



Rural Library Service Newsletter



VOL. 8 NO.1

1988

SEARCH FOR SOLUTIONS: RURAL ECONOMIC DEVELOPMENT

Pioneer Hi-Bred has committed considerable dollars to a three-year study of rural America. The company is committed to what it calls the "long look" -- that is, taking up the charge of helping community leaders manage change, to help direct change, and to produce from that change a better world.

Focussing in three critical areas of rural America, Pioneer has created a series of seminars designed to inform, teach and provide direction to Pioneer employees so they can return to their respective communities as informed leaders and agents of change.

To that end, Pioneer invited nearly 300 people from 16 states and Canada to listen and learn and share information about education, economy, and health care in rural America. I was sponsored by a friend in Indiana who is a Pioneer dealer and with whom I had worked in local economic development in my basically rural community of Wabash, Indiana. He also sponsored from Wabash the Director of the Wabash County Economic Development Corporation and the President of the Wabash Area Chamber of Commerce. As far as I know, I was the only librarian in attendance, and I tried to make everyone aware of libraries as possible partners in local economic development efforts.

Pioneer looked at rural education in

1986; in 1987 it was the year to investigate rural economic development. The company held a three day seminar in November 1987 entitled, "The Search for Solutions: Rural Economic Development," Sessions featured Iowa State and Purdue experts in agriculture and rural development and economics; the Executive Director of the National Association of Towns and Townships; the National Governor's Association's Research Associate for Economic Policy and Research; an instructor from the Department of Rural Sociology at the University of Missouri; bankers; foundation administrators; and public relations specialists.

The bottom line is that none of these experts mentioned above can do a darned thing about economic improvement in the local community if citizens aren't willing to commit the time, energy, and money to helping themselves. There are no magic formulas for success. There are however, resources available on the state and national levels, at the universities, and in local support groups. I was pleased with how often the local public library was brought into the programs by various speakers throughout the conference. Seen as the community storehouse of knowledge and information about the community itself, the public library is integral to any local economic development effort-- providing the

information to providing space and to sharing what is, in many instances, carefully trained and knowledgeable staff. And one cannot discount that libraries contribute to the quality of life in any community.

There has been a videocassette produced and distributed to participants in the November 1987 Workshop. It capsulizes the conference into about an hour of

highlights. I certainly would be willing to loan that cassette to anyone who wants to view it. Linda Robertson, Director of Information Services, State Library of Iowa, E 12th and Grand, Des Moines, Iowa 50319. (Ed. note: the above is an edited version of a report prepared by Ms Robertson for the State Library Commission of Iowa. Prior to her appointment to the State Library of Iowa, Linda was the Director of the Wabash Public Library in Wabash, Indiana.)

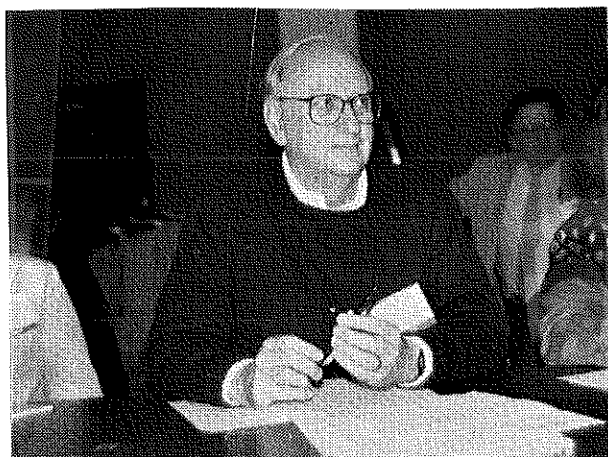
RIC STARS AT ALA'S RURAL MEETING

Six states have been selected for a pilot project which will provide their rural leaders access to information in planning or conducting rural development activities. The national USDA Rural Information Center (RIC) is designed to provide information and referral services to local government officials. It is a joint project of the Extension Service and the National Agricultural Library (NAL). RIC combines Extension's nationwide educational network with the resources of the largest agricultural library in the free world. Through RIC, NAL will acquire new books, journals, manuals, audiovisual materials, and computer software in the areas of rural and economic development. The new materials will be placed into AGRICOLA, NAL's online data base. Rural officials can obtain these materials through an interlibrary loan system linking them and their local extension offices with offices in RIC's headquarters at NAL in Beltsville, Maryland. After reviewing the materials, public officials may consult with extension experts on their topics of interest.

