

next issue.

An effort is now underway to shorten the turn-around time by a week or more and reduce costs in the long run. With the proper software and modem interface, I can type all the *C&RL News* copy on the ACRL word processor, insert special marks for typeface and spacing, then teletransmit the full text to the typesetter by phone line. This is the next best thing to having our own in-house composition equipment, because keyboarding is the most time-consuming and costliest stage in typesetting. At least some of the June issue will be produced this way, and all of the issues following.

To keep myself up-to-date I occasionally attend workshops on different aspects of magazine publishing. Most helpful have been those sponsored by *Folio* magazine in New York. Last year I participated in workshops on direct mail subscription promotion, selling advertising in association magazines, production cost cutting, editing skills, and cover design—all of which have proven very useful to the *C&RL News* design and budget.

My other responsibilities in ACRL beyond *C&RL News* management include supervising the Jobline, which is a recorded telephone message describing professional librarian positions currently open and which is changed weekly. I also write press releases for ACRL and in general advise the association in matters of editing, publishing, and public relations.

Several times during the year I compose and mail surveys on various topics to pre-selected non-ARL academic libraries. The results of the most recent survey on library photocopying appeared in the April issue, and another survey on advertising library positions is underway.

As always, I welcome articles, news items, or ideas for publication in *C&RL News*. Guidelines for submission of manuscripts appeared in the March issue, pp.85–86. Quite often I get many ideas by talking to members at annual conference, so if you want to ask questions, share viewpoints or news, or just chat amiably, feel free to contact me in Philadelphia. ■■

Continuing Education

CE at the University of California, Berkeley

Reference librarians working in separate units of large institutions such as the University of California, Berkeley, can often find themselves feeling somewhat isolated. Yet they are in fact often faced with the same problems and questions as their colleagues in other units.

In an effort to provide reference librarians with an opportunity to share their concerns and ideas and at the same time to try to seek some solutions, the library's Reference Services Committee developed a series of reference forums. These forums are held on a variety of topics and are designed to have a maximum of thirty-five participants to make discussion easier. The committee has urged representatives of many different units within the library system to attend. At each forum, which is scheduled as a two-hour informal bag lunch, there are panelists who provide an introduction and serve as moderators for the discussion.

The topic of the first forum, which was held in the Fall 1981 quarter, was "Reference Priorities." Three panelists provided the basis for discussion by distributing three case studies, entitled "Take a Number?," which illustrated a number of typical situations faced by librarians at a busy refer-

ence desk. The discussion opened with a summary of those factors which affect the selection of priorities at the desk: for example, how many patrons are waiting, their attitudes, their status, and the level of difficulty of their questions.

The first case study presented the problem of how to maintain a reasonable balance when, at the same time as a long-distance phone request, a foreign student who has difficulty with English has asked what is apparently a complex question, and at the end of a long line the chancellor's son might be waiting. Several solutions were proposed, such as first ascertaining if in fact the phone request is a simple matter before automatically putting the patron on hold. If it is obviously a time-consuming question, there is justification for asking the patron to phone back at a suggested time or offering to return the call later.

It was generally agreed that patrons waiting at the desk should be taken in order; however, the librarian should acknowledge in some manner an awareness of the others. The importance of body language was discussed. The status of the patron as a rule should not affect the order in which questions are answered, although it is possible to suggest to faculty members that they might wish

to return later or wait for a return call at their offices if they do not have time to stand in line. If there are many patrons waiting, the librarian can ask if anyone has a simple question, or whether there are several people from the same class needing assistance with the same assignment. Consideration of the special needs of a patron, such as age, disability, or distance from the library, is important as well. The point was raised that it can be difficult at times to maintain enthusiasm when there is a class of 100 students, all of whom are looking for a journal article on the same topic. It is worthwhile to suggest to the professor the possibility of an in-class lecture on indexes and abstracts pertinent to the course or a special tour.

The second case study illustrated how to handle a reference question needing only a quick database search when response time is slow and there are other patrons waiting. The consensus was that a good policy for computer searches at the reference desk is to do them quickly but wisely. If the patron is paying for the search, then one might suggest that he return later when there will be less delay.

The third study examined the amount of time spent with individual patrons (both connected with the university and from outside the university), tactics for answering questions presented at closing time, and the function of the librarian as

instructor. Although there can be no strict policy, the general reaction favored setting a definite time period of no more than fifteen minutes and finding as much as possible within that time limit. Also discussed was the level of bibliographic instruction in cases where a patron only wants a direct answer. Then the librarian should determine the suitability of teaching patrons how to find things on their own, have tools available so that patrons can locate materials easily, and always encourage patrons to ask for further help. The teaching function of the library cannot be overemphasized.

