

WISCONSIN HEALTH SCIENCE LIBRARY ASSOCIATION NEWSLETTER

March 1979

No. 101

COMING EVENTS

April 19-21

MRG/MLA, Indianapolis, Indiana (See press release regarding this meeting in following pages.)

May 4

WHSLA Executive Committee Meeting - Clinical Sciences Center, Madison, WI,

June 2-7

MLA Annual Meeting in Hawaii

Mary Jo Baertschy
Rt 3, Box 511
Fond du Lac, WI
(414) 921-8398

Nurse Resource Cntr
St. Agnes Hosp
430 E Division
Fond du Lac, WI 54935
(414) 921-2300, Ext 1121

Mary Bray
105½ E Court St
Elkhorn, WI 53121
(414) 723-5618

Lakeland Hosp Med Lib
Hwy NN, Box 1002
Elkhorn, WI 53121
(414) 723-2960

Su Mallampalli
118 18th St West
Ashland, WI 54806
(715) 682-6560

Memorial Med Center
Hlth Sci Library, MMC
1615 Maple Lane
Ashland, WI 54806

NEW WHSLA MEMBERS

Karen L. Henning
2137 Bollmann Dr, #3A
Sheboygan, WI 53081
(414) 459-7274

Sheboygan Mem Hosp
2629 N 7th St
Sheboygan, WI
(414) 457-5033, Ext 635

Shelley Barker Jordan

Bellin Mem Hosp
744 S Webster, Box 1700
Green Bay, WI 54305
(414) 468-3693

Sister Jeanne d'Arc
Kilwein

Holy Cross Hosp
South Center Ave
Merrill, WI 54452
(715) 536-5511

Sharon Olson
RR 2
Sullivan, WI 53178
(414) 593-8632

Mem Hosp of Oconomowoc
791 E Summit Ave
Oconomowoc, WI 53066
(414) 567-0371, Ext 240

Venora McKinney
8035 N Celina St
Milwaukee, WI 53224
(414) 354-3441

N Division High School
1011 W Center St
Milwaukee, WI 53206
(414) 265-1110, Ext 206

Jeanne Skamser
Rt 8, Box 50
Hayward, WI 54843
(715) 634-2530

Hayward Mem Hosp
Rt 3, Box 5
Hayward, WI 54843
(715) 634-8911

Barbara Schmiechen
5509 Regent
Madison, WI 53705
(608) 238-3620

Middleton Hlth Sci Lib
1305 Linden Drive
Madison, WI 53706
(608) 262-2376

Helen (Ann) Towell
W148 N8066 Univ Dr
Menomonee Fls, WI 53051
(414) 251-3091

Medical Associates
Box 427
Menom Falls, WI 53051
(414) 255-2500, Ext 268

CREDIT WHERE CREDIT IS DUE

A letter from Susan Hill, past president of MRG, recognized the impressive job WHSLA did in putting on the Fall 1978 Midwest Regional Group/MLA Meeting in Madison in September. She said, "I am so impressed by the WHSLA Group and the organizational efforts of Joan Zweifel and Anne Taylor, who not only organized a tremendous meeting but also made a profit for MRG. I felt the polished slate of presentations and the fine arrangements were impressive..." So before that meeting joins others in our memories, let's give one last rousing cheer with Susan Hill for that hard working group led by Joan and Anne who put WHSLA on the map in the Midwest!!

CHANGE IN IN-WATS NUMBERS

The following information was passed along from the Medical Library Service at the William S. Middleton Library in Madison: The Wisconsin Telephone Company made some alterations in their In-WATS circuitry effective March 3, 1979, according to a memo from Robert W. Devenish, Telecommunications Manager for the UW-Madison. The initial effect for you will be that 800-362-8025 will be discontinued and in its place 800-362-3020 will be the number. Calls placed to 800-362-8025 after March 3rd will be intercepted and redirected to 800-362-3020.

COPYRIGHT POLICIES FROM THE AMERICAN JOURNAL OF NURSING COMPANY

In a release from Dr. Marion I. Murphy, Executive Director of the American Association of Colleges of Nursing to AACN Membership, the following copyright policies regarding publications from the American Journal of Nursing Company are as follows:

AMERICAN JOURNAL OF NURSING COMPANY*

Administrative Policies for Reproduction of Copyrighted Materials for use in Library Reserve Collections:

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3. Articles must be reproduced in their entirety with no additions or deletions.
4. No more than ten (10) copies of any article may be made during any academic year.
5. At the end of each academic year, each institution will send a list of articles copied, source of each article and number copied to the American Journal of Nursing Company, Permissions Department.
6. A credit line **MUST** appear on **EVERY** copy reproduced as follows:
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7. Reproductions may not be made of the following:
 - a. Programmed Instruction units
 - b. Any article or part of a feature approved for continuing education contact hours.
 - c. Articles not owned by the American Journal of Nursing Company. Articles copyrighted by others are so noted at the bottom of the title page.

In line with #1. above, each school of nursing should write to the American Journal of Nursing Company, 10 Columbus Circle, New York, NY, 10019, ATTN: Permissions Department.

* Includes AJN, Nursing Outlook, Nursing Research, and MCN.

ARTICLE OF INTEREST

Kunz, Jeffrey, "Index Medicus: a century of medical citation" JAMA, Vol. 241 (4), January 26, 1979, pp. 386-390.

REFERENCE LIBRARIAN POSITION OPENING

Position now open at William S. Middleton Health Sciences Library, University of Wisconsin, 1305 Linden Drive, Madison, WI 53706, to assume regular assigned hours of duty at the information desk in the Health Sciences Library and its Clinical Science Center branch, perform both manual and computerized literature searches, participate in developing and implementing user orientation and education programs, serve as liaison to hospital libraries in the state, to inform, survey and promote communications, organize Educational Telephone Network (ETN) Health Science Library Seminars and assist in publishing the Wisconsin Health Science Library Association Newsletter. MEDLINE experience desirable. Good communication skills essential. MLS from ALA accredited Library School required. Send resume and the names of three references to: Mrs. Daisy Wu, Associate Director, no later than April 30, 1979.

