

Better Libraries for the Better Life  
- Frederic J. Glazer

Reading is a Basic Tool in the Living  
of a Good Life - Mortimer Adler

## PUBLIC LIBRARY SUPPORT FUND BILL

House Bill #975 introduced by Kanawha County Delegate Leon Copeland on February 14th has been referred to the House Committee on Finance.

Representative Copeland last year chaired the Constitutional Revision Committee which successfully brought to the floor the Public Library Support amendment. This bill, which would only require passage by the House and Senate with Governor Rockefeller's approval, would create the Public Library Support Fund and would provide for an annual minimum appropriation to such fund from the receipts from the sale of alcoholic beverages. Herewith, in its entirety, follows the text of the bill.

A BILL to amend article three, chapter sixty of the code of West Virginia, one thousand nine hundred thirty-one, as amended, by adding thereto a new section, designated section nineteen-b, relating to the creation of the public library support fund and providing for a minimum appropriation to such fund annually from revenue derived from the receipts from the sale of alcoholic beverages in the state.

### Be It enacted by the Legislature of West Virginia;

That article three, chapter sixty of the code of West Virginia, one thousand

nine hundred thirty-one, as amended, be amended by adding thereto a new section, designated nineteen-b, to read as follows:

### ARTICLE 3. SALES BY COMMISSIONER.

#### 60-3-19b. Creation of public library support fund: payment into such fund from the revenues derived from the sale of alcoholic beverages in the state: appropriations from such fund.

There shall be created in the office of the state treasurer a special fund known as the "Public Library Support Fund."

On and after the first day of January, one thousand nine hundred seventy-eight, there shall be irrevocably dedicated to the public library support fund the first five million dollars of the annual receipts from the sale of alcoholic beverages in this state after all present statutory requirements upon such receipts have been met. These statutory requirements include but are not limited to the operating fund of the alcoholic beverage control commission as provided in section eighteen of this article, the license fees as provided in article four of this chapter, the state building revenue bond fund as provided in section nine-a of this article and article six, chapter five of this code, the sales tax provided in section nine-d of this article, and the price increase for the care, treatment, and rehabilitation

of alcoholics as provided in section nine-c of this article, the profits from which have not been specifically dedicated to any certain fund.

The West Virginia Library Commission shall annually recommend to the Governor and the Legislature an appropriation of funds to be used for new library construction, library expansion, library, renovation, library staffing, library equipment, and library operation.

### USE YOUR LIBRARY!

**National Library Week**  
**April 17 - 23**  
**Jennings Randolph,**  
**Honorary Chairman**

Shirley Mills heads a committee appointed by the West Virginia Library Association President, Barbara Bonfili. Plans call for a chairman in each county, usually the librarian. This committee is asked to seek a lay chairman for each of the 55 counties.

Ruth Givens, Jackie Wagner, and Carol Bryan compose the steering committee. The honorary chairman will make five appearances on behalf of National Library Week around the state. The committee will supply materials.

There will be a judging of county programs with an award presented at the annual meeting of the West Virginia Library Association.

## WVLC NEWSLETTER

### A GLIMPSE OF NEW SERVICES

#### Interview with WVLC Department Heads

Wandering through the labyrinth of long corridors and cavernous rooms in the Library Commission's new quarters, the Field Consultant and a secretary set out to interview department heads. Time and space permitted visits with two departments and more will follow in future issues.

#### FILM LIBRARY

Steve Christo, Librarian

#### How many film bookings since the opening? Average per day?

"Since November 1, we have received over 2,500 bookings. This averages out to something over 50 requests per day."

#### What is the condition (of the film) on return? Do many need splicing? What type of splicing is recommended, and by what technique? How do you determine damage?

"Considering we started November 1 with a collection of new prints, damage has been moderate. Most damage has occurred in the first part of a film due to improper threading on the part of the projectionist. Approximately 7% of our films come back with some type of damage ranging from a simple break in the film to one film returned with over 150 feet damaged. In the matter of splicing films, libraries should be aware and advise their borrowers that our films are **never** to be spliced in any manner, shape, or form. Our inspection equipment features a "hot splicer" that can repair the film better than anything the borrower can do in the field. The cost determined for damaged film is based only on our costs to obtain the necessary replacement footage. If

*the only damage is a simple, clean break, there is no charge."*

#### How many persons booking films get their first choice? What are the most popular films?

"I can't give you exact figures on this, but I can relate a common pattern. Our most popular films are the feature films, with the Dr. Seuss films and the nostalgic films running a close second."

