



Rural Library Service Newsletter



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CHILDREN'S MAGAZINES AND RURAL LIBRARIES

Before I was asked to write this article, I had never given much thought to children's magazines. Of course I knew that things had changed drastically since I was a child. HIGHLIGHTS & JACK & JILL no longer reigned supreme. But until I began my research, I had no idea of the range and diversity covered by today's magazines. Naturally, HIGHLIGHTS & JACK & JILL are still popular but the market has broadened to include magazines with a more limited scope. Nature and the environment are stressed in CHICKADEE, RANGER RICK, OWL & YOUR BIG BACK YARD, science is the focus of both ODYSSEY and NATIONAL GEOGRAPHIC WORLD, both SCHOLASTIC COACH & THE OLYMPIAN offer sports coverage, STONE SOUP features literature written by children, CLASSICAL CALLIOPE stresses the culture and language of the ancient Greeks & Romans, FACES introduces children to people around the world, and PENNY POWER is a junior version of CONSUMER REPORTS.

With this wide variety of magazines for children available, how are rural libraries keeping up with the change? This question bothered me, so I set about finding out. Here in the Corn Belt Library System, 22 of our 25 member public libraries serve populations under 5,000 & these were the ones I was concerned with. I conducted a very formal survey among these 22 libraries & found some surprising results. Over a fourth of our rural libraries do not presently subscribe to any children's magazines. Roughly half of these libraries had subscribed to children's magazines in the past but the low use of the magazines prompted them to drop their subscriptions. The remaining three-

fourths of our rural libraries subscribe to anywhere from one to nine magazines. The magazines which are most frequently subscribed to (in order of their frequency, #1 being the most often ordered, etc.) are:

1. NATIONAL GEOGRAPHIC WORLD
2. RANGER RICK
3. HIGHLIGHTS FOR CHILDREN
4. JACK & JILL
5. 3-2-1 CONTACT
6. CRICKET
7. YOUR BIG BACK YARD
8. SESAME STREET
9. ELECTRIC COMPANY
10. CHILDREN'S DIGEST



Denise Anton gives an animated presentation on Children Services at the MOVE Conference. More on this Illinois workshop is featured in this issue.

Other magazines which are ordered by only one or two of our libraries are PENNY POWER, BOY'S LIFE, PLAYS, STONE SOUP, COBBLESTONE, ANIMAL KINGDOM, TURTLE, & ILLINOIS HISTORY. This list of the ten most frequently ordered magazines does not necessarily imply their popularity by library patrons. Several of the most popular magazines in one library could easily be the titles which never circulate in another. So, making a list of the most popular magazines proved to be impossible. However, the libraries which seem to have the most popularity among their children's magazines have some common elements. They house the magazines in the children's area, have a separate display area for the magazines (especially helpful are the slanting shelves for the display of the most recent issues), offer a variety of titles, and publicize them as much as possible.

Several aspects of my survey surprised me - I was amazed at how few of our libraries subscribed to ILLINOIS HISTORY which is produced by the Illinois State Historical Library and as a result, is priced very reasonably. Most states have such a magazine which highlights aspects of that state's history, usually these are produced by a state library or historical society. I was also surprised at the low use of magazines by children in the majority of the libraries surveyed. This is one problem which can easily be corrected by greater visibility of magazines, offering a variety of titles and increased publicity.

With so much entertainment & information contained in today's magazines, it is wasteful for librarians and children alike not to take advantage of it. And especially now when book budgets aren't stretching as far as they used to, the current information

contained in children's magazines can be enormous help in updating a library's non-fiction collection.

As part of my survey, I wrote to approximately fifty publishers of children's magazines, requesting recent ordering information and a sample copy of their magazine. I was very surprised at the number of sample copies I received - roughly two-thirds of the publishers responded. I'm certain that publishers would be more than happy to send a sample copy to any interested would-be subscriber. At our library system, I'm now making these sample copies available to our member libraries for examination. Today's magazines for children contain a wealth of treasures, so why not take advantage of them?

