

The Reynolds Library Board

Special Meeting, January 13, 1964
Genesee Valley Club

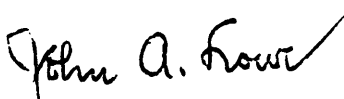
Present: President Weller, and Messrs. Anstice, Broadhurst,
Chamberlain, Flory, Gordon, Lowe, Miner, J.F Weller, Jr.

Mr. Flory discussed further than he had done at the November meeting, some of the details of the Reynolds Library Audio Visual Department's part in the program of the conference of the Department of Audio Visual Instructors of the National Education Association, to be held in Rochester, April 19 to 24, 1964

By a written ballot, signed by each of the members present (attached), Mr. Harold S. Hacker, Director of the Rochester Public Library, was unanimously elected a Trustees of the Reynolds Library.

By general consent Mr. Anstice was asked to serve as Secretary during the absence of the Secretary

Ajourned 1:30 P M.


John Adams Lowe, Secretary

THE REYNOLDS LIBRARY
Ballot Upon Election of Trustee

Meeting of the Board of Trustees
January 13, 1964

The undersigned, being members of the Board of Trustees of the Reynolds Library, do hereby vote in favor of the election of Harold S Hacker as a Trustee of the Reynolds Library.

Dated: January 13, 1964.

Joseph F. Waller

Frank H. Gordon

Lawrence Bondhus

John Flory

Randall Miner

L. F. Waller Jr.

M. D. Ginstie Jr.

L. J. Bondhus

John A. Howe

422 Yarmouth Road
Rochester, New York 14610
April 21, 1964

Mr. Joseph F. Weller, Sr.
President, Reynolds Library Board
935 Main Street, East
Rochester, New York 14605

Dear Sam:

Herewith I submit my resignation as a Trustee of the Reynolds Library, effective today. I have in mind that you may wish to elect a Secretary at the annual meeting in May.

We all know that age must give place to youth and that it is highly desirable to add to the Board young men taking an active part in community activities, with fresh points of view and sufficient energy to give the time and attention to the Board which it so richly deserves.

It has been a pleasure and an honor, these many years, to be associated with you and the Board and I assure you that I shall always have keen interest in the development of the purposes of the Reynolds Library.

With all kind wishes,
Sincerely yours,

John Adams Lowe

cc to Mr. Anstice

ROCHESTER PUBLIC LIBRARY

115 SOUTH AVENUE, ROCHESTER, NEW YORK 14604

HAROLD S. HACKER
DIRECTOR

June 9, 1964

Mr. Joseph F. Weller, Sr.
935 Main Street East
Rochester, New York 14605

Dear Sam:

Since I will be late for the June 11th meeting of the Reynolds Library Board, I thought that it might be helpful if I gave you a report on the two April 22nd Reynolds Audio-Visual Department programs for the people attending the DAVI Conference here in Rochester.

First of all, I would like to express the sincere thanks of all of us at RPL, trustees and staff alike, for all that the Reynolds Library trustees did to make both programs the success that they were. I particularly want to express our thanks to Jay Weller for his untiring work as liaison between the Reynolds Library Board and the RPL staff. Jay was ready and willing to do promptly whatever had to be done throughout the period when we were preparing our slide-illustrated talk on the history of the Reynolds Audio-Visual Department and on its services and financing. In his liaison capacity, he edited the reams of copy prepared by Stan Holmes of the Rumrill Company that was sent to us almost daily during the two-week period preceding the Conference. Each magazine article, fact sheet, and press release prepared by Mr. Holmes had to be double checked for accuracy and consistency and Jay was a great help in doing this. He also made all of the necessary arrangements for the preparation of slides from the art work prepared by our staff artist, Rita Pernaselli, and from the photographs in our collection. He also arranged for the services of a photographer to do quite a bit of original photographic work, much of which was also converted to slide format. I do not know how we would have been able to complete our preparations if Jay hadn't been able to line up people at Eastman Kodak Company to advise us and to produce the slides that were used in our presentation. As you know, Jay also sat in on a number of planning conferences that were necessary before we completed the outline of the talk and of the slides to support the talk. He arranged for the loan of the slide projector and tape recorder that we used during the programs.

We have received several unsolicited letters from members of the audience complimenting all of us, including yourself, on the fine slide presentation and excellent art work. In fact, one of the members of the

Mr. Joseph F. Weller, Sr.

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June 9, 1964

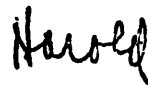
audience informed DAVI national headquarters that our program made the most effective use of audio-visual techniques of any program at the Conference.

I also would like to express our gratitude to the Reynolds Library Board for its generous financial support for the program, which included a sizeable expenditure for the services of Stan Holmes in publicizing the Department at the national level and informing the delegates to the Conference of our program. Other expenditures for which we are also grateful included the payment for the services of our staff artist (when she worked overtime) and of the photographer, and for the refreshments served to the delegates who attended our two sessions.

Finally, I want to thank you, Sam, for participating in both of the programs and for the encouragement and help that you gave to us in preparing our first venture in the field of audio-visual presentations. We have been so encouraged by the response to the program that we plan to use this technique to inform the people of the Rochester community of other library services and statistics.

It has been a real pleasure working with you and Jay on this important project.

Cordially yours,



Harold S. Hacker

HSH:mc

cc: Joseph F Weller, Jr.

REYNOLDS LIBRARY BOARD

Annual Meeting, June 11, 1964
Genesee Valley Club

Present: President Weller and Messrs. Anstice, Judson, Lowe, Broadhurst, Ellingson, Miner, Pike, Sproat, Van de Vate, J.F. Weller, Jr., Hacker and Middleton.

The minutes of the meetings of November 18, 1963 and January 13, 1964 were read and approved

The Treasurer presented the Accountants Report submitted by Peat, Marwick, Mitchell & Co., consisting of the financial statements and supplementary data as at December 31, 1963. This showed:

Operating Fund (cash)		\$ 49,065.00
Investments		736,060.40
(Market value \$1,233,652.93)		
Income continuity fund		25,376.28
Book Collection fund		<u>9,855.72</u>
Income		
Investment dividends	\$44,084.60	
Bank interest	<u>635.15</u>	
		44,719.75
Deductions		<u>33,663.65</u>
Excess, income over deductions		-11,056.10

The excess of \$11,056.10 was reported due to the City of Rochester. The Treasurer stated that the Board had earlier authorized all excess of income over expenses to be paid yearly to the City rather than to have any accumulation. He explained, however, that there was always kept on hand a cash reserve.

The Treasurer's report was approved and the audit accepted.

The Treasurer was then authorized to pay the City of Rochester

immediately the sum of \$6,000 and a like amount on September 1st for the use of the Reynolds Audio-Visual Department.

Mr. Broadhurst presented on behalf of the Finance Committee the report of the Custodian, Reynolds Library, showing a book value of bonds in the amount of \$544,576, with a market value of \$515,990; a book value of common stocks in the amount of \$151,995, with a market value of \$755,463; a book value of savings accounts in the amount of \$41,100, with a market value of \$41,100; and a book value of preferred stocks in the amount of \$10,077, with a market value of \$7,600. Cash on hand was \$3,024. The estimated annual income from these investments was \$45,188, with a total market value of \$1,323,177.

A recapitulation showed that \$500 of General Motors Acceptance Corporation 2 3/4% bonds due July 15, 1964, had been sold for \$564.15, while there had been purchased for the account 87/100 shares of American Electric Power for \$34.83 and 187/200 shares of Commonwealth Edison for \$48.22.

This report was accepted as read, the security transactions approved, and the report ordered filed with these minutes.

Mr. Broadhurst then made the suggestion that the Reynolds Library invest in IBM stock even though it might entail a sacrifice of some income. He expressed the view that the Reynolds Library should be more concerned with capital growth at this point than with increased income. This would bring the level of common stocks to 60-65%, rather than the present 58%. He explained that many charitable funds maintained investments in common stocks from 60-65%. He suggested that the Board consider selling some of the holdings in Morgan Guaranty Trust and recommended maintaining deposits in savings accounts at their present level.

Mr. Ellingson then pointed out that the return of \$23,248 from common stocks with a book value of \$151,995 proved that common stocks can produce an excellent return. On the other hand he stated that bonds, because of their lack of appreciation, could not come near equaling such a rate. He recommended that the Board look ahead to the period twenty to thirty years hence in making its investments.

It was ordered that the Finance Committee take these suggestions under advisement and report at a later date.

A letter from Harold S. Hacker, dated June 9, 1964, was read to the Board and the Board as a whole expressed its thanks to the President and to Joseph F. Weller, Jr. for their untiring efforts in presenting to the DAVI Conference in Rochester the Reynolds Audio-Visual Department programs. Mr. Hacker's letter was ordered attached to these minutes.

Mr. Joseph F. Weller, Jr. then presented to the meeting the bill submitted by The Rumrill Co., Inc., dated May 22, 1964, for approximately \$1,800 for services rendered in behalf of the Reynolds Audio-Visual Department's Projects at the DAVI Conference. The Treasurer was authorized to pay the bill.

The Board then expressed the desire that Eastman Kodak Company be thanked for its great assistance during the DAVI Conference, and Mr. Weller, Jr. was requested to transmit the gratitude of the Board to the proper persons at Eastman Kodak Company.

The President read the resignation of Dr. John A. Lowe as a Trustee. Upon motion duly made and adopted, his resignation was accepted with regret. A motion was then made and duly adopted that, in consideration of the long years of service to the Reynolds Library, Dr. Lowe be made an Honorary member of its Board of Trustees.

Mr. Pike presented the report of the Nominating Committee. He placed in nomination for officers for May 1964 to May 1965, the following:

President	Joseph F. Weller
Vice-President	Thomas F. Judson
Treasurer	Mortimer R. Anstice Jr.
Secretary	E. Willoughby Middleton Jr.

which ballot was found acceptable and the officers elected.

The President asked the Board to consider the need for publicizing the work of the Reynolds Library. After discussion, it was agreed that an attempt should be made to have a feature article appear in one of the daily newspapers giving the history of the Reynolds Library. It was suggested that Artch Merrill might write such an article, and Mr. Hacker volunteered to discuss the matter with him. The Board was then reminded that Dr. Lowe had written a history of the merger of the Reynolds Library with the Rochester Public Library and that it

would be helpful for Mr. Merrill to have a talk with Dr. Lowe.

There being no further business, the meeting was adjourned.

E. Willoughby Middleton, Jr.
E. Willoughby Middleton, Jr., Secretary

ROCHESTER PUBLIC LIBRARY
Reynolds Audio-Visual Department
SEMI-ANNUAL REPORT
1 November 1963 to 30 April 1964

SUMMARY OF STATISTICS

	November 1962 to April 1963	November 1963 to April 1964
Film Loans	14,326	14,505
Audience	1,219,140	1,226,811
Record Loans	41,257	41,396

Films in Collection	, 3,780
Filmstrips in Collection	423
Recordings in Collection	8,930
Film Registrations	1,137

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The last six months has been a period of continued growth and development for the Reynolds Audio-Visual Department. 133 new films have been added to the collection bringing the total to 3,780. Important new titles in such areas as city planning (a series of six films on Lewis Mumford's *The City*); Integration (*Walk in My Shoes*, *No Place to Hide*, and *Integration: Report No. 1*); and Literature (*Dicken's Chronicle*, *Shakespeare-Soul of an Age*, *The Russians-Insight thru Literature*). Several new sponsored films have come our way for deposit in the collection. Again we have a group of new films from the Canadian Travel Film Bureau, which are always welcome and do yeoman service on many groups programs. Distillation Products has given us a film on vitamins which should prove quite useful in health education programs. Information on patent laws is the subject of a new film partly sponsored by the Rochester Patent Lawyers Association. And Marine Midland Trust Company continues to supply us with the monthly *Screen News Digest*, an excellent source for current news. For many years we have hoped and prayed for a film on Rochester because of the number of requests that we constantly get. And now we have one. It was generously given to the Library by the Rochester Gas and Electric Company. It is a recent production made for them by Jam Handy.

Phonograph records are being constantly added to expand the collection. Continuing projects are the complete recorded editions of the works of Corelli, Vivaldi, and Haydn symphonies. A large gift of over 150 classical records was given to the Library by Mr. Elmer Louis, former President of the Friends of the Rochester Public Library, for which we are most grateful. Other important additions have been; the Caedmon literature and poetry series, Shakespeare Recording Society Project, and the Louisville Orchestra series of contemporary American Music. Altogether, 648 new recordings have been added to the collection bringing the total to 8,930.

FILMS SANDWICHED IN for 1964 was again highly successful. 1,634 viewers came to see the series of 11 programs, even braving a winter storm in March to see a film titled *SNOW*. Comments from people say that it's one of the best ways to see what's new in the collection. We try to plan the programs around our newest films.

Professional AV educators from all parts of the country and the world converged on Rochester from April 19 to the 24th for the national convention and exhibit of DAVI (Department of Audio-Visual Instruction) of the NEA (National Education Association). April 22 was devoted to a number of seminars given in various educational institutions in the Rochester area. Among them was the Rochester Public Library where a seminar was given in the auditorium. The seminar began with a brief

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history of the Reynolds Library by Mr. Joseph F. Weller, Sr., President of the Reynolds Library Board and was followed by a slide illustrated talk on financial and statistical aspects of the department given by Director Harold S. Hacker. A question and answer period followed by a tour of our facilities completed the seminar which was given both morning and afternoon to enable as many convention people as possible who wished to attend to do so. Mr. Barnes was also active during the week tape recording several conference sessions for deposit at the National Tape Repository. Altogether it was a busy and exciting week for all concerned and we had many visitors stopping in during the week to see our operations and going away quite impressed with the job that we are doing

In April Mr Jessup spoke about the department and presented a program of recordings at a meeting of the Professional Women's Club at the Baptist Temple.

Other activities that Mr. Barnes has been active with include: Prescreening for the American Film Festival; introducing and presenting a film program at Sully Branch Library as part of National Library Week; CINE juror for screening business and industrial films for submission to European Film Festivals; and Chairman of the Festival judging committee for the Literature category at the 1964 American Film Festival recently held in New York City and sponsored by the Educational Film Library Association.

The past six months have been busy ones and what we have accomplished is a credit to our loyal and hard-working staff.

Respectfully submitted,

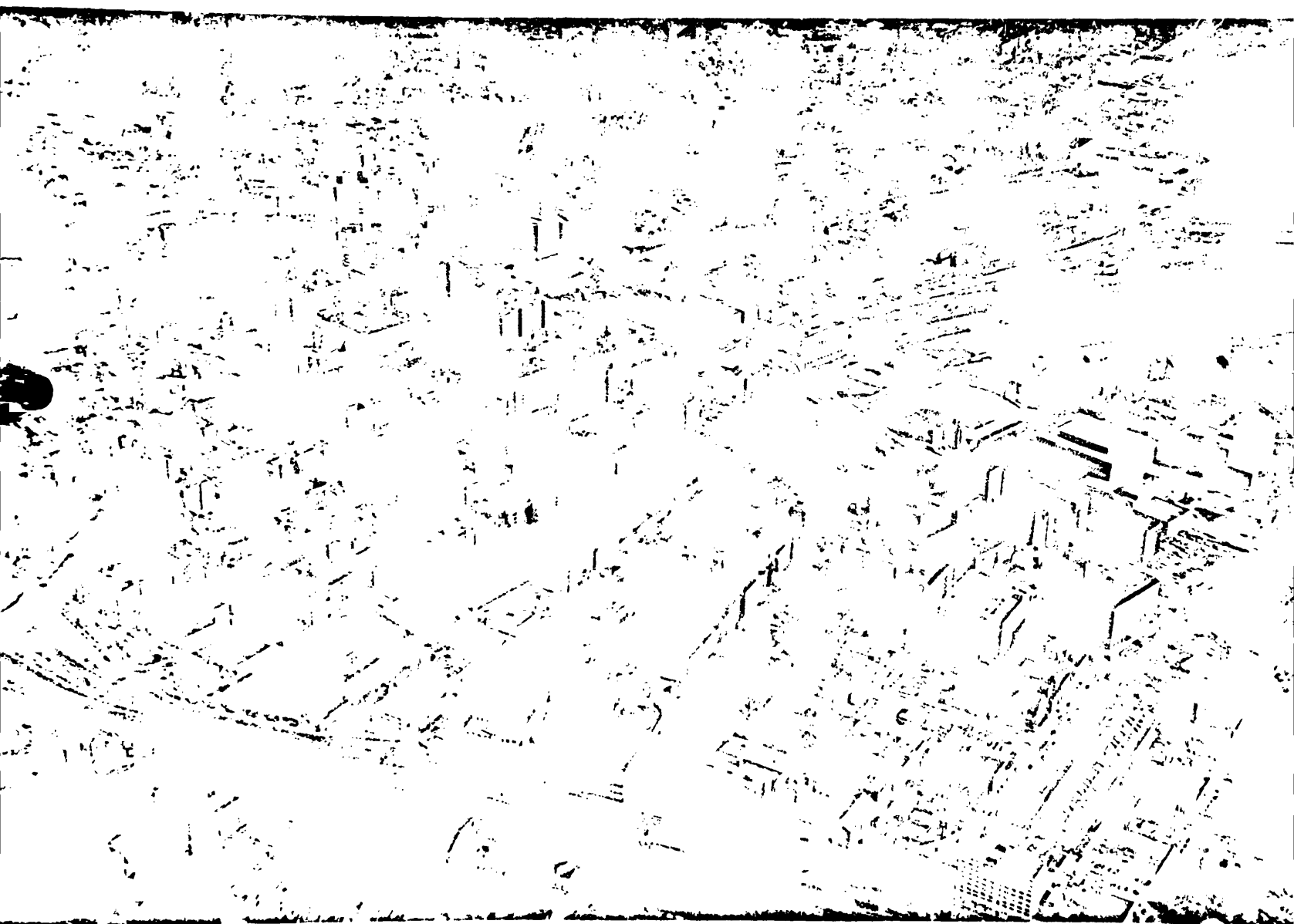


Robert W. Barnes, Head
Reynolds Audio-Visual Department

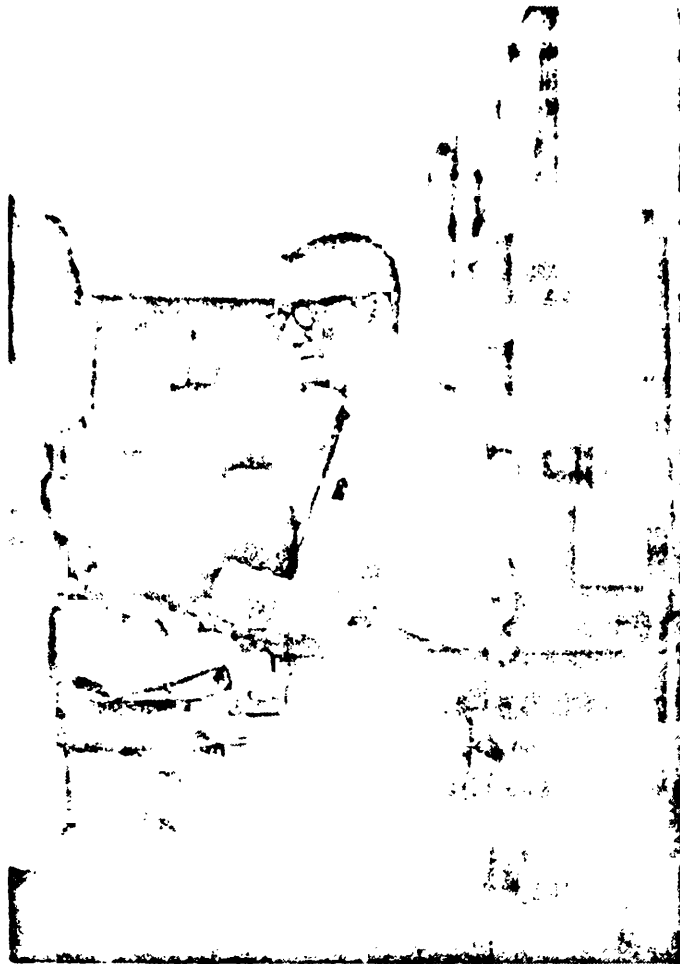
FILM News

SPECIAL REPRINT
from
Volume XXI No. 2
1964

The Newsmagazine of
Film, Filmstrips, Records,
Educational TV



Story Of The
REYNOLDS AUDIO-VISUAL DEPARTMENT
of the
ROCHESTER PUBLIC LIBRARY



ROBERT BARNES, Head, Reynolds Audio - Visual Department, Rochester Public Library, reports . .

2 Million Circulation In Spite of Use-Fee

Rochester's reputation as one of the communication centers of the world rests not only on the imaginative products of such companies as Eastman Kodak and Xerox. Also important is the way in which a private foundation and a public institution have joined hands to make the motion picture film a dynamic force in the lives of the town's students, churchgoers, industrial business leaders, boy and girl scouts, and the many thousands of other persons belonging to social, civic and fraternal groups.

The public institution: The Rochester Public Library. The private group: The Reynolds Library Board, which has supplied some \$327,000

in the past 16 years for operation of the Reynolds Audio-Visual Department—supplemented in the past two years by \$55,000 in fees from major film users.

The result: The largest public library collection of informational films in the country, and, we believe, a dynamic force locally that translates films into AV-power for curriculum enrichment, adult enlightenment and supervisory excellence in business.

Newest Phase: "Use-Fee"

Despite the fact that a quantity use-fee was established in July, 1961, audiences for the Reynolds Audio-Visual Department collection of 3721

films continue to grow apace. In 1963, 902 registered groups accounted for 22,175 screenings of Reynolds films to a total audience of 1,997,002—or more than three times the total population of Monroe County, the area served by the Rochester Public Library.

From an internal operations' standpoint, the use-fee boosted available non-tax funds from \$35,730.50 in 1961 to \$58,917.80 in 1962, and to more than \$68,000 last year. Total expenses for Department: \$80,000. This has given us added flexibility in replacing worn-out prints and purchasing new titles—some 631 of these since 1961.

Prior to July of 1961, users were charged only a nominal indemnification fee of \$2.00, which entitled the group to unlimited use of films throughout the year. With the establishment of the use-fee, groups now pay a per-reel charge of \$1.00 for black-and-white and \$2.00 for color. The use-fee does not take effect, however, until the borrowing-group has used 25 films, thus apportioning financial responsibility among the heaviest users.

The decision to adopt a use-fee was not made lightly. Since schools account for more than 60-percent of all our film loans, library management under the direction of Harold S. Hacker embarked in 1958 on an exhaustive study to determine the most efficient means for supplying Rochester education with the films it needed—both for "curriculum enrichment" and various instructional purposes. Two separate paths to intelligent control of this town's major audio-visual resources were discussed with school board representatives.

1. Various Rochester school systems, to set up their own central source of films, combining the various "satellite" collections then in existence.

(In essence, this would involve a separate metropolitan audio-visual service exclusively for the schools.)

2. The Reynolds collection to be strengthened and expanded by means of a reasonable use-fee, while maintaining other school-level and private collections intact.

Consensus of educator opinion was that the latter course would be more efficient, and also productive of increasingly better film fare for the schools.

As a point of fact, the Reynolds average use-fee is approximately \$2.46 per title—a substantially lower charge than that of three leading university collections (\$1.18, \$4.68,

\$4.80), and less than half that of a typical commercial firm (\$5.17).

AV IN PUBLIC LIBRARIES

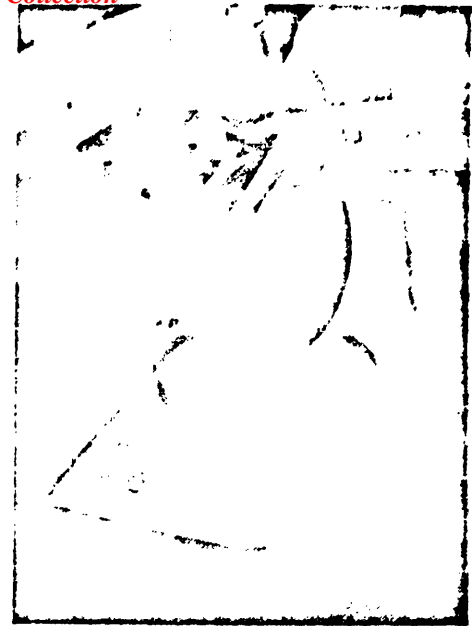
No. 29

Expansion Era

Among borrowers who pay the fee, three school districts use more than 2000 films annually; 11 other districts screen more than 100 titles a year. As was agreed from the outset with school district spokesmen, funds resulting from such usage have been applied to expanding the service, facilities and supply of films at the disposal of the schools. In fact, the boost in income made possible by the use-fee, together with an extraordinary additional appropriation of \$10,000 by the Reynolds Library Board, signaled a new era of expansion during the 1961-62 period.

A 1962 survey, for example, revealed the following statistics and preferences for future expansion of Reynolds AV activities:

1. Of the 26 school districts responding, 21 had official "AV coordinators."
2. The Reynolds collection was mentioned twice as frequently as any other single films source—university, U. S. Government, industry, etcetera.
3. Eleven of the school districts had "satellite" film collections of their own.
4. Most significant, there was a decided split between those districts



Camera catches blur of frenetic action at film cleaning machine. Enough film to stretch from Rochester to Berlin yearly travels over the Department's two units.

Background of Reynolds A-V Department

FROM REMARKS BY JOSEPH F. WELLER SR., PRESIDENT, at DAVI SPECIAL SEMINAR.

The story of the nation's largest public library collection of informational films begins with one private donor and a history of unique co-operation that has given Rochester one of its most outstanding community resources.

Last year the 3,721 films in the collection of the Reynolds Audio-Visual Department of the Rochester Public Library reached a cumulative audience of close to two million—or more than three times the total population of Monroe County. In addition, some 79,757 Rochesterians availed themselves of the Department's extensive record collection.

In the 1800's Rochester's only library for many years was situated in the old Mortimer J. Reynolds' home on Spring Street, and supported by funds originally made available by this philanthropic gentleman in the form of income from the old Reynolds Arcade, built in 1829.

After a public library made its official appearance on the Rochester scene in 1911, the Reynolds Library moved its facilities to the Arcade and there continued to operate a reference library and reading room. When the Rochester Public Library opened the doors of its new Rundel Memorial Building in 1932, a wing was devoted to a Reynolds reference library and all the old books, papers and records were transferred to the new Rundel quarters here on South Avenue. (More on page 10)

After a public library made its official appearance on the Rochester scene in 1911, the Reynolds Library moved its facilities to the Arcade and there continued to operate a reference library and reading room. When the Rochester Public Library opened the doors of its new Rundel Memorial Building in 1932, a wing was devoted to a Reynolds reference library and all the old books, papers and records were transferred to the new Rundel quarters here on South Avenue. (More on page 10)

and film fare for the primary grades.