"As expected, most of the popular films are booked well in advance. With this in mind, the smart librarian will make requests from our 1,400 other exciting films as far in advance as possible."

#### What transportation is preferred (cost-wise, speed-wise)? Parcel post? UPS? Greyhound?

"For reasons of cost, the special 4th class library rate was chosen. By UPS or Greyhound, our postage cost would have been over \$25,000 annually. Unfortunately, there have been many problems with the slow and unreliable nature of the postal system. If a library or the borrowing group or individual wishes to absorb the costs, we will be glad to send the films by any faster carrier."

#### For what types of occasions are the films being shown?

"We are getting requests for just about any group you could imagine. Besides the more common uses such as Rotary Clubs & Churches, we are getting requests from such groups as college courses on film appreciation, airplane and hang-gliding clubs, individual use for home showings and birthday parties, and even a magician's club."

#### What is the average attendance at a showing?

"The average attendance per film returned is just over 50. This may be from one showing or several showings at the same library or school. Some

*films are returned without being shown either because the program has been cancelled or because of the weather."*

#### Who is on the staff of the Film Library? New staff?

"To begin, my right arm is Claudia Blackburn, Library Assistant who has been with Film Services for about a year. Claudia is in charge of all film bookings. In December, Ed Hicks transferred to Film Services as a clerk from Book Express. Ed handles the inspection of all films as they are returned from libraries and before the films are sent out. The newest addition to our section is Scott Sinclair. As a part-time page, Scott will shelve and mail out films."

#### On the return of films, are most borrowers returning directly?

"In the case of the library who loans the film to an individual or group, we don't know or care who returns the film. As long as the film usage report on the buff copy is completed and returned with the film, we are happy. The library should remember, though, that if we do not receive the film back in the mail, the library will be billed for the film."

#### How do you get a copy of the Film Catalog? Who is eligible to borrow films?

"There are copies of our film catalog, "The Picklick Papers", in every public library and college library in the state. Due to the expense of printing, we have been informed that our remaining supply of catalogs must be sold at the rate of \$5 in-state and \$7.50 out-of-state. Any resident of West Virginia is eligible to borrow films through his public library. The local public library, at its discretion, is expected to loan films to all patrons in good standing who desire this free service. Borrowers might be expected to pay return postage costs."

## WVLC NEWSLETTER

### TECHNICAL SERVICES DIVISION

Judith Prosser, Librarian

### NEW UNION CATALOG CATFICHE

On December 15, the Technical Processing Department called a meeting of those librarians related to the Inter-library Loan Network to introduce & present the new Microfiche Catalog & explain the AutoGraphics updating system.

#### How many attended the Orientation on the Microfiche Catalog?

*"Between eighty and ninety librarians and salesmen attended from college and university and regional and service center libraries."*

#### What was the reason for adopting the new style catalog?

*"To encourage the Borrowing Library to go directly to the source of the book - primarily for time factors. Secondly, to reduce time lag in posting new acquisitions by encouraging libraries to submit their own to AutoGraphics. The Commission staff presently prepares & submits updates for 45 libraries."*

#### What seems to be the main difficulty encountered to date in using the Microfiche Catalog?

*"Many of the libraries do not have adequate magnification on their microfilm reading equipment. 36 to 48 power lens is an essential tool to ease reading of microfiche."*

#### If a library seems to need assistance in getting its new catalog into use, what would you suggest?

*"Our staff would be glad to come to an area to conduct a special training session in using the microfiche catalog."*

#### What are the main points to remember when using the microfiche catalog?

*"First, libraries don't always use their Catfiche before submitting requests. When using the Catfiche, it is necessary to remember these points:*

*1. Most of the cards were stamped with a set of 25 codes; on these cards ONLY the locations cornered, or partially boxed in, are the locations holding the book. Example: WVLL/ Single codes which are obviously handwritten or stamped individually may not be "cornered", but they are locations for the book. 2. When submitting a request - always give the main entry exactly as shown on the catfiche.*

*-ALWAYS give ALL coded locations indicated on the card. The book may not be available at the first location. - When a particular edition is required, give ONLY locations holding that edition. -Don't forget to check the AutoGraphics updates!*

*If any library is interested in buying a microfiche reader by bulk purchase through the Commission, please notify me by February 28!"*

### WEATHER SLOWS CONSTRUCTION BOOM

Three half-million dollar public library buildings - Point Pleasant, New Martinsville, and Dunbar are under construction, but the ridiculous weather has slowed them down. Clint Bryan, Architect and designer of the colonial structure for Mason County, reports that the builder got to floor level with two chimneys in the wind when the freeze set in.