Denise Anton, Corn Belt Library System, Normal, IL. (Editor's Note: Following is a sampling of children magazines prepared by Denise Anton that may prove popular in either public or school libraries.)

BOY'S LIFE (a magazine for "all boys" - some emphasis upon scouting) Boys Scouts of America, 1325 Walnut Hill Lane, Irving, TX 75038-3096 1 yr. (12 issues) \$13.20, 2 yr. (24 issues) \$24.20, 3 yr. (36 issues) \$35.20. (ages 10 & up)

CHICKADEE (magazine's aim is to interest children in their environment & the world around them) The Young Naturalist Foundation Publications, 56 The Esplanade, Suite 306, Toronto, Ontario MSE 1A7, 1 yr. (10 issues) \$15.00 2 yr. (20 issues) \$27.00 (ages 3 to 9).

CHILDREN'S DIGEST (activities & stories emphasizing good health), Children's Better Health Institute, P.O. Box 10681, Des Moines, Iowa 50336, 1 yr. (8 issues) \$9.97 (ages 7 to 9).

CHILDREN'S LIFE (activities & stories emphasizing good health) Children's Better Health Institute, P.O. Box 10681, Des Moines, Iowa 1 yr. (8 issues) \$9.97 (ages 8 to 10).

CHILDREN'S PLAYMATE (activities & stories emphasizing good health) Children's Better Health Institute, P.O. Box 10681, Des Moines, Iowa 50336 1 yr (8 issues) \$9.97 (ages 5 to 7).

CLASSICAL CALLIOPE ("designed to interest youth in the culture & language of the ancient Greeks and Romans and to enhance appreciation of English and American literature") Cobblestone Publishing, Inc., Dept. 869, 20 Grove Street, Peterborough, New Hampshire 03458, 1 yr. (4 issues) \$13.95, 2 yr. (8 issues) \$24.00. (ages 9 to 16).

COBBLESTONE (emphasizes American history), Cobblestone Publishing, Inc., Dept. 869, 20 Grove Street, Peterborough, New Hampshire 03458, 1 yr. (12 issues) \$18.95, 2 yr. (24 issues) \$34.00. (ages 8 to 15).

CRAFTS 'N THINGS (craft ideas and patterns) Dept. 2-2095, Park Ridge, Illinois 60068, 1 yr. (6 issues) \$8.00, 2 yr. (12 issues) \$15.00. (ages 12 and up).

CRICKET (literature oriented) P.O. Box 2670, Boulder, Colorado 80322 1 yr. (12 issues) \$22.50, 2 yr. (24 issues) \$41.15. (ages 6 to 12).

ELECTRIC COMPANY (activity oriented - follow-up to SESAME STREET magazine) 200 Watt Street, P.O. Box 51277, Boulder, Colorado 80321-1277, 1 yr. (10 issues) \$10.95, 2 yr. (20 issues) \$19.95. (ages 6 to 10).

FACES (introduces children to people around the world),

Cobblestone Publishing, Inc. Dept. 869, 20 Grove Street, Peterborough, New Hampshire 03458, 1 yr. (10 issues) \$16.50, (ages 8 to 15).

FANTASY AND SCIENCE FICTION (fantasy & science fiction literature), Edward L. Ferman, Editor, Box 56, Cornwall, Connecticut 06753, 1 yr. (12 issues) \$19.50, 2 yr. (24 issues) \$32.00, 3 yr. (36 issues) \$44.00. (ages 11 & up).

FOXFIRE ("contents are drawn from the indigenous Appalachian culture from which the students who edit it come"), The Foxfire Fund, Inc., P.O. Box B, Rabun Gap, Georgia 30568, 1 yr. (4 issues) \$9.00, 2 yr. (8 issues) \$16.00, 3 yr. (12 issues) \$23.00. (ages 11 to 18).

