production of fuel alcohol. She also will supply a bibliography on her holdings and will interlibrary. She can

be contacted by writing or calling:

Patti Jo Daisy
Lake City Public Library
Lake City, Iowa 51440
712-464-3413

LIBRARIES AND RURAL WOMEN

The results of the Rural Women Needs Assessment Project conducted by St. John's University, Collegeville, Minnesota, pinpoints some interesting statistics concerning rural women and their potential library use.

The women interviewed for the project were 50% farm and 50% non-farm and all were married. Twenty-two questions were asked centering around 6 themes: demography, life cycle, family structure, social connections, economic and vocational issues and social services.

The main age group was from 41 to 50 years old. Most were high school graduates and had a better education than their husbands. Three children was the median number of children in families. The family was the main focus of concentration for the women.

Rural women showed a self-sufficiency and adaptive nature. The woman is the manager and administrator of the home which involves complex tasks. "She does everything and sometimes he helps," summed up the feelings of rural women.

Other findings were that rural women enjoy a rich friendship network; they have a great concern for their children's education; and they are joiners, belonging to 3-5 organizations. These women are neither conservative nor feminist. 25.8% work

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outside the home, and most have held the same job for 6 years. There is a need to create awareness and options about jobs and training.

Some surprising results showed that women use the church as a means for support groups rather than as an important contact with the pastor. Also no extended families existed for the women interviewed. And most felt there was adequate health care.

Rural women have few role models other than their mothers or teachers. There is

anxiety about searching for jobs, child care and concern about their low skills in the employment area.

Topics of concern among rural women are: Fair and just income for rural families, land use and preservation of small family farms and businesses, less apathy, more involvement on women's part and energy, conservation, alternative technology and energy saving ideas.

-From The Cracker Barrel
Volume 1, No. 9, Nov. 1979
Traverse des Sioux Library System
Mankato, Minnesota 56001

PLA PROGRAMMING AT SAN FRANCISCO 1981 CONFERENCE

Thursday & Friday, June 25 & 26

PLA PLSS, Preconference. "The librarian in the Future." University of California, Berkeley Campus, Wheeler Auditorium.

Saturday, June 27

2:00 - 4:30 p.m.

PLA AEPS. "Reflections of Tomorrow: Life-long Learning and the Public Library."
Speaker: Darlene E. Weingand.

8:00 - 9:00 p.m.

PLA/National Endowment for the Humanities.
"Public Programming." Colonial Room,
St. Francis Hotel.

Sunday, June 28

9:00 a.m. - 12:00 noon

LAMA/PLA. "Public Relations and A PLANNING PROCESS FOR PUBLIC LIBRARIES."

2:00 - 4:30 p.m.

PLA. "Marketing and the Public Library."
Speakers: Joseph Eisner, James R. Hunt,
John M. Berry, Donald Lindgren.

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Monday, June 29

9:30 - 11:30 a.m.

PLA SMLS. "The Planning Process for Small Public Libraries." Speakers: David McKay, Lynn Ingersoll, Marianne Cassell, Lelia White.

2:00 - 5:00 p.m.

Association of American Publishers - RTSD Joint Committee/PLA AEPS. "Adult Literacy: Programs and Materials."

Tuesday, June 30

9:00 - 11:00 a.m.

PLA Planning Process Discussion Group. "Information Exchange with Public Libraries: Video Update." Speaker: Leon Drolet, Jr.

9:30 a.m. - 12:30 p.m.

PLA Goals, Guidelines, and Standards for Public Library Standards -- Old Concerns, New Directions." Speakers: Joan Durrance, Charles Robinson, Elliot Shelkrot, Nancy Doyle Bolt, Harry Campbell, Ernest DiMattia.

2:30 - 5:30 p.m.

PLA Audiovisual Committee. "Media for Libraries: Video Information Exchange -- And Equipment Hands-on Experience."

The above is a select list of PLA programs which the editor believes will be of most interest to Rural Librarians.

ETC. . .

CORRECTION:

The February 17th letter addressed to Friends of Rural Libraries listed a wrong time for the Rural Library Service Committee Meeting. The place, date and times should read: Monday June 29, 1981 - 2:00-4:00 p.m., AUD - Room 327; and Tuesday June 30, 1981 - 9:30 - 11:00 a.m., HYUS - San Miguel Room. AUD = Civic Auditorium and HYUS = Hyatt Hotel Union Square.

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ALA - SAN FRANCISCO:

"The Computer Age and Libraries: Its Later Than you Think" will be the topic for discussion following Rural Library Service Committee Reports at the two scheduled meeting times. Participants should be prepared to discuss the use of computers and related technology in libraries and the rural environ.

READINGS ON RURAL LIBRARIES

Hennen, Thomas J., "Publicity for Rural Areas", Library PR News, November/December 1980, pp. 1-3

Library Services in Rural Areas, London, Her Majesty's Stationary Office, 1977

Martin, Irene. "Skamokawa Stay: Rural Library Service in Washington State." Wilson Library Bulletin. February 1981, p. 440

McMorran, Charles E. Public Awareness in Rural Libraries. Unpublished, April 1981

Miller, Michael, "Video Learning Centers Enrich Rural Libraries." American Libraries. February 1981, p. 103.

Moen, Arthur J., Public Library Service to Business. Unpublished. August 1974.

Reese, Michael, "A Boom in Small Towns." Newsweek, March 16, 1981, p. 32

RURAL LIBRARY SERVICES COMMITTEE APPOINTMENTS

The following have been appointed to serve on the PLA SMLS Rural Library Services Committee.

John Houlahan (1981-82)(1981-83)
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