



MPLA Newsletter

Volume 33, No. 6, June 1989

Pink Flamingos and Other Image Problems

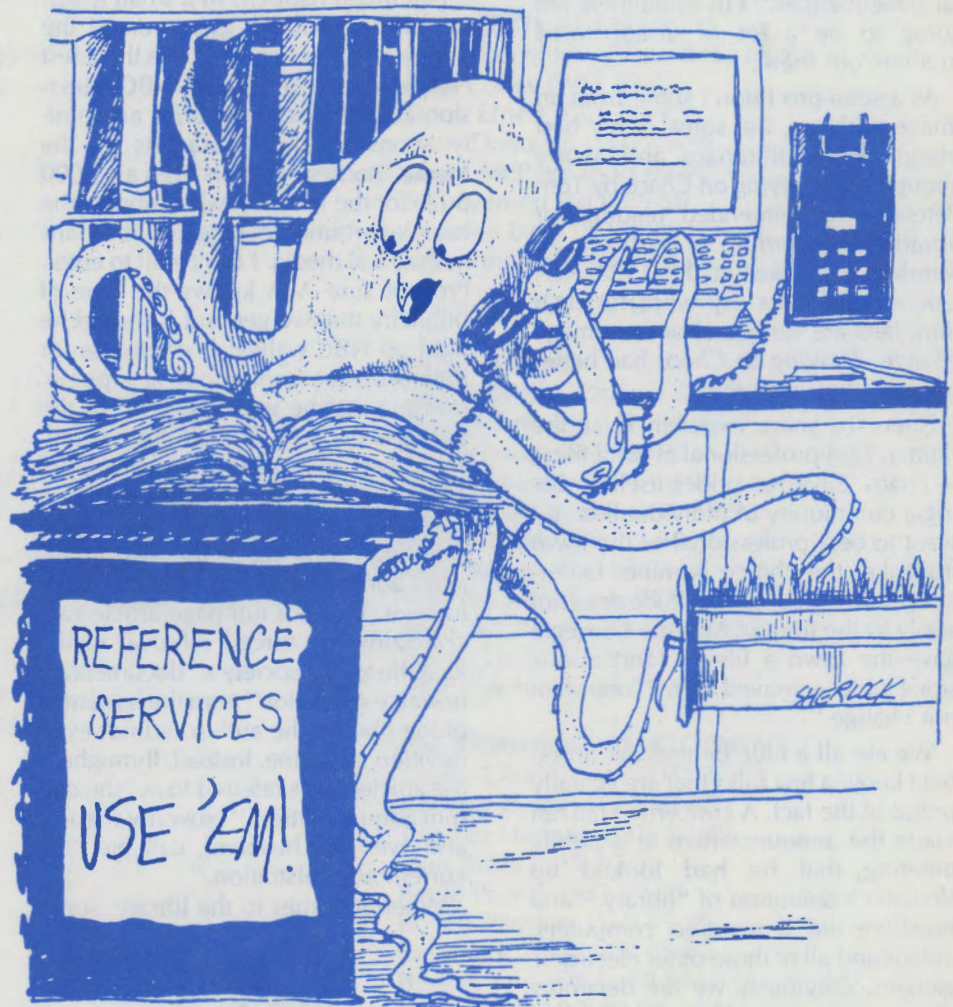
Judy Zimmerman

Director, Silverton Public Library
Silverton, Colorado

Changing an entire profession's image can be tricky business, but the time has come. Like the author of a recent *American Libraries* article in "The Image," I am also a self-proclaimed librarian. The only thing that has kept me from pursuing an MLS degree is ego. How would I ever explain it to my friends?

When I accepted a position at the Silverton Public Library, several friends took me aside and said, "Don't you dare start acting like a librarian." Well, I tried my damndest, and I thought I had it licked. On several occasions I have found cartoons clipped from *Playboy*, and other male-oriented magazines in the bookdrop. (This is a one-person library, so I know they were intended for me.) I was flattered. The librarians portrayed were certainly not unattractive, dull, or conservatively dressed. I reasoned that some bashful person was trying to draw a correlation between myself and the cartoon librarians. Now my ego has been crushed: the latest bookdrop mail contained Mr. Blackwell's worst-dressed list. Prominently circled in fourth place was Marilyn Quayle. Her style was referred to as that of a "1940 unemployed librarian." I can take the hint.

It's hard to dress for success in Silverton. Practicality rules out the basic business dress and low-heeled pumps. I bet Marilyn Quayle wouldn't be caught dead in a pair of Sorel boots and long underwear. Imagine my surprise when the edict came down: "no more sensible shoes." It's time to add a few



bright colors to the wardrobe, perm the hair, and take some risks. I have chosen to ignore the crack about Marilyn Quayle — Pee Wee Herman is more my style. It's about time someone realized you can be a librarian and a snappy dresser without ruining your credibility.

The article in *American Libraries* even went so far as to make suggestions for those librarians not used to taking risks. Talk about living on the edge! Imagine inviting the principal, college president, or mayor to lunch. Frankly, I thought their suggestion to collect off-the-wall reference questions as conver-

sational fodder was far riskier. The next time you are at a singles bar, just try opening a conversation with your favorite reference question.

The Public Information Office at ALA has put together a lot of helpful tips for this year's campaign, "Ask a Professional." If all of these image-busters work, more people may be tempted to enter the fast-paced life of the professional librarian. When I was a kid, it was every parent's dream that their child would emulate a professional, get a good education and a good job. My mother thought all little girls should grow up to be librarians or nuns. "They are such nice people; well-groomed, intelligent, and so polite — they never raise their voices." I'm afraid there are going to be a lot of disappointed mothers out there.

As a semi-pro I don't suffer from an image problem, but some of my best friends are real librarians, and I worry about them. *Thriving on Chaos* by Tom Peters is recommended reading for librarians, according to William A. Mindak, a speaker at the 1988 ALA Conference. Take my word for it, if librarians are serious about an image change, *Thriving on Chaos* had better become their manifesto.

After six years experience at the library, I am professional at something — chaos. Silverton prides itself on being a community of individualists. If I want to be a professional or the town fruitcake, the choice is mine. Unfortunately, the free spirit attitude does not apply to the library. Andrew Carnegie gave the town a library, and also a stone tablet engraved with "Thou shalt not change."

We are all a little behind the times, but I know a few folks that are actually proud of the fact. A concerned citizen made the announcement at a public meeting that he had looked up Webster's definition of "library," and nowhere did it mention computers, videos and all of those other electronic gadgets. Obviously we are defaming the name. It seems old Noah published his first dictionary in 1828, and they are still using the same definition. My favorite is the third usage, "an institution for the custody or administration of. . ." When the words "institution" and "custody" are used in the same sentence, I get nervous.

One resident has taken to muttering under his breath, "change for change's sake. the library was fine in 1905." I

once made the mistake of moving a table at the library that had been in the same spot for eighty years. Members of a local historical group still speak in hushed tones about that day. Even the annual booksale has drawn fire. If you would like a very fine collection of old books, just give me a call. We have such notable tomes as the *Ordinances of the City of Buffalo* from 1896 and a complete set of *Department of Agriculture Yearbooks*, also from 1896. These books have been around so long they have taken on the reverence of a shrine. A previous librarian was crass enough to sell off a few volumes; that booksale is still talked about almost two decades later.

Not much happens in a small town, so the disreputable goings-on at the library are often reported like the latest *National Enquirer* scoop. NBC television and *American Libraries* are jointly sponsoring a "Librarians in the Media" contest. There is even a \$1,000 prize for the librarian who submits the best year-round coverage of librarians in the local media. I can't wait to enter. I'm not sure ALA knows the type of publicity that we get, but it should be right up NBC's alley. A candidate for library trustee announced at a public meeting that he was interested in the position because he felt the current board was an incestuous organization. That should be worth at least a follow-up on *Geraldo*.

My ego is as big as the next guy's, and I admit that I like to see my name in print. When a full-page article ran, criticizing the forced removal of the local historical society's "documentary resource collection" from the basement of the library, the author did not even mention my name. Instead, throughout the article, I was referred to as "the current administration." Now my friends, and even my husband, call me "the current administration."

When it comes to the library, some



EXPOSE YOURSELF TO THE LIBRARY!

people just don't have a sense of humor. Two years ago I made the mistake of putting a couple of pink, plastic flamingos in front of the library. The local good-taste committee was outraged — we were the subject of another editorial! The flamingos are now the longest running joke in Silverton. Birthdays, Christmas, Fourth of July — any excuse for gift-giving, I receive more flamingos. I was particularly touched when the library board serenaded me with their version of the Christmas classic "A Flamingo in a Palm Tree." If I have bad taste, at least I'm in good company. Shortly after the flamingo escapade, ALA came out with their "Read A Book With A Friend" poster and bookmark, complete with a line of flamingos reading.

San Juan County has fewer than 800 year-round residents, and 790 of those residents live in the only town, Silverton. In a town with few social amenities, the library also serves as the community center. When the library was built, Silverton had 2,500 residents and several outlying towns — with mass transit, via the narrow gauge railroads. Old posters and newspaper clippings touted the men's reading room, where gentlemen would smoke a cigar, play games or even write a letter home on free stationery available at the circulation desk. I like to think that that image has not changed over the past 84 years. Today, the library still provides a comfortable place to spend a snowy winter day. Cigars are no longer welcome, but card games still take place. Many of the services we provide are not in Noah Webster's original definition of "library" but they all fill a community need.

Images of people and public institutions are difficult to change. Anyone serious about change had better have a good sense of humor and a tough hide. I'm sure Frances Morton, the first librarian in Silverton, would be smiling at our efforts. The lady had to have a good sense of humor. She was single, a professional librarian, and working in a small community with a predominantly male population.

Judy Zimmerman has a B.A. in Journalism from Bowling Green State University and has been serving as Director of Silverton Public Library for six years. She recently gave up on pink flamingos and is now collecting plastic religious sculptures. (Reprinted from March 1989 *Colorado Libraries* with permission.)

New! Fifth Edition

FACTS ABOUT THE PRESIDENTS



**From George Washington to George Bush—
Two Hundred Fascinating
Years of Presidential History**

BY JOSEPH NATHAN KANE
440pp. 1989 ISBN 0-8242-0774-2
\$45 U.S. and Canada, \$50 other countries.

AN AUTHORITY compendium of facts about the forty men who have held presidential office, this greatly revised and expanded edition of *FACTS ABOUT THE PRESIDENTS* provides thousands of pieces of information about the presidents and their tenures in office.

**Facts About the Presidents
You Won't Find Anywhere Else!**

This edition features new information on the homes, archives, libraries, and birthplaces of the presidents—plus selective bibliographies that include major biographies and scholarly studies of each administration.

**Also of
Interest:**

*"A useful
reference."*

—BOOKLIST



SPEECHES OF THE AMERICAN PRESIDENTS

Edited by STEVEN ANZOVIN and JANET PODELL, Introduction by JOHN LITTLE
820pp. 1988 ISBN 0-7201-0761-0 LC 87-29833
\$60 U.S. and Canada, \$70 other countries.

COVERING THE DECISIVE EVENTS of every administration, this volume contains 180 of the most significant presidential speeches since 1789. Each speech is accompanied by an introduction that describes the circumstances of its composition and delivery. An extensive *Subject Index* highlights the recurring themes of presidential addresses. John Little, Princeton University, provides an introductory history of presidential speechmaking.

New!