JOURNAL EXCHANGE

Journals NEEDED by Medical Library, Mercy Medical Center, P.O. Box 1100, Oshkosh, WI 54902.

JAMA	V 199:9 '67
	V 202:8 '68
	V 203:1 '68
	V 205:4 '68
	V 207:10 '69
	V 207:11 '69
	V 208:2,3,9,12 '69
	V 209:9 '69
	V 210:11 '69
	V 214:4 '70
	V 216:7-11,13,4 '71
MAYO CLIN PROC	V 49:2 Feb '74
POSTGRAD MED	V 50:1 July '71
	V 51:5 May '72
	V 56:5 Oct '74 (Special Issue)
AM J OF DIS OF CHILDREN	V 132:5-7 May-July '78
AM J OF MED	V 54:1 Jan '73
AM J OF SURG	V 123:1,3,4 Jan, March, Apr '72
	V 125:4 April '73
	V 128:2-6 Aug-Dec '74
ANNALS OF SURG	V 184:4 Oct '76
	V 187:5 May '78
	V 188:1 July '78
ARCHIVES OF SURG	V 113:5-7 May-July '78
AM J OF OB & GYN	V 123:4 Oct 15, '75
	V 124:2 Jan 15, '76
GASTROENTEROLOGY	V 74:3 Mar '78
J OF BONE & JNT SURGERY	V 60:A5 July '78

Kimberly-Clark Corporation, c/o Mary E. Sutliff, Technical Librarian, PO Box 999, Library, Neenah, WI 54956, (414) 729-1212.

AM BABY V 35 '73
V 40 '78 (Nov only)
AM J OF OBS AND GYN 1978
AM MED ASSOC J V 166 '58
V 239 '78 (Jan 30;
Feb 20,27; Mar 6)
FDA CONSUMER V 12 '78 Mar, Jun-Aug
FAMILY HEALTH V 8 '76 May-Dec
V 9 '77 Jan-Nov
V 10 '78
HOSPITALS V 52 '78 Mar 16-Dec 16
OB/GYN DIGEST V 10 '68
OBSTETRICS AND GYN V 22 '63 July-Dec
V 23-24 '64
V 26-28 '65-66 (B)
V 31-32 '68 (B)
OBS AND GYN SURVEY V 23 '68
RN MAGAZINE V 36 '73
SIECUS Jan, Mar, May, July, Sept
1973
SUPERVISOR NURSE V 4 '73

Holy Family Hospital, Manitowoc, WI 54220, Dan Eckert, Librarian; Please claim by April 15, 1979, Send labels, Postage under 15¢ need not be refunded.

AM FAMILY PHYSICIAN V 16:3 '77
AM J OF IV THERAPY V 2:1-4,3 '75
V 3:1 '76
AM J OF NURSING V 71:5,12 '71
V 72:2-4,4 '72
V 73:7,8 '73
AM J OF PSYCHIATRY V 131:4 '77
AM REV OF RESP DIS V 115:4 '77
ARCHIVES OF NEUROLOGY V 34:5 '77
ARIZONA MEDICINE V 33:8 '76
V 34:4 '77
ARTHRITIS AND RHEUM V 8:1 '65
BIOSCI COMMUNICATNS V 2:2 '76
CA - A CANCER J FOR
CLINICIANS V 27:5,6 '77
CANCER V 33:4,5 '74
V 34:1,3 '74
CARDIOVASCULAR MED V 2:12 '77
CARDIOVASCULAR NRSNG V 14:1,2 '78
CLEVELAND CLIN QUART V 24:44 '77
CLINICAL LABORATORIAN V 3:2 '77
CONTEMP SURG V 6:3 '75
V 7:2,3,5 '75
V 8:6 '76
V 10:1 '77

CONT EDUC FOR THE FAM PHYS V 7:6 '77
CURRENT CONCEPTS IN GASTROENT V 1:3 '76
CUR CONCEPTS OF CEREBROVAS DISEASE V 13:1-5 '78
(STROKE)
DIAGNOSTICA V 10:35 '76
ENDEAVOR V 1:3,4 '77
ENDOCRINOLOGY INDEX V 8:3,4,6 '75
V 9:1-3,5,5 '76
V 10:1 '77
GROUP PRACTICE V 26:3 '77
HOSPITAL FORMULARY V 12:1 '77
HOSPITAL PHARMACY V 13:9 '78
HOSPITAL MEDICAL STAFF V 6:12,12 '77
HOSPITAL PRACTICE V 10:8 '75
V 12:11 '77
HOSPITAL PROGRESS V 52:4 '71
HOSPITAL TOPICS V 55:2,3,3,4,4,5 '77
INTERNATL J FOR PARASITOLOGY V 7:1 '77
ISSUES IN CHILD MENTAL HLTH V 5:1 '77
J OF AM COL OF EMER PHYSICIANS V 6:6 '77
JAMA 1977-78, State Needs
J OF NUTRITION EDUCATION V 7:3,4 '76
V 8:1,3 '76
J OF TRAUMA V 17:2 '77
LAB WORLD V 28:6-11 '77
V 29:1-3,5 '78
LABORATORIAN V 3:2 '77
LABORATORY MEDICINE V 3:8,9 '72
LANCET V 2:8028, 8030,
8034, 8045, 8047-
8053 '77
LEGAL ASPECTS OF MEDICAL PRAC V 6:3 '78
MAYO CLINIC PROCEEDINGS V 51:11 '76
V 53:1-4,6,9 '78
MEDICAL ASPECTS OF HUMAN SEXUALITY V 11:3,3,11,12 '77
MEDICAL CHALLENGE V 9:12 '77
MEDICAL ECONOMICS 1978 - Feb 6, Apr 3,
Apr 17, May 1(2), 15,
29, June 12, July 24
MEDICAL ELECTRONICS V 9:1 '78
MED LAB OBSERVER V 9:6,11,12 '77
MEDICAL WORLD NEWS V 18:23-25 '77
MODERN HEALTH CARE V 6:2,3 '76
V 7:10 '77
V 8:6(2) '78
NATION'S HOSPITALS Spring '75
NEW ENG J OF MED 1971-74, State Needs
NUTRITION TODAY V 9:2 '74
OBSTETRICS AND GYN V 49:1(2) '77
ORTHOPAEDIC REVIEW V 3:9-12 '74
V 4:7 '75

