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NEWSLETTER OF THE MANITOBA LIBRARY ASSOCIATION

July 1978

v.3 no.5

## MANITOBA LIBRARY EVENT 1978

The dates for the 1978 Manitoba Library Event have been set as November 12-25, incorporating the Children's Book Festival which is scheduled for November 19-25. An application for a grant of \$7500 has been submitted to the Provincial Government by M.L.A. and a reply is expected by August 1. Meetings between the Provincial representatives and library heads have been fruitful. A task force has been struck, suggestions for programs and publicity have been put forward and commitments have been made as follows:

- 1) M.L.A. -- \$500 plus submission of \$7500 grant application; a Task Force Chairperson in the form of M.L.A. President; recruitment of volunteers.
- 2) M.S.L.A.V.A. -- \$500 plus an additional sum of \$500 to be applied by MSLAVA to a particular Manitoba Library Event project; volunteers.
- 3) M.A.L.T. -- clerical assistance involving a maximum of 8 people.
- 4) M.L.T.A. -- input at the community level; a more specific contribution in an area of provincial benefit to be decided later.
- 5) W.P.L. -- has agreed to free a staff member for a period of 3-5 months to coordinate Winnipeg Public Library's activities.
- 6) P.L.S. -- among other things, will cover costs of the Library Event Patron and "kick-off" event and will identify regional representatives and provide travel expenses for their attendance at a one day workshop.
- 7) Winnipeg School Division #1 will provide communication links and printing services.
- 8) University of Manitoba will be involved in specific programs which will be decided by a University Manitoba Library Event Committee at a later date.

In addition to the above, MLA has agreed to monitor the program's overall expenditures.

In the absence of an M.L.E. coordinator, a team composed of representatives of the various libraries has initiated planning. Team members are Idella Setter (MSLAVA & W.S.D. #1); Heather Graham (MLA); David Steen (PLS); Virginia Davis (SLS); Daniel Phelan (liason for academic libraries); Georgia Whiten (WPL); Nancy Brydges (liason for special libraries) and Donna McKillop (1977 M.L.W. coordinator).

Key aspects of their meetings have been the recommendations of the Library Event theme and the development of public relations and publicity programs.

Emphasis was placed on multimedia advertising with consideration given to billboard ads, radio & TV announcements, a Library Event race at Assiniboia Downs, banners at Gimli Motorsport, a province-wide walkathon, T-shirts, poetry readings, poster contest, a win-a-trip for 2 contest and newspaper supplements.

Implementation of plans will begin once a reply to M.L.A.'s grant application is received and a level of funding determined. Comments, ideas, and assistance of any kind are hereby solicited --- please contact Georgia Whiten at either 253-1168 or 772-6480 if you have any of the above to offer.

-- Georgia Whiten

C.L.A. REPORT

---C.L.A. President Ron Yeo said in his Edmonton inaugural address that he will be working toward the following six goals in 1978-79:

- 1) C.L.A. Chapters to foster a stronger local C.L.A. presence;
- 2) Increased services to institutional members;
- 3) Greater fulfillment of the rightful role of the C.L.A. Council;
- 4) A rationalization and reconsideration of the role of C.L.A. in affairs of international library science;
- 5) A crusade for Canadian literacy; and
- 6) A new and better understanding of the librarian/publisher interface -- which is the theme of next year's C.L.A. Conference in Ottawa.

---Manitoba will be well represented on C.L.A. this year with:

Pat Noonan -- Councillor to 1981  
Hazel Fry -- President of CASLIS  
Eileen McFadden -- President of CACUL  
Barb Clubb -- Councillor to 1980  
Ron Friesen -- M.L.A. Presidential rep.

In addition, Pat Downey, as President of M.L.T.A., sits on the C.L.T.A. Executive and Donna McKillop has been elected treasurer of CASLIS. If you have any questions or concerns about C.L.A., please contact any of the above people.

---At its meeting in Edmonton, C.L.A. Council approved guidelines for local programming. In point form they are:

- 1) Local initiative should be stressed. Plans for programming should originate at the local level;
- 2) There should be no planning restriction by geography or sponsoring groups;
- 3) Programs should support the principle of variant pricing in favour of C.L.A. members;
- 4) Local C.L.A. programs should be self-supporting;
- 5) Local C.L.A. Groups could apply to C.L.A. headquarters for "start-up" costs;
- 6) Financial procedures for local programming should be in conformity with the CASLIS guidelines as approved by Council.

Note: the C.L.A. Continuing Education Co-ordinating Group will be responsible for surveying what are sponsored.

-- Barb Clubb

PROVINCIAL PRESIDENTS AT C.L.A.

Again the opportunity for a half day meeting of Provincial Library Association Presidents was provided during the CLA Conference, June 16, in Edmonton. Presidents of School Library Associations and trustees groups were also in attendance. Manitoba delegates were: Susan Traill, President 1978-79 MSLAVA; Patricia Downey, President 1977-78 MLTA; and Heather Graham, President 1977-78 MLA.

Meetings were divided initially by field of interest (general, school, trustee) and secondly by province. The latter provided Manitoba representatives the opportunity of continuing meetings initiated earlier in the year.