FACTS ABOUT THE STATES

**A Compendium of Information
About the Fifty States,
including Puerto Rico and Washington D.C.**

Compiled by JOSEPH NATHAN KANE, STEVEN ANZOVIN, and JANET PODELL
650pp. approx. 1989 ISBN 0-8242-0407-7 Price to be announced.

THIS COMPLETE SOURCE BOOK puts thousands of fascinating—and often little known—facts about the U.S.A. at your patron's fingertips. Whether your library serves students, scholars, or general readers, *FACTS ABOUT THE STATES* is the one-stop information source that will help them find what they need—quickly and easily.

Fascinating Facts About the Fifty States

Drawn from a wide range of sources, *FACTS ABOUT THE STATES* contains a chapter for each state (plus Puerto Rico and Washington D.C.) and includes details on: ★ Climate & Geography ★ Demography ★ Government & Politics ★ Economy ★ History ★ Finances ★ Culture & Education.

Special Features: ★ Extensive bibliography of each state's history and literature ★ Comparative Data section ranking states in such statistics as population, geographical features, etc.

**To Order
Call Toll-Free:
1-800-367-6770.**

In New York State call 1-800-462-6060;
in Canada call collect 1-212-588-8400.
Telefax 1-212-590-1617.



**THE
H.W. WILSON
COMPANY**

**950 University Avenue
Bronx, New York 10452**



MPLA News

MPLA Guidelines for School Library Media Programs

This issue contains as an insert a special MPLA report, *MPLA Guidelines for School Library Media Programs*. It was produced by a special MPLA committee consisting of Avis Anderson, John Hempstead, Merrilyn Ridgeway, Clara Rottmann, and Dorothea West.

These guidelines concentrate on certification of library media specialists, offering recommendations to our member states for implementing standards that will focus attention on quality services, particularly as emphasized in *Information Power*, the 1988 national guidelines for school media programs.

This is a very important publication, and the committee did a first-class job. All are to be thanked for their fine work.

Oklahoma Membership Considered

The members of the Oklahoma Library Association have voted to ask for membership in MPLA. MPLA bylaws provide a very simple process for considering such a request. MPLA's Board will now review the request and vote whether or not to allow Oklahoma to join.

MPLA has been encouraging Oklahoma membership for the past several years, so it is likely there will be Board approval. This would bring to eleven the number of member states in our association.

MPLA/ULA 1990 Conference

Planning is well underway for our May 2-5, 1990 joint conference of MPLA and the Utah Library Association

in Salt Lake City.

The proposed theme, "Best for the Patron," will include emphasis on understanding the clientele, organizational improvement, and service vitality.

The site will be the Red Lion Hotel.

1989 Professional Development Awards Announced

MPLA's Professional Development Committee has approved five applications so far in 1989 for grants. The recipients will be:

Ann Birney, to lecture in Beijing and Shanghai, China. \$1,000.

Vanessa Czopek, to attend summer institute on storytelling at the University of Wyoming. \$467.

Patricia Eskoz, to research organization in today's academic library. \$500.

Diana Oedekoven, to attend graduate program in library science. \$492.

Judith Veo, to attend graduate program in library science, \$100.

Future application deadlines are July 21, September 22, and November 17. Guidelines and application forms may be secured from Joe Edelen, MPLA Executive Secretary, I.D. Weeks Library, University of South Dakota, Vermillion, SD 57069. 605/677-6082.

Code of Ethics Adopted

The membership of MPLA has voted to adopt as MPLA's Code of Ethics the statement presently adopted by the American Library Association:

STATEMENT ON PROFESSIONAL ETHICS 1981 Introduction

Since 1939, the American Library Association has recognized the importance of codifying and making known to the public and the profession the principles which guide librarians in action. This latest revision of the Code of Ethics reflects changes in the nature of the profession and in its social and institutional environment. It should be revised and augmented as necessary.

Librarians significantly influence or control the selection, organization, preservation, and dissemination of information. In a political system grounded in an informed citizenry, librarians are members of a profession explicitly committed to intellectual freedom and the freedom of access to information. We have a special obliga-

tion to ensure the free flow of information and ideas to present and future generations.

Librarians are dependent upon one another for the bibliographical resources that enable us to provide information services, and have obligations for maintaining the highest level of personal integrity and competence.

Code of Ethics

- I. Librarians must provide for the highest level of service through appropriate and usefully organized collections, fair and equitable circulation and service policies, and skillful, accurate, unbiased, and courteous responses to all requests for assistance.
- II. Librarians must resist all efforts by groups or individuals to censor library materials.
- III. Librarians must protect each user's right to privacy with respect to information sought or received, and materials consulted, borrowed, or acquired.
- IV. Librarians must adhere to the principles of due process and equality of opportunity in peer relationships and personnel actions.
- V. Librarians must distinguish clearly in their actions and statements between their personal philosophies and attitudes and those of an institution or professional body.
- VI. Librarians must avoid situations in which personal interests might be served or financial benefits gained at the expense of library users, colleagues, or the employing institution.

MPLA State Center for the Book Interest Group

A number of MPLA states have now established a state-level "Center for the Book" and other states are considering the possibility. Such centers emulate the national Library of Congress Center for the Book in promoting reading, books, and libraries with appropriate local emphasis.

The national Center's Director, John Cole, spoke at the MPLA Billing's conference. His presentation led several MPLA members to discussing the possibility of developing an MPLA interest group for state centers for the book in our ten-state region. The purpose of such a group would be idea-sharing and a possible joint venture such as a literary map of the MPLA region.

MPLA an Association that works for you

When considering membership in an Association, you naturally ask, "What will it do for me?" When you join MPLA, we say, "What can we do for you?"

Members of the Mountain Plains Library Association can tell you that it is one Association that places member needs first, with outstanding results.

MPLA offers members

- * Information exchange and educational programs on technological developments and innovative library programming undertaken by MPLA libraries;
- * Professional Development Grants to members for coursework, institutes and workshops;
- * A variety of continuing education opportunities including conference workshops and special seminars;
Through its newsletter information about continuing education available throughout the region, and information about outstanding library programs through news and feature articles;
- * Support of regional bibliographic efforts;
- * Sponsorship of an annual convention to provide a forum for personal contact among members and with national leaders in the profession;
- * Joint annual conferences with member states;
- * Recognition of outstanding contributions to local, state and regional library services;
- * Publication of an annual membership directory;
- * Access to JOBLINE, a telephone-accessed listing of library vacancies in our region;
- * Special Project Grants, to fund research on ways to develop and improve library services;
- * Grants to states for pre-conference and continuing education programs.

MPLA

is a ten-state regional association of libraries and friends of libraries in Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, North Dakota, South Dakota, Utah and Wyoming, with a primary purpose of improving present and future library services in the Mountain Plains region through development of libraries, trustees, and library employees.

MPLA

bases its success on an active, enthusiastic, sharing membership. Where our people are so few and distances so great, each librarian and each library is a vital resource to be shared.

MPLA

invites you to make an investment in your future by joining us, and laying the foundation for your career development. And participating in this process with MPLA's present membership — all active leaders in our region's outstanding libraries.

MPLA members interested in being part of such a group should contact Dick Allen, Nebraska Library Commission, 1420 P Street, Lincoln, NE 68508; phone: 402/471-2045.



Reading the Water/Flailing the Line

Pictured above is fly fishing guide Curt Collins showing MPLA President Jerry Kaup a finer point on casting during MPLA's recent post-conference on fly fishing in Billings. The nine participants finished the day having learned considerably more than they knew before about fly fishing tackle, knot tying, and fly casting.

This workshop was co-sponsored by 3M-Scientific Anglers Leisure Products Division. 3M executives helped Curt Collins with instruction, and provided door prizes of a fly casting reel and line and videotapes.

The nine participants also received door prizes from Orvis, Patagonia, Simon & Schuster, Berkley, Inc., and The Anglers Art.

One participant, Bill Knott, Jefferson County (CO) Public Library, writes he has already located a fly fishing shop near his library and is losing his novice status. Another beginner's workshop will be planned for our May conference in Salt Lake City.

Academic Section Proceedings Available

Published *Proceedings* of MPLA's Academic Library Section Research Forum are available for the years 1986, 1988, and 1989, the price is \$7.50 and inquiries can be directed to Henry R.

Stewart, Director of Library Services, William Allen White Library, Emporia State University, Box 51, Emporia, KS 66801. Joe Edelen, MPLA Executive Director, also has copies of the 1988 and 1989 *Proceedings*. The *Proceedings* consist of the juried papers selected for presentation at MPLA's annual conference. The Academic Section's Research Forum began in 1986; the 1987 *Proceedings* are currently out of print.

MPLA Welcomes These New Members

Maxine Curley, Mesa County Library, Mesa, AZ
Floyd Hebdon, LDS Family History Library, Salt Lake City, UT
Julie Hoff, Noble Science Library, Arizona State University, Tempe, AZ
Stephanie Hurd, Minot, ND
James Bohlen, Pikes Peak Library District, Colorado Springs, CO
Phyllis Brown, Idaho State University, Pocatello, ID
Greta Chapman, Lincoln County Library, Libby, MT
Mary C. Dale, Golden, CO
Anna DeMiller, Colorado State University, Ft. Collins, CO
Helen Graham, Sheridan County Fulmer Public Library, Sheridan, WY
Valerie Hickman, Northern Montana College, Havre, MT
Norma Kay Irish, Wyoming Indian Elementary Middle School, Ethete, WY
Dennis Isbell, University of Utah, Salt Lake City, UT
Steven Kirby, Minot State University, Minot, ND
Janice Lawson, University of Wyoming, Casper Campus, Casper, WY
James Lurvey, Cheyenne River Community College, Eagle Butte, SD
Blythe Ogilvie, Weber County Library, Ogden, UT
Gay Ellen Roesch, Weld Library District, Greeley, CO
Margaret Smith, Uinta County Library, Evanston, WY
Carolyn Stauffer, Arapahoe Library District, Littleton, CO

Janet Stevenson, Big Horn County Library, Hardin, MT
Christina Stopka, Buffalo Bill Historical Center, Cody, WY
Corad Austin, Lewistown City Library, Lewistown, MT
Carolyn Haase, Colorado State University, Fort Collins, CO
Linda Miller, Lexington Public Library, Lexington, NE

About You

Karen Cole, Director, Fort Hays State University Forsyth Library, has been elected Vice-President, Kansas Library Association.

Duncan McCoy, formerly director of the Albany County (WY) Public Library, is now director of the Boulder City (NV) Public Library.

Joe McKenzie, previously children's librarian and assistant director, has been named director of the Salina (KS) Public Library.

Dorothy Middleton, Librarian, East High School Library, Cheyenne, WY, married Douglas Owens on June 24 to become Dorothy Middleton-Owens.

Linda Ritter has assumed the directorship of Layne Library at Dakota Wesleyan University, Mitchell, SD.

Russell Shirts has resigned as Director of the Washington County (St. George, UT) Library to accept an appointment by the County to the position of County Recorder.

Susan Simpson, Head of Public Services, is now Director of the Albany County (WY) Public Library.

Nancy White, President of the Sioux Falls (SD) Library Board, received the 1989 YWCA Humanitarian Leadership Award.



MPLA

invites you to make an investment in your future by joining us, and laying the foundation for your career development. And participating in this process with MPLA's present membership — all active leaders in our region's outstanding libraries.