PEDIATRICS	V 60:3 '77
PHYSICIAN AND SPORTSMED	V 6:2,4,8 '78
POSTGRAD MED	V 59:1,2,4-6 '76 V 60:2-4 '76 V 62:3,4,6(2) '77 V 63:1 '78
PRACTICAL CARDIOLOGY	V 3:12 '77
PRIVATE PRACTICE	V 9:9,12 '77
RADIOLOGY/NUC MED MAG	V 7:3 '77
REGAN REPORT ON NRG LAW	V 18:3 '77
SUPERVISOR NURSE	V 8:1,3,5,7,8,9 '77
SURG, GYN AND OBS	V 143:6 '76
SURG CLINICS OF N AM	V 45:5 '65
TILE AND TILL	V 63:1 '77

University of Wisconsin - Stout News Release
(Continued from Page 5)

Donald Overlie, Media Specialist, Owatonna (Minnesota) High School, will address the Conference on the topic "The Censor is Knocking!", while Michael Fox, State Area Research Center Coordinator, Wisconsin State Historical Society, will inform the conferees on "The Area Research Center as a Curriculum Laboratory". On Tuesday afternoon Tony Sokol, Manager of Media Services, AM International, Inc., Chicago, will present the topic "Producing Training Media for an International Corporation". "Media Personnel: The Green Bay Story" will be explained by James Sorenson, Director of Audio-Visual, Green Bay (Wisconsin) Public Schools, while "TV Instruction Using 4-Channel Distribution" will be presented by Edward Anderson, Director of Project PACT, UW-Oshkosh/Oshkosh Public Schools.

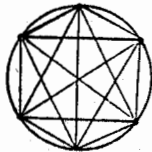
Robert Miller, Unit Supervisor, Educational Media, Minnesota State Department of Education, will describe exemplary Media Program Developments in Minnesota, while "Results of the UW-System Library Planning Study", will be revealed by Don Tolliver, Project Director, UW-White-water.

Dianne Williams, Director, Bureau of Instructional Media Programs, Wisconsin Department of Public Instruction, will report on the direction of media program development in Wisconsin.

Thomas Hope, President of Hope Reports, a research company serving the visual communications industry with information and statistics, will present the latest data relevant to the conferees media fields.

The art of Robert Flaherty, the "father" of the documentary film, will be shown and analyzed by Robert Snyder, Coordinator of Radio/TV, UW-Oshkosh, while Don Roberts, Manager of Library Services, Pyramid Films, Minneapolis will discuss "Information Systems: How Do You Work in Your Matrix?"

The Conference will conclude Wednesday evening with the traditional "Piggus Roastum" picnic. Further information may be obtained by contacting Dr. David P. Barnard, Dean of Learning Resources, University of Wisconsin-Stout, Menomonie, Wisconsin 54751.



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PRESS RELEASE: Twin Cities
Biomedical Consortium

The MRG/MLA Fall 1979 Meeting will be held at the Sheraton Ritz Hotel in Minneapolis, Minnesota on September 27, 28 and 29, 1979. The theme of the meeting is "Health Information", which will be addressed by recognized leaders in the field such as Dr. Keith Sehnert, author of HOW TO BE YOUR OWN DOCTOR, SOMETIMES. A presentation, "Perspectives on Health Information", will bring together panel members representing many different viewpoints, including a lawyer, a health educator, a consumer affairs advocate, a public librarian, a patient education coordinator/librarian and a physician.

Two highly successful health information programs, the CHIPS project, (Consumer Health Information Program and Services) in Los Angeles and the CHIN project, (Community Health Information Network) in Cambridge, Massachusetts, will be described by their coordinators,

Eleanor Y. Goodchild and Ellen Gartenfield, respectively.

Models of programs proven successful in industry, such as lifestyle intervention demonstration programs, will also be presented. MLA C.E. courses will be offered on Thursday, September 27. Mark your calendars to join us in Minneapolis!

Co-sponsored by: Twin Cities Biomedical Consortium
Minnesota Health Science Library Association
University of Minnesota Biomedical Library
Department of Conferences, Continuing Education and Extension,
University of Minnesota

UNIVERSITY OF WISCONSIN - STOUT NEWS RELEASE
Menomonie, Wisconsin 54751

David P. Barnard (715) 232-2246
Frank Cox (715) 232-2346
University Operators (715) 232-1123

14th Annual Educational Media and Technology Conference to be Hosted by UW-Stout July 16-18, 1979

Headlining the University of Wisconsin-Stout's 14th Annual Educational Media and Technology Conference to be held in Menomonie July 16-18, will be Blanche Woolls, Associate Professor, Graduate School of Library and Information Science, University of Pittsburgh and John Williams, Manager of the Multi-Media Section, Keller Crescent Company, Evansville, Indiana.

Woolls's topic, "How Do You Save an Endangered Species?" is aimed at public school library/audio visual/media specialists whose jobs have been under fire in recent cutbacks by public schools, libraries and universities due to slipping enrollments and the backlash from Proposition 13. Woolls has been active in the evaluation of media programs. Her presentation will be on Monday evening, July 16.

Williams's presentation, "Multi-Image: Can We Learn from the Business World?" will include examples of commercial programs that will show techniques applicable to educational multi-image productions. Williams, a former university multi-image producer, is a recognized expert in his field.

