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Oct. 1996

WEST VIRGINIA

LIBRARIES

JAMES E. MORROW LIBRARY

Vol. 49 No. 5

October 1996

Looking Into The Future

Editors' Note: Libraries of the future have been a hot topic in library literature this year. We solicited the views of the directors of academic, public, school, and special libraries in West Virginia for this issue of West Virginia Libraries. Any responses will be considered for publication in coming issues.

Public Libraries and the Future

Linda Wright

Last March I attended the Public Library Association Conference in Portland. One of the sessions was entitled the "Future of Libraries" and was presented by Liz Bishoff from OCLC. In her address she made the following points,

1. Libraries are operating in a competitive environment. The competitors (cable companies, phone companies, etc.) consider information to be a commodity. Therefore, she believes libraries are going to have to find value added services to offer.

2. Libraries are in an evolutionary stage. We are living at a moment between two revolutions; not quite the end of print and just at the very beginning of the electronic revolution.

3. Ms Bishoff believes we must take risks if we are to succeed. We must be aggressive in determining our destiny and must try to experiment with new information delivery models.

4. Libraries must look at new strategic partnerships with the private sector. This will require libraries to develop a new attitude and to be realistic about expectations.

5. Libraries need to place a priority on updating our information infrastructure. We must have up-to-date equipment that can handle the latest software developments. This probably means replacing equipment every three years or sooner.

...continued on pages 4 and 5

The Academic Library

of Tomorrow

R.N. Sharma

SPECIAL COLLECTIONS

There has been a tremendous change in academic libraries during the last twenty five years. The birth of OCLC in 1971, fully integrated on-line catalogs, on-line reference service, fax machines, electronic publishing, CD-ROM technology, and now the Internet have certainly brought a revolution in the field of librarianship. Library historians are of the view that never in the history of world librarianship have users had so much access to information. They virtually have the world at their fingertips. This progress has the futurists wondering what will happen to the academic libraries after this so called Information Age.

In my view, the rapid growth of information technology is forcing librarians to create an electronic library for the twenty-first century. In order to achieve this goal, the library director will have to develop a new and powerful vision; a positive and inspiring vision for the library. The director will have to redefine the functions, duties, and roles of the library staff which in many ways will be very different from the present one. Librarians and computer specialists will have to work as a team to serve students, faculty, and other users. The monolithic model of administration which still exists in a few academic libraries will become history.

...continued on pages 4 and 5

President's Column

Downsizing, right sizing, program elimination, doing more with less.... These are the phrases which have come to dominate both the public and private sector of the economy. Libraries in West Virginia are not escaping the trend.

At WVU, for instance, every unit in the University, including the Libraries, are submitting proposals to University administration for program elimination or reduction and internal reallocation of resources to achieve greater efficiency. The Board of Trustees for the University System has also directed that employees in the University system be 10% more productive than their peers in the Southern Regional Education Board.

Public and school libraries have heard that same message for years. Legislators want to know why school and public libraries can't be integrated to achieve cost savings by maximizing use of facilities, collections, and personnel.

Given these trends, it is critical that librarians take the initiative to examine the question "Can we do more to share resources without library service?"

A look at the many Virginia's libraries this question. All too collaboration that already publicized. WVU, for items per year to other charging only the direct photocopying). The processes an additional 13,000 interlibrary loan transactions.

There is a real opportunity for directors of the various types of libraries in each county to get together to explore additional cooperative efforts. This need was underscored in my mind a few months ago when I was invited to attend a meeting of the Morgantown Public Library Board with members of the City Council and the County Commission. The purpose of the meeting was to explore strategies to deal with the loss of revenue resulting from two failed attempts to pass an excess levy in Morgantown. I was included in the meeting as the 1995-96 President of WVLA, not because of my association with the WVU Libraries.

During the meeting, City Council and County Commission members wondered if additional revenues could be raised from the state or the University based on the amount of use the Morgantown Public Library receives by WVU students. This is a perfectly legitimate question for public officials to ask. WVU students use the public library along with other city services and pay no direct taxes (although the revenues they generate for the state and private sector in Morgantown are substantial). From their conversation it was clear that they were unaware of the reciprocal use of the WVU libraries by Morgantown residents and other West Virginians.

On the one hand, librarians across the state need to get this message out, there is already substantial library cooperation. On the other hand, we need to rise to the challenge and actively seek new and innovative cooperative projects to achieve the maximum use of library resources and facilities throughout the state.

...CAN WE
INCREASE
LIBRARY
COOPERATION?

more to share resources impairing the quality of

ways in which West already work cooperate to start to answer often the extent of the exists is not sufficiently instance, lends 12,000 libraries in the state costs incurred (e.g. Library Commission

Jo Ann Calzonetti

WVLA Executive Board Meeting

June 21, 1996

Radisson Hotel, Huntington, WV

Fifteen members of the West Virginia Library Association Executive Board met at 10:00 AM on June 21 at the Radisson Hotel in Huntington.