What you can gain

Your investment in MPLA will bring you the opportunity to be eligible for participation in any of our education-oriented programs. The Association is able, we are happy to say, to encounter your needs with no rigid limits on the type of assistance we can provide. Our programs are known for their flexibility, thus we can be truly **responsive** to your needs.



How to become a member

Your membership in MPLA indicates your confidence in and support of a much needed regional association, as well as improving your status as a librarian. Your active support is needed to carry out the goals of the Association.

Membership dues apply to the calendar year in which they are paid (dues received after September 1 gives you paid membership status beginning January 1 of the following year). With your membership you will receive the informative **MPLA Newsletter** and other mailings.

DUES SCHEDULE

(Membership year is calendar year.)

- _____ **Personal Membership.** Open to anyone interested in library service. \$12.00 per year for those salaried at \$12,000 or less. Add \$1.00 for EACH \$1,000 ABOVE \$12,000. (No ceiling.)
- _____ **Retirees', students', trustees' membership.**
\$8.00 per year.
- _____ **Institutional Membership.** Libraries, Business Firms and other institutions supporting the Association.
Based on total annual budget.

Under \$50,000.....	\$20.00 per year
50,000- 99,999.....	30.00 per year
100,000-199,999.....	40.00 per year
200,000-399,999.....	50.00 per year
400,000 and up.....	100.00 per year

 (With institution membership you also receive FREE advertising for job openings in the Newsletter.)
- _____ **State Library Association Membership.....** \$40.00

**1/2 Price
for new
members**

Name _____ Renewal

Position/Title _____ New

Institution _____

Business Address _____

Street

City

State

Zip Code

(Area Code) Phone Number

Home Address _____

Street

City

State

Zip Code

(Area Code) Phone Number

Preferred Mailing Address: Business Home

Section(s) Academic Technical Services State Agency Preservation
 Public Library/Trustees JMRT Children's & School

(It is important that you indicate section preferences if you would like to vote for section officers.)

I am interested in serving on _____ Committee(s) of the Mountain Plains Library Association (this preference will be passed along to the incoming President of MPLA for next year's committee appointments).

Please mail to: Joseph R. Edelen, Jr.
MPLA Executive Secretary
c/o I.D. Weeks Library
University of South Dakota
Vermillion, SD 57069

Committees: Awards
Bylaws & Procedures
Continuing Education
Finance
Membership

Intellectual Freedom
Nominating
Professional Development Grants
Public Relations



Around the Region

Arizona

Periodical Grant to Mesa

The Mesa Public Library has been awarded a grant to purchase a large run of periodicals for research. Over two hundred titles such as *American Education*, *Education Digest*, *Art in America*, and *Civil War History* have been purchased with this grant. These funds were granted by the Department of Library Archives and Public Records under the Library Services and Construction Act, State Administered Programs.

For several years the Mesa Public Library has been expanding the backfile holding of its magazine and newspaper collection in order to provide East Valley library patrons with greater research facilities. (News release)

Center for the Book Awards

The Arizona Center for the Book launched its maiden project during National Library Week. It announced plans to provide a gift of Apple computers and BookBrain software to selected public libraries in the state. Initially, the 15 county libraries will be offered the computers and software. Any public library that acquires the hardware on its own will be given BookBrain, a reading incentive program developed by Oryx Press of Phoenix. The program is supported by LSCA funds and donations of software by Oryx. (Library Hotline 5/1/89)

Colorado

Martin Marietta Grant

The Jefferson County Library Foundation, Lakewood, has received a grant from Martin Marietta Astronautics to create a sophisticated information service providing scientific information targeted to lay persons. The \$5,000 grant will provide an on-line service which will be installed in the new Columbine Library scheduled to open in late autumn. (News release)

Magic Bus Christened

The Denver Public Library recently christened a new Magic Bus to increase its services to children. The bus visits Denver preschools and child care centers delivering story hours, crafts, ideas for teachers, etc. Over 1500 children in 15 to 20 centers are visited weekly. (Library Hotline, 5/15/89)

Colorado MLS a Reality

Accredited graduate library science education is coming to Colorado in September 1989.

The Colorado State Library conducted a needs assessment and over 400 respondents indicated strong interest in an accredited degree program in library science. The Colorado Council for Library Development, an advisory group to the Colorado State Board of Education, formulated a Graduate Education subcommittee which has worked for one year investigating opportunities about how to bring strong and credible educational programs to the state.

Emporia State University's Graduate School of Library and Information Management has been selected to come to Colorado and will offer a full Master's degree. The two-year Master's degree may be earned as students attend classes one weekend per month. (No Silence, April 1989)

Raymond Burr in new ALA Video

ALA Video's newest release "The Future is Information: Careers in Library and Information Science" features television and movie actor Raymond Burr as voiceover narrator in a video

that presents an overview of the opportunities available in the library field.

ALA worked with the Denver Public Library cable television station, which provided production talent and the link with Raymond Burr. Burr, who expressed deep respect for librarians and libraries, read and revised the script before taping the narration. Burr lives in Denver, where he is shooting new Perry Mason episodes. (ALA news release)

Kansas

Legislative Success

We can all take pride in our legislative efforts this year. The state portion of our State Aid will be increased from 21.2 cents in 1988 to 25.4 cents in 1989 and 33.1 cents in 1990. The federal portion of State Aid will remain at 16.1 cents which is added to the figures above. The ILDP fund has been increased from \$600,000 to \$650,000. Six sub-regional libraries for the Blind and Physically Handicapped will share an additional, \$137,000. And the State Library will have an additional \$60,000 to support telecommunications for interlibrary loan. (CKLS Post, May 1989)

Hays/Fort Hays Automation

Fort Hays State University's Forsyth Library has given the Hays Public Library the opportunity to join its NOTIS integrated online system. The university and public library online catalogs will be accessible throughout Western Kansas. The university online catalog is already accessible in the Hays schools. (MPLA representative report)

Navigators Seek Book Removal

A request that an award-winning children's book dealing with witchcraft be removed from the shelves has been turned down by the Hays Public Library Board.

The target of the complaint from Steve LeClerc is *The Headless Cupid*, a book by Zilpha Keatley Snyder that won the prestigious Newbery-Caldecott Award for children's literature in 1971.



MPLA

Guidelines for School Library Media Programs

Information Power, the 1988 national guidelines for school library media programs, promotes new thinking about school library media programs by adopting the term "guidelines" in place of "standards." Both standards and guidelines are useful, but for different reasons. Standards tend to have a quantitative orientation. To be effective standards must be backed by state or federal law or the rules of a regulatory agency specifying minimum requirements. The problem with standards is that school officials often approach them with the attitude "this is all we have to do." With this attitude minimum requirements also become maximum expectations.

Information Power set a new tone by leaving the concept of standards to state and regional accrediting agencies which are able to enforce them. As a set of guidelines, *Information Power* focuses attention on quality service. Guidelines present open-ended models which inspire library media professionals to provide the best possible service in their given situation. Guidelines are free

of the stigma of mandatory performance which often accompanies standards. Guidelines have neither the carrot (financial incentives) nor the stick (enforceability) provided by legislative mandate or regulatory rules which make standards effective.

Guidelines are effective for other reasons. As models to inspire high quality service, guidelines promote synergy within the profession, cooperation among educational organizations, partnerships within the school and the district and personal creativity limited only by an individual's imagination and energy. Appendix A in *Information Power* provides a list of services and numbers obtained from a survey of high service school library media centers. This approach emphasizes high quality service rather than minimum requirements.

Mountain Plains Library Association Guidelines for School Library Media Programs aim to improve school library media programs within the region using a two-fold approach.

1) Strengthen state laws and rules and regulations for certification of personnel and accreditation of school districts.

2) Encourage each state to implement the concepts presented in *Information Power* and develop state guidelines.

MPLA guidelines consist of two parts and an appendix.

- Part one provides an overview of accreditation of school programs in states in the region.

- Part two outlines various issues relating to certification of school library media professionals in the region.

- The appendix recommends action to be taken in the region. Bibliographies and tips are provided for working with agencies to improve standards and services at the state, area and district level.

Part I: Accreditation of School Library Media Programs

Accreditation is a process which compares a school's program with predetermined standards set for such programs by an accrediting agency. Accreditation rules for school library media programs are established by the ten state departments of education/public instruction and/or the two regional accrediting agencies, North Central Association and North Western Association, that accredit school programs in the Mountain Plains region. In most states a school administrator may choose whether to undergo evaluation to be accredited by the regional accrediting association. State accreditation is usually required to qualify for state aid to education.

Who Is Legally Responsible for Establishing School Library Media Programs?

Each state through legislation and/or state board of education policies, rules, regulations and standards establishes requirements for school library

media programs. Specific laws and rules regarding school library media programs vary greatly within the ten Mountain Plains states. All, however, specify requirements for a certified library media professional. Most states require each school to have library media services. In some instances, particularly in elementary schools, services offered by school library media programs may be determined by local school districts.

A number of State Departments of Education/Public Instruction are presently revising their school library media standards, often following the lead of *Information Power* and calling them guidelines. School library media professionals who are interested in learning how their state's laws affect their own school library should first search the most recent state code for legislation related to school library media services. The next step is to study the rules and regulations set up by the State Department of Education/Public Instruction and finally locate all local school board policies that affect staffing, funding and responsibilities of school library media programs. A source of current enabling legislation for school libraries is the *School Library Media Annual*.

Model School Library Media Program for Accredited School

The model school library media program is a partner in the total school's efforts to provide a broad based educational environment that meets

the needs of the individual students who have differing abilities, backgrounds and interests. In today's information oriented society, the skill of accessing, evaluating and utilizing information are as important in a library media program as those of reading and writing. Effective administration of the library media program is essential. Library media professionals must provide leadership and active learning/teaching experiences that encourages students to become discriminating consumers and creators of information.

A model of school library media program includes the following components:

- Philosophy, goals and objectives
- Program development policy
- Planning process
- Collection management policy
- System of organization
- Roles and responsibilities of school library media professionals
- Facilities
- Budget

Consult *Information Power* and other sources listed below for a thorough discussion of these components.

Sources

Becoming a Nation of Readers: The Report of the Commission on Reading. Washington, D.C.; National Institute of Education, 1985.
Freeman, Patricia. *Pathfinder: An Operational Guide for the School Librarian*. New York:

Harper and Row, 1975.
Hopkins, Diane McAfee, et al. *School Library Media Programs: A Resource and Planning Guide*. Madison: Wisconsin Department of Public Instruction, 1987.

Hicks, Warren. *Managing the Building-Level School Library Program*. Chicago: American Library Association, 1981.
Information Power: Guidelines for School Library Media Programs. Chicago: American Library

Association, 1988.
School Library Media Annual-1985 Volume Three. Littleton, 1985.

Part II: Certification of Library Media Professionals

School library media professionals face a number of challenges that result from the reshaping of education and the information and technological explosion being experienced today. State agencies and professional library media associations are concerned that the individuals entering the schools as school library media specialists have the preservice education to enable them to successfully bring students and faculty into contact with the information resources so necessary in America's schools. It is time to review library media specialist preservice training programs, certification requirements, and continuing education opportunities to assure that the students receive the quality education they must have to succeed.

Each state determines in what way its school library media specialists will be certified. This certification is not a license; rather, it represents a guarantee that the individual has complied with a standard established by the state. A certificate indicates that he or she who holds it may officially practice within the profession and the state where it is issued.