Seven concurrent workshops will be held on Monday afternoon: "Reenactment - Producing a Broadcast TV Instructional Program"; "How to Lobby Effectively"; "Media Tricks and Gimmicks that Work!"; "How to Write Successful Grant Proposals"; "How to Go Commercial!"; "In a Down-Turn Economy, How Can the Media Specialist Survive?"; and "Spare the Tube... Spoil the Child!".

Several media specialists from Learning Resources, UW-Stout, will host the workshop sessions which will feature other specialists from business and education. These include: Val Udell, Director of Product Development, DCA Educational Products, Warrington, Pennsylvania; Fred McCormick, Manager of School Services, Wisconsin Educational Communications Board; Dale Montgomery, Director of Instructional Services, UW-La Crosse; Robert Bruns, Audio-Visual Director, Fergus Falls (Minnesota) Public Schools; and Sandra Hustad, Media Specialist, Mariner High School, White Bear Lake, Minnesota.

About 40 exhibitors will display audio-visual/print materials and show and demonstrate equipment during the Conference.

Carolyn Cain, Media Director, La Follette High School, Madison, Wisconsin will visually describe how the "Wild West" era has been used as a vehicle by social studies teachers in cooperation with the IMC to integrate media skills into the curriculum, while William Heuser, Associate Professor of Library Service, Ball State University, Muncie, Indiana will describe the development of media production at the university. Concurrently, Rosanne Krubsack, Director of the Media Regional Center for CESA 14, Fennimore, Wisconsin will describe media cooperation in Southwest Wisconsin. She will be assisted by Jerome Daniels, Director of the Karrmann Library, UW-Platteville, Harold Krubsack, Supervisor, Learning Resources, Southwest Wisconsin, Vocational-Technical Institute, Fennimore and Serena Nelson, Director of the Southwest Wisconsin Library System, Fennimore.

(Continued on Page 4.)

NEW

Foundation Collection Computer Search of grant making organizations

Marquette now makes available a new service to non-profit organizations seeking grant information from both Federal and private organizations.

FAPRS = Federal Assistance Programs Retrieval Systems, computerized access to the Federal funding programs your organization is eligible to apply for, and is to be used in conjunction with the Catalog of Federal Domestic Assistance. The data base is up dated monthly by the Federal government.

Cost = \$5.00 per subject search.

Dialog = Foundation Directory and the Foundation Grants Index on line.

Foundation Directory - includes the current file on over 2,500 of the largest U.S. foundations with the file updated semiannually.

Foundation Grants Index - includes grants of \$5,000 or more from January 1973 to date with the data base updated bimonthly. This data base can be searched for specific subject areas, e.g. Which Wisconsin universities have received grants of \$50,000 or more from Illinois foundations for cancer research on animals?

Cost = computer estimated total cost; average \$10.



Search requests may be made by phone or in person to the Foundation Collection. Tax exempt numbers are required for tax purposes. Requestors will be notified by phone when their search is completed. All searches should be picked up during regular office hours, 8:00 a.m. to 5:00 p.m. Monday - Friday. If searches must be picked up on week-ends or evenings, a check for the exact amount will be accepted. Searches may be mailed to a requestor after a check for the search and \$1.00 handling charge has been received.

Margaret Marik
Marquette Memorial Library
1415 West Wisconsin Avenue
Milwaukee, Wisconsin 1-414-224-1515

ETN Program Locations: There are locations at the hospitals listed below. For information call the number listed after the site you wish to attend. Thank you.

Ashland/Mem. Med. Cntr.—682-4563
Baldwin/Community Mem.—684-3311
Baraboo/St. Clare—356-5561
Beaver Dam/Community—887-7181
Beloit/Memorial—364-5011
Berlin/Memorial—361-1313
Bloomer/Community—568-2000
Boscobel/Memorial—375-4112
Burlington/Memorial—763-2411
Chilton/Calumet Mem.—849-2386
Chippewa Falls/St. Joseph's—723-1811
Clintonville/Community—823-3121
Cuba City/Medical Cntr.—744-2161
Darlington/Memorial—776-4466
Dodgville/Iowa Co. Mem.—935-2717
Eau Claire/Luther—839-3217
Edgerton/Mem. Community—884-3441
Elkhorn/Lakeland—723-2960
Fort Atkinson/Memorial—563-2451
Friendship/Adams Co. Mem.—339-3331
Grantsburg/Burnett General—463-5353
Green Bay/Brown Co. Men. Health Cntr.—468-1136
Hillsboro/St. Joseph's—489-2211
Iola/Iola Hospital—445-2412
Janesville/Rock Co. Health Care Cntr.—255-2542
Keshena/Menominee Trib.—799-3361
La Crosse/Lutheran—785-0530
Lady Smith/Rusk Co. Mem.—532-5561
Lancaster/Memorial—723-2143
Madison/Old Radio Hall—263-2860
Manitowoc/Health Care Cntr.—682-6536
Marquette/General—735-6621
Menomonee/Memorial—235-5531
Merrill/Holy Cross—536-5511
Milwaukee/Lutheran—344-8800
Milwaukee/St. Michael's—263-8439
Monroe/St. Clare—328-0100
Neenah/Theda Clark Mem.—725-4311
New London/Community—982-5330
New Richmond/Holy Family—246-2101
Oconto/Memorial—834-5151
Osceola/Ladd Memorial—294-2111
Portage/Divine Savior—742-4131
Port Washington/St. Alphonsus—284-5511
Prairie du Sac/Memorial—643-3311
Racine/St. Luke's—636-2264
Rice Lake/Lakeside Meth.—234-7011
Richland Center/Hos. & Nursing Home—647-6321
Ripon/Memorial—748-3101
Shell Lake/Indianhead Mem.—468-7833
Stanley/Victory Mem.—644-5571
Stevens Point/St. Michael's—344-4400
Stoughton/Hosp. Assoc.—873-6611
Superior/Mem.—392-8281
Tomah/Memorial—372-2181
Tomah/V.A. Hosp.—372-3971
Tomahawk/Sacred Heart—453-2181
Viroqua/Vernon Mem.—637-2101
Waukesha/Memorial—544-2339
Wauson/Memorial—324-5581
Wauson/No. Cent. Health Care Facilities—842-1636
West Bend/St. Joseph's Comm.—334-5533
Wild Rose/Comm. Mem.—622-3257
Woodruff/Howard Young Med. Cntr.—356-5222

