This was the theme of LIRT’s program at the 1984 ALA Conference, a program co-sponsored by ACRL’s Audiovisual Committee, ALA’s Instruction in the Use of Libraries Committee, LAMA’s Public Relations Section, and PLA’s Audiovisual Committee. On June 25, approximately 150 librarians gathered in the Sheraton-Dallas Hotel to hear presentations on the use of AV in library instruction and to see library instruction AV items.

Chuck Haskins, Manager of Visual Products for 3M Company’s offices in Grand Prairie, Texas, opened the program with a discussion of the benefits of using visuals in educational communication. He made the point that audiences retain only 11% of what they are told, but up to 60% of what they see. Adult audiences in particular are less likely to tolerate lecture or lecture-type sessions. Also, the growing prevalence of television in our society contributes to a youth culture more oriented to visuals than to spoken presentations. However, this does not mean that libraries need to invest in expensive media items to get their instructional message across. Mr. Haskins recommends overhead transparencies as the most cost-effective way to deliver visual messages. He also pointed out that 3M Company offers a continuing series of free training courses on the use and production of visuals. Instruction librarians can contact their local 3M representatives to arrange for attending these classes.

Dr. Larry Hardesty, Director of Eckerd College Library, then spoke on applying instructional development theory to library instruction using audiovisual items. He sees this development process as following a model of:

```
ANALYSIS → DESIGN → EVALUATE

REVISE
```

The specific steps in this process are usually: needs assessment (determine what the problem really is); solution selection (what best meets the needs); development of instructional objectives; analysis of task and content needed to meet the objectives; selection of instructional strategies; sequencing of instructional events; selection of
media; developing or locating the necessary resources to create instructional materials; tryout/evaluation of these materials' effectiveness; and revision of materials until they reach desired effectiveness. ("Application of Instructional Development to Mediated Library Instruction" by Larry Hardesty and Frances Gatz in Drexel Library Quarterly, volume 16, number 1, January 1980 describes these steps in more detail."

The Media in Instruction Exchange followed these two speakers. In poster session-like atmosphere, ten libraries presented library instructional audiovisual items designed by their staff. Program attendees moved from presentation to presentation; stopping to view items and ask questions of each library's representatives as dictated by each attendee's interests and conference schedule. This exchange continued for nearly two hours after the speakers' presentations. Participants in this exchange were:

Ball State University, Search Strategy, slide/tape presentation
Bowling Green State University, Citation Indexes, transparencies
Public Library of Columbus and Franklin County, Reading...the Best Game in Town and We Treat Every New Mother Like a Princess, videocassettes
C. W. Post Center of Long Island University, Speedy Stan in Circulation, videocassette
Moody Medical Library, University of Texas Medical Branch, Mesh... A Key to Library Resources, videocassette
Purdue University, Purdue Undergraduate Library, slide/tape presentation
Rutgers University, From Basic Research to Nursing Research, transparencies
St. Paul Campus, University of Minnesota, The Malti's Chicken, videocassette
Metropolitan Toronto Library, Much More to Explore, videocassette
Western Kentucky University, Library Trek, videocassette

Information about each of these audiovisual programs is available through LOEX Clearinghouse.

-- J. Randolph Call
Retrospective Conversion Manager, OCLC

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DEAR LIRT COLLEAGUES,

LIRT has begun a new year with lots of activities from the 1983-84 year of which to be proud and an exciting round of new plans ahead. Let's look at some of the things our hard-working committees have accomplished:

-The 1984 Conference Program Committee put on an excellent program at Dallas on "Getting the Most from the Least: Producing Professional-Looking Audiovisuals for Library Instruction," including a media exchange in which 10 libraries shared the fruits of their labors.

-The Publications Committee again produced four well-written and information-packed newsletter issues. The June issue contained a selected annotated bibliography of recent articles and books on library instruction prepared by the Continuing Education Committee.

-The CE Committee also completed a booklet describing successful bibliographic instruction workshops, courses and leaders. It will be published during the coming year.

-The Liaison Committee continued its fine work of keeping LIRT informed of activities of other ALA units interested in library instruction and developed listings of instruction-related programs for Washington and Dallas conference attendees.

