

"PLEASE - NO SALES PERSON" OR
SURVEY OF AUDIOVISUAL MATERIALS IN RURAL LIBRARIE.

Aileen A. Emert
Children's Librarian
Huntingdon Valley Library

PURPOSE

My perceptions of rural libraries have changed recently, because of completing the Master of Science in Library Science degree program at Clarion University. Clarion itself is a rural community. The Rural Center and discussion about rural libraries, their services, and one or two visits to small libraries have given me an increased awareness of rural libraries.

In looking through the literature of the rural libraries of the United States, I have found nothing about audiovisual materials in rural libraries. My background includes medium and large public libraries. I was assistant department head in the audiovisual department of a district library serving the county and thirty-two other libraries just outside a major city. I found it impossible to believe that nothing has been written or surveyed about audiovisual materials in small and rural libraries. One or two articles referred to specific libraries and their own audiovisual services but no articles on rural libraries in general and audiovisual materials. I looked back ten years because there have been many changes in the audiovisual field and further back than ten years would not be pertinent.

That is how this survey came about. The survey is to determine what kinds of audiovisual materials are owned by rural and small libraries. Also in the survey are questions on funding, borrowing, and fees.

SURVEY

A total of 268 surveys were sent out in early November 1987. The libraries were randomly selected from the The American Library Directory 38th Edition. The thirty-ninth edition was used in order to update names and addresses of the selected libraries. The only criteria for the selected libraries were that they were public libraries serving populations of 25,000 or fewer. This is in accordance with the Center for Rural Librarianship's definition of rural and small libraries. By the second week of December 1987, 151 surveys were returned (56% return). Of those returned one hundred forty-four were usable (54% usable).

KEY TO INTERPRETATION OF STATISTICS

51/144 = fifty-one responses of one hundred forty-four

AVG. = average

H = highest numeric response in range

M = median numeric response in range

L = lowest numeric response in range

(31% no answer) = thirty-one percent of the one hundred forty-four responses answered with all zeros, none, or did not reply at all to the question

The following is a presentation of the statistics attained by the survey. Each question will be presented in the manner in which it was presented in the survey followed by comments on the results.

MATERIALS AND EQUIPMENT

What type of audiovisual materials are owned by your library? (please indicate by number of titles owned)

(31% no answer)

		AVG.	H	M	L
51/144	VHS	<u>74</u>	650	59	1
6/144	BETA	<u>83</u>	240	38	1
82/144	audiocassettes	<u>142</u>	1000	100	1
18/144	16 mm films	<u>20</u>	133	5	1
13/144	slides	<u>422</u>	1672	200	7
70/144	records	<u>469</u>	2999	272	1

Two of the respondents indicated that although they have Beta videocassettes they are not planning to purchase anymore. One of the respondents has an equal number of VHS and Beta. Slides could have been divided into two parts to indicate sets of slide and individual slides.

What kinds of equipment does your library own? Please indicate how many are owned by your library.

(27% no answer)

		AVG.	H	M	L
39/144	video cassette recorder (VCR)	<u>1.2</u>	3	1	1
35/144	television monitor	<u>1.03</u>	2	1	1
71/144	audiocassette recorder	<u>1.8</u>	6	1	1

85/144 16mm sound projector	<u>1.2</u>	6	1	1
42/144 slide projector	<u>1.2</u>	3	1	1
68/144 record player	<u>1.2</u>	3	1	1

Video cassette recorder could also have been divided into two parts, recorder/players and players.

FACILITIES

Does your library have viewing facilities available?

(1% no answer)

142/144 (circle one) Yes 51% No 48%

Those responding that they had viewing facilities reported many types. The most popular answers were a meeting room and the children's room. Those with no facilities replied with a wide range of answers. Three that replied no facilities said that there were no funds for facilities. Nine others that plan expansion of their existing building or facilities are adding a meeting room or room which could be used as an audiovisual viewing facility. Three referred to the purchase of equipment to be purchased as viewing facilities.

Can patrons of your library use the available facilities?

(29% no answer)

101/144 (circle one) Yes 58% No 13%

Of the thirteen percent of the "no" responses, one librarian reported that the answer would be "yes" only if the librarian went along to operate the equipment.

Where does your library store audiovisual materials and equipment? (Example: Under or at a counter/desk)

Where? Everywhere! In an office or workroom, on a shelf at the circulation desk, in bins on the floor, in the basement, on the regular shelves with the books, closets, carts, technical processing area and boxes were among the answers. Try a cabinet in the bathroom! Wherever they are stored precautions for the care of the different types of audiovisual materials and equipment should be taken into consideration.