HIGHLIGHTS FOR CHILDREN (stories & activities) 2300 W. 5th Avenue, P.O. Box 269, Columbus, Ohio 43216, 1 yr. (11 issues) \$19.95, 2 yr. (22 issues) \$35.95, 3 yr. (33 issues) \$49.95. (ages 7 to 12).

HOT ROD (automotive emphasis), Peterson Publishing Company, 6725 Sunset Boulevard, Los Angeles, California 90028, 1 yr. (12 issues) \$15.94, (ages 10 & up).

HUMPTY DUMPTY'S MAGAZINE (activities & stories emphasizing good health), Children's Better Health Institute, P.O. Box 10681, Des Moines, Iowa 50336, 1 yr. (8 issues) \$9.97. (ages 4 to 6).

ILLINOIS HISTORY (spotlights aspects of Illinois history), Illinois State Historical Library, Old State Capitol, Springfield, Illinois 62706, 1 yr. (8 issues) \$3.00 (ages 11 to 17).

JACK & JILL (activities & stories emphasizing good health), Children's Better Health Institute,

P.O. Box 10681, Des Moines, Iowa 50336, 1 yr. (8 issues) \$9.97 (ages 6 to 8).

MUPPET MAGAZINE (activities and stories), Magazine Subscription Service Center, P.O. Box 10126, Des Moines, Iowa 50350-0126, 1 yr. (4 issues) \$7.50, 2 yr. (8 issues) \$12.50, (ages 5 to 12).

NATIONAL GEOGRAPHIC WORLD (emphasizes science & adventure), National Geographic Society, P.O. Box 2330, Washington, D.C. 20013, 1 yr. (12 issues) \$10.95, 3 yr. (36 issues) \$29.50, (ages 8 to 12).

THE OLYMPIAN (concentrates on Olympic sports events), United States Olympic Committee, Fund RM, Colorado Springs, Colorado 80950, 1 yr. (10 issues) \$19.88, (ages 8 and up).

OWL (follow-up to CHICKADEE magazine with same aim), The Young Naturalist Foundation Publications, 56 The Esplanade, Suite 306, Toronto, Ontario M5E 1A7, 1 yr. (10 issues) \$15.00, 2 yr. (20 issues) \$27.00, (ages 8 to 14).

PACK-O-FUN (concentrates on craft activities using scrap items), Dept. 21095, 14 Main Street, Park Ridge, Illinois 60068, 1 yr. (4 issues) \$4.95. (ages 7 to 12).

RANGER RICK (emphasizes nature), National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036-2266. 1 yr. (12 issues) \$14.00.

SCHOLASTIC COACH (sports coverage), Scholastic Coach, P.O. Box 2042, Mahopac, New York 10541, 1 yr. (10 issues) \$14.95, 2 yr. (20 issues) \$25.90, 3 yr. (30 issues) \$34.85. (ages 11 to 17).

SESAME STREET (activities for children and articles for parents), Sesame Street, P.O. Box 52000,

Boulder, Colorado, 80321-2000, 1 yr. (10 issues) \$10.95, 2 yr. (20 issues) \$19.95. (ages 2 to 6).

STONE SOUP (literature written by children) Children's Art Foundation, P.O. Box 83, Santa Cruz, California 95063, 1 yr. (5 issues) \$18.00, 2 yr. (10 issues) \$30.00, 3 yr. (15 issues) \$42.00 (ages 6 to 12)

TEEN (fashion & beauty magazine), Peterson Publishing Company, 6725 Sunset Boulevard, Los Angeles, California 90028, 1 yr. (12 issues) \$12.95. (ages 11 to 18).

3-2-1 CONTACT (emphasis on science and technology) E=MC Square, P.O. Box 51177, Boulder, Colorado 80321-1177, 1 yr. (10 issues) \$11.95, 2 yr. (20 issues) \$22.95. (ages 8 to 14).

TURTLE (activities & stories emphasizing good health) Children's Better Health Institute, P.O. Box 10681, Des Moines, Iowa 50336, 1 yr. (8 issues) \$9.97. (ages 2 to 5).

