

4/3/86



WLA Fall Conference

The 95th Annual Conference of the Wisconsin Library Association will convene in Green Bay this year on October 29, 30, and 31. "We're Your Library: IT'S OK TO GET SMART WITH US" is the theme chosen by the WLA Board to emphasize services to our users.

Wednesday noon, in a departure from recent tradition, the first general session of the conference will be the Awards & Honors Luncheon. Afternoon programming will feature Dr. Herbert White, Dean of the School of Library and Information Science at Indiana University. A reception will follow.

The WLA Foundation Dinner, scheduled for Wednesday evening, will feature Tom Klein, author of Loon Magic. Copies of the book will be available for purchase at an autographing session.

Activities will conclude that day with an auction sponsored by the WLA Foundation Committee, followed by a reception jointly sponsored by the Brown County Library and the Nicolet Library System at the Central Library, just a short walk from the conference center.

Thursday's programming will feature Dr. Kenneth Shaw, President of the University of Wisconsin,

speaking at a luncheon sponsored by WAAL. A second luncheon, sponsored by WAPL, CYASS, WLTA, WASL, RASS and FOWL will be highlighted by young adult author, M.E. Kerr. An autographing session with George Plimpton will precede the WLA Business Meetings late Thursday afternoon. The evening will conclude with an all-conference banquet, after which George Plimpton will speak. A costume or masked ball for all conference goers will follow. Attendees dressed as literary characters will dance to live music and have an opportunity to win prizes for their ingenuity and creativity in preparing a disguise.

The final day of the conference will feature a program on intellectual freedom with Professor Gerald Shields of SUNY at Buffalo. This will be followed by "Why the First Amendment is First," jointly sponsored by the WLA-IFC and the Wisconsin Humanities Committee.

Conference activities will conclude with the WLA President's Luncheon, at which John Cole, Director of the Library of Congress Center for the Book, will inaugurate the Wisconsin Center for the Book.

Registration for the full conference will be \$40.00 for WLA members, \$55.00 for non-members, and \$20.00 for students/

friends. The daily registration fees are \$18.00 for WLA members, \$35.00 for non-members, and \$10.00 for students/friends. Friday only the registration fees are \$15.00, \$27.50, and \$7.00, respectively. The WLA Board has affirmed that members of the Special Library Association who are not WLA members may attend the conference on the day(s) that the Special Libraries Roundtable has a program(s) at the WLA member rates.

Headquarters for the conference is the Embassy Suites Hotel in Green Bay, which is accepting reservations from WLA members (note: you must identify yourself as a WLA Conference attendee when you call to make your reservation). Telephone numbers for the conference hotels are: Embassy Suites 414/432-4555; Holiday Inn Downtown 414/437-5900; Beaumont Inn 414/435-4484.

In addition to the 3-day conference there will be pre-conference and post-conference programs sponsored by the UW-Extension, in its Certificate of Professional Development series. On October 28, "Library Computing II; Selecting a System" will be taught by Hank Epstein. On October 31 and November 1, "Young Adult Literature" will be taught by Eliza Dresang. Registration forms will be available

from Darlene Weingand, UW-Extension Communication Programs, and with the advance registration materials from WLA.

WLA BOARD - 1986

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WLA Newsletter

Vol. 44, No. 3
 An official newsletter published by the Wisconsin Library Association for its members that reflects the purposes and responsibilities of the association and reports the activities and developments of the library profession.

The WLA NEWSLETTER is issued bi-monthly. Second class postage paid at Madison, WI, ISSN 0043-6518.

Subscriptions \$5 per year for nonmembers. Postmaster: send changes of address to WLA Newsletter, 1922 University Ave., Madison, WI 53705-4099. Phone 608/231-1513.

Editor: James A. Gollata

Newsletter deadlines for the remainder of 1986 are July 1 for the August issue, September 1 for the October issue, and November 1 for the December issue. Copy received for an issue after the deadline cannot be included in that issue.

President's view

by Jane Robbins-Carter

Center for the Book.

