



Rural Library Service Newsletter



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Farmers Grasp Know-How

by Mike Gill

Knowing when to plant, how to plant and when to harvest isn't enough anymore.

Climbing on a tractor, getting the day-to-day work completed and calling it a good day is rapidly becoming a farm fact of the past.

Instead farmers are often shifting their focus from the field to the office.

Many farmers and agriculture consultants say farmers who will prosper in the 1980s will be spending more than 50 percent of their time in an office, a classroom or on an experimental plot. When they're not doing book work, they might be spending their spare time scanning farm publications, attending conferences and workshops or gathering information from neighbors or agribusiness professionals.

The farmer of the future will survive because of the amount of information he receives and how he uses it.

"We're entering an era in agriculture where the emphasis is not so much in labor but in research," says Neil Wubben, Woodbury County extension agriculturalist. "It will be the farmer who makes optimum use of resources who will be successful."

Farmers today have to be informed, says Wubben. "That's the whole key," he says.

Information is not a sometime duty, say many farmers. It is essential to keep farming successful.

"Farming was never a simple business, but it's getting more and more complicated

today," says Jim Dailey, who farms near Jefferson, S.D. "There are so many new ideas and new methods, you have to stay ahead of things."

A pair of C's-computers and consultants will play a bigger role in the future of farmers, many say.

Dailey has used consultants for technical information in the past and says he will use them again. In addition, the use of a computer is something he is considering. "I'm looking around at computers now and if I do buy one, I would use it for record keeping and making decisions. It's just another tool we can use to aid us."

Harley Heimstra, a Kingsley, IA, farmer, says the information portion of farming is "No. 1 on his list. There's no question about the importance of information," he says. "We all have to keep up to date. If you don't, you won't survive. As long as the media provides information, I have to promise to do the best I can by reading, listening and learning."

Heimstra, who has been farming for 38 years, says he couldn't get along without his daily intake of information.

He uses a variety of informational sources to keep informed. He reported a need for magazines, radio, TV, newspapers and expert newsletters to keep on top of new happenings in farming. He is also a strong supporter of field days, demonstrations and farm organizations.

Heimstra says he subscribes to some 15 publications a month and attends a farm

meeting once or twice a week. He reads three daily newspapers, one weekly newspaper, several specialized farm magazines and tries to get to "as many meetings as I can."

He cautions that there is often an overflow of information and conflicting reports, but it's the farmer's job to make decisions from the materials he receives. "Sometimes the information you find one day won't help you right away," he says, "but you can file it away and use it some other time."

Heimstra says it is highly important to sift through the information and listen and gather a variety of opinions. "You really have to weigh the facts. There are a lot of different angles and a lot of opinions. You can get information, but you have to come to your own decisions."

Wubben says a lot of farmers feel the pressure of making decisions and many believe their greatest challenge nowadays is dealing with risk and uncertainty. He said they are trying to offset those risks with the best information possible.

Wubben offers the following checklist he believes can help farmers become better managers:

--Trade information with friends or neighbors. "In most communities there is an innovator or trend setter. Go over and ask him how he did this or that. Take a good look at it, ask a lot of questions. Most farmers are willing to trade information and help each other out."

--Read several business and farm magazines to get a picture of the current trends and methods in farming. "Stay on top of the business by reading as much as you can. A new seed, a new process or a conservation method might result from the magazine."

--Take advantage of field demonstrations and research farms. "These are wonderful opportunities to learn first hand from experiments. Not enough people attend these. Even if you don't pick up information from the field day, you will get an opportunity to meet and exchange ideas with other farmers."



Neil Wubben (l) trades information with a farmer visiting the Woodbury County (IA) Extension Office.

--Daily newspapers, television and radio programs are good sources of news and should be used. "Wubben urges farmers to use good variety of news sources and don't always base decisions on just one or two reports. Make sure you have a number of sources."

--Use university extension offices and agriculture specialists. "They are there to serve the farmer. Farmers don't have the reference material at their fingertips. We can provide them with information. If we don't have it, we can get it for them."