The Board acted on the following motions:

- Approval of the minutes
- The donation of \$100 to McMechen Public Library in memory of Mrs Gene Tribbett
- The payment of \$250 for half of the LAMA workshop
- The donation of \$10 to ALA for conference brochures
- The approval of the slate of officers for WVLA for 1997
- Payment of bills
- The payment of \$200 to ALA to help with legal fees to fight the telecommunication Freedom to Read injunction
- The proposed Constitution and By-Laws changes be presented to the membership in preparation for a vote at Fall Conference
- The Continuing education committee with volunteer help from Attorney Joe Jenkins prepare legal documents necessary to set up an endowment fund to provide dollars for scholarships and continuing education
- A letter be sent from the executive Board to the higher education central office regarding the proposed revision of series 36 stating the position of WVLA with regard to faculty status and asking that WVLA be allowed input in the decision making process with regard to this issue
- The selling of the WVLA mailing list at 25 cents per name with the stipulation that it be used by the buyer only once
- Payment of the honorarium to the editors of WV Libraries
- In addition, the Board heard reports from Membership Chair, Linda Hedding (we are now 615 members strong); the many division and committee chairs; Dave Childers regarding happenings at the Library Commission; ALA Councilor Joe Barnes and Federal Relations Coordinator Betty Gunnoe. A letter was read from Tom Brown stating he was retiring from Concord College Library and would be moving out of the State by July 7.

The next meeting was called for September 20th at Petersburg, WV.

ALA Council Highlights

Joe Barnes, ALA Councilor

The American Library Association's Annual Conference in New York City was a successful gathering despite lasting bitterness over shifting the meeting from Orlando and scheduling the meeting just after the Fourth of July holiday. New York City proved more pleasant than expected. It's true that graffiti is disappearing and that subway stations are being cleaned and painted! Many librarians were surprised that "getting around" was not a major challenge. Perhaps many New Yorkers were out of town on vacation.

The ALA Council met for three full sessions, much of its time taken up, as usual, with routine business. The list of Resolutions and accepted reports adopted without a formal vote, but not without speech making and commentary, included a proposal to increase the minority scholarship fund to \$1,000,000; a call for the Federal Trade Commission to act on behalf of independent book sellers; a resolution calling on federal agencies to cooperate with the Federal Depository Library Program; another reaffirming the public's right to access government information; and a resolution endorsing "Debate Watch 96" (encouraging libraries to highlight the Presidential debates). A report from the Freedom to Read Foundation on the high cost of challenging the Communications Decency Act stimulated some questions, but there was general satisfaction with the explanation from the Executive Board on the funding plan.

The Council sessions were enlivened by tensions after an extraordinary speech by Executive Director Elizabeth Martinez. During a formal report Martinez delivered sweeping criticisms of unnamed Association leaders, certain staff, and members for creating an atmosphere that made leadership difficult. Her resignation, announced at the close of the conference, came as no surprise to Council, though the subsequent oscillations of the Executive Board - first accepting the resignation as immediate, and then extending the Director's term until 1997 - were puzzling.

Chapter Councilors, including your WVLA representative, meet several times each Conference outside sessions of the Council to discuss issues of mutual concern. Among those concerns is the need to make Council a more effective governing body. In the effort to reduce time spent on pure ceremony, Chapter Councilors have agreed to omit a time-honored custom. In the future, we will no longer approach microphones to announce our respective Chapter's contributions to the Freedom to Read Foundation and other worthy causes.

During the final minutes of New York's closing session, Council took action on a matter directly affecting the employment of librarians and staff. After a short but heated debate, Council voted to support the unionized employees of the Omaha Public Library who were disadvantaged in a reclassification scheme six years ago. The library employees allege that positions held mainly by women were compared unfairly with other city jobs. At the direction of Council, the ALA will intervene with an *amicus curiae* brief in support of the Omaha library workers. The intervention sets a useful precedent for other action by the ALA when the professional and pocketbook concerns of librarians are at stake.

LIBRARIES

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Looking Into The Future cont...

21st Century School Libraries

Linia Overly

School libraries in West Virginia are steadily moving into the twenty-first century. More and more school libraries each year are offering students the opportunity to access the Internet and surf the Web. Many West Virginia students today can travel - via modern technology - to the Smithsonian or across the Atlantic Ocean to the Louvre to do research. They are no longer limited to the information found on the reference shelves of their school libraries. Once considered to be primarily the home of dusty tomes (as well as the stereotypical old maid librarian whose vocabulary consisted of the admonitions "Shhh!", "Be quiet!!" and "No talking is allowed in the library!!!"), the school library has now become a real multimedia center in every sense of the word.

Although I have heard - usually when there is talk of budget cuts - that school libraries (and librarians) will be unnecessary in the future, I do not believe that this will happen anytime soon. School libraries have progressed far beyond the stereotype mentioned above. Yes, access to the Internet is a wonderful resource tool for students, however books will continue to be available to the majority of the population for many years. According to Bob Zich, Director of Electronic Programs at the Library of Congress, it will be somewhere around 2043 before one half of the Library of Congress is digitized (interview in *Wired*, December, 1995). The Internet is a valuable tool but it is only a tool. It will not replace the library in our professional lifetime. As the March, 1996 issue of *School Library Media Activities Monthly* reported, "the imminent demise of school libraries is greatly exaggerated!"