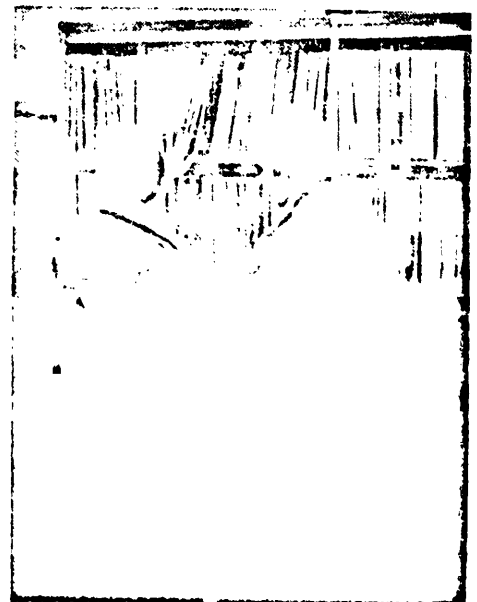
7. Fifteen of the school districts suggested that machinery be set up to enable all school districts to preview proposed new films prior to purchase.
8. The majority of the school districts wanted to maintain the present system of booking-by-phone.

Other-Than School Usage

In addition to schools, hospitals are heavy users of the Library's films. Three of these institutions screened 189 films during the period covered by the 1962 survey. This study also revealed a marked potential for useage by business and industry. Among the local firms employing Reynolds films extensively are two in the photographic field:

(Continued on back page)

Teens browse over historical jazz selections. Reynolds AV collection also includes 9,072 records—borrowed some 79,757 times in 1963.



Three staff positions were added to the Department—a professional films specialist, a clerical bookings assistant and an audio-visual attendant to process films on their return from loan. Vital equipment was also purchased during this period, and more films.

Of key significance in this new era is increased contact between the Library management and the various school districts involved. According to Library Director Harold S. Hacker, such liaison is of the utmost importance in making that portion of the AV Department's funds derived from school-use fees directly responsive to the educational film needs of the school community.

recommending that the Reynolds collection be expanded in the direction of "curriculum enrichment" as opposed to "instructional" films. (The "vote"; 14 in favor of "mostly enrichment films with limited number of instructional"—12 for the opposite mixture.)

5. Preferences for black-and-white versus color prints of the same titles were also split—15 for black-and-white, 11 for color, though color was considered to be important for science films, particularly chemistry.

6. Areas of the Reynolds collection that needed particular strengthening were revealed by the survey to be literature, math, foreign languages,

which and Dausch & Lomb, which used 75 and 44 films respectively during the 1962-63 period. The survey performed for the Reynolds Library Board also indicated that, of 77 larger local firms contacted, 71 made use of films—with major applications to industrial relations, public relations, sales and advertising.

Typical of industry's usage of the Reynolds facilities are screenings of such films as *ENGINEERING AN AGREEMENT* and *OVERCOMING RESISTANCE TO CHANGE*, two of the collection's 300 specifically business-related titles shown by local firms as part of supervisory training programs. Currently, some 130 local companies are signed up to borrow Reynolds films on a regular basis, accounting for about 12-percent of over-all viewing.

A solid 22-percent of the users of Reynolds films are churches and religious groups and, surprisingly, the trend in religious use is toward subjects not directly related to religious themes. *LONELY BOY*, a motion picture that isolates a day in the life of popular singer Paul Anka, has been popular with churches, revealing—as it does—both the “aloneness” of adolescence and the generating forces behind swoon-prone teenage girls. Another popular church subject has been *UNIVERSE*—a film on astronomy that gives the viewer a real feeling of “cosmos” or the vastness of nature beyond our immediate atmosphere. Asbury First Methodist Church and South Presbyterian, employing 43 and 49 films respectively during the past year have been the leading borrowers among religious institutions.

Civic, social and study groups also account for a significant portion of the Reynolds Department film loan program. Here, too, the Library's Audio-Visual Department tries to stay ahead of trends, in such growing interest-areas as “human relations,” and, more recently, the natural (i.e., breast feeding) of infants.

Responsibilities

On the lighter side: it is our responsibility to inform the community at large of the services the Department offers. In addition to word-of-mouth publicity generated by satisfied users, we run a yearly ten-week program of “Films Sandwiched In” presentations. Audiences of 200-300 Rochesterians regularly attend these noon-hour film sessions, bringing their own food or ordering box lunches in advance through our Department. In cooperation with the Library's public relations director Alan Kusler, local newspapers and radio stations have been most helpful in announcing upcoming programs.

Various film-subject areas have also been spotlighted with special film programs moderated by a specialist who suggests ways in which the titles can best be utilized in community group programs. An example is the one-day Health Film Institute. Other programs include: industrial safety, personnel management, science, and award-winning films such as those of the American Film Festival each year. Special summer film series for children have also proved extremely popular, combining the library's two prime media, books and film, with young audiences encouraged to read books on the subjects explored in the film sessions.

On a more serious note, we have found it increasingly difficult to maintain an all-important neutral posture in relation to films that in our judgment have a “slanted” point of view, such as *OPERATION ABOLITION*. Despite mounting local pressure—including a rather pointed newspaper editorial—the Department stood firm in its resolve not to add this film to the collection until the opposing point of view became available in the form of *OPERATION CORRECTION*. The story of West Coast student rioting was thus put in its proper—and dual—perspective.

We also feel an important responsibility to stay ahead of interest currents in the community, much as a buyer in a department store; only, our stakes are the minds of people, and, in some cases, perhaps lives. During 1961, for example, the Library's five prints of *THAT THEY MAY LIVE* were in almost constant use, with a total of 223 screenings. A use-survey also indicated that the Department's 45 safety films were screened 661 times to a total audience of 34,499 people in that same year.

Into The Future

The Reynolds Audio-Visual Department has come a long way in 16 years—from an early film loan service that in 1948 circulated its 699 titles to some 47,000 people. With the solid and growing financial support of the Reynolds Library Board, over \$300,000 has been contributed over the years to purchase, maintain and circulate films to a cumulative audience of 15.5 million.

What the future holds, no one knows. Perhaps the Reynolds operation will provide a model for the “birth” of other public library film collections around the country so that these two most powerful informational media—the film picture and the printed word—may gain strength from each other for the enrichment of communities across the land.

I cannot truthfully say that the money tended to burn a hole in our collective trust “pockets,” but we did, at that time, actively seek ways in which the spirit of Mr. Reynolds' original gift could be made to work most effectively on the local scene. This opportunity was presented to us in the form of the relatively young and growing medium of 16mm motion pictures—a dynamic force that had matured in purpose and effect during the war years.

So a substantial portion of the available funds was shifted from books to film with the formation in March 1948 of the Reynolds Audio-Visual Division of the Rochester Public Library. As is usual in such ambitious undertakings, people made the difference. Norman Moore, our first Reynolds department head, and, more recently, his successor, Robert Barnes, have helped translate growing AV resources into AV action. And, throughout, of course, then head librarian John A. Lowe, and his successor Harold S. Hacker—who is now director of the Rochester Public Library—helped chart a course toward community enrichment through the film medium. In particular, Mr. Hacker's timely advice and continuing contracts with local educators have helped structure the Reynolds Audio-Visual Department of today.

Through careful investments, the Reynolds Library Board has been able to increase its contributions to the AV Department's operation throughout the years. In 1963, for example, \$34,540 were given to the Rochester Public Library for purchase of films, records and necessary equipment. In 16 years of Reynolds and public library cooperation, a total of \$327,040 has been contributed for the support of the Reynolds Audio-Visual Department.

And, of course, more than any single factor, we attribute the pervading spirit of active cooperation to those successes that the public library and the Reynolds AV Department may together claim.

ROCHESTER PUBLIC LIBRARY

November 2, 1964

To: The Reynolds Library Board
From: Harold S. Hacker
Subject: Recommended change in R.P.L.'s Use-Charge Policy

You will recall that the Rochester Public Library Board of Trustees established a film use-charge policy, effective July 1, 1961, with the encouragement of the Reynolds trustees to augment the income of the Reynolds Audio-Visual Department to permit the enlargement of the Department's staff by three positions and an \$11,000 increase in the annual budget for films.

Since the innovation of this policy, the use of films has declined - as was expected.

However, after 3 years experience we believe that the number of annual free loans should be increased from 25 to 50 to permit greater use of films without serious effect to our income level.

I am enclosing a report that I have prepared for R.P.L. trustees. I trust that you will find it both interesting and informative.

HSB:EGS

Encl.

For R.P.L. Director's Report:

**RECOMMENDED CHANGE IN FILM USE-CHARGE POLICY, INCREASING FREE
LOANS FROM 25 TO 50 ANNUALLY**

The R.P.L. Board of Trustees in December 1960 adopted the enclosed policy regarding use-charges for films lent by the Reynolds Audio-Visual Department. The policy became effective on July 1, 1961.

This policy was formulated only after 2 years of study and conferences involving the Reynolds Library Board, the R.P.L. staff and trustees, and the major film users - the public school districts in Monroe County.

The reason that the policy was adopted was the urgent need of additional funds for the Reynolds Audio-Visual Department to increase the size of the department's staff to meet the rapidly increasing requests for services and to purchase more films. It did not seem fair to any of the study participants to request the additional funds from the City of Rochester when most of the service was given to school districts and other organizations in Monroe County - outside the City of Rochester. Nor did it seem wise to seek the funds from Monroe County for just one phase of R.P.L.'s activities. All participants in the study agreed that a film use-charge policy was the fairest solution until the time that several or all of R.P.L.'s operations were financed by the County, instead of the City.

Since the introduction of the use-charge in July, 1961, the number of annual film loans declined from the 1960-61 level - as was expected.

After three years of experience with this policy, we believe that it is time to revise one phase of it, increasing the annual number of free loans from 25 to 50. There are three reasons for this recommendation:

1. In our judgment, there are quite a few organizations with limited funds that would make greater use of films that they do at this time - if the number of free loans was increased. We believe that this should be done so that we may extend our film service to the greatest number - one of the basic objectives of R.P.L.
2. The change in the number of free loans will benefit every major user of films as well as minor users. Yet it should not adversely effect our income needs since the anticipated income under the revised policy would cover the increased budgetary costs committed by RPL in 1961-62. These costs include the salaries of 3 staff members and \$11,000 for a supplemental annual film budget. These costs total approximately \$26,000 now and ultimately could rise another \$3,000.
3. The increase in the number of free loans to 50 should save the department staff much time-consuming work billing marginal users for very small annual use-charges, ranging in 1963-64 from \$3.50 to approximately \$60.

-2-

Here are some pertinent data for your further information:

	<u>1960-61</u>	<u>1962-63</u>	<u>1963-64</u>
	#	# \$	\$
Total Loans	28,477	21,906	22,778
Loans Requiring Use-Charges	N		
Schools: # & \$	O	13,220 - \$27,455	14,207 - \$31,291
Other Organizations: # & \$		247 - 605	248 - 551
TOTAL: # & \$	U	13,467 - \$28,060	14,455 - \$31,842
Average Use-Charge Per Loan	S	\$2.08	\$2.20
Additional Free Loans Under New Policy	E	880	1,977
Income Loss Under New Policy	C	\$1,900	\$4,350
Total Income Under New Policy	H	\$26,160	\$27,492
	A		
	R		
	G		
	E		

11/2/64

ROCHESTER PUBLIC LIBRARY
Reynolds Audio-Visual Department
SEMI-ANNUAL REPORT
1 May 1964 to 31 October 1964

SUMMARY OF STATISTICS

	May 1963 to Oct. 1963	May 1964 to Oct. 1964
Film Loans	8,531	8,101
Audience	754,784	680,651
Record Loans	37,072	34,009
Films in Collection	4,068	
Filmstrips in Collection	443	
Recordings in Collection	9,057	
Film Registrations	849	

Over the past six months, 288 new films have been added to our ever expanding collection, 12 of which were acquired as a result of gifts or long term deposit arrangements, and 276 by direct purchase through Reynolds Library funds and School Use Charges.

Outstanding among our recent acquisitions are: "The Lively Art of Picture Books", a film about the work of three famous American author illustrators, Robert McCloskey, Barbara Cooney, and Maurice Sendak; "Consumers Want to Know", a film about the fine work of Consumers Union; a group of new art films for the student artist, including "Drawing a Portrait", "Painting a Portrait", "Painting Crowds of People", "Painting Shadows" and "Painting with Calligraphy"; several new science films have also been added, including "Life in a Trout Stream", "Animals Breathe in Many Ways", and "Microbes and Their Control". Also included in this group would be "The Doppler Effect", "Life Story of the Earthworm" and "How to Bend Light".

A milestone, in effect, was reached on August 26th, when we accessioned our 4,000th film, the title of which was "The Boyhood of Abraham Lincoln".

We have two new films with our collection as the result of gifts from sponsors. Important among these are: "Rx for Mary Anne" given to us by the Strassenburgh Laboratories. This is a film which shows the careful work and research that goes into the manufacture of prescription drugs. Distillation Products Corp. gave us a film on vitamins which is entitled "Vitamins and Your Health". Other sponsors of films include the Canadian Travel Film Library and Midland Trust Company. We extend our appreciation to these people for their generosity.

Regarding phonograph recordings, 257 new recordings were added and 130 withdrawn because of wear. Some outstanding new items in this collection include: "Series of Shakespear Plays Completed", "Burton's Hamlet", "Dylan", "Funny Girl" and new copies of the Holt Language sets (French, Italian, Spanish and German).

On 13 October, the story of RAVD was presented in slide and talk by the director of RPL, Mr. Harold Hacker, to a general staff meeting of RPL people at the early hour of 8:00AM. The meeting was an experiment to see if more staff people would attend a meeting at such an hour. The attendance was good and many of our librarians learned just what our audio-visual service is all about. Mr. Hacker used the fine set of slides we have on the department to illustrate his talk.

- 2 -

Mr. Barnes attended the October meeting of the New York Library Association in New York City where he presented a talk on "Technical Processes of Film Libraries" as part of a program of the Audio-Visual Committee of the Association. On the 21st of October, he also spoke before the entering class of students at Colgate Rochester Divinity School in which he related the Reynolds Audio-Visual story.

Work on our new film catalog continues as time permits. All the typing of IBM cards is complete and we are going into the second stage of proof-reading. However, we are attempting to fill the gaps with lists of films on special subjects. For example, we revised our list of Art films and this is now available for circulation. A revised list of business films has been completed and is about to be printed. Other lists contemplated are science and children's films.

Our summer series of children's film programs, "Films For Fun", continues to be a popular attraction of summertime library events. Attendance was 924 for five programs. There seems to be a trend in this direction with branch and town libraries also scheduling film programs for children more and more. And, of course, they are using Reynolds Library films. More important is the planning and programming our staff is giving to these worthwhile projects.

Our greatest satisfaction, quite naturally, comes when a group takes the time and effort to drop us a line telling us how much they liked the program we selected for them. It somehow urges us on to do an even better job.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio-Visual Department

Enc. Film News reprint

REYNOLDS LIBRARY BOARD

Special Meeting, December 14, 1964
Genesee Valley Club

Present: President Weller and Messrs. Judson, Anstice, Flory, Broadhurst, Ellingson, Gordon, Hacker, Lowe, Miner, Sproat, Vande Vate and J.F. Weller, Jr.

Absent: Messrs. Chamberlain, Hazlett and Pike.

The minutes of the Annual Meeting of June 11, 1964, were read and approved.

Mr. Hacker reported his attempts since the last meeting to publicize the work of the Reynolds Library. He said that he had contacted Arch Merrill who had explained to him the limitation in space available to him made it impossible for him to devote a whole article to the Library. Mr. Merrill had suggested that for the Library to obtain publicity it would need some news-worthy event as a vehicle. It was then proposed that the release of the history of the merger of the Reynolds Library with the Rochester Public Library could act as such a vehicle. On the other hand, the opinion was expressed that the press might well be more interested in the current doings of the Reynolds Library than in the history. No decision was reached at this time.

The President then called on Mr. Broadhurst to present the report of the Finance Committee. Mr. Broadhurst stated that despite the sentiment of the Board at its last meeting that an investment be made in IBM, the Finance Committee had decided against it. The Recapitulation of the custodian of the Reynolds Library showed, as of October 29, a book value of funds in the amount of \$747,289., with a market value of \$1,379,625. Income estimated from these investments was \$45,771. Mr. Broadhurst reported that \$25,000 of Federal Land Bank bonds and 400 shares of General Electric, common had been purchased. He expressed the opinion that we should move into growth-type securities, such as General Motors, IBM and DuPont.

Mr. Miner congratulated the Finance Committee for its past performance as well as for its lack of action in not buying IBM after it had been recommended at the last meeting of the Board. Mr. Broadhurst's report was then accepted and the transactions approved.

Mr. Anstice, the Treasurer, presented the Treasurer's report. He stated that income could be projected at about \$46,000 per year with expenditures at about \$30,000, leaving \$16,000 extra to be turned over to the City. In the past the Reynolds Library has turned over \$5,000 in December and has then awaited the audit before giving the balance in May. Of the estimated \$46,000 received, \$41,000 will go to the City. The balance is for incidentals such as advertisements, purchases, etc.

The Treasurer was authorized to pay the City of Rochester for the Reynolds Audio-Visual Department the balance after expenses of the 1964 net income, namely \$5,000 to be paid in 1964, and the remainder upon completion of the audit in 1965

The Treasurer was authorized to make payments to the City of Rochester for the Reynolds Audio-Visual Department on or about the first of January 1965 of \$4,000; for the Reynolds Reference Library of \$2,000; \$500 for musical scores and indexes, a total of \$6,500, and, similarly, about the first of April, 1965, to pay for the Reynolds Audio-Visual Department, \$6,000.

The Treasurer was empowered to appoint Peat, Marwick, Mitchell and Company as Auditors for 1964.

Upon the authority of the President, the Treasurer was authorized to pay Robert S Barnes' expenses to professional meetings. The total sum for this purpose for the year 1965 is not to exceed \$2,000.

The President authorized the Board to make certain gifts at Christmas time as heretofore for special services rendered.

Mr. Hacker then reported that Mr Weller's nomination of Mr. Miner to be a Trustee of the Rochester Public Library Board to succeed Dr. Lowe had been on the desk of the City Manager, Mr Porter Homer, for some time, but had not been acted upon. Apparently, the reason for the delay is that

while Mr. Homer was prepared to make the appointment, he simply had not gotten around to it. After discussion of various ways in which the present City administration might be moved to meet its commitments, a resolution was unanimously adopted that Mr. Miner be elected to represent the Reynolds Library on the Board of Trustees of the Rochester Public Library, and that pursuant to the agreement between the City of Rochester and the Reynolds Library dated December 29, 1933, the City Manager be requested to appoint Mr. Miner to fill the vacancy on the Board of Trustees of the Rochester Public Library caused by the resignation of Dr. John A. Lowe. The Secretary was authorized to notify the City Manager of this action.

Dr. Ellingson expressed the sincere appreciation of Rochester Institute of Technology for the gift of the motion picture projector made by the Reynolds Library.

Mr. Hacker reported with respect to the recommended change in the Rochester Public Library's Use-Charge policy explained in his memorandum dated November 2, 1964, copies of which were sent to all Reynolds Board members. He explained that the Use-Charge policy in 1961 had provided for 25 films free, after which a fee would be charged. The Rochester Public Library Board has now revised its policy to increase free loans to 50 a year. With the adoption of the new policy it is hoped that there will be an increase in the use of films without adversely affecting income.

Mr. Hacker then reported that on the recommendation of the City Manager, preliminary plans were being made for enlargement of the Rundel Memorial Building. This would include the future space needs of the Audio-Visual Department. The State Education Department has allocated \$200,000 for the project from Federal funds. In the end, the addition will cost approximately \$2 to \$3 million and should take up to five years to complete. In considering means of expanding, several alternatives present themselves:

- (1) Fill in the hollow light court;
- (2) Build a mezzanine on both sides of the first floor;
- (3) Add partial floors to the building;

(4) Build downward (the Library is actually built on stilts);

(5) Use the area on the subway bed.

It is hoped to gain a maximum of 74,000 square feet This would be a considerable addition in view of the fact that the Library now has 150,000 square feet.

After concluding his report, Mr Hacker expressed to Dr. Lowe personally and to the Board as a whole his appreciation for all that Dr. Lowe had done to make his stay in Rochester a happy one. It was his desire that the Board know, furthermore, that Dr. Lowe had been a most faithful and valuable member of the Rochester Public Library Board.

The President then suggested that the next meeting be held at the Downtowner Hotel so that members of the Board might have a tour of the Library and then adjourn for lunch.

The desirability of preparing a history of the Reynolds Library was discussed once again, and Mr. Hacker brought to the attention of the Board a history by Miss Collins that is apparently with the Rochester Historical Society. Mr Vande Vate suggested bringing the history up to date and having it printed. It was suggested that John Slater's minutes would be helpful in this regard.

Mr Vande Vate then moved that Dr. Lowe be authorized to prepare a history of the Reynolds Library with any assistance he might need, with the President authorized to use his discretion as to the cost of the project. Mr Miner seconded the motion and it was unanimously adopted.

There being no further business, the meeting was adjourned.

E. Willoughby Middleton, Jr.
E. Willoughby Middleton, Jr., Secretary

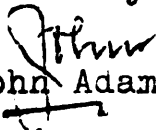
422 Yarmouth Road
Rochester, New York
January 4, 1965

Dear Sam:

Please accept my sincere thanks for the generous check which came from you today. I am sorry that you had difficulty in reaching me last week when I was out of town. As a Christmas greeting and as an expression of the Board's appreciation of what Mort Anstice used to call my "special services," it brings much happiness. Just the fact of being associated with the Reynolds Library Board in so important a community service is rich reward in itself, but I do cherish this friendly expression no end. I greatly appreciate the action of the Board in carrying on my name as an honorary member, even though my active participation came to an end this year. So it is, men come and go, but the Institution they serve goes on, more effectively year by year.

With warm wishes that for you and yours 1965 may be truly successful and happy,

Cordially yours,


John Adams Lowe



CITY OF ROCHESTER NEW YORK

Office of the City Manager

January 6, 1965


Mr Joseph F Weller, Sr.
75 Ambassador Drive
Rochester, New York 14610

Dear Mr. Weller:

Enclosed is a copy of the official appointment letter of Mr. Ranlet Miner to the Board of Trustees of the Rochester Public Library. I am sorry about the delay of this appointment.

Best wishes

Sincerely,


P. W. Homer
City Manager

PWH:bb

Enclosure (1)
Copy of appt. letter



CITY OF ROCHESTER, NEW YORK

Office of the City Manager

January 6, 1965

Mr Ranlet Miner
324 Culver Road
Rochester, New York 14607


Dear Mr. Miner:

Pursuant to authority vested in me, I hereby appoint you as a member of the Board of Trustees of the Rochester Public Library to represent the Reynolds Library to replace Mr. John A. Lowe for the remainder of the term expiring December 31, 1965.

It is necessary, under the law, that appointees of a Board or Commission take office within fifteen days by appearing at the office of the City Clerk to take the oath, or signing the enclosed card before a Commissioner of Deeds or Notary Public and forwarding it to the City Clerk. A self-addressed envelope is enclosed. I hope this will meet with your convenience.

Your willingness to accept this appointment to serve is very much appreciated.

Sincerely,


P. W. Homer
City Manager

PWH:bb

Enclosures (2)

Oath of Office Card

Stamped Envelope

cc: Mayor Lamb
Wilmer Patlow, City Clerk
Raymond Gupp, Personnel Director
Harold Hacker, Library Director
Mr. Joseph Weller, Sr

REYNOLDS LIBRARY BOARD
ANNUAL MEETING
MAY 24, 1965
GENESEE VALLEY CLUB

AGENDA

The minutes of Special Meeting on December 14, 1964 read and approved.

Read letter of appreciation from Dr. Lowe.

Read official appointment letter from City Manager appointing Mr. Miner
a member of the Board of Trustees of Rochester Public Library to
replace Dr. Lowe.

The Treasurer's Report - Mr. Anstice
Asks for (1) Appointment of Accountants
(2) Payment to City
(3) Travel, etc., expenses

The Finance Committee Report - Mr. Broadhurst

The Library Committee Report - Mr. Hacker

Nominating Committee Report - Mr. Pike

Three members are: Mr. Pike-Chairman
Mr. Judson and
Mr. Broadhurst

President - Ranlet Miner

Vice President - Joseph F. Weller, Sr.

Treasurer - Mortimer R. Anstice, Jr.

Secretary - E. Willoughby Middleton, Jr.

Election by written ballot.

Report from Dr. Lowe re history of the Library -- if he has one.

New business.

Adjourn.

THE REYNOLDS LIBRARY

Ballot Upon Election of Officers

Regular Annual Meeting of the Board of Trustees
May 24, 1965

The undersigned, being members of the Board of Trustees of The Reynolds Library, do hereby vote in favor of the election of the following officers to serve for the term of one year and until their successors are elected and have qualified:

President:	Ranlet Miner
Vice President:	Joseph F. Weller, Sr
Treasurer:	Mortimer R. Anstice, Jr.
Secretary:	E. Willoughby Middleton, Jr.

Dated: May 24, 1965

John A. Flory
Shirley S. Jordan
Joseph F. Weller, Sr.
McCrea Hazlett
M. R. Anstice, Jr.
David Harte
James S. Middleton
John A. Flory
E. Willoughby Middleton, Jr.
Joseph F. Weller
August Vandellato
David A. Jordan

THE REYNOLDS LIBRARY BOARD
BOARD OF TRUSTEES

Annual Meeting, May 24, 1965
Genesee Valley Club

Present: President Weller and Messrs. Anstice, Broadhurst, Flory, Gordon, Hacker, Hazlett, Judson, Middleton, Pike, Vande Vate, and Weller, Jr.

Absent: Messrs. Chamberlain, Ellingson, Lowe, Miner, and Sproat.

The minutes of the meeting of December 14, 1964 were read and approved.

The Secretary read a letter from John Adams Lowe to the President, dated January 4, 1965, in which he expressed his appreciation for the action of the Board in making him an Honorary member. The letter was ordered filed with these minutes.

The Secretary then read a letter to the President from former City Manager, Porter W. Homer, dated January 6, 1965, and a copy of a letter from Mr. Homer to Mr. Miner, dated the same date, appointing Mr. Miner a member of the Board of Trustees of the Rochester Public Library to represent the Reynolds Library in place of John A. Lowe for the remainder of the term expiring December 31, 1965

The Treasurer presented the Accountants' Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as at December 31, 1964. These showed that income for the year was \$46,308.46. Out of income a total of \$36,704.38 had been paid to the Rochester Public Library, for expenses and for gifts, leaving a balance of \$9,604.08. The Treasurer stated that in the past several years the Reynolds Library has had an income of approximately \$46,000 and has paid out in gifts and expenses approximately \$4,000. The Rochester Public Library may, therefore, expect approximately \$42,000 each year since all income received after the payment of expenses and the making of gifts is paid directly to it.

The Statement of Assets and Liabilities reviewed by the Treasurer disclosed that at the close of the year there were investments in the Operating Fund valued at \$707,279.28 and cash in that Fund in the amount of \$72,918.85, or a total of \$780,198.13. In addition, the Income Continuity Fund had \$26,472.04 in cash, while the Fund

for the Purchase of Book Collections had \$10,281.27 in cash.

Mr. Flory reported that several R.I.T. students had expressed their appreciation for the gift of the 16 milimeter projector, which they said had given them the opportunity to work with 16 milimeter film. Mr. Anstice observed that approximately eight times the population of the City of Rochester, or 1,625,000 people, were viewing films of the Audio-Visual Department every six months and that film registrations have been up about 20% over last year.

