

1977 Publicity Scrapbook Summary

Note: Significant newspaper articles, brochures, photos, and other items from the scrapbook are filed by subject in the archives.

System News

1977 Budget: The County Board set the final 1977 budget at \$6.319 million, an increase of 5.4 percent over 1976; this included closing Morningside, 3903 Morningside Road, effective Dec. 31, 1976 and transferring those staff to Edina, and delaying the openings of Brookdale and Ridgedale libraries. The city of Robbinsdale provided \$13,721 to keep the Robbinsdale Library opening, bringing the HCL budget total to \$6.333 million. (Edina Sun, Dec. 29, 1976)

Bus Service to Three Libraries: A federal grant funded Metro Transit bi-monthly bus service to Edina, Oxboro, and St. Louis Park libraries, especially for residents without adequate transportation. About six percent of the county's suburban population -- some 32,000 residents -- lacked personal transportation. The six-month experiment was called the "Oughta Mobile." (Hennepin Reporter, undated). "One of the few libraries secure enough to admit that something it tried actually fell flat is the Hennepin County Library, which contributes to the exceedingly slim literature of project failure with a report of a busing program." HCL reported that the program cost \$12 per rider because few people used it, despite lack of bus service and continuous publicity of the free service. (Library Journal Hotline, undated).

Notable Library Programs: More than 60 subjects were covered in a myriad of programs, from A (animal care) to W (wilderness living). Average attendance ranged from 38 at north area libraries to 81 at the bookmobile and outreach. (HCL 1977 "Programs Planned" and "Program Statistics" sheets). The Search Strategy course was developed in late 1976 and was designed to help students and adults find information in the library. (from Search Strategy student notebook, 1977). In addition to Search Strategy, librarians created two other training programs for the public -- Storytelling Workshop (originated in 1976) and Parents, Preschoolers and Literature Workshop (1977). (course materials, 1977). Comedian Pat Paulsen was featured in a National Library Week ad in the Star Tribune ad as part of a collaboration between HCL and Eden Prairie shopping center, where several library week programs were scheduled. (Minneapolis Tribune, April 15, 1977). Nationally-recognized storyteller Denny Dey and author Tomie dePaola were featured at HCL programs (Minneapolis Star, July 13, 1977 and Minneapolis Star, Nov. 16, 1977). Eden Prairie sponsored an annual kite flying contest. (Minneapolis Tribune, April 25, 1977).

Bookmobile Driver Olaf Jacobsen: Almost the entire front page of the Sunday Tribune B section, plus a jump to an inside page, was devoted to HCL bookmobile driver Olaf Jacobsen, who had been on the job 38 years. The story included seven photos. (Minneapolis Tribune, Feb. 27, 1977).

Friends of the Library: A planning committee studied the history and current status of Friends of the Library groups in Hennepin County libraries. The committee recommended that Friends groups are to be encouraged and recommended the following support: Friends Manual (ideas, guidelines, how-to info), newsletter, recognition event, Friends Coordinator, workshops, and Friends Council. (memo, Aug. 24, 1977).

National Awards: Hennepin County Library received National Association of County awards for two programs, services to Vietnamese people and the used books store at Southdale Library. (Hennepin Reporter, September 1977).

TV Public Service Announcement(s): HCL created a 30-second TV PSA in its media lab promoting metro library use by Minnesota Kicks soccer star Alan Merrick. (MELSA Messenger newsletter, Oct. 15, 1977). Inquiries to local TV stations indicated significant play time for three PSAs provided during 1977 via MELSA, including a minimum of \$15,000 worth of air time on WCCO-4 and \$19,000 worth of air time on WTCN-11. (correspondence from TV public service directors January 1978).

Library Construction Program (No articles in 1977 scrapbook)

Individual Library News

Bookmobile: The direct personal connection between library staff and patron was emphasized in a feature about bookmobile service in Plymouth and western Hennepin County. "We go into many rural areas where the library is the only resource center," said librarian Pamela Holt. (Sun Newspapers, July 8, 1977).

Champlin: As of 1977, there were only four head librarians in the history of the Champlin Library, which was created in 1922. Ruth Stephens, the current librarian, who began working for the library in 1952, observed her 25th work anniversary in 1977. She was preceded by her mother, Mrs. W.O. Leathers, who was librarian 1932-1952 and on the payroll until 1956. Serving from 1922-1932 was Mrs. Willis Stout and prior to that, in the early days, Mrs. S. R. Coleman. The library's written history by Mrs. A.S. Kimball was prepared for the dedication of a new building in 1939. It stated: "26 years ago (from 1939), five of the ladies of Champlin conceived the idea that we needed a library or reading room for the young people....It seems that Mrs. Vinette Lincoln first gave us the thought. She had traveled a great deal with her husband, one of

Champlin's pioneers, and had many curios that she wished to put where people could enjoy them. So one day in February 1913, Mrs. Wm Trussel, Mrs. W.H. Stout and Mrs. A.S. Kimball went to the home of Mrs. F. L. Lane and met with her and her mother. After discussing plans it was decided that the area needed a library....Invitations were issued to every lady in Champlin regardless of color or creed and on March 4, 1913 about 30 women met at the home of Mrs. George Curtis and organized the Women's Club of Champlin, with the main purpose to bring library service to the people of Champlin.' The history explained that the women rented a room in what was then the Leathers Building. And 'what with donations of books, tables, and chairs, a library began.' The library was open Saturday afternoons and evenings. Librarian was Mrs. S.R. Coleman. The library grew larger because of donations and in Sept. 1919 it moved into the larger room of the same building. The writer recalled, 'The room had been used by a Mr. Herrick, one of the early pioneers, for an undertaking room. And his wife used the other part for a millinery shop.' In 1921 Mrs. Kimball and a Mrs. Lane secured from the Standard Oil Company the gift of a 16x16 ft. building. It was put in the rear of the Kimball Store lot and through the donated work of the men of the town and gifts of citizens the building was remodeled into an up-to-date reading room. About the time the County Library began in Hennepin County, and by a vote of the C.W.C. the Champlin Library became a branch of the County Library with all expenses and maintenance being met by county funds from county taxes. On Jan. 1, 1922 the library opened three afternoons and two evenings a week. That was when Mrs. Willis Stout was the first County librarian. Shortly hours changed from (to?) every afternoon and two evenings a week. In June 1922 the club incorporated and bought the lots on the corner of Oak St. and Dayton Road and the building moved there. Mrs. Stout served as librarian 11 years and resigned Jan. 1, 1933. The history explained that Mrs. W.O. Leathers then became librarian and was still in office at the laying of the corner stone of the new building Aug. 20, 1939." (The library remained in the same location as of 1977.) (Champlin Dayton Press, June 23, 1977).

Eden Prairie: High-demand books corresponded to the local bestsellers: "Roots" by Alex Haley, "Your Erroneous Zones" by Wayne Dyer, and "Passages" by Gail Sheehy. "Trinity" by Leon Uris was one of the most popular novels. Kids checked out Nancy Drew and Hardy Boys books in large numbers. Older teen boys preferred sports and beer can collecting, a popular hobby of the time. (Eden Prairie News, March 3, 1977).

Westonka: The annual pet show sponsored by the Friends of the Library was hugely successful as usual. (Lake Minnetonka Sun, July 22, 1977).

Compiled by Linda Jennings, February 2013