Linia Overly is School Libraries Division Chair and School Library Media Specialist at Harpers Ferry Junior High School.

Special Libraries Technology

Margie Price

Westlaw - Medline - Lexis/Nexis - Dialog - Internet - the Web! Technology has woven its way into every day life in all types of libraries, but especially Special Libraries. We think nothing of swinging our desk chairs around to our terminals, tapping in our query and providing our patrons with the latest information available. In fact, many of our patrons don't think twice about swinging their desk chairs around to their terminals, tapping in their queries and finding their own information.

"We are living at a moment between two revolutions; not quite the end of print, and just at the very beginning of the electronic revolution."

In many of our libraries, we have encouraged our patrons to learn how to do their own searching. In fact, in many special libraries, the patrons can develop into better searchers than the librarian because of their familiarity with the subject matter. Are we training ourselves out of a job?

I don't think so. As the pace of changes in electronic research speeds up, many patrons look for the personal touch that a well-trained library staff can provide. I attended the American Association of Law Libraries Annual Conference in Indianapolis this summer and noticed what I thought was a heavy backlash against technology. Yes, there were several computer-related sessions on the program, but the best attended programs were those that emphasized the human touch. I have to admit that I love my computer, but we can't lose sight of the importance of human interaction in the library. I think we'll be swinging those desk chairs around for a long time, not only to get to our computers but to see who has come through the door looking for a friendly face to help them find that one piece of information they can't live without.

Margie Price is director of the WV Supreme Court Law Library, and President-Elect of WVLA.

Public Libraries continued...

6. Training in technology for library staff is critical. Staff members must have the aptitude and the desire to continually update their skills. Library management must make the allocation of time and funds for training a priority.
7. New funding models must be developed. Ms Bishoff suggests there needs to be some form of national assistance that will allow each person to have a minimum level of electronic access available to him/her.

Ms. Bishoff's remarks were thought provoking. I came away with a renewed commitment to library advocacy not only aimed at elected officials but at the business community as well as others.

Linda Wright is Chair of the WVLA Directors Roundtable and Director of the Kanawha County Public Library.

Academic Libraries continued...

Though librarians will be employed in the library with new roles, machines will take over, but not succeed in replacing, the book. Due to shrinking budgets and rising prices, libraries and librarians will have to assess their needs and find solutions to serve their users more effectively. The libraries will not act as storehouses and the ownership philosophy will give way to the access of materials through the Internet. The users will be able to explore, research, and ride on the Information Superhighway and determine when and where to stop their research journey. They will be able to do research and have direct access to the material through their libraries from their homes, offices, and dorms provided they buy computers with modems.

The keys to the success of an electronic library will be the training and development of the library staff, marketing skills of librarians, and the art of managing and delivering information. The future library buildings will be built to accommodate the needs of twenty-first century users with emphasis on technology. Therefore, the present academic librarians have a big responsibility to work toward the goal of building an electronic library in their institutions. It is a challenge to librarians and they must accept a leadership role. Librarians must respond to the increasing demands and different needs of their users.

Otherwise, someone else, including businessmen or vendors, will dictate ideas and terms to librarians as they have done for the last twenty-five years.

R.N. Sharma is Director of the Drain-Jordan Library, West Virginia State College, Institute.

Regional Authors Discussed at Putnam Co. PL

A book discussion group focusing on West Virginia authors has been formed at the Putnam County Public Library. At the group's first meeting in September Denise Giardina's Storming Heaven was featured. Other authors being considered by the group include Jayne Anne Phillips, Pinckney Benedict, Mary Lee Settle, Pearl Buck, and Jim Comstock.

With the support of library Director Peggy Bias and her staff, the group is being led by Christie Cook. Cook, who moved to the county about four years ago from Kentucky, is a writer and former children's librarian. She recently took a volunteer position as a regional representative for West Virginia Writers, a group devoted to supporting local writers. In addition to the book discussion group she is forming a "writer's support group" which will also meet at the Putnam County library. Her objective is to establish similar groups for writers in Kanawha, and Boone counties.

Being a resident of the fastest growing county in the state, Cook thinks the book group will appeal to transplants as well as native West Virginians. "Discussing the written word is a way of learning more about ourselves and our culture" she explains.

The Putnam library had to discontinue adult programming several years ago when the budget situation became critical. Director Bias is delighted to be able to offer an adult program led by a volunteer librarian.

**Job Announcement
Extension Services Librarian**

Kanawha County Public Library serves a population of 200,000+ with an annual budget of \$5,000,000. The Extension Department (6 FTE staff members) is responsible for the delivery of service to outlying areas via bookmobile and to homebound and blind and physically handicapped patrons. If you possess a genuine desire to help patrons, and good supervisory time management skills, are organized, creative and have good interpersonal and communication skills, this job is for you! Excellent benefits including major medical, optical, and dental plus 40 paid leave days annually. Requires ALA accredited MLS degree, two years of satisfactorily completed supervisory experience, and five years of professional library experience. Preference given to those with public library experience and/or Bookmobile experience and/or branch library experience. Salary Range \$31,676-\$47,035. Open until filled. Send resume, names and addresses of three references to: Human Resources Manager Kanawha County Public Library 123 Capitol Street Charleston, WV 25301 Phone (304)343-4646/FAX 348-6530

1996 Award Recipients

Certificate of Merit

In recognition of his unique knowledge of what's new, what's hot, and what's not in West Virginian and Appalachian literature, **Gordon Simmons** was chosen to receive a WVLA Certificate of Merit.