The Treasurer was authorized to pay the City of Rochester \$6,000 on or before June 1, 1965 and another \$6,000 on or before September 1, 1965 for the use of the Reynolds Audio-Visual Department.

After discussion, the Treasurer's Report was approved and the audit accepted.

Mr. Vande Vate made the suggestion that the new City Manager, Mr. Curran, be made aware as soon as possible of the support The Reynolds Library has been giving to the Rochester Public Library. Mr. Hacker agreed to provide Mr. Curran with a copy of our report, background information on The Reynolds Library and to establish in general a working relationship with the new City Manager. It was suggested that in the same spirit the next check to be given to the City be made in person. Mr. Judson further suggested that if this were done, both the President and Mr. Hacker present the check together. Mr. Anstice commented that one reason for the continuance of the Board of Trustees of The Reynolds Library was to keep the name of Reynolds Library alive and that everything possible should be done to this end, including the suggestions just made. Mr. Flory pointed out that the presentation of the check might be employed as a vehicle to publicize the work of The Reynolds Library.

Mr. Broadhurst presented on behalf of the Finance Committee the report of the Custodian. He called the attention of the Board to the highlights of the report, which revealed that the market value of bonds as of April 29, 1965 was \$515,480, while that of common stocks was \$850,863. The amount in savings accounts and cash brought the total market value of the account to \$1,407,163. Estimated annual income was shown by the report to be \$47,451.

Mr. Broadhurst reported that since the last meeting of the Board the Finance Committee had received the portfolio and had recommended that in the future investments should lean more towards growth securities. As a result, 250 shares of U.S. Gypsum have been

sold and 200 shares of General Electric purchased. \$10,000 of Treasury bonds had also been sold and \$10,000 of Ritter Company convertibles purchased. The latter, convertible at \$80, presents the opportunity of participating in growth while in the meantime receiving 4 1/2% in income. Mr. Broadhurst noted that the 13% increase in the value of the common stocks in the account over the last year had paralleled the Dow-Jones average. He stated that the Finance Committee recommended no changes in investments at the present time and expressed the opinion that caution should be exercised for the time being.

The report of the Finance Committee was accepted as presented, the security transactions were approved, and the report was ordered filed with these minutes

The President, Mr. Weller, then related to the Board that eight years ago Mr. Mortimer Anstice Sr. had asked him to carry on as President of The Reynolds Library Board. He stated that he felt that he had done his part to the best of his ability and that the time had come for a younger man to assume the responsibilities of the position. He reported that he had conferred with Mr Pike, Chairman of the Nominating Committee, and had expressed to him his desire to be relieved now of the duties of the President.

The President then called upon Mr Pike to present the report of the Nominating Committee. The latter placed in nomination for the term expiring in May 1966 the following:

President- Ranlet Miner

Vice President-Joseph F. Weller, Sr.

Treasurer- Mortimer R. Anstice, Jr.

Secretary- E. Willoughby Middleton, Jr.

Upon motion of Mr. Judson the nominations were closed. A written ballot was circulated, was signed by all, and was ordered filed with these minutes. The President announced that the above officers had been duly elected.

Mr. Pike then moved that the Board express its sincere appreciation to Mr. Weller for the invaluable service he had rendered to The Reynolds Library during his term as President. Much discussion followed in which members of the Board

individually expressed their praise for the contribution Mr. Weller had made during the past years. Mr. Hacker expressed the appreciation of the Board of Trustees of the Rochester Public Library, as well as his own personal thanks, for the assistance Mr. Weller had given the Library during his office as President. Mr. Pike's motion was overwhelmingly approved.

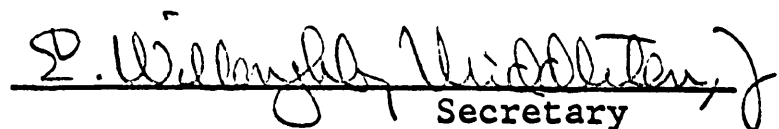
Mr. Weller reminded the Board of his desire to have the Board meet the next time at the Rochester Public Library and then adjourn for its luncheon and meeting at the Downtowner Motel. It was suggested that this be done in either late September or early October.

Mr. Hacker, reporting for the Library Committee, called the Board's attention to the Reynolds Trust Fund financial report for the period ending December 31, 1964. This showed a record high in expenditures for films, approaching \$60,000. He stated that trends in the use of films were encouraging. Film loans were up 2,600 or 15%, and audience and record loans had also increased. He reminded the Board that the Reynolds Audio-Visual Department had the largest film collection of any library in the country.

Turning to specific programs, Mr. Hacker reported that the relatively new program of "Films Sandwiched In" had attracted over 2,000 people during the year. The Art Division of the Library had done a series of art films, which had attracted great numbers of interested persons. Branches and Town Libraries, he stated, have increased their use of films. He expressed the opinion that if it were possible to put 10 to 15 more projectors in the field many more people would have an opportunity to see the films. At the present time there is only one projector available.

Mr. Hacker informed the Board that the Reynolds Audio-Visual Department was being publicized by the use of displays in various parts of the Library. He stated that the Public Library was attempting to make this department a real part of the Library's facilities so that people would associate films and records with books. In conclusion, he reported that salaries of certain supervisory personnel at the Rochester Public Library had been increased.

There being no further business, the meeting was adjourned.


Secretary

THE REYNOLDS LIBRARY

Board of Trustees

June, 1965

President: Ranlet Miner, Pfaudler Permutit, 1100 Midtown Tower,
Rochester, New York 14604 546-4040

Vice-President: Joseph F. Weller, 75 Ambassador Drive, Rochester,
New York 14610 DU 1-4796

Treasurer: Mortimer R. Anstice, Jr., Anstice Foundries, 111 Humboldt
Street, Rochester, New York 14609 BU 8-7070

Secretary: E. Willoughby Middleton, Jr., 900 Midtown Tower, Rochester,
New York 14604 325-7585

* * * * *

Broadhurst, Lawrence: Central Trust Company, 44 Exchange Street,
Rochester, New York 14614 325-6700

Chamberlain, D. Russell: 1600 East Avenue, Rochester, New York
14610 CH 4-0087

Ellingson, Mark (Dr.): Rochester Institute of Technology, 65 Plymouth
Avenue South, Rochester, New York 14608 546-6400

Flory, John: 36 Dogwood Glen, Rochester, New York 14625
DU 1-5554

Gordon, Fred H.: Mixing Equipment Co., Inc., 135 Mt. Read Boulevard,
Rochester, New York 14611 ID 6-5550

Hacker, Harold S.: Rochester Public Library, 115 South Avenue,
Rochester, New York 14604 546-6990

Hazlett, McCrea (Dr.): University of Rochester, River Boulevard,
Rochester, New York 14620 GR 3-4400

Judson, Thomas F.: John B. Pike & Son, 1 Circle Street, Rochester,
New York 14607 BR 1-6440

Lowe, John Adams: 422 Yarmouth Road, Rochester, New York 14610
HU 2-9513

Pike, John D.: 130 Grosvenor Road, Rochester, New York 14610
GR 3-6605

Sproat, G. Alfred: 61 Pelham Road, Rochester, New York 14610
GR 3-1372

Vande Vate, Dwight: Lincoln Rochester Trust Company, 183 Main Street
East, Rochester, New York 14604 325-3600

Weller, Joseph F., Jr.: Eastman Kodak Company, 343 State Street
Rochester, New York 14608 325-2000

ROCHESTER PUBLIC LIBRARY
Reynolds Audio-Visual Department
SEMI-ANNUAL REPORT
1 November 1964 to 30 April 1965
SUMMARY OF STATISTICS

	November 1963 to April 1964	November 1964 to April 1965
Film Loans	14,505	17,169
Audience	1,226,811	1,324,229
Record Loans	41,396	42,028
Films in Collection		4,212
Filmstrips in Collection		439
Recordings in Collection		9,487
Film Registrations		1,206

-2-

During the past six months the Reynolds Audio-Visual Department has experienced continued growth and development in the collections. 144 new films have been added bringing the total to 4,212. City of Necessity is one of our new films on city problems. The Newcomers is another new title presenting problems of rural disadvantaged people moving to the industrialized city. The EBF Humanities series has been extended with three films on Shakespeare's Macbeth. Especially interesting to our sports fans is a film on the history of the Olympics. The U.S. Bureau of Mines has deposited three titles: Story of Lubricating Oil, Cast Iron and Lead from Mine to Metal. We are especially grateful to Midland Trust Company for sponsoring, in addition to the Screen News Digest, a new series of science films. The two titles received so far are Chemical Origins of Life and Trout Conservation.

Emphasis in the record collection has been concentrated mostly in replacing the standard repertoire of symphonies and concertoes with new performances and editions, as well as adding the current releases.

The death of Max Goberman of Musical Masterpieces Society has unfortunately brought about a suspension in the projects of complete recorded editions of the works of Vivaldi, Corelli, and Haydn. We fervently hope that someone will take up this worthwhile project and see it through to completion.

Films Sandwiched In 1965 was extremely successful with 2,082 viewers attending ten programs of films screened in the third floor auditorium of the Rundel Building during the lunch hour of 12 to 1. In addition, we had a very well attended extra program of travel films chosen by a poll of the viewers. This year we initiated a repeat or second showing at 1:13 to 1:47 to attract the many people who have a 1 to 2 lunch hour.

In January we were honored with a visit by Miss Klara Siekierycz, Head of the Literary Research Division of the National Library in Warsaw, Poland. Miss Siekierycz expressed a good deal of interest in our audio visual facilities since she herself has been doing pioneering work in Poland. She is the author of several articles, papers, and bibliographies in audio-visual published in Poland and has also taught in this subject.

At Christmas we sponsored a program of Christmas films for children in cooperation with the Childrens Department which was attended by over 150 children.

-3-

A successful evening series of art films, were shown weekly on Wednesday nights from March 3 to April 14 in cooperation with the Art Department. The total audience for this seven program series was 965.

In the business community, the Reynolds Audio-Visual Department has been cooperating with the Bausch and Lomb Company in a series of specially oriented vocational education programs for young untrained workers.

Activities that Mr. Barnes has also been involved with include: Chairman of the American Film Festival Prescreening committee for the category "Church at Work", and juror for two CINE screening committees, Business and Industry and Amateur.

We are happy that the last six months are behind us. They are the busiest and most hectic of the year especially because of heavy demands on the collection from schools. Now we have a little time to catch our breath and plan for next year.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Robert W. Barnes", with a long, sweeping horizontal stroke at the end.

Robert W. Barnes, Head
Reynolds Audio-Visual Department

REYNOLDS LIBRARY BOARD

Special Meeting, November 11, 1965
Genesee Valley Club

Present: President Miner and Messrs Weller, Anstice, Middleton, Broadhurst, Ellingson, Gordon, Hacker, Hazlett, Judson and Pike.

Absent: Messrs Chamberlain, Flory, Lowe, Sproat, Vande Vate, and J.F. Weller, Jr.

Prior to the business meeting at the Genesee Valley Club, many members of the Board gathered in Mr Hacker's office at the Rochester Public Library and, after a splendid explanation by Mr Hacker of the many functions and services of the Library, were given a personally conducted tour through its facilities. It was evident that this first hand knowledge of what is being done by the Library in general and the Reynolds Audio-Visual Department in particular served to stimulate in those who participated increased interest and enthusiasm for the work of the Reynolds Library.

Mr Miner, taking the chair as President of the Reynolds Library Board for the first time, paid tribute to the high quality of leadership and service given the Board by Mr. Weller while he held the office of President.

The minutes of the Annual meeting of May 24, 1965 were approved.

Peat, Marwick, Mitchell and Company were appointed auditors for the year 1965.

The Treasurer was authorized to pay Robert S. Barnes' expenses for professional meetings not in excess of \$2,000 for the year 1966. The Treasurer was also authorized to present as Christmas gifts the sum of \$600 each to Messrs Barnes and Lowe for special services rendered.

The Treasurer, Mr Anstice, called attention to the fact that the annual income of the Reynolds Library had been approximately \$48,000 per year for several years. The Reynolds Library has been paying to the Rochester Public Library \$24,500 for various items, leaving a balance of \$23,500. After deducting

normal expenses of meetings, fees, insurance, and gifts, all aggregating about \$4,500, the balance of approximately \$19,000 has been appropriated. Usually the Treasurer has requested \$6,500 to be given to the City in January. Because there is presently an excess accumulation of income, the Treasurer suggested that this amount be increased to \$10,500 in January, 1966.

The Treasurer reported that there is now \$8,100 in the Monroe County Savings Bank earning interest and that \$10,390 had been set aside for book collections. In addition, \$27,000 is held in reserve to provide income continuity. Furthermore, the Treasurer reported that the Bowman Fund has approximately \$7,500. He stated that this fund, which was for "library purposes, book arts and fine printing" may now be used for other purposes. Mr. Anstice stated that in view of the above accumulations of cash, he recommended that the Reynolds Library:

- (1) Give the City \$5,000 in December in addition to the \$24,500 normally paid to it at that time. This request was unanimously approved.
- (2) Pay the remainder of net income from 1965 to the City upon completion of the annual audit in April or May.
- (3) Pay the City \$8,000 for the Reynolds Audio-Visual Department on January 1, 1966.
- (4) Pay \$2,000 for the Reynolds reference library.
- (5) Pay \$500 for musical scores and indices.
- (6) Pay \$10,000 to the Reynolds Audio-Visual Department in April, 1966.

The Treasurer explained that if the above recommendations are adopted, Mr. Hacker will receive the funds he needs almost a year earlier than in the past. Mr. Anstice recommended that balances in savings accounts be turned over to the Finance Committee to invest. The question was raised whether if this were put into the Endowment Fund it would be so restricted as to preclude subsequent invasion for purposes other than those to which the Reynolds Library is limited by Will. It was pointed out that there are two accounts, an Endowment Account and a Contingency Fund. The cash presently in the bank accounts, amounting to about \$40,000, is actually restricted.


Discussion followed as to what funds are restricted and what are not. The President, in order to resolve this question, appointed a committee consisting of Mr Anstice as Chairman, and Messrs Boradhurst, Sproat and Middleton, to counsel with Mr Justin Doyle, study the problem, and make its recommendations to the Board

Mr Broadhurst, reporting for the Finance Committee, stated that fifty shares of IBM had been purchased and that 122 shares of Gulf Oil and 268 shares of Standard Oil Company of New Jersey had been sold He said that in his opinion the account was in very good shape It appeared to be heavy, however, in utilities, which have not grown well in the past year Nevertheless, income from these investments has been good He stated that Mr. Sproat and he both felt that it would be wise to shift out of governmental bonds and to invest instead in industrial bonds and convertibles Mr. Broadhurst believed that the present 63% of our investments in equity was about the right balance, but that it might be well to move more into convertible debentures in order to obtain more income

Mr. Hacker reported that in the Reynolds Audio-Visual Department the trend was upward in film and record loans and in the number and size of audiences viewing the films While there was a drop in use for the first two years after the institution of a charge for film loans, we are now back up to 25,000 loans per year

Mr Hacker then reported that federal Aid to Education may establish a regional center for film loans for schools This could affect the Reynolds Audio-Visual Department very seriously If the schools can get films through federal aid, they may either contract with the Rochester Public Library or obtain them on their own. If they set up their own service, the Reynolds Library may (1) concentrate more on non-school loans and (2) backstop the schools--as we do with books The Reynolds Audio-Visual Department would then concentrate on enrichment films If the schools receive a great deal of federal money, Mr Hacker would recommend that they handle their own service

There being no further business the meeting was adjourned


E. Willoughby Middleton, Jr , Secretary

ROCHESTER PUBLIC LIBRARY
Reynolds Audio-Visual Department
SEMI-ANNUAL REPORT
1 May 1965 to 31 October 1965

SUMMARY OF STATISTICS

	May 1964 to Oct. 1964	May 1965 to Oct. 1965
Film Loans	8,101	10,454
Audience	680,651	764,703
Record Loans	34,009	35,929
Films in Collection	4,354	
Filmstrips in Collection	449	
Recordings in Collection	9,781	
Film Registrations	684	

During the past six months 242 prints have been added to the film collection with Reynolds Library appropriations and school use charges. Ten new filmstrips have been added to the filmstrip collection. Filmstrips seem to be a minor part of our operation. A part of these materials represent demands from continuing heavy use of the collections by schools. A number of prints have been returned to producers for addition of new footage or in some cases, a completely new print. The collection now numbers 4,354 prints.

Five hundred fifty new recordings have been added to the record shelves and 256 worn discs withdrawn to make a net gain of 294. Presently, there are 9,781 records in the collection. Popular standard items as well as the more esoteric have been added to satisfy the variety of tastes of our many borrowers.

Film loans made a respectable increase this year over the same period last year. The audience figures are high also which shows a continuing trend of larger and larger audiences. Films continue to be fundamentally a group viewing experience for the dissemination of information.

Our new film supplement should be out shortly. At the moment it is in the hands of Recordak where it is being transferred from IBM cards to strips of film to metal plates. As soon as we have the plates we can run it off on our own library multilithing equipment. Tentatively, we are hoping that we can get out a revised edition of our complete film catalog next spring.

A total attendance of 1,841 viewers saw the library Summer Art Film Series. After a highly successful spring series the Art Division, under the capable direction of Mrs. Black, enthusiastically launched a summer series. And now we have a fall series in progress which you can read about in the accompanying brochure with this report.

Summer wouldn't be the same without our old favorite, the six week summer Children's Film Festival. And this year we had 1,043 children, many from the inner city area, who came, cheered, hollered and applauded.

Department staff were active at the Catholic Teachers Conference at the War Memorial on September 20-21, discussing new films and recordings with teachers and educators.

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In May the department provided audio visual equipment and projection for an important area wide meeting of the Rochester Rehabilitation Committee. It was a banner day for we had also the same day an overflow audience to our Salute to France Film Festival held in the Rundel Art Gallery. This was a part of the City's observance of French Week with our sister city in France, Rennes.

Some of our more interesting new films are: Jet Pilot, an absorbing film of a day in the life of a commercial airline pilot, produced by the National Film Board of Canada. From the Pennsylvania Dutch Tourist Bureau we have on deposit a lovely film on the Pennsylvania Dutch country called Lancaster Heritage. This should prove popular with many of our borrowers. A series of three films on the disadvantaged: The Disadvantaged Child, The Inner City School and The Inner City have been added to our material in this area. From the U.S. Bureau of Fisheries comes a print of Fishing Five Great Lakes which will appeal to our rod and reel friends. And the Canadian Travel Film Library has provided us with several new deposit prints on aspects of Canadian life. We now have around 60 films from this important source of Canadiana. Among the new ones is a wonderful film called Ski. We never seem to have enough material in this subject so this is a welcome addition to the collection. In passing it may be mentioned that the library is sponsoring a series of ski film showings during the holiday season in December especially for the many students who will be around the library at that time. Another important acquisition is the CBS Television program The Burden and the Glory of JFK which will be premiered on the November anniversary following Books Sandwiched In.

Mr. Barnes is serving as a consultant to an important project of the Children's and Young Adults Section of NYLA, namely preparing a list of selected films for use with children and young people.

Other activities that Mr. Barnes has been involved in are: Chairman of Audio Visual Evaluation Committee for the Rochester Area Council of Churches, State representative for Educational Film Library Association and speaker and consultant for Lima, Ohio Public Library Film Workshop.

Our busy season is in full swing and we find ourselves immersed in film bookings, cancellations, counseling and tracking down lost films that are overdue. If it weren't like this we'd probably get bored.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio-Visual Department

Enc: Fall Film Festival

REYNOLDS LIBRARY BOARD

Annual Meeting, June 13, 1966
Genesee Valley Club

Present: President Miner and Messrs. Anstice, Broadhurst, Flory, Gordon, Hacker, Judson, Pike, Sproat, Vande Vate, Weller, Sr., and Weller, Jr.

Absent: Messrs. Chamberlain, Ellingson and Hazlett.

The minutes of the meeting of November 11, 1965 were read and approved.

The President read a letter of appreciation from Robert W. Barnes, dated January 9, 1966.

Mr. Hacker reported that the Arnett Boulevard branch building was to be replaced by the City. The owner of the new property has gone into bankruptcy, however, and a foreclosure sale has been initiated. Counsel had advised that the City had no power to buy the property on foreclosure, but one of the creditors, represented by David S. Vande Vate, bid the property in for the City. Thus, the Library still has the site for its new branch.

Mr. Hacker also reported that today marked the beginning of the second year of the Library cadet program. Twenty-one young people have reported for eight weeks of service to the Rochester Public Library, the Towns, and Eastman Kodak Company.

The Treasurer presented the Accountants' Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1965. Income for the year was \$48,000. After payment of fees and other expenses, all income was paid to the City. The Treasurer was authorized to pay the City of Rochester \$10,000 on or before each of July 1, 1966, October 1, 1966, January 1, 1967, and April 1, 1967, and to pay the amount of any overage after the audit. The Treasurer was

authorized to pay \$15,364.27, the amount of the overage for this year, in our third or fourth quarter.

Mr. Anstice reported that on advice of counsel, the balances in all interest bearing bank accounts, amounting to approximately \$50,000 have been sent to Central Trust Company for investment.

Mr. Pike raised the question whether a certain percentage of income each year should be held in reserve. He expressed concern about the depreciation in value of the bonds now held in the account. Mr. Anstice stated that he had been advised that legally we could not create such a reserve without impairing our tax-free status.

Mr. Broadhurst, reporting for the Finance Committee, explained that while the Dow-Jones average had dropped 12 to 13%, our holdings had dropped only 6%. A discussion of the Library's portfolio followed. It was recommended that one half of it be invested in high yield securities and that the balance be put into governments with one to three year maturities. In several years, more high grade common stock might be purchased.

Mr. Vande Vate stated that if it were legally possible, principal should be increased by adding to it some of the income each year. Mr. Miner requested Mr. Anstice to investigate the legality of establishing reserves and the retention of income and to report to the Board at its next meeting.

The Chairman of the Nominating Committee placed in nomination for the term expiring in May, 1967 the following:

President	Ranlet Miner
Vice President	Joseph F. Weller, Sr.
Treasurer	Mortimer R. Anstice, Jr.
Secretary	E. Willoughby Middleton, Jr.

Upon motion, the nominations were closed. The Secretary was instructed to cast one ballot for the election of the

above officers and the President announced that they had been duly elected.

Mr. Hacker, reporting for the Library Committee, thanked the Board of Trustees for its support of the Rochester Public Library. He reported that the Reynolds Library collection was still the largest in the country, and that the use of films was still increasing. Funds for the Audio-Visual Department, he reported, were indispensable, since they could never be obtained from the City.

Mr. Hacker reported that films are now becoming part of the overall Library and not just the Audio-Visual Department. The use of films has an educational impact on children who would not otherwise get it from the printed word. Mr. Hacker stated that films were getting to the inner City area through the promotion of film use by the Library and its branches.

Mr. Hacker reported that the Library had gone all the way to Egypt to obtain Mr. M. H. Hassan to be head of the Audio-Visual Department. Mr. Hassan has shaken up the whole department since his interest goes beyond films and records. He views the Library's business as "communications". This applies to books, films, and records. While we have pioneered in the Audio-Visual Department long before other libraries, Mr. Hassan believes we have overlooked other means of communications.

At this point, Mr. Miner stated to the Board that he had learned from his work as a member of the Board of the Rochester Public Library that Mr. Hacker is involved in numerous activities, to the extent that he has become an integral part of this Community. He gave Mr. Hacker high praise as an involved and dedicated person.

Mr. Hacker reminded the Board that, whereas the Reynolds Library is on a calendar year basis, the Rochester Public Library is on a fiscal year basis, ending July 31st. The amount that we used to pay in June (after learning from the audit what we could pay) is now to be paid in July. Mr. Hacker views this as an improvement. He offered to have the Rochester Public Library give the Reynolds Library a statement of how it has spent our money for

the calendar year following the end of each calendar year.

Mr. Vande Vate suggested that the Reynolds Library devote some of its income to research in order to keep it completely up to date on all the latest ideas in this field. Mr. Miner reminded the Board that we are presently sending Mr. Hacker and others to conventions for this purpose.

Mr. Hacker expressed the opinion that the Rochester Public Library is limited as to how it may use the money received from the Reynolds Library. Mr. Miner stated that whether to use 8mm or 16mm film would be an administrative decision for the Library to make, whereas whether to buy paintings would be one for our Board to make. He suggested that Mr. Hacker present a report of what, in his opinion, the Reynolds Library should be doing and how it should spend its money. He requested that he prepare an outline for the Fall meeting of what the Rochester Public Library feels deserve attention, allotting priorities. It was suggested that the Fall meeting might be devoted almost exclusively to this subject. Mr. Hacker agreed that this would be a good idea.

The Board, by resolution, noted with regret the death of John Adams Lowe who was remembered by all as a great librarian and a fine gentleman. The Secretary was instructed to send a copy of its resolution to Mr. Lowe's son.

There being no further business, the meeting was adjourned at 2:10 p.m.


Secretary

ROCHESTER PUBLIC LIBRARY

August 9, 1966

To: The Reynolds Library Board of Trustees
From: Harold Hacker
Subject: Financial Report for 1965

At the suggestion of President Renny Hiner and Treasurer Mort Anstice, I am enclosing for your information a financial statement on the Reynolds Trust Fund of the Rochester Public Library for the calendar year 1965.

Please note that there are two pages to this report: the first page is a summary of receipts and expenditures by general category; the second page itemizes the receipts and expenditures according to the three general accounts that we keep: Reynolds Audio-Visual Department, Reynolds Reference Library (Book Account), and Miniature Music Score Account.

I hope that each one of you is having a pleasant summer.

HSH:mc

REYNOLDS LIBRARY BOARD

Meeting Held on December
12, 1966 at the Genesee
Valley Club

Present: Messrs. Ellingson, Flory, Gordon, Hacker, Judson,
Middleton, Sproat, Vande Vate and Weller, Jr.

Absent: Messrs Miner, Anstice, Broadhurst, Chamberlain,
Hazlett, Pike and Weller, Sr.

By Invitation: Robert W Barnes

The minutes of the annual meeting held on June 13, 1966 were
read and approved.

In the absence of the President, Vice President and Treasurer,
Mr Middleton presided The latter turned the meeting over to
Mr. Hacker for a report on activities of the Rochester Public
Library and the part the Reynolds Library may play in them.

Mr Hacker then introduced Mr. Robert W. Barnes, Head of the
Reynolds Audio-Visual Department

Mr. Barnes mentioned briefly the highlights of the semi-annual
report for the six months from May to October 1966

Mr. Hacker reviewed major proposals for new programs within
the Pioneer Library System with audiovisual implications and,
therefore, of interest to the Reynolds Library Board of
Trustees

Pioneer Library System submitted a proposal for federal funding
to the State Education Department for a project providing for
an Audiovisual Resources Center and the Extension of Film
Service to the four rural counties in the Pioneer Library
System. He summarized some of the major elements in the
project proposal including the purpose of the project, the
accent on audiovisual service in community libraries, the loan
of equipment to community libraries, in-service training in
the use of A-V equipment and materials, a pilot demonstration

community library fully equipped with A-V materials and hardware, a central production center with a graphic artist, five regional film service centers in the rural counties for booking, pick-up, and return of films from the Reynolds Audio-Visual Department, and a system-wide audiovisual consultant service.