A formal proposal to establish a Wisconsin Center for the Book has been forwarded to the Advisory Committee of the Center for the Book in the Library of Congress. The LC Advisory Committee will be meeting May 17, 1986. As we are confident that the LC Center will accept the Wisconsin Center as an affiliate, a Steering Committee for the Wisconsin Center has been formed. The Committee consists of: Jane Robbins-Carter, Chair, Faith Miracle, Leslyn Shires, James Danky (State Historical Society), Debra Reilly (Rare Books Department, UW-Madison Memorial Library), Janet Beeler Shaw (Wisconsin author), Mark LeFebvre (Stanton & Lee Publishers), Howard Moebius (Moebius Printing Company), and David Schwartz (Schwartz Book Stores). The Steering Committee met April 18, 1986 to adopt the proposal and to accept as the Wisconsin Center's first project, a program to be held in 1987 through libraries and book stores, inviting citizens to relate instances in which a book has had an influence on their lives. Recognition will be made at the annual conference of the Wisconsin Library Association in October 1987 in Eau Claire to those individuals relating the most "interesting" book experiences. A bibliography of such books will be published, entitled "Books That Make a Difference to Wisconsin Readers."

A Task Force of ten (10) individuals, chaired by Nancy Elsmo, is being appointed to oversee this program. The Center's Steering Committee is in the process of appointing a coordinator for the Center's activities. The Wisconsin Center for the Book will be a program of the Wisconsin Library Association.



Jane Robbins-Carter

School Librarians Division.

Over 150 Wisconsin school librarians have joined a School Division within WLA. A Steering Committee was formed through the excellent efforts of Sally Davis and Vida Stanton. Our thanks are extended to Sally and Vida and to the other Steering Committee members, Nancy Frederick, Patti Geidel, Susan Kowbel-Keller and Sally Teresinski. A group of the Division's members are also beginning work on a new edition of the School Library Media Skills Manual. Bylaws for the Division and a slate of candidates for officers in 1987 are being prepared.

As I write this column the Board is making preparations to meet on May 8 and 9. Among the many issues on the agenda will be discussion of the proposals to change the structure of the WLA Board. A decision about whether to forward a recommended change to the membership will be made at the meeting.

I am most pleased to report that at the close of April 1986, your Association is undertaking both its on-going and new activities; also it is fiscally sound! This is a condition of which we can all be proud and is due to the continued support of our membership, committees, board and administrator.

WLA Nominations

The WLA Nominations Committee announces the following slate of candidates for 1987:

Vice President/President Elect

Heather Eldred: Director of the Wisconsin Valley Library Service. Prior to assuming this position in 1983, Eldred was the WVLS System Administrator, 1975-1983; WVLS Consultant, 1972-1975; Cataloger at Holy Redeemer College in Waterford, Wisconsin, 1970-1972; Acting Director of Marquette University Law School Library, 1966-1970; Children's and Young Adult Librarian at Cudahy Public

Library, 1965-1966. She is a member of WAPL, C&YASS, Multitype Cooperation Section and the Awards and Honors Committee. Eldred served as Chair of WAPL, 1983, and Chair of LD&L, 1978. A Racine, Wisconsin native, Eldred received her MLS in 1965 from UW-Madison.

Mildred Larson: Assistant to the Director of L.E. Phillips Memorial Public Library in Eau Claire. Prior to this position, Larson was Department Head of Art, Music and Audiovisual Services. She has been a member of the WAPL Board of Directors, a member of the WLA Steering Committee for "Let's Talk About It" and was appointed to the 1986 Literary Awards Committee. She has served as Chair of the Wisconsin Humanities Committee and as President of the Wisconsin Library Audiovisual Circuit.

The successful candidate for this office will serve on the WLA Board of Directors as 1987 Vice-President, 1988 President and 1989 Past President.

Secretary

KATHY SCHNEIDER: Director, Wisconsin Interlibrary Services, 1980-present. Prior to this position Schneider was Government Services Librarian, Reference and Loan Library, 1973-1980. Her WLA activities include Junior Members Round Table Treasurer, 1976; Library Development and Legislation Committee, 1977-1979, 1982-1984, Committee Chair, 1982; Legislative Advocate, 1980-1981; Wis-

consin Association of Academic Librarians, Chair, 1985. Schneider received a BA in English, 1972; MLS, 1973; Masters in Public Policy and Administration, 1980, all from the University of Wisconsin-Madison.

Thomas Tomczak: Supervisor of General Reference Services, Milwaukee Public Library, 1977-present. Prior to this position Tomczak held various positions with the Milwaukee Public Library, 1957-1964. He served in the U.S. Army from 1961-1963. He has been a member of WLA since 1964 and has served as a member of the Technical Services Section, Education Section and WAPL Personnel and Professional Concerns Committee. He was WLA Conference Coordinator in 1985 and served on the Wisconsin Interlibrary Loan Telecommunications Committee. He is a member of ALA, NASIG and LCOMM Friends. Tomczak received a BS in Education from UW-Milwaukee, 1959, and an MLS from the University of Denver, 1964.