Learn to understand specific farm policies, programs, how markets work, etc. "In general, educate yourself as much as you can."

--Don't be opposed to an idea just because it sounds complicated. Usually, it isn't as difficult as it seems.

reprinted from "Farm Weekly", Sioux City Journal Monday, January 9, 1984, p. B 1. Mike Gill is a Journal staff writer.

Rural Libraries to Shine in the Lone Star State

The American Library Association's PLA/SMLS Rural Library Service Committee met in Washington, D.C. on January 8, 1984. The following report is based in part on that meeting's minutes recorded by Barbara Jauquet-Kalinoski. It is also based on documents and correspondences supplied by committee chair Danny Hales.

The rural committee meeting was called to order at 9:30 a.m. in the Ambassador Room of the Shoreham Hotel. One of the first items of business was the discussion of the Committee's Dallas 84 Program: Linda Cullen, conference chair, reported that it is entitled "If We Can Do It, So Can You". It will be presented 9-11 a.m. on Tuesday, June 26 at the American Library Association Annual conference. It is cosponsored by ASCLA MLCS and features a panel of three speakers. One of the speakers is Janet Stuckey, Director of the Bensen Library in Titusville, PA. Ms. Stuckey will speak on her library's cooperative project with Clarion State College. Through that project her library expended \$35,100 over two fiscal years on a series of 135 programs. The sponsored events ranged from musicals, displays, author series, etc. Forty-three community agencies helped her 6.5 FTE staff in the implementation.

In a letter to Danny Hales, Ms. Cullen wrote that the Titusville experience is special because, "it graphically corroborates our theme (for the annual conference): rural settings can be hotbeds of activities and sites of community cooperation with the library at the hub."

The second panelist is Jana Kenezek of Olney, Texas. Cullen notes to Hales, "Although Olney is a town of only 4,000 people, its library has earned quite a reputation within Texas. It is a model combined school-public library. Where it really shines, though, is through its funding arrangements--so often a stumbling block to multi-type cooperation."

Several speakers are being considered for the 3rd panelist. However the topic is to be a discussion of a project involving libraries and communities in Colorado, Montana, Utah and Wyoming. The project is called the "Intermountain Community Learning and Information Services."

Program: Chicago 1985: Training Courses for Rural Librarians: After much discussion on the availability of quality education programs throughout the country, and the need for a list of training methods and materials for paraprofessionals, it was decided to do a program on these topics for the annual convention in Chicago 1985. Also to be considered was a program on staff development. Appointed to the Chicago Planning Committee was Paul Deane, chair and member Brendy Pacey, and Barbara Jauquet-Kalinoski.

Other Business: Clarence Coffindaffer reported on producing a directory of ALA members who are interested in rural library service. The directory would consist of a crossover of ALA committees. He suggested it be put on line. Completion date has not been set. Danny Hales reported on the Wilson Staff Development grant program which awards \$2,500 for developing a continuing education program. Also discussed was the possibility of obtaining column space in Public Libraries for articles on rural libraries. John Houlahan was to meet with the executive committee of SMLS to discuss this possibility. A rural library survey proposal was discussed. Lisa deGruyter and Terry Weech will work on it for Dallas.

Upon reviewing the Rural Library Service Long Range Plan, it was observed that the committee was not monitoring the activities of rural libraries. The chair appointed Lauren Riedesel and Loretta Flower to determine a way to monitor rural activities and report these activities to library publications.

The Meeting was adjourned at 12:10 P.M.

Country Folks

This edition of "Country Folks" features members of the Public Library Association's Small and Medium Sized Libraries' Rural Library Service Committee. The mission of the committee is to develop, coordinate, and provide information on service, education, research, and publications particularly pertinent to libraries serving rural populations. John "Danny" Hales (1981-85), Director, Suwannee River Regional Library, Live Oak Florida - has been Chair of the Rural Library Service Committee since 1983. His regional library system serves 63,495 people in the district's 3,490 square miles. 35% of the residents which live in the 6 county region are below the poverty level and the median income is only 60% of the national median income figure. 68% of the adults do not hold a high school diploma. Hales has been the director of the library system since 1976. Prior to his appointment he had served in the Jacksonville, Florida Library System. He has a BA and an MLS from the University of Kentucky.