Regional and national guidelines aid us in reaching the goal of professional strength. For the most part, we join with others to get a better sense of the whole. We can then assure that our own judgments are correct, our standards true. So it is with the school library media guidelines prepared by the two national associations, The American Association of School Librarians, and the Association for Educational Communication and Technology, and, within our geographic region, with Mountain Plains Library Association.

National Guidelines

Information Power bases its recommendations for professional preparation on a broad undergraduate education with a liberal arts background. It states:

"A master's degree or equivalent from a program that combines academic and professional preparation in library and in-

formation science, education, management, media, communications, theory, and technology." (p. 59)

Lists of guidelines for initial preparation programs, state and regional certification requirements, and continuing education/professional development activities within the profession follow. (p. 60) These are arranged in four categories:

- library and information science;
- education;
- communications theory;
- technology.

In addition, a list of competencies that show a library media specialist's understanding of the professional role, ethical behavior, leadership, interpersonal skills, commitment to continued learning, support for intellectual and academic freedom, and professional affiliation is provided. *Information Power's* intent is clear.

"State guidelines for certification should reflect the spirit and conceptual framework provided in this document." (p. 61)

Certification Across the Nation

Patsy H. Perritt, in her series titled "School Library Media Certification Requirements: 1988 Update" in *School Library Journal*, June/July and August 1988, provides an overview of professional certification across the United States. (Reprints are available for \$3.00 each, prepaid, from Cahners Publishing Company/Corporate Reprint Services, Cahners Plaza, P.O. Box 5080, Des Plaines, IL 60017-5080.) There are 51 credentialing agencies listed and the diversity in criteria is broad.

While many states provide for more than one level of certification, this analysis is limited to the entry level certificate within each state. The most stringent of the states require a master's degree plus one full year of teaching for initial certification. Most states, however, require a bachelor's degree "with appropriate major and/or a specified number of graduate level courses." Methods of validating the coursework and degrees earned are varied. They include the following:

States Method

- 9 — completion of a state approved program
- 4 — approved program in accredited institution*
- 6 — accredited institution*
- 2 — either an approved program OR accredited institution*

- 11 — state approval, sometimes including tests
- 5 — competency based only
- 8 — state approved program or competency based
- 2 — state approved program plus state test
- 3 — state approved program, accredited institution, competency based (incl. New Mexico, effective 7/1/89)

*most often this is state accreditation of institutions, but in three cases it is regional accreditation

A growing number of states are requiring standardized tests. The most widely used is the National Teacher's Examination program. Twenty-five states either require or are considering adoption of the NTE while others have state certification tests with library media components.

In the August issue of *School Library Journal* on charts, are shown the subject areas, knowledge, and competencies required by states in certifying library media specialists. The topics on her Perritt's chart are:

- administration
- audiovisuals
- cataloging
- literature
- selection
- practicum
- reference

Comparing these topics against the program components in the first paragraph of the section may be helpful.

Mountain Plains States

Within the Mountain Plains region we find an equally broad range of certification criteria. Here we will outline all endorsements or certificates awarded in order to provide a clear understanding of the intent of each state.

Arizona

Single endorsement requires valid teacher certification (based on evaluation of transcript(s), plus 18 semester hours of specified upper level or graduate courses.

- 1) cataloging and classification
- 2) literature for children or adolescents
- 3) administration and organization
- 4) selection of book and nonprint
- 5) reference

Colorado

The most currently revised of all ten states, Colorado's new endorsement rules will take effect in 1991. The State Board reduced the number of endorsements from two to one in March 1988. Those who presently hold endorsements will not

be affected by the change.

The new School Library Media endorsement requires the applicant:

- a) to hold or be eligible for a Type A Colorado teaching certificate or its equivalent.
- b) hold a bachelor's or higher degree from an accredited institution and have completed an approved upper division or graduate program in school library media from an accepted institution.
- c) have a minimum of one year's teaching experience under Type A certification.
- d) be competent in nine areas of knowledge and skill.

- 1) administration of lib. programs
- 2) cataloging and classification
- 3) media production and design
- 4) reference services
- 5) children's and young adult's literature
- 6) curriculum development
- 7) automation and technology

e) have completed a supervised practicum or internship unless waived by the accepted institution based upon comparable media experience.

Kansas

Endorsement requires valid teacher certification, successful completion of a state approved library media program with coursework beyond the baccalaureate degree, and recommendation by a teacher education institution.

Approved programs "shall enable students to" act in 16 different areas of competence. These include: program integration, cooperation, communications, development of policies and procedures, planning facilities, budget preparation, providing continuous evaluation, administering in-service, working with information networks, use of new technology, co-designing curriculum, organization and ability to make the resources accessible.

Montana

Endorsement requires completion of an approved program in an accredited university. This includes a liberal arts education and a professional core with eight areas.

- 1) evaluation and selection of materials and equipment
- 2) use of media
- 3) production of media
- 4) research and program evaluation
- 5) organization of materials
- 6) administration, supervision and management
- 7) principles of teaching and learning
- 8) leadership and professionalism.

A supervised practicum is part of the program.

Nebraska

Educational Media Specialist endorsement based upon a program with a minimum of 30 semester hours which assures that candidates attain competency in:

- a) instructional design and curriculum development;

b) administration and supervision of media programs;

c) selection of media;

d) media production/utilization/instruction.

Nebraska requires a practicum based on minimum clock hour requirements or performance of the objectives of the program.

Nevada

Two types of endorsement are granted.

1. Endorsement requires valid teacher certification and a program approved by the State Board or certification plus a specified course of study totaling 21 semester hours.

2. Professional endorsement requires a master's degree, three years experience as a librarian in state approved schools and completion of all regular endorsement requirements.

North Dakota

Four levels of professional preparation are recognized for the Library Media Credential:

Librarian. a) Bachelor's degree with valid state teaching certificate and b) a minimum of a minor/major in library science with no less than 16 semester/24 quarter hours selected from six areas. Classroom teaching experience is recommended.

Audiovisual Specialist. a) above plus b) a minimum of 12 semester/18 quarter hours in eight areas. Classroom teaching experience is recommended.

Library Media Specialist. a) above plus b) a minimum of 26 semester/39 quarter hours in ten specified areas, the majority of which must be in library science. Classroom teaching is recommended.

Library Media Director. a) An MLS, or a master's in media education or "other" with a valid state teaching certificate. b) In addition, a minimum of 12 semester hours/18 quarter hours of graduate level educational administration is required from a list of eight areas. Classroom teaching is recommended.

North Dakota requires 4 semester/6 quarter hours of undergraduate/graduate credit in courses within the major and a letter of recommendation documenting successful employment within a school to renew the certificate every five years.

Standards were established in June 1988. These include staff qualifications and time assignments based on enrollment, support staff, book collection size, periodicals/newspapers, a per pupil expenditure, facilities, organization, policy, and AV and microcomputer recommendation.

South Dakota

Endorsement. Library media is considered a teaching major. When an individual is teaching outside his/her major, 18 semester hours selected from a list of 11 library media areas must be completed.

There are specific standards for preparation programs for library media specialists in South Dakota. These require "study and experiences designed to develop competence in . . .":

- selection,
- use of media,
- production of media,
- research and evaluation of media programs, administration/supervision/management of human and media resources,
- application of the principles of learning and teaching,
- leadership ability and professionalism.

Utah

Two levels of certification are described.

I. Basic Professional Certificate.

- a) Hold or be eligible to hold the certificate with an early childhood, elementary, middle, secondary or special education endorsement and
- b) have acquired and/or demonstrated competency in six areas:

1. cataloging and classification;
2. evaluation and selection;
3. utilization of media in the curriculum (includes production);
4. library media center administration;
5. information sources;
6. children's or young adult literature.

II. Professional Certificate.

As a) above.

b) Have completed a master's degree in an approved program or 55 quarter hours of approved graduate credit, or demonstrated competency in each of 13 areas:

- 1-6 in I. b) above
7. automation and microcomputers in CAI;
8. video technology;
9. communication theory;
10. instructional development;
11. child or adolescent psychology;
12. foundation of elementary or secondary education;
13. leadership theory.

c) have at least three years successful experience as a teacher, one of which is in a school library media center, and;

d) have the recommendation of an approved institution or the State Office of Education Media Professionals.

Certificates are valid unless revoked for those serving as library media specialists for three of the previous five years.

There are 31 competencies desirable for an effective school library media specialist included in the certification information.

Utah recognizes reciprocity under specific criteria. The state issues the Basic Professional Certificate "providing time to complete the requirements for the Professional Certificate without unduly restricting their initial employment."

In 1984 Utah established guidelines for school library media centers which specify staffing levels for schools based upon the number of faculty. A loophole, however, is provided for "small schools that cannot meet the standard."

Wyoming

There are two levels of endorsement.

- I. Library-Media: Special Pupil Service 24 semester hours, 15 of which are in library science and 9 in instructional media.
- II. Audiovisual: Special Pupil Service 12 semester hours.

North Central Standards

North Central standards provide a profile of a quality school as an introduction to each of the three editions, elementary, middle and secondary school.

A. In the elementary profile the learning media program is not addressed directly. The statement

"The school has sufficient supportive resources to enable it to meet its goals," serves as a blanket covering the library media center. Program and facilities standards are part of section III. Instruction, p. 8-9. Reference is made in 3.58 to "leadership by the media specialist," and in 3.74 the school shall provide "professional guidance for the staff and students in designing and producing instructional/learning materials." There is no staffing standard.

B. The middle school profile describes a program that is coordinated, organized "to make accessible a wide range of media to teachers and students." Other comments parallel the secondary profile. Standard X: The Instructional Materials Center(s) Program, gives staffing standards in 10.02. A number of arrangements are outlined based on enrollment, but the definitive statement is "... a school SHALL employ at least one qualified librarian on a half-time basis."

C. A quality secondary school shall have a

coordinated instructional media program that "provides for the receiving, storing, retrieving, and displaying of information in all forms, both in a center and at other locations; and equipment and personnel are available for the production of a wide range of media for students and faculty." Appropriate facilities and professionally and technically prepared staff are specified.

Under Standard IV. Professional Staff, 4.81 states "Librarians shall meet classroom teacher requirements with reference to degree and professional preparation and also shall have a minimum of 18 semester hours of library science." For audio-visual specialists the minimum is 12 semester hours.

Again, as in the middle school, following levels of equivalent staffing based on enrollment, the bottom line in professional media personnel (8.30) is "employment by the school of one qualified librarian on a half-time basis."

Recommendations to Mountain Plains States

In preparing the recommendation for certification of library media specialists in the ten states encompassed by the Mountain Plains Library Association, the major concern is to assure that library media specialists are well prepared. The evidence indicates an overwhelming need to recruit persons who are skilled communicators, service oriented, and excellent teachers. A broad undergraduate experience in liberal arts is an excellent base for the graduate programs in library science, computer education, and media. Library media specialists strive to meet the challenge of educating students for success in a world characterized by a technological and information explosion. Unfortunately, the influence such a faculty member can have on the educational environment of a school is only realized by those who have benefited from that lucky relationship in their own experience, and by those who have carefully analyzed the educational components that produce optimum intellectual opportunities for students and teachers.

We in the Mountain Plains states recognize that our students and teachers are unlikely to remain within our borders throughout an entire lifetime. They must be capable of competing with all

citizens of the United States and with an increasingly familiar international population. Therefore, the recommendations here are comparable to those in any region of the country and within the framework of the most current national guidelines.

Recommendation 1: Each state should establish competencies to assure that library media specialist certification is granted to individuals who have the professional training and capabilities necessary to provide a quality library media program as outlined in *Information Power*.