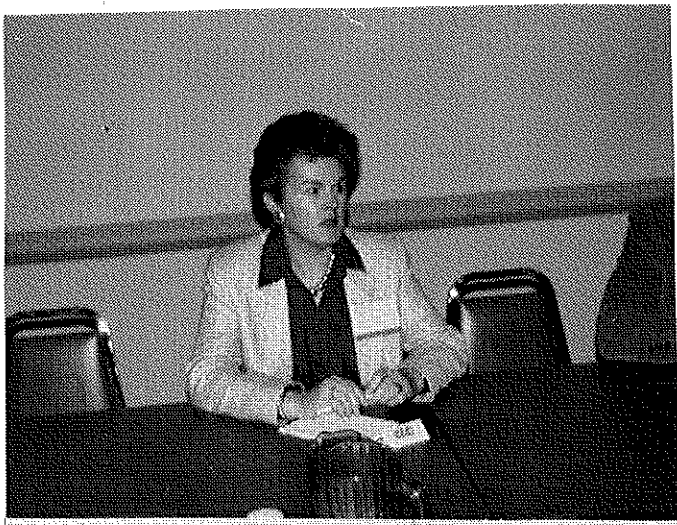
Another service under RIC is tracking and describing future rural issues and information needs. One of the tools used to track future

trends is analyzing telephone data that the RIC project generates.

RIC began in early September 1987 on a very limited basis. Six states were chosen to be pilot sites. They are Iowa, Georgia, Missouri, Illinois, New Mexico, and Vermont. For additional information about RIC, contact Patricia John, Coordinator, Rural Information Center, Room 304, National Agricultural Library, Beltsville, Maryland 20705.



Joseph Howard, National Agriculture Library Director, met with members of Public Library Association's SMLS Rural Library Service Committee at their Midwinter Meeting in San Antonio. He explained RIC & sought committee members responses to the project.



PLANS FOR BOOKMOBILE CONFERENCE ROLLS AHEAD

The State Library of Ohio's Fourth National Bookmobile Conference will be held in Columbus, Ohio on June 15-18.

National Bookmobile guidelines, which were drafted at the 1987 Conference and tested throughout the year, will be evaluated and adopted at this year's conference. Guidelines were established on such topics as: vehicle specifications, management of bookmobile programs, staffing, scheduling, marketing and collection development.

The 1988 conference will also feature programs on international bookmobile service, censorship, a full outreach program, the role for the bookmobile, and the latest in automation. Registration for the Conference is \$50.00 with an enrollment limit of 150.

For more information on the 1988 Fourth National Bookmobile Conference contact John J. Philip at the State Library of Ohio, 65 South Front Street, Columbus, Ohio 43266-0334, 614/644-7061. (This report has been adapted from a newsrelease prepared by Linda Pritchard)

Also prominent at Rural meetings was NAL Robyn Frank who sought input and feedback to the RIC project. Ms Frank heads the Information Centers Branch at NAL.

PA UNIVERSITY FOCUSES ON ECO/DEVO

Clarion University of Pa. in Clarion is holding a three day conference on rural development. Registration, dinner and a social begin the proceedings at 6:00p.m. Wednesday May 4, 1988. Major sessions for May 5 & May 6 are: The Outlook for Rural Economic Development by Congressman David Wright; "The Changing Dimensions of Rural America" by Rural Sociology Professor Daryl Heasley; and "Rural Information Needs" by a panel of county extension personnel, staff member of National Agriculture Library, and members of various rural service agencies. Other topics to be covered are cooperation between libraries and extension agencies, recent research on rural libraries, and the Intermountain Community Learning Information Services Project. For additional information on the conference, Information and Rural Economic Development, contact the College of Library Science, Clarion University of Pennsylvania, Clarion, Pa. 16214.