If an award was presented to the person-asked-most-often-to-speak, Gordon would win that too. Every year he is asked to committee meetings, roundtable discussions, Division workshops, and annual conference to comment on the newest and best in regional literature. He has helped get authors to come to the meetings, make presentations, and sign books. He was instrumental in establishing the WVLA West Virginia Literature Roundtable, serving as its first chair. Currently he represents the Friends Division on the Intellectual Freedom Committee.

Libraries, librarians, and readers throughout the state are indebted to Gordon Simmons for his contributions.

Samuel F. Colvin, a member of the Library Board of Wayne County, is a hands-on trustee. He not only attends all the meetings of the board but takes the time to tour all of the county's libraries. He knows what the libraries are doing and what they need.

Mr. Colvin was instrumental in raising the matching funds needed to build a new library to serve the Ceredo-Kenova area. He continues to spend countless hours persuading businessmen and public officials that good libraries are essential to the quality of life in West Virginia. He is an active member of WVLA, having missed only one Annual Conference

since becoming a member. He tells other trustees and friends of libraries the importance of a united statewide voice for libraries.

WVLA applauds his efforts and dedication by presenting this award.

Dora Ruth Parks Award

Yvonne Farley, a reference librarian at Kanawha County Public Library, is this year's winner of the Dora Ruth Parks Award given each year to a West Virginia librarian in recognition of outstanding and sustained service to libraries and librarianship.

A native of St. Marys, WV, she earned her MLIS at the University of Kentucky. As an undergraduate student at Antioch College in Ohio she worked at the New York Public Library's Yorkville Branch. In West Virginia she has worked in libraries at Beckley, St. Albans, and Charleston.

She was named assistant editor of West Virginia Libraries in 1984 and served as editor from 1985 until 1994. She supervised the conversion of West Virginia Libraries from a quarterly journal to a bimonthly newsletter. Her insightful reviews of West Virginia books highlighted almost every issue. The first few years that she was editor, the entire issue was typed by hand and made camera-ready for the printer. Now the entire issue is produced with computer technology and two co-editors struggle to get it out on time.

Over the years Yvonne served on conference planning committees, was active on the Intellectual Freedom Committee, organized the Social

Responsibilities Roundtable, served as Roundtable representative on the WVLA Executive Board, and coordinated several popular Spring Fling workshops in Charleston.

WVLA chooses to honor Yvonne Farley, not at her retirement but at the midpoint of her career. Her talent, humor, hard work, and unique perspectives will be valued by colleagues for years.

Thanks, Yvonne.

Literary Award

Jayne Anne Phillips, recipient of the 1996 Literary Award, has been called one of the most gifted writers of her generation. In a February 1995 New Statesman and Society review Victoria Radin states, "At her best, no one writing fiction in the US today comes near [Phillips] for linguistic beauty".

According to Phillips she did not make a conscious decision to be a writer but evolved into one because language and books always provided a means of enlarging her experience. Now, through the strength and power of her prose, she enlarges the experience of others.

Her first novel, Machine Dreams, earned a nomination for the National Book Critics Circle Best Novel and recognition as one of the New York Times Book Review's ten best books of 1984. Black Tickets, a collection of stories won the Sue Kaufman Prize for first fiction.

Like Machine Dreams, her latest novel, Shelter, is set in West Virginia. Phillips, a native of Buckhannon and graduate of West
continued...

Virginia University, says "Places are specific - the color of the air and the way things smell. When I'm writing about a particular time adolescence or childhood - I tend to think of the places where I experienced those states of being and I think about West Virginia" (State Journal, June 1993).

WVLA is proud to present the 1996 Literary Award to this talented West Virginia author.

Books by Jayne Anne Phillips
Sweethearts, Truck Press, 1976.
Counting, Vehicle Editions, 1978.
Black Tickets (short stories), Delacorte, 1979.
How Mickey Made It (short stories), Bookslinger, 1981.
Machine Dreams (novel), E.P. Dutton/Lawrence, 1984.
Fast Lanes (short stories), Vehicle Editions, 1984, reprinted, E.P. Dutton/Lawrence, 1987.
Shelter (novel), Houghton Mifflin, 1994.

News Briefs

Public Library Internet Use Grows

The 1996 National Survey of Public Libraries and the Internet: Progress and Issues, shows that 44.6 percent of public libraries are connected to the Internet compared to 20.9 percent in a 1994 survey. The study, sponsored by the National Commission on Libraries and Information Science (NCLIS), outlines events which influence the development of national and global infrastructures and public library involvement in that development.

The final version of the report is available on the NCLIS web site, <http://www.nclis.gov>. Copies of the report are also available free from NCLIS, 1110 Vermont Ave., N.W., Suite 820, Washington, DC 20005.