OBTAINING COLLECTION AND EQUIPMENT

How are the audiovisual materials in your library paid for? (check all that apply)

116/144	(19% no answer)
purchased through library funds	<u>68%</u>
donation	<u>44%</u>
special grant or funding	<u>31%</u>

Comments to this question are given under the next question because they are closely related.

How is the audiovisual equipment in your library paid for? (check all that apply)

121/144	(16% no answer)
purchased through library funds	<u>62%</u>
donation	<u>40%</u>
special grant or funding	<u>37%</u>

For both materials and equipment, library funds are the primary source of funds, then "donation" and "special grant or funding." Friends of the Library are friendly with audiovisual materials and equipment. Several libraries note that their Friends groups have donated funds as well as equipment such as a television and a videocassette recorder.

Does your library own all of the audiovisual materials?

(check one)

126/144

(12% no answer)

yes	<u>54%</u>
no, only partially	<u>22%</u>
none at all	<u>12%</u>

Many of the 22 percent partially owning their audiovisual materials participate in rotating collections. One has a 16mm projector on permanent loan.

Does your library borrow audiovisual materials from other sources?

138/144

(5% no answer)

(circle one) Yes 78% No 17%

No comments.

Where does your library borrow from?

(check all that apply)

131/144

(9% no answer)

other libraries

district 53%

local	<u>13%</u>
special	<u>8%</u>
other	<u>State Library 34%</u>

"District" includes Regional and System libraries. State Libraries are a major source of audiovisual materials. State Library was not a choice on the survey; however, with the overwhelming response, it is obvious it should have been a choice. Other responses included a retail outlet, a church, and a commercially provided free film service.

Does your library participate in a collection rotation program?

134/144 (7% no answer)
(circle one) Yes 35% No 58%

One library asked what a collection rotation program was. It is a collection or resource which is divided among several libraries and according to a schedule each library exchanges one part of the collection for another. Actual rotation and maintenance of the collection is usually monitored by a central library. Several participating in rotating collections have collections which rotate every two months. One library not participating in a rotating collection reports their state is considering this.

If yes to the above question, with whom?

48/144 (67% no answer)

Two-thirds of the respondents participate in rotating collections with district, system, or regional libraries.

Second to this are state libraries. The majority of the collections are video collections. Some general comments by the respondents include one state video cooperative that is to end in 1988. Another state library film center is in "limbo" because of budget cuts. One library will begin participating in a rotating collection in 1988.

How are the audiovisual materials transported to your library? (check all that apply)

121/144

(16% no answer)

U.S. Postal Service	<u>42%</u>
Professional Delivery System (Example: United Parcel Service)	<u>15%</u>
Private vehicle	<u>10%</u>
Interlibrary delivery	<u>40%</u>

There was a little confusion in a few of the responses as to what was meant by professional delivery system. United Parcel Service is a commercial delivery system. Others along the same principle include Purolator Courier and Federal Express.

It appears the United States Post Office gets just about as much wear as interlibrary delivery systems. A truly unique response for transporting materials and equipment was a plane.

CIRCULATION

Does your library circulate audiovisual materials and equipment to: (circle all that apply)

125/144

(13% no answer)

a) staff only b) individual patrons c) patrons who belong to an organization d) other (please describe)

videocassettes	PERCENTAGES			
VHS	a 19	b 54	c 23	d 8
Beta	a 5	b 8	c 6	d 3
audiocassettes	a 17	b 65	c 24	d 5
16mm films	a 13	b 29	c 31	d 6
slides	a 4	b 10	c 11	d 3
records	a 17	b 67	c 24	d 4
other <u>filmstrips</u>	a 1.4	b 3	c 4	d .7
VCR	a 6	b 8	c 7	d 1.4
tv monitor	a 6	b 6	c 6	d 1.4
audiocass. rec.	a 13	b 24	c 12	d 1.4
16mm sound proj.	a 13	b 24	c 30	d 2
slide projector	a 7	b 16	c 21	d 1.4
record player	a 14	b 12	c 14	d 1.4
other _____	a	b	c	d

Some of the answers given under options of "d" were schools and nursing homes. It is important to be careful of any possible copyright infringement when deciding to whom certain items will be circulated. I expected videos to be lent mainly to individual patron, however, many circulate video

to schools, nursing homes, and service groups. Just a caution and reminder to take the copyright law into consideration when developing the circulation policy of audiovisual items.