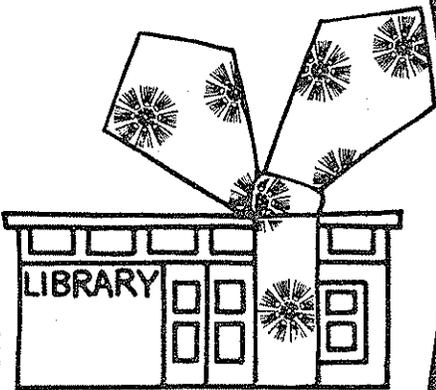
Groundbreaking was staged for Point Pleasant on October 13 with trustees Jack Burdette, L. W. Getty, and Nancy Nott wielding shovels. There was

rejoicing over receipt of \$85,000 from the Appalachian Regional Commission, and librarian Bill Muller's news that 1,000 volumes had been added to the library's book stock since July.

Al Tweedy, librarian in New Martinsville describes the Wetzel County structure as construction continues under a plastic tent, 25% complete. Ground had been broken there in early August. Dr. David Chadwick, Chairman of the Library Board, has masterminded a successful local campaign which depended on a wide cross-section of support by civic groups. Mayor Gilbert Frazee proclaimed Library Week November 8-14. The Library Committee of the Women's Civic League helped to stage a Telethon over WETZ. A large corporate gift was presented personally by Mobay President, D. Ross Nason for \$25,000.

The new Dunbar branch of Kanawha County Library is under construction with costs to total \$519,000. This is the first library to employ community development funds. The building will be located at Twelfth Street and Myers Avenue in the heart of a new Mall.

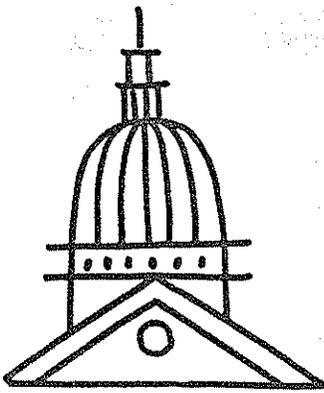
Richwood has signed a construction contract, but weather will delay going ahead until spring. Costs for this building had originally been estimated at \$220,000, but a major change in the foundation style set costs soaring to \$360,000. Prevalance of sawdust at the site dictated a change of plans. The trustees, headed by Bob Spencer had success in securing \$50,000 from the Nicholas County Court and \$75,000 from the Appalachian Regional Commission. Other library board members are David Cook, Dave Abbott, Marian McFadden and Mary Critchfield. A contract has been signed with Frye Construction Company of Beckley.



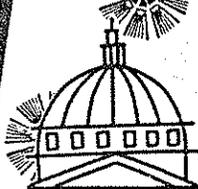
Tie in locally with "Library Appreciation Day" celebrations!



Sell lots of Library Ties and Scarves!

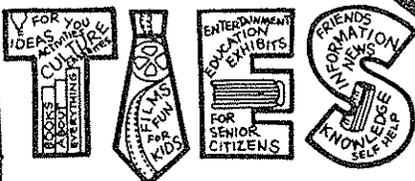


Visit the Capitol - it's the perfect place to financially wardrobe a threadbare budget!



Wear your "Tie One On for the Library" button or sticker EVERYWHERE!

With your help, the Library Tie Campaign will tie some good things into your library's future!



PER CAPITA CAN BE YOURS IF YOU WORK FOR IT!

**TIE ONE ON FOR THE LIBRARY!**  
IT'S THE SMARTEST THING YOU CAN DO FOR YOUR LIBRARY

## WVLC NEWSLETTER

### ECONOMIC DEVELOPMENT ACT FUNDS BUCKHANNON PROJECT

Stonewall Jackson Regional Library has just been granted the first all Federally funded library building. Frank Ontko, Director, credits the harmonious cooperation of the Upshur County Board of Education in donating the property on which the library stands to the County Court. The Ushur Court, in turn, smoothed the way by handling all the paperwork which entailed a study of economic conditions...employment level and income level to Administrative Region VII, which in turn routed the forms to Frank Donahoe at the state's main office for Economic Development at Huntington.