Rural Library Service Newsletter

Editor: John M. Houlahan

The RURAL LIBRARY SERVICE NEWSLETTER is issued quarterly in February, May, August & November, by the Northwest Regional Library System, 6th & Jackson Streets, Sioux City, IA 51105. 712/279-6186.

Fourth-class postage paid.

ALA'S RURAL PROGRAM IS ANNOUNCED

LIBRARIES, DOING RURAL ECONOMIC DEVELOPMENT
EXTENSION SERVICES, & THE NATIONAL AGRICULTURAL LIBRARY IN
PARTNERSHIP

SPONSORED BY THE
RURAL LIBRARY SERVICES COMMITTEE
SMALL & MEDIUM-SIZED LIBRARY SECTION OF THE PUBLIC LIBRARY ASSOCIATION OF THE
AMERICAN LIBRARY ASSOCIATION

TUESDAY, JULY 12, 9:00 - 11:00 A.M.
AMERICAN LIBRARY ASSOCIATION CONFERENCE
NEW ORLEANS, LOUISIANA

How the rural library can play a role in community economic development by
working in partnership with state & county extension services, land grant
universities, and the National Agricultural Library.

Beth Honadle,	National Program Leader Economic Development, U.S. Department of Agriculture Extension Service, Washington, D.C.
Patricia John,	Rural Information Center, Coordinator, National Agricultural Library Beltsville, Maryland
Jack Glazier,	School of Library & Information Science, University of Missouri-Columbia, Columbia, Missouri
Donna Leicht,	Rural Library Service Committee Chair, Eau Claire, Wisconsin
James Pickerton,	Department of Rural Sociology, University of Missouri-Columbia, Columbia, Missouri

Moderator: John Christenson, Traverse des Sioux Library System
Mankato, Minnesota

RURAL DEVELOPMENT:VIDEO ASSISTANCE

The VHS Rural Development videos on this list was compiled by the Traverse des Sioux Regional Library System in Mankato, Minnesota. John Christenson, the System's Director, welcomes suggestions for other titles to be added to this list. He hopes to ready a second edition to be distributed at the Rural Library program on economic development at ALA in New Orleans. That program is described earlier in this issue.

Rural Economic Development

CHANGING RURAL AMERICA ZT\VHS-1416 1987 26 Minutes - How and why rural America is changing and what can be done to positively work with the change. U.S.D.A Economic Research Service, Washington, D. C. \$25.00.

ECONOMIC DEVELOPMENT FOR RURAL REVITALIZATION ZT/VHS-1471 1987 105 Minutes. Defining the critical forces affecting the rural economy; approaches to Community Economic development; and case studies illustrating economic development activities. Handbook included. Developed by Beth Honadle, U.S.D.A. Extension Service Economic Development. Iowa State University \$35.00.

A NEW SEASON ZT/VHS-1493 1987 15 Minutes. Produced by the Minnesota Bankers Association Enterprise Network for use of small town community leaders & bankers. The video stimulates community discussion of economic development, leading to action. Discussion guide included. Minnesota Banking Association \$59.00.

YOUR HOMETOWN ZT/VHS-1494 1987 60 Minutes Specific examples of how problems of rural economic stress & unemployment are being met in small towns across the country. Narrated by James Whitmore & produced by the U.S.D.A. Economic Research Service. Washington, D. C. \$10.00.

Rural Employment

HARVESTING HOMETOWN JOBS ZT/VHS-1415 1987 13 Minutes The National Association of Towns and Townships show how small communities from 650 to 15,500 have successfully started economic development programs. NATT, 1552 K. Street, Washington, D.C. 20005 \$75.00.

RURAL UNEMPLOYMENT ZT/VHS-1500 198- 28 Minutes Examines the problems of unemployment in small communities & how rural citizens can be put back to work. Produced by Iowa State University Extension Service. RMI Media Production, Shawnee Mission, KS 66205 \$59.95.

The Rural Crisis

BITTER HARVEST ZT/VHS-1488 1983 13 Minutes A poignant documentary observing a third generation farmer losing the family place. Films Idea \$115.00.

