

*Contributions in Librarianship and
Information Science*

SERIES EDITOR: PAUL WASSERMAN

- 1 *Urban Analysis for Branch Library System Planning*
ROBERT E. COUGHLIN, FRANÇOISE TAÏEB, AND BENJAMIN H. STEVENS
- 2 *Frontiers in Librarianship: Proceedings of the
Change Institute, 1969*
SCHOOL OF LIBRARY AND INFORMATION SERVICES, UNIVERSITY OF
MARYLAND
- 3 *Subject Retrieval in the Seventies: New Directions.
An International Symposium*
HANS (HANAN) WELLISCH AND THOMAS D. WILSON, EDITORS

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AND INFORMATION SCIENCE, NUMBER 2

FRONTIERS
IN LIBRARIANSHIP:
PROCEEDINGS OF THE
CHANGE INSTITUTE
1969

SCHOOL OF LIBRARY AND
INFORMATION SERVICES
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SERIES PREFACE NOTE

The essential purpose and anticipated contribution of this series is to influence for the better the intellectual currents of the field. On the assumption that the level of substantive contribution available to thoughtful practitioners and to students of the field stands in need of improvement, the mission of these publications will be to elevate this standard. The expectation is that the present publication program may achieve these ends under the aegis of an energetic and ambitious publishing organization firmly committed to libraries and to the intellectual concerns of their supportive professional discipline. Every effort will be made to influence those who, individually or in combination, have the capacity to add to the ideological, theoretical, pragmatic, and problem-solving perspectives of the field, to share their insights through this open-ended series, "Contributions in Librarianship and Information Science."

The range of material covered will vary widely. Its limits are set only by the capacity of the series editor to identify and to attract those of sufficiently broad and imaginative cast of mind who will treat the many areas and issues which stand in need of thoughtful discussion, analysis and elaboration. The nature of the work published in the series will span a wide continuum. There will be monographs and advanced or upper-division texts treating subjects of significance. Collections of essays and papers upon topics that transcend the capacity of single authors will be included. Proceedings of institutes, conferences, and symposia on significant issues of dynamic or topical concern will also receive hospitality in the series. Monographic reports of research, based upon individual or group efforts, on subjects in librarianship and information science will also be encouraged. The precise form and specific framework of the published titles may be expected to vary from work to work. But the primary criterion for accepting a prospective volume for inclusion shall remain focused upon whether the manuscript or the material makes a genuine contribution to the knowledge base of the field. In bringing "Contributions in Librarianship and Information Science" into being, we have attempted to inspire the very best efforts from the most thoughtful in librarianship and information science.

College Park, Maryland

*Paul Wasserman
March 25, 1970*

PREFACE

This conference was inspired by Mary Lee Bundy. Prompted by a sense of inadequacy in relating the dramatically shifting societal scene to the educational preparation of librarians, she prodded and then catalyzed her colleagues to convene a group of intellectuals from disparate disciplines to ponder this problem.

The concept of the institute became a reality only after Gilda Nimer, then a research assistant on the University of Maryland Manpower Research Project, agreed to accept responsibility for planning and arranging the program. She conceptualized the general lines of the program and assumed managerial responsibility for preparing the proposal for the Office of Education, which sponsored the week-long institute. Mrs. Nimer worked continuously from the earliest planning stages in the winter of 1969, to identification and invitation of the speakers, and then through the laborious processes of contract negotiation, screening and choice of applicants, and finally the arduous day-to-day management of the institute while it was convened. The preparation of the biographical sketches of the speakers in the program was another of the many contributions that Mrs. Nimer made to the institute and to these proceedings.

As part of the original design, Mary Lee Bundy and Paul Wasserman assumed responsibility for advising the conference director during the planning stages and then for conducting the program during the institute. Ruth Ann Edwards contributed to the success of the institute

by assisting in numerous ways with program planning and arrangements before and during the conference.

The difficult, enervating, and time-consuming task of translating the tape recordings of the sessions to legible prose typescript was performed by Evelyn Daniel. She was aided in this effort by Mrs. Virginia A. Irby, who listened and typed.

Ultimately, the record of the institute is a result of the overall contribution of the speakers and panelists and of the participants drawn from librarianship who came to join the program personnel during the week-long seminar. These proceedings are thus testimony to the spirit and the effort of all those who came and bared their minds and their passions for the enterprise.