WEE WISDOM (stories and activities with a Christian emphasis) Unity, Unity Village, Missouri 64065-0001 1 yr. (10 issues) \$5.00 (ages 8 to 12).

YOUR BIG BACK YARD (emphasis on nature), National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036-2266, 1 yr. (12 issues) \$10.00.

RURAL SERVICES ON THE MOVE

220 librarians & trustees, & friends of libraries from Illinois, Indiana, Minnesota, Iowa, Kentucky, South Dakota, and Nebraska attended the MOVE (Mississippi and Ohio Valley Exposition) Conference. Held June 10-13, 1986 in Carbondale, Illinois, the conference focused on economic development and rural libraries. Bridget Lamont, Director of the Illinois State Library, described the conference goals as "1) demonstrating that libraries have an important broad based impact on the economic and cultural climate in future Illinois. 2) Southern Illinois libraries continue to make a significant contribution to rural library development and 3) that libraries in Southern Illinois be viewed as community information centers."

Jim Edgar, Illinois Secretary of State and State Librarian, in his conference presentation described rural libraries 3 major roles as: "First is its more traditional function, providing cultural and intellectual enrichment - a place for learning....

Second,is its usefulness as a community center - a meeting place...libraries can help give people greater knowledge by bringing them together to share what they know.

Third & newer function for libraries is as a tool for economic development. In a new economy where information has become the primary commodity, what could be more useful to business than a fountain of information - a good library? ---Libraries can give the businessman access to census data, marketing trends, new products, small business assistance,

financing, software, technical or professional journals, government contract bidding & many, many other things.

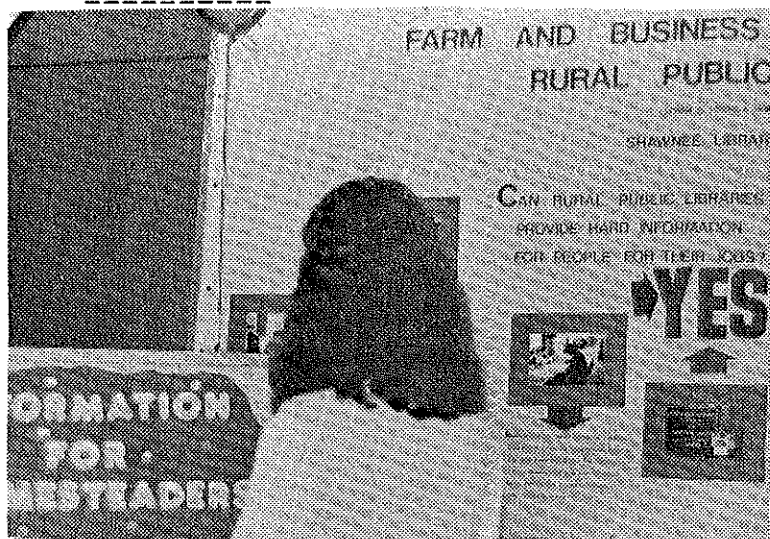
---Since some 80 percent of new jobs come from newer, smaller businesses, anything a library can do to help these entrepreneurs is good for the economy."

Other presentations addressing the conference theme was Gerald Sophar presentation "A National Perspective on the Rural Library & Information Services Situation."; and "The Role of Marketing in the Future of Rural Public Libraries" by Darlene E. Weingard, University of Wisconsin, Madison, Wisconsin.



Donna Leicht (r) MOVE Project Director, poses with Will Manly noted columnist of the Wilson Library Bulletin and one of the Conference presentors.

Copies of these presentations, reprints of background papers for the conference & the address "Snowballs in the Bookdrop" by Will Manly have been published in the October, 1986 issue of Illinois Libraries.



Rural Librarian visits the Shawnee (IL) Library System's booth on Library Service to Farmers & Businesses. The MOVE Conference featured rural projects in Illinois & surrounding states. Exhibits included displays on serving special populations such as the deaf & aged; on building projects, & on using computer software.