This ETN program is number 231

Via ETN

LIBRARY MANAGEMENT/BUDGETING
FOR HEALTH SCIENCE LIBRARIANS
10:00-11:20 a.m. on alternate Wednesdays,
March 14 & 28; April 11 & 25;
AND Tuesday, May 15, 1979

University of Wisconsin—Extension
Communication Programs
217 Lowell Hall
610 Langdon Street
Madison, WI 53706



Library Management/Budgeting

for

Health Science Librarians

10:00 to 11:20 a.m. on alternate Wednesdays,
March 14 & 28; April 11 & 25; and on
Tuesday, May 15, 1979



University of Wisconsin—Extension
Communication Programs
in cooperation with
Medical Library Association
and
Wisconsin Health Science Library Network

ETN Registration Form

LIBRARY MANAGEMENT/BUDGETING
March 14, 28; April 11, 25; May 15, 1979

REGISTRATION DEADLINE: March 1, 1979*

Complete and send this form and your \$31.00 enrollment fee to:

Madison Registration Office —ETN
101 Extension Building
432 North Lake Street
Madison, Wisconsin 53706

Make your check or money order payable to:
University of Wisconsin—Extension.

Name _____

Address _____
street

city _____ state _____ zip _____

Phone (_____) _____
area code home number

(_____) _____
area code office number

Present Position _____

Place of Work _____

Social Security Number _____
(Not mandatory—used only to ensure accessibility and accuracy of your educational record.)

I wish to attend the sessions at the ETN location in _____
(Choose location from list)

***NOTE:** To ensure the availability of the ETN site you select, your registration should be received by *March 1, 1979*. If you must register later, call the number listed for the site you wish to attend. Thank you.

UW-Extension provides equal opportunities in employment and programming including Title IX requirements.

Library Management/Budgeting for Health Science Librarians

This year Communication Programs is cooperating with the Medical Library Association to test the effectiveness of offering a MLA continuing education course over the state's Educational Telephone Network. This project combines MLA's long experience in designing and teaching continuing medical library education courses with the expertise which has gone into the nation's most extensive Educational Telephone Network. With many other states having similar capabilities, the use of telephone conferencing may be a practical way to offer MLA courses as an alternative to the normal preconference workshop format typically used.

For the trial course, it was decided that C.E. 46—Library Management/Budgeting—would be most appropriate. This course is designed for librarians in all types of health related libraries to increase their understanding of the budget-making process. Topics will include Planning-Programming-Budgeting System (PPBS), Zero-base Budgeting (ZBB), budget preparation, library manpower budgeting, learning resources centers budgeting, cost analysis, statistical tools for cost analysis, sequence of the budgeting program, flexible budgeting, measuring budget results.

This course is designed for individuals with a MLS or having completed A51-Basic Library Management for Health Science Librarians.

Dr. Robert Berk, Director of Education for the Medical Library Association, will be the instructor for this first course. Dr. Berk received his Ph.D. from the University of Illinois after receiving a M.S. from Florida State University. He was an Associate Professor at the University of Oregon for six years and was head of Reference at the Health Science Library there. Dr. Berk has taught most library management topics and was a Curriculum Specialist at the National Library of Medicine prior to his job at the Medical Library Association in Chicago.

DATES: Alternate Wednesdays—March 14, 28; April 11, 25; AND Tuesday, May 15, 1979

TIME: 10:00-11:20 a.m.

PLACE: At the ETN Hospital Location nearest you. (See locations list.)

FEE: \$31.00

CEU's: A total of .8 Continuing Education Units (CEUs) can be earned from UW-Extension by individuals participating in this program. These units increasingly are being accepted by employers, accrediting agencies, and professional associations as evidence of educational attainment.

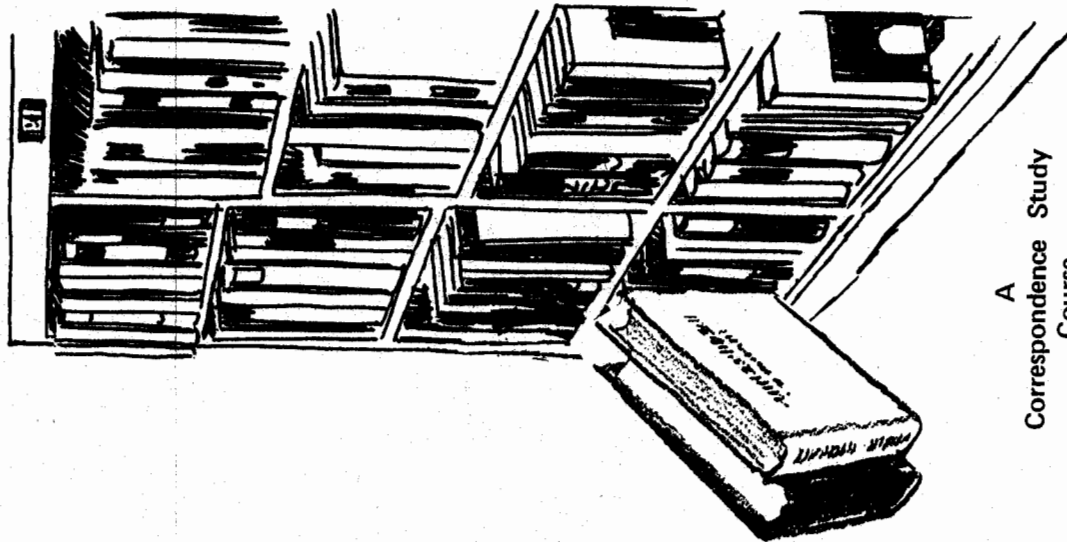
ETN: The Education Telephone Network (ETN) stations are located in many hospitals around

the state. Each location has identical equipment—speakers and microphones. Through this network, questions and comments from listeners are heard simultaneously by all state-wide participants. Be sure to specify the location on the registration form.