The Monroe County Library System budgeted \$10,000 in 1966 for the purchase of equipment related to public service by RPL's Main Library and 12 branches and 20 community libraries in the towns of Monroe County. MCLS proposed to accent audiovisual equipment in the grants, including film projectors, screens, phonographs, overhead and opaque projectors and tape recorders

Mr. Barnes spoke about a new project called Operation Individual which will be film loan service to individuals. Heretofore film service has been limited only to organizations. But now in a limited experiment, this will be extended to individuals for home use. Rules for borrowing are being worked out.

Mr. Hacker reported on the following additional developments involving the Reynolds Audio-Visual Department

Plans were being made for the complete remodeling of the Reynolds Audio-Visual Department, revising the layout of the Department to facilitate better service and more efficient operations, and replacing old furniture and equipment with new - thanks to a special budget item made possible by Reynolds Library's appropriations

A new catalog will be prepared for the Reynolds Audio-Visual Department's film collection during the current fiscal year. Correspondence has begun with the University of Southern California regarding the possibility of using their film service computed program to produce a catalog in the future for the Reynolds Audio-Visual Department.

An experiment in rear screen viewing is to be demonstrated this evening, Monday, December 12, on Broad Street Terrace to determine the possibility of using mobile film programming

Thanks to a new element in the state aid law in New York State, the Rochester Public Library will be receiving special earmarked state funds to strengthen its central library. One use of the funds proposed by the Library is the introduction of a lending framed print collection in the Art Division. It was hoped that framed print loan service could be introduced in 1967.

Mr Barnes reported on other audiovisual equipment and service developments as follows:

Other new types of audiovisual equipment and service to the Reynolds Audio-Visual Department will include 8mm films. A collection of 8mm films is being purchased for the collection. These 8mm titles will be the "paperbacks" of the film library. Available on an open shelf, no reserves taken, they will be loaned on a first-come, first-served basis. Circulation details will be kept to a minimum. Also to be added are a small number of projectors and screens which will be available for loan to individuals and organizations.

Mr. Hacker concluded his report to the Reynolds trustees by citing the growth in the use of overhead and opaque projectors by Rochester Public Library staff, both for in-service training and public service, and for a projected microtext experiment in the Main Library to replace conventional binding of periodicals with microtext editions.

The Board expressed enthusiastically its appreciation to Messrs. Hacker and Barnes for a most interesting report.

There being no further business, the meeting adjourned.


Secretary

**REYNOLDS LIBRARY BOARD
REPORT TO THE TRUSTEES FROM
ROBERT BARNES AND HAROLD HACKER**

FUTURE AUDIO-VISUAL DEVELOPMENTS AT RPL

December 12, 1966

- 1. Semi-annual departmental report - Mr. Barnes**
- 2. Major proposals for the future - Mr. Hacker**
 - a) Audiovisual Resources Center and Extension of Film Service - a proposal for federal funding**
 - 1) The purpose of the project**
 - 2) Accent on AV service in community libraries in PLS**
 - 3) Loan of equipment to community libraries**
 - 4) In-service training on use of AV equipment and materials**
 - 5) Pilot demonstration community library**
 - 6) Production Center with graphic artist**
 - 7) Five regional film-service centers for booking, pick-up, and return services and for rotating film collections**
 - 8) AV consultant service system-wide**
 - b) In-Service Training Project, with Production Center**
 - c) MCLS Equipment Grant Project for 1966**
- 3. Operation Individuals - an experiment in film service to individuals - Mr. Barnes**
- 4. Other developments - Mr. Hacker**
 - a) Reorganization of Reynolds AV Department's physical plant**
 - b) Potential computerized film catalog**
 - c) Potential mobile film programming on MCLS delivery truck**
 - d) Framed print collection in Art Division**
- 5. Other AV equipment and services - Mr. Barnes**
 - a) 8mm films and cartridges and projectors**
 - b) Film strips**
 - c) Tapes**
- 6. Use of overhead and opaque projectors by RPL staff - Mr. Hacker**
- 7. Microtext projects at RPL - Mr. Hacker**

ROCHESTER PUBLIC LIBRARY
Reynolds Audio-Visual Department
SEMI-ANNUAL REPORT
1 May 1966 to 31 October 1966

	May 1965 to October 1965	May 1966 to October 1966
Film Loans	10,454	10,520
Audience	746,703	825,710
Record Loans	35,929	26,632

Films in Collection	4,506
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Filmstrips in Collection	448
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Recordings in Collection	10,145
--------------------------	--------

Film Registrations	727
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During the past six months 90 titles have been added to the film collection with Reynolds Library appropriations and funds budgeted from school use charges. During the same period 15 filmstrips were added to the collection. A good proportion of these materials represent a continuing demand on our collection by approximately 1,000 organizations in the metropolitan Rochester area who find our audio visual department a major resource center for the community. Twenty-three films were returned to producers for replacement with new prints. Replacements are a continuing problem with us and it seems like an endless job to keep up with this important work. We are continually emphasizing over and over again to our borrowers the importance of proper projection equipment and trained people to run the projector. During this same period 54 titles were withdrawn from circulation. Some of these were sponsored films being withdrawn for reasons of out of dateness and print quality. The collection now numbers 4,506 prints.

Four hundred eighty-eight new titles have been added to the phonograph record collection and 468 titles have been withdrawn. There are now 10,145 recordings in the collection. Many new and outstanding recordings have been added including: English language courses to help Spanish speaking people learn English; a first American recording of Wagner's opera *Lohengrin*; Otto Klemperer's performance of the Beethoven *Missa Solemnis*; a documentary record of the sound track of the motion picture on John F. Kennedy, *Years of Lightening*, *Days of Drums*; complete catalogs of two new labels, Seraphim and Nonesuch; and piano music of Alkan. The most popular record with the most reserves at the moment is Dr. Zhivago.

The department has introduced a revised film booking form and procedure. The form is a five part form and it is hoped that this new method will be much easier to use, as well as, eliminating a good deal of paper work on the part of user as well as department staff.

The film catalog, we are happy to say, is in the final stages before going to the printers. It will be a completely revised new edition and bring together in one place all the film supplements. A special cover is being designed by staff artists of the Rochester Public Library.

A number of interesting film programs have been held at the library during the last few months. We will mention just a few of the more interesting ones. First of all, in October we had a group of teen age diplomats from RAUN (Rochester Association for the United Nations) here to see the film *The Widening Gap*, a film produced by the United Nations on the technological race by major countries today.

We have had a number of film discussion programs with various groups involved with the Library Non-user project. Important films on the disadvantaged, urban renewal and poverty were shown to the ABC (Action for a Better Community), Commonwealth of Puerto Rico, Lighted Schoolhouse and Manpower Training.

Allied Forces has co-sponsored several groups of student nurses at the library to see our films on narcotics and alcohol education.

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On September 20, we had a cooperative film program with the Monroe County Department of Health on the subject of Venereal Disease. About one hundred thirty-five people attended with representatives from most of the public and parochial schools as well as a good cross section of community groups.

Four of our library branches had summer film programs involving audiences of children, teen-agers, and adults. The Art Division used our films for another successful summer evening series attracting a total of 1,228 viewers. Our own summer children's series in cooperation with the Children's Room attracted 1,192 children for five programs.

On July 28, we sponsored with the Ballet School of Rochester, a dance film festival. Folk, classical and modern dance films were shown to an almost capacity audience in the third floor auditorium.

In June we were privileged to have visit the department, Mr. and Mrs. Casparaus Human Vermeulen from Cape Town, South Africa. Mr. Vermeulen is City Librarian of the Cape Town City Library and Mrs. Vermeulen is a lecturer at the School of Librarianship at the University of Cape Town.

Other visitors included Mr. John Shebel, Librarian of the Tulsa, Oklahoma Public Library who was particularly interested in audio visual methods of our department since he informed us that they were just in the process of starting a film department in their own library.

We are quite pleased to have with us as Assistant Head of the Department, Mr. M. H. Hassan, who comes to us most recently from Sacramento, California, where he was associated with the Sacramento State Teachers College. We are fortunate to be able to profit from his experience and background in teaching audio visual and television production. And we extend to him a most cordial welcome.

This is not all of the good news since we now have Mrs. Sherrill Spires with us full time. She has been working with us half time while working on her degree in librarianship at Geneseo. It will be good to have her here full time on the staff.

Activities for Mr. Barnes during the past six months have been: A-V Evaluation Committee Chairman for the Rochester Area Council of Churches; Chairman for the Audio Visual Materials and Services Committee of the New York Library Association; Consultant for two published lists of films by NYLA, one for young adults and one for children.

A major project under the direction of Mr. Hassan has been a space study of our facilities. A rearrangement of work areas is now in progress and we are looking forward to a much more attractively looking department.

The department has just completed a survey of the feasibility of lending films to individuals. We were interested in just how much community interest there might be in such a service. Tentative plans call for an experimental approach at this time limiting the service to two hundred individuals. Results of the survey, which were placed in all

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member libraries, have not been compiled as yet, but we will have more definite information at a later date.

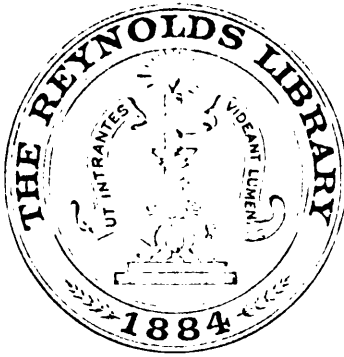
Other new types of service include 8mm films which we are happy to say will be added to the 16mm film collection. The 8mm collection will also be available to individuals. In essence, they will be the "paper back" of the film library. No advance bookings will be taken on them, they will be on an open shelf, and available on a first come, first served basis. Rules for borrowing are now in the process of being worked out.

In all, it has been a busy six months, despite the uncertain summer lull, which more often than not was perhaps much more busy than we certainly anticipated.

Respectfully submitted,

A handwritten signature in cursive script, reading "Robert W Barnes".

Robert W. Barnes, Head
Reynolds Audio-Visual Department



ROCHESTER, NEW YORK

NOTICE OF MEETING

May 15, 1967
12:15 P.M.

The Annual Meeting of the Board of Trustees
of The Reynolds Library will be held at the Genesee
Valley Club on Monday, May 15, 1967, at 12:15 P.M.

Please signify your intention on the enclosed
post card and return it to me as soon as possible

Very sincerely yours,

William G. Middleton, Jr.

Secretary

Enclosure

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 15, 1967
at the Genesee Valley Club

Present: President Miner and Messrs. Anstice, Ellingson,
Flory, Gordon, Judson, Sproat, Vande Vate,
Weller, Jr., and Middleton

Absent: Messrs. Weller, Sr., Hazlett, Broadhurst, Pike,
and Hacker

By Invitation: Mr. Robert Barnes

The minutes of the meeting of December 12, 1966, having been mailed to all members of the Board, were approved as mailed and the reading thereof was dispensed with.

The Treasurer, Mr. Anstice, referred to the question raised at the last annual meeting as to the advisability of creating a reserve into which a certain percentage of the income would be placed each year to provide for the possibility of less income in future years. He stated that he had referred this question to Mr. Middleton and then read a letter from Mr. Middleton, dated August 2, 1966, in which he expressed the opinion that the creation of such a reserve would impair the tax free status of the Reynolds Library. After discussion, it was unanimously agreed that such a reserve should not be created. The Secretary was directed to file Mr. Middleton's letter with these minutes.

The Treasurer then presented the Accountants' Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1966. Income for the year was \$50,066.67, with an excess of income over deductions of \$6,241.60.

Upon request, the Board authorized the Treasurer to pay the City of Rochester \$10,000 on or before each of July 1 and October 1, 1967 and January 1 and April 1, 1968, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$6,241.60, constituting excess of income over expenses for the year 1966, to the City.

The Treasurer's report was unanimously approved.

The Board then authorized the Treasurer to employ Peat, Marwick, Mitchell & Co. as auditors for the year 1967.

Mr. Sproat, reporting for Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the year. During the discussion which ensued, the Treasurer commented that our goal should be to maintain a balanced account and not to set any records either in appreciation or income. The President complimented Mr. Sproat and the Finance Committee and stated that they had, in his opinion, maintained a fine, well-balanced account. In his opinion, the Board owed the Finance Committee a debt of gratitude for the great job it had done. In this view, he was joined by all members present.

The Secretary then read a letter to the President from D. Russell Chamberlain, in which Mr. Chamberlain asked that his resignation from the Board be accepted, due to the fact that he was now residing almost constantly outside of the City. Mr. Chamberlain's resignation was accepted with much regret by the Board after several expressions of appreciation for the services he had rendered over the years to the Reynolds Library.

Mr. Vande Vate, Chairman of the Nominating Committee, then placed a nomination for the term expiring in May, 1968, the following:

President	Ranlet Miner
Vice President	Joseph F. Weller, Sr.
Treasurer	Mortimer R. Anstice, Jr.
Secretary	E. Willoughby Middleton, Jr.

Upon motion, the nominations were closed. The Secretary was instructed to cast one ballot for the election of the above officers and the President announced that they had been duly elected.

Mr. Barnes, reporting for Mr. Hacker, Chairman of the Library Committee, submitted and discussed a memorandum dated May 15, 1967, which is attached to these minutes. Enlarging on this memorandum, he stated that the new film catalog would be printed and distributed on about May 1, 1967. He also stated that under the Library Services Construction Act a grant of \$10,000 had been made to the Rochester Public Library to provide duplicate prints and one clerical person as a service to the four rural counties of Wyoming, Wayne, Ontario and Livingston.

Turning to another subject, Mr. Barnes stated that the experiment in lending films to individuals had been moderately successful. Three projectors have been ordered, and to date, 57 films have been circulated. Forty-three persons have registered thus far for the program. When the catalog comes out, it will show that we will have available 4,200 to 4,300 films.

Mr. Flory then raised the question of the need for better communications between the Reynolds Library Audio-Visual Department and its principal customers, especially in the educational institutions. He urged that in the next six months everything possible be done to satisfy users of our films in the schools. He expressed the view that it would be a shame to allow those good relations we have had in the past with the schools to deteriorate, not only because we would be losing the opportunity to be of service, but because we would lose a good deal of revenue as those schools turned to State agencies for the same service. Mr. Flory felt that the schools have not been consulted to any degree since we instituted the fee schedule for our films. Mr. Flory summarized by saying that the problem relates first, to the fee schedule; second, to obtaining films; and third, to the choice of films.

Mr. Barnes stated that approximately 60 per cent of our business is with schools. Some of them pay several thousand dollars a year and feel that they deserve to receive good service. In general, Mr. Barnes agreed with Mr. Flory's comments and stated that everything possible would be done to establish better communications with the schools.

There being no further business, the meeting was adjourned.


Secretary

May 15, 1967

Report to the Reynolds Library Trustees

From: Harold Hacker and Robert Barnes

Harold Hacker regrets very much his inability to attend today's board meeting, but he has had a long-standing commitment to speak to the Board of Directors of the Bureau of Municipal Research on the Rochester Regional Research Library Council and on the organization and financing of the Rochester Public Library and the Monroe County Library System. The Bureau presently is conducting a study of the library systems.

FINANCIAL REPORT - 1966

The Financial Report on the use of Reynolds Library funds in 1966 was mailed to all of the Reynolds trustees.

STATUS OF THE PHYSICAL REORGANIZATION OF THE DEPARTMENT

We had budgeted \$20,000 in 1966-67 for the much-needed physical reorganization of the Department. Months were spent in planning a new physical layout of the Department to improve service to the public and in preparing specifications for much-needed new equipment.

The \$20,000 budget was estimated before the plan for reorganization was developed. Preliminary estimates given to us by contractors and equipment suppliers, however, indicated that we could achieve our goal with an expenditure of \$24,513.

However, we have just received bids on the remodeling phase which exceed the estimate given to us earlier by the contractor by \$6,700. A revised summary of cost estimates follows:

Remodeling (firm bid)	- \$17,607.48
Equipment (including phonorecord shelving, 2 inspection machines, furniture, listening units, and miscella- neous - ESTIMATED)	- 13,613.00
TOTAL	<u>\$31,220.48</u>

We plan to go ahead with the project, financing the \$11,220 cost above our budgeted amount from the \$6,000 "bonus" reported by Kurt Anstice following the 1966 Reynolds audit and from adjustments in the Department's budget of previous Reynolds appropriations.

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4. NEW FILM CATALOG ALMOST READY.
5. FEDERAL LSCA GRANT OF \$25,000 AWARDED TO PIONEER LIBRARY SYSTEM TO EXTEND FILM SERVICE TO 4 RURAL COUNTIES VIA FILM DEPOTS.
6. OPERATION INDIVIDUALS - 16MM FILM LOANS TO INDIVIDUALS.
7. 8MM FILM LOANS TO INDIVIDUALS.

ROCHESTER PUBLIC LIBRARY
Reynolds Audio-Visual Department
SEMI-ANNUAL REPORT

1 November 1966 to 30 April 1967

SUMMARY OF STATISTICS

	November 1965 to April 1966	November 1966 to April 1967
Film loans	15,920	17,014
Audience	1,245,090	1,742,369
Record Loans	34,690	29,708.
Films in Collection		4,434
Filmstrips in Collection		477
Recordings in Collection		10,298
Film Registrations		1,094

As of May 1, 1967, the Reynolds Audio Visual Department film collection numbers 4434 films. Due to the extensive weeding that the department has done in recent months, the overall total has dropped slightly since our last report. However, 173 new titles have been added during the past six months.

Among the more interesting new acquisitions are The Responsive Eye, a film about the recent "op art" show at the Museum of Modern Art in New York City; The Railrodder, a film from the National Film Board of Canada on the antics of the old time comedy star, Buster Keaton; Dead Birds, an important new anthropological film study of primitive tribal rituals and customs of far away New Guinea; The Volga, a CBS report in color of the people in the cities and villages along Russia's great river. One of the important new films on poverty and city slums is The Tenement, another CBS report. Our old faithful friends, the Canadian Travel Film Library, has deposited many new travel and recreational films with us. Among the new titles are Valley of the Swans, a study of wildlife in British Columbia; Tides of Fundy, the amazing natural phenomena of tidal action in New Brunswick; Summer Pageantry, showing the changing of the guard and other customs on Parliament Hill in Ottawa, Canada; and Rogers Pass, the long struggle to forge a passage route through the Canadian Rockies.

One of our exciting new projects is the collection of regular and super 8 films that we have added to the collection. The starting collection numbers about 250 prints and the titles range all the way from comedy, history and biography to sports, travel and science fiction. For example, we have many of the classic films of Charlie Chaplin including The Floorwalker, The Immigrant and Easy Street. We have also several comedies of Laurel and Hardy which should be also quite popular. To the many library users who own their own 8mm projectors this should prove to be a popular service. A number of the titles will be in the new super 8 format which seems to be the standard gauge for the future. Advantages of super 8 over regular 8 include a larger and brighter picture with better definition or sharpness. Of course, there are still over 5,000,000 regular 8mm projectors in the field so it will be some time before the demand for regular 8mm films drops off. This service is designed for home use only and films may be borrowed on an individual library card for a two week period.

Operation individual, an experimental project of film service to individuals, has been launched with 43 registrations from people who have taken advantage of this new service. As of this date 57 films have been borrowed and audiences totaling 610 have seen these films in their homes.

A federal LSCA grant of \$25,000 has been awarded to the Pioneer Library System to extend film service to Livingston, Ontario, Wayne and Wyoming counties. Organizations in these rural counties will now be able to request films from the Reynolds Audio Visual Department and have them delivered to designated film depots in each county. The organization will then be able to pick up and return the film to the depot instead of having to come all the way into Rochester.

The Department has just received bids on our remodeling project and they are somewhat higher than our original plans. Our original estimate of costs was \$20,000. The bids returned exceeded this amount by \$11,220. By readjustment of other budgetary items and an extra "bonus" from the Reynolds Board we will be able to go ahead on this most important work. Part of the new equipment has already arrived in the form of two new film inspection machines manufactured by the Harwald Company. These are much needed replacements for which were beginning to require extensive repairs.

The phonograph record collection now has 10,298 recordings. 508 new recordings were added during the past six months. Language records continue to be strongly emphasized and we have just received a new series of the famous Burlitz language records. Up to now, they have been available only in very expensive editions. The new Burlitz sets include English from Spanish, which should be very useful with Spanish speaking people in the community who desire to learn English. Many of the new acquisitions have been only duplicates because of staff limitations in the catalog department. It is to be hoped that the catalog department can be brought back up to full strength so that our large backlog of new recordings can be cataloged and processed.

Our film series Films Sandwiched In did very well this spring with a 10 week series. Approximately 1,377 people viewed a wide selection of new films offered during the lunch hour from 12:13 to 12:50 p.m. Many people come and have their lunch while looking at the films.

The new edition of the film catalog is presently at the printers and we expect to have it in distribution very shortly. We are planning to keep the catalog up to date with a supplement the following year and a new complete edition of the catalog every two years. Quarterly annotated lists of the new films are also planned as a part of the way to provide our users with the latest information about new films.

The department has been active in promoting the use of audio visual materials with librarians on RPL, MCLS and PLS staffs. On December 14, a two hour demonstration and information meeting was held to show some of the uses of new AV equipment in libraries. Materials covered included 2 x 2 slides, tape presentations, 8mm in its several formats and overhead projectors and transparencies. On January 17, another meeting was held with division heads of the main library to again promote and stimulate their interest in audio visual services.

Mr. Hassan, assistant head of the department, attended the DAVI conference of the National Education Association at Atlantic City as a representative of the library. He has also been active in the field meeting with branch and young peoples' librarians acting as a consultant with their audio visual programs.

Mr. Barnes served as chairman for a pre-screening assignment from the Educational Film Library Association for the American Film Festival. His responsibility involved selecting the best films in the area of graphic arts for the Festival. The committee involved area resource people in the graphic arts, as well as audio visual specialists.

Mr. Barnes also served as a consultant for the Genesee Valley Safety Conference and presented a program of safety films at a conference meeting on October 18, at the Manger Hotel.

Other activities have included: audio visual consultant with the Genesee Valley School Development Association; chairman of the Rochester Area Council of Churches Audio Visual Committee; juror on two regional CINE screening committees, Adult Amateur and Business and Industry.

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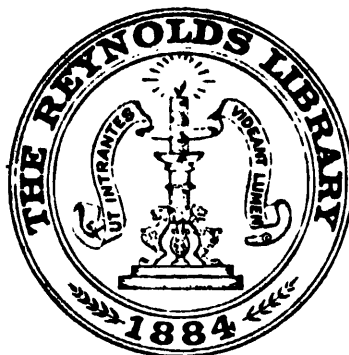
It is interesting to note that our department, with the exception of the Inner City Bookmobile, is the only unit of the Rochester Public Library system to show an increase in circulation figures during 1966. In fact, our figures have passed the 27,000 mark in film loans for the first time since 1960.

Respectfully submitted,

A handwritten signature in cursive script, reading "Robert W Barnes".

Robert W. Barnes, Head
Reynolds Audio Visual Department

Enc: 8mm brochure



ROCHESTER, NEW YORK

NOTICE OF MEETING

May 27, 1968
11:45 A.M.

The Annual Meeting of the Board of Trustees of The Reynolds Library will convene promptly at 11:45 A.M. on Monday, May 27, 1968 at The Rochester Public Library to inspect the Reynolds Audio-Visual Department (second floor). .Parking will be available on the Broad Street side of the library where the bookmobile is parked.

The meeting will reconvene at 12:15 P.M. for luncheon at the Genesee Valley Club.

Please signify your intention on the enclosed post card and return it to me as soon as possible.

Very sincerely yours,

Secretary

Enclosure

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 27, 1968
at the Genesee Valley Club

Present: President Miner and Messrs. Anstice, Flory,
Judson, Sproat, Vande Vate, Broadhurst,
Hazlett, Pike, Hacker and Middleton

Absent: Messrs. Weller, Sr., Weller, Jr., Gordon
and Ellingson

The minutes of the meeting of May 15, 1967, having been mailed to all members of the Board, were approved as mailed and the reading thereof was dispensed with.

The Treasurer then presented the Accountants' Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1967. Income for the year was \$51,401.37, with an excess of income over deductions of \$7,774.38.

Upon request, the Board authorized the Treasurer to pay the City of Rochester \$10,000 on or before each of July 1 and October 1, 1968 and January 1 and April 1, 1969, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$7,774.38, constituting excess of income over expenses for the year 1967, to the City.

The Treasurer's report was unanimously approved.

The Board then authorized the Treasurer to employ Peat, Marwick, Mitchell & Co. as auditors for the year 1968.

Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year. He pointed out that

estimated annual income for 1968 exceeded 1967 income by over \$3,000, and stated that we could realize more income by purchasing more bonds after selling others now in the portfolio, but that we would take a loss on the latter at this point. Later, as the loss realized would be reduced, Mr. Broadhurst suggested that we might sell off and reinvest in high coupon bonds. He viewed our holdings of common stocks as doing well. Rather than to move into greater growth securities and lose income, he recommended leaving these alone.

Mr. Broadhurst then explained that \$78,000 face value of U. S. Treasury bonds, 2 3/4% due April 1, 1980, which had been purchased years ago, may not be sold, but may be exchanged for marketable treasury bonds due in five years. He recommended such an exchange to enable us to move into another investment should the opportunity arise. He then presented the required resolution authorizing the disposition of the \$78,000 treasury bonds now held, which resolution was unanimously adopted and a copy thereof ordered filed with these minutes.

Mr. Vande Vate, Chairman of the Nominating Committee, then placed a nomination for the term expiring in May, 1969, the following:

President	Ranlet Miner
Vice President	Joseph F. Weller, Sr.
Treasurer	Mortimer R. Anstice, Jr.
Secretary	E. Willoughby Middleton, Jr.

Upon motion, the nominations were closed. The Secretary was instructed to cast one ballot for the election of the above officers and the President announced that they had been duly elected.

The President then announced the appointment of Messieurs Broadhurst, Anstice and Sproat as members of the Finance Committee for the coming year.

Mr. Hacker, Chairman of the Library Committee, submitted and discussed the semi-annual report of the Reynolds Audio Visual Department for the period ending April 30, 1968, which is attached to these minutes. He reported that a record 32,000 films had been lent during the past year and

that we now lend films to organizations in the four rural counties of the Pioneer Library System under a federal program.

Mr. Hacker described the new era in helping people learn, which has been made possible by the Audio Visual Department, thanks to the Reynolds Library Board. As he put it, this is the "multi-media story" of reaching people through a number of media in addition to books. The County has now agreed to finance central library services of the Rochester Public Library, including new positions of an audio visual consultant and of an audio visual technician, the latter to make possible better quality control. The Monroe County Library System earlier in 1962 had begun a program to decentralize recordings in all 35 community library outlets.

Included in the newer media through which the people will be served will be transparencies, slides, framed prints, taped recordings, and 8 mm films for individuals. The Rochester Public Library Board of Trustees has approved the lending of 16 mm films to individuals, as well as groups and organizations served in the past.

To bring our services closer to all people, an Inner City branch library is being planned so that individuals and groups may use a complete range of media. The Lincoln branch on Joseph Avenue will have a new media program established in 1969 to supplement its print collection. On June 6th, all audio visual people in the schools in Monroe County will hear of the work of the Reynolds Library in order to improve service to schools and other organizations. It has been found that the use of films has helped to work with groups. Mr. Hacker expressed the appreciation of the Rochester Public Library to this Board for the opportunity to learn and grow in this way.

