



Rural Library Service Newsletter



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1987

PROJECTS AND CONFERENCES SPOTLIGHTED IN MICHIGAN

Seventy-nine percent of Michigan's 374 public libraries are small and located in rural communities. Greater attention to rural needs has brought Michigan librarians together in an awareness of common concerns and interests.

Encouraged by public library cooperative directors in the northern part of the state, a conference for rural public librarians, sponsored by the Michigan Library Association (MLA) Northern Library Caucus and the Library of Michigan, was held in April of 1985 in Gaylord. The conference featured speakers who spoke on marketing, resource development, the role of trustees, library establishment, continuing education, and special services in small and rural libraries. Of the 206 participants, more than a third paid their own conference costs and many also had to pay the cost of their library substitutes during the three days. MLA gained 44 new members, with 37 attending their first MLA workshop.

Three areas of special concern in rural libraries were identified at this conference: continuing education for rural library personnel, improved and timely document delivery systems among rural libraries, and public relations strategies to promote library service and personnel.

The strong attendance and overwhelming success of this conference had some important consequences. MLA's Northern Libraries Caucus became the Rural Libraries Caucus and began planning a second conference in 1986. An increase in the Library of Michigan's budget made available additional federal monies for a new program of competitive grants to the state's rural libraries. The three areas of concern at the April conference became the target for these federal grants in FY 1986. Twelve grants totaling \$12,513, were made to rural libraries, to support a variety of new and needed services.

Some of the projects funded were:
BLUE WATER LIBRARY FEDERATION sponsored two rural library conferences to reach seventy librarians in the eastern part of the state.

FREMONT PUBLIC LIBRARY sponsored a "Microcomputer Applications in Rural Libraries" Workshop for librarians in Newaygo and surrounding counties.

HIAWATHALAND/MID-PENINSULA/SUPERIORLAND COOPERATIVES worked together to offer a children's services conference in Marquette where more than ninety librarians from all parts of Michigan's Upper Peninsula attended.

NORTHLAND/MID-MICHIGAN LIBRARY COOPERATIVES presented a "Rural Libraries and the Museum Connection" Workshop at the Jesse Besser Museum in Alpena, with emphasis on the natural relationship between libraries and museums.

STURGIS PUBLIC LIBRARY launched a PR campaign to publish and distribute a "wish list" catalog of items that brought in \$3,500 worth of donations in the first month.

TAYMOUTH TOWNSHIP COMMUNITY LIBRARY prepared a semi-annual newsletter to reach all residents by direct mail, & inform them of the availability of library services.

TECUMSEH PUBLIC LIBRARY surveyed the library's users and nonusers in the community, and prepared a videotape on services and staff resources.

The Michigan Library Association and public library cooperatives, working with the Library of Michigan sponsored the second Rural Library Conference in April of 1986. The Library of Michigan provided \$5,000 in LSCA funds, which was a major help in meeting travel expenses for the rural librarians. The conference theme was "Building for Tomorrow with Government". The capital city, Lansing, was selected as the natural site. At this conference program planners responded to the needs expressed by rural librarians: to build and develop a statewide continuing education program to meet training needs close to home and at an affordable cost, to have MLA focus greater attention on rural library issues, and to lobby for increased attention to them. State legislators addressed a packed house on the topic of the legislator's perceptions of the library's role in the community. A library lobbyist presented suggested tactics for approaching community leaders, and instructors on community development from Michigan State University reviewed the political marketing of library services.

The third rural librarians conference, "Rural Libraries--Changes and Challenges" will be held June 10-15, 1987. It will be held in the Upper Peninsula, at the Lake Superior State College in Sault Ste. Marie. LSCA Title I grants for rural library projects will be continued by the Library of Michigan in 1987. Rural Libraries will be eligible for grants of up to \$1,500 for projects when some matching in-kind or financial support is provided locally.

adopted from an article submitted by - Jeffrey P. Johnson, Deputy State Librarian, Library of Michigan.

EDITOR'S NOTE: Mr. Johnson also reports that a detailed survey of rural libraries in libraries in his state has been completed.