MATERIALS ON FARMS & FARMERS

DEBT INFO

A special newsletter edition has been published which covers what debt reforms at the state level are essential to help family farmers survive & rebuild their operations. Although the newsletter focuses on what can be done in Nebraska, it also contains much information that applies to other farm states. If you don't live in Nebraska, but would like a copy, drop a line to: Center for Rural Affairs

Walthill, Nebraska 68067
December, 1986

NEW RESOURCE

A "Sustainable Agriculture Research Soucebook" is now available for \$4.00 from the Wisconsin Rural Development Center, P.O. Box 504, Black Earth, WI 53515. This 56-page report details the status of research efforts at 18 American universities. Growing interest in agricultural practices which lower a farmer's costs, conserve natural resources, and reduce exposure to the hazards of modern farming make this a timely report in this fast-moving arena.

Center for Rural Affairs,
December 1, 1986

FARM AIDS. Breaking New Ground is a free newsletter for farmers with physical disabilities. A recent issue offered a profile of a blind cattle farmer, articles on lung-protection equipment & a specially modified tractor for farmers with restricted mobility, a list of workshops & events, letters from readers, & other features.

To get on the mailing list to receive the newsletter, write Breaking New Ground, Department of Agricultural Engineering, Purdue University, West Lafayette, IN 47907. The school also publishes other materials for farmers with handicaps, including a resource manual describing special tools and equipment; for more details contact the above address.

American Libraries, November, 1986 page 800.

CRISIS MANAGEMENT

A 21-minute slideshow "Beyond Crisis - Solutions for Rural America," recently released by the League of Rural Voters, describes the rural economic crisis, the history of U.S. farm policy & the devastating impact of the 1985 farm bill. It describes the impact of federal farm policies on small towns, the environment & hunger & what people are doing to change policies.

The show is an excellent education & organizing tool for rural & urban audiences. To rent or buy the slide show contact: League of Rural Voters, Suite 255, 3255 Hennepin Avenue, Minneapolis, MN 55404 or call 612-827-6055. Purchase Price is \$80.00; 1 week rental is \$25.00 plus postage.

Smileletter, October, 1986

***** E T C*****

The February 1987 issue of Rural Library Service Newsletter (RLSN) will be a review of this past year (1986) activities of rural libraries in the U.S. & Canada. RLSN will be covering the following topics: Materials, Services, Research, Grants & Programs, Technologies, Legislation, & Cooperative Efforts.

Your suggestions of other subjects to be covered plus news about your library in any of these areas would be greatly appreciated. Send your ideas and news to: John M. Houlahan, Northwest Regional Library, 6th and Jackson, Sioux City, Iowa 51105. Telephone (712) 279-6186.

RURAL AMERICA includes 14,000 towns & cities & 60 million people. It has been reported that agriculture with 1.3 million persons is out numbered by manufacturing with 3.4 million, & construction, transportation & communication, retail trade & professional & related services involve about the same number of workers as agriculture.

U.S. Rural Population Is Increasing. Iowa Farmer Today 7/20/86

FREE/INEXPENSIVE MATERIALS

A newsletter from Minnesota Congressman Gerry Sikorski lists the following free or inexpensive materials for those working with children:

Kids Invent Theatre. \$2.50 This is a guide to assist teachers in incorporating theatre into the classroom. It encourages kids to be creative & thoughtful in planning productions. Write to: Education Program, Kennedy Center, Washington, D.C. 20566.

Art & Man. Free. An instruction manual for teachers on different artists, artworks, and activities to stimulate children's interest in the arts. Write to Scholastic Inc., 730 Broadway, New York, NY 10003.

Indian Experience. \$1.00. Lessons and activities for teachers to help kids understand native American art. Order from the Coordinator of Education Services, Education Program, Kennedy Center, Washington, D.C. 20566.

Smileletter, Mankato, MN. August, 1986.

SURVEY HELP NEEDED?