The report of the Library Committee was unanimously approved.

A discussion of means of publicizing the contribution of the Reynolds Library to the community ensued. Mr. Anstice suggested that the name of the Reynolds Library be placed above the entrance to the Audio Visual Department of the

Library. Mr. Flory pointed out that we have provided a unique community-private concept in the library field. It was then suggested that a short history of the Reynolds Library be prepared so that we might publicize its contribution during its 85th anniversary in 1969.

There being no further business, the meeting was adjourned.

E. William H. Verbeeten, Jr.
Secretary 1

ROCHESTER PUBLIC LIBRARY
Reynolds Audio Visual Department
SEMI-ANNUAL REPORT
1 November 1967 to 30 April 1968

SUMMARY OF STATISTICS

	November 1966 to April 1967	November 1967 to April 1968
	<hr/>	<hr/>
16mm Film loans	17,014	18,424
8mm Film loans (this service started June 1967)	-----	3,376
Record loans	29,708	27,610

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|--------------------------|--------|
| 16mm films in collection | 4,407 |
| 8mm films in collection | 273 |
| Recordings in collection | 10,592 |
| Filmstrips in collection | 118 |
| Film registrations | 1,214 |

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Extensive replacement of worn out prints as well as the addition of new titles to the film collection has been a major activity of the Reynolds Audio Visual Department staff these past six months. Many of the older titles have been removed from the film collection as well as the filmstrip collection. At the present time we have 4,407 films in the collection. Among the new titles worth mentioning are the Gellerman Motivation and Productivity series of business management films produced by BNA Films. Individual titles of the series are: Understanding Motivation, Human Nature and Organizational Realities, The Self-Motivated Achiever, The Management of Human Assets and Motivation through Job Enrichment. These films should prove to be very useful to community business and industry training programs. Another new title worth mentioning is a film on Marshall McLuhan called The Medium is the Massage. We are starting to add feature films to the collection and currently we have the following titles: Nobody waved Goodbye, The Loneliness of the Long Distance Runner and Wrong Arm of the Law.

Not surprisingly, those films that deal with drug and sex education, seem to be our most popular and eagerly sought after films. We have several films in these areas and they are constantly in circulation.

January 17, 1968 was the day that our new catalog arrived in sufficient quantity for distribution. It is an attractive catalog, we think, with an original front cover design by Library staff artist, Carl Zimmerman. The cover is printed in black on green stock. The new catalog is a completely revised edition and replaces all previous editions and supplements.

The department has initiated a popular record collection consisting of recordings by popular singers, dance music, country and western music. At present there are more than 150 records in this collection and more are being added regularly. It is hoped that having popular records will encourage more people to use the record collection who otherwise might not be interested. It is also a response to many requests by younger patrons who have asked that we stock popular music.

Stereo recordings will soon be added in quantity to the collection since most major record manufacturers are issuing only stereo versions of their releases.

Among the new labels in the collection are Odyssey, Seraphim, Melodya/Angel and Nonesuch. Many records are being issued on these labels and we are attempting to keep up with the releases.

Among the new recorded plays worthy of special mention are Lysistrata by Aristophanes, Genet's The Balcony and Peter Weiss' Marat/Sade issued by Caedman's Theatre Recording Society. There also seems to be a resurgence of interest in electronic music and sound effects records.

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8mm film circulation for the past six months has reached 3,376 loans. The total circulation since the project got underway last June, not quite a year, is 6,297 loans. The Monroe County Library System is planning to extend 8mm films to community and town libraries by placing collections of 8mm films in these libraries. Selection of titles is due to begin soon.

A major face lifting to the physical appearance of the department is just about finished and it is to be hoped that we will be able to move back into our newly remodeled quarters soon. The new furniture and equipment should make us a much more efficient operation. The new color scheme is grey and deep blue with wall to wall carpeting in blue green. It certainly looks most attractive.

The newly proposed rules for 16mm film loans to individuals was approved by the Rochester Public Library Board of Trustees on January 17, 1968. There has been a need for a long time to offer this kind of service and now at long last we hope to implement this innovation to our services as soon as it is practically possible. As a fringe benefit we will be also loaning equipment on a very modest basis. We hope to have two 16mm projectors, two 8mm projectors and two screens as a start.

Films Sandwiched In for 1968 attracted 1,231 viewers for the ten weeks of film programs. In celebration of the 20th anniversary of the founding of the State of Israel an extra program was added to the series to which 160 people attended. This special program highlighted Julien Bryan's film Israel and a film provided by the Jewish Community Council, Children of the Exodus, a documentary on the lives of children who left Europe in the aftermath of World War II to seek freedom and a new life in Palestine.

December 28, 1967 was the occasion for our annual Christmas film program here at the Main Library. Attendance this year was 100.

On February 16, the department was host to a visit of school children from the World of Inquiry School. Films were shown, samples of old film were passed out to eager hands as souvenirs and a brief talk on RAVD services was given.

Among recent visitors we have had the pleasure of greeting Mrs. Margaret Underhill, wife of Charles Underhill, former Librarian of the Newark, New York Public Library who came to observe and evaluate our audio visual operation. She is currently working on her Masters Degree in Library Science at SUNY at Buffalo. She has chosen as a topic for her thesis audio visual service in large libraries of New York State.

The winter film series, Films Below Zero, sponsored by the Art Division, attracted 376 viewers to the four Wednesday night film programs.

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The department participated in the Catholic Diocesan Educational Exhibit held at Bishop Kearney High School, Monday, March 18, 1968. A rear view screen and projector were set up at the Library booth to show films and promote our audio visual services to school teachers.

On May 8 we had a meeting with a committee of school AV Directors to try and formulate a plan for a definite school procedure for ordering films. Because of space, money and staff it has been necessary to restrict the kind of service we can give to schools. It is hoped that a written procedure will help clear up the kind of misunderstandings that have come up in the past on the part of both our staff and school people. Our plan is to present this procedure at a general meeting of AV people from Monroe County on June 4. The occasion, of course, will be to celebrate our newly remodeled department and at that time Mr. Harold Hacker will present the procedure and talk about future plans of the library.

Mr. M. H. Hassan has been active in the community as well as with many of our community librarians promoting films and audio visual. Among recent accomplishments have been a plan for a multi-media center at Lincoln Branch, one of our inner city library branches. He has also been active in advising Library Administration on the new Genesee Branch, another inner city branch, which will be housed in a new building sometime next year.

Mr. Hassan attended the DAVI conference of the National Educational Association at Houston, Texas as a representative of the library.

Both Mr. Hassan and Mr. Barnes actively participated in screening films for the forth coming American Film Festival, to be held in New York City starting May 28. Mrs. Pat Black, head of the Library's Art Division also served on this committee. The committee spent several long evenings, including one session till about 1:30 a.m. screening and selecting about 28 art films for the festival.

Mr. Barnes was a juror for two categories of films for CINE this year; Business and Industry and Adult Amateur. Other activities have included Rochester Area Council of Churches Audio Visual Evaluation Committee, Genesee Valley School Development Association, Genesee Valley Safety Conference and Movies on a Shoestring.

One of our inner city branches, Genesee Branch, has been able to form a Film Club among the many young teenage Negroes who visit that branch. Under the guidance of Miss Peggy Pavelski the club has been viewing many of our films. Our staff has given several talks to the club on basic fundamentals of film, how to handle film and projectors, etc. We have just learned that the club is very anxious to make a film this summer. Members of the club are already at work writing the script and selecting the actors. Our staff hope to lend a hand and encourage and help the boys in this worthwhile project.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department

REYNOLDS LIBRARY BOARD

Special Meeting Held on October 21, 1968
at the Genesee Valley Club

Present: Messrs. Anstice, Flory, Pike, Sproat, VandeVate,
Weller, Jr., Hacker and Middleton

Absent: Messrs. Weller, Sr., Broadhurst, Ellingson,
Gordon, Hazlett and Judson

The Treasurer, Mr Anstice, reported the death on August 8, 1968, of the President, Mr. Miner, whereupon, in the absence of the Vice President, Mr. Anstice was elected Chairman of the meeting.

All Members present expressed their sorrow on the passing of Mr. Miner, and the following resolutions were unanimously adopted:

RESOLVED: That this Board hereby gives thankful recognition to its late President, Ranlet Miner, for his many years of loyal service as a member of The Reynolds Library Board of Trustees and, in recent years, as its representative on the Board of Trustees of the Rochester Public Library. His imagination, ability and leadership contributed in large measure to the success of The Reynolds Library and to the service rendered by it to our community. The warmth of his personality and his ready wit made every meeting of this Board a pleasant interlude And his unfailing good cheer in the face of the greatest adversity gave inspiration and courage to us all, and

FURTHER RESOLVED: That a copy of this resolution be tendered to his family as an expression of the Board's heartfelt appreciation and sympathy.

The Secretary was instructed to mail a copy of the above resolutions to Mrs. Miner.

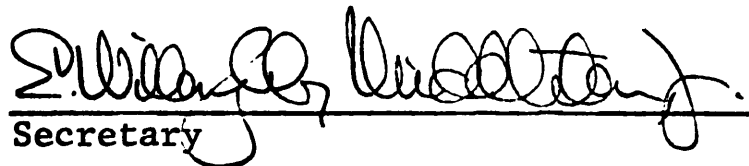
The minutes of the annual meeting of May 15, 1967, having been mailed to all members of the Board, were approved as submitted and the reading thereof dispensed with.

Mr. Anstice explained that the death of Mr. Miner had created a vacancy on the Board of Trustees of the Rochester Public Library and that, pursuant to the agreement between The Reynolds Library and the Rochester Public Library, with the concurrence of the other officers, he had instructed the Secretary to notify the City of Rochester that The Reynolds Library had appointed Mr. Thomas F. Judson to serve as Mr. Miner's successor on the Rochester Public Library Board.

The Secretary reported that he had conferred with the Vice President, Mr. Weller, Sr , and that it was his desire that a new President be elected to succeed Mr Miner After discussion, Mr. Anstice was nominated to serve as President for Mr. Miner's unexpired term and the Secretary was instructed to cast one ballot in favor of his election

Mr. Hacker expressed the hope that the Library would receive a good deal of publicity in the coming year commemorating the 20th anniversary of the Audio-Visual Department. He stated that The Reynolds Library has thus far contributed slightly over \$500,000 to the City, has loaned almost 350,000 films and 950,000 records, and that its films have been viewed by over 24,000,000 persons.

There being no further business the meeting was adjourned.


Secretary

ROCHESTER PUBLIC LIBRARY
115 SOUTH AVENUE, ROCHESTER, NEW YORK 14604

HAROLD S. HACKER
DIRECTOR

October 31, 1968

To: Trustees of Reynolds Library

From: Harold Hacker

Subject: 20-Year Statistical Report and New Supplement to Reynolds Audio-Visual Department Film Catalog.

I am enclosing for your information a 20-Year Statistical Summary of pertinent data regarding the Reynolds Audio-Visual Department. I think that you will find it most interesting. Please note that during the 20-year period, the Reynolds Audio-Visual Department lent almost 350,000 film prints that were viewed by an audience close to 25,000,000 in number. Our record loans had neared the 950,000 mark for a 16-year period.

Of tremendous significance to you and to us is the fact that the Reynolds Library Board's appropriations for the Reynolds Audio-Visual Department exceeded the one-half million mark at the end of 1967.

Our film collection, thanks to a much needed weeding program, dropped from 4,477 prints to 4,416 prints in the last year, but still is the largest in the country. Our phonograph record collection almost reached the 11,000 mark at the end of 1967.

To each of you on the Reynolds Library Board our sincere thanks for making these statistics both possible and impressive.

We tried to publicize some of the statistical data in a release that was submitted as a result of the last meeting of the Reynolds Library Board when Mort Anstice was elected president. The press, however, concentrated on the action at the meeting - the election of Mort - and did not incorporate any of the statistics in the news story. We will try again when we can reach some magic figure, such as 25,000,000 viewers or 1,000,000 record loans.

I am also enclosing for your information the first supplement to the new Film Catalog of the Reynolds Audio-Visual Department. Bob Barnes & I hope that you will enjoy reviewing the catalog.

Harold

HSB:hr

Encls: (1) 20-Year Statistical Summary
(2) Supplement to new Film Catalog

c.c. Robert Barnes

FILMS

Central Library of Rochester and Monroe County

RECORDS

Historic Serials Collection

NON-TAX SOURCES OF SUPPORT

| Year | Annual Loans | Size of Audiences | Registered Groups | Films Owned 12/31 | Annual Loans | Records Owned 12/31 | Reynolds Library Board | Fees, Catalog | Fines and Sales | Film Use Charges |
|-------|--------------|-------------------|-------------------|-------------------|--------------|---------------------|------------------------|---------------|-----------------|------------------|
| 1948 | 699 | 46,775 | 162 | 180 | - | - | \$ 10,000.00 | \$ 335.25 | - | - |
| 1949 | 4,498 | 306,352 | 390 | 362 | - | - | 10,000.00 | 852.50 | - | - |
| 1950 | 6,819 | 415,969 | 450 | 574 | - | - | 10,000.00 | 1,038.00 | - | - |
| 1951 | 8,885 | 532,854 | 569 | 776 | - | 671 | 15,000.00 | 1,237.50 | - | - |
| 1952 | 9,757 | 579,090 | 633 | 983 | 1,309 | 769 | 16,000.00 | 1,311.25 | - | - |
| 1953 | 10,621 | 674,713 | 706 | 1,153 | 14,591 | 1,867 | 14,000.00 | 1,855.00 | - | - |
| 1954 | 11,689 | 723,280 | 667 | 1,421 | 44,999 | 3,270 | 19,000.00 | 2,239.85 | - | - |
| 1955 | 12,889 | 795,492 | 801 | 1,694 | 51,779 | 3,424 | 21,000.00 | 2,890.75 | - | - |
| 1956 | 13,696 | 866,028 | 843 | 1,925 | 53,278 | 4,752 | 27,000.00 | 3,029.90 | - | - |
| 1957 | 16,873 | 1,093,627 | 880 | 2,123 | 61,215 | 5,629 | 22,000.00 | 3,662.75 | - | - |
| 1958 | 19,800 | 1,244,032 | 889 | 2,367 | 70,569 | 6,124 | 22,000.00 | 5,090.04 | - | - |
| 1959 | 23,765 | 1,509,398 | 1,031 | 2,601 | 71,423 | 6,981 | 22,000.00 | 5,240.20 | - | - |
| 1960 | 27,427 | 1,574,231 | 1,055 | 2,827 | 77,494 | 7,441 | 27,000.00 | 5,511.90 | - | - |
| 1961 | 26,382 | 1,616,616 | 931 | 3,090 | 74,260 | 8,005 | 30,500.00 | 5,230.50 | - | - |
| 1962 | 22,968 | 1,594,002 | 1,020 | 3,460 | 76,829 | 8,458 | 27,000.00 | 5,642.80 | \$26,275.00 | |
| 1963 | 22,175 | 1,997,002 | 902 | 3,721 | 79,757 | 9,072 | 34,540.44 | 4,812.25 | 23,744.25 | |
| 1964 | 23,930 | 1,922,047 | 975 | 3,994 | 74,358 | 9,563 | 38,056.10 | 4,882.98 | 33,086.00 | |
| 1965 | 26,774 | 2,095,138 | 1,089 | 4,386 | 79,459 | 10,106 | 39,104.08 | 4,801.79 | 33,240.25 | |
| 1966 | 27,015 | 2,158,877 | 1,032 | 4,477 | 60,751 | 10,484 | 53,364.27* | 4,578.77 | 35,132.00 | |
| 1967 | 32,081 | 2,728,488 | 1,052 | 4,416 | 51,233 | 10,941 | 46,241.60 | 4,645.19 | 33,842.75 | |
| TOTAL | 348,743 | 24,474,011 | | | 943,304 | | \$503,806.49 | \$68,889.17 | \$190,320.25 | |

* Does not include miscellaneous \$20.00 gift



CENTRAL TRUST COMPANY

ROCHESTER · NEW YORK

MAIN OFFICE
44 EXCHANGE STREET 14614

June 11, 1968

TELEPHONE 325-6700

Mr. E. Willoughby Middleton Jr.
900 Midtown Tower
Rochester, New York 14604

Dear Mr. Middleton:

Re: Custodian for The Reynolds Library

Exchange of: \$78,000 U.S. Treasury Bonds 2-3/4% due 4/1/80
for: \$78,000 U.S. Treasury Notes 1-1/2% due 10/1/72

Attached is a government resolution form authorizing officers of an organization to transfer registered securities. Would you please look this over and, if you concur, add this resolution to the minutes of the last board meeting. This matter was taken up at that meeting. Also, I would appreciate your filling in whether this is a corporation or an unincorporated association, which information is requested in the form.

If this meets with your approval, would you forward this form to Mort for his signature and the seal. When he returns it to us (an envelope is enclosed for his convenience), I will take care of any signature guarantees that are needed.

Sincerely yours,

Lawrence Broadhurst
Vice President

LB:msw
Enc



ROCHESTER, NEW YORK

September 30, 1968

Honorable Seymour Scheer
City Manager
The City of Rochester
30 Broad Street West
Rochester, New York 14604

Dear Sir:

Please be advised that, pursuant to Paragraph "Fifth" of the agreement, dated January 14, 1949, between The City of Rochester and The Reynolds Library, The Reynolds Library has nominated Thomas F. Judson as the member of its Board of Trustees to succeed the late Ranlet Miner as a member of the Board of Trustees of the Rochester Public Library.

We would greatly appreciate your taking the necessary steps to effect the appointment of Mr. Judson to the Board of Trustees of the Rochester Public Library.

Very truly yours,

THE REYNOLDS LIBRARY

By: S. Udaya Chandra Sekhara
Secretary

EWM/gww

FD-1010
TREASURY DEPARTMENT
Bureau of the Public Debt
(Rev. Aug. 1955)

RESOLUTION AUTHORIZING OFFICERS OF A CORPORATION OR AN UNINCORPORATED ASSOCIATION TO ASSIGN AND DISPOSE OF SPECIFIED REGISTERED SECURITIES

IMPORTANT - Be sure to follow the instructions on the back in filling out this form.

RESOLVED, That Mortimer R. Anstice, Treasurer

(Titles, or names and titles, of officers)

{ is hereby authorized

{ are hereby jointly and severally authorized

to assign and sell or otherwise dispose of the following-described registered United States securities, or securities for

which the Treasury Department acts as transfer agent owned by this

{ ☒ corporation,

{ ☐ unincorporated association,

and for such purpose to appoint one or more attorneys in fact with authority in turn to appoint one or more substitutes:

| LOAN TITLE
(Include interest rate, call and maturity dates) | DENOMINATION | SERIAL NUMBER | REGISTRATION
(Exact inscription on each security) |
|--|--------------|---------------|--|
| U.S. Treasury Bond 2-3/4% due 4/1/80 | \$10,000 | 24904/24908 | The Reynolds Library |
| | 5,000 | 7125/7129 | |
| | 1,000 | 20500/20502 | |

(If space is insufficient additional securities may be listed on the back; any separate list must refer to this document expressly.)

IT IS FURTHER RESOLVED, That any and all action as authorized herein previously taken by the above-named officers is hereby ratified.

HEREBY CERTIFY that the foregoing is a true copy of a resolution adopted at a regular
(Regular or special)
meeting of the Board of Directors, the governing body of
The Reynolds Library

(Complete name of corporation or unincorporated association)

held on the 27th day of May, 1968, at Rochester, New York

further certify that due notice of said meeting was given, that a quorum was present, and that the resolution was duly adopted and is in full force.

Dated this 13th day of June, 1968.

E. W. [Signature] Secretary
(Signature and title of officer)

[SEAL OF ORGANIZATION]
IF NONE, HAVE THE FORM
BELOW COMPLETED.

(Additional signature and title, if necessary. See instruction 3)

(THE FORM BELOW MUST BE COMPLETED IF THE ORGANIZATION HAS NO SEAL)

Subscribed and sworn to before me, on this 13th day of June, 1968, at Rochester

City of Monroe, State of New York, by the above-named persons as described,
whose identities are well known or proved to me.

[SEAL]

Alfred G. Boylan
(Signature and designation of notary public or similar officer)

My commission expires March 30, 1970

ALFRED G. BOYLAN
NOTARY PUBLIC, State of N.Y., Monroe County
My Commission Expires March 30, 1970

U.S. G.P.O. 747-5

ROCHESTER PUBLIC LIBRARY

Reynolds Audio Visual Department

SEMI-ANNUAL REPORT

SUMMARY OF STATISTICS

1 May 1968 to 31 October 1968

| | May 1967 | May 1968 |
|---------------------------------------|---------------------|---------------------|
| | to | to |
| | <u>October 1967</u> | <u>October 1968</u> |
| 16mm Film Loans | 11,103 | 14,814 |
| 8mm Film Loans
(Started June 1967) | 2,922 | 1,712 |
| Audience | 981,183 | 661,109 |
| Record Loans | 23,107 | 22,857 |

* * * * *

| | |
|--------------------------|-------|
| 16mm Films in collection | 4,582 |
| 8mm Films in collection | 280 |
| Filmstrips in collection | 125 |
| Recordings in collection | 9,076 |
| Film Registrations | 1,087 |

It is difficult to believe that it was only a short 20 years ago that the idea of the Reynolds AV Department became a reality. Its origination, of course, due to the ever continuing generosity of the Reynolds Library Board. Starting in 1948 with a gift of \$10,000 and a staff of two people, the Department has expanded until today it is the largest collection in the United States with 4,582 16mm films and over 9,000 phonograph records. Through the years, the Reynolds Board has given over a half million dollars for the support and development of this outstanding community resource. We have indeed a unique situation. In our first year we loaned 699 films to 162 groups. During 1967 we registered over 1,000 groups for film service, and loaned over 32,000 films. Our estimates for audience last year was over 2,500,000 viewers. Quite a record! We are still growing and bursting at the seams for lack of adequate space. Our staff of 10 full-time people and part-time pages may seem excessive, but it never seems quite enough for the normal business activity. You will notice that our loans for 1968 compared with the same period of last year show an increase of about 3,000 bookings.

Our film collection now numbers 4,583 prints. New films are continually being added and old ones withdrawn when necessary. Our record collection now numbers 9,076 discs.

On October 8 the first of the series of film workshops sponsored by the M.C.L.S. In Service Training Project got under way. Both Pat Black and Robert Barnes of the RAVD staff helped develop and plan this workshop series, primarily aimed at the young adult librarian working with teenagers. Mr. Harry Fiske was the speaker on October 8 and his subject was "The Language of Film" using a new kind of educational super 8 film which Kodak has released for the educational market - especially for film teachers. The next session on November 4 will feature Miss Emily Jones, Executive Director of the Educational Film Library Association, who will speak about looking at films critically. About 50 staff members turned out for the first of this series of workshops.

On October 10th the department presented a half day program on AV orientation for new library trainees of the Recruitment Office's Second Career Project. We included a slide illustrated talk on RAVD, selecting films for public library use and developing collections of framed prints. The program concluded with a demonstration on how to project 16mm films.

Film programs were given in many of the community libraries and they are too numerous to mention here. One series worth mentioning, perhaps, is RAVD's new Friday noon film series called Films on Friday. Films are shown from 1:00 p.m. to 2:00 p.m. in the R.P.L. Auditorium.

On Thursday, October 17, Mr. Barnes presented a slide talk on the story of RAVD as part of a staff orientation program attended by about 60 new staff members of R.P.L.

The department sponsored a "Nuts and Bolts" workshop with two sessions, morning and afternoon, on October 31. This workshop was open to all library staff members to give them an opportunity to see and handle the new AV equipment that is becoming more and more a part of the scene in community libraries and branches. Films are on the increase in all of our libraries. It was very good to see about 90 people turn out for the two sessions which we felt would enable many more staff members to participate in the activities. Principal items of AV equipment shown and demonstrated were 16mm projectors, screens, 2 x 2 slide projectors and 8mm projectors of several types including the new Technicolor 1000 series. The overhead projector and rear-view screen were also demonstrated. Just about everything was included except the new In Service Project TV System. This will no doubt be shown in the not too distant future.

The department has moved back into our newly remodeled quarters and it certainly makes a difference. The new desks and furniture are quite beautiful as well as the wall to wall carpeting. We are still waiting for the new phono shelving. However, some things just seem to take forever.

A few of the interesting new films which have been added to the collection include the following: TIMEPIECE a spoof at today's fast pace of living; THE HOTTEST SPOT IN TOWN, about the best by far of any library film we have ever looked at. It actually makes libraries look like exciting places to be. We have also received a group of new Canadian Travel films to bolster and renew this popular part of the collection. Drugs continue to be a popular subject on many borrowers' programs and we have added a new film called BEYOND LSD which deals more with parental attitudes toward teenagers and the resulting "communication gap" which seems to be so apparent today.

We finished our first full year of loaning 8mm films of several different kinds in June. The first year's circulation was 6,321 film loans. It has indeed become a popular service. However, we expect to see a decline in 8mm loans next year when the community libraries begin developing their own 8mm collections.

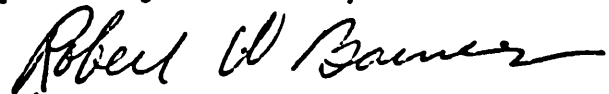
Our first supplement to the film catalog was published in July with a listing of 210 new films recently added to the collection. This very attractive supplement was composed and printed by Penman Associates on IBM Magnetic Tape Selectric Composer.

Staff changes have been many during the past six months. Dr. M.H. Hassan has left for a teaching position with Western Illinois University. In his place the Department is fortunate in obtaining Mrs. Patricia Black, formerly head of the Art Division. We have lost both of our trained film inspectors. Several crisis arose during the late summer months with intervals when there just was not enough staff to inspect films and keep up with film bookings. As a result, we have fallen behind in film booking confirmations while trying to improve the film inspection program. The newly created position of AV Technician in the Department has not been filled and there are no prospects in the immediate future to fill it. Qualified trained people seem to be extremely hard to find especially at salaries the City can offer. The City is just not able to compete with private industry. We have had about a 50 percent turn-over in our clerical staff in the last couple of months and this adds an additional burden to department staff in training new people as well as keeping up with the large daily work load. Fortunately we have a nucleus of very loyal staff that stick together through thick and thin to keep the department going. For example, Mrs. Geldin took a film out to the Greece Public Library by automobile one night recently because of a missed delivery. Another day, our page, Juaneen Payne took a film out to the Gates Library so that the show could go on. Believe it or not, during the summer months we had 17 people working in the department. This, of course, included both full time and part time. Volunteers came from several sources including Red Cross Volunteers, Mental Health Chapter, Urban League, Neighborhood Youth Corp., and ABC. We had work for all of them. They were collectively a great help to us in maintaining schedules, in the face of vacations, staff shortages and work loads.