TAX DEDUCTION FOR EDUCATIONAL EXPENSES: Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses (registration fees, cost of travel, meals and lodging) undertaken to: (1) maintain or improve skills in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition for retention of employment, job status or rate of compensation.

AN OPPORTUNITY FOR YOU
IN INDEPENDENT STUDY...

Library Resources I



A
Correspondence Study
Course

Developed by Gateway Technical Institute of the Vocational,
Technical, and Adult Education System in cooperation with
Independent Study, University of Wisconsin—Extension.

**Course 521-121
LIBRARY RESOURCES I
... A Correspondence Study Course**

The Vocational, Technical, and Adult Education System and University of Wisconsin—Extension are cooperating on a pilot project for developing and offering correspondence courses for VTAE credit. This offering, **Course 521-121: Library Resources I**, was developed for the project. Upon the completion and evaluation of the pilot project, additional courses may be developed by VTAE districts, using the procedures formulated during this pilot project.

COURSE DESCRIPTION

Course 521-121: Library Resources I is offered for three VTAE credits through Gateway Technical Institute. The course is an introduction to the use of a library's resource tools. It provides specific instructions in the use of the major reference materials, the card catalog, and the Dewey Decimal and Library of Congress classification systems. To do the work of the course, you must be located near a library; access to a library reference collection is essential. Subject to the approval of each local VTAE District, the course may be applied to your educational program.

Prerequisite: None

Textbook: Introduction to Public Services for Library Technicians, 2d ed., by Bloomberg, 1977.

Fee: \$46.50, including textbook and Study Guide. Make your check or money order payable to University of Wisconsin—Extension.

**INFORMATION ABOUT
INDEPENDENT STUDY**

This instructional method is based on the correspondence-study format. You may enroll at any time, without regard to fixed semesters, and study at home at your own pace. It is a convenient way for you to study while you are working full time or occupied in some other activity. The course may serve as an entry to a VTAE degree program or supplement a program you are already taking. You may also take the course for self-enrichment purposes.

When you enroll under this method, you receive by mail textbooks and materials and a study guide containing study instructions and specific lesson assignments. Using the study guide, textbooks, and other materials, you complete a series of assignments for evaluation by your VTAE instructor. The instructor reads, corrects, and grades the work, returning it with comments and answers to any questions you ask. You must successfully complete a final examination to receive VTAE credit.

Two other courses are also available for VTAE credit.

Course 606-158: Materials of Industry covers metals, elastomers, and plastics—three categories of materials used in industrial components and systems.

Course 304-101: Fundamentals of Interior Design is a survey of the characteristics, design motifs, and identifying features of styles from antiquity, the Middle Ages, the Italian Renaissance, the Hispanic periods, the French periods, the English periods, and the American periods.

For more information, write to: Independent Study, University of Wisconsin—Extension, 227 Extension Building, 432 North Lake Street, Madison, WI 53706.

ENROLLMENT

You can enroll at any time. Complete the attached enrollment form and mail it (with a check or money order for \$46.50, payable to University of Wisconsin—Extension) to:

Independent Study
University of Wisconsin—Extension
227 Extension Building
432 North Lake Street
Madison, WI 53706

ENROLLMENT FORM

YES! Enroll me in Course 521-121: Library Resources I

COST (Subject to change)

Course Fee	\$27.00
Service Charge	1.00
Textbook	11.50
Study Guide	7.00
	\$46.50

Make check or money order payable to: **University of Wisconsin—Extension.**

Mail this application and your check to: Independent Study, University of Wisconsin—Extension, 227 Extension Building, 432 North Lake Street, Madison, WI 53706.

Name _____

Address _____
street or route and box number

City _____ State _____ Zip _____

Year of birth _____

(Circle last year of school completed)

High School 7 8 9 10 11 12

College 1 2 3 4

Social Security Number _____
(Not mandatory—used only to ensure accessibility and accuracy of your educational record.)

date _____ signature _____

Equal opportunities are provided in employment and programming, including Title IX requirements.

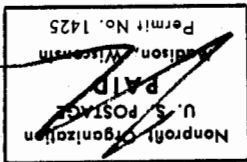
KEY INFORMATION

- Dates:** March 15, 1979—Conflict Management
 April 5, 1979—Personnel Evaluation
 April 26, 1979—Library Budgeting
- Time:** 8:30 a.m. Registration. Workshop sessions 9:00 a.m.-
 4:00 p.m.
- Place:** University of Wisconsin—Milwaukee, School of Library
 Science, Mitchell Hall, Colloquium Room (map to be
 included with registration confirmation).
- Fee:** Individual Workshops \$18.00; All three workshops
 \$48.00. Fee includes coffee/tea and instructional
 materials.
- CEUs:** Participants may earn .6 CEU's (Continuing Education
 Units) for each workshop attended if they turn in an
 evaluation of the workshop. These units increasingly
 are being accepted by employers, accrediting agencies,
 and professional associations as evidence of educational
 attainment.

Tax Deduction for Educational Expenses: Treasury Regulation
 1.162-5 permits an income tax deduction for educational expenses
 (registration fees, cost of travel, meals and lodging) undertaken to:
 (1) maintain or improve skills in one's employment or other trade
 or business, or (2) meet express requirements of an employer or
 a law imposed as a condition for retention of employment, job
 status or rate of compensation.