Web Access to ProQuest Direct Available UMI will add WEB access via Netscape version 2.0 on October 17, 1996 at <http://www.umi.com/proquest>. A new version of the ProQuest Direct

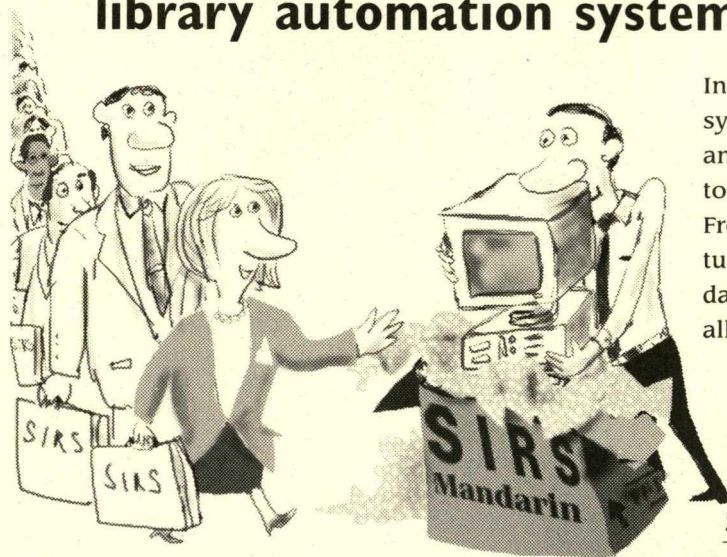
Windows client available at the same time will improve the 200 hit limit message and guide users through narrowing their search, support credit card bill for items ordered outside a subscription, add the ability to print and save hit lists, and enable system administrators to register additional users and IDs without calling UMI.

Several academic and public libraries are already taking advantage of the ProQuest Direct subscription provided as part of the InfoMine grant.

Free CDs!

If you have a CD player on your computer and a need for valuable 1990 census information for West Virginia, contact Karen Goff at the Library Commission (304-558-2029). Copies of the CD version of Summary Tape File 3A are available. This CD is easy to use and contains data on population, housing, education, income, etc. for geographic areas from the state level on down to minor civil divisions.

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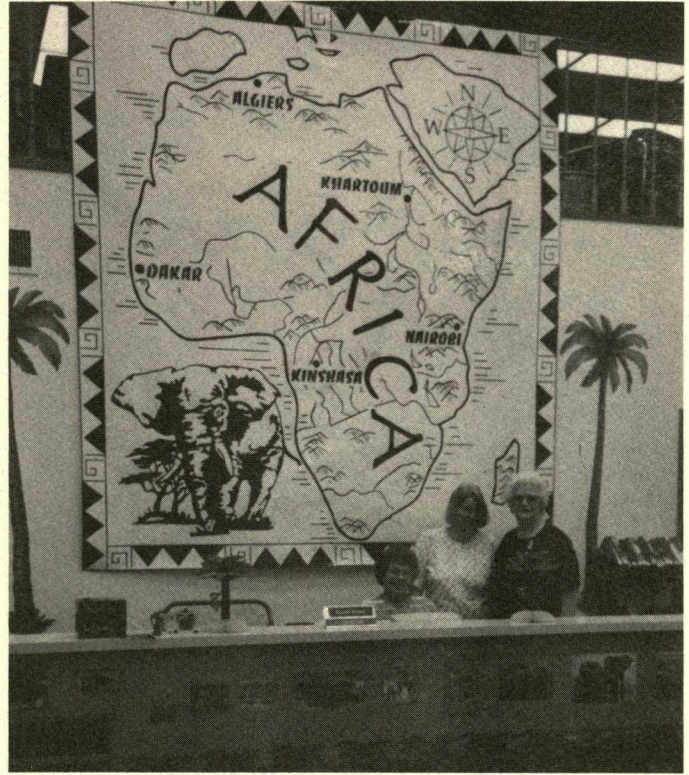
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Summer Reading in Mullens

Marion Brooks

(Eds. Note: The Summer Reading Program, a project of the Children's Services Roundtable, is the result of creativity, planning, and a knowledge of what kids like to do and what kids like to read. The program is successful because librarians and library support staff across the state put in the time and effort to make it work. The following article by Marion Brooks was submitted for the August issue but got lost in the chaos on Karen's desk after her accident).

It's not hard to tell that something special is happening at the Mullens Area Public Library when you enter the door. The wall behind the circulation desk is almost covered by a 10 x 11 foot map of Africa with tall palm trees on each side. Small palm trees and pictures of many different wild animals decorate the 14 foot front of the circulation desk. There are palm trees with climbing monkeys on top of the desk. A bulletin board is decorated with palm trees, wild animals and exotic birds. The tops of the book shelves in the Easy section display "wild" stuffed animals and safari hats. It's the summer reading program...WILD ABOUT READING!!!