PART ONE
THE PROGRAM

INTRODUCTION

The essential purpose of this institute was to bring together librarians drawn from a wide range of backgrounds, types of library situations, geographic regions of the country, and ages, to join with lecturers and discussants in examining some of the fundamental issues in society and the effects of such issues on the practice and philosophy of library service. The institute was designed as a learning experience for librarians, so that the ideas and issues brought into focus might be cast in a context germane to their fundamental concerns as individual practitioners and as responsible agents for change in their libraries.

Speakers from a wide range of backgrounds and orientations were chosen on the basis of their potential for formulating a picture of some of the more important currents of political, social, and intellectual currents in the society that bear upon library practice. The speakers selected were those perceived as being on the cutting edge of social and political change, as informed representatives of movements and activities that are or might be significant for thoughtful librarians. Intrinsically, the plan of the program was to encourage each speaker and each panelist to help identify the specific issues with which he was most comfortable, and then to discuss with the participants the relevance, significance, and practical implications of such phenomena for library practice.

The conference followed the academic format. Typically, there was a guest lecturer who spoke formally or informally, according to his own proclivity, followed by panel discussants who responded to and analyzed the introductory lecture or the general topical theme for the

session, and then general discussion. A consequence of this design was that the speakers and panelists came to control and influence the discussion far more than did the librarian participants.

Not all of the conference proceedings were captured on tape. Because of equipment failure, the welcoming address and a portion of the first session were not picked up; but the substance of the first session was reconstructed from notes. In some cases during the program, the recorder did not pick up exchanges.

It must be acknowledged that the typescript version of the proceedings can only partially capture the dynamics and the fidelity of a conference, which, despite its traditional format and arrangement, underwent a very great variety of diversions, forceful encounters, and other unanticipated consequences in the heat and the passion of the participants and of the lecturers and panel discussants.

In editing the typescript for publication, the number of changes made was minimal. In every instance, there was a conscious attempt to retain as much of the fidelity of the proceedings as possible; portions were adapted or reduced only when necessary. There has been no attempt to censor any portion of the content.

Because there was no record kept of the names of individuals who spoke at particular times, it has not been possible to identify the participants with their remarks. It is for this reason that the word "participant" is used to identify all of the nonprogram speakers during the proceedings. Only the lecturers and panel discussants are specified by name. Unfortunately, therefore, elements of the exchanges and interesting dialogues that took place during the course of the institute have been lost.

The prime purpose in publishing the proceedings of this institute is to illuminate issues only seldom treated in the annals of librarianship. It seems to those who convened and participated in this week-long seminar that the essential issues before librarianship are less those matters of technological import and more those issues that relate to choices and alternatives. The organizers believe that in selecting the political, economic, and sociological stance for library service, students and practitioners of librarianship will profit from the insights reflected in the comments and perceptions of the discussants in this institute.

AGENDA

CHANGE INSTITUTE, AUGUST 10-15, 1969
SCHOOL OF LIBRARIANSHIP AND INFORMATION SERVICES,
UNIVERSITY OF MARYLAND

SUNDAY, AUGUST 10

WELCOME BY PAUL WASSERMAN: Purpose, Rationale, and
Procedures of the Institute*

RECEPTION

MONDAY, AUGUST 11

MORNING: The City as Change Milieu: Social, Economic, and
Political Factors

LECTURER: Horace Busby

PANELISTS: Isaiah T. Creswell, Jr.
Mary Lee Bundy
Paul Wasserman
John Forsman

EVENING: The Disadvantaged: Reorienting the Urban Setting to
New Goals and New Commitments

LECTURER: Preston R. Wilcox

PANELISTS: Annie Reid
Mary Lee Bundy
Ernest M. Kahn
Joseph C. Donohue

* Not included in the transcript of the proceedings.

GUEST LECTURERS, PANELISTS, AND INSTITUTE PERSONNEL: DESCRIPTIVE NOTES*

REVEREND GENO C. BARONI

Reverend Baroni was born in western Pennsylvania, where his father worked in the coal mines. He worked in a plywood factory before entering Mount Saint Mary's College in Emmitsburg, Maryland, where he earned his degree. He continued his studies at Notre Dame University and Catholic University and was ordained to the priesthood in 1956. He then became an assistant pastor and taught in Altoona and Johnstown, Pennsylvania.

Father Baroni came to Washington in 1960 as assistant pastor of SS. Paul and Augustine Church. He was instrumental in establishing a parish center, a day camp, a tutorial program, and family counseling services for the community, and he formed a community organization in cooperation with Howard University and the late Rev. James Reeb. He founded several parish credit unions, and prepared a national low-income credit union program for use by the poverty program and the Credit Unions National Association.