The Library Research Center of the University of Illinois seeks to assist public libraries in planning & implementing citizen & user surveys.

The Library Research Center can assist public libraries in planning & implementing citizen & user surveys on three levels.

1. Free Advice --- The Library Research Center staff is prepared to offer free consultation (within reason) on any phase of a survey, from questionnaire design to data analysis.

2. Data Processing & Analysis --- The Center can code raw survey data submitted by a library, input the data into its own microcomputers, & analyze the data to the library's specifications.

3. Complete Survey --- The Center can conduct a complete survey for a

library, including sample selection, questionnaire design & implementation, data processing & analysis, & a final narrative report.

The fees charged for levels 2 & 3 depend upon the size of the sample, the extent of the work necessary, & the degree of participation by the library.

For further information, write or call: Deborah M. McCabe, Library Research Center, 410 David Kinley Hall, University of Illinois, 1407 West Gregory Drive, Urbana, IL 61801 Telephone 217/333-1980.

SOME SMALL ILLINOIS LIBRARIES ARE NET LENDERS:

Bernard Sloan, in an update report on his Illinois Statewide Library Computer System (LCS), reports an unusual finding resulting from an analysis of the record 38.7 million interloan transactions logged by LCS in Fiscal 1986:

"Contrary to what some might believe, interlibrary circulation does not involve smaller libraries raiding the collection of larger libraries. Three of the four smallest LCS libraries are net lenders, with the four lending a total of 7,110 items during FY '86.. The largest LCS library is a net borrower...the four smallest libraries loaned more (2,873) items to the four largest than the four largest loaned (2,592) to the four smallest.

Library Hotline, 9/8/86.

The Journal of Rural and Small Schools, is the official publication of the National Rural and Small Schools Consortium. It offers practical field-oriented articles & provides a vehicle for rural & small school administrators, educators, school board members, parents & interested university faculty to publish

articles relevant to rural/small district management & instruction. Each issue recognizes unique contributions of specific rural & small schools & their students. A subscription is included with membership in the National Rural & Small Schools Consortium or are available at the rate of \$18 per year. National Rural and Small Schools Consortium, Miller Hall 359, Western Washington University, Bellingham, WA 98225.

POLICY ON UNATTENDED CHILDREN:

The July issue of the WILS Communicator, newsletter of the Western Illinois Library System, reports what may be the first policy-level response to the widespread problem of unattended children in the library. It originated with the Ocascoosa (IA) Public Library & (much paraphrased for this report) states:

All children under 5 must be attended by an adult or mature adolescent. Children over five and under 8 can spend up to 1/2 hour in the library unattended. Children eight and up may use the library unattended. There's more to the policy, but those are the broad outlines.

Library Hotline, 9/15/86 p. 15,

INTERNATIONAL LIBRARY EXCHANGE CENTER ESTABLISHED

An International Library Exchange Center has been established in Kansas City, Missouri. The ILEC is based on the conviction that libraries all over the world have materials, information & personnel that they would be willing to exchange with other libraries. The aim is to assist in collection development. The necessity to put these libraries in touch with each other, and provide a vehicle for raising funds to pay freight costs for exchanges if needed gave raise to the idea of ILEC, which is composed of various types of members from individuals to

organizations with a dues structure intended to assist in providing funds for collection & distribution of the materials & information for exchange.

For more information on this non-profit organization, write International Library Exchange Center, Box 26, Park College, 8700 Riverpark Drive, Kansas City, Missouri 64152-3795 or call 816-741-2000.

CKLS POST, Great Bend, Kansas

NEWSLETTER EXCHANGE WANTED:

Bob Gaines writes that he is interested in exchanging newsletters with systems or anyone else that is interested in the problems of small & rural libraries. If you wish to exchange your newsletter with his agency, the mailing address is: Bob Gaines, Central Texas Library System, P. O. Box 2287, Austin, Texas 78768.



Rural Library Service Newsletter

Editor: John M. Houlahan

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