Garry Barr (1982-84) Associate Professor, Appalachian State University, Boone, North Carolina. A member of the Library School faculty since 1981, Dr. Barr has 20 years of diverse experiences in librarianship. Before moving to North Carolina, he held positions in library schools in Louisiana, Texas, Indiana, Kentucky and at Jundi Shapur University in Ahwaz, Iran. He also has held public library posts in Pennsylvania and Kentucky. Dr. Barr holds master degrees in library science and education from the University of Kentucky and his Doctorate is from Indiana University.

Cynthia Berner (1983-85) Head Librarian, Winfield, Kansas. This Kansan Librarian services the city of Winfield population 10,736 and the 18,500 rural residents in the northern half of Cowley County. Cynthia is the holder of an MA in political science from the University of Kansas and has an MS from the University of Denver. Before coming to Winfield in 1982, she was employed as a system consultant for the Panhandle Library Network in Scottsbluff, Nebraska.

Clarence Coffindaffer (1981-84) State Librarian, South Dakota State Library and Archives. Clarence heads up a staff of 51, and an operating budget of \$2,000,000. All 690,000 citizens of the state have access to the state library's 130,000 volumes, 1,200 subscriptions, and 2,700 films through their local public, school, and college or university libraries. If one of these institutions is not readily accessible to the individual, the patron can contact the state library directly by mail or telephone. Since receiving his MLS from the University of Pittsburgh in 1972, Coffindaffer has been a library director, an educator, and an executive in West Virginia's coal industry.

Linda Cullen, (1983-85) Coordinator, Texas Trans-Pecos Library System. This West Texas library system located in El Paso serves 11 member libraries scattered over a 3,500 square mile, nine county area. Of the 532,000 who reside in the district 95,000 are classified as rural. The rural constituents include ranchers, retired persons, oil and gas industry workers, those of Hispanic backgrounds, and Border Patrol members. One of the system's outreach services is a books by mail program with a special collection of Spanish Language books. Prior to coming to Texas, Linda was employed by the Augusta Regional Library in Augusta, Georgia. She has an M.Ln. and Medical Librarian Certificate from Emory University and has completed 20 hours toward her MBA.



Visitor Gerry Sophar (1) of NCLIS reviews rural service concerns with rural committee members Paula Deane and Lisa deGruyter at the recent ALA midwinter meetings.

Lisa deGruyter (1981-84) - Director, Blue Grass Regional Library, Columbia, Tenn. This nine county public library system has 16 libraries and branches with a service population of 232,000 with two thirds being rural. It also has 80 bookmobile deposit stations mostly in rural stores and post offices. The rural residents are predominately engaged in farming, timbering, and light manufacturing (chemical, clothing, electronics, furniture and shoes) much of the farming is part-time. Major crops are tobacco, soybeans, beef cattle, walking horses, and mules. Lisa has had a checkered career. She has degrees from Marshall, Louisiana State, and the University of Chicago. Her PhD dissertation from the University of Chicago was on "Patterns of rural Adult public library use an empirical study of the types of use of the public library in a rural area in West Virginia and of public library use in general." She has served public libraries in West Virginia, taught at Northern Illinois University, and has served as the Administrative secretary of PLA.

John Head (1981-84) Associate Professor, Clarion, PA. is the past chair of the Rural Library Service Committee. He once wrote "I was raised on a Wisconsin dairy farm, I have driven wells, repaired bailers, and plowed a straight furrow." In more recent years he has been in academia. For the past 10 years he has been at Clarion State, prior to that he was on the faculty of two colleges in his native Wisconsin and for a time during the mid 60's worked in the Milwaukee Public Library. While at Clarion he has been involved in 5 surveys of rural libraries (three in PA. and 2 covering the IS). In addition to his surveys and writings he has presented papers on rural libraries at the PA. and Ohio Library Association's Conferences and at the National LA Conference in Baltimore this past March.