In 1965, Father Baroni was appointed executive secretary of the newly established Archbishop's Committee for Community Relations. In 1967 this became the Office of Urban Affairs, Archdiocese of Washington, with Father Baroni as its executive director.

* Prepared by Gilda Nimer.

PART TWO
THE PROCEEDINGS

THE CITY AS CHANGE MILIEU: SOCIAL, ECONOMIC, AND POLITICAL FACTORS

MONDAY MORNING, AUGUST 11

LECTURER: HORACE BUSBY

PANELISTS: ISAIAH T. CRESWELL, JR.
MARY LEE BUNDY
PAUL WASSERMAN
JOHN FORSMAN

BUSBY: I am grateful for your invitation and welcome the opportunity to consider with you the subject assigned: "The City as Change Milieu: Social, Economic, and Political Factors."

If, at the moment, the issues of our electorate are part war, part peace, part spending, part race, these together are not the sum. The larger and more pervasive part of the issue is a matter of perception, for it is increasingly evident, at every level, that between the people and the public sector there are tensions—tensions over the perception of these times. The times are times of change—but the nature and meaning of the change lie in the eye of the beholder. If I may, I would like to offer my own personal perception of the change coming in America.

As I see it, change is coming at us in America wearing a false face. We are quaking before the hippies and the yippies, the garish and bizarre. We are quailing before the hairlines and the hemlines—and groveling before the absurd and the extreme.

I respectfully suggest that we are putting ourselves on.

THE DISADVANTAGED: REORIENTING THE URBAN SETTING TO NEW GOALS AND NEW COMMITMENTS

MONDAY EVENING, AUGUST 11

LECTURER: PRESTON R. WILCOX

PANELISTS: ANNIE REID

MARY LEE BUNDY

ERNEST M. KAHN

JOSEPH C. DONOHUE

WILCOX: I have never been invited by a group of librarians to do anything before except return books. I have been thinking about my experiences with librarians. I thought about my role as a student and my role as a faculty member, and I felt that librarians were people who were very important to me. Number one, they saved me a lot of time by helping me to reach the kind of sources I wanted. Second, there were several librarians I can recall in my own experience who had actually read the books that were on the shelves. The other thought I had was that recently I found myself involved in trying to develop a bibliography on the issue of white institutional racism. What I was trying to do was to find books written by people who happen to be white who really believed that they were superior to black people, or books written by colonialists who really believed that they were superior to the natives. What I found was that there were very few library catalogs that listed the category "white institutional racism." People were sending me to things like "human relations," "Negro

DISSIDENT ELEMENTS IN THE CULTURE

TUESDAY MORNING, AUGUST 12

CHAIRMAN: JOHN BERRY

PANELISTS: JAMES WELBOURNE
STANLEY SEGAL
EDWARD TAYLOR

BERRY: The topic this morning is "Dissident Elements in the Culture." I don't think there are any particular ground rules, so we'll just let each person say what he wants to say. You are free to say what you want at any point. We'll begin with Jim.

WELBOURNE: The latest thing on my mind is whether dissident elements exist now in our society. Is it easy to be labeled a dissident in this society simply because of some of the technological phenomena at work over the past thirty years or so? I am wondering about the TV generation, the effect of mass media in producing individuals (I won't say reducing individuals because I think it is a positive force), in turning individuals into spectators, observers, manipulators rather than participants in a society's culture, that have been the predominant case in other generations. When I think about TV and the TV generation, I begin to watch how people who become used to watching the society in a box, viewing it, watching it go about its business, and finding out that by manipulating certain levers they can control that picture, disrupt it at will, change it if they want, and not really affect their own personal situation whatsoever. It's not very hard to make an analogy to the outside when you walk into society and see it, too, operating in a showcase way, all around you.

SHIFTING PHILOSOPHICAL PERSPECTIVES IN PUBLIC EDUCATION

TUESDAY AFTERNOON, AUGUST 12

LECTURER: WILLIAM M. BIRENBAUM

PANELISTS: PAUL WASSERMAN
ANNIE REID
MARY LEE BUNDY

BIRENBAUM: I approach my subject this afternoon with some trepidation, especially after sitting through the morning session.