What materials and equipment are restricted to use only in the library? (check all that apply)

70/144

(49% no answer)

videocassettes

VHS 3%

Beta 0%

audiocassettes 1.4%

16mm films 8%

slides 3%

records 1.4%

other _____

8mm films, microfilms, computer program .7%

videocassette recorder (VCR) 22%

television monitor 24%

audiocassette recorder 27%

16mm sound projector 26%

slide projector 13%

record player 38%

other _____

typewriter, opaque projector, 8mm projector .7%

computer, filmstrip projector, stencil machine .7%

microfilm reader, microfiche reader .7%

The majority of items restricted to use in the library are equipment. A very few responded that restricted items could be borrowed only if the librarian went along to operate the equipment.

FUNDING

Does your library include audiovisual materials in its budget as a separate line item?

131/144 (9% no answer)
(circle one) Yes 30% No 61%

Several of the respondents answering "no" indicated that they will have a separate line item in 1987, some in 1988.

One librarian pointed out that the library did not have an audiovisual line item, but does have a non-print line item.

Audiovisual budget (or approximate amount spent on average)
in 1986? \$ 1,185.64 avg.

70/144 H 6200 M 800 L 14.79

The most popular audiovisual budget replies were seven responses for \$100, seven responses for \$200, six responses for \$1000, and six responses for \$2,000.

Overall library budget in 1986? \$ 56,792.39 avg.

122/144 H 309046 M 33618 L 600

Responses were almost evenly distributed over the range of budgets.

If your library charges a circulation fee for the use of audiovisual materials and equipment or an overdue fee for late return, please indicate how much is charged.

On the following two pages are responses to this question. The range of replies was very interesting. Several libraries commented that the fees they charge are the same as the fees charged on books. Many libraries do not charge any fees.

CIRCULATION FEE

video cassettes	\$ 1.00	6.0%
	\$ 2.00	4.0%
postage		1.4%
	\$ 0.50	0.7%
deposit		
	\$10.00	0.7%
	\$ 5.00	0.7%

audiocassettes	\$ 0.05	0.7%
----------------	---------	------

16mm films		
postage		2.0%
	\$ 5.00	.7%
	\$ 2.00	.7%
	\$ 1.05	.7%
deposit		
\$20.00 + \$1.00 per day		.7%

slides	NO CHARGE	
--------	-----------	--

records	\$ 0.05	1.4%
---------	---------	------

VCR	\$ 5.00	2.0%
	\$ 3.00	.7%
	\$ 2.00	.7%

TV	\$ 5.00	1.4%
----	---------	------

OVERDUE FEE

video cassettes	\$ 1.00	17.0%
	\$ 2.00	06.0%
	\$ 3.00	06.0%
	\$ 5.00	04.0%
	\$ 0.50	03.0%
	\$ 0.05	03.0%
	\$ 0.10	01.4%
	\$ 2.50	00.7%
	\$ 1.50	00.7%
	\$ 0.25	00.7%
	\$ 0.20	00.7%

audiocassettes	\$ 0.05	21.0%
	\$ 0.10	04.0%
	\$ 0.02	03.0%
	\$ 1.00	02.0%
	\$ 0.03	01.4%
	\$ 0.50	00.7%
	\$ 0.20	00.7%
	\$ 0.04	00.7%

16mm films	\$ 1.00	02.0%
	\$ 5.00	03.0%
	\$ 0.05	01.4%
	\$ 2.50	00.7%
	\$ 2.00	00.7%
	\$ 0.10	00.7%
	\$ 0.02	00.7%

slide	\$ 0.05	02.0%
	\$ 0.10	01.4%
	\$ 1.00	00.7%

records	\$ 0.05	23.0%
	\$ 0.10	04.0%
	\$ 0.02	04.0%
	\$ 1.00	02.0%
	\$ 0.50	00.7%
	\$ 0.08	00.7%
	\$ 0.04	00.7%
	\$ 0.03	00.7%
	\$ 0.01	00.7%