The chief building planner and consultant is Dr. Frank Sessa from the faculty of the School of Library and Information Science at the University of Pittsburgh. The 17,000 square foot structure is planned as a bookmobile headquarters for two counties — Lewis and Upshur. Provision is also being made for housing 100 persons as a study center.

Since the program of the government is to provide employment, plans call for the shovel to go in the ground within ninety days of the receipt of papers from Washington. Dick Smith of Architectural Associates of South Charleston is preparing the plans.

### CABELL VOTERS PASS LEVY BY 2 TO 1

An amazing success was registered with 20,380 votes for the 10,875 against. Jim Nelson, the Director, said that he hoped only for the needed 60%, but he attributes the success to a tremendous campaign led by Jim

Ayers. This employed an intensive letter and phone campaign.

The levy passage may also have been helped by the promise of State funds in the amount of \$1,500,000 if Cabell raised \$3,500,000. The West Virginia Library Commission had voted this amount just prior to the election in Huntington. The overall plans called for building of a new main library of 55,000 square feet, a branch in Milton, an addition to Barboursville, and several other branches.

The Library Board has retained Hoyt Galvin as Building Consultant and Michaels & Associates of Washington as Interior Designers. All the work is progressing on schedule with the location of the Main Library assured right across the street from the old Carnegie Building on 25,000 square feet of urban renewal property.

### SEVERAL LIBRARIES ENTER NATIONAL PR COMPETITION

The John Cotton Dana Library PR Awards Committee received several exciting scrapbook and audiovisual entries from West Virginia libraries this year.

In response to a letter written by Exposure! Supervisor, Carol Bryan, asking librarians to give the competition a try, at least four other libraries have jumped on the bandwagon with the Library Commission and submitted entries for judging. This competition recognizes the best library PR programs in the nation. Libraries in Roane County, Jackson County, Martinsburg, and South Charleston are participating this year.

WVLC has been honored with awards both years it has entered scrapbooks.

After realizing the PR advantages to be gained from preparing an entry, EXPOSURE! is encouraging others to compete for an award.

"No, we don't have a statewide master plan in mind as the reason for promoting more entries," answered Carol Bryan to one librarian who sought some concrete reasons for spending the time and effort required to enter. "If you've got a few minutes, I'll explain our simple and surprising motives," she said.

"Why enter your library program in a PR competition? Winning is 'an extra', and certainly nice. However, the ultimate goal should not be winning, but working throughout the year to achieve a fine entry. If you decide **now** that you are going to enter next year's competition, a lot of very positive things will start to happen in your library PR program. With the contest entry as a goal: 1) You will be forced to take a good look at what you are currently doing and decide if it could be better, (2) You will be more intent upon achieving prior planning, quality and follow-through in your PR efforts. (3) You and your staff will take pride in your library's PR program, and put forth more effort than before. (4) You'll start 'thinking PR', getting some bright ideas and trying them, (5) Your library and your public will benefit from all of this attention (6) The scrapbook you do will provide a record of the year, which is valuable as a reference, and as a guide to greater aspirations for the following year."

Decide **now** to aim for next year's competition. Entries should cover your program from February '77 to February '78. Set aside a drawer and start saving your printed work, news items, photos, ideas, and audiovisual efforts for that scrapbook. Contact EXPOSURE! and you will be mailed an entry blank for next year's competition when they are received next summer.

## WVLC NEWSLETTER

### FRANK GIFFORD HERE TO SPEAK ON BEHALF OF LIBRARIES

Frank Gifford, popular sportscaster for ABC television, will be a special guest and speaker at the "Tie One On For The Library" Dinner honoring legislators. The event will be held March 1, 1977, at the Charleston Civic Center.

Gifford, recently elected to the National Football Foundation Hall of Fame, was former backfield star for the New York Giants. He is a three-time Emmy Award nominee for Outstanding Sports Broadcaster and Outstanding Achievement.

Frank Gifford has participated in sports and talked about sports. Now he has added another dimension to his illustrious career in the field — he has written about sports.