The candidate elected as WLA Secretary will serve a two-year term on the WLA Board of Directors. The term begins January, 1987.

Position statements will appear in the next Newsletter. The members of the WLA Nominations Committee are: Dale Bartkowiak, Fond du Lac Public Library; Eleanor J. Hoehn, Wauwatosa West High School; Phillip Martell, Nicolet Library System; Mary Williamson, WILS; Peter Niemi (Chair), Madison Public Library.

Racine School District Censured

WLA is formally censuring the Racine Unified School District for "abridgement of intellectual freedom" as a result of the district's restrictive library materials selection policy. The decision of the WLA Board was unanimous and is supported by extensive documentation provided by the Intellectual Freedom Committee. The documentation covers the period June, 1983 to the present and reveals numerous instances where orders submitted by librarians for materials were deleted based on

"vague and subjective criteria."

The "Library Bill of Rights," which was adopted by the ALA in 1948 and amended most recently in 1980, states: "Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval."

For additional information and/or a copy of the censure resolution, contact Alan Tollefson, Intellectual Freedom Committee Chair, at 608/364-6715, or the WLA Office, 608/231-1513.

LC and Gramm-Rudman

By this time most everyone knows that the budget cuts imposed on the Library of Congress by the Gramm-Rudman Budget Balancing and Deficit Control Bill were very severe and will result in a major reduction in the multitude of services on which all libraries rely so heavily. Daniel Boorstin, in a surprisingly strong statement to the House Subcommittee on Legislative Appropriations, went so far as to say that irreparable damage to the Library would certainly occur if the series of projected cuts were allowed to continue.

The public outcry over these cuts has been long and loud. Readers participated in sit-ins to protest the shortened hours of service, and the volume of mail received by Congress has made it clear that many people feel that the level of the cuts made in LC's budget was too severe.

Here is a short summary of the cuts made in the most critical areas: Purchase of books: funds cut 22%; Cataloging: staff reductions will result in about 25,000 fewer books cataloged per year; Reader services: hours of the general reading rooms were reduced from 77 1/2 to 54 1/2 hours per week; Preservation: budget cut by 18.4%. The Library will do 25% less microfilming and 75,000 fewer books will be bound.

The Copyright Office, Books for the Blind and Physically Handicapped, and Congressional Research Service were among those

BANNED BOOKS WEEK—

by Alan M. Tollefson

BANNED BOOKS WEEK, 1986: Plan now to celebrate Banned Books Week, September 20-27, 1986. This year's subtheme is "The Worlds of Science and Technology: How Free?"

The purpose of Banned Books Week is to publicize the importance of the freedom to read and to focus attention on the dangers of censorship. Some suggestions for observing BBW: put up a display of "Books Some People Consider Dangerous;" write an article for your local newspaper; schedule a library program on the subject.

Your best friend when it comes to planning for Banned Books Week will be the Resource Book published by the American Library Association. This year's book includes five posters, camera-ready art for ads and bookmarks, display ideas, sample news releases, quotable quotes on the first amendment, and lists of "banned books."

The Resource Book is available for \$10 from ALA Office for Intellectual Freedom, 50 East Huron Street, Chicago, IL 60611. ALA is a sponsor of Banned Books Week, along with the American Booksellers Association and other groups.

Let's have every library in Wisconsin talking about Banned Books this September!

services which also suffered cuts.

Senator Daniel Moynihan has introduced a bill, S.2276, to exempt the Library of Congress from future Gramm-Rudman cuts. Sen. Moynihan's statement on the bill includes considerable background information. See Congressional Record, pp.S3975-78. Many of you will want to write our Senators and ask them to support this bill.

I have just learned that The Joint Committee on the Library has scheduled a hearing on budget cuts at the Library of Congress and their impact on the nation's libraries and scholars for May 5. While this article will reach you too late for you to express your opinion to your legislators before the hearing, you may still be able to have an impact on actions taken on the report that comes out of that hearing.

A few legislators have questioned whether it was necessary for LC to cut public hours of service. Wisconsin's Rep. Steve Gunderson was one of them. He is reported to have said he thought LC was playing games in choosing to cut the Congressional Reference Service and public hours.