-Information has been collected by the Research Committee about the use of computers for library instruction in a variety of types of libraries and an article will be published.

-Public Relations/Membership sponsored a successful booth and mealtime discussion (Bite) program in Dallas. They are hard at work on a new member packet.

-Long-Range Planning analyzed the results of the recent membership survey, developed goals for LIRT activities during 1984-85 and began preparing for a Long-Range Planning Retreat for members of the Steering Committee at the 1985 Midwinter Conference.

In the coming year, LIRT officers will work with other round tables to develop ways to work together as a federation. We will also continue to cooperate with the Instruction in the Use of Libraries Committee in its efforts to change its charge and organization.

1984-85 promises to be a really exciting year. LIRT is at a point in which new directions will be explored and new activities planned. All of the accomplishments listed above and all of the activities of the coming year are possible only through the interest, dedication and participation of members like YOU. To all of those people who worked so hard during the past year, thank you! To those who want to be a part of the work of LIRT this year, VOLUNTEER. We need good committee members. We need ideas. We need information and feedback about our activities. In short, LIRT needs you! I am looking forward to hearing from you.

Mary Pagliero Popp
President
Library Instruction Round Table
## LIRT Officers & Committee Chairs, 1984 - 85

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## LIRT Nominations

The LIRT Elections Committee is responsible for producing a slate of at least two candidates for each office (Vice-President/President Elect, Secretary, and Treasurer) that will insure representation on the Executive Board from all or almost all types of libraries. These candidates are secured from those who volunteer and those who are nominated. Candidates must be current members of the Round Table and must have served at least one year on a committee or task force of the Round Table. If you would like to run for a LIRT office or would like to nominate someone, please send your name, address and committee service or the same information for the person you are nominating to:  
May Brottman, Chair, LIRT Elections Committee, address above. The deadline for consideration is November 15, 1984.
DESIGNING POINT-OF-USE INSTRUCTION FOR THE ONLINE CATALOG

Studies currently being done on the online public access catalog (OPAC) indicate that a large percentage of users learn how to use the catalog by referring to point-of-use instructions. Because of the dominant use of this kind of tool and its low cost relative to other kinds of instruction, it is important to design these instructions for maximum effectiveness.

What are the characteristics of effective point-of-use materials? The findings of the CRL-sponsored OCLC studies of OPACS indicate that patrons found most helpful printed aids that were short and to the point (A Comprehensive Study of Online Public Access Catalogs: An Overview and Application of Findings, by Neal K. Kaske and Nancy P. Sanders, vol. 3, p. 57). It is common sense to recognize that most persons who use online catalogs for the first time have as their goal finding information and not learning how to find information. No one wants to read a book in order to find a book. Two good questions to ask, then, are first, what message needs to be relayed, and second, what is the shortest possible way to get this message across?

Perhaps more important than brevity itself is the illusion of brevity. This is accomplished through clever choice of format and layout. Do not crowd information into every inch of space available. This gives the learner the impression that there is too much to learn in one session at the terminal. It is far better to have a multi-page manual with only a few simple instructions per page. A flip-chart is a good way to present this kind of information for it presents an immediately visible index and encourages users to go directly to the information they need. In addition, it provides enough space so pages can remain uncluttered.

Simplicity is as important as brevity. Instead of writing paragraphs (or even sentences), break down instructions into straightforward statements or sections. Numbering statements so they are perceived as steps toward a goal is a good idea. For example:

TITLE SEARCH:
1. Enter: T/and the title
   EXAMPLE: T/SUN ALSO RISES
2. Press: RETURN KEY
   Tips: 1. Do not space after the slash (/).
       2. Omit any leading articles such as The, A, An, La, L', Der.
       3. Be sure to space between words.

The physical characteristics of printed aids need to be tailored to particular situations. Are they to be portable or attached to the terminal station? What size is most appropriate for the space available? The durability of the materials from which the printed aids are constructed is usually linked to the cost factor. If heavy usage is expected, more expensive construction materials and methods may pay off in the long run.

