

THE FINE PRINT

E H

AN INSTRUCTIONAL SERVICES NEWSLETTER — LIBRARY & AUDIOVISUAL NEWS
University of Wisconsin - LA CROSSE

Vol. 1, No. 1

January, 1978

In a society which finds itself inundated with consumer action reports and warnings about the quality of available goods and services, we are urged to always read the "fine print" as a matter of self protection. The words "fine print" connote importance, significance and something of a high degree of value to most people. It raises one level of consciousness. To overlook the "fine print" can often place a person in a disadvantageous position.

Not wishing to overemphasize the importance of the newsletter or overstate its value, I do believe that the information to be found in the following pages and in the issues to come will provide the faculty and staff with important information about the instructional services on campus. It is my hope that we communicate not just information about our current activities and programs but to share concerns and news about the print and non-print world.

Your thoughts and suggestions about our programs are always welcome.

Dale L. Montgomery, Director
Instructional Services

MURPHY LIBRARY SPECIAL COLLECTIONS

The Special Collections department is located on the second floor of Murphy Library, in the southeast corner. Any item requiring special handling is likely to come here, where appropriate facilities and precautions insure that the item will be available for students and researchers.

Among the fifty-odd small collections in this department are the rare books, Wisconsiniana (with emphasis on local history), University archives, the oral history collection, maps, approximately fifteen thousand historical photographs, and several smaller supporting sets. The rare book category is especially strong in early science fiction and fantasy, and in contemporary midwestern poetry.

The Area Research Center, also a function of this department, serves as a collecting and research facility for the State Historical Society of Wisconsin. In terms of visitor use, approximately seventy-five percent of the research effort in Special Collections is in the area of local and regional history. Such items as diaries, letters, business records, local government records, and photographs are frequently donated to the Center for permanent use.

Murphy Library supports the department through frequent purchase of supporting and auxiliary materials, and provides technical services for catalogued collections.

Special Collections welcomes interest in, and use of its holdings by the general public as well as the University community. Tours and special instruction for groups can be arranged.

Ed Hill, Special Collections Librarian

NEW COPYRIGHT LAW

For the first time since 1909, the copyright law has been revised and updated. The old law had been under attack by producers and publishers for over a decade because it was not written to provide guidelines for the technological advances made in reproducing print and nonprint materials. It must be said that any duplication of copyrighted material beyond "fair use" or without permission has always been illegal. The new law provides statutory guidelines for fair use and specific rules and regulations for copying materials.

Briefly stated the new law permits copying for "purposes such as criticism, comment, news reporting, teaching, scholarship or research" of printed materials based on the following guidelines:

Single (fair use) Copying for Teachers - A single copy may be made of any of the following by or for a teacher at his or her request for scholarly research of use in teaching or preparation to teach:

1. A chapter in a book;
2. An article from a periodical or newspaper;
3. A short story, essay or poem;
4. A chart graph diagram, drawing or cartoon from a book.

Multiple (fair use) Copies for Classroom use - Multiple copies (not to exceed more than one copy per pupil in a course) may be made by or for the teacher giving the course for classroom use or discussion provided that:

- A. Copying meets the test of brevity and spontaneity as defined below.
 1. Poetry: complete poem if 250 words or less or not more than two pages.
 2. Prose: complete article, story or essay of less than 2500 words or excerpt from any prose work not more than 1000 words or 10% of the work whichever is less.
- B. Spontaneity is defined as the instance and inspiration of the individual teacher. The inspiration and decision to use the work and the moment of use for maximum teaching effectiveness are so close in time that it would be unreasonable to expect a timely reply to a request for permission.
- C. Effect. The copying is for one course, no more than one short poem, article, or essay or excerpt may be made from the same author, nor shall more than nine instances of multiple copying for one course take place in one term.

All of the above must be met for fair use to be involved by the user.

As currently practiced, the process of placing copyrighted materials on reserve in Murphy Library will not meet the standards of brevity or spontaneity. As of January 1, 1978, each item will be dated and the professor notified that at the end of the semester the material will be removed unless permission has been granted by the copyright holder or the fee to reproduce the material has been paid.

Permission request forms are available at the reserved desk in the library. We are hopeful that everyone realizes that the university is liable for violations and we must comply with the law.