The summary of cuts given above shows that the cuts LC made were spread widely across all library services. In fact, readers' services were cut 3.3 per cent, less than many other areas. The Library of Congress' statement on this issue might be useful to those of you who wish to write your Congressman about such a response to a most serious matter: The

Library did not believe it would be in the public interest nor in the interest of Congress or the long-term quality of the Library of Congress to maintain public hours of service at the expense of denying present and future Congresses and scholars access to knowledge and information which could not be collected because of the vocal demands to keep the Library open evenings. The future of the Library of Congress would be mortgaged and at the same time, the current usefulness of this great repository to the Congress and the nation would gradually be destroyed. --Frank Bright, Federal Legislative Coordinator.

Let's Talk About It



Reading and Discussion Programs in America's Libraries

by Lynn Sager

There will be three opportunities to learn about "Let's Talk About It" at the 1986 Annual Conference of the ALA in New York.

A preconference workshop will be held June 26-27. The workshop is designed for librarians and others who wish to present an LTAI program in their libraries. A demonstration reading and discussion session featuring Carson McCullers' Member of the Wedding will be conducted. Other sessions will cover the basic steps of planning, funding and presenting the programs.

Two demonstration read-

ing and discussion programs will be held during the conference. Each session will feature a 30-40 minute lecture, followed by small group discussions and a final wrap-up. The first demonstration session will be held Saturday, June 28, 9:30 a.m. to 12:30 p.m. Growing Up, by Russell Baker, will be featured, with an opening talk given by Joseph Parisi, editor of Poetry magazine. The second demonstration session will be held Sunday, June 29, 9:30 a.m. to 12:30 p.m. The Color Purple, by Alice Walker, is to be featured and the opening talk will be given by Elizabeth Baer, Dean of Washington College.

There will also be a "Let's Talk About It" simulation and workshop held during the 1986 WLA conference in Green Bay. The simulation and program is designed for those who wish to present a program in their libraries. A demonstration reading and discussion session will be followed by sessions on planning and funding the discussion series, using both local resources and national materials. The program will be held October 29 from 2:00 p.m. to 3:30 p.m.

For further information about any of these programs contact Lynn Sager, Wisconsin Library Association, 1922 University Ave., Madison, 53705. 608/231-1513.

"Let's Talk About It" is a cooperative project of the Wisconsin Humanities Committee, The Wisconsin Library Association and the Division for Library Services.

School Library Division: WASL

140 people indicated their interest in having a school library group within WLA on their 1986 membership applications. Because of this interest, Jane Robbins-Carter has appointed a committee to formulate the direction of the school library people. Members of this committee are: Nancy Frederick, Patricia Geidel, Sue Kowbel-Keller, Sally Terresinski, Vida Stanton and Sally Davis.

At the same time a committee was formed to update the Skills Manual. Its members are: Pat Bushnell, Mary Mickel, Bonnie Kreiser and Mary Patton.

The Steering Committee has met once and will be meeting again. It will be working on revising the bylaws, establishing committees and planning the future direction of the group. A different name has been agreed upon. From now on, the school librarians will be known as WASL: Wisconsin Association of School Librarians.

At the WLA Conference in Green Bay in October, WASL will hold a business meeting, sponsor a program of interest to all, and co-sponsor a luncheon program. Plan now to attend the entire conference.

A letter will be sent out this summer to all WASL members with complete updated news of your group: WASL!

--Nancy Frederick

WAPL Survey Results

In early February the WAPL Board conducted a survey of the WAPL membership to determine members' needs and preferences for programs and their thoughts on association priorities. Of the 750 surveys mailed, we received 257 responses (approximately 34%). At its March meeting the WAPL Board began discussing the results of the survey. That discussion will continue at the next Board meeting as we try to develop programs and services for the coming year.

When asked what the top priority activity for WAPL should be, over 70% of the 257 respondents indicated that programming at spring and fall conferences was a top priority. There appeared to be some hesitation about the spring conference, however. Some people adapted the questionnaire answers by crossing out the word "spring" so that they were indicating fall conference programming was most important. The second ranked priority was to provide "a forum for public librarians to discuss important issues." The third choice was "providing single day workshops on specific topics." The least chosen activity was publications.

When asked specifically how frequently they attended the spring conference, 27% said "never," while another 30% said "about every third year or less frequently." Respondents indicated the major deterrents to their conference attendance were "limited

staff to cover service desks" (128 responses) and the "time commitment involved in attending the conference" (113 responses).