*"A lot of books have been written in recent years about the seamy aspect of American Sports,"* comments Gifford. *"There is another side to the story — a more important side, I believe — and I wanted to write about it."*

In a new book, *GIFFORD ON COURAGE*, he presents ten profiles of American athletes whose personal courage and determination enabled them to overcome tremendous odds.

Howard Cosell says, *"What John Fitzgerald Kennedy did with American Statesmen in PROFILE'S IN COURAGE, Frank Gifford now does with American athletes. When Giff writes about Charlie Connerly, Ken Venturi, Y. A. Tittle, Willis Reed, Don Kloserman, and others, he's writing about people whom he's known intimately during the course of his own athletic lifetime. The book does a lot to*

*explain why some athletes are regarded as heroes and why so many of them are mythologized by the American people. There's only one thing missing. Gifford does not write about the courage of Frank Gifford and in that quality he is second to none."* Autographed copies of *GIFFORD ON COURAGE* will be available for purchase at the dinner.

The evening promises to be special, so get your dinner reservations in now, put on your library tie or scarf, and come enjoy this unprecedented occasion.

**Your attendance will benefit libraries.**

### TRANSITION

The libraries of the state welcome Bruce Farrar, the new Director at the Ohio County Library in Wheeling. The University of Pittsburgh graduate served recently at the Mercer County Library in Trenton, New Jersey, where he was head of Reference and then head of the Main Branch.

Reporting as the first professional librarian at Pineville in Wyoming County is Larry Barr. He is a present graduate of Kent State University's school of Library Science and hails from Brecksville in Cleveland, Ohio.

New, young and knowledgeable at the Library Commission are Donna Bussler - recent graduate of the University of Pittsburgh, librarian on the Book Express Trailer, and developer of children's programs. In the new Audio-Visual Services are: (1) John Calvert - Morris Harvey graduate, experienced in Video on Channel 9, and (2) David Shouldis - studied at the University of Cincinnati. He served as a commercial broadcaster in Houston, St. Louis, and San Antonio.

### WOULD YOUR LIBRARY SPONSOR A READ-A-THON?

The Multiple Sclerosis Society provides kits for students who would like to enter a contest to prove their reading skills. The kits are designed for grades 1-8. Funds are raised through adult sponsors making a contribution for every book a child reads within a limited time from e.g. a month to six weeks.

Details can be obtained from Donna Bussler at the Book Express Office, Science & Cultural Center, Charleston, 25305, or from Mrs Truda Null of Southern WV Chapter, National Multiple Sclerosis Society, P. O. Box 385, St. Albans, 25177.

(Serving the Counties of: Boone, Braxton, Calhoun, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, McDowell, Mercer, Mingo, Monroe, Nicholas, Pocahontas, Putnam, Raleigh, Roane, Summers, Webster and Wyoming.)

Mrs. Sara Hensley, Executive Director, National Multiple Sclerosis Society, Tri-State Area Chapter, P. O. Box 374, Huntington, WV.

(Serving the Counties of: Barbour, Berkeley, Cabell, Doddridge, Gilmer, Grant, Hampshire, Hardy, Harrison, Jefferson, Lewis, Marion, Mason, Mineral, Monongalia, Morgan, Pendleton, Pleasants, Preston, Randolph, Ritchie, Taylor, Tyler, Tucker, Upshur, Wayne, Wetzel, Wirt, and Wood.)

Mrs. Monica Feola, Executive Director, Allegheny District Chapter, 531 Frick Building, Pittsburgh, PA 15219

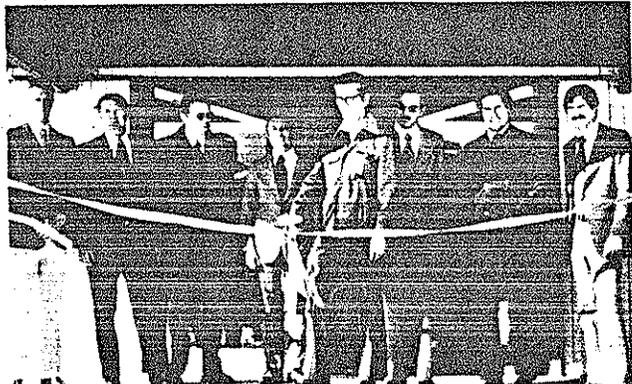
(Serving the Counties of: Brooke, Hancock, Marshall, and Ohio.)



