

# THE FINE PRINT

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University of Wisconsin - LA CROSSE

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## RISING COSTS AND USE

In the 1978-83 financial forecast, Stanford University predicts that library acquisition costs will continue to grow faster than inflation and will take a larger share of the library budget. (Library Journal, April 15, 1978, p. 808.)

This prediction of things to come is hardly earth shattering. (See Tables I and II) In a recent issue of the Chronicle of Higher Education (May 8, 1978, p. 3) the editors reported, "In a recent two-year period, when average book prices rose 8 per cent, college and university libraries increased their spending for books by only 2.8 per cent. In the same period, prices of periodicals arose 34 per cent-- and the academic libraries increased their spending for periodicals by 36 per cent."

Like other departments, the library is caught between the financial squeeze of inflation and requests for more acquisitions. Five years ago \$50,000 was spent for journal subscriptions. Today the same subscriptions cost almost \$100,000. The same is true for books. In 1972, the 6200 purchased titles requested by the faculty were purchased for \$71,453. The same number of titles in 1978 would cost \$99,000.

As the library collection continues to grow at a moderate rate, the use of the materials by the students is another area of concern. Many students do not view the library as a place for research. It is regarded as a book lined study hall, an alternative to Cartwright Center, a place for socialization and/or a dating center.

Many of our students lack the library skills needed to use the collection. They rely solely on their textbooks for information. The library faculty working with the faculty is seeking to improve student use of the collection with a variety of instructional programs.

Since its construction Murphy Library has enjoyed the benefits of administrative and faculty support to build the collection. With this support we are also seeking to increase use in order to maintain and increase the quality of instruction and holdings on campus.

Dale Montgomery, Director  
Instructional Services

TABLE I

U.S. PERIODICALS: AVERAGE PRICES\*

<u>Subject Area</u>	<u>1971</u>	<u>1976</u>	<u>5 yr increase</u>
Business & Economics	\$ 9.72	\$ 16.98	\$ 7.26
Chemistry & Physics	38.31	86.72	48.41
Education	8.25	16.00	7.75
Fine & Applied Arts	8.17	12.42	4.25
General Interest	9.32	15.24	5.92
History	7.40	11.94	4.54
Journals & Communications	6.91	15.90	8.99
Law	10.19	16.21	6.02
Literature & Language	6.88	11.60	4.72
Math, Botany, Geology & General Science	20.06	42.51	22.45
Medicine	27.00	47.47	42.92
P.E. and Recreation	5.72	9.27	3.55
Political Science	7.23	13.09	5.86
Psychology	18.70	29.39	10.69
Sociology & Anthropology	7.92	17.11	9.19
Average	\$ 12.78	\$ 24.12	\$ 11.34

\*The Bowker Annual of Library and Book Trade Information. (1972 and 1977)

TABLE II

AVERAGE PER-VOLUME PRICES OF HARDCOVER BOOKS  
1971-76\*

<u>Selected Categories</u>	<u>1971</u>	<u>1976</u>	<u>5 Yr. Increase</u>
Art	\$ 8.86	\$ 12.48	\$ 3.62
Biology	15.25	26.24	10.99
Business/Econ	9.93	10.98	1.05
Education	5.20	8.60	3.40
Chemistry	20.77	78.00	57.23
English	7.55	12.15	4.60
Languages	8.10	9.93	1.83
Geog/Earth Science	14.63	14.84	.21
History	11.23	12.28	1.05
Mass Comm	7.58	9.82	2.24
Math	9.71	19.29	9.58
Physical Ed	6.79	7.77	.98
Physics	9.42	19.52	11.08
Political Science	6.73	14.66	7.93
Psychology	7.40	12.43	5.03
Soc/Anthr	7.33	13.69	6.36
AVERAGE	\$ 9.74	\$ 17.66	\$ 7.93

\*Based on actual prices of books purchased by Murphy Library 1971 and 1976

## FROM THE AREA RESEARCH CENTER

Early in 1978, the library and papers of Katharine Martindale (1890-1977) were donated to the Area Research Center. Over one hundred packing boxes of materials were removed from the Martindale house at 237 South 10th Street, and the inventory of the collection was begun immediately.

Anni Hauth of the ARC staff performed the inventory, with archival assistance from the State Historical Society of Wisconsin. A comprehensive report on the collection is being prepared for the Martindale trustees. The collection includes 1,512 printed books, 258 periodical issues, 1,400 photographic images including daguerreotypes and ambrotypes, 132 stereographic views, 36 unmounted documents relating to the Martindale family, 5 mounted documents including land indentures dating to 1699, 6 Wisconsin maps, 11 reproductions of artists' painting, 11 artists' sketch books by Martindale family members, 3 genealogical documents, 15 business ledgers, 34 notebooks and daily records, and 14 miscellaneous diaries and journals.

In addition, there are approximately twenty cubic feet of correspondence and personal papers which will require further treatment. The bulk of this is a collection of letters involving Martindale families back to the early 1800's.

Original materials and appropriate books will be housed in the rare book room and Area Research Center. Ordinary printed books will be added to the library's circulating collection. A special bookplate, designed by Dr. Emerson Wulling, will be affixed to all printed books and other appropriate materials.

Ed Hill, Special Collections Librarian

### INTERLIBRARY LOAN SERVICE

This valuable service provides access to books and periodicals not owned by Murphy Library. We send most of our requests, via teletype, to the Wisconsin Interlibrary Loan Service, in Madison. If the material is not in Wisconsin, we will locate and request the book or periodical from another library, which will require more time.