Curriculum components must take into account the three specific roles in development and implementation of a library media program: 1) information specialist, 2) instructional consultant, and 3) teacher. Coursework and activities should lead to competencies in these categories:

- A. Professionalism
- B. Communication
- C. Organization
- D. Administration
- E. Instructional Leadership
- F. Access

Recommendation 2: A three step certification plan allows for the maximum flexibility in recruiting, hiring, and retaining school library media specialists.

Recommendation 3: Individuals wishing to obtain certification should hold a valid teaching credential within their state.

Recommendation 4: One year's experience as a classroom teacher should be a prerequisite to certification as a library media specialist.

Recommendation 5: A minimum of 18 semester hours in a graduate program leading to

a master's degree in library science or a related field should be earned prior to first level certification which is temporary.

Recommendation 6: A practicum under direction of an approved institution and a master's degree in library science or a related field should be completed before the second level of certification is awarded. A waiver obtained through completion of a year's successful experience as a practicing library media specialist may be granted by the university in lieu of the practicum.

Recommendation 7: All certificates should be subject to renewal within a specified time period. Continuing education to enable the library media specialist to acquire new knowledge, update skills, and strengthen his/her contribution within the educational setting served is critical. Individual states may determine the most appropriate professional growth opportunities but among them should certainly be university coursework in library science, curriculum and instruction, computer, and/or media.

Recommendation 8: Reciprocity should be instituted among states whose criteria for certification are equal to these recommendations. This will enable qualified library media specialists to be recruited more broadly, allowing schools a broader pool of candidates for positions.

Recommendation 9: Certification of library media specialists should be reevaluated on an established cycle in each state. This cycle should not exceed five years.

Bibliography

Information Power: Guidelines for School Library Media Programs. American Library Association and the Association for Educational Com-

munications and Technology, 1988.
 Perritt, Patsy H. "School Library Media Certificate Requirements: 1988 Update — Part I," *School Library Journal*, June-July, 1988, pp. 31-38.
 Perritt, Patsy H. "School Library Media Certification Requirements: 1988 Update — Part II,"

School Library Journal, August, 1988 pp. 32-39.
 "Professional Competencies for Entry Level School Library Media Specialists" prepared by the American Library Association for the National Council for Accrediting Teacher

Education (NCATE) Specialty Area Studies Board, 1988.
Standards for Elementary Schools. Standards for Middle Level Schools. Standards for Secondary Schools. North Central Association, 1987.

Appendix: Public Relations and Marketing

Public Relations and School Library Media Programs

Public relations is an attitude. Whether you believe in an organized public relations program or not, the librarian's approach to service of patrons is the first element in a wider perspective of meeting and dealing with the public.

In school library media centers the primary patrons are, of course, the students and the teachers. In quick succession follow administrators, support personnel (such as the school psychologist and athletics director), secretaries, cooks and custodians. These are the people whose needs are foremost to the library media professional.

But lest we make this too simple, a secondary level of patrons must also be taken into consideration. There are parents, community members at large, and other librarians (school, public, academic). Each of these people has had experience with school library media professionals and they have positive or negative images which must either be re-enforced for changed. Meeting the public in a school library setting presents its own set of problems, most of which must be handled on a one-to-one basis.

Public relations thus becomes its own definition — relations with the public — whomever that public may be. Not having an organized PR program becomes its own program. Silence speaks as loudly as a three-ring circus. Resources on the subject of public relations in libraries are legion. The American Library Association has pamphlets, books, and art work which respond to every conceivable need the librarian can face. Professional journals and magazines, books and monographs have been written on the subject. Basic library services must be marketed and the material is available to help the librarian do just that.

Besides personal research on the subject most states have Friends of Library groups at both the state and local levels. While these groups might be public library oriented, they will never turn a deaf ear to the needs of any library and can be a wealth of information and assistance to the school library media professional. The group of people in each community who form the "library community" are the core to providing a united front to the public and an example of cooperation. Sharing resources is a foremost objective in interlibrary cooperation, but personal support, pats on the back, and institutional assistance speak louder than hundreds of words. The local education association, state legislators, state library associations, city and county governments, school boards, and a variety of private organizations can all be tapped for assistance when the need arises.

But for "the pump to be primed" when the need is urgent, all of these individuals and groups must have a foreknowledge of library services and the part they play in our information-oriented society. An organized PR program will have touched base with all the above mentioned groups before any need is recognized.

The basic concern of this report from the Mountain Plains Library Association is to implement a strong set of guidelines for accreditation of school libraries and certification of school library media professionals. Given the state of the economy in the west, the hiring of non-certified personnel to run school LMC's occurs much too frequently. Everyone must know the importance of professional services provided by the LMC to gain support for certified library media staff.

Within the following pages is a bibliography (a very incomplete bibliography given the wealth of material available) of magazine articles which may help the creative juices begin to flow. These should be considered as only a beginning. So beat the drum! Blow the horn! Let your world know you exist to serve!

Sources

BARRON, D.D. "Communicating what school library media specialists do," *School Library Journal*, March 1987, pp. 95-99.
 Brevik, P.S. "Role of libraries in search of educational excellence," *School Library Media Quarterly*, Fall, 1987, pp. 45-46.

Bryan, Carol. "Basic thought starters for public awareness." *Book Report*, May, 1982, pp. 22-27.

Dyal, D. "Communicating with the public." *Willson Library Bulletin*, March 1988, pp. 48-50.

"Facing the public (trustees)." *Wilson Library Bulletin*, May 1987, pp. 30-31.

"Fund raising for public libraries: symposium." *Library Journal*, June 15, 1985, pp. 23-24.

Gordon, Anitra. "Parents' night promotion." *Book Report*, May, 1988, p. 18.

Green, S.A. "Merchandising techniques and libraries." *School Library Journal*, September 1981, pp. 35-39.

"High touch: PR." *School Library Media Quarterly*, Spring, 1986, pp. 128-30.

Johnson. "Need for active librarianship." *Education Digest*, November, 1982, pp. 58-60.

Kissick, B. "Perception studies of school library media centers." *International Journal of Instructional Media* 14, 1987, 4:314-319.

Naylor, A.P. "School Libraries should be more political." *School Library Media Quarterly*, Spring, 1985, pp. 89-90.

"Research into learning resulting from quality school library service." *School Library Journal*, April, 1984, pp. 20-22.

Riemer, C.E. "Look what's new at the Library," *Good Housekeeping*, April, 1984, p. 297.

"Role of libraries in excellence in education." *Education Digest*, October, 1985, pp. 18-21.

"Winning friends for the library." May, 1988, pp. 18-20.

Wohl, L.L. "Breaking down barriers." *School Library Journal*, January, 1988, p. 42.

The Marketing Process: Library Media Centers

Marketing is a management technique that is concerned with the efficient and effective allocation of resources. We need to assess student, parent and community needs; interpret conditions within our schools; determine our ability to respond to expressed needs; and develop marketing techniques to empower students and staff members through the resources and services of our library media centers.

Personnel of effective library media centers

adapt to survive. We need to upgrade our centers by making them more responsive to the needs and wants of students and staff members.

Marketing efforts must be an integral part of the overall school management plan with emphasis on library media services. As members of the instructional team, library media specialists need to be creative and innovative in educational management in an effort to anticipate and cope with the overwhelming impact that economic and social changes are having on our schools and on our library media centers in particular.

The social and economic justification for our schools' existence is the accurate identification of the real world needs of our student population and the effective and efficient filling of those needs.

Reality is that education truly is a business and can be operated as one. We need to utilize strengths and resources that are available in our business community. An ongoing public relations program is the essential ingredient in winning public support. We must have faith in our own intelligence and common sense. We must be open and honest about our educational goals and decisions.

Increase Information Power/Improve Public Relations

Blueprint A: Increase Resources

- 1) by reducing the time required to perform same level of library media services
- 2) by cutting costs while delivering same level of library media services
- 3) by increasing budget as per school's increase in revenue
- 4) by establishing a School Foundation
- 5) by establishing a School Volunteer Program

Blueprint B: Assist students to become all that he or she is capable of becoming by providing library media time where each student may direct himself or herself

- 1) in finding answers to personal questions resulting from curiosity stimulated in the classroom, at home, or in the community
- 2) in exercising the right of intellectual freedom which is freedom of the mind
- 3) in enjoying "the gift and promise of reading" — Library of Congress has designated 1989 as "The Year of the Young Reader."

Blueprint C: Assist staff members to become all that each is capable of becoming

- 1) by providing persons independence to use their talents
2. by providing them staff development opportunities
 - a. business demonstrations
 - b. educational equipment/hardware shows

- c. educational exhibits
 - d. educational workshops
 - e. courses in adult education
 - f. continuing education institutes
 - g. community college/university courses
 - h. interviewing salespersons and consultants in business and industry
 - i. print and nonprint professional materials
 - j. print and nonprint curriculum materials
- 3) by providing them opportunities to communicate their well-informed opinions on items that affect their work environment
 - 4) by encouraging administrators not to be afraid to make decisions that will allow library media centers to become the exciting environment for student life and growth that it might be
 - 5) by employing staff members that can sell the library media center services-resources
 - 6) by taking pride in our speaking voices and manners as we assist people either in person or by telephone
 - 7) by wearing smiles as we assist people
 - a. we will sound warm and helpful
 - b. we will sound enthusiastic
 - c. we will present a positive image
 - 8) by maintaining a pleasant and attractive work environment.

Blueprint D: Develop a communication strategy

- 1) analyze: who are the audiences, what are their needs, what do they want to know or do?
- 2) plan: What are the time and financial implications, who should be involved, what are the goals and objectives?
- 3) communicate: carry out the plan
- 4) evaluate: how successful were we, where did we fail, what areas need emphasis, what areas need cutting-back, what should be done differently next time?

Blueprint E: Develop external communication tools

- 1) create a community newsletter
 - a. by establishing purpose
 - b. by identifying audience
 - c. by deciding on style of printing
 - d. by adopting format
 - e. by identifying good writers
 - f. by sharp editing
 - g. by using photographs
 - h. by creating distribution lists
 - i. by obtaining feedback for readers
 - j. by evaluation as to whether or not needs are being met
- 2) develop good relations with the media
 - a. by being honest
 - b. by being cooperative
 - c. by being open
- 3) develop surveys such as
 - a. personal interviews

- b. telephone interviews
 - c. drop-off/pick-up questionnaires
 - d. mailing questionnaires
- 4) develop different publicity formats
 - a. through billboards
 - b. through school book fairs
 - c. through programs sponsored jointly by school library media specialists and librarians from public libraries
 - d. through professional organizations (local, state, and national)
 - e. through government agencies
 - f. through higher education institution
 - g. through business and industry

Blueprint F: Develop internal communication tools

- 1) by creating an in-house newsletter (or handbook, brochure, guide, flyer, handbill, bookmark, book list, display, bulletin board, slide-tape program and/or video program)
 - 2) by using *Information Power* logos to advertise new national guidelines
 - 3) by developing positive attitude in all communications, oral and written
- Blueprint G: Continue to be knowledgeable of technological advances.
- 1) in cable television
 - 2) in public radio and television
 - 3) in educational television
 - 4) in commercial television
 - 5) in telecommunications

Bibliography

(Create your own distinctive bibliography by accessing all available data bases).