Rural Library Service Newsletter will write more about that report in a future issue.



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Editor: John M. Houlahan

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SELECTING MAGAZINES TITLES FOR THE SMALL LIBRARY

ULRICH'S INTERNATIONAL PERIODICAL DIRECTORY indicates that there were over 69,000 periodicals published world-wide in 1985. With such a wide selection available, choosing a modest collection of titles for a small library becomes a monumental task. To make that chore a bit easier, this article will examine many of the more popular titles & make some recommendations for purchase.

There are four basic criteria to consider when selecting periodicals. As with books, the most important consideration is the needs of those using the library. If there is a demand for a title or a particular subject covered by a title, then obtaining it for the library should be a top priority. Your community may have a population that spends much time boating or participating in other water sports. This interest may indicate a need for a subscription to MOTOR BOATING & SAILING or WATER SKIER.

Selection of a title should also be based on whether that title is included in a standard index (for example: READER'S GUIDE). If the library maintains backfiles of its periodicals titles, then their usefulness will increase if those titles are indexed. (Twenty-five of the titles recommended below are indexed in READER'S GUIDE TO PERIODICAL LITERATURE.) If a title is not indexed, however, this should not preclude its purchase, especially when other selection criteria are met. Remember, the library's periodical collection, as with its book collection, should provide a balance between patron demand & its responsibility for providing diversity and quality.

Price of the periodical subscription, an important factor, should not become the overriding consideration when deciding whether or not to purchase a title. A librarian wants to get the best

periodical for her money & often there are not enough funds to purchase everything wanted or needed. However, purchasing a cheaper title when it is of inferior quality or does not meet patron demand, renders a disservice to both library & patrons.

Finally, when selecting periodicals for the collection, a librarian should check recommended lists to determine a title's suitability for her particular library. The most useful of these is Bill & Linda Sternberg Katz's MAGAZINES FOR LIBRARIES, now in its fifth edition (R.R. Bowker Company, 1986). This recommended list includes 6,500 periodicals arranged by general subject, with an index by title & audience for the periodicals, as well as subscription information. At the beginning of each subject area, an attempt is made to recommend titles that are essential for a basic collection in all types of libraries.

Now for a list of thirty-two periodical titles which will provide the small library with a well-rounded basic collection for adults. The list is alphabetical, but titles covering the same subject are often discussed as a group. If a library purchases everything on the list (at 1986 subscription prices), the total cost would be approximately \$755.00. A longer list of approximately 55 recommended titles is available at the Northwest Regional Library office for those requesting copies.

ANNALS OF IOWA. quarterly, \$2.00. Iowa State Historical Dept., 402 Iowa Ave., Iowa City, IA 52240. This quarterly is a scholarly approach to Iowa History, dealing mostly with the social & political aspects of the State's past. For its low cost, a necessary acquisition, one that will be requested by your patrons.

ART IN AMERICA. monthly, \$34.95. 542 Pacific Ave., Marion, OH 43302. Covers contemporary art, both American and foreign. News of art exhibitions, interviews with artists & thoughtful articles on the world of art are included. A good choice for one general art magazine in your collection. If you have a community of artists or art patrons, you may need to subscribe to more than this one title.

THE ATLANTIC. monthly, \$18.00. P. O. Box 2547, Boulder, CO 80322. Presents various aspects of American society of foreign affairs; includes poetry, humor, fiction, public affairs & the arts. A must for all libraries.

BETTER HOMES AND GARDENS. monthly, \$12.97. Meredith Corp., Locust at 17th, Des Moines, IA 50336. Presents ideas about decorating & maintaining the home in a manner that will be appealing to most middle class families. There is much advertising of products & services. Considered a woman's magazine but there is much here to appeal to men too.

BUSINESS WEEK. weekly, \$39.95. McGraw Hill, Inc. 1221 Avenue of the Americas, New York, NY 10020. The leading business weekly, probably the best choice if you cannot subscribe also to FORTUNE & FORBES. A small library does not need all three, unless patron demand requires it.