For additional information: Concerning the overall program please
 call Jim Nelson, UWEX Communication Programs, 220 Lowell
 Hall, 610 Langdon Street, Madison 53706. (608) 262-3566. For
 local information call Mary Cronin at (414) 271-8470 or Vida
 Stanton at (414) 963-4707.

March 15, April 5, April 26
Three Workshops
MANAGEMENT SKILLS FOR LIBRARIANS



UWEX
 University of Wisconsin—Extension
 Communication Programs
 217 Lowell Hall
 610 Langdon Street
 Madison, WI 53706

Management Skills for Librarians

THREE WORKSHOPS

- March 15*
Conflict Management
- April 5*
Personnel Evaluation
- April 26*
Library Budgeting

University of Wisconsin—Extension
 Communication Programs
 Planned with
 Continuing Education Committee
 Library Council of Metropolitan Milwaukee
 Conducted at
 University of Wisconsin—Milwaukee
 School of Library Science
 Mitchell Hall - On Campus
 Spring 1979

REGISTRATION FORM
MANAGEMENT SKILLS FOR LIBRARIANS
UW-Milwaukee School of Library Science

Please register me for the workshops I have checked below:

March 15-Conflict Management \$18.00 April 5-Personnel Evaluation \$18.00 April 26-Library Budgeting \$18.00

All three for \$48.00. Enclosed is my check for \$ _____, payable to University of Wisconsin—Extension.

Name _____

Street _____ City _____ State _____ Zip _____

Phone (_____) (_____) / (_____) (_____)
 area code home phone area code office phone

Place of Work _____ / Social Security Number _____

(Not mandatory—used only to ensure accessibility and accuracy of your educational record.)

Mail your check and this form to: Madison Registration Office, 101 Extension Building, 432 North Lake Street, Madison, WI 53706.
Registration must be received at least one week prior to the start of the workshop(s) you wish to attend.

UW-Extension provides equal opportunities in employment and programming including Title IX requirements.

Management Skills for Librarians

A NEW SERIES

Based on a recent needs assessment of area librarians conducted by the Continuing Education Committee of the Library Council of Metropolitan Milwaukee, University of Wisconsin—Extension Communication Programs is offering a series of three workshops on management related skills. Planned cooperatively with LCOMM and hosted by the University of Wisconsin—Milwaukee School of Library Science, these workshops will be for the professional librarian who is faced with managerial responsibilities in an organizational context. Each workshop is on a separate topic, but individuals may wish to register for all three at a cost reduction for greater overall benefit.

March 15: CONFLICT MANAGEMENT

We all have to deal with conflict at various times in our work, and this workshop should help us to better understand it as well as develop some skills to deal effectively with it. Participants will learn about the nature of conflict and the preconditions which are typically associated with situations which can lead to conflict. The workshop will help participants analyze these conflict situations, understand the language of conflict, learn alternative conflict resolution styles, and understand integrative decision making as it relates to conflict management. One particularly useful aspect of this workshop will be the opportunity for participants to analyze their own personal conflict style. Instruction will include mini-lectures, case histories, role play, films, questionnaires and discussion.

June Spencer, a consultant with Opinion Research Assoc., Inc., Madison, is the instructor for this workshop. She has had a broad range of training experience including workshops for librarians in the Midwest through the Midwest Health Science Library Network and the American Library Association among other organizations. She has also worked with Professor Alan Filley, UW-Madison Graduate School of Business, producing training packages on Conflict Management and Consultation Skills.

April 5: PERSONNEL EVALUATION

Have you ever sat down with an employee to discuss his/her performance and wondered what to do? Have you ever been the subject of a job evaluation which not only didn't make sense, but seemed to create more prob-

lems than it solved? This workshop should help you with both of these situations in its focus on personnel evaluation and the assessment interview. Participants will learn how personnel evaluation fits into the management function and how it can be effectively used as a tool of management. Consideration will be given to criteria which should be considered in designing an evaluation instrument and samples of existing instruments will help participants gain insight on developing their own. Special attention will go to the assessment interview and how to administer evaluation procedures as well as positive reinforcement and corrective actions which can make the evaluation process more effective.

Jim Nelson is the principle instructor for this workshop. As Extension faculty, he has coordinated many workshops in Wisconsin and has taught several dealing with management skills. He also teaches a course on the Madison campus which includes a major component on management and he has served as a consultant with many library organizations. He is currently president-elect of the Continuing Library Education Network and Exchange (CLENE) and holds other association positions, he writes a regular column for the *Journal of Education for Librarianship* and will be presenting a program at the Dallas meeting of ALA on "Multi-Type Library Networks as Organizations" which will focus on the management issues of library cooperatives. Nelson is assisted by **Jim Riggs**, Organizational Communication Specialist for UW-Extension and a team of students from the Madison Library School.

April 26: LIBRARY BUDGETING

Just because budgets have a lot of number in them, it's no use giving math anxiety as an excuse for not understanding some of the basic concepts of library budgeting as well as strengths and weaknesses of various types of budgets (line item, performance, program, etc.). The instruction also includes basic economic concepts such as sunk costs, opportunity costs, net present value and costing concepts such as burden allocations, fixed and variable costs, visibilities. The workshop will help participants understand how to put a budget together by focusing on the two most common types of budget. As a wrap up to this very practical instruction on how to do budgeting, there will be a section on financial politics which will cover such concepts as how to build an "ammunition file," sampling, money versus people issues, and adhering to the budget.

Gary Bird, Chief Medical Librarian at the University of Missouri - Kansas City School of Medicine is the instructor for this workshop. He was assistant director of the Health Science Library, University of South Dakota and after completing the Library Associate Training Program at the National Library of Medicine he was a technical information specialist for NLM. He has taught the Medical Library Association course on budgeting and has done much Medlars training. Most recent Bird coauthored an article on "Systematic Serials Selection Analysis in a Small Academic Health Science Library" for the Medical Library Association Bulletin.