Approximately 60% of the members responding to the survey are also ALA members, but only 40% of these regularly attend the ALA conference.

Two hundred and thirty-nine people responded to the question of whether their library system is presently fulfilling their continuing education workshop needs (many WAPL members are in special libraries or are educators or retired and do not work within a public library system). Sixty-eight percent of these 239 respondents answered yes to the question. Many of those responding negatively added notes such as "But they try" or "System has to cater to needs of smaller libraries which means we get left out."

Many suggestions were made for topics for conference programs and workshops, and the Board will be discussing these at the May meeting. Numerous persons indicated an interest in staff exchanges with other libraries in Wisconsin. WAPL's Personnel and Professional Concerns Committee will be looking into this topic as a potential service WAPL or the Committee might develop and coordinate.

If WAPL were to develop publications, 164 respondents were interested in bulletins or occasional papers on public library innovations and services in Wisconsin. One hundred and seven thought we

should communicate more regularly through columns in the library system newsletters. Some people commented that they would welcome the communication, but already were inundated with newsletters and journals and that we should use what already exists more effectively.

As with any survey, we received lots of contradictory suggestions and opinions, but the Board will be able to use your responses to set directions for the association. Thanks to all of you who were so willing to share your ideas with us. Look for new developments in future WLA and system newsletters.

--Ethel Himmel, WAPL Chair

Library Careers Committee Scholarship Report

The Library Careers Committee is responsible for awarding Library Education and Continuing Education scholarships. These scholarships are available from the WLA Foundation through the generous contributions of the WLA membership and fundraising activities of the Foundation.

In February, Lynn Stainbrook, Director of Support Services, Beloit Public Library, received a Continuing Education Scholarship in the amount of \$200 for the UW-Madison Communication Programs course: "Organizational Management." Jane Robbins-Carter was the instructor. There were 14 students in the class. Watch for a more detailed report from

Stainbrook in the WLA Newsletter.

If you would like application forms for either type of scholarship, call or write: Barbara J. Arnold, Chair, Library Careers Committee, UW-Madison SLIS, 600 N. Park St., Madison, WI 54706 608/263-2909 or 263-2900.

WLA Foundation Logo Design

The WLA Foundation needs its own logo. WLA members with artistic flair are encouraged to submit a design. The logo will be used both as a basic design for limited edition signed bookmarks and on other WLA Foundation literature.

The winner shall receive a new Smith-Corona portable electric typewriter, Coronamatic Model 2500, with an office-sized keyboard featuring library symbols, elite typeface and ribbon cartridge and a heavy duty carrying case. Valued at \$473.00, this typewriter has been donated by the Highsmith Company.

Contact Faith B. Miracle, WLA Administrator, or Donald Sager, Chair, WLA Foundation Committee.

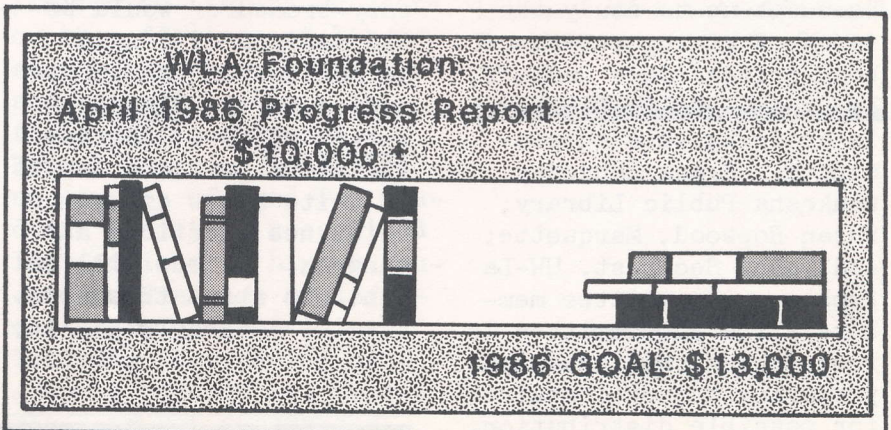
Cornerstone

By Iris Glidden

Donald J. Sager chairs the WLA Foundation Committee, composed of Jane B. Ameel, Louanne Crowder, Sally Davis, Sylvia Frye, Iris Glidden, Patricia Pawl and Faith Miracle.