VCR	\$ 5.00	01.4%
	\$ 3.00	01.4%
	\$10.00	00.7%
	\$ 1.00	00.7%
TV	\$ 5.00	00.7%

CIRCULATION FEE

audiocassette player			
	\$ 5.00	1.4%	
	\$ 1.00	.7%	
16mm projector	\$ 5.00	4.0%	
	\$ 1.00	3.0%	
	\$ 3.00	1.4%	
	\$ 2.50	1.4%	
deposit	\$ 5.00	.7%	
\$20.00 + \$1.00 per day		.7%	
slide projector	\$ 5.00	1.4%	
	\$ 3.00	1.4%	
record player	\$ 5.00	.7%	
	\$ 3.00	.7%	

OVERDUE FEE

audiocassette player			
	\$ 1.00	1.4%	
	\$ 0.05	1.4%	
	\$ 5.00	0.7%	
	\$ 0.10	0.7%	
16mm projector	\$ 5.00	4.0%	
	\$ 1.00	1.4%	
\$ 1.00 per hour		0.7%	
slide projector	\$ 5.00	2.0%	
	\$ 1.00	1.4%	
record player	\$ 1.00	0.7%	
8mm projector	\$ 1.00	0.7%	

One library said they charged a circulation fee on videos for the first year only in order to raise funds for the video collection. A few libraries charge users the postage it takes to ship items between libraries.

Comments and remarks from the libraries participating in the survey were welcomed. "Please - no sales person" was among these. I promise I won't send any sales people. Several libraries apologized for being small and having very limited collection and budgets. That is specifically why this survey was done. Even though limited the audiovisuals are there and are being used by the libraries and their patrons. A couple libraries described the donations of Friends groups and memorials which have been of audiovisual materials and equipment or funds for audiovisuals. Donations include records, computer and programs, cassette tapes,

and sound booth. The comments also described the decisions that have been and will be made about audiovisuals.

One library is involved in a union list of filmstrips. The union list is of children's filmstrips available with the region to the libraries in order to do children's programming. They are in the midst of creating a union list of nonfiction videos that would be available through interlibrary loan.

One library indicated that they have decided definitely not to go into compact disc because their library feels that digital audiotape will be the format winner.

SUGGESTIONS AND CONCLUSION

Small and rural libraries are in a state of flux. Changes and decisions are being made all over the United States. Many libraries are building, expanding and even moving their facilities. Audiovisuals are in the small and rural libraries; however, with limited funds the decisions are being carefully contemplated. One library suggested that the survey should have focused its attention more on compact discs and videotapes. The emphasis for videotape because it is an "emerging" format.

Currently, however, libraries are in various places on the spectrum. Several libraries are not buying audiovisuals in order to improve their monograph collections. Purchases and development will continue in the future.

Many are just beginning collections. One indication of this is the libraries which are creating a separate line

item for audiovisuals in their budget for 1987 and one in 1988.

For libraries just beginning their audiovisual collections, there are several articles in the professional literature which may help. Videotape is an area which is frequently covered. Other formats are usually discussed under their names such as records and slides.

A good overall article on videotape is Ray Serabin's "Video in Public Libraries: A Guide for the Perplexed."¹

He discusses many of the important things to consider previous to beginning a collection of videotapes. Serabin's argument for video is that "it is the public library's unique role...to acquire market products based not on commercially generated demands, but on the full spectrum of community information needs."² Serabin quotes a statistic that says forty percent of U.S. households own a videocassette recorder and that videocassette recorder penetration in the market is projected to be 68.9 percent by 1990. Serabin's guide discusses many topics which need to be considered before videotapes are purchased. He suggests researching your own community to discover if there is a need for videotapes and gives recommendations about a video collection selection policy. Serabin's discussion describes feature videocassettes, non-theatrical videocassettes, and children's videocassettes and gives definitions and usage for each type. A source list is included showing where to find video reviews, video wholesalers and video retailers.

Within another five years audiovisual materials in rural libraries should be surveyed again in order to see the trends and changes. Some of the changes I recommend for future surveys are already included in the body of this text.

Another survey might be modified to include:

- * Circulation of audiovisual materials and equipment two year local and borrowed comparison
- * Include the term non-print
- * Books on tape
- * Compact discs (audio CD)
- * Specifics on rotating collections (for example: what format(s), how many items and how long on loan)
- * Waiting period for materials and equipment (for example: walk-ins (same day) or reserved in advance (how long?))

AUDIOVISUAL MATERIALS SURVEY

This survey is to determine what kinds of audiovisual materials are owned and used by small and rural libraries serving populations of 25,000 or fewer. Also, to discover what materials are borrowed or interlibrary loaned from other sources.