The initial forum generated a great deal of enthusiasm and participants suggested many ideas for further discussion topics. It became apparent that there are a lot of related problems that could be addressed at a reference forum. When a second forum was held recently on the "Disturbed Patron", there was so much interest that it had to be repeated. The next forum was held on the methods and problems of library instruction, and other topics will be designated by the Reference Services Committee. We hope that the reference forum series will be an ongoing part of continuing education for reference staff.—Norma Kobzina.

Editor's Note: Norma Kobzina is assistant librarian at the Natural Resources Library, University of California, Berkeley. ■■



- ✓ **Firm order services**
- ✓ **Rush/Reserve Department**
- ✓ **University Press Division**
- ✓ **Comprehensive & Customized Approval Programs**
- ✓ **Continuation/Standing Order Services**

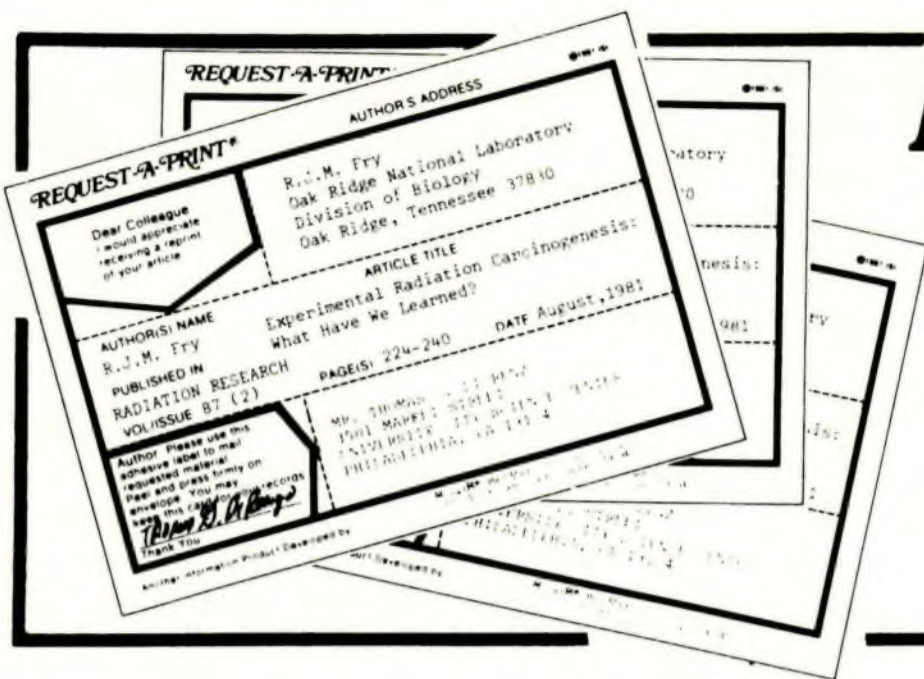
Ballen

Booksellers International, Inc.

66 Austin Boulevard, Commack, New York 11725

Toll-free WATS line: **(800) 645-5237**

Regional offices: Atlanta, GA Palo Alto, CA



Request-A-Print[®]

saves you time and effort in making reprint requests.

Obtaining article reprints for researchers, scholars, and students is one of your library's important jobs. But writing, mailing, and organizing reprint requests diverts your resources from more critical tasks. That's why you need the reprint request system that uses less time and effort—Request-A-Print.

RAP cards reduce your paperwork and make it easy to systematize reprint requests because . . .

- RAP cards come in continuous break-apart strips so running a number of them through the typewriter is fast and easy.
- All the polite words requesting a reprint are preprinted on the RAP card—so you don't have to type them. All you supply is the name and address of the author and the citation of the article you want.

- A system of self-adhering labels—including one pre-printed with your library's name and address—makes it easy for you to keep a record of reprints requested and for the authors to send them to you. These labels even give the author a record of who requested what article.

And if that's not fast and efficient enough for you, you can try a technique that some librarians are already using: have your RAP cards preprinted with your organization's address, but with the name line blank. Then you can give the cards out to people who want reprints and let them complete their own cards.

Either way you use RAP, these cards mean less work for your staff . . . and faster, more efficient service for those who use your library. Why not see for yourself the difference Request-A-Print makes? Just mail the coupon below to receive a FREE sample RAP card and flyer. Act today.

Please send me a FREE *Request-A-Print*[®] sample card and flyer.

Name/Title

Organization/Dept.

Address

City

State/Province

Country

ZIP/Postal Code

Telephone

isi Institute for Scientific Information[®]

3501 Market Street, University City Science Center, Philadelphia, PA 19104 U.S.A.
Telephone: (215) 386-0100, Cable: SCINFO, Telex: 84-5305

European Office

132 High St., Uxbridge, Middlesex, U.K., Tel: 44-895-30085, Telex: 933693 UKISI

12-2787

©1982 ISI