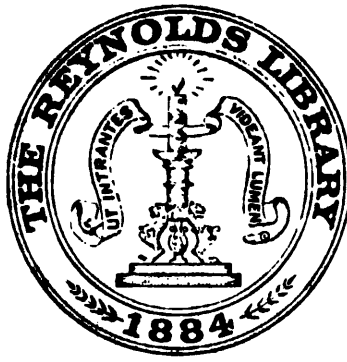
Mr. Barnes was invited to be a judge for the Kodak Teen Age Movie Competition in October. This was considered quite an honor when you find yourself in the company of other judges like Jack Ellis, Professor of Film at Northwestern University, J. Blair Watson from Dartmouth, and John Tyro from Syracuse University. It was a stimulating experience to see the many fine efforts of teen agers across the country to make films. Other activities included CINE regional screenings, American Film Festival judging and a consultant for the Syracuse Library School Seminar on Evaluation of films and recorded materials.

As usual it is our very busy time of the year and I must apologize for the lateness of this report. What with involvement in film workshops, staff training programs and so many other demands on time and energy it seems we rarely get a chance anymore to stop and get a proper perspective.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Dept.



ROCHESTER, NEW YORK

NOTICE OF MEETING

May 19, 1969
12:15 P.M.

The Annual Meeting of the Board of Trustees
of The Reynolds Library will be held at the Genesee
Valley Club on Monday, May 19, 1969, at 12:15 P.M.

Please signify your intention on the enclosed
post card and return it to me as soon as possible.

Very sincerely yours,

D. William G. Middleton Jr.

Secretary

Enclosure

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 19, 1969
at the Genesee Valley Club

Present: Messrs. Anstice, Flory, Ellingson, Broadhurst, Hacker, Judson, Middleton, Pike, VandeVate and Weller, Jr.

Absent: Messrs. Gordon, Hazlett and Weller, Sr.

The President, Mr. Anstice, read the minutes of the special meeting held on October 21, 1968, and called especial attention of the Board to the resolution then adopted eulogizing our late President, Ranlet Miner. The minutes were approved as read.

The Board then, at the request of Mr. Hacker, authorized the expenditure of \$185 to enable Mr. Barnes to attend a film festival, and \$370 to authorize Mr. Paveleski to attend a seminar at Syracuse University, for a total of \$730. The President reported that these would be the only trips made through the balance of 1969, but a motion was adopted authorizing expenses of up to a total of \$1,000 for these purposes for the balance of the year.

Mr. Judson thanked the Board for his appointment to serve as Mr. Miner's successor on the Board of the Rochester Public Library. He then related his experiences to date as a member of that Board, stating that he found the Board to be made up of many fine people with constructive ideas.

The Treasurer, Mr. Anstice, then presented the Accountant's Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1968. Income for the year was \$54,461.52, with an excess of income over deductions of \$10,879.39. Mr. Anstice explained that this year we will be able to give the Rochester Public Library \$40,000 plus the excess of \$10,879 in that Library's fiscal year beginning July 1, 1969. Referring to Exhibit C of the accountant's report, Mr. Anstice noted a loss of over \$11,000 upon the sale of bonds, and stated that the Finance Committee had agreed to take the loss to enable it to reinvest. There followed a discussion of the summary of the Library investments.

As an apparent error was found in the Accountant's Report as submitted, approval of the report was put off until the next meeting in order to permit reexamination of the report.

Upon request, the Board authorized the Treasurer to pay the City of Rochester \$10,000 on or before each of July 1 and October 1 of 1968, and January 1 and April 1, 1970, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$10,879.39, constituting excess of income over expenses for the year 1968, to the City in July 1969.

The Board then authorized the Treasurer to appoint Peat, Marwick, Mitchell & Co. as auditors for the year 1969.

Mr. Anstice reported a need for a member of the Finance Committee to succeed the late Mr Sproat. He recommended that the Finance Committee consist of Messrs. Broadhurst, Ellingson and himself for the coming year. His recommendation was unanimously approved.

Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year. A general discussion of the investment portfolio followed. Mr. Vandevate, Chairman of the Nominating Committee, placed in nomination for the term expiring in May of 1970 the following:

President and
Treasurer
Vice President
Secretary

Mortimer R. Anstice, Jr.
Joseph F. Weller, Sr.
E. Willoughby Middleton, Jr.

Upon motion, the nominations were closed. The Secretary was instructed to cast one ballot for the election of the above officers, and the President announced that they had been duly elected.

Mr. Hacker, Chairman of the Library Committee, distributed copies of a semi-annual report for the period ending April 30, 1969, of the Reynolds Audio Visual Department prepared by Mr. Barnes, which was then discussed. Mr. Hacker then turned the attention of the Board to plans for the future of the Reynolds Library. Mr. Hacker believes that we are moving in the direction of a decentralized system in the use of audio visual facilities with the five counties in this area each having its own resources. Contributions are coming

from sources other than the Rochester Public Library budget for non-print resources to the extent of over \$100,000. The Reynolds Library is concentrating on audio visual resources in the main library, but is still taking the lead in decentralization. Mr. Hacker stated that 16 mm films are still our main product. Film programs within the Library are growing at a tremendous rate and are concentrating more on groups than individuals. Meanwhile, other non-print resources such as phonograph records, 8 mm and super 8 films and framed pictures are being added at a great rate. The Library hopes ultimately to have super 8 sound film, to reproduce 16 mm film and to be lending 8 mm projectors with a cartridge insert.

Mr. Hacker reported that through 1968, the Department had loaned 387,000 films, which were seen by over 27 million people. At the same time, it had loaned 993,900 recordings. All of this was thanks to contributions of over \$550,000 by the Reynolds Library Board.

Mr. Hacker praised the desire of his staff to use new media, and the Reynolds Library Board for making it possible to use the best of all films. He stated that, while we contributed approximately \$50,000 to the overall audio visual budget of approximately \$110,000, the Reynolds Library Board could be viewed as providing the necessary seed money.

Mr. Flory commented on cuts being made in the use of audio visual materials by school boards. In his opinion "audio visual" is a poor name, because it connotes a fringe or frill. He suggested that possible we would use the term "visual education aids".

There being no further business, the meeting was adjourned.

Spencer O. Wacker Jr.
Secretary

ROCHESTER PUBLIC LIBRARY

REYNOLDS AUDIO VISUAL DEPARTMENT

SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 November 1968 to 30 April 1969

| | NOVEMBER 1967
to
APRIL 1968 | NOVEMBER 1968
to
APRIL 1969 |
|---------------------------|-----------------------------------|-----------------------------------|
| 16 mm film loans | 18,424 | 21,795 |
| 8 mm film loans | 3,376 | 2,077 |
| Audience (16 mm loans) | 1,716,495 | 1,665,719 |
| Record loans | 27,610 | 27,234 |
| 16 mm films in collection | 4,806 | |
| 8 mm films in collection | 303 | |
| Recordings in collection | 11,000 * | |
| Filmstrips in collection | 166 | |
| Film Registrations | 1,325 | |

- * Statistics for RAVD recordings are not available at present because of decentralization of phono record collection to various units in R.P.L. This figure is an estimate taken from statistics provided by R.P.L. Catalog Dept. which do not show a break down for FAVD.

-2-

16mm film circulation has increased 14% over the same period a year ago. 8mm film circulation has decreased slightly because of new 8mm satellite collections in most community libraries in Monroe County. Audiences are about the same with 1,665,719 viewers looking at our bits of celluloid over the past six months. Phonograph record loans are about the same.

The film collection now numbers 4,806 16mm films and 303 8mm films. The 8mm film collection includes several formats; super 8 silent, magnetic sound standard 8 and optical sound super 8 in Technicolor 1000 cartridge. It gets a bit confusing at times explaining which is which.

The phonograph record collection is now approximately 11,000 recordings. As pointed out in the page 1 footnote this figure is only approximate because of current plans to decentralize the record collection. RAVD has already moved children's records to the Childrens Room. Literature, drama and language records have gone to the Literature Division here at the Main Library. It seems only natural that nonbook materials should be shelved near books in our increasingly media conscious society. Further plans call for segments of the collection being moved to the Business and History Divisions. RAVD will continue to house only music recordings. About 2,000 records have already been moved to the Childrens Room and the Literature Division. Almost \$1,000 of RAVD funds have been allocated for record purchases by these divisions to buy new additions for their recent acquisitions.

RAVD has been most fortunate in receiving a number of gift films during the past six months. The Rochester Sales Executives Club has given RAVD two films on sales training: The Strangest Secret with Earl Nightingale and What it takes to be a good salesman with Norman Vincent Peale. The Eastman Kodak Company has recently given us a number of excellent travel films on various romantic places including Hawaii, the Adirondaks and Alaska. The Industrial Management Council plans to give us a film on motion economy principles. RAVD purchased in March the James E. Duncan collection of cartoons and feature films (there are almost 40) in a major effort to acquire the kinds of films that our borrowers are asking for. The trend today is more and more of the entertainment type of film. The Duncan collection will greatly beef up RAVD in this category of film and we anticipate heavy use of these films as they are gradually processed and made ready for circulation. This kind of film is ideal for home use now that RAVD is loaning films to individuals.

Pat Black, formerly of RAVD, and now AV consultant for the MCLS and RPL systems, and Robert Barnes participated and helped organize last fall an in-service film training series of workshops for system librarians. These workshops were held during November and December of 1968 and a couple of highlights will be briefly mentioned. On November 4 Emily Jones, Executive Director of EFLA, spoke to this group on the critical evaluation of films. On November 11 a panel discussion with Violet Myer, film librarian from Enoch Pratt Library of Baltimore, Md.; Jim Limbacher, film librarian from Dearborn, Mich. and Emma Cohn, young adult consultant for the New

-3-

York Public Library discussed ways and means of promoting and planning film programs for teen agers in public libraries. The discussion period that followed this session proved to be a lively one with much pro and con discussion on the right way to attract the teenager to the library to look at films.

The 1968 Genesee Valley Safety Conference, a regional meeting of safety educators and trainers, was held at the Sheraton Hotel November 19 - 21. RAVD provided films for a series of noontime safety film screenings during the conference. Lists of RAVD safety films were distributed to conference participants.

On December 5, 1968 Mr. Barnes conducted a film preview session at Eastman Kodak for members of the Rochester Sales Executive Club film Committee. Included for preview were several films from BNA's series on The Executive and the Gellerman Motivation series, which are already a part of the RAVD collection.

On January 28, 1969 a screening of movies by teenagers took place in the RPL Auditorium with several local teenage movie makers present to show and discuss their films for librarians.

Jim Yates, a staff member in training at the Marketing Education Center at Eastman Kodak, made a super 8mm movie on RAVD operations during the month of December as part of a project report assignment for the center. As far as we know it was successfully completed and shown to his supervisory staff. Jim has promised to give RAVD a special screening in the near future.

On February 5, 1969 Mr. Barnes participated in a film workshop at Colgate Divinity Bexley Hall School presenting films and discussing film selection and evaluation.

On February 21, 1969, RAVD presented the first of two preview screenings of the new film series, Of Black America, which has received so much acclaim across the country. The department was fortunate in having the enthusiastic support and cooperation of Mrs. Naomi Chamberlain, professor of preventive medicine at the University of Rochester Medical School. The response was excellent and we are anxiously awaiting delivery of these films.

The past few months have seen almost a complete change of RAVD staff. Pat Black, who has been Assistant Head of RAVD since August 1968, is now Audio-Visual Consultant to Rochester Public Library and Monroe County Library System Community Libraries. Peggy Pavelski has become the new Assistant Head of RAVD. Peggy has had considerable previous library experience with inner-city branches as well as with children's programs. Phoebe Olson left RAVD earlier this year to accept a higher position in the Acquisition Department of Rochester Public Library. Claudia McCartney is our new Senior Clerk. If you have noticed an English accent when calling RAVD recently, it is because, while a native American, Claudia has spent the last two years with her husband in Scotland. Joyce Sciolino, who has been in RAVD since September 1968, has replaced Phoebe Olson as Office Manager. Mrs. Celeste Carroll, one

-4-

of RAVD's oldest, most loyal, and certainly most loved staff member will be retiring early in May. A replacement for Mrs. Carroll has not as yet been secured.

On January 1, 1969 RAVD changed its booking system from the Diebold Rotary card wheel, which the department has had for many years, to the Diebold Visible record unit model 74-20. This new system has given us the flexibility we have wanted for a long time in scheduling and working at film bookings. This change plus successful efforts at assigning part time staff during off film service hours has enabled us to catch up on the enormous backlog of school bookings that have accumulated during the year. We are happy to have at last found a suitable solution to this vexing problem.

RAVD initiated a film loan service to individuals on November 1, 1968 with considerable success considering the fact that we have made no efforts to advertise the service. To date we have 167 borrowers registered as individuals. They have borrowed 1,596 films during the first six months of this new service. This is a goal we have long dreamed of and RAVD is happy to see it finally realized. The department now loans films, without exception, to any organization or individual in the community.

Plans are now underway to initiate the interlibrary loan of films through member libraries of Monroe County. It is hoped that in the near future we will be able to announce this service to the public. What this means is that it will be possible, for the first time, for an individual to come into his local library and order a film and have it sent out to his local library without having to make a trip down to the main library to pickup and return the films. We expect this to be a real convenience to many of our borrowers who have had to drive in during daytime hours before 5:30 p.m. and fight the traffic to find a place to park.

Other film screening and evaluating sessions, held jointly between RAVD and community groups, have included: Allied Forces (new films on alcohol and drug education); Rochester Gas & Electric Co. (safety education); Family Life Education Committee (sex and family life education); RAUN (social comment, a new RAVD film, Hunger in America); Industrial Management Council (communications and personnel training); Rochester area child adoption agencies (new RAVD film on interracial adoption, Run Jimmy, Run).

Other activities participated in by Mr. Barnes have included CINE Adult Amateur and Business films judging (preliminary finals); Kodak teen age movie finals; Rochester Area Council of Churches AV steering committee.

Pat Black and Robert Barnes participated in the Syracuse University School of Library Science Conference on organization of nonbook materials.

The past six months have been busy and we look forward to more of the same in this increasingly media conscious world of today. Ample proof

-5-

for Marshall McLuen's philosophy of "the medium is the message"
may be dramatically and visibly seen any day in RAVD.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Robert W. Barnes". The signature is fluid and cursive, with a long horizontal stroke at the end.

Robert W. Barnes

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 May 1969 to 31 October 1969

| | May 1968
to
October 1968 | May 1969
to
October 1969 |
|--------------------------|--------------------------------|--------------------------------|
| 16mm film loans | 14,814 | 16,589 |
| 8mm film loans | 1,712 | 1,851 |
| Audience (16mm films) | 661,109 | 980,000 |
| 16mm films in collection | | 4,974 |
| 8mm films in collection | | 360 |
| Filmstrips in collection | | 174 |
| Film Registrations | | 1,209 |

Once again substantial gains have been reported in the use of RAVD films during the last six months as compared to the same period in 1968. 16mm film loans are up 1,775 over the same period last year! 8mm film loans are also up 139 over last year. RAVD seems to be experiencing what has truly come to be called The Age of McLuhan.

Some of our more noteworthy new films include: VALPARAISO, a beautiful poetic film on the capital of Chile by film maker, Chris Marker; THE CHICKEN, an "Oscar" winning film last year as best live action short; and OPUS, a survey of current British art, dance and drama.

Other outstanding additions to the collection include the Peter Drucker series on management, THE EFFECTIVE EXECUTIVE, which we anticipate considerable use by personnel training people in the community. Individual titles in the series are: Managing Time, What Can I Contribute, Focus on Tomorrow, Effective Decisions and Staffing for Strength. This series was produced by BNA Films who also produced the ever popular GELLERMAN MOTIVATION series, also having to do with areas of personnel management and training. Incidentally, all of these films will be listed in RAVD's soon to be released and completely revised Business Films for the Community, currently being prepared for distribution.

Another popular title should be PULL THE HOUSE DOWN which is all about the current unrest and disturbances going on in colleges and universities across the country.

One of our most popular films in recent months has been THE FISH STORY. FISH is an acronym for Friends in Service Here, a volunteer kind of organization dedicated to public service in helping people in the community who need assistance in case of an emergency. The FISH organization provide a 24 hour telephone information service where one may call and receive help with any kind of problem. FISH received its initial start in England by the Anglican Church and has now spread to this country with chapters across the country.

There has been increased interest by organizations and schools in films on Black America. An important new acquisition to the collection has been the series called OF BLACK AMERICA, originally sponsored by Xerox on television and covering such subjects as the history of slavery black history and culture.

Interest in drugs and narcotics continues at an all time high with considerable interest by Mothers' groups as well as students and teachers. ABC and other inner city agencies have been asking for considerable assistance in program planning. Many film programs are being specially planned for Nursing Homes.

From September 22 - 26, 1969, RAVD sponsored the showing of 42 Blue Ribbon Winner films from the 1969 American Film Festival which was held in New York City, May 1969. Almost 500 people attended the daily showings from 11:00 a.m. to 3:00 p.m. On Wednesday evening, September 24, we showed repeats of several of the best films including! WHY MAN CREATES by Saul Bass; SKI THE OUTER LIMITS, which received the nomination as the Best Film of the 1969 American Film Festival; FLOWERS ON A ONE-WAY STREET, a sensitive portrait of hippie life in Canada produced by the National Film Board of Canada; PERMUTATIONS/EXPERIMENTS IN MOTION GRAPHICS, which is a fascinating look at computerized film making.

Our new cumulative catalog supplement is being prepared at present by RPL staff and we are hoping that it will be available soon for distribution; hopefully within the next few weeks.

We are very pleased with the close cooperation that has existed with the local Mental Health Chapter's Rehabilitation Program under our good friend, Paul Wexler. Our own recent experience was with a young man sent to us through this program three months ago. He is now a paid member of the RAVD staff. This program, I should explain, is designed to give individuals who have had mental problems an opportunity to become rehabilitated to active roles in society by being placed with cooperating agencies and industries in the community. The Rochester Public Library is such a cooperating agency and our department has had quite a few placements. We have currently one person in the program who is doing very well as a film inspector.

Plans are under way to initiate inter-library loan of 16mm films through community libraries to borrowers. The advantages and convenience is quite obvious for it means that the borrower will no longer have to come to the Central Library to obtain his films but will be able to do this through his local library. We are working on the procedures right now so that the service can be implemented at the earliest opportunity.

On display in the Central Hall of the Main Library is an exhibit on loan from the Canadian Travel Film Library for the month of October and November. Made of plexiglass and of modular construction and featuring attractive color views of Canadiana and life of our northern neighbors. It may be worthwhile to re-emphasize our relationship with the Canadian Travel Film Library which provides on long term deposit, many fine travel films in color which are popular with many of our borrowers. RAVD has over 70 such fine films from the Canadian agency.

Staff changes continue with Mrs. Claudia McCartney leaving RAVD because her husband has accepted another job out of town. We are fortunate in having, however, a capable replacement in the person of Mrs. Joan Kelly. RAVD still has three full time vacancies including AV Technician, Film Inspector and Senior Library Clerk.

Visitors to RAVD in recent weeks have included Miss Helen Colucci of the Niagara Falls Public Library AV Department, and Mr. James Limbacher of the Dearborn, Michigan Public Library AV Department. Jim was in town for Cinecon IV, an annual meeting of silent film buffs. You may remember that Jim was one of our panel speakers at last year's Film Workshop.

RAVD staff has participated most recently with the Urban League's Black American Families: Myth and Reality Conference, October 21 - 23. Miss Pavelski, Mrs. Cotton and Mr. Barnes took turns showing films continuously on Wednesday and Thursday from 10:00 a.m. to 2:00 p.m. A great deal of interest was generated by the film showings and most of the time we had about 35 people watching.

Miss Pavelski attended a two week seminar at Syracuse University on evaluation of films and recorded materials through the generous assistance of the Reynolds Board.

Mr. Barnes participated as one of the judges for the Kodak Teen Age Movie Awards October 6 and 7. Participated also as a judge for the KAD Camera Club's 39th annual Salon in the Cine category.

Mr. Barnes is also active again this year as Chairman of the Rochester Area Council of Churches Film Evaluation Committee which meets monthly at the library to evaluate new religious and social concern films that are of interest particularly to churches. After a period of inactivity for the past year we are happy to see that the Audio Visual Resource Guide of the National Council of Churches is again very much alive with new leadership and direction and we look forward to a revised edition of the Guide.

Our 8mm film collection continues to be ever popular with the public even though there are now 8mm film collections in all of our community libraries in the Monroe County Library System. Recently, RAVD accepted a quantity of Technicolor 1000 projectors and super 8mm films in the cartridge format from the Monroe County Library System which had been used in an experimental pilot project in the county system. Recommendations of a report on the experiment pointed out that the service was too expensive for a small community library to handle but that such a service would be better utilized if located in the Central Library. It will be RAVD policy to strengthen and promote the use of super 8mm films by loaning both the projector and the films to borrowers. At the moment this project is in limbo because of a strike at General Electric Company. The strike has affected our orders for projection lamps so that we can build up a reserve before starting to circulate the projectors. One of the problems in the service is the high cost of projection lamps. A replacement costs almost \$10.00 and unless the projector is handled carefully and allowed to cool off after use the lamp will have a relatively short projection life.

One thing we can say for sure and that is, time does not go by slowly in RAVD. Everyone who comes to visit us finds out in a very short while that it is the most exciting place to be in the library.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department

FRED H. GORDON, JR.
135 MT. READ BOULEVARD
P. O. Box 1370
ROCHESTER, NEW YORK 14603

June 6, 1969

Mr. Mortimer R. Anstice, Jr.
108 Sandringham Drive
Rochester, New York 14610

Dear Mort:

Just to confirm the conversation we had
last Tuesday at Kyrie Gannett's.

I would appreciate your tendering my
resignation as a member of the Board of Trustees of
The Reynolds Library at your next meeting.

This action on my part is prompted by
reasons that you and I discussed. This decision is
due to the difficulty of my attending these meetings
with any degree of regularity.

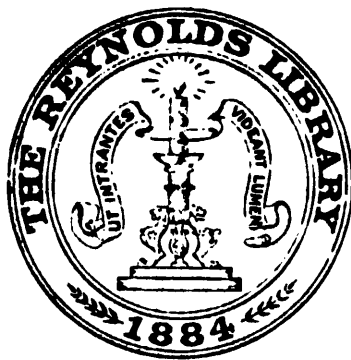
I want you and the Board to know how much
I regret the necessity of this action as I have not
only been interested in the Library's progress over
the years but likewise I have immensely enjoyed my
association with the Trustees.

Very sincerely yours,


Fred H. Gordon, Jr.

FHG-Jr.
ew

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By mtr a r



ROCHESTER, NEW YORK

NOTICE OF MEETING

May 18, 1970
12:15 P.M.

The Annual Meeting of the Board of Trustees of The Reynolds Library will be held at the Genesee Valley Club on Monday, May 18, 1970, at 12:15 P.M.

Please signify your intention on the enclosed postcard and return it to me as soon as possible.

Very sincerely yours,

S. Willygo Middleton, Jr.
Secretary

Enclosure

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 18, 1970
at the Genesee Valley Club

Present: Messrs. Anstice, Flory, Ellingson, Broadhurst, Hacker, Judson, VandeVate, Middleton and Weller, Jr.

Absent: Messrs. Hazlett, Gordon, Pike and Weller, Sr.

The minutes of the Annual Meeting held on May 19, 1969, were approved as mailed, and a reading thereof dispensed with.

The Treasurer, Mr. Anstice, then presented the Accountant's Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1969. Income for the year was \$58,572.53, with an excess of income over deductions of \$14,846.32. Mr. Anstice reported that this year we will give the Rochester Public Library \$40,000 plus the excess of \$14,846.32 in that Library's fiscal year beginning July 1, 1970.

The Treasurer was authorized to pay the City of Rochester \$10,000 on or before each of July 1 and October 1 of 1970, and January 1, and April 1, 1971, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$14,846.32, constituting excess of income over expenses for the year 1969, to the City in July 1970.

The Board then authorized the Treasurer to appoint Peat, Marwick, Mitchell & Co. as auditors for the year 1970.

Mr. Anstice recommended that the Finance Committee consist of Messrs. Broadhurst, Ellingson and himself for the coming year. His recommendation was unanimously approved.

The Treasurer's report was then approved.

Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year. A general discussion of the investment portfolio followed, during which Mr. Broadhurst stated that he could not see any good reason for making changes in what all agreed was a solid list. He predicted income of about \$60,000 for the coming year. His report was approved.

Mr. Vandevate, Chairman of the Nominating Committee, placed in nomination for the term expiring in May of 1971 the following:

President and
Treasurer
Vice President
Secretary

Mortimer R. Anstice, Jr.
Joseph F. Weller, Sr.
E. Willoughby Middleton, Jr.

Upon motion, the nominations were closed. The Secretary was instructed to cast one ballot for the election of the above officers, and the President announced that they had been duly elected.

Mr. Hacker, Chairman of the Library Committee, distributed copies of semi-annual reports for the periods ending October 31, 1969, and April 30, 1970, of the Reynolds Audio Visual Department, prepared by Mr. Barnes, which were discussed.

Mr. Hacker also distributed copies of the Rochester Public Library financial reports for the Reynolds Trust Fund, filed with these minutes, and explained their contents. He stated that the income overage received in July will be included in the Library's budgeted income for the 1970-71 fiscal year. A token donation of about \$2,000 is made each year to the Reynolds Library book program, and \$500 towards the collection of musical scores and related materials. There have also been other specific appropriations made over the years. He indicated that the Reynolds Library Board may be asked to make appropriations for specific projects from time to time in the future.

Mr. Hacker stated that the Reynolds Audio Visual Department (RAVD) film budget for the year ending June 30, 1970, is \$72,500, of which Reynolds' funds will provide around \$30,000. He said that the emphasis is now on decentralization of film distribution via inter-library loan, which should lead to increased film use as this new service becomes known. At this point, RAVD is concentrating its materials budget on 16mm films, 8mm films, film strips and musical disc and tape recordings.

A cassette tape player was then demonstrated by Mr. Hacker who reported that RAVD will lend tape players with its cassette tapes on a limited basis.

Mr. Hacker also demonstrated a new development in cartridge

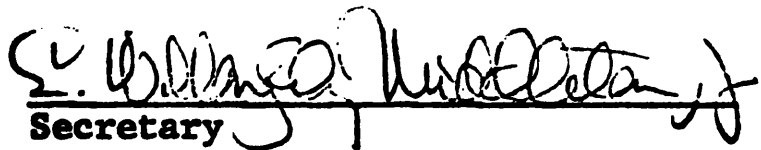
projectors for super 8mm sound film. Although the costs of the films and projectors are still high and problems of service are great, it is hoped that RAVD will remain active in this field at least in a modest way until a breakthrough in technology comes, as it will.

Mr. Hacker then reported certain personnel additions and changes in the RAVD.

Mr. Flory urged that data processing be used as much as possible in order to enable the staff to devote more time to reaching the public. He stated also that he had received reports that some film prints being distributed were in poor condition, and urged that they be kept in good repair. Mr. Hacker replied that RAVD is discarding more old films as a result of a new program to improve the condition of its films; he also reported on plans to study the use of the County's computer for film bookings.

Mr. Anstice read to the meeting a letter of resignation from Fred H. Gordon, dated June 6, 1969, which was accepted with regret by the Board. The Secretary was instructed to so advise Mr. Gordon.

There being no further business, the meeting was adjourned.