Kitty Vest, Cindy Nuckols, and Marion Brooks pose in front of the giant map at the Mullens Area Public Library. Photo Credit: Susan Walls

Every Thursday afternoon, from June 17 through August 3, the 59 local children enrolled in the program met for a story and special craft. They got their faces painted like animals by local artist Sarge Mcghee and made elephant pencil boxes, turtles, monkey banks, and potato lions. The first 36 children to read ten books received a prize of an animal cup. The first twelve children to read 20 books received an animal finger puppet. Other prizes were awarded at the party sponsored by the Friends of the Mullens Library.

This has been one of the most successful summer programs we have had for several years. Our circulation has doubled. The most important thing though is that the children are reading and they are enjoying it.

InfoMine Project Update

The InfoMine Project is now fully underway. The necessary equipment has been installed at each of the seven Sub-Hubs. Each of the 120 Public Library InfoMine Sites will be receiving a router, 56k phone line, and an InfoMine Workstation.

The contract for the InfoMine Workstations was awarded in August. VTLS is developing teams of two to travel across the state to install the workstation and train the library staff. Phone line installations have already begun and many could be complete as early as October. The WVLC Technical Services staff is currently programming the routers. They will be shipped out as soon as possible.

Although there is still much to be done in the way of preparation and training, it appears that we should strap on our seat belts because we are finally headed for the Information Superhighway.

People

Susie McGinley, former reference librarian at the Jackson Co. Public Library and a graduate of the University of South Carolina program has been named Director of the Mason County Public Library in Point Pleasant.

Some familiar names and voices at the Library Commission have moved and/or assumed new duties. **Elaine Britt** has moved from Support Services to Direct Services. **Marilyn Johnson** has moved from Direct Services to Field Services where she will serve as J.D. Waggoner's assistant. **Chab Guthrie**, Family Matters database manager, has moved to Adams Co. Ohio to become Director of the county library system. **David Martin** has expanded the meaning of the "support" in Support Services to include training librarians from around the state how to mount and maintain home pages on the World Wide Web.

The Drain-Jordan Library at West Virginia State College has hired two new public service librarians. **Mary Hogue** has been appointed Reference Librarian. A graduate of the University of Kentucky's library program, Mary began her professional career as WV Library Commission's Documents Librarian then expanded it as Reference Librarian at the University of Wisconsin-Wausau and Documents Librarian at the State University of New York at Binghamton before returning to the state. **Jennifer Sias**, also a graduate of the University of Kentucky, has been appointed Public Service Librarian for Circulation and the Instructional Materials Center. Before accepting the position at WV State, she was an intern at the Lexington Public Library and the University of Kentucky Libraries.

Mary Madsen, new Public Services/User Education Librarian at Marshall University, is a returning West Virginian. Most recently a media specialist with Duval County Schools in Florida, she also served as a librarian and an English teacher in the Baltimore County Maryland school system. She holds an MLS from the University of Maryland, and MLA from Johns Hopkins University, and an AB from Marshall.

Ohio County Public Library Director **Harve Tannenbaum** has resigned after seven years of service. The Wheeling newspapers reported that the resignation was the result of differences between Tannenbaum and the library's board. A farewell reception was held by the staff and patrons of the Ohio County Public Library to acknowledge Harve's service and to wish him and his family the best of luck. Tannenbaum will be

moving to Latrobe, PA. to become director of the library there.

Monica Brooks, Chair of the WVLA College and University Libraries Division, was named Head of Administrative Services and Technology at Marshall University's Morrow Library on September 16.

MLIS Program Approved

Distance education for library science candidates will return to West Virginia in the Fall 1997 semester. A second cohort of the extremely successful University of South Carolina Master of Library and Information Sci-

Book Shelf

West Virginia: Mountain Majesty (1996, W.Va. Division of Culture and History, \$39.95 plus tax and \$3.00 shipping).

This new photographic extravaganza was compiled and edited under the talented eye of Ken Sullivan, editor of *Goldenseal* and winner of the WVLA Literary Award in 1988.

While the stunning photography grabs the browser's attention, there is much more text than usually found in a coffee-table book. The text was written by WVLA member James Casto, associate editor of the *Huntington Herald-Dispatch*. In the introduction Casto writes "This is not a history book, although there's a great deal of West Virginia's remarkable history in it. Nor is it a travel guide, though we hope some readers, after taking an armchair tour in these pages, will be encouraged to hit the road, exploring our state firsthand. Not a history, not a travel guide, but a celebration of the people, places, things and events that make West Virginia the special place it is."

West Virginia: Mountain Majesty was produced in partnership with several state businesses.

From Governor to Cabby; The Political Career and Tragic Death of West Virginia's William Casey Marland 1950-1965. Paul F. Lutz (1996, Marshall University Library Associates, \$26.50).

William Casey Marland was elected governor of West Virginia at the age of thirty-four following a bitterly fought Democratic primary. It was assumed that his administration would be under the very close direction of the Democratic statehouse machine of the era. When, three days after his inauguration, he boldly announced a radically progressive agenda based on a ten cents per ton coal severance tax, he sealed his political and ultimately personal doom. In 1965 Marland died in Chicago - a cab driver.