I'm reminded of a story about a long-standing animosity, a deep-rooted hostility between distinguished American men of letters—Henry James and Samuel Clemens. Part of their careers overlapped when they both tried to make a living on the public lecture circuit. Of course, Henry James was very different from Samuel Clemens. He was very well-read, for one thing. He was a very proper man, one who dressed impeccably, who spoke with great aplomb. Sam Clemens had a lecture to give when he was on the European circuit. He had checked into a small pension in a city in the south of France. Right above where he was to sign in was written in beautiful, elaborate script: "Henry James and valet." Samuel Clemens immediately picked up the pen and signed: "Samuel Clemens and valise." The innkeeper looked at him and said, "I understand the valet, but what is a valise?" Clemens said, "Any fool knows that valise is the feminine of valet."

The moral of this story is that I approach this group without a valet, but with a battered valise, ready to make a rapid retreat. I

RESPONSES FROM THE ESTABLISHMENT: MODELS AND CUES FROM OTHER FIELDS (PART ONE)

WEDNESDAY AFTERNOON, AUGUST 13

CHAIRMAN: MARY LEE BUNDY

PANELISTS: SIDNEY GALLER
JONATHAN FREEDMAN

BUNDY: In regard to the timekeeping, we thought we might proceed by starting with Dr. Galler. We will let him talk, and then you can respond to him. Then Mr. Freedman can speak and you can respond to him, rather than waiting until both have finished. After the break we might turn it into a general discussion and ask, "From looking at these two separate areas, is there anything we can say generally about how institutions are responding on a positive basis to the kinds of problems that we have been discussing for two days?"

GALLER: I always feel at a disadvantage in leading off. I would much rather wait for somebody to start and then determine my strategy. Let me be very candid with you. I am neither a museologist, nor am I a librarian, and I certainly am not a sociologist. If I had to call myself something, I suppose I would call myself a WASP—"a Washington administrator, scientist, provocateur"—a member of the establishment, representing the establishment, upholding the establishment, and at the same time trying to provoke the establishment into actions that in my view, and the view of others, are progressive and relevant.

RESPONSES FROM THE ESTABLISHMENT: MODELS AND CUES FROM OTHER FIELDS (PART TWO)

WEDNESDAY EVENING, AUGUST 13

LECTURER: REV. GENO BARONI

BUNDY: I briefly told Father Baroni where we were and tried to give him a role within our structure, but we are perfectly agreeable to your going in any direction you like. He has two or three things that interest him very much that, it seems to me, would interest us, so why don't I just let Father Baroni talk.

BARONI: We were just talking here about structures and what seems to be happening. I work in a free-lance kind of area. I am very interested in social change, especially social change of a large, middle-class consensus group, which makes up the American society. I believe that our urban crisis, for example, is not down the street where I live, which is Fourteenth and B Streets downtown. I don't believe that the urban problem is there. I don't believe the urban crisis is there. I believe the urban problem is in our educated, middle-class, newly arrived elite. I believe that religion and education are responsible for creating this middle-class consensus group. I don't know about religion. I just dropped off a nun who is marrying a priest friend of mine in a couple of weeks.

When we look at our own structures, especially if you are trying to be on the cutting edge and trying to change and reform structure,

THE PUBLISHING INDUSTRY IN TRANSITION

THURSDAY MORNING, AUGUST 14

LECTURER: DAN LACY

PANELISTS: PAUL WASSERMAN
MARY LEE BUNDY

WASSERMAN: Our two discussion leaders this morning are Dan Lacy and David Goldberg. We arbitrarily divided the morning between the two. We thought we would ask Dan Lacy to talk with us and then react to the things that we would like to discuss with him for the first half of the session. Then in the second half of the morning, Dave Goldberg will be center stage. Dan, will you start us?

LACY: Thank you, Paul. In talking about publishing and transition, I thought it would be useful to spend some time looking at the rather radical changes in the size and scale and structure of the ownership and management of the publishing industry in this country, and at least open up for discussion the implications of these changes for the output and the social responsiveness of publishing.

Twenty years ago, a large publishing house was one that did \$2.5 million of business a year; one that did \$5 million was a giant. There was hardly a publishing house in the country at that time that was publicly held or whose shares could be traded on a stock exchange. Most of them, in fact, were personally or family owned and were managed by the men who owned them. Most houses, indeed, were dominated by one man who personally chose the books to be published and gave personal attention to their editing, design, manufacture, and promotion, and with whom at least the principal authors of the

THE RISE OF THE INFORMATION UTILITY

THURSDAY MORNING, AUGUST 14

LECTURER: DAVID GOLDBERG

PANELISTS: JORDAN BARUCH

GOLDBERG: I don't know anything about the publishing industry, or information utilities, or anything, but I hadn't planned on talking about those anyway. They knew that when they invited me, so I feel pretty clean about it.