Committee members are introducing a WLA Foundation logo contest, are working on a "premium" bookmark for contributions, and have scheduled events for the Green Bay Conference, October 29-31, not the least of which is the Foundation's annual auction.

Check the "bookshelf graphic" on this page for Foundation progress on "money in the bank." YOUR contribution is tax deductible. When contributing, please indicate in which category your donation should be placed: scholarships/notable speakers/area of greatest need/or special projects. Call 414/278-3020 (Donald J. Sager) or 608/231-1513 (Faith B. Miracle) for further details.



RASS

The RASS Executive Committee met on March 21st in Madison at the Reference and Loan Library. RASS officers this year are: Don Gerlach, UW-Platteville, chair, Susan Mathews, Sheboygan Public Library, vice-chair/chair elect; Katie Schulz, North Shore Public Library, past chair; Sandy Sechrest, UW-La Crosse, secretary-treasurer; Kay Conrad, Fond du Lac Public Library, director; David Mathy, Wisconsin Regional Library for the Blind, director; and Marge Westergard, Reference and Loan Library, director.

The Committee discussed upcoming conferences, including arrangements for the Spring Conference in Wisconsin Rapids. Susan Mathews is planning a program for the Fall Conference with James Rettig, author of the reference books column in the Wilson Library Bulletin. There may also be a program on reference book prices. Some bylaw changes may be brought to members at the Fall Conference Business meeting.

An Expensive Reference Materials Subcommittee has been set up to study the issue of rising reference book prices. Jane Radloff, La Crosse Public Library, is chairing this subcommittee. Frank Hennessy, Waukesha Public Library; Susan Hopwood, Marquette; and Sandy Sechrest, UW-La Crosse are committee members. The subcommittee is researching the issue and preparing a questionnaire for possible distribution.

The Committee has decided to work with WLA's long-range goals at present and has discontinued the work of the Long-Range Planning Subcommittee. The committee discussed goal by goal how RASS's 1986 activities relate to WLA's goals, finding that we are either fulfilling or in accord with all of the goals.

In response to the WLA Board's proposals for a simplified accounting and budgeting procedure, the RASS Executive Committee supported this idea but wanted more detail about responsibilities for cost overruns. We also discussed our response to the "Let's Get Organized" article in the February WLA Newsletter. The committee felt that suggestion one about determining division status by membership numbers and raising the numbers needed for division, section, and roundtable status should wait until the impact of WSLMA's withdrawal is known. We were opposed to suggestion two dealing with at-large elections for the WLA Board unless a board with balanced representation could be guaranteed.

In other matters, it was agreed that the secretary-treasurer would be the designated contact person to furnish information to the WLA Newsletter editor. Another individual will be sought to write a new column on reference questions and answers. Fliers will be sent out about this soon.

--Sandy Sechrest.

Multitype Cooperation Section

Multitype cooperation is school, special, academic and public libraries voluntarily working together to provide the best library service to all Wisconsin residents. The WLA Multitype Cooperation Section is producing a videotape and bookmark to define and discuss this concept.

The tape will include interviews with DLS staff, multitype council coordinators, system administrators and continuing education coordinators. They will discuss their views on multitype cooperation: its importance, how it affects all libraries, whether Wisconsin needs legislation to provide permanent funding for cooperative activities, etc. Terry Dawson (MCS Program Chair), Appleton Public Library, is in charge of production. The tape will be completed this fall and will be available through the Reference and Loan Library.

The bookmark, also promoting multitype cooperation, is being designed by the MCS Publications Committee, Mary Schmidt, Nicolet Federated Library System, Chair. Look for it this fall at the WLA Conference. --Mary Schmidt.

CEPs and CEUs

Continuing Education Points (CEPs) - Public Librarians

Continuing Education Units (CEUs) - School Librarians, Public Librarians

In the February issue of this newsletter an article entitled "Continuing Education Units...What Counts?" unraveled some of the complexities surrounding the continuing education requirements for school librarians. The following is intended to provide some of the details on continuing education requirements for renewing public librarian certificates.

The Department of Public Instruction has issued public librarian certificates for 5-year periods since 1979. Applicants for certification renewal must now show evidence every 5 years that they have participated in "continuing education in librarianship which is either directly related to the position held or will permit advancement in the profession." Individuals certified at Grade I and II levels are required to accumulate 15 CEPs and those certified at levels III and IV, 10 CEPs in the 5 years prior to recertification. One CEP is equivalent to ten (10) hours of participation in a learning activity, therefore, either 150 or 100 clock hours of participation is required prior to recertification.