Secretary

REYNOLDS LIBRARY BOARD

5/18/70

FINANCES

1. 1969 REPORT : TRUST FUND + 3 COMPONENTS
 - a) RAVD ON JULY - JUNE FISCAL YEAR
\$26,418 DEC. 31, 1969 BALANCE THEREFORE MISLEADING
 - b) GREATER ACCENT ON TAPES + RECORD PURCHASES SINCE 1/1/70
2. CUMULATED REPORT: 1948-1969
 - a) Reynolds Appropriations: \$600,060 - 22 years
 - b) FILM LOANS: 429,565 - 22 years
RECORD LOANS: 1,081,127 - 18 years (passed MILLION)
3. FILM BUDGET FOR RAVD: 1969-70

| | |
|-----------------|-----------------------------|
| \$32,500 | Reynolds Funds* |
| 17,500 | RPL Central Services Budget |
| 10,000 | MCLS |
| 12,500 | Federal Grant |
| <u>\$72,500</u> | TOTAL |

* Reynolds Funds used for 16mm + 8mm Films, Disc Records, Tapes, Film Strips, EQUIPMENT, SUPPLIES, FILM CATALOG COSTS.
4. RPL-MCLS AUDIO-VISUAL PLANNING

RAVD PROBABLY WILL CONCENTRATE ON:

 - 16mm + 8mm FILMS
 - MUSICAL RECORDINGS + TAPES (non-musical in ^{duration})
 - FILMSTRIPS
 - NEW MEDIA: EVR, etc.

RPL 1970-71 CLA BUDGET → 8mm FILMS FOR INTER-LIBRARY LOAN CENTRAL COLLECTION

5. SERVICE TRENDS

- a) RAVD COLLECTION SIZES - 16mm FILMS - 5,301
4/30/70 8mm FILMS - 449
FILMSTRIPS - 175
- b) 16mm INTERLIBRARY LOANS - 2/15/70
- c) CASSETTE TAPE LOANS - 4/6/70
- d) SUPER 8mm SOUND CARTRIDGE FILM LOANS - 4/20/70

6. PERSONNEL

- a) RAVD + CENTRAL LIBRARY RELATIONSHIP
- b) IMPROVEMENT IN RAVD MANAGEMENT
- c) PEGGY PAVELSKI + LOIS KLOVICK
- d) DICK PADDON - AV TECHNICIAN

7. EDP PLANS 1970-71

MAY 18

~~COMES TO
STAFF
PLANNING
COUNCIL~~

NOT DISTRIBUTED
due to audience
figures

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 November 1969 to 30 April 1970

| | November 1968
to
April 1969 | November 1969
to
April 1970 |
|--------------------------|-----------------------------------|-----------------------------------|
| 16mm film loans | 21,795 | 20,223 |
| 8mm film loans | 2,077 | 2,014 |
| Audience (16mm films) | 1,665,719 | 892,405 |
| 16mm films in collection | | 5,301 ← |
| 8mm films in collection | | 449 ← |
| Filmstrips in collection | | 175 |
| Film Registrations | | 1,754 |

RAVD's 16mm film collection now stands at 4,575 titles and 5,301 prints. Audience statistics may look misleading when compared with statistics a year ago but the reason for this is that we are using a more conservative estimate of average audience when films are returned without statistics.

Some of the new films of interest in the collection are NOTHING BUT A MAN, a story about a young, newly-married Negro man who refuses to accept the degrading role of Negroes in Alabama society; DO NOT FOLD, STAPLE, OR MUTILATE, a film that shows how union-management relations have changed historically. BLOCKS-A MEDIUM FOR PERCEPTUAL LEARNING, is a new film on the importance of block building to the child and the development of his perceptions. We have added several new ecology films to bolster this area of our collection. Included are ELEMENT 3, a beautiful film produced by the National Film Board of Canada showing the historical aspects of the importance of water to civilizations past and present, and THE THIRD POLLUTION, an important new film about the growing problems of solid waste disposal in the United States. LITTLE MAN - BIG CITY, is another recent animated film about the plight of man in his urban environment showing how poor planning, haphazard design and inadequate health controls have depleted him - emotionally and physically. WHY MAN CREATES is a beautiful and imaginative film that follows the basic promise that all human beings are by nature creative and the ability to create is not limited to a gifted few. MUSIC RACK will be of interest to local groups for it portrays Wendel Castle, one of Rochester's well known artist-craftsman at work. THE BATTERED CHILD is a new film on the serious problem of child abuse.

On February 15, 1970 RAVD introduced an important new service of interlibrary loan of 16mm films through community libraries to borrowers. This means that the borrower will no longer have to come to the central library to obtain his films and that he will now be able to make arrangements to have his films delivered and picked up from his nearest community library. As of May 1 RAVD has had 145 interlibrary film loans through this new service.

145 2½
HDS.

April 6 marked the beginning of another new service, namely the loan of tape cassettes and reel tapes. Cassettes are the new format for tape cartridges. The small reel of tape is enclosed in a plastic cartridge that fits easily into a specially designed portable record/playback unit and records at 1 and 7/8 inches per second to permit a maximum amount of information to be stored on the tape. Music sounds surprisingly good at this speed and with the new developments such as the Dolby system and Chromium Oxide tapes it will be even better. All types of music are available in monophonic or stereo cassette which are compatible both to mono or stereo cassette players. A limited number of cassette players are also in circulation in an experiment to gain experience in loaning equipment. Equipment loans are a brand new service of the Rochester Public Library. Traditionally, the library has loaned only materials.

April 20, 1970 was the start of still another new service. On this date RAVD started loaning super 8mm cartridge projectors and films after authorization by the Board of Trustees of the Rochester Public Library to charge \$1.00 per day to defray costs of maintenance and projection lamp replacement for the projectors. Once again we are in the equipment loaning business which seems to indicate a trend that libraries of the future will more and more be lending equipment as well as

materials since much of the new media requires special equipment. The super 8mm projectors are not exactly new to our community libraries since they were originally introduced in a limited experiment a couple of years ago. After the experiment was evaluated it was recommended that this kind of projection system was still too expensive for the small library to undertake. It was recommended that the super 8 cartridge projectors and films be located and made available from a central source, namely RAVD. This service will be evaluated after six months to determine whether or not the use charge of \$1.00 is reasonable and appropriate to cover costs.

On Saturday, November 22, 1969 PAVD presented a screening of an hour long documentary on the life of John F. Kennedy. 86 people attended this memorial screening in the RPL auditorium.

On December 8, 1969 I was invited to appear on the Eddie Meath Show as a guest of the Rev. Robert Burch of the Episcopal Church Diocese discussing with Mr. Burch film utilization by churches in the Rochester community. As part of the program we screened and discussed the short film, THE SOLDIER.

At a meeting of the Rochester Section of SMPTE (Society of Motion Pictures and Television Engineers) on February 12 at the Memorial Art Gallery, I gave a talk on 8mm films in public libraries.

During March 1970 I was involved in prescreening and selecting films for CINE in the categories of Business films and Adult amateur films.

I have also been active as American Film Festival prescreening committee chairman for category No. 16 (Social Documentary); other members on this committee were Pat Black, MCLS AV consultant; Kay Adams, library outreach consultant; and Linda Bretz, branch librarian at Lincoln Branch Library; and Jim Wright, head of the new Genesee Library Center, now under construction and which will be focusing much of its emphasis to the community in the multimedia field. Almost 10 hours of films were screened and evaluated.

On March 2, 1970 I participated in a panel discussion at the Monroe County Health Association in a program for the rehabilitation of mental patients in the community.

Tuesday, April 28, RAVD hosted a tour of the department and RAVD staff spoke to a group of station managers of the various community library bookmobile stops.

The most important activities of recent weeks has been in connection with Earth Day and Environment Week. The department was active in helping promote these events effectively with audio visual materials and equipment. Part of the activity was sponsored by the Junior Chamber of Commerce and the Junior League of Rochester with our special liaison person, Mrs. Mort Anstice, who seemed to be omnipresent coordinating all the activities. Featured in McCurdy's Midtown window was a continuous slide show on environmental pollution provided through the courtesy of Wards Natural Science Establishment. A similar slide show was presented at the Marine Midland Bank at East Avenue and Main Street East. Our third presentation was at Sibley's, Friday, April 17, near the elevators where we projected a new RAVD film, mentioned earlier, LITTLE MAN - BIG CITY, continuously during the day. Here at the main library on Earth Day, April 22, and for several days after we had a continuous slide show on various aspects of environmental pollution.

The Rochester Audio Visual Association (RAVA) will have an evening meeting on May 18 here at the library also on the subject of environmental pollution with a guest speaker from the University of Rochester and the screening of a new RAVD film, MULTIPLY ...AND SUBDUE THE EARTH, produced by Public Broadcast Laboratory of NET and dramatically showing how our cities are over-crowded, much of the air we breathe is polluted, and the source of our future supply of food and water is in danger; all of this caused for the most part, by unplanned use of our natural environment. This film is a plea for ecological planning and shows that man must not seek a conquest of nature but unity with nature.

One of our recent guests to RAVD was the Director of the Film Department of the Philadelphia Free Library, Mr. George Hollaway. Mr. Hollaway was particularly interested in our tape cassette lending program and the super 8mm cartridge film service.

On the third Wednesday of each month I have been showing selected new films to staff members of the Rochester Mental Health Center. The format has been like our ever popular library films sandwiched in and has been most enthusiastically received by the staff. It's also been an opportunity to evaluate with experts several new mental health films that have come in for preview.

New film lists and related efforts recently compiled and distributed include: a list of films on drugs and narcotics; a filmography on environmental pollution; a list of source materials on vocational careers compiled at the request of the Industrial Management Council; a list is being prepared currently on Black Heritage and Culture films in the collection.

We are very sorry to announce the resignation of Miss Peggy Pavelski, Assistant Head of RAVD, who will be leaving RAVD in May for study and work in England. Peggy has been only with us for a year but she has done outstanding work with many community groups including Migrant Ministry, Monroe County Penitentiary, University of Rochester, Vista, State School at Industry, Negro Business and Professional Women's Club and selecting films for Black studies programs. During her stay in RAVD she made many friends and we all wish her well on her future travels.

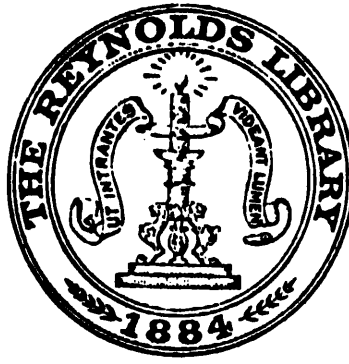
At the same time we are fortunate and pleased to announce that Mrs. Lois Klonick will be assuming Peggy's duties on August 3, 1970. Lois will be assisting me in the administration of RAVD and also have responsibilities for selection, booking and programming of AV materials. Lois will also assist in training and supervising the RAVD non-professional staff. Lois is no stranger to us, having served as a librarian in Penfield and Director of the Gates Public Library before joining the staff of the In-Service Training Department 2 1/2 years ago.

Use of films in library programs has increased dramatically in the last two years. We were looking at statistics the other day and noted that in 1966-67 there were 180 film programs in the library system. We looked at figures for 1968-69 and saw to our amazement that 726 programs had been reported. What more dramatic evidence of interest in films by librarians and the community; and our continuing responsibility to make accessible to the community the best films available.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department



ROCHESTER, NEW YORK

May 20, 1970

Mr. Fred H. Gordon
P. O. Box 1370
Rochester, New York 14603

Dear Fred:

At the annual meeting on May 18th, your letter of June 6, 1969, in which you submitted your resignation was read by Mort Anstice. Needless to say, all of those present expressed disappointment that you will no longer be in attendance at our meetings. Nevertheless, your resignation was accepted with deep regret.

May I take this opportunity on the part of the Board to express its appreciation of the many years of valuable service you rendered to the Reynolds Library.

Cordially yours,

E. Willoughby Middleton, Jr.
Secretary

EWM/m

THE REYNOLDS LIBRARY

Board of Trustees
June, 1970

President: Mortimer R. Anstice, Jr., 108 Sandringham Road,
Rochester, New York 14610 381-4567

Vice President: Joseph F. Weller, 75 Ambassador Drive,
Rochester, New York 14610 381-4796

Treasurer: Mortimer R. Anstice, Jr., 108 Sandringham Road,
Rochester, New York 14610 381-4567

Secretary: E. Willoughby Middleton, Jr., 900 Midtown Tower,
Rochester, New York 14604 325-7585

Broadhurst, Lawrence: Central Trust Company, 44 Exchange Street,
Rochester, New York 14614 263-4306

Ellingson, Mark (Dr.): 3940 East Avenue, Rochester, New York,
14618 586-4264

Flory, John: 36 Dogwood Glen, Rochester, New York 14625
381-5554

Hacker, Harold S.: Rochester Public Library, 115 South Avenue,
Rochester, New York 14604 546-2260

Hazlett, McCrea (Dr.): University of Rochester, River Boulevard,
Rochester, New York 14620 473-4400

Judson, Thomas F.: John B. Pike & Son, 1 Circle Street, Rochester,
New York 14607 271-6440

Pike, John D.: 130 Grosvenor Road, Rochester, New York 14610
473-6605

VandeVate, Dwight: Lincoln Rochester Trust Company, 183 East
Main Street, Rochester, New York 14604 262-3593

Weller, Joseph F., Jr.: Eastman Kodak Company, 343 State Street,
Rochester, New York 14608 325-2000

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT
SUMMARY OF STATISTICS

1 May 1970 to 31 October 1970

| | May 1969
to
October 1969 | May 1970
to
October 1970 |
|--------------------------|--------------------------------|--------------------------------|
| 16mm film loans | 16,589 | 14,523 |
| 8mm film loans | 1,851 | 1,865 |
| ***** | | |
| 16mm films in collection | | 5,324 |
| 8mm films in collection | | 492 |
| Filmstrips in collection | | 308 |
| Film registrations | | 1,184 |

The 16mm film collection of the Reynolds Audio Visual Department now numbers 5,324 prints and 4,762 titles. The 8mm collection now has 492 films of the various formats in this gauge. RAVD has 1,184 borrowers which includes both individuals and organizations. Film loans are down somewhat from a year ago and the main reason seems to be that of parking facilities. Parking is simply nonexistent around the library. The Court Street Bridge has been closed for months. We understand that as soon as the Court Street Bridge is opened, the Broad Street Bridge will be closed for repairs so it appears that our parking problem will be with us for quite awhile. In addition, the two city parking lots south of the library have been wiped out to make way for the expressway and this adds to the already acute problem. We are even having problems with the school messengers who come in daily to pick up and return films. It is difficult to park even momentarily out in front of the library without getting a parking ticket.

In our audio department it is exciting to report the good news that our tape cassettes are the most popular item with our borrowers, especially popular music. The plastic boxes that are being used to circulate the cassettes seem to be holding up quite well under the abuse and banging around that I'm sure they get. The department has loaned 1,559 tape cassettes during the past six months.

RPL's marketing survey, conducted during the week of October 26 on use of nonprint media in the library has, in fact, increased our business substantially. New borrowers have been happily coming into the department to discover the various kinds of 8mm films available in RAVD as well as finding out about the Technicolor projectors that we have for loan. Saturday, October 26, was reported to be a very busy day, probably due to the promotion of our av materials as a result of this survey.

The 16mm film collection has now been completely reshelfed to a number scheme. When new films are added to the collection they are given a number and added to the end of the shelf. This is much easier for the staff than with the old system where a new title had to be inserted into the alphabetical arrangement.

Reclassification of phono records is also in progress and borrowers are reporting that is much easier to use than the old system. Under the new ANSCR system recordings are shelved according to the type of music rather than alphabetically by composer. For example, concertos are all together in one place. Of course, part of the collection has always been shelved according to the type of music; for example, folk, popular and jazz. The new system will provide the whole collection with a consistent scheme of arrangement.

Among new 16mm film acquisitions of more than passing interest are: Julien Bryan's new film on African history, The Ancient Africans; Sleep, fantastic third of your life; Ham's wide world, a look at world wide activities of the amateur ham radio operator; Cosmic Zoom, a journey into the world of the microcosm and out again into infinite space; La Jetee, perhaps the most important science fiction film of the decade by the noted film maker,

Chris Marker; Orson Welles' famous epic, Citizen Kane, which turns up on more lists of the best films of all time than perhaps any other film.

Adult animated short films with a social purpose from Poland, Czechoslovakia and Yugoslavia are becoming more easily accessible thru U.S. distributors. RAVD has been acquiring several including such shorts as: No. 00173, a powerful commentary on technology and dehumanization of human values; Rubber Stamp, a commentary on the increasing bureaucracy of contemporary life; Ersatz, an animated film from Zagreb Studios in Yugoslavia, which was an academy award winning film two years ago. This is a fascinating look at the amount of synthetic materials in our daily life. Zagreb Films, incidentally, had three festival screenings of short films at the recent Rochester International Film Festival.

Perhaps our most important visitor recently was Mr. Zelimar Matko, head of the Zagreb Animation Film Studios, Yugoslavia, who found time during his busy schedule at the Rochester International Film Festival to come and look over our film collection. Mr. Matko was quite impressed with the size and quality of our film library, especially the inspecting equipment, after taking a quick tour of our facilities. Another recent visitor, Mr. Leo Dratfield, President of Contemporary Films, also remarked during an interview with the press on the size and quality of our film department. In fact, our library received several plaudits during the recent Film Festival from outstanding people in the world of film.

From September 28 to October 3 the department sponsored the showing of the Blue Ribbon Award films from the 1970 American Film Festival. Attendance at the week long series exceeded 600 viewers.

On October 15 department staff participated in a library sponsored AV equipment show here at the Central Library to demonstrate the many types of av equipment in library use. The show was primarily for new librarians in the Pioneer Library System who may be finding themselves using av equipment for the first time.

During October 7-9 Mrs. Lois Klonick attended a Minorities Workshop in New York City as the department representative. Mrs. Klonick reports that it was a real growth experience and that discussions and speakers were outstanding.

Rochester's local Mental Health Chapter has begun its evaluation of the RAVD film collection in the area of drug abuse. We are most grateful for this systematic approach to evaluating a most important part of our collection. Mrs. Fortier reports that they expect to finish the project in about another month. Our drug abuse films are constantly in use by community groups.

A new film list has just been published called Black World on Film. Its a listing of 89 titles on such areas as black history, famous people, the militant expression, family life, teenagers and the job world.

Mr. Barnes represented the department as juror at the 1970 American Film Festival doing final judging of films in the social documentary category.

Other recent activities of Mr. Barnes include: assisting in the planning of the Episcopal Diocese Art Festival, which was held at St. Lukes Episcopal Church in downtown Rochester on May 16; attending a planning session in Albany of av people from New York State on May 28 to plan a fall av meeting for New York State library administrators; attending the National Audio Visual Association Convention, July 18-21, in Washington, D.C. to evaluate new av products on the market. On October 2 Mr. Barnes participated in the preliminary judging of film entries to the Kodak Teen Age Movie Contest. The final judging took place October 12 and 13 at Kodak. On October 10 Mr. Barnes participated at the FILM - 1 Conference at Harley School by presenting a slide illustrated talk on Films and the Public Library. On October 6 Mr. Barnes attended the FLIC Board of Directors meeting in New York City in the capacity of Secretary. FLIC stands for Film Library Information Council and is an organization of librarians who are encouraging greater use of films by public libraries throughout the United States.

As mentioned in the spring report, Mrs. Lois Klonick, RAVD's new assistant head started on the job August 3. We are happy to welcome her to the department.

We wish also to welcome Dick Paddon who started to work full time in RAVD on June 15 as our av technician. Dick's major responsibilities will be: 1) to coordinate all the quality control operations of the department, and 2) to train the film inspection staff and coordinate equipment loan and security in RAVD and RPL.

We have begun to publish a newsletter called RAVD Leader which is being distributed mainly to schools, hopefully to improve our communications in this area. Through the newsletter we hope to inform our borrowers about staff changes, film loan policy problems, booking problems and other "nuts and bolts" information involving borrowers and the department.

Earlier in this report I mentioned one of our distinguished visitors, Mr. Zelimar Matko from Zagreb Films, who during his visit expressed great admiration for our department and how it must be quite an exciting place to work. It is, indeed, exciting to be in the mainstream of film and the recent artistic success of the Rochester International Film Festival makes us even more aware of the challenge and opportunity that we have to serve the community.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 17, 1971
at the Genesee Valley Club

Present: Messrs. Anstice, Broadhurst, Ellingson, Flory, Hacker,
Judson, Middleton and Weller.

Absent: Messrs. Pike and VandeVate.

The minutes of the Annual Meeting held on May 18, 1970, were approved as mailed, and a reading thereof dispensed with.

The Treasurer, Mr. Anstice, then presented the Accountant's Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1970. Income for the year was \$59,110.98, with an excess of income over deductions of \$14,947.52. Mr. Anstice reported that this year we will give the Rochester Public Library \$40,000 plus the excess of \$14,947.52 in that Library's fiscal year beginning July 1, 1971.

The Treasurer was authorized to pay the City of Rochester \$10,000 on or before each of July 1 and October 1 of 1971, and January 1, and April 1, 1972, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$14,947.52, constituting excess of income over expenses for the year 1970, to the City in July 1971.

The Board then authorized the Treasurer to appoint Peat, Marwick, Mitchell & Co. as auditors for the year 1971.

Mr. Anstice recommended that the Finance Committee consist of Messrs. Broadhurst, Ellingson and himself for the coming year. His recommendation was unanimously approved.

The Treasurer's report was then approved.

Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year. A general discussion of the investment portfolio followed, during which Mr. Broadhurst

pointed out that both the value of the Library's investments and its annual income had reached an all-time high in 1970.

The President, Mr. Anstice, reported that he had appointed Mr. Judson to serve as the representative of the Reynolds Library on the Board of the Rochester Public Library. Mr. Hacker praised Mr. Judson for his valuable and faithful service to that Board.

All members present expressed their sorrow on the passing of Mr. Joseph F. Weller, Sr., and the following resolutions were unanimously adopted:

RESOLVED:

That this Board give thankful recognition and appreciation for faithful service and wise counsel given it by the late Joseph F. Weller, Sr., from June 8, 1923 to November 26, 1970. The time, energy and abilities devoted to the Reynolds Library by Mr. Weller during those many and critical years have accounted in large measure for the direction and growth of this Library and the great contribution it has made to this community. The members of this Board will miss the presence and inspiration of such a fine gentleman.

FURTHER RESOLVED:

That a copy of this resolution be tendered to Mr. Weller's family as an expression of this Board's heartfelt appreciation and sympathy.

The secretary was instructed to mail a copy of the above resolutions to Mrs. Weller.

The Secretary, for Mr. VandeVate, Chairman of the Nominating Committee, placed in nomination for the term expiring in May of 1972 the following:

President and
Treasurer
Vice President
Secretary

Mortimer R. Anstice, Jr.
Thomas F. Judson
E. Willoughby Middleton, Jr.

Upon motion, the nominations were closed. The Secretary was

instructed to cast one ballot for the election of the above officers, and the President announced that they had been duly elected.

Mr. Hacker, Chairman of the Library Committee, distributed copies of semi-annual reports for the periods ending October 31, 1970, and April 30, 1971, of the Reynolds Audio-Visual Department, which were discussed.

Mr. Hacker reported that the Library was in the process of moving substantially toward a greater non-print orientation, developing as rapidly as possible its non-print media program. Both Rochester Public Library and Monroe County Library System Boards of Trustees had approved plans for the adoption of all non-print media on an orderly timetable. This is a direct by-product of the Reynolds Library investment in the Reynolds Audio-Visual Department begun in 1949. Mr. Hacker read to the Board recommendations for this program contained in the plans prepared for the Library. In concluding, he stressed the importance of the funds the Reynolds Library had donated, which had given the Rochester Public Library the freedom to innovate with new media.

Mr. Hacker informed the Board that local schools had accounted for between 48% to 56% of the use of 16 mm. films in the past two years and that use by individuals has been steadily growing. On the other hand, use by organizations has been diminishing somewhat.

He reported that plans are now being made for the construction of a 2,000 car ramp garage diagonally across from the Library, which should take care of parking and alleviate the Library's most serious problem.

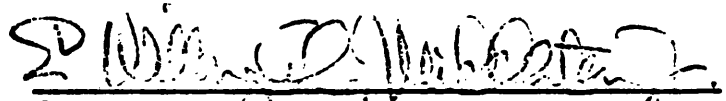
He said that the Library is proposing to add film storage space for RAVD by utilizing some space in the adjoining Rundel Gallery and plans to budget for the next two years sufficient Reynolds funds to accomplish that goal.

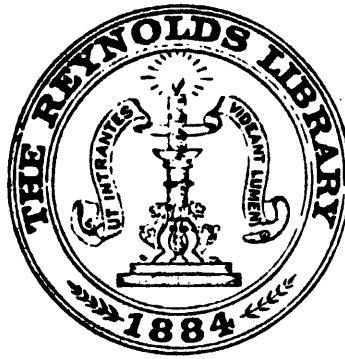
Looking to the future, Mr. Hacker reported that the next move in materials would be in the field of electronic video recordings: EVR - first of the video cassette materials. People will see EVR for the first time - in the Library. With the use of federal funds, the Monroe County Library System will purchase five units of EVR players and cassettes, four of which will move from library to library and the fifth will be displayed in the Central Library.

Mr. Hacker stated that the auditorium on the third floor of the Library soon will be renovated and that the Friends of the Public Library had invested \$5,000 in a new screen, projector and sound system, which will enable the Library more effectively to present its audio visual programs. This means that RAVD will become a closer part of the central services of the Library than ever before.

The President reported with regret that he had received the resignation from this Board of Dr. McCrea Haslett.

There being no further business, the meeting was adjourned.


Secretary



ROCHESTER, NEW YORK

May 17, 1971

RESOLVED:

That this Board give thankful recognition and appreciation for faithful service and wise counsel given it by the late Joseph F. Weller, Sr. from June 8, 1923 to November 26, 1970. The time, energy and abilities devoted to the Reynolds Library by Mr. Weller during those many and critical years have accounted in large measure for the direction and growth of this Library and the great contribution it has made to this community. The members of this Board will miss the presence and inspiration of such a fine gentleman.

FURTHER RESOLVED:

That a copy of this resolution be tendered to Mr. Weller's family as an expression of this Board's heartfelt appreciation and sympathy.

June 16, 1971

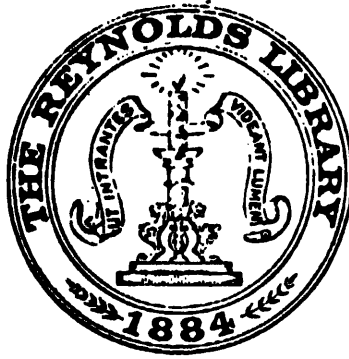
Dear Mr. Middleton -

Will you please express my most sincere appreciation to the Board of the Reynolds Library for their very beautiful resolution on the death of my husband, Joseph Francis Weller, Sr.

I have re-read it many times, bringing comfort and knowledge to what I know was very close to his heart.

Also my thanks to you for your personal note which accompanied it

Gratefully,
Mary Justice Weller.



ROCHESTER, NEW YORK

RESOLVED:

That this Board give thankful recognition and appreciation for faithful service and wise counsel given it by the late JOSEPH F. WELLER, SR. from June 8, 1923 to November 26, 1970. The time, energy and abilities devoted to the Reynolds Library by Mr. Weller during those many and critical years have accounted in large measure for the direction and growth of this Library and the great contribution it has made to this community. The members of this Board will miss the presence and inspiration of such a fine gentleman.