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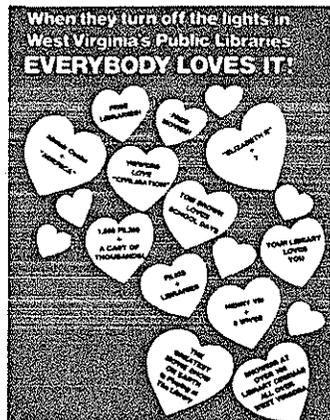


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1) William Wyatt (left), manager of Charleston's Virginian Theatre and Film Librarian Steve Christo are upstaged by a 10-foot tall poster of King Kong, now the property of Film Services. Christo wrote the winning letter in a contest held to choose the best new home for the cardboard Kong. He plans to circulate the mammoth display piece all over the state with the original 1933 version of the movie "King Kong" when it is booked by public libraries. Steve Christo is interviewed in this issue. 2) The Catfiche Conference held by Technical Services was the result of six years of planning, research and preparation. The term "catfiche" evolved from the transferral of master catalog holdings of academic, public and special West Virginia Libraries to microfiche form. The process of assembling the initial catalog was started in 1969 by WVLC to provide locations of every book in the state for extensive interlibrary service. Conference attendees received this massive information reduced to the compact form of one small box, along with a handbook explaining "All About Catfiche." 3) Ribbon-cutting ceremonies were held January 15th at the Dedication and Open House of the new Instant Library in Peterstown, West Virginia. 4) Midwinter Conference in Washington, DC, gave West Virginia library people the opportunity of hosting a Legislative Breakfast for home state Washington based government officials. Senator Jennings Randolph (left) met with conference attendees, (left to right), Marie Beckett, Anne Buck, Tom Potter, Jackie Wagner (Breakfast Coordinator), and Frederic J. Glazer. 5) WVLC has a new department, Video Services, run by David Shouldis (left) and John Calvert. They are currently preparing the studio and soon hope to be fully in operation. 6) A second *Time* magazine advertisement promoting WVLC's Film Services Program appeared in state distributed copies of the February 14th issue. A third ad is planned for spring release. 7) Donna Bussler is a new face at the Library Commission. She spends much time on the road as a librarian on the Book Express Trailer.



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## FACES & PLACES

TO FILL SOME SPACES

West Virginia Library Commission  
Science & Cultural Center  
Charleston, West Virginia 25305

### INSTANT LIBRARY RECAP

Under the careful guidance of Dave Childers, a new crop of Instant Libraries has developed in the last six months of 1976. Senator Jennings Randolph, who had the distinction of speaking at both the Groundbreaking and the Building Dedication, remarked of Craigsville's Instant:

*"Our total knowledge is doubling every 15 years and each of us can hope to acquire and retain only a small part of it. Through the books and files of this useful library, we have an opportunity to converse with the great men and women of history, and we as individuals can utilize this wisdom in creating a brighter tomorrow."*

An unusual aspect of this Nicholas County Instant is sponsorship by a Garden Club. They are selling plants to pay the phone bill! Librarian is Mrs. Suzanne Ward.

Opening without ceremony, the new Ansted Instant shell displayed several attractive flower arrangements. The

work of Extension Librarian, Jane Colberg, and the Fayette County staff was evidenced by the complete book collection. Attending the Open House was former Mayor W. D. Skaggs and Chairman of the Library Advisory Board, David Fox. Librarian is Mrs. Penny Holstine.

Dedicated on January 15 was Peterstown Instant, the product of the diligent Monty Baker of the Book Express Office. The Women's Club provided unusual matchstick, multicolored shades. The opening program featured a slide show, "Better Libraries for the Better Life."

Seven Instants are almost complete — awaiting equipment and book stock: Chapmanville, Marsh Fork, Cheat Lake, Middlebourne, Pine Grove, Green Bank, and Bolivar-Harpers Ferry.

Awaiting resolution of site is War. Ready to go with fine locations are: Barrett-Wharton, Follansbee (a dual shell plan), and Williamstown (a Bicentennial project).

### WVLC NEWSLETTER

West Virginia  
Library Commission  
Science & Cultural Center  
Charleston,  
West Virginia  
25305

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Published Quarterly  
by  
Exposure!  
Carol Bryan  
Coordinator

Free to all Library  
and Educational  
Agencies