Otis K. Rice states in his forward that "Professor Lutz's study helps us to understand that in many ways politics obscured the real William Casey Marland and a governor whose inner worth many West Virginians failed to perceive".

ence program has been approved by the University System of West Virginia and the South Carolina Commission on Higher Education. It has the active support of West Virginia University and the West Virginia Library Commission. This time the timeframe to obtain the degree has been extended to four years although the course can be completed sooner by students able to put most of life's other demands on hold. Applications will be accepted beginning January 1, 1997. Contact Gail Douglas at the University of South Carolina for details. (803-777-5066)

Information Brokers: Answers to Timely Questions

Elora McKenzie

"Just exactly what is an information broker and what do they do?"

These are usually the first questions people ask me after I've told them I'm not only a writer, but an information broker as well. Despite the fact that entrepreneur IBs (information brokers) have been around since the early 1980's, information professionals who offer fee-based research services are still considered new kids on the block.

What is an information broker?

Are they—as the media has sometimes inadvertently implied—nothing more than snoops who rummage through people's information attics? Is information brokering really a legitimate occupation?

Generally speaking, an information broker or IB is a professional who uses modern and traditional tools to obtain specific information from a variety of sources on a fee basis for a client. Information brokers do not sell information; they sell their expertise in knowing how to obtain the needed information in the most thorough and cost effective manner.

Sometimes, the information broker may be required to provide analysis of the information collected. Finally, information brokers usually are responsible for organization of the retrieved data, as well as judgment as to the reliability of the sources and the completeness of the search.

IBs offer a number of different services including general research and information retrieval, online searching, market research, competitive intelligence research, database development, translation, and document delivery. Some IBs are generalists, but most specialize in a particular field, based either on previous corporate library experience, or even

just plain interest. By focusing on a specific area, the IB becomes adept at pinpointing and accessing the depth and breadth of information available in one primary discipline.

Information brokers come from all walks of life. Engineers, chemists, journalists, computer technology specialists, medical practitioners and specialized corporate librarians are just a few of the fields of origin. Some have an MLS, some an MBA,

**The Information
Broker may offer
libraries an answer
to the problem of
overloaded schedules
and budgets....**

others have only a Bachelor's Degree, but those who are successful information brokers are good researchers who know how to run a small business and market their services to those who need them.

Who needs an information broker? Hardly any business operates without some level of information need. New products and services are not developed in an information vacuum; non-profit organizations look for sources of funding; engineering firms need technical information; individuals, too, seek answers to critically important issues in their lives. The potential need for information is vast. Does this suggest that information has its price or should all information be free?

Many believe that information has always been, and should remain, "free." Over the years patrons have come to take for granted the "free" information available at their public libraries.

Of course, library administrators know all too well that information has never been free. It costs money to publish books, market them, buy them, and catalog the information contained in them, plus make all this available to the public in an esthetically pleasing facility. In addition it costs money to staff the library, buy the software, hardware and CD-ROMS, and to send staff for training sessions to learn how to access various reservoirs of information and keep abreast of changes.

Today's technology has given patrons a glimpse of the vast stores of information available in the world today. With the advent of commercial online services such as America Online and CompuServe, not to mention the Internet, people are suddenly aware that answers to their questions probably exist—somewhere.

This awareness creates both challenges and frustrations for today's librarians. With increased knowledge of availability, citizens' demand for information is also increasing, but at the same time library budgets and staff are being downsized.

In a busy city, a typical day in the life of the librarian can include a frightened young woman recently diagnosed with breast cancer anxiously wanting to know more about her disease; a retiree wanting a list of all the organizations who offer courses and supplies for his new hobby; a businessman looking for global markets.

continued...

All are legitimate uses of library research, but whose questions are most deserving when the librarian's time and budget are finite? How does the librarian choose? Viewed in light of today's growing demands for information, the IB may offer libraries an answer to the problem of overloaded schedules and budgets.

Instead of turning away those who have reference questions that require comprehensive research with extensive commitments of time, the reference librarian can refer them to a qualified IB.

How does one go about locating a qualified information broker? The Association of Independent Information Professionals (AIIP) is an extensive nationwide network of some 800 information entrepreneurs who have demonstrated continuing expertise in the art of finding and organizing information. They serve as objective intermediaries between the client and the information world and are bound by a code of ethical business practices. Rates for services vary, but most members offer free reference interviews and free estimates of the cost.

In 1972, John Berry, editor of *Library Journal*, predicted that feebased information gathering services would be the "downfall of the public library system." Today, however, information brokers are a respected and integral part of the information industry. Rather than competitors, information brokers are a valuable resource for public libraries.

Elora McKenzie is a writer and information broker who lives near Beckley, West Virginia. Her company, Write/Information, Inc., was established in January 1994.

For more details about information brokering or AIIP, feel free to contact her at 304-466-1350 or write to her at HC 65, Box 37B-1, Talcott, West Virginia 24981-9803. If you prefer, you can email her at emckenzie@ns1.cwv.net.

NetNotes

Been "site-seeing" lately? Suffering from Information Anxiety? Let's find out why and what we can do about it.

Librarians have been trained to access information in books and other printed matter. Each book has a beginning and an end. There's usually a table of contents, an index, the pages are numbered, there are chapters. The book is cited in indices and bibliographies. You can put it, in order, on a shelf, and it stays there (hopefully). You can hold it in your hand and judge how heavy, fat, or thin it is. It exists in real time — and is probably out-of-date.