MATERIALS AND EQUIPMENT

1. What type of audiovisual materials are owned by your library? (please indicate by number of titles owned)

videocassettes	
VHS	_____
BETA	_____
audiocassettes	_____
16mm films	_____
slides	_____
records	_____
other _____	_____
_____	_____

2. What kinds of equipment does your library own? Please indicate how many are owned by your library.

video cassette recorder (VCR)	_____
television monitor	_____
audiocassette recorder	_____
16mm sound projector	_____
slide projector	_____
record player	_____
other _____	_____
_____	_____

FACILITIES

3. Does your library have viewing facilities available?

(circle one) Yes No

- 3(a) If Yes, please describe what type.

3(b) If No, are any kind of facilities planned for the near future? Please describe.

4. Can patrons of your library use the available facilities?
(circle one) Yes No
5. Where does your library store audiovisual materials and equipment? (Example: under or at a counter/desk)

OBTAINING COLLECTION AND EQUIPMENT

6. How are the audiovisual materials in your library paid for? (check all that apply)
- | | |
|---------------------------------|-------|
| purchased through library funds | _____ |
| donation | _____ |
| special grant or funding | _____ |
| other _____ | _____ |
-
7. How is the audiovisual equipment in your library paid for? (check all that apply)
- | | |
|---------------------------------|-------|
| purchased through library funds | _____ |
| donation | _____ |
| special grant or funding | _____ |
| other _____ | _____ |
-
8. Does your library own all of the audiovisual materials? (check one)
- | | |
|--------------------|-------|
| yes | _____ |
| no, only partially | _____ |
| none at all | _____ |
9. Does your library borrow audiovisual materials from other sources?
(circle one) Yes No
10. Where does your library borrow from? (check all that apply)

other libraries
 district _____
 local _____
 special _____

other _____

11. Does your library participate in a collection rotation program?

(circle one) Yes No

12. If yes to the above question, with whom?

13. How are the audiovisual materials transported to your library? (check all that apply)

U.S. Postal Service _____
 Professional Delivery System _____
 (Example: United Parcel Service) _____
 Private vehicle _____
 Interlibrary delivery _____
 other _____

CIRCULATION

14. Does your library circulate audiovisual materials and equipment to: (circle all that apply)

a) staff only b) individual patrons c) patrons who belong to organization d) other (please describe)

videocassettes				
VHS	a	b	c	d _____
BETA	a	b	c	d _____
audiocassettes	a	b	c	d _____
16mm films	a	b	c	d _____
slides	a	b	c	d _____
records	a	b	c	d _____
other _____	a	b	c	d _____

VCR	a	b	c	d _____
tv monitor	a	b	c	d _____
audiocass. rec	a	b	c	d _____
16mm sound proj.	a	b	c	d _____
slide projector	a	b	c	d _____
record player	a	b	c	d _____
other _____	a	b	c	d _____

15. What materials and equipment are restricted to use only in the library? (check all that apply)

videocassettes
 VHS _____
 BETA _____
 audiocassettes _____
 16mm films _____
 slides _____
 records _____
 other _____

video cassette recorder (VCR) _____
 television monitor _____
 audiocassette recorder _____
 16mm sound projector _____
 slide projector _____
 record player _____
 other _____

FUNDING

16. Does your library include audiovisual materials in its budget as a separate line item?

(circle one) Yes No

17. Audiovisual budget (or approximate amount spent on average) in 1986? \$ _____

18. Overall library budget in 1986? \$ _____

19. If your library charges a circulation fee for the use of audiovisual materials and equipment or an overdue fee for late return please indicate how much is charged.

	circulation fee (\$)	overdue fee (\$)
videocassettes	_____	_____
audiocassettes	_____	_____
16mm films	_____	_____
slides	_____	_____
records	_____	_____
other _____	_____	_____
video cassette recorder (VCR)	_____	_____
television monitor	_____	_____
audiocassette player	_____	_____
16mm sound projector	_____	_____

	circulation fee (\$)	overdue fee (\$)
slide projector	_____	_____
recorder projector	_____	_____
other _____	_____	_____

Thank you for your time and assistance!!!!

Please add any remarks about the survey or audiovisual materials and equipment here.

NOTES

1. Serabin, Ray. "Videotape in Public Libraries: A Guide for the Perplexed." Library Journal 112, 9 (May 15, 1987): 29-33.

2. Ibid, p. 29.