- 1) Use *Sears List of Subject Headings* to access those materials available in your own community (school library media centers, public libraries, academic libraries, special libraries and/or business and industry libraries). Examples of subject headings:
 - a. Community and school
 - b. Instructional materials centers
 - c. Libraries
 - d. Marketing
 - e. Public relations
 - f. Public relations — Libraries
 - g. Public relations — Schools
 - h. School libraries
 - i. Schools

Examples:

"Parents' Night Promotion" by Anitra Gordon, *Book Report*, May 1988, p. 18

"Information Power: The Planning Process" by Retta B. Patrick, *School Library Media Quarterly*, Winter 1989, pp. 88a - (Insert)

2) Use descriptors pertinent to each data base. The following examples are from RIE, *Resources*

in Education

- a. Cable television
- b. Educational technology
- c. Educational television
- d. Public relations
- e. Public service advertising
- f. Public support
- g. Public television

- h. Publicity
- i. Radio
- j. Telecommunication
- k. Teleconferencing
- l. Television

3) Use *Information Power, Guidelines for School Library Media Programs*, prepared by the American Association of School Librarians and

Association for Educational Communications and Technology, 1988.

4) Use your state guidelines for school library media programs.

Example:

"Colorado Information Power," Colorado Department Of Education, 1989.

MPLA Special Committee on Library Media Programs, 1989

Avis Anderson
Dawson County High School Library
900 No. Merrill
Glendive, MT 59330

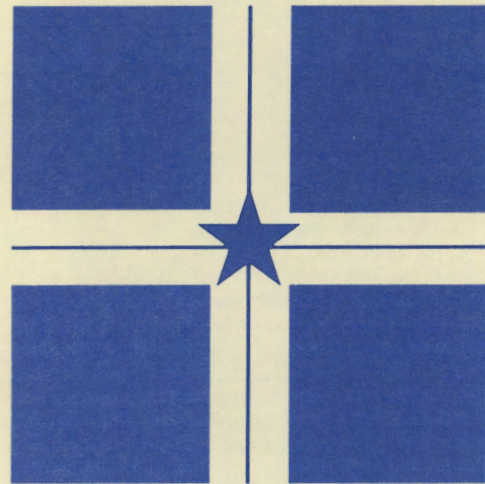
John O. Hempstead, Ph.D.
School Library Media Consultant
Colorado Department of Education
201 East Colfax Avenue
Denver, CO 80203

Merrilyn S. Ridgeway
School Library Media Consultant
Arizona Department of Education
1535 West Jefferson
Phoenix, AZ 85007

Clara Thoren Rottmann, Ed.D.
Director of Library Media Services
Lincoln Public Schools
Box 82889
Lincoln, NE 68501

Dorothea West
Agassiz Junior High School
1305 9th Avenue South
Fargo, ND 58103

Access to



Excellence

The book deals with a teen-age girl who becomes involved in witchcraft after she is sent to live with relatives.

LeClerc said he is a member of the Navigators, a nationwide evangelical organization operating on college campuses. In the complaint he filed in October, LeClerc said the book should be destroyed.

"There are no redeeming features about this book," he said. "At the end it implies that a person can step into and out of witchcraft at will. This is not so. The book ends with witchcraft being real, which it is, but implies that it is not." (AP wire story)

Unusual Kiss

MPLA member, Nancy Holthus, librarian at St. John Elementary School, created a unique reading incentive for her students. She talked elementary principal Klon Matthews into agreeing to sitting on the school's roof if the children read 1,000 books. In addition, the principal offered to kiss a pig if the goal was reached.

In the four to five weeks in which the contest ran, students read 1,500 books. So, on April 12th, just in time for National Library Week, Matthews found himself at a desk on top of the school. The climax came when a female piglet was brought out. "It's a girl pig and I like to kiss girls" joked Matthews. After three quick kisses, he said to the children, "I've done my job. Now you do your job." "Keep reading," they shouted back.

During the contest, students took home "pig slips" which parents signed when a book was completed. A "pig thermometer" in the hallway kept track of the number of books read. On another chart, there was a ladder and a picture of Matthews, which was moved up until the goal was reached.

Holthus said the children frequently went up to their principal and said, "We're going to put you on the roof."

"It was probably the best short-term results we've had in years," Matthews stated. (SCKLS Sun, May 1989)

White Award 1989

On My Honor by Marion Dane Bauer has been named the winner of the 1989 William Allen White Children's Book Award according to Dr. Henry R. Stewart, Director of the William Allen White Library at Emporia State University and Executive Direc-

tor of the White Award Program. The White Award Program, which was the first statewide reader's choice award, is directed by Emporia State University and is supported in part by the Trusler Foundation.

On My Honor, which was published in 1986 by Clarion Books, Ticknor and Fields, is the story of a boy faced with a serious moral dilemma when a friend drowns. This book is also the winner of the 1989 Flicker Tale Award, the North Dakota Reader's Choice Award. It was a 1987 John Newbery Award Honor Book. The National Council of Teachers of English selected *On My Honor* for inclusion on the list of "Teachers' Choices 1987."

Since 1952, more than two million votes have been cast by the children of Kansas to select the annual winner of the William Allen White Children's Book Award. (News release)

Montana

Missoula Long Range Plan

Independent Learning Center, Popular Materials Library, Children/YA Door to Learning and Reference Library are the four roles identified after surveying library users and creating a five-year plan. The barriers to reaching goals in each of the areas are primarily financial. As detailed in a summary of "Into the 90's," a five-mill levy (the legal maximum) in a declining tax base will yield only enough to maintain limited service. There has been a 36 percent reduction in staff. Of great concern to the Board is the adequacy of the collection. Two-thirds of it was published prior to 1980. The materials budget has declined by 40 percent since 1984, while the average cost of books in the "Best Books for Public Libraries" list has increased 17 percent. The library is actively working on non-tax revenue sources in an effort to at least maintain the present level of service. (Library Hotline 5/29/89)

State Aid Now Law

Legislation introduced by the Montana Library Association to provide state aid to Montana libraries has been signed by Governor Stan Stephens. The Governor said in his message to the House and Senate, "the importance of

public libraries in the State of Montana cannot be understated . . . a compelling public policy interest has been demonstrated to me for state participation in maintaining this resource." House Bill 193, Information Access Montana, provides a general fund appropriation for interlibrary loan and library federation programs for the next two years. Governor Stephens vetoed that part of the bill appropriating \$1.1 million in direct aid to libraries and \$179,000 for a new statewide multi-type library card program. While recognizing that local libraries are facing tough budget times, Stephens said the state's equally tight fiscal situation does not allow this unprecedented move into funding the operation of local library facilities. (Library Hotline 6/5/89)

Nebraska

Document Delivery Pilot Project

In February 1989 the University of Nebraska at Omaha Library received funds earmarked for research to implement a document delivery pilot project. The focus of this project is to facilitate faculty research by providing improved access to periodicals not currently owned by the University of Nebraska Libraries.

The library is currently working with three document delivery companies: University Microfilms International, Institute for Scientific Information, and Information on Demand.

UNO faculty members are urged to take advantage of this free document delivery service while funds are available. (The Library User, Spring 1989)

Circulation Department Microcomputer Databases

Due to some limitations within the University of Nebraska at Omaha's automated circulation system, Circulation Department staff members have developed several microcomputer databases over the past six months. NUTSHELL, a DBMS developed by Microsoft and Nashoba Systems, is the application of choice.

The most ambitious project is the conversion of the massive 3x5 card

Outstanding Accounts file of fines and lost books. Deb Ireland maintains vacation and sick leave records for all permanent staff on a NUTSHELL database. Lucy Kosiba uses a file that integrates payroll information with staff schedules.

John Schneiderman is maintaining current Circulation supply orders on a database that also generates his monthly supply order form. Rick Hipps has developed two applications, one to handle search requests and "claims returned" searches, and the other to record hold and recall requests.

Marc Davis recently created a file for all building and Physical Plant work requests to provide an ongoing record of unresolved requests, as well as a record of the length of time it took to complete requests. John Burns has produced an automated circulation system downtime database as well as a database for the exit gate security log. In addition he has used NUTSHELL to analyze responses to a community user survey. Will Hyde is working on a spreadsheet for photocopies income accounting and Media Center income.

These projects are producing valuable data in a relatively short time frame. (The Library User, Spring 1989)

FOLUSA Honors Two Libraries

The Friends of Libraries U.S.A. (FOLUSA) announced that two Nebraska public libraries were winners in their 10th Anniversary Contest.

The Crawford Public Library won for the best fundraising idea, and the Hastings Public Library was honored for the best volunteer recognition program.

They were among thirteen winners from 139 entries in the contest. (FOLUSA news release)

Library/Archives Center & Its Volunteers

The Douglas County Historical Society Library/Archives Center in Omaha is an information repository documenting county history from its beginning to the present day. It owes much of the success of its present strong program to a strong and loyal group of volunteers, who provide assistance to the trained staff of information specialists.

The Society is a private, non-profit organization totally funded through

membership dues and donations. Its collection has grown to nearly a half million items, including a cataloged vertical file with more than five million newspaper articles including the Omaha World-Herald Clipping File, the Douglas County authors' collection, and more than 8,000 photographs of the county and its people.

It was established in 1981 and is housed on Officer's Row at historic Fort Omaha. (News release)

Legislative Day

The Nebraska Library Association's Legislative Day, held February 15, in Lincoln, focused on the theme "Information for Nebraska's Future." Librarians & library supporters from across the state used this opportunity to educate State Senators about the role of libraries as the "Information Connection" in community and state-level planning and development. An exhibit in the State Capitol Rotunda, adjacent to the Legislative Chamber, displayed library resources. Nebraska Library Commission Staff demonstrated CDROM technology, including the 1982 Census of Agriculture and Retail Trade and OCLC's National Technical Information Service. Each Senator received a "Remember Libraries" note written on an out-of-date OCLC CDROM disk.

Activities included a breakfast briefing and review of lobbying packets with library supporters, individual meetings and networking with respective State Senators and staff, a Senator-Constituent luncheon, and an Open House with tours of the Nebraska Library Commission. (Overtones, April 1989)

Nevada

NLA Beginnings

The Nevada State Library and Archives recently received volume 1, number 1 of *The Nevada Librarian*, published July 5th, 1946. It was sent by one of the charter members, Mr. Marco G. Thorne who is currently living in San Diego. Indeed, according to Edwin Castagna, another founding member, "It was Marco Thorne in 1946 who suggested the establishment of the Nevada Library Association. It seemed

a rather farfetched idea at first."

Some things have not changed much in Nevada's library world since the Association was founded almost 43 years ago. The newsletter states that one of the objectives of the Association is "To secure the introduction and passage by the State Legislature of adequate library laws which will encourage a healthy expansion of library service in Nevada." We still are! For those who love trivia, the newsletter and notes from Mr. Thorne pose new questions: Governor Vail Pittman addressed the meeting and paid his one dollar membership fee to join the Association. Question: Was he the only governor to be a paid-up member? Item: The post office box number for the Washoe County Library in 1946 was then, as it is now 2151. Question: Is this a record for longevity for library post office numbers in Nevada? (Dateline, Jan-Feb-Mar, 1989)

Business Information Course

Tracking down information on companies and industries is a perennial quest of the business student. To help students analyze research needs and develop search strategies in these areas, a one-credit course on Business Information Research will be offered by the University of Nevada-Reno Library this fall. New information formats such as CD-ROM will be used along with traditional print sources. Among the topics to be covered are statistics sources, government publications, marketing information, and industry and company analysis. The class will meet once a week. (MEMO, April/May 1989)

Nuclear Source

In March, the Nuclear Regulatory Commission instituted a Library Public Documents Room in the University of Nevada-Reno Library Government Publications Department. UNR is the second site in Nevada, the first being at UNLV's Dickinson Library. NRC will supply the Room with a variety of materials concerning high-level nuclear waste and, more specifically, regarding the proposed waste repository at Yucca Mountain.