Dale L. Montgomery, Director
Instructional Services

NEW PERSONNEL

Since arriving on campus in July BONNIE BURROUGHS has taken over the responsibilities of directing the closed circuit instructional television activities in the Audiovisual Center. Ms. Burroughs was graduated from the University of Missouri with a B.A. and M.A. in Radio, Television and Film. Prior to moving to LaCrosse Bonnie was a media specialist at the College of Saint Rose in Albany, New York. Her duties as Television Co-ordinator at UW-L encompass all aspects of television production--writing, directing, producing and supervising.

GAIL DUESBURY, a graduate of Pennsylvania State University, began working in Murphy Library in November. As a Reference and Public Services Librarian, Gale developed library handbooks, selected bibliographic materials and orientation programs for university libraries in Guam and North Carolina. She received her M. L. S. degree from the University of Pittsburg and worked extensively in the health science fields in several libraries.

As the Director of Instructional Services, DALE MONTGOMERY has the responsibility of coordinating and merging the print and non-print services on campus. Coming to LaCrosse from the University of Utah, Dale has worked extensively in the area of Instructional development, media production and administration, adult education and teaching.

INSTRUCTIONAL TELEVISION

Television Services has two main goals for this year: 1) to increase faculty awareness of our services and to help them realize the many instructional uses of television, and 2) to increase the quantity and quality of instructional remote and studio television productions we produce. In working toward the first goal, the TV Coordinator has been meeting with the faculty in department staff meetings to present an outline of the services available to them. She is also producing a demonstration videotape that shows excerpts from various types of ITV programs. This will be shown to potential clients.

Much has been done toward reaching the second goal. Around 60 remote videotapings have been performed for such departments as Physical Education, Science Education, Management & Marketing, Outreach, Human Relations, Reading Education, Recreation and Parks, Music, etc.

Remote productions include all videotapings done with portable equipment at a location other than in the television studio.

Fifteen color studio productions have been completed this semester for such departments as English, Economics, Physical Education, History, Foreign Language, etc. Several on-going projects include a series of programs on the history of physical education in LaCrosse, and a series on dealing with athletic injuries.

Future projects include a remake of a series on anatomy and physiology, a series on physics, a series on prominent Wisconsin statespeople, a program on LaCrosse architecture, and many more.

Bonnie M. Burroughs

TO BUY OR RENT - 16MM FILMS

Many requests are received each year from various departments concerning purchase of films for campus use. The current policy used to determine the answer to the buy or rent question is based on the number of yearly on-campus uses.

To determine that number the following factors must be considered:

1. The average life span of a 16mm film is approximately six years.
2. Film cost must be amortized over a period of six or less years.
3. Handling cost of a library owned film which includes, scheduling, order preparation, inspection and maintenance amounts to \$4.00 per order.

An example of ownership verses rental of a \$300 film which rents for \$10 follows:

Rental Plan

8 rentals per year @\$10	\$ 80 year
6 year period	480

Ownership Plan

Film purchase	300
Handling cost(8 uses per year over 6 years)	192

In conclusion, it should be clear that the cost of ownership verses rental over a six year period with 8 uses per year is about equal. However, with less than 8 uses the cost of rental is much less than purchase and rental becomes the wisest decision.

Gary Coorough, Coordinator
Film Library

LET ERIC DO IT

Murphy Library offers computer-generated bibliographies on any educational topic of your choice. The library makes computer searches of the ERIC (Educational Resources Information Center) data bases. ERIC consists of two data bases: educational research reports found on microfiche in the basement which are indexed in RIE (Resources in Education) and journal articles which are indexed in CIJE (Current Index to Journals in Education). While it is possible to search these two indexes manually, a computer search is far quicker, more complete and can seek a combination of several subjects at once. ERIC computer searches are ideal for upper division students doing long term papers, graduate students preparing theses and faculty members doing educational research.

It's easy to have an ERIC search done. Come to the Information Desk in the library. The person there will direct you to the ERIC search librarian for the day. Discuss your topic with this librarian and fill out a search request with his or her help. A little later the librarian will run your search on our computer terminal in the basement. Your search will be ready at the Information Desk one or two days after you have your interview. The library charges \$3.50, about one-third of the actual cost, for each ERIC search payable at the time of your interview. Faculty members may charge ERIC searches to their departmental Xerox accounts.