Joe Jackson (1981-84) Director Alpha Park Library District, Bartonville, Illinois a suburban/rural 45 square mile area of 2,000 people on the outskirts of Peoria. The area is a combination of 3 small villages and an unincorporated area served by 9 independent elementary school districts. The area has little cohesiveness except for the Community High School and Library District which serve the entire area.

There are a few large farms but just "open" areas, backyard farming, and subdivisions - some very new and still being developed. The Greater Peoria Airport is located on several hundred acres in the midst of the District.

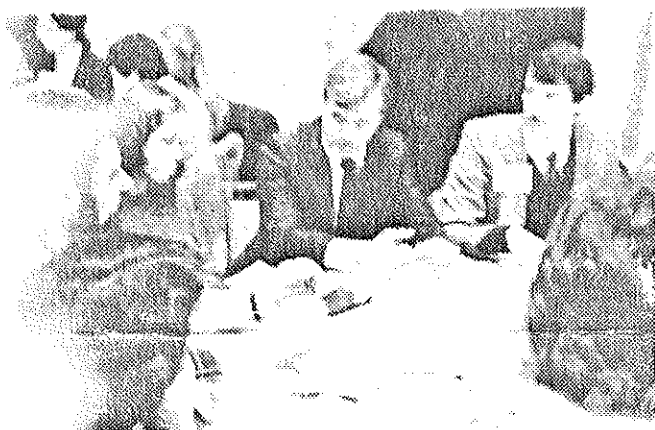
Barbara Jauquet-Kalinoski (1982-84) Director, Northwest Regional Library, Thief River Falls, Minnesota. The NWRL is located in the sparsely populated big wheat farming region of Minnesota. The 51,459 people in the 5 county region are served by 6 branches, bookmobile service, and mail-a-book programs. Prior to her arrival in 1981, Barbara was the Assistant Director of the Mid-Penninsula Library Cooperative in Michigan and was on the staff of the University of Wisconsin-Superior. Her MLS is from Western Michigan University.

Laureen Riedesel (1983-85) Director, Beatrice Public Library, Beatrice, Nebraska; Laureen writes, "We serve as both the city and county libraries as well as a regional interlibrary loan center for another 6 counties. Our users are both town residents (the population of Beatrice is 12,891). and farmers and people who live in communities smaller than Beatrice (the population of this group is 12,840). We reorganized an area-wide LSCA project into a county-wide project for communities without public libraries. Businesses volunteered to house a "store-front library", a collection of 150-200 books that would be changed on a rotating basis. Local volunteers count statistics and keep an eye on things. These are basically run on the honor system. They are located in 5 small towns (population range; 90-350) in banks, a village store and a grocery store. The Summer Reading Program is done at each location complete with special events and parties....Our outreach program has also become involved in an aspect of rural library service that was not originally recognized (by us) as a group with special service needs: the recently-retired farmer and family who moved to town."

Laureen has been at Beatrice for the past 6 ½ years. Her MLS is from the University of Missouri.

George Sands (1982-84) Administrator, Caroline County Public Library, Denton, Maryland. George has headed this county library system of 24,000 users since 1975. Prior to this post he served public and

academic libraries in West Palm Beach, Florida. He runs a progressive and innovative library, utilizing book van, mini libraries and books by mail services. The library also developed the county's first agricultural and business directories; and an oral history program. The library was one of 7 nationwide which participated in the US Department of Education Study "Public Library Information and Referral Projects". Currently library plans include the integrating of automation and advanced technology into their library operations. George's MLS is from Long Island University.



Clarence Coffindaffer, Deborah Pett, George Sands and Danny Hales confer at the Rural Library Service Midwinter meeting held in Washington, D.C. January 9, 1984.