FURTHER RESOLVED:

That a copy of this resolution be tendered to Mr. Weller's family as an expression of this Board's heartfelt appreciation and sympathy.

The above resolutions were
unanimously adopted at the
Annual Meeting of the Board
of Trustees on May 17, 1971.

E. D. Weller, Jr.
Secretary

THE REYNOLDS LIBRARY

BOARD OF TRUSTEES
1971-1972

President & Mortimer R. Anstice, Jr. 381-4567
Treasurer: 108 Sandringham Rd., Rochester, 14610

Vice President: Thomas F. Judson 271-6440
John B. Pike & Son
1 Circle Street, Rochester 14607

Secretary: E. Willoughby Middleton, Jr. 325-7585
900 Midtown Tower, Rochester 14604

* * * * *

Broadhurst, Lawrence 263-4306
Central Trust Company
44 Exchange Street, Rochester 14614

Ellingson, Mark, Dr. 586-4264
3940 East Avenue, Rochester 14618

Flory, John 381-5554
36 Dogwood Glen, Rochester 14625

Hacker, Harold S. 546-2260
Rochester Public Library
115 South Avenue, Rochester 14604

Pike, John D. 473-6605
130 Grosvenor Road, Rochester 14610

Vandevate, Dwight 381-3030
303 Sandringham Road, Rochester 14610

Weller, Joseph F , Jr. 724-4502
Eastman Kodak Company
343 State Street, Rochester 14608

ROCHESTER PUBLIC LIBRARY

REYNOLDS AUDIO VISUAL DEPARTMENT

SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 November 1970 to 30 April 1971

| | NOVEMBER 1970
to
APRIL 1971 |
|--------------------------|-----------------------------------|
| 16mm film loans | 23,685 |
| 8mm film loans | 2,455 |
| 16mm films in collection | 5,442 |
| 8mm films in collection | 562 |
| Tapes in collection | |
| Reel to reel | 240 |
| 8 track | 29 |
| Cassette | 389 |
| Filmstrips in collection | 331 |
| Film Registrations | 2,478 |

During the past six months the Reynolds Audio Visual Department has experienced continuing growth and development in the collections of 16mm and 8mm films. Our 16mm film collection now numbers 5,442 films and the 8mm collection has 562 films in the four 8mm formats presently available: regular 8mm silent, super 8mm silent, regular 8mm magnetic sound and super 8mm optical sound cartridge.

New titles of particular interest include two classic feature films made during the 1920's. First, Metropolis, directed by Fritz Lang, the famous German director, a silent fantasy that takes a look at things to come from the viewpoint of 1926. The other, Phantom of the Opera, starring Lon Chaney, a classic horror tale of a strange man living in the cellars of the Paris Opera House.

One of RAVD's relatively new and interesting collections is the super 8mm optical sound film in cartridge format. Extremely easy to handle, it has been quite popular with borrowers especially over weekends. RAVD also loans the special projector to use with this film cartridge at a rental charge of \$1.00 per day. This charge is made to cover cost of projection lamp replacement (projection lamps are quite expensive, about \$9.00 each) and required maintenance. We have just completed a survey of this service and as anticipated, projector lamp replacement was the most expensive item amounting to \$164.00 over the past year. Projector repairs for the same period came to \$36.25. Total maintenance costs were \$200.00 and our income from rental charged amounted to \$144.00. In April 1970 the collection numbered 27 titles and today, a year later, we have 65 titles available. Projected plans for the future include a limited expansion, holding back mostly because of the constantly changing technology developments in the field: for example, EVR and super 8mm magnetic sound cartridge, not to mention cartridge TV, all of which are completely incompatible with each other.

RAVD staff are presently preparing the 16mm film catalog for input into the NICEM computer printout. NICEM (which stands for National Information Center for Educational Media) will be printing the next edition of our film and filmstrip catalog which hopefully we will have available for distribution about September 1. NICEM was funded in 1958 by a grant from the U.S. Office of Education to begin to organize a retrieval system (a data bank of information on 16mm films on machine readable tape which can be manipulated for the purpose of printing out media catalogs with an accuracy and speed not previously possible) NICEM is the world's largest operational computer based index system for audio visual materials cataloging. They have produced film catalogs for a number of the large public library film libraries around the country including Los Angeles, Kansas City, Chicago and Boston. The first edition of this catalog will cost us \$8,500 which we are budgeting over a two year period.

Two gifts of major size have recently been received by the department. The first, a collection of over 400 stereo classical records generously given to us by Mr. George Fisher of Rochester. We extend our thanks and gratitude to Mr. Fisher for this exceptionally fine gift of recorded music. Our second

gift comes from Mrs. Peter Alt of Pittsford, New York who has donated to RAVD her late husband's extensive collection of 16mm travel films, tape recorder, 16mm projector and ample supplies of film reels, cans and other equipment. Mr. Alt was well known in the local community for his many fine travel film presentations from exotic countries around the world to which he and his wife traveled and photographed. RAVD is quite fortunate in being the recipient of such a fine gift.

Of more than passing interest is the growing list of films in the collection by local filmmakers. RAVD has recently been able to acquire one of Dr. James Sibley Watson's films, THE FALL OF THE HOUSE OF USHER. This classic film, based on the famous Edgar Allen Poe story, was produced in 1928 and considered one of the first American avant-garde films. The music is by Alex Wilder. Another new acquisition is a short animated film titled $Y=X^2$, a look at society and the conformity of the individual, made by Ellen Landweber, daughter of Mr. & Mrs. Landweber of Rochester, who are active in the Friends of the Rochester Public Library. The films by Richard Robertson, another local filmmaker, have also recently been acquired. One is titled JAM, a documentary of a female roller skating derby (advocates of Women's Lib, take notice!) and LAST DAYS ON THE SANDS, a haunting visual poem of light, shadows, sands and deserted buildings. Also recently acquired is a film on our annual homemade racer classic, the Rochester Soap Box Derby. The filmmaker is Jack Taylor, an import from England and currently working at Kodak.

Our film list section has been busy of late producing new subject lists for distribution to our film borrowers. Two revised lists of popular subjects, Ecology and Business are now ready for distribution. Health Education, Mental Health, Sex, Marriage and the Family, and Films with a message. are also available for distribution.

In the audio section RAVD is now loaning to borrowers 8 track tapes, cassettes and reel to reel tapes. The 8 track tapes seem to be the most popular at the moment with the cassettes a close second. Since we have limited quantities of these new materials we are restricting loans to two tapes per library card and are asking borrowers to return tapes directly to the department instead of to their community library.

Very shortly, RAVD expects to become involved with EVR (which stands for Electronic Video Recording). EVR, developed by Dr. Peter Goldmark of CBS (incidentally the father of the long play phonodisc) is a visual and sound system of recorded information in cartridge format playable on an attachment to an ordinary TV set. CBS in collaboration with Motorola and the National Audiovisual Center (Washington, D.C.) has made available a "starter" plan for the innovation of EVR in public libraries. In New York State the State Division of Library Development has made grants to public libraries in the state to purchase this "starter" package. A "starter" package consists of one EVR player, one TV set and a basic collection of 100 EVR cartridges. The Pioneer Library System will be receiving five such "starter" packages during the next few months to rotate among the libraries in the system to demonstrate the practicality and feasibility of the EVR system as an entertainment and educational information system for general public use. The EVR equipment and materials will be for "in house" demonstration use only during the first go around. The New York State Division of Library Development will develop and oversee the evaluation of the system, including equipment performance, user reaction and library staff response. It is expected that EVR players for

home use will be available on the market in 1972. One of the EVR packages will be housed here at the Central Library and RAVD staff are looking forward to "hands on experimentation".

Some highlights of our outreach work during recent months include: planning a series of film programs with the Department of Preventive Medicine at the University of Rochester Medical Center. One of our Library Aides, Mrs. Jeannette Cotton, has been active regularly in projecting films for this series. Another series of monthly "films sandwiched in" are being screened for staff at the Rochester Mental Health Center. Jeannette Cotton also services several nursing homes in the area, Maplewood, Beechwood, Flower City, Park Alexander, Monroe County Hospital, as well as the NEAD center. Other activities have included speaking engagements with groups of tutors and aides at the Neighborhood Youth Corp on audio visual materials and services at RAVD and participation in an audio visual program for members of the Rochester Sales Executives Club.

On the film judging circuit Mr. Barnes has been active as Chairman of the American Film Festival prescreening committee for films in the History category. He was also a juror for screening and evaluating films in two areas for CINE (Committee for Nontheatrical Events): Business and Adult Amateur. CINE is the organization that selects American films for entry into foreign film festivals. Mr. Barnes also accepted an invitation to be a judge for the Eastman Kodak Teen Age Movie Contest that was held last fall.

RAVD recently had to abolish one clerk/typist position as a result of the current economy drive by City and County. The Central Library Services Budget for 1971-72 of \$2,475,918 included over \$224,000 increase over last year just to maintain the present level of staff and to meet unavoidable operating costs. The great bulk of increase was for new salary and wage levels and personnel benefits. Each unit of the Central Library was requested to propose cuts in its personnel budget up to 10%. RAVD submitted to the Administration a 6% and a 10% plan to reduce the department personnel budget. The 6% plan (abolishing one clerk/typist position) was accepted. Main responsibilities of this position include handling the PLS film depot service and the film use charge bookkeeping and billing operations. This workload will now have to be redistributed to other staff in the department.

RAVD is happy to have the last six months behind them. October to April are the busiest and most hectic months of the year immersed in film bookings and all the other related activities to keep the operation going. Now we have a bit of a respite to catch our collective breath and plan for next year.

Respectfully submitted,

Robert W. Barnes, Head
Reynolds Audio Visual Department

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 23, 1972
at the Genesee Valley Club

Present: Messrs. Anstice, Broadhurst, Ellingson, Flory,
Hacker, Judson, VandeVate, Middleton and Weller.

Absent: Mr. Pike

The minutes of the Annual Meeting held on May 17, 1971, were approved as mailed, and a reading thereof dispensed with.

The Treasurer, Mr. Anstice, presented the Accountant's Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1971. Income for the year was \$60,086.04, with an excess of income over deductions of \$15,857.39. Mr. Anstice requested approval to give the Rochester Public Library \$50,000 plus the excess of \$15,857.39 in that Library's fiscal year which begins on July 1, 1972.

The Treasurer was authorized to pay the City of Rochester \$12,500 on or before each of July 1 and October 1 of 1972, and January 1, and April 1, 1973, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$15,857.39, constituting excess of income over expenses for the year 1971, to the City in July, 1972.

The Board then authorized the Treasurer to appoint Peat, Marwick, Mitchell & Co. as auditors for the year 1972.

Mr. Anstice recommended that the Finance Committee consist of Messrs. Broadhurst, Ellingson and himself for the coming year. His recommendation was unanimously approved.

The Treasurer's report was then approved.

Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year. A general discussion

of the investment portfolio followed, during which Mr. Broadhurst pointed out that income had increased and that the increase in the value of investments had exceeded that of the Dow Jones averages. Several bond transactions as well as maturities made possible the purchase of 160 shares of General Electric common. It was decided to purchase 100 shares of Boise Cascade in order to average down the cost of those now held.

Mr. Vandevate, Chairman of the Nominating Committee, placed in nomination for the term expiring in May of 1973 the following:

President & Treasurer
Vice President
Secretary

Mortimer R. Anstice, Jr.
Thomas F. Judson
E. Willoughby Middleton, Jr.

The Secretary was instructed to cast one ballot for the election of the above officers, and the President announced that they had been duly elected.

Mr. Hacker, Chairman of the Library Committee, distributed copies of the semi-annual report of the Reynolds Audio-Visual Department (RAVD) for the period ending April 30, 1972, which was then discussed.

Mr. Hacker reported that the Rundel Art Gallery adjoining RAVD, had been closed by RPL Board action so that it could be converted into a Fine Arts Center. Its former use as a show place for local artists' groups had been diminishing due to policy changes by the Memorial Art Gallery and a great increase in art galleries in the Rochester area. Its new use would be twofold: new air-conditioned storage area for RAVD film collection and new public service area for musical recordings and tapes, music scores, framed prints and sculpture reproductions.

The 16 mm. film collection has been weeded out to upgrade quality and condition.

Mr. Hacker distributed the new RAVD film catalogue to those present. It was produced by a California organization from a computerized data base. RPL will update it quarterly with its own computerized supplement; the full catalogue will be published every two years. A survey of schools in Monroe County indicated that film service was very satisfactory and that there was an expanded use of film strips.

This year saw the introduction of a new medium among community libraries--tape cassettes. The Library also introduced electronic video recordings (EVR), which can be shown through a television receiver. This is a good example of the kind of pioneering the Library has been doing.

Following Mr. Hacker's report, it was suggested that the Board meet in the Fall for a tour of the Library, followed by lunch at the Genesee Valley Club.

There being no further business, the meeting was adjourned.

E. Willoughby Middleton, Jr.
Secretary

ROCHESTER PUBLIC LIBRARY AND MONROE COUNTY LIBRARY SYSTEM

Harold S. Hacker

115 SOUTH AVENUE

ROCHESTER 4, NEW YORK

REYNOLDS BOARD

5/23/72

FACILITIES

1. RUNDEL FINE ARTS CENTER
2. 16mm STORAGE
3. RAYD FILM SERVICE AREA

16mm FILMS

1. LOAN + COLLECTION STATISTICS
2. REGISTRATION STATISTICS
- 3 SERVICES - ORGANIZATIONS
SCHOOLS.
INDIVIDUALS

INTER-LIBRARY LOANS

PLS DEPOSITS

MJCA FILM CIRCULIZ

4. NEW CATALOG

5. CONSUMER CHECK WITH SCHOOLS

RECORDS, TAPES, FILMSTRIPS (IN CATALOG)

5 MEDIA - COMMUNITY LIBS.

OTHER

EVR

SATURDAY PROGRAMMING

SPECIAL FILM LIST

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 November 1971 to 30 April 1972

| | November 1970
to
<u>April 1971</u> | November 1971
to
<u>April</u> |
|-----------------|--|-------------------------------------|
| 16mm film loans | 23,685 | 25,772 |
| 8mm film loans | 2,455 | 4,651 |

* * * * *

| | |
|--------------------------|-------|
| 16mm films in collection | 5,058 |
| 8mm films in collection | 837 |
| filmstrips in collection | 838 |
| film registrations | 1,927 |
| tapes in collection | |

| | |
|-----------|-------|
| Open reel | 502 |
| 8 track | 290 |
| Cassette | 1,041 |

1,833

On December 23 RAVD sponsored an impromptu and informal demonstration of portable video tape recorders, monitors and cameras in the outer lobby of the Central Library. The program was given by staff from Portable Channel, a non profit organization funded by a grant from the New York Council on the Arts and locally sponsored by the Rochester Museum and Science Center. Many people stopped to see the playback of video tapes produced by this group as well as to stay for later playback of a tape made on the scene during the first part of the program. Plans are now under way to experiment with the distribution of a selected group of video tapes of local interest and happenings made by Portable Channel. Another new media being distributed by RAVD! Borrowers will probably be few at first because there are not many $\frac{1}{2}$ " video tape recorders around, except in schools and organizations.

On Saturday afternoons this spring we sponsored a feature film series that included Lord of the Flies, Fabulous World of Jules Verne, Rocketship, Meeting at Midnight (Charlie Chan mystery), and Sons of the Desert (Laurel and Hardy comedy).

On December 27 we presented the first public demonstration in Rochester of EVR video cassettes in the Central Library. EVR is the new CBS system of video film cartridge which can be played back through any TV set on a special player being manufactured currently by Motorola. It is a playback system only, not a recording system. EVR will accept any medium including video tapes but they have to be sent to a special processing plant to be put into EVR cartridges. On March 7 I gave a demonstration of this system to 50 members of the Rochester Audio Visual Association at the Chamber of Commerce. Currently we are giving two scheduled demonstrations of EVR per week in the Central Library. Demonstrations at other times may be had on request to RAVD Staff. People watching the library demonstration have been asked to fill out a survey questionnaire that we are conducting. We will plan to present a summary/analysis of this survey in the next Reynolds Report.

Our 14th annual Films Sandwiched In Series got underway last January 4 with free popcorn supplied by the Friends of the Library to all members of the audience at the first program. A total of 802 people came to view the 10 programs in this series that ended March 7.

During the past year we have added 13 new subject film lists which brings our total of film lists to 38. Among the lists are Films with a message, Literature generated films, War and Peace, Senior Citizens, Animated Films and Sports. We have revised our list of Religious Films and Filmstrips.

Since February 1970 RAVD has been interlibrary loaning 16mm films through community libraries to individuals and organizations. This is a service where film borrower can make arrangements to pick up and return films at his nearest community library. Popularity of this service has increased dramatically during the past year as shown by comparison of statistics for the first quarter of 1972 with the same period in 1971:

| | <u>1971</u> | <u>1972</u> | <u>% Increase</u> |
|-----|-------------|-------------|-------------------|
| Jan | 75 | 148 | 97 |
| Feb | 120 | 267 | 122.5 |
| Mar | 121 | 244 | 100.6 |

November 16-18 RAVD selected and manned the projection booth for a three day film festival of 34 films on ecology, pollution, outdoor safety, first aid and general safety for the tri-annual Genesee Valley Safety Conference at the Holiday Inn.

Dick Paddon, RAVD audio visual technician, and I attended the annual conference of the New York State Educational Communications Association (NYSECA) at Grossingers, N.Y. November 2-4. The theme for this informative meeting was Strategies for Learning and featured several good speakers as well as good exhibits of new equipment and materials.

Mrs. Lois Klonick, Assistant Department Head, reports that she attended a fascinating meeting of the Association for Educational Communications and Technology (AECT) at Minneapolis April 17-21, the theme of which was Humanizing Learning through Technology: Man, Media, and an Open Society. She reports seeing many interesting new films as well as attending several innovative multi media presentations and hearing several outstanding speakers.

On March 6 we were visited by a group of school librarians from Kenmore, N.Y. On April 13 we had the pleasure of a visit by Jack Dove, English Librarian from the Public Library of Hove, England who expressed much interest in our future plans for EVR and video tape distribution.

The staff has been active in programming films for a number of nursing homes as well as several childrens' nurseries on a regular basis.

During the past few months I have had the pleasure of serving on the Audio Visual Committee of the Rochester Sales Executives Club planning the use of av materials and services with the membership. Other recent projects include: selecting and evaluating mental health films for middle grade children and adult education classes of the Irondequoit School District; film series for the Jewish Community Council; Lenten film series for several churches; drug and alcoholism film evaluations with the Health Association and the Alcoholism Clinic at the Rochester General Hospital.

Mrs. Klonick reports that 34 libraries are participating in the New York State Council on the Arts (NYSCA) Art Project on a volunteer basis. This project, as you may remember from my last report, is to help people (especially in rural areas) focus on the practical aspects of the arts by providing instruction in techniques of craft, sculpture, painting, dance and music; also to help people acquire deeper appreciation of the arts. About \$12,000 of the \$15,000 grant was used to purchase 61 films which were divided up into film packages along with projector and screen. The film circuits began September 1971 and finished their sixth rotation in April among community libraries in the Pioneer Library System.

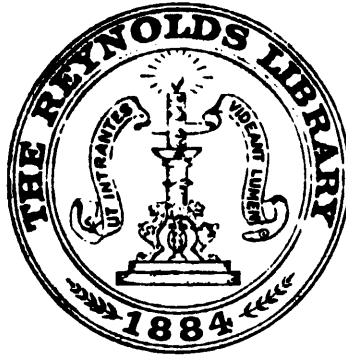
Much attention is being focused these days on the video cassette with several systems trying to capture the market. One important component of any system will be the distribution of the cassette software.

And here RAVD has been keeping up with the developing technology by experimenting with EVR and very soon, video tapes. The video scene, however, is only part of the total picture of changing media technologyof new products, equipment and utilization.

Respectfully submitted,

A handwritten signature in cursive script, reading "Robert W Barnes".

Robert W. Barnes, Head
Reynolds Audio Visual Departme



ROCHESTER, NEW YORK

NOTICE OF MEETING

November 14, 1972
11:30 A.M.

The Fall meeting of the Board of Trustees of The Reynolds Library will convene in Mr Hacker's office at the Rochester Public Library at 11:30 a.m. sharp on Tuesday, November 14, 1972. After a tour of the Reynolds Audio-Visual Department, we will proceed to the Genesee Valley Club for a luncheon meeting at approximately 12:15 p.m.

Please indicate whether you will be able to attend by signing the enclosed self-addressed post card and returning it to me.

Very sincerely yours,

Σ William H. Wadsworth, Jr.

Secretary

Enclosure

REYNOLDS BOARD AGENDA

11/14/72

MEETING AGENDA (KIT OF ENCLOSURES)

1. FILM CATALOG PROGRAM (+ SPECIALIZED LISTS - BUSINESS)
2. FEATURE FILM CIRCUIT + FILM PROGRAMMING
3. DICK PADDON → VINCE ROSELLA
4. PORTABLE CHANNELS + VTR
5. FSI
6. MEETING WITH BOCES #1 AV PEOPLE - PROBLEMS -
a) BOOKING SERVICE b) CATALOG SERVICES c) CONDITION OF FILMS
7. IFT CASE + SERVICES RENDERED

RMB TOUR AGENDA

INTRO OF STAFF

1. RAUD - EVR + SUPER 8 SOUND CARTRIDGE
 2. RUNDEL - FINE ARTS CENTER
 3. CENTRAL HALL - AV KIOSK
- MULTI-MEDIA IN DIVISIONS
4. 5 MEDIA - COMMUNITY LIBS.
 - WHEATLEY + SCREENS (EXHIBITE)

NOTICE

Annual Meeting

TRUSTEES of the REYNOLDS LIBRARY

5/23

The annual meeting of the trustees of the Reynolds Library will be held on Tuesday, May 15, at 12:15 P.M. in the Genesee Valley Club.

At 11:30 A.M. that day, Harold Hacker will offer a personal inspection tour of the Reynolds Audio-Visual Department and the new Rundel Fine Arts Center to interested trustees. The former Rundel Gallery has been closed and was remodeled (thanks to Reynolds funds) to provide new film storage quarters for RAVD and new public service space for musical records & tapes, framed pictures, sculpture reproductions, music scores & choral sheet music.

Don't miss this opportunity !

Call Harolds' office (546-4637), please re your attendance plans for both events.

E. Willoughby Middleton, Jr.

Secretary

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 15, 1973
at the Genesee Valley Club

Present: Messrs. Anstice, Broadhurst, Ellingson, Hacker,
Judson and Weller.

Absent: Messrs. Pike, Flory, VandeVate and Middleton

The minutes of the Annual Meeting held on May 23, 1972, were approved as mailed, and a reading thereof dispensed with.

The Treasurer, Mr. Anstice, presented the Accountant's Report submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1972. Income for the year was \$64,260.18, with an excess of income over deductions of \$14,667.02. Mr. Anstice requested approval to give the Rochester Public Library \$50,000 plus the excess of \$14,667.02 in the Library's fiscal year which begins on July 1, 1973.

The Treasurer was authorized to pay the City of Rochester \$12,500 on or before each of July 1 and October 1 of 1973, and January 1, and April 1, 1974, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$14,667.02, constituting excess of income over expenses for the year 1972, to the City in July, 1973.

The Board then authorized the Treasurer to appoint Peat, Marwick, Mitchell & Co. as auditors for the year 1973.

Mr. Anstice recommended that the Finance Committee consist of Messrs. Broadhurst, Ellingson and himself for the coming year. His recommendation was unanimously approved.

The Treasurer's report was then approved.

Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year. A general discussion of the investment portfolio followed, during which Mr. Broadhurst pointed out that income had increased and that the increase in the value of investments had exceeded that of the Dow Jones averages. He recommended that several low yield investments now held be sold and that purchases of IBM and Xerox be made for long term appreciation.

Mr. Ellingson, Acting Chairman of the Nominating Committee, placed in nomination for the term expiring in May of 1973 the following:

President & Treasurer
Vice President
Secretary

Mortimer R. Anstice, Jr.
Joseph F. Weller, Jr.
E. Willoughby Middleton, Jr.

The Acting Secretary was instructed to cast one ballot for the election of the above officers, and the President announced that they had been duly elected.

Mr. Hacker, Chairman of the Library Committee, distributed copies of the semi-annual report of the Reynolds Audio-Visual Department (RAVD) for the period ending April 30, 1973, which was then discussed.

Mr. Hacker reported that the physical reorganization on the second floor of the Rundel Memorial Building, financed from Reynolds Library funds, had been completed, resulting in the creation of a new public service area, the Rundel Fine Arts Center, a new film storage room for the Reynolds Audio-Visual Department, and a physical reorganization within the Reynolds Audio-Visual Department. The first two space changes were made possible by conversion of the former Rundel Gallery into two rooms: a smaller room planned for storage of films; and the larger room (the Rundel Fine Arts Center) for the storage of two audio music collections (disc recordings and tape recordings), a collection of music scores in print format, a collection of choral sheet music part scores, and two art reproduction collections (framed prints and sculpture reproductions). The Rundel Fine Arts Center is being staffed jointly by the Reynolds Audio-Visual Department and the Art Division. As a result of the move of the two audio music collections from the Reynolds Audio-Visual Department to the Rundel Fine Arts Center, RAVD is able to plan new uses for its public service areas and will be establishing a series of new visual stations for the use of 16mm films, super 8mm sound cartridge films, 8mm films, television cassettes, and other visual materials by library patrons. When the equipment is installed (much of it was on order), RAVD will be able to offer a new dimension of video services to our public to permit more screening of films by group borrowers and to enable individuals who lack film viewing equipment to view the films in our collection here in the library just as they now may use reference books and magazines in the library.

A joint RPL and MCLS Staff Task Force has been appointed to work with the RAVD staff for purposes of improving its services to the public and to our MCLS member libraries, to review the collection goals of RAVD and to improve them if necessary, and to seek more effective operating procedures within RAVD.

Thanks to the Reynolds Library Board, the problem between the City of Rochester and International Filmtreat, the company that undertook film cleaning and repair work on the verbal order of Robert Barnes, has been settled. The \$30,000 bill has been reduced to \$20,000 and IFT has agreed to accept payment in two installments: one which was made in January and the second to be made in July - in two different RAVD fiscal years

Among other major RAVD developments are that the 16mm film inter-library loan service (library patrons may book films in 34 community libraries in Monroe County and pick them up and return them there) has continued to grow and is much appreciated. The super 8mm sound cartridge film collection has continued to grow, numbering over 70 titles - RAVD lends these films and projectors (the latter at \$1 per day) for home use. RAVD acquired a substantial number of new feature films during the 1972-73 fiscal year and several community libraries in MCLS participated in a fall feature film circuit. Finally, our program of updating and accumulating the 16mm and 8mm film catalogs supplements through use of the County computer has been working very well - film borrowers have to consult only the original catalog and one supplement at any one time.

There being no further business, the meeting was adjourned.

E Willoughby Middleton, Jr.
Secretary

ROCHESTER PUBLIC LIBRARY

REYNOLDS AUDIO VISUAL DