

An award winner brings preservation out of the lab

By Connie Vinita Dowell

The John Cotton Dana award spotlights a preservation program

Indiana University Libraries won a 1993 John Cotton Dana Special Award for their exceptional public relations program tackling one of the most difficult issues confronting libraries. Their "Preservation Awareness Week" featured sophisticated graphics and creative programs to educate a wide audience about preservation issues and to improve the care and handling of its collections.

The John Cotton Dana Awards have been given annually since 1946 by the H. W. Wilson Publishing Company and ALA's Library Administration and Management Association's Public Relations Section. The contest honors the ca-

reer of John Cotton Dana, an eminent librarian who was a pioneer in using public relations techniques to promote library use and support.

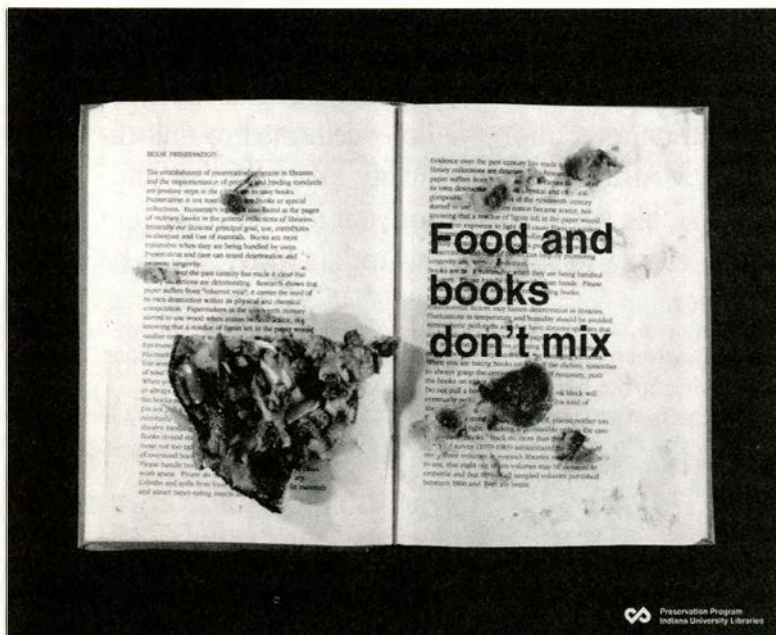
Sixteen awards were presented at the 1993 ALA conference in New Orleans. This year's entries came from 108 public, academic, school, military and special libraries, as well as library consortia, library associations, and other agencies that promote library services such as Friends groups. Of these, only 13 were academic libraries and Indiana emerged as the only John Cotton Dana academic winner this year.

The graphics

Many of the problems of preservation are extremely difficult to communicate to users. IU's series of supporting materials (bookmarks, book bags, copy card holders, posters and table

tents) accomplishes this task with clever sophistication. The letter "P" from the preservation program appears throughout, illustrating every imaginable travesty to library materials. Some "Ps" are dog-eared, asking library users to please use the bookmark on which they appear instead of folding down the corners of pages. Others sport paper clips and glass rings.

A table tent, more commonly associated with diners than libraries, was one of the most popular publicity inventions. These stood on library tables and carrels to remind patrons that "Food and books don't mix." A slice of pizza smeared over an open book dramatized the point.



The slice of pizza smeared across an open book is every academic librarian's nightmare. Indiana University Libraries' Preservation Program's goal is to encourage care in the use of their collection. This poster design also appears in table tent form.

Connie Vinita Dowell is college librarian at Connecticut College and a John Cotton Dana judge

Collaboration between the Library Preservation Committee and an IU School of Fine Arts graphic arts class created the logo, graphic designs and text for these materials. While professional designers could have been used, the committee made an extra effort to work with a graduate student class. This project provided students with an opportunity to apply their skills in a real-world situation and to gain valuable knowledge about preservation.

Samples of the graphics and a price list may be obtained by contacting Lorraine Olley, Head, Preservation Department, Main Library E050, Indiana University Libraries, Bloomington, IN 47405, or olley@ucs.indiana.edu.

The activities—films and Dr. Book

Indiana's ambitious program spanned National Library Week with an impressive number of activities. "Dr. Book" and book preservation demonstrations were located in the main library lobby, a high traffic area which 5,000 people enter each day. Jo Burgess ("Dr. Book"), head of Collection Conservation at Indiana, attracted the concerned and the curious with her sewing frame demonstration and her expert advice on the proper treatment of library and private collections.

Lorraine Olley, head of the Preservation Department, enjoyed "hanging out at the Dr. Book exhibit and watching people become excited about preservation. They went away with a better understanding of the fragility of library materials and got a better idea of why paper is brittle," she says. "I think it was very successful, and we'll do some of these activities again. We have gotten a lot more questions from all over campus about preservation. I still see a lot of our posters, book bags, and bookmarks around."

One of the week's most successful offerings was a series of films on papermaking and book-binding, care and treatment of materials, and

basic preservation awareness. Twelve films were shown at five different times over four days. A list of nine titles follows this article.

Other activities during "Preservation Awareness Week" included a talk on new trends and challenges in library and archives conservation by Dr. George Cunha, founder and director

Please carry only a few books at a time.

Please use this bookmark instead of folding the corner.

PR

PR

PR

Preservation Program
Indiana University Libraries
Preservation Program
Indiana University Libraries

These are two of nine designs that appear on both posters and bookmarks and are part of the Preservation Program PR at the University of Indiana Libraries. The back of the one on the left reads: "More than a quarter of the books in the world's libraries will deteriorate before the year 2000. Help preserve our books." The back of the other reads: "Dropping books may cause serious damage, especially if the paper and bindings are already brittle. Here's what you can do to help..."

emeritus of the Northeast Document Conservation Center in Andover, Massachusetts, and tours of IU's preservation work center.

The target audience for these activities was extremely broad: "All those who use and support the Indiana University Libraries' collections:

Preservation video film series developed at IU

- "Basic Preservation Techniques for Libraries and Archives." Baltimore, MD: Milton S. Eisenhower Library, Johns Hopkins University, 1988. 70 min.
- "Caring for Your Microfilm Collection: The next step in preservation." Ann Arbor, MI: UMI Preservation Division. 13 min.
- "How to Operate a Book." NY: Book Arts Press, School of Library Service, Columbia University, 1986. 29 min.
- "Librarian's Video Primer: Establishing and maintaining your video collection." Chicago: ALA Video, 1988. 21 min.
- "Mark of the Maker: Twinrocker Handmade Paper." Chicago: McGowen Film and Video, 1991. 28 min. (This was nominated for an Academy Award.)
- "Murder in the Stacks." NY: Columbia University Libraries, Preservation Department, 1987. 15 min.
- "Providing a Future for the Past." Ann Arbor, MI: UMI Preservation Division. 13 min.
- "Slow Fires: On the Preservation of the Human Record." Santa Monica, CA: American Film Foundation, 1987. Two lengths available: 30 min. and 60 min.
- "A Tour of Heckman Bindery." North Manchester, IN: Heckman Bindery, Inc., 1991. (P.O. Box 89, North Manchester, IN 46962)

librarians, support staff and student assistants on all Indiana University campuses, teaching faculty and students systemwide (particularly those enrolled in the School of Library and Information Science), Monroe County residents and library donors."

The Preservation Committee, which included four staff and four librarians from a variety of departments and branches was chaired by Dee Mortensen, reference and collections assistant for African studies. "Hard work, good timing and bringing preservation out of the laboratory," made the project successful according to Mortensen.

Ed. note: The 1994 John Cotton Dana Contest deadline is February 8. Copies of the entry forms are available by writing The John Cotton Dana Library PR Awards Contest, The H. W. Wilson Company, 950 University Avenue, Bronx, NY 10452. ■

(At the Crossroads *cont. from page 518*)

academics in English Departments. Using humorous anecdotes, she revealed that faculty colleagues and literary critics frequently devalue women's genres because such literature addresses nontraditional subject matter (in-depth discussion of personal relationships) and often contains clear thinking and blunt prose, in contrast to traditional obtuse academic verbiage. The next speaker, Carol Thurston, Austin, Texas, presented her perspective on women readers of popular fiction genres, including romances, mysteries, science fiction, and New Age variations, as well as trends in commercial publishing. She hypothesized that women's genre literature is influenced by gender bias, and thus has lower academic status than male genre fiction, i.e., westerns and mysteries. Kristin Ramsdell, California State University-Hayward, provided a brief history of popular romance fiction and current trends. She stressed that the romance genre is very diverse, and this creates difficulties for collection development and reference service. She then discussed ways to justify purchase of romance literature in academic libraries, as well as specific sources, research collections, access tools, preservation issues, and predominant presses. Finally, Bonita Corliss, Seattle Public Library, presented an overview of lesbian popular literature, including the genres available and the role of women's presses in the last 20 years. She concluded by discussing unique collection development issues, including those related to access, book jobbers, and personal comfort zones for both library personnel and the general public. —*Mary M. Nofsinger, Washington State University* ■

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