Materials in the Room include published federal reports as well as unpublished project information not widely available. Publications regarding the disposal of high-level waste in geologic repositories, correspondence

and comments between NRC and EPA, licensing agreements, contract information, topical report reviews and associated correspondence, and correspondence from citizens and other non-governmental organizations to the NRC comprise the bulk of the collection. Computer searches (no charge) performed by NRC personnel provide subject access to the collection. (MEMO, April/May 1989)

North Dakota

New Directions Task Force

Diane Caley, President of NDLA, appointed a "New Directions Task Force" which will develop a plan for statewide multitype library cooperation. This new planning effort will build upon the work of 1987 Governor's Library Planning committee, which developed the DIALS (Direct Individual Access Library System) report, and addressed the need for individual access to library resources within the state.

The Task Force will address duplication of library materials and services, the need for equalization of access to library resources, guidelines for service improvement, option for cooperation library service delivery, library professional development and personnel issues, and the need for possible 1991 library legislation. The Chair of the Task Force is Tom Jones, Director, Veterans Memorial Public Library, Bismarck.

South Dakota

Emporia State Offers MLS at Black Hills State

The School of Library and Information Management at Emporia State University has established a summer program leading to an MLS degree at Black Hills State University. Agreement was reached between the SD Board of Regents and Emporia State Dean Martha Hale. Emporia faculty will administer all the courses required for this ALA accredited degree program.

The curriculum is not focused on any one group, but on people in all types of libraries — public, academic, school and special libraries. This program, pro-

jected over four or five summers, requires at least 35 participants seeking the MLS. Courses are open to persons seeking recertification or continuing professional growth who are not necessarily seeking the MLS degree. (Book Marks, May/June 1989)

Dial Access Fee Set

The South Dakota Library Network Advisory Committee voted to set the annual subscription for dial access users at \$180.00. Currently, the WATS line used for dial access members costs the State Library about \$18,000 per year. There are about 100 dial access users with more projected to join. (Book Marks, May/June 1989)

Utah

Salt Lake City Friends Honored

The Friends of the Salt Lake City Public Library know how to recruit new members, and because of this fact, they were recently named winners in a national contest sponsored by the Friends of Libraries U.S.A. (FOLUSA).

FOLUSA sponsored a 10th anniversary contest. Friends groups from around the United States were invited to enter. Groups could submit entries in a variety of categories.

One hundred thirty-nine Friends organizations nationwide entered the contest. The Friends of the Salt Lake City Public Library were recognized as being one of three groups that brought in the most new members.

Twice a year the Friends of the City Library sponsor a used book sale. As part of the sale the Friends host a "Preview Night." Only paid Friend members may attend the event during which they may purchase books before the regular public sale begins. All books are double priced this night. Dozens and dozens of individuals purchase memberships in order to attend this special night of book buying. (News release)

Network of Logan Libraries

Logan High School students now have access to over a million volumes of information in the Logan Library and Utah State University's Merrill Library

thanks to a new technological service funded by an Office of Education grant. And no one has to leave Logan High. Grant monies covered the expense of facsimile machines, installation of dedicated phone lines to each library and inservice training for library employees. Via phone lines high school students can connect to computerized public catalogs to browse or locate University or Logan library resources, then later go and check out the material. Or they can request pages be faxed to Logan High. In lean times this is one example of technology maximizing use of library resources. It will be important to learn how well this new service is adopted and utilized. (Directions for Utah Libraries, April 1989)

Greatest Show on Earth: Skiing

On February 7 the Marriott Library and Friends of the University of Utah Libraries hosted a program entitled, "The Greatest Show on Earth: A History of Skiing in Utah." Held at the Fort Douglas Hidden Valley Country Club, this affair introduced to a group of interested Friends the beginning of the Ski Archives at the university's Marriott Library.

With this event, the Marriott Library has inaugurated a donor's drive to help firmly establish the Ski Archives in Special Collections. (Friends of the Libraries Newsletter, Spring 1989)

Wyoming

State Librarian Position Opens

A national search has been initiated by the chairman of the Wyoming State Library, Archives, Museums and Historical Board to fill the position of State Librarian left vacant when Wayne H. Johnson offered his resignation to the board May 5.

Johnson, who has held the position since October 1978, will remain on leave of absence until September 1, when the resignation becomes effective.

Meanwhile, Jerry Krois, library development officer, has been named acting state librarian in his absence. Krois joined the State Library in 1978 as assistant reference and interlibrary

loan librarian, and also served as manager of the statewide automation system. (Wyoming State Library news release)

Patron Privacy Act

May 22 was the implementation deadline of the Patron Privacy Act in Wyoming. In an amendment to Wyoming Statute 16-4-203(d)(vii) and by creating a new paragraph (ix) relating to public records; provided library circulation and registration records are not subject to public inspection.

The legislation was passed during the 1987 session with a two-year period before taking effect. Wyoming Library Association spearheaded the effort for the law when librarians started receiving inquiries about patron records. (The Outrider, April 1989)

Sales Tax To Buy Books

The Laramie City Council will use optional 1% sales tax money to fund \$20,000 in book purchases at the public library next year.

"We are delighted," said director Susan Simpson. "The city's grant increases our proposed book budget for next year from \$21,000 to \$41,000." (Library Newsletter, Spring 1989)

Continuing Education

July 12, 1989

Copyright and Library Practice

Sponsor: Nebraska Library Commission
Location: Nebraska Wesleyan University, Lincoln, NE

At this workshop you'll receive background on copyright, learn

about laws and legal cases, reproduction of copyrighted materials for preservation, replacement, and reserves, and copyright limits and exceptions, record-keeping, and alternative methods for obtaining items exceeding copyright guidelines. The presenter is Sandra Salazar, with BCR in Denver.

July 26-29 & July 31-August 3, 1989 William Allen White Books Summer Class

Sponsors: School of Library and Information Management and the ESU English Department

Location: Emporia, KS

This eight-day class will examine the books nominated for the 1989-90 William Allen White Book Award. It is geared for librarians, elementary school teachers, and middle school teachers. The focus will include integrating the books plus create an exchange of ideas among participants. This intensive summer session will be held each day for 8-11:15 a.m. Credit available.

Call 316/343-5203 for more information.

August 17-20, 1989

Midwest Collection Management and Development Institute

Sponsor: Resources Section of RTSD/ALA

Location: University of Illinois at Chicago

To provide an overview of major issues in the planning, development, and management of library collections. To provide up-to-date and practical training in specific aspects of collection management to meet user needs and maximize financial and human resources. Special emphasis will be given to: information in electronic formats; collection evaluation;

budgeting; preservation; and resource sharing.

Cost: \$215 for ALA/RTSD members; \$240 for ALA members; \$265 for non-members. Registration fees cover instruction materials, lunches, and coffee breaks.

Registration limited to 150 persons. Contact: Collection Management and Development Institute, RTSD, American Library Association, 50 East Huron Street, Chicago, IL 60611.



Conference Calendar

Sept. 21-23 North Dakota Library Association, Grand Forks

Oct. 12-14 Nevada Library Association, Las Vegas

Oct. 4-7 Wyoming Library Association, Laramie

Oct. 11-14 South Dakota Library Association, Aberdeen

Oct. 19-22 ALA/American Association of School Librarians, Salt Lake City

Oct. 25-27 Nebraska Library Association, Lincoln

Oct. 31-Nov. 4 Arizona State Library Association, Tucson

Nov. 4-7 Colorado Library Association, Colorado Springs

1990

Jan. 6-11 ALA Midwinter, Chicago

March 21-24 Kansas Library Association, Wichita

May 2-5 Mountain Plains Library Association/Utah Library Association, Salt Lake City

May 18-24 Medical Library Association, Detroit

June 22-28 ALA Annual, Chicago

1989 Grant Deadlines: August 10 & November 10



professional development assistance

Association members are encouraged to apply for grants, mini-grants, and international grants, all of which may be used for the following: formal college or university classroom work, independent study programs, attendance at workshops, conferences or seminars, or participation in any other activity that will benefit libraries and the library community in our region.

For more information see your Membership Information folder or write: Joseph R. Edelen, Jr., MPLA Executive Director, c/o I.D. Weeks Library, University of South Dakota, Vermillion, SD 57069.

You work hard.

You are committed.

Sometimes, though,
that commitment
needs a boost—
something just
for you.

Join the American
Library Association.
47,000 strong we
work together for
the public good . . .
and for **You**.

ALA membership
keeps you in touch.

**Charge it to your
VISA, MasterCard
or American
Express**

You'll receive
American Libraries
and its LEADS job
listing, reduced rates
at conferences,
discounts on ALA
publications, eligibility
to vote and hold office,
and an excellent
group insurance plan.
The dues are afford-
able—\$38 for first
time personal
members, renewing

members \$75,
students \$19, non-
salaried or retired
librarians \$26, trust-
ees and friends \$34
(effective through
August 31, 1989).

Membership Services
American Library
Association
50 East Huron Street
Chicago, IL 60611

Yes, I will join!*

- Enclosed is my check for \$ _____
 Charge my dues of \$ _____ to my
 VISA MasterCard American Express

Card number _____ Exp. date _____

Signature _____

Type of membership _____

Name (please print) _____

Mailing address _____

City _____ State _____ Zip _____

*Upon receipt of application you will receive additional information on ALA's divisions and roundtables and how to get the most from your membership.



Joblist

Deadline: August screening
State Librarian
Salary: \$2,943-\$4,592 per month
Wyoming State Library

Statement of Publication

The **MPLA Newsletter** is published bi-monthly. Material of regional interest may be submitted to the Editor, Jim Dertien, Sioux Falls Public Library, 201 N. Main Avenue, Sioux Falls, South Dakota 57102. Matters pertaining to individual or institutional membership, claims or orders for back issues should be sent to Joseph R. Edelen, Jr., MPLA Executive Secretary, c/o USD Library, Vermillion, South Dakota 57069. Correspondence on paid advertisements should be sent to the Advertising Manager, Jim Dertien, Sioux Falls Public Library, 201 N. Main Avenue, Sioux Falls, South Dakota 57102.

Back issues of the **MPLA Newsletter** and the **Mountain Plains Library Association Quarterly** are available in microform from Xerox University Microfilms, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

Joblist & Classified Rates

There is no charge to MPLA personnel or institutional members for Joblist or classified advertisements. Nonmembers pay \$1.25/line.

Subscription Rates

1 year.....	\$17.00
2 years.....	\$32.00
3 years.....	\$47.00

Telefacsimile Number
605/335-4312

Copy Deadlines

MPLA representatives in each state are responsible for supplying the **Newsletter** with information to share throughout the region, but all librarians are invited to send in newsworthy items. To assure publication in any given issue, please submit copy by the dates indicated below to the Editor.

January 7.....	February issue
March 7.....	April issue
May 7.....	June issue
July 7.....	August issue
September 7.....	October issue
November 7.....	December issue

Printed by the
Broadcaster Press,
Vermillion, SD

ISSN 0145-6180

Position is responsible for management of the agency; represents interests of agency on state and federal levels and directs planning and administration for agency of 31 and biennial budget of \$4.7 million. Reports directly to the State Library Board. The state has an accompanying benefit package and no state income tax.