MEDICAL LIBRARY SERVICES

William S. Middleton Health Sciences Library
University of Wisconsin
1305 Linden Drive
Madison, Wisconsin 53706

AUDIOCASSETTES AVAILABLE FROM MIDDLETON LIBRARY
FOR CIRCULATION TO THE STATE

GENERAL

- AC 414 1 Teaching as a Helping Relationship. Barbara Klug Redman, Univ of Wisc-Extension, 1974. 25:09 min., study guide, bibliography. Teaching in Nursing Series.
- AC 414 2 The Nurse-Teacher or the Teacher-Nurse? Barbara Klug Redman, Univ of Wisc-Extension, 1974. 24:47 min., study guide, bibliography. Teaching in Nursing Series.
- AC 414 3 Clinical Instruction-Potency and Peril. Barbara Klug Redman, Univ of Wisc-Extension, 1974. 24:55 min., study guide, bibliography. Teaching in Nursing Series.
- AC 414 4 Viability of Individualization and Mastery Learning. Barbara Klug Redman, Univ of Wisc-Extension, 1974. 24:54 min., study guide, bibliography. Teaching in Nursing Series.
- AC 414 5 Growth and Development of the Student of Nursing. Barbara Klug Redman, Univ of Wisc-Extension, 1974. 25:06 min., study guide, bibliography. Teaching in Nursing Series.
- AC 414 6 Dilemma of a Developing Discipline. Barbara Klug Redman, Madison, WI, Dept of Nursing Health Sciences Unit, UW-Extension, 1974. 25:52 min., study guide, bibliography, Teaching in Nursing Series.
- AC 414 7 Evaluation -- Motivation or Certification? Barbara Klug Redman, UW-Extension, 1974. 26:53 min., study guide, bibliography, Teaching in Nursing Series. Project Director: May Hornback.
- AC 415 1 Our Curriculum Heritage. Katherine Nelson, Madison, Wisconsin Dept of Nursing Health Sciences Unit, UW-Extension, 1974. 27:29 min., study guide, bibliography, The Curriculum in Nursing Series. Project director: May Hornback.
- AC 415 2 The Curriculum in Nursing. Katherine Nelson, Madison, WI Dept of Nursing Health Sciences Unit, UW-Ext, 1974. 30:04 min., study guide, bibliography, The Curriculum in Nursing Series.

- AC 415 3 Decision Making in the Curriculum. Katherine R. Nelson, Madison, WI, Dept of Nursing Health Sciences Unit, UW-Extension, 1974. 28:54 min., study guide, bibliography, The Curriculum in Nursing Series.
- AC 415 4 Root Knowledges and Their Identification. Katherine Nelson, UW-Extension, 1974. 27:43 min., study guide, bibliography, The Curriculum in Nursing Series.
- AC 415 6 Learning the Practice of Nursing. Katherine Nelson, Madison, WI Dept of Nursing Hlth Sci Unit, UW-Ext, 1974. 26:02 min., study guide, bibliography, The Curriculum in Nursing Series.
- AC 415 7 Developing Independence in the Learner. Katherine Nelson, UW-Ext, 1974. 29:19 min., study guide, bibliography, The Curriculum in Nursing Series.
- AC 415 8 Social Responsibility for the Curriculum. Katherine Nelson, Madison, WI Dept of Nursing, Hlth Sci Unit, UW-Ext, 1974. 26:44 min., study guide, bibliog., The Curriculum in Nursing Series. Project director: May Hornback.

PSYCHIATRY

- AC 989 8(2) Mental Illness and Aging. 60 min., Handout. Audio-Digest Foundation. 1979.
- AC 989 8(3) Psychotherapy: How Does It Work? 60 min. Handout. Audio-Digest Foundation. 1979.

SURGERY

- AC 990 26(2) The Upper Alimentary Tract. Leroy Stahlgren, moderator. 60 min. Handout. Audio-Digest Foundation. 1979.
- AC 990 26(3) Troublesome Complications After Abdominal Surgery: A Highlight of the 32nd Winter Scientific Meeting of the American Medical Association, Las Vegas, December 7-10, 1978. Victor Richards, moderator. 60 min. Handout. Audio-Digest Foundation. 1979.

PEDIATRICS

- AC 991 25(2) Highlights from the 1978 Annual Meeting of the American Academy of Pediatrics, Chicago, Oct. 21-26, 1978. Part 4. 60 min. Handout. Audio-Digest Foundation. 1979.
- AC 991 25(3) Hematology and Oncology. 60 min. Handout. Audio-Digest Foundation. 1979.

FAMILY PRACTICE

- AC 992 27(5) Fluid and Electrolyte Disturbances: Highlights from the 30th Annual Scientific Assembly of the American Academy of Family Physicians, San Francisco, September 25-28, 1978. 60 min. Handout. Audio-Digest Foundation. 1979.
- AC 992 27(6) Gas and Constipation: The Constant Enigma. A Highlight of the 1978 Winter Scientific Meeting, Las Vegas, December 7-10, 1978. Nicholas Hightower, moderator. 60 min. Handout. Audio-Digest Foundation. 1979.
- AC 992 27(7) Diagnostic Challenges in the Head. 60 min. Handout. Audio-Digest Foundation. 1979.

INTERNAL MEDICINE

- AC 995 26(3) Modern Approaches to Colorectal Problems. Henry Colcher, moderator. 60 min. Handout. Audio-Digest Foundation. 1979.
- AC 995 26(4) Legionnaire's Disease; Newer Anti-hypertensive Drugs. 60 min. Handout. Audio-Digest Foundation. 1979.

OBSTETRICS AND GYNECOLOGY

- AC 996 26(3) Management of Herpes Genitalis Infection. 60 min. Handout. Audio-Digest Foundation. 1979.
- AC 996 26(4) Advances in Embryo Transplantation. Highlights from the 7th Annual Meeting of the American Association of Gynecologic Laparoscopists, Hollywood, Florida, November 16-19, 1978. 60 min. Handout. Audio-Digest Foundation. 1979.