Most provincial Associations at this time are placing members needs higher on priority lists by, for example, the development of area workshops, job hotlines, expanded continuing education programs, or special interest sub-groups.

Recognizing the need for a national calendar to reflect provincial workshops and meetings, it was recommended that the CLA newsletter Feliciter, print an enlarges calendar, centrefold style, at least once annually.

The Manitoba contingent continued to discuss levels of cooperation which will be pursued in greater detail at the August 12 meeting of Association presidents in Brandon.

-- Heather Graham

UNIVERSITY OF MANITOBA LIBRARIES

A forum on the "Crisis in the Libraries", sponsored by the University of Manitoba Faculty Association, was held June 29, 1978. The 150 or so people present passed three motions calling on the University Administration to deal with the needs of the library system. The forum was called as a result of a probable \$130,000 cutback in serials. More details to come....

REMINDER

Ballots for the election of officers for the 1978-79 MLA Executive must be returned no later than August 31. If you have not yet returned your ballot, which was included with the last issue of the Bulletin, please take a few minutes to do so before the deadline has passed.

-- Pat Wright

Also, please note the deadline for the return of the fee increase ballot --- July 31.

NEWS FROM OTHER LIBRARY ASSOCIATIONS

- from LAA -- the new President of LAA is Les Fowlie, Director of Calgary PL. LAA was notified in March that its operating grant request to the Alberta Government was approved --- amount \$8605. Their operating budget for 78-79 is \$23,105.
- from SLA -- draft of the approves Task Force on Standards is now in the final editing stages and will be ready for distribution in early September. It is expected that these quantitative standards for regional branch libraries in centres of 250 to 10,000 will be useful in many parts of Canada & the U.S.
- from OLA -- OLA has committed itself to the concept of an Executive Director to run the Association and assist the President. Fund raising activities have started.

PUBLICATIONS

From CLA -- Directory of Interlibrary Loan Policies & Photocopying Services in Canadian Libraries, 1978, \$12.00, ISBN 0-88802-119-4 from CLA

From the Institute of Urban Studies, U of Winnipeg -- A Study of the Community Schools Concept: the Fort Rouge Experiment, 1978, \$7.00 directly from the Institute.

TRAVELLING SELECTION VAN -- Boissevain & Swan River

The "Travelling Selection Van" will visit Boissevain & Swan River to provide a day of workshops for the people interested in public and school libraries. Emphasis will be on techniques of selection; selection tools, and other sources of selection. For more information: Barb Clubb - PLS or Virginia Davis - SLS.

MEDIASCOPE WEST -- Brandon

Mediascope will offer workshops in videotape production, slide-sound production; and general principles of small-format media. More information: Barbara Angel - NFB of Virginia Davis - SLS.

FAREWELL

After two years as editor, its time to flee Manitoba and drop the Newsline on someone else. All members are invited to send their items for Newsline to the next editor -- Daniel Phelan c/o Reference Services Department, Elizabeth Dafoe Library, University of Manitoba, WINNIPEG, Manitoba R3T 2N2.

Good luck, Daniel!

-- Arthur Sykes

REMINDERS, CONFERENCES AND COMING EVENTS

JULY

31 --- MLA fee resolution deadline (ballot mailed with June Bulletin)

AUGUST

1 --- September Bulletin dealdine. Executive members also note--annual committee and officer reports to be submitted by this date.

12 --- Presidents meeting -- MLA, MLTA, MALT, MSLAVA, BRANDON

23 --- MLA Executive meeting

31 --- MLA 1978-79 Executive election deadline (ballot mailed with June Bulletin)

SEPTEMBER

6 --- CLA members meeting to discuss possibilities of local programming, WINNIPEG

15-17 --- MLA Conference and Annual General Meeting at U of M & W.P.L., WINNIPEG

29 --- Christie Seminar, BRANDON

30 --- MLA 1977-78 and 1978-79 Executives -- joint meeting and dinner, WINNIPEG

OCTOBER

3 --- "Travelling Selection Van", BOISSEVAIN

5 --- "Travelling Selection Van", SWAN RIVER

11-13 --- Micro Forum '78, Canadian Micrographic Society, CALGARY

12-15 --- Canadian Association for Young Children, "The Critical Years: Some new perspectives", workshops, WINNIPEG

13-14 --- Western School Library Supervisors, SASKATOON

18-21 --- National Congress for Exceptional Children (gifted and handicapped), WINNIPEG

20 --- MSLAVA SAG Conference, WINNIPEG

21 --- MALT AGM, WINNIPEG

26-28 --- "Information As Power", Ontario Library Association, LONDON, Ontario

28 --- MLTA Fall Meeting

28 --- SLA

NOVEMBER

12-25 --- Manitoba Library Event

17-18 --- Media Scope West, BRANDON

19-25 --- Children's Book Festival

FEBRUARY 1979

21-23 --- PLS Seminars, WINNIPEG

22-23 --- IMS meeting & workshops, WINNIPEG

23 --- Manitoba Display Days, WINNIPEG

24 --- MLA  
MSLAVA } Mid winter activity  
MLTA }  
MALT }