Renewal of a 5-year school librarian license requires six semester credits or a combination of semester credits and equivalency credits equaling six semester credits. An equivalency credit, or Continuing Education Unit (CEU), equals ten (10) clock hours of participation in continuing education programs which are preapproved by the DPI. Thirty clock hours of activity in preapproved equivalency programs equal one semester credit, therefore, 180 equivalency clock hours are required to satisfy the requirement of six semester credits for school librarian license renewal.

The primary difference between the CEPs earned by public librarians toward recertification and the CEUs earned by the school librarians toward license renewal is that all applicable CEU equivalency credit programs must be preapproved by the DPI and earned "in a class or workshop type activity in an organized learning setting under responsible sponsorship, capable direction and qualified instruction." Public librarians may participate in both formal and informal learning situations that need not be limited to library subjects or the offerings of library education programs, but should be related to the field of librarianship. Formal learning is defined as courses offered for academic credit by recognized institutions of higher education. Examples of informal learning activities include: the use of programmed educational materials or non-supervised

audiovisual devices, participation in professional association activities or writing for professional publications. See the Wisconsin Certification Manual for Public Librarians for additional details. Whereas school librarian continuing education programs are pre-approved by the DPI, public librarian continuing education activities are approved or "validated" by public library system staff after the learning experience has been completed. Because CEUs and CEPs are both equivalent to ten (10) clock hours of participation in continuing education activities, all CEUs may be converted into CEPs. The lack of preapproval of CEP activities by the DPI prevents CEPs from being converted into CEUs. With the development of multitype library systems, there will undoubtedly be more activity in multitype continuing education programs. Many of these programs will become eligible for CEU credit while CEUs will remain convertible into CEPs.

For more information concerning public librarian certification, contact Donald Lamb, DPI Consultant for Public Library Administration and Funding, at 608/267-9225.

Library Education Centennial

The 1986/87 academic year is the centennial of library education. To commemorate this event, the Education Section is featuring a noteworthy Wisconsin library/media educator in each issue of the Newsletter.

TEKLA BEKKEDAL.

Written by George Shannon.

When her immigrating ancestors chose to take the name of their family farm rather than the more typical route of "son of Hans," or Hanson, they created the groundwork for Tekla Bekkedal's distinct and musical name. The product of "tough old Norwegian stock," Tekla grew up in a close extended family in west central Wisconsin that continues today with Tekla most interested--should the proverbial disaster strike--in saving family treasures so that she can pass them on to caring family hands.

Between studying for degrees at Lawrence College, UW-Madison and the University of Illinois at Champaign-Urbana, Tekla maintained her self-described career as a "rolling stone," working as a teacher and librarian in six states, with one brief stint as girl's P.E. coach because she had the key requirement: she was a woman and could enter their locker room. By the time she began teaching at

UW-Eau Claire in 1968, Tekla had worked in virtually all areas of library science, choosing to center on children's literature as both her teaching area and dissertation topic. It was a classic children's novel that became her touchstone of reassurance during the equally classic pressures and tedium of dissertation writing and defense. Night after night Tekla returned to The Wind in the Willows to savor passages of Graham's *joie de vivre* that, in time, totaled at least seven readings of mole's adventures.

Continuing to be a voracious reader, Tekla reads endless numbers of children's titles and always has at least one adult book going as well, with a special fondness for armchair traveling, including a recent return to a childhood binge of reading about Antarctica.

Long a Sunday afternoon painter, Tekla has finally created a work she likes well enough to have had professionally framed, entitled "With Apologies to Barbara Cooney." It was inspired by Cooney's character and picturebook Miss Rumphius, another independent rolling stone who enjoys the beauties of travel and nature. And though rarely on paper, Tekla paints with words as well, through her knack for anecdotal storytelling and recalling the gentle absurdities in her life and those around her.

Just as she exists as both indulgent aunt and the one still indulged by her own aunts, Tekla enjoys the interconnectiveness of all around her,

from traveling and the joys of staying at home to reminiscing and planning future times.

In observation of the library education centennial, the Education Section has asked the heads of Wisconsin library/media education to describe their programs.

Educational Media Program. UW-La Crosse.