Requirements: ALA-MLS plus five years experience in library administration. Also necessary are: professional knowledge of library skills and trends; proven management and leadership abilities; demonstrated ability to relate and articulate to the staff, library community, state legislature and the public.

Send resume to Kim Goodmay, Wyoming State Library, Supreme Court Bldg., Cheyenne, WY 82002-0650. 307-777-7281; Fax - 307-777-6289.

EOE

Deadline: September 1, 1989

Reference Librarian

Salary: \$22,000

Forsyth Library, Fort Hays (KS) State University.

Duties: Position available November 18. Participation in all reference service activities, including desk duty, automated reference service, bibliographic instruction, collection development for reference materials and preparation of guides and other handouts. Secondary responsibilities include assisting in coordination of online search services.

Qualifications: ALA-MLS; second masters for tenure, effective interpersonal and communication skills; experience in training in automated reference services. Desired is an undergraduate or graduate degree in business or sciences.

Send letter of application, credentials and three letters of recommendation to Phyllis Schmidt, Chair, Search Committee, Forsyth Library, Fort Hays State University, 600 Park Street, Hays, KS 67601-4099.

AA/EOE

Deadline: Not indicated

Branch Coordinator

Salary: \$27,000-\$36,000

Kansas City, Kansas Public Library

Duties: Urban branch with central reference service needs exceptional service oriented candidate to

manage branch operation, including adult and user services, audio/visual and circulation. Responsibilities include planning, outreach and evaluation of branch services.

Qualifications: ALA-MLS plus consistent supervisory, management and professional experience. Preliminary interviews at ALA conference.

Send resume and references to: Theresa Garrison, Assistant Director, Kansas City, Kansas Public Library, 625 Minnesota Avenue, Kansas City, KS 66101.

AA/EEO, actively seeking minority candidate.

SPECIAL JOBLINE INFORMATION

The **MPLA Jobline** lists jobs available within our ten-state region at no charge to institutions within this region.

Jobs from institutions outside the MPLA region can be listed for \$10/week.

The **Jobline** updates its listing each Thursday evening.

Send listings to Joe Edelen, I.D. Weeks Library, University of South Dakota, Vermillion, SD 57069. 605/677-6082.

JOBLINE #s

The following numbers may be used in calling the **MPLA Jobline**:
605/677-5757 nationwide
800/356-7820 MPLA member state outside South Dakota
0-677-5757, dial tone or operator, then 8765—within South Dakota (free call)

NEWSLETTER JOBLIST

MPLA Institutional members may place job advertisements in this newsletter's **Joblist** section at no charge.

All other institutions may list jobs at \$1.25/line.

Send **Joblist** ads to Jim Dertien, MPLA Newsletter, Sioux Falls Public Library, 201 N. Main Avenue, Sioux Falls, SD 57102.

Expanding Opportunities for Professional Growth:

Since beginning my work as vice president my major goal has been to expand opportunities for members to grow professionally by expanding educational programs at conferences in Omaha and Billings and now through appointments to the various committees. The variety of excellent programming has encouraged members to attend the conferences and has especially enhanced opportunities for members of state associations in Nebraska and Montana.

During the next few months I would like to emphasize the benefits so often overlooked by many members and member states: State Preconference Grants and Professional Development Grants. I would like to emphasize these opportunities available to members and state associations through correspondence to state presidents and contacts with members in member states. I am open to attending state conferences to promote MPLA and the benefits it offers.

— Jerry Kaup

MPLA COMMITTEES 1989-90

AWARDS

Albert Winkler, Chair (UT) 89-90
Robert Trautwein (NE) 89-90
Eveline Yang (CO) 89-91
Cynthia Berner (KS) 89-91
Andy Gibbons (CO) 89-91
Jim Wirtmen (ND) 89-91
Margaret Nichols (AZ) 89-91
Helen Higby (WY) 89-90
Duncan McCoy (NV) 89-90

Pending MT

BYLAWS

Marcella Ratzlaff, Chair (KS) 89-90
Virginia Boucher (CO) 89-90
Joyce Lee (NV) 89-91
David Boilard (ND) 89-91
Dan Seager (CO) 89-91
Elmer Backenberg, (CO) MPLA Parliamentarian ex-off.

CONTINUING EDUCATION

Susan Richards, Chair (SD) 89-90
Mary Nash (NE) 89-91
C.D. Hurt (AZ) 89-91
Diana Graff (UT) 89-91
Ann Birney (KS) 89-90
Dee Hopkins (WY) 89-90
Paulette Nelson (NE) 89-90
Kathryn Ziegler (CO) 89-90
Mary Bushing (MT) 89-90
Gary Schultz (ND) 89-90

FINANCE

Bruce Bumbalough (KS) 89-90
Leroy Gattin (KS) 89-90
Doug Birdsall (ND) 89-90
Steve Ooton (NE) 89-91
John Nixon (UT) 89-91
William Knott (CO) 89-91
Joe Edelen (SD) Ex Officio MPLA Executive Secretary
Don Riggs (AZ) 89-91

INTELLECTUAL FREEDOM

Leslie Boughton, Chair (WY) 89-91
John Cobes (WY) 89-90
Doug Ernest (CO) 89-90
Lynn Donovan (MT) 89-90
James McPhee (NV) 89-90
S.L. Evensen (ND) 89-90
Dorothy Liegl (SD) 89-91
Julie Rinehart (NE) 89-91

Pending AZ, KS, UT

NOMINATING

Judy Zelenski, Chair (CO) 89-91
Mary Southwell (UT) 89-90
Ted Schmidt (MT) 89-90
Melody Kuehn (ND) 89-90
Marilyn Grosshans (NV) 89-90
Shirley Flack (NE) 89-90
Leon Raney (SD) 89-91
Dorothy Middleton (WY) 89-91
Herschel (Vince) Anderson (AZ)
Blaine Hall (UT) 89-91
Jane Hatch (KS) 89-91

PROFESSIONAL DEVELOPMENT

Randy Olsen, Chair (UT) 87-89
Kathryn Ziegler (CO) 87-89
Cynthia Harksen (MT) 87-89
Jean Busta (ND) 87-89
Bettie Powell (AZ) 89-90
Robert Paustian (SD) 89-90
Rosemary Talab (KS) 89-90
Beverly Lusey (NE) 89-90
Bill Strader (NV) 89-90

PUBLIC RELATIONS

Lynnette Anderson, Chair (WY) 89-91
Dorothy Rice (NV) 89-90
Jan Henderickson (ND) 89-90
Ann Bailey (KS) 89-91
James Beasley (SD) 89-91
Curley Jones (UT) 89-91

Pending AZ, MT



- Opportunities for professional involvement
- Continuing education programs
- A forum for the exchange of ideas
- Information on new technology in librarianship
- Support of regional library efforts
- News of people and programs in member states

COMPLIMENTARY COPY

DIRECTORY OF OFFICERS

MPLA OFFICERS		Nebraska:	Richard Allen Nebraska Library Commission 1420 "P" Street Lincoln, NE 68508 402-471-2045	State Agency, Cooperatives, and Systems	Judy Zelenski Central Colorado Library System 3805 Marshall Street, Suite 204 Wheat Ridge, CO 80033 303-422-1150	
President:	Jerry Kaup Minot Public Library 516 2nd Avenue SW Minot, ND 58701 701-852-1045	Nevada:	Joyce Lee Nevada State Library Carson City, NV 89710 702-887-2614	Technical Services:	Margaret Blue North Dakota State University Library P.O. Box 5599 Fargo, ND 58105-5599 701-237-7390	
Vice-President:	J. Dennis Day Salt Lake City Public Library 209 East 5th South Salt Lake City, UT 84111 801-363-5733	North Dakota:	Marcella Schmaltz Bismarck State College Bismarck, ND 58501 701-224-5450	Awards:	COMMITTEES Albert Winkler 5030 Harold B. Lee Library Brigham Young University Provo, UT 84602 801-378-6373	
Secretary:	Nancy Knepel High Plains Regional Library 800 8th Ave., Suite 341 Greeley, CO 80631 303-356-4357	South Dakota:	Mary Caspers South Dakota State University H. M. Briggs Library Brookings, SD 57007 605-688-5571	Bylaws & Procedures:	Marcella Ratzlaff Hutchinson Public Library 901 North Main Hutchinson, KS 67501 316-663-5441	
Past President/ Interest Group Coordinator:	Duane Johnson Kansas State Library State Capitol Topeka, KS 66612 913-296-3296	Utah:	Doug Hindmarsh Utah State Library 2150 South 300 West Salt Lake City, UT 84115 801-466-5888	Continuing Education:	Susan Richards Briggs Library, Box 2115 South Dakota State University Brookings, SD 57007-1098 605-688-5565	
Executive Secretary:	Joe Edelen University of South Dakota Library Vermillion, SD 57069 605-677-6082	Wyoming:	Corky Walters Wyoming State Library Supreme Court Building Cheyenne, WY 82002 307-777-2181	Finance:	Bruce Bumbalough Northwest Kansas Library System 408 North Norton Norton, KS 67654 913-677-5148	
Editor: (Ex-Officio)	Jim Dertien Sioux Falls Public Library 201 North Main Avenue Sioux Falls, SD 57102 605-339-7115	SECTION REPRESENTATIVES			Intellectual Freedom:	Leslie Boughton Carbon County Public Library 3rd & Buffalo Rawlins, WY 82301 307-328-2618
Parliamentarian:	Elmer Bachenberg University of Northern Colorado Library Greeley, CO 80639 303-351-2182	Academic Libraries:	Randy Olsen 3080 Harold B. Lee Library Brigham Young University Provo, UT 84602 801-378-2908	Nominating:	Judy Zelenski Central Colorado Library System 3805 Marshall Street, Suite 204 Wheat Ridge, CO 80033 303-422-1150	
STATE REPRESENTATIVES		Children's & School:	Dorothy Talbert Salt Lake County Library 2197 East 7000 South Salt Lake City, UT 84121 801-943-4636	Professional Development Grants:	Randy Olsen 3080 Harold B. Lee Library Brigham Young University Provo, UT 84602 801-378-2908	
Arizona:	Don Riggs Arizona State University Library Tempe, AZ 85287 602-965-3950	Junior Members Round Table:	Gail Egbers 216 N. Love Library University of Nebraska/Lincoln Lincoln, NE 68588-0410 402-472-2554	Public Relations:	Lynette Anderson Casper College Library 125 College Drive Casper, WY 82601 307-268-2380	
Colorado:	JoAnn Kruglet Fort Morgan Public Library 414 Main St. Fort Morgan, CO 80701 303-867-9456	Preservation	Katherine L. Walter 209 N. Love Library University of Nebraska/Lincoln Lincoln, NE 68588-0410 402-472-3939	INTEREST GROUPS		
Kansas:	Melanie Miller Hays Public Library 1205 Main Hays, KS 67601 913-625-9014	Public Library/Trustee:	Ed Byers Laramie County Library Sys. 2800 Central Avenue Cheyenne, WY 82001 307-635-1032	Interlibrary Loan:	Edward J. Volz Denver Public Library 1357 Broadway Denver, CO 80203-2165 303-571-2033	
Montana:	Ted Schmidt Missoula Public Library 301 E. Main Street Missoula, MT 59802 406-721-2811					