Members of the rural library service committee whose biographies weren't available at press time are:

Thy Caine (1983-85) Central Texas Library System, POB 2287, Austin, Texas 78768

Bretta F. Flowers (1983-85) Division of Library Services, R. A. Gray Building, Tallahassee, Florida 32301

inda C. Hauck (1983-85) Somerset County Library System, 32 East Prince William St., Princess Anne, Maryland 21853

Charles E. McMorran (1982-84) Boone-Madison Public Library, 375 Main Street, Madison, Virginia 25130

Etc...

MONIES FOR RURAL PROJECTS

The philosophy of the Heinold Rural Awards Program is to encourage and assist rural groups to carry out projects that will further improve the lifestyles of rural people.

The Heinold Companies will annually distribute \$40,000 among projects deemed by an awards committee to be the most worthwhile. The awards committee may divide the \$40,000 in any manner it sees fit among as many winners as it feels worthy of assistance. Awards, however, will not exceed more than 50 percent of the total cost of the project.

Any rural organization with a specific project of lasting benefit to rural people is eligible to apply. The organization, and the area to benefit from the project must be located within 35 miles of a Heinold Hog Market or Heinold Commodities branch office.

Application blanks are available from the Heinold Companies, Community Relations Department, P.O. Box F, Galva, Ill. 61434 or from any Heinold Hog Market or Heinold Commodities branch office.

SCI-TECH INFO DELIVERY THROUGH RURAL PUBLIC LIBRARIES: The Shawnee Library System of Carterville in Southern Illinois has an LSCA Title I grant to develop "Delivery of Scientific and Technical Information (STI) Through Rural Public Libraries." Targets of the information are small businessmen, farmers, and other technical and professional persons.

How it will work: Project Librarian Donna Leicht will work out of Shawnee System HQ, serving the needs of the target groups by working with local public libraries and tapping the resources of ILLINET, the Illinois multitype library network.

Besides special attention to interlibrary loan, Ms. Leicht will be active in outreach

work and "publicity about the ability of the public library to produce desired documents and information in applied technology."

The special attention to interlibrary loan will involve direct contact with the patron, when necessary to supplement the efforts of the local library; the use of machine readable databases; the monitoring of the success of interlibrary loan transactions; and the eliciting of evaluations of the service from patrons.

-----Hotline February 6, 1984.

RURAL PATRONS INFO

Another publication which has come to our attention is the Farm Equipment Guide. It comes on an annual subscription basis, published in two parts. The first is an annual 400-page manual, Quick Reference Guide which gives specifications, average prices and serial number guides for farm tractors and combines. The second part, Hot Line Farm Equipment Guide appears monthly and gives updated prices for all farm machinery, with actual prices from the retail as well as the auction sector.

---East Central Iowa Regional News 2/1984.

WORK WANTED:

I am a library student at the University of Hawaii in Honolulu. I will be graduating May '84. My specialty is public library children's work. I am a storyteller and have developed some interesting story hours involving many forms of media: drawing, music, dance, poetry, & film. I'm interested in doing my work in a rural library. (Ed. Note: If you wish more information about this applicant please forward your inquiries to the Rural Library Service Newsletter.)

RURAL READINGS:

The center for the Study of Rural Librarianship has recently released their most current issue of Rural Libraries. In Vol. III, No. II they introduced a new

feature of regional reports. Highlighted were South Dakota's services to the Deaf, Nevada's experiment in medical library outreach, a status report on Oklahoma and a discussion of Kentucky's adult literacy program. In addition to the regional coverage there was an article on a village library project in Alaska, a bibliography on the administration of the small public library, and other interesting reports on rural happenings.

Another source for rural readings, is the February 19th issue of Booklist. Tom Hennen and Penelope Mesic critiqued a variety of materials rural related; 3 books on computers for farmers, a book of essays on rural living, and several items on land and equipment appraisals and ag issues.



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