You can't access information in that old, comfortable format on the Internet. There is no beginning; there is no end. The information is a continuum of hyperlinked sites which may appear and disappear overnight, are usually up-to-the-minute, and only very loosely organized.

So, how can all this information - in over 38,000,000 worldwide sites - be accessed?

First of all, there are two ways to access information: searching or browsing. In searching, you type in specific words to find a specific piece of information. In browsing, you click on hyperlinks (hi-lited words) to take you to another web site or "page". For example, you can search: Little Red Riding Hood. You can browse: Children's Literature, to Fairy Tales, to Little Red Riding Hood, to Banned Books, etc., etc., etc..

It is important to keep these two methods in mind; they both get you where you want to be. But books lend themselves to searching, while the Internet is evolving from a browsable organization. All search engines (directories, indices) are browsable; they are just beginning to allow you to start your search with specific terms. Those that do are not at all consistent in the query format. At this point you are better off starting out with broad terms (education, law, science, etc.) and following hyperlinks to narrow the search to your specific interest.

Choose a search engine [<http://www.yahoo.com>], [<http://www.stpt.com>], and use it until you are comfortable with what it can and cannot do. There are over 250 of these "starting points" from which to choose. You can find a complete list at [<http://lib.drury.edu/pub/dswadley/searchpg.htm>]. If you want a more traditional library starting point, try [<http://ivory.lm.com/~mundie/CyberDewey/CyberDewey.html>] where the Internet information sites are organized according to the Dewey Decimal System.

A very comprehensive, up-to-date site is the Berkeley (California) Public Library Bookmarks page [<http://www.ci.berkeley.ca.us/bpl/bkmk/bookmark.html>] with 38 broad categories from Arts to Women. Printed out, this site index produces 119 pages! Selected reference sites include:

1. Library Technology and Internet Access for Patrons with Disabilities [<http://www.ualberta.ca/slis/cais/deines.htm>]
2. Federal Web Locator [<http://www.law.vill.edu/>] The one stop point for ALL federal agencies and information.
3. Children's Literature [<http://www.ucalgary.ca/~dkbrown/index.html>] Bestsellers, reviews, best books, links to journals, Publishers Weekly, Booklist
4. Library Resources on the Internet. [<http://www.library.nwu.edu/resources/library>] Library information includes resources, Z39.50, organizations, vendors, publishers, associations, reviews, evaluating resources.
5. Public Library Internet Access Policies [<http://www.ci.oswego.or.us/library/poli.htm>] Links to the policies of 55 public libraries with a table of policy details.

Another good beginning place is the Digital Librarian; a Librarian's Choice of the Best of the Web. [<http://www.servtech.com/public/mvmail/home.html>] This site contains over 60 broad categories (Antiques & Collectibles, Dinosaurs, Horses, Maps, Search Tools, Book Collections, etc.) with links to other pages.

Another not-to-be-missed library-oriented site is Ready Reference Using the Internet [<http://k12.oit.umass.edu/rref.html>] There are 56 printed-out pages of LC subject heading links from Abortion to Zipcodes. Especially detailed links from this site include:

1. Counties, U.S. [<http://govinfo.kerr.orst.edu/usaco-stateis.html>] This site lets you choose a state, then a county and get 34 categories of detailed information about that county. All West Virginia counties are included.
2. Thomas Register [<http://www.thomasregister.com:8000/index-to.html>] You must register to access the 52,000 categories, but it is free.
3. Webster's Dictionary [<http://c.gp.cs.cmu.edu:5103/prog/webster>] Provides pronunciation, derivation, definitions, thesaurus.

And don't miss the article on "Evaluating Quality on the Internet" by Hope S. Tillman at [<http://www.tiac.net.users/hope/findqual.html>]

Calendar

October 17-19
WVLA ANNUAL CONFERENCE,
Radisson Hotel, Huntington, WV

October 23-26
SELA/KY Joint Conference,
Lexington, KY

November 1
National Author's Day

November 17-23
American Education Week

November 18-24
National Children's Book Week

December 5-6
WVLA Executive Board, North Bend

December 10
Melvil Dewey's Birthday

March 4, 1997
Legislative Dinner, Charleston

New WVLA Members

Mary Adams, School
Judy Altis, Academic
Jo Dennis, Public
Lisa Doll, Public
Virginia Houchins, Friends
Mary Madsen, Academic
Georgia McCartney-Burke, Public
Stephanie Napier-Tyree, Public
Eve Rafferty, Friends
Kim Spencer, Public
Julie Squibb, Trustees
Sandra Wiseman, School

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Missing In Action

The Executive Board has come to the realization that there may be some WVLA supplies lost in action around the state.

If you received Association stationery, handbooks, ribbons, or other supplies during a past term in office, it would be greatly appreciated if you would bring those supplies to the Conference with you to be passed on to new Executive Board members.

If you can't make it to the Conference, get in touch with one of the current officers and we will make arrangements to pick them up.



West Virginia Library Association
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