NIMER: You addressed the publishers.

GOLDBERG: I addressed the publishers, but I didn't know anything about publishing before I addressed them, or after, either. I never know what I'm going to talk about until I get there. I didn't know what I was going to talk about this morning until I had to sit through the morning session. *Something like this morning makes me at first bored, and then frustrated, and then very angry, and then I blow up. I've done that in public enough times now to want to try something else. At this point, I'm not sure what else I want to try, but I guess what I have in the way of notes is to try to circle back around and try to handle the situation intellectually and keep all my hostility and anger somewhat under control.*

I was on a panel at Yale a couple of months ago. I got pretty bored and frustrated. I got up and walked out and came back in again. Finally it was my turn to talk, and I asked people to stand up and kind of move around. I started talking about a micro-lab I had done there in the afternoon. I started talking about the real, suppressed hostility that I felt among the students at Yale. I had

INFORMATION TRANSFER, DISSEMINATION, AND THE EVOLVING STRUCTURE

THURSDAY AFTERNOON, AUGUST 14

LECTURER: JORDAN BARUCH

PANELISTS: MARY LEE BUNDY

JOSEPH C. DONOHUE

PAUL WASSERMAN

BARUCH: I was asked to talk today about the technology and the developing system for using it. The kind of information I gained this morning, though, says that there are real problems and that you feel them acutely. I say "you," because I don't share them with you. I'm not a librarian. What I will try to do is tell you about some projects that are going on without any intent to convince or to convey any more than information about possibilities, in the hope that some of them may provide you with tools for solving your problems. I would like to offer these to you just as a view of what is going on. Those of you who are not interested in this kind of tool for problem solving, please feel free to walk out.

We talked this morning a little bit about the possibility of going into the publishing business. We talked a little bit about the fact that things were changing. Let me step off into the world of computers for a moment. Even though I talked this morning about how expensive computers are for the storage and regurgitation of information, there are some things computers do very well. One of the things that computers do very well, and quite economically, is to look things up

THE LIBRARY PROFESSION: POLITICS, POWER, AND COLLECTIVE BARGAINING

FRIDAY MORNING, AUGUST 15

CHAIRMAN: MARY LEE BUNDY

PANELISTS: ELDRED SMITH

RALPH BLASINGAME, JR.

PARTICIPANT: I would like you to think about the implications of what we've been hearing for practice. In twenty-five words or less, what is the greatest implication for practice?

BUNDY: I don't think it has to be specific. Sometimes specificity lends clarity to generalizations, but it is the other way around, too. This morning we have a session which I had planned to introduce and give a shape to. I think now I'm going to back off from this, probably because I'm not sure whether my participants would follow the shape I gave it. I would, however, propose, if it's agreeable with you, that in the question period we might try to focus on why we asked these gentlemen to come.

We have looked at the culture. We have looked at society and its needs. We have looked at some of our tools—information transfer and the publishing industry. We also need to look at our professional tools for a change. Over and over again I hear librarians saying, "What can I, as an individual, do?" So much so that it is very alarming to me the number of librarians I meet who are indeed planning to get out of the library field because they have been unable to find a way to be effective in their bureaucracy. So this morning we have

CHANGE RESPONSES FROM LIBRARIANSHIP: EDUCATION, RESEARCH, AND PRACTICE

FRIDAY AFTERNOON, AUGUST 15

PANELISTS: MARY LEE BUNDY
PAUL WASSERMAN
BROOKE SHELDON

BUNDY: Our format is education, research, practice. What are the implications of what we've heard this week? Because most of you are in practice I think we want to spend most of the time on that, so I'm going to say quickly a few things about library education. Paul will talk on library research, and then we'll ask you to begin talking about practice.

Fortunately for all of you, maybe, I lost my speech. I have been thinking through what I have learned this week. It might be important for us to think for a minute of how we extract from an experience like this concepts to take back. Some of the people who came here this week related to us as human beings. I saw no direct relevance to my job at all. That doesn't mean they may not have the biggest impact on me; I just can't say immediately what it is. Then the people I related to most personally and professionally are probably Freedman, who talked about professional education, and Birenbaum. I'll discuss what I feel were the implications of what they had to say to library education.

In these meetings we really reinforce our prejudices rather than change basic attitudes, so I probably have only reinforced the attitudes