The service is available to faculty and students, but it does have certain restrictions. We cannot borrow current U. S. books of moderate cost, basic reference books, and rare or fragile books. We must buy doctoral dissertations and pay handling costs plus, for every request we submit. The new U. S. Copyright Law has established additional restrictions on borrowing.

Interlibrary Loan Request forms are available at the Information Desk. Be sure that you have consulted the card catalog and computer printout list of periodicals we own, before asking for an Interlibrary Loan. Give complete and correct information as requested. Incomplete forms will only delay your request. If you have a deadline to meet, add a note to the request, viz, "not needed after \_\_\_\_\_." If you have a campus office and telephone, please include them on your request. We are glad to help you.

Roy N. Van Note, Interlibrary Loan Librarian

## MICROFILM SERVICES

Microfilm Services was organized as a support for administrative offices. There have been projects completed for Placement, Information Services, Business office and Registrar's office. The initial reasons for each project were that microfilm provided the following four general advantages.

1. Use as an integral part of a system of information storage and retrieval.
2. Conserves space and equipment.
3. Facilitates distribution of records.
4. Vital records protection.

A microfilming systems refers to the use, storage, retrieval and duplication of records. Such a system can save up to 98% of the storage space that the original documents occupy. One 100' roll of microfilm contains approximately 5,100 images or about 2 standard file drawers. Security is provided by storing a low cost second role copy at a different location. The microfilm also provides file integrity against document losses or miss files. A cost savings is also present as a duplicate film is far less costly than reprinting the original document.

As a result of the initial projects there are annual updates for Placement, Registrar's office and the Business office. An extensive project with the Student Affairs office records has recently begun. Other possible campus administrative areas where microfilm might provide assistance are: Student Health records, Counseling and Testing, Personnel files, Admissions records, Financial Aids records, Purchasing records, Alumni records, etc. The possible applications are extensive.

Microfilm Services has yet another important area for contribution to UW-L, that of support to the instructional programs through micropublishing information on microfiche. The primary advantages offered the student are:

1. Simplicity and reliability
2. Student control and involvement
3. Accessibility to students at odd times and places
4. Black and white or color

Advantages offered the faculty department are:

1. Low production cost
2. Low mailing - Outreach uses
3. Easy storage
4. An inexpensive learning center
5. Broad applications
6. Black and white or color

Microfiche is a sheet of film containing frames of color or black and white illustrations, photographs, or textual information which would encourage each student to feel a greater responsibility for his own learning, while providing that instruction in a reliable and less costly manner.

The Microfilm Services unit is a recent addition to Audiovisual Services. It is housed in room 003, Main Hall, and is coordinated by Clair Rood.

Please call Dr. Rood (8047) for further information about the application of microforms to your instructional program.

## HOME TELEVISION ON CAMPUS

Another video format is upon us! This newcomer, a member of the video cassette family, is a 1/2 inch video cassette machine. You have probably seen television and magazine advertisements for at least one of the many brand names being marketed for home users. Not only do we have a new format to worry about, but within the format there are at least 23 different models of machines from which to choose. Most of the machines fall into two different formats that are not compatible: Beta (developed by SONY) and VHS (developed by JVC). (There are also the Quasar and V-Cord formats, but they are of lesser importance.) The basic differences between the formats are, 1) The way information is actually recorded on the tapes, and 2) The structure of the cassettes and the machines.

We are all familiar by now with the 3/4 inch U-Matic video cassette machines that SONY, JVC, Panasonic and others have been selling the past few years. Several departments on the UW-L campus have 3/4 inch video cassette machines for play back and/or recording purposes. Television Services in the AV Center records its master tapes of instructional television programs on a SONY 3/4 inch U-Matic video cassette recorder. It is a stable format that successfully took the place of the old EIAJ 1/2 inch, reel-to-reel machines and serves well as a master production recorder. Television Services intend to keep the 3/4 inch format as a master format for storage and copying.

It is strongly suggested that other departments stick with the 3/4 inch video cassette format as well. We suggest avoiding the temptation to buy one of the 1/2 inch cassette machines for the following reasons:

- 1) They were designed as consumer machines for home use - not for heavy institutional use.
- 2) None of the many formats of 1/2 inch machines has come out as a clear leader, although SONY would be a likely choice.
- 3) It is not possible to play back a "Beta" tape on a "VHS" machine. The different 1/2 inch machines are not compatible with each other!
- 4) We already have too many different video formats on our campus in various departments:
  - a) EIAJ 1/2 inch reel-to-reel
  - b) 1/2 inch video cartridge
  - c) 3/4 inch video cassette
  - d) old format one-inch reel-to-reel
- 5) The 2 and 4 hour video cassettes being sold for use with the various 1/2 inch video cassette machines have flimsy tape. Extensive student use in our institutional situation could result in damaged and unusable tapes.
- 6) The new format has not been out long enough to be properly field tested so all the bugs can be worked out.

In summary, if you have a 3/4 inch video cassette machine, stick with that format. If you're planning to buy a new machine, go with 3/4 inch video cassette. Perhaps in several years when our campus has phased out its old 1/2 inch reel-to-reel machines and the new 1/2 inch cassette machines have been perfected, it will be worth reconsidering their purchase.

Dale L. Montgomery