A little humor never hurts, but unless ingeniously done it does usually take up additional space on the printed page. Also keep in mind that any humor must be integrated with the content so it doesn't detract from the message. And remember what
Designing Point-of-Use... (continued)

Marshall McLuhan said: the medium is the message. Any good point-of-use instruction must sell the online catalog as well as instruct in its use. An effective teaching tool at the terminal is one that convinces the user how easy and rewarding the online catalog is to use.

--Linda Wilson
Project Manager for User Education
Virginia Tech Libraries

BIB BITS

The Spring 1984 issue of Improving College and University Teaching (vol. 12) includes an article by Bruce E. Fleury, science librarian at Tulane University in New Orleans, entitled "Lectures, Textbooks and the College Librarian." Fleury maintains that "In order to qualify as equal partners in the process of education we (college librarians) must first demonstrate that we are an essential part of that process." He describes the shortcomings of the lecture-textbook style of teaching and advocates more independent study. Fleury suggests courses in library use for faculty in order to increase their awareness of the potential for bibliographic instruction. He urges a reduction in reserve reading lists and an increase in course-integrated library instruction. While his points are not new, their appearance in a journal aimed not only at librarians but also teaching faculty may have some effect.

--Deborah Fink
University of Colorado, Boulder

In "Trivializing Your Library" (College and Research Libraries News, July/August 1984, p. 341), Bonnie Gratch describes a BI promotion campaign at Bowling Green State University which uses trivia questions printed on table tents placed in the dining halls, ending with a twenty-question trivia contest.

NEW PERIODICAL FOR SCHOOL LIBRARIANS

In September 1984, the School Library Media Activities Monthly will begin appearing ten times a year to "provide useful, practical activities and information for elementary and middle/junior high school library media specialists." The producer/publishers, Paula K. Montgomery and H. Thomas Walker (authors of Teaching Library Media Skills, 1983) would like to encourage library media specialists to share those activities which have been successful in instructing students in essential library media and research skills. In addition to a "Sharing Ideas" section, each issue will have a daily almanac, listing dates and special events around which suggested library skill activities can be built; six to eight detailed activities in lesson-plan format with reproducible teaching aids; practical monthly columns containing reviews, bibliographies, and summaries of current research; and feature articles. The subscription rate is $40 a year, from LMS Associates, 17 East Henrietta Street, Baltimore, MD 21230.

BI POSTER SESSIONS

These poster sessions on BI were presented at the 1984 ALA Conference in Dallas. Contact the authors for more info; time permitting, they will be happy to share their experiences with you.

"An Integrated Academic Library Education Program"--Christine Graham, San Francisco State University, San Francisco, CA.

"A Teachable Research Process for Secondary Students"--Barbara Stripling and Judy Pitts, Fayetteville High School, Fayetteville, AR.

"Term Paper Advisory Service"--Jamie Wright Coniglio, Janice A. Fryer, and Eleanor R. Mathews, Iowa State University, Ames, IA.

"Individualized Term Paper Assistance: Programming Hints"--Kathleen Bergen and Barbara Macadam, University of Michigan, Ann Arbor, MI.

"Sophomore Orientation: An Introduction to Research"--Barbara Stripling and Judy Pitts, Fayetteville High School Library, Fayetteville, AR.
RECENT PUBLICATIONS

BOOKS


ARTICLES


THE SOUTHEASTERN LIBRARY ASSOCIATION
Library Instruction Roundtable
and
On-line Search Librarians Roundtable
PRESENT
Mr. Bill Corbin, Vanderbilt University

TOPIC: The Computer in User Instruction: Valuable Tool or Expensive Toy?

ALSO: Two "Break-Out" Sessions featuring Mr. Corbin and representatives from Dialog and BRS

SELA BIENNIAL CONFERENCE
October 19, 1984
9:00 AM - 10:00 AM (Business Meeting)
10:00 AM - 12 NOON (Program)
Biloxi, Mississippi

THE LIRT NEWS NEEDS YOU!
Your new editor needs input, copy, reviews, etc. from any of you out there who have something to share with the rest of us. If you would like to become an official reporter for LIRT NEWS, please contact me immediately. The following deadlines apply to all who would like to submit copy:

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Phone: 703-961-5069.
The LIRT world awaits your news!

LIBRARY INSTRUCTION ROUND TABLE NEWS

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