THE FARM CRISIS: WHO'S IN TROUBLE, HOW TO RESPOND ZT/VHS-1501 1986 10 Minutes. Stimulates discussion of four different approaches for resolving the farm crisis. Produced by the National Issues Forums. \$25.00.

FARM NEIGHBORS: A GUIDE TO SELF-HELP GROUPS ZT/VHS-1496 198- 18 Minutes
Meeting regularly with neighbors can do much to ease emotional stress.
Suggestions on starting you self-help group are given.. Produced by Iowa State
University Extension Services. RMI \$59.95.

FROM THIS VALLEY...ON DEFENDING THE FAMILY FARM ZT/VHS-1490 1987 15 Minutes
Ideas for the survival for the family farm as explored by the Rural Crisis
Team of the National Council of Churches in Christ. Guidebook included.
\$25.00.

THE HIGH COST OF FARMING ZT/VHS-1497 198- 28 Minutes
What some farm operator are doing to turn a profit by carefully cutting costs.
Produced by Iowa State University Extension Service. RMI \$59.95.

PREPARING FOR MEDIATION: THE FARMER'S PERSPECTIVE ZT/VHS-1240 1986 30
Minutes. Addresses farmers who have received notice from creditors that they
intend to take action against the farmer's debt. University of Minnesota
Extension Service \$.00.

REBUILDING SELF ESTEEM FOR FARM WOMEN ZT/VHS-1498 198- 22 Minutes
The need of rural women to rebuild self-esteem during a time of stress &
change on the farm. Show how farm women can deal with stress & help other
family members cope. Produced by Iowa State University Extension Service.
RMI \$59.95.

RURAL CRIME ZT/VHS-1499 198- 28 Minutes
Why rural crime has increased 43% over the urban rate in the past ten years &
what rural citizens can do about it. Produced by Iowa State University
Extension Services. RMI \$59.95.

Small Business Help

CHANGES ON MAIN STREET ZT/VHS-1495 198- 15 Minutes
How small town business people can handle the stress of the rural crisis &
suggestions on how communities can pull together. Produced by Iowa State
University Extension Services. RMI \$49.95.

HOW TO BEAT THE ODDS ZT/VHS-1492 198- 19 Minutes
What a small business needs to know to beat the odds of a 80% failure rate of
starting a new business. Produced by the Small Business Administration.
National Audio Visual in Washington, D.C. \$95.00.

HOW TO START YOUR OWN BUSINESS ZT/VHS-1385 1987 120 Minutes
INC. Magazine offers step by step, practical guide that show you how to create
a successful business. \$22.79.

To Borrow any of the Above Videos Contact:

Traverse Des Sioux Library System
John Christenson, Director
110 South Broad Street
Mankato, Minnesota 56001
1-507-625-6169

PLA SMALL & MEDIUM-SIZED LIBRARIES SECTION RURAL LIBRARY SERVICE COMMITTEE

ROSTER 1987-88



CHAIRPERSON (1985-88)

Donna Leicht
Eau Clair, Wisconsin 54701

Penny E. Albright 84-88
Kershaw County Library
Camden, S.C. 29020

John D. Christenson 84-88
Traverse de Sioux Library System
Mankato, MN 56001

Loretta Flowers 85-87
Division of Library Services
Tallahassee, FL 32301

Stan Oliner 85-89
7684 E. Mercer Place
Denver, Colorado 80237

John J. Philip 87-89
State Library of Ohio
Columbus, OH 43266

Barbara van der Lyke 86-88
Williamantic Library Service Center
Williamantic, CT 06226

Donald A. Best 87-89
Cadillac-Wexford County
Cadillac, MI 49601

Denise de Rochefort-
Reynolds 85-89
Frank Carlson Library
Concordia, KS 66901

Dale Luchsinger 87-89
Merchants' Walk Library
Marietta, GA 30068

Brenda M. Pacey 84-88
Lincoln Trail Libraries Sys.
Champaign, IL 61821

Nicola K. Stanke 86-88
East Central Regional
Library
Cedar Rapids, IA 52401

Jan Walsh 87-89
Washington State Library
Olympia, WA 98502