The University of Wisconsin-La Crosse offers a balanced program in media cataloging, media production/evaluation, reference services, media selection, information retrieval, educational television, media center administration, and opportunities for internships in media centers. Degree candidates may prepare for state certification as instructional media specialists and instructional technology specialists at the elementary and secondary levels or for positions in business and industry. Two programs are offered: a master of science in educational media and a master of science in educational media with emphasis in library media. In addition, two undergraduate minors are offered: Instructional Media and Instructional Technology.

The Educational Media program provides for attaining proficiency in: developing, producing and evaluating a variety of media products, e.g., graphics, photography, television, etc.; evaluating, selecting and using instructional hardware and

software; providing administrative, supervisory, advisory and technical leadership in the library/media program; organizing instructional media for efficient use in teaching or business; interpreting and teaching the use of print and nonprint media; troubleshooting and making minor repairs on audiovisual equipment commonly used in instruction or training; and interpreting, conducting, and evaluating research in the field of media.

The strength of the UW-La Crosse program lies in its flexibility. Students may concentrate on specific interests within the 30 credit hours required for the degree. As a culminating experience, each student may (1) work as an intern in a library or media center, (2) produce an expressive or instructional program of professional proportions, or (3) select a problem for individual study and write a substantive paper.

Excellent faculty and facilities are available to students in the educational media program. Each of the four faculty members holds an earned doctorate. Their areas of special interest and training are: reference, cataloging, classification, administration, collection development, microcomputer applications, instructional development, television production, materials production, audiovisual technology, and visual literacy.

Augmenting traditional classrooms are a microcomputer laboratory, television production studios, an instructional materials

production laboratory, a curriculum materials center with a children's and young adult literature collection, and a supervised audiovisual equipment self-instructional laboratory.

Questions should be directed to: Director, Educational Media Program; 207 Morris Hall; UW-La Crosse; La Crosse, WI; 54601. 608/785-8134.

Department of Library Science and Media Education. UW-Eau Claire.

The Department of Library Science and Media Education at the University of Wisconsin-Eau Claire prepares students for entry-level positions in school and public libraries and media centers. Undergraduates with majors in education, business, or the arts and sciences elect minors in library science and media education to prepare themselves for state certification as school library media specialists or public librarians. A graduate level sequence is also available for school library media specialists who wish to qualify for the second level of certification. Occasional workshops are offered in areas of current interest. Upcoming workshops will deal with literature for adolescents, interactive video and an update on cataloging techniques.

The department has a central location on the second floor of the old library, in close proximity to classrooms, the library, the media technology lab and a microcomputer lab. Approximately

10,000 children's books are housed in a separate collection in the library for use by students in literature classes.

The faculty includes Dr. Tekla Bekkedal, Dr. Richard Buck, Mrs. Harriett Christy, Mr. Wm. Jack Garber and Dr. Glenn Thompson, Chairman. Their expertise is primarily in the area of public school librarianship and audiovisual education; however, individual faculty members also have experience in academic, public and special libraries.

The curriculum has undergone considerable change and expansion in recent years to accommodate additional content, new technology and modified certification requirements. Much of this change reflects the adoption of computers in libraries and media centers; however, the department continues to recognize the necessity for traditional skills and the importance of in-depth knowledge of literature.

Copies of the 1986 WLA Membership Directory have been mailed to current members.

Mark your calendar for ...

June 20-21. UW-Madison Communication Programs Conference: "Libraries and Persons with Learning Disabilities: Partnership Through a Lifetime."

July 1. WLA Newsletter submission deadline for August issue.

July 14-16. Media Technology Conference at UW-Stout.

September 5-6. UW-Madison Communication Programs Conference: "The Public Library - Adult Learner Dynamic in a Changing World."

September 15. WLA Foundation Logo Design Competition Deadline.

September 20-27. Banned Books Week.

Oct. 29-31. WLA Annual Conference at the Embassy Suites Hotel in Green Bay. Theme: "We're Your Library: IT'S OK TO GET SMART WITH US."

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Oct. 28-30. WLA Annual Conference at Eau Claire.

WLA supports continuing education scholarships for members. Contact: WLA, 1922 University Ave., Madison, WI 53705-4099, 608/231-1513.

The Africans

THE AFRICANS is a nine-part television series, beginning in October 1986, designed to help the American public learn more about the fascinating history and contemporary life of Africa.

Exact dates for the showing have not yet been determined but it is not too early to think about establishing an adult discussion group.

Program grants are available to libraries. Contact the WLA Office.

Wisconsin Library Association
1922 University Avenue
Madison, Wisconsin 53705-4099

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