BYTE. monthly, \$21.00 P.O. Box 590, Martinville, NJ 08836. The best of all publications geared toward personal computers. Has especially good product reviews. Another periodical that is very close in quality is INFOWORLD, which is weekly & which records new developments a bit more quickly than BYTE.

COLUMBIA JOURNALISM REVIEW. bi-monthly, \$14.00. Graduate School of

Journalism, Columbia University, New York, NY 10027. This publication functions a monitor of the press, critiquing the newsmaking process in all media. Highly respected.

CONSUMER REPORTS. monthly, \$16.00. Consumer Union of the U.S., Inc., 256 Washington St., Mt. Vernon, NY 10553. This title is a widely demanded product-buying guide. It provides regular product reviews, an annual buying guide & retrospective indexing for easy access.

DISCOVER. monthly, \$24.00. Time-Life Building, 541 N. Fairbanks Ct., Chicago, IL 60611. Since SCIENCE DIGEST & SCIENCE 86 ceased publication last year, there is truly a gap in the popular science magazine field. DISCOVER, published by Time, Inc., seems to be the one magazine that is best attempting to fill this gap. NEW SCIENTIST, a British publication, or SCIENTIFIC AMERICAN would also be good choices, but the small library need not subscribe to all three. DISCOVER may be more accessible to school aged children.

EBONY. monthly, \$14.00. Johnson Publishing Company, Inc. 820 S. Michigan Ave., Chicago, IL 60605. The "Afro-American version of Life or Look."

THE ECONOMIST. weekly, \$75.00. P.O. Box 904, Farmingdale, NY 11737. Reports on economic conditions, current events & politics around the world. Published in Great Britain. Included because of its international coverage, something our major newsweeklies tend to gloss over.

FIELD & STREAM. monthly, \$13.94. C.B.S. Publications, Consumer Publishing Group, 1515 Broadway, New York, NY 10036. Of all the magazine that deal with hunting and fishing, this is probably still the one most demanded. A good value for

your library dollars.

GQ: GENTLEMAN'S QUARTERLY. monthly, \$18.00. Conde Nast Publications, 350 Madison Avenue, New York, NY 10017. A lifestyle & fashion magazine for men. It also includes fiction & nonfiction. Probably will have more appeal than ESQUIRE. One of these titles should be included in every collection.

GOOD HOUSEKEEPING. monthly, \$14.97. P.O. Box 10055, Des Moines, IA 50350. A small library will need to have at least one woman's magazine. There is very little difference between them; REDBOOK, MCCALLS, or LADIES HOME JOURNAL. GOOD HOUSEKEEPING seems to be the title that has best handled the new vs. traditional woman without altering its image as a guide to homemaking success. Choose one, or at the most, two of these titles if your budget is limited.

HEALTH. monthly, \$15.00. P.O. Box 6030, Palm Coast, FL 32037. Although the HARVARD MEDICAL SCHOOL BULLETIN provides a better balance of timely health care information, readers (especially women) still flock to this title. It tends to focus a bit too much on looking good, as opposed to feeling good, but it does provide some good medical information. AMERICAN HEALTH, another competitor, may appeal more to men, but it tends to emphasize fitness for yuppies.

HIGH FIDELITY/MUSICAL AMERICA. monthly, \$27.94. ABC Leisure Magazine, 825 7th Ave. New York, NY 10014. There are many popular magazines that cover the world of music for a general audience-BILLBOARD, ROLLING STONE & DOWNBEAT, to name a few. HIGH FIDELITY seems the best to cover all types of music and musical products. If you must choose only one magazine of this type, choose this one.

THE IOWAN. quarterly, \$15.00. P.O. Box 130, Shenandoah, IA 51601. Attractive magazine that presents science, arts, history & nature from an Iowa perspective. Articles are written by Iowans; a beautiful illustration of what Iowa living is all about.

MODERN MATURITY. bi-monthly, \$5.00. AARP, 215 Long Beach Boulevard, Long Beach, CA. 90801. A good general interest magazine for senior citizens, provides much in the way of suggestions for leisure time activities. 50 PLUS, its competitor, is also good, but your patrons will still be asking for this title.

MONEY. monthly, \$29.95. P.O. Box 14429, Boulder, CO 80322. Written in a popular style for those who have little technical knowledge of investments. Deals mainly with personal finance.

MS. monthly, \$10.00 Ms. Magazine Corp., 119 West 40th Street, New York, NY 10018. Although it still purports to be a feminist magazine, Ms. seems to have drifted away from its mission. Year after year, it comes closer to being a "woman's magazine." Included for two reasons: there may be some demand for it in your library & it still publishes some of the finest writing by women of any popular magazine.

THE NATION. weekly, \$40.00. P.O. Box 1953. Marion, OH 43305. Presents local, national & foreign affairs from the liberal perspective. Excellent writing.

NATIONAL GEOGRAPHIC. monthly, \$16.50. National Geographic Society, 17th & M Streets, NW, Washington, D.C. 20036. An institution in all libraries. Using magnificent photography and excellent illustrations, this extremely popular magazine presents historical events, other cultures & people & developments of the future

in a straight forward & accurate manner.

NATIONAL REVIEW. fortnightly, \$29.00. 150 E. 35th St., New York, NY 10016. Provides the political opposite to THE NATION. A general news magazine, with an extremely conservative viewpoint. Owned & edited by William F. Buckley, Jr.

THE NEW YORKER. weekly, \$32.00. 25 West 43rd St., New York, NY 10036. Like NATIONAL GEOGRAPHIC, THE NEW YORKER is an institution in libraries. Attempts to provide a picture of culture on the East Coast, particularly New York City. Some good writing.

NEWSWEEK. weekly, \$32.50. Newsweek Building, Livingston, NJ 10022. The major news magazines are not very different from one another. Many times they will each carry the same cover story. If your budget is small, there is no need to have all three. Pick one. NEWSWEEK is the least expensive, but TIME & U. S. NEWS & WORLD REPORT also deliver quality.

PALIMPEST. bi-monthly, \$12.50. State Historical Dept., 402 Iowa Ave., Iowa City, IA 52440. The popular history companion to ANNALS OF IOWA. Beautifully done, with articles that will appeal to a wide spectrum of your patrons.

PARENTS. monthly, \$18.00, Box 3042, Harlan, IA 51537. A magazine on parenting that includes fathers, much better than any of the "women's magazines" for sound advice on rearing children.

PEOPLE WEEKLY. weekly, \$50.50. Time & Life Building 541 N. Fairbanks Ct., Chicago, IL 60611. Its circulation (over 2 million) & popularity require that a library purchase this title. Will be heavily read.

POPULAR MECHANICS. monthly, \$11.97. Box 10064, Des Moines, IA 50350.

Still one of the best magazines for people who like to do things themselves. Includes automotive, electronic, boating & home projects.

READER'S DIGEST. monthly, \$12.93. Pleasantville, NY 10570. One of the best-read magazines in the U.S. A must for your library, if only because patrons will ask for it.

SPORTS ILLUSTRATED. weekly, \$53.40. Time & Life Building, 541 N. Fairbanks Ct., Chicago, IL 60611. The most popular & best all-around sports magazine. Since it is weekly, the news is up-to-date.

VOGUE. monthly, \$24.00. Box 5201, Boulder, CO 80322. The fashion magazine most demanded. It no longer features only ultra-sophisticated styles, but has much that appeals to any woman who is style-conscious. Also includes lifestyle articles. If you must choose just one fashion magazine, this is it.

Recorded by Susan Richards
Serial Librarian
Briggs Library
Brookings, SD

FARM POPULATION DROPS

The number of Americans living on farms dropped last year to 5,226,000, the Census Bureau reports. That is a decline of 129,000 from 1985.

The total means about one American in 46 lives on a farm. The report covers only the total number of farm residents. A more detailed study will be issued later in the year as a joint effort by the Census Bureau and USDA.

Iowa Farmer Today, March 7, 1987

RURAL READINGS

RIC

Rural Information Connection (RIC) is a current awareness publication which contains brief descriptions of recommended works for small and rural libraries. This publication is prepared by the Central Kansas Library System in Great Bend Kansas 67530. Contact them to be placed on their mailing list. They also would welcome your list of suggested titles. The first four (4) publications listed below are recommended in the May issue of RIC.

AT THE CROSSROADS

Communications Era Task Force. Box 2240. Wickenburg, Arizona 85358. A statement of the new reality with an examination of the directions, ideas, and models which can be adopted in the face of change. (\$2.50)

ADAPT 100

Successful Farming magazine. 1716 Locust, Des Moines, Iowa 50336. Details of one hundred ag diversification ideas for farmers. (\$10.00)

RETENTION AND EXPANSION BUSINESS VISITS: A GUIDE FOR AN EFFECTIVE ECONOMIC DEVELOPMENT PROGRAM.

Ohio Cooperative Extension Service. 2120 Fyffe Road, Columbus, Ohio 43210.

A compilation of step-by-step instructions, low-cost suggestions, and other "how-to" information. (\$5.00)

HARVESTING HOMETOWN JOBS

National Assoc. of Towns and Townships. 1522 K Street, N. W. Washington, D.C. 20005. For leaders in small towns, chapters introduce economic development, How to organize and carry out effective job and revenue generating activities. (\$3.00).

Other titles not included in the Rural Information Connection are:

BUDGETING MANUAL FOR SMALL PUBLIC LIBRARIES

This book was written by William Campbell and is available from the Center for the Study of Rural Librarianship and the Small Library Development Center. The book includes discussions on preparing a library budget and on techniques for measuring the efficiency or productivity of library functions. The cost is \$6.95 and may be ordered from Center for the Study of Rural Librarianship, Small Library Development Center, College of Library Science. Clarion University of Pennsylvania, Clarion, PA. 16204

MAKING THE GOOD LIFE: DR. VAL FARMERS GUIDE TO RURAL LIVING

is a good buy at \$5.45 (\$4.00 for the book, \$1.45 for tax and handling). The author is a clinical psychologist from Rapid City, South Dakota who writes a column on mental health issues for 18 midwest rural newspapers. Making The Good Life is a collection of essays and photographs on work, family relations and the problems and stress of rural living. For each of the topics covered, Dr. Farmer presents a problem, discusses it and then provides practical solutions. His style is easy to read and gentle, his stories short (the twenty articles only cover 64 pages) and his advice helpful. To order write: Val Farmer, W. River Mental Health Center, 350 Elk Street, Rapid City, South Dakota 57701.

*****ETC*****

BOOKMOBILE CONFERENCE ROLLS ON

The State Library of Ohio's Third Annual Bookmobile Conference will offer programs on rural and urban bookmobile service with a focus on automation. Other topics will include marketing, management, bookmobile chassis design and much more. The development of national bookmobile standards/guidelines will also be addressed by participants at the conference.

The conference will be held in downtown Columbus, Ohio on June 17-20th at the Great Southern Hotel. Registration and a reception are on Wednesday, June 17 from 7:30p.m. - 9:00p.m. The fee is \$50. Participants are responsible for making their own hotel reservations.

Program highlights include the following presentations: "Reaching Out: a Status Report on Outreach Services Today and the Bookmobile's Place," "Questions to Ask Your Salesman When Buying a Bookmobile from Your Local Vendor," "Recycling a Used Bookmobile," "State of Automation," and "How to Justify the Bookmobile."

For more information on the above topics or on the conference contact John Philip, State Library of Ohio, 65 South Front St., Columbus, Ohio 43266-0334 or call 614/462-7061.

"PARTNERS IN INFORMATION" is the name of the Rural Library Service Committee program. The program will be at the American Library Association Conference in San Francisco from 9-11 a.m. Tuesday, June 30th. The session will feature a panel of cooperating library and extension partners telling about partnership experiences and opportunities.

Scheduled Presentors are:

Joanne Smith - University of

Kentucky Extension, Lexington, KY

Donna Witson - ICLIS Project,
University of Wyoming, Laramie, WY

James Grieshop - University of
California Cooperative Extension,
Davis, CA

Donna Leicht - Fremont Public
Library, Fremont, MI

And a representative from the U.S.
Department of Agriculture Extension
Service, Washington, D.C.

CIRCULATION PERIODS STUDIED (ITS ABOUT TIME!!!)

Notes on Public Library Research reported in its November 6, 1986 issue that two weeks is the typical loan period for libraries in communities with up to 25,000 people. For larger communities loan periods are usually 3 - 4 weeks long.

The Illinois Library Research Center conducted a study to determine if longer loan periods reduced a public library annual circulation. They collected information on 765 different public libraries in Illinois, Minnesota, Ohio and Utah. The Center discovered that increasing the length of the loan period does not reduce a public library's total annual circulation. More information on this study is in the Illinois Library Statistical Report No. 23. To obtain a copy contact the Library Research Center, University of Illinois Graduate School of Library & Information Science, 410 DKH, 1407 West Gregory Drive, Urbana, Illinois 61801.

AGRICOLA OFFERED ON COMPACT DISC

AGRICOLA, the computerized database of literature citations produced by the National Agricultural Library, is now available on CD-ROM (compact disc-read

only memory). AGRICOLA users will find the compact disc version particularly advantageous where frequent use of the database is made and also in remote areas where telecommunications hookups are impractical or impossible. This stand-alone system eliminates the need for online telecommunication linkages and computer-time usage charges. Users receive unlimited access for a fixed fee.

This technology uses compact discs, similar to those currently in the musical record market, to store vast amounts of data in digital form. A 4 3/4" disc can store up to 250,000 printed pages or 250 large books.

Subscriptions to the CD-ROM version of AGRICOLA are available from the vendor. A subscription to the current disc, containing close to half a million citations to publications from 1983 to the present, costs \$1,750 per year and includes quarterly updates.

The compact discs run on an IBM PC or compatible with 512KB of memory and a CD-ROM disc drive. Disc drives are available from several manufacturers for approximately \$750.

The AGRICOLA database has been available online and in magnetic tape form since 1970. The total database now numbers over 2.5 million records. NAL staff and its cooperators regularly scan over 5,000 journals for input on the database.

For further information regarding subscriptions contact Christopher Pooley, SilverPlatter Information, Inc., 37 Walnut Street, Wellesley, MA 02181, (617) 239-0306. For information about AGRICOLA contact Gary McCone, Information System Division, 5th Floor, NAL Beltsville, MD 20705 (301) 344-3813.

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gathering data for the preparation of a union list of American windmill manufacturers' trade literature.

This project, began several years ago, has resulted in the accumulation of annotated bibliographic citations for over 2,500 individual pieces of windmill manufacturers' trade literature in repositories in all areas of the United States and Canada.

If in your collections there are pieces of farm- and ranch-style windmill trade literature, such as trade catalogs, price lists, advertising cards, brochures, or circulars, I would like very much to include them in this union list. Would you please be so kind as to make Xerox copies of the catalog cards for these items? If the items are not in the ordinary card catalog, would it be possible for you to photocopy the title pages, any bibliographic data, & then to note the total number of pages in each of the items? I will gladly pay for any reasonable photocopy charges.

T. Lindsay Baker, Curator of Agriculture and Technology, The Panhandle-Plains, Historical Museum, Box 967, W. T. Station, Canyon, Texas 79016.

SIX PUBLIC LIBRARIES have been selected as demonstration sites in the Nebraska Education Information Center Network being developed by the Nebraska Library Commission. The sites will be Alliance, West Point, Broken Bow, Holdrege, Columbus, and Crete.

Each demonstration site will provide career and education information and referral, and will focus particularly on adults seeking supplementary employment or changing careers as a result of the agricultural economy.

The project is funded by a grant from W. K. Kellogg Foundation and will run through August 1989.

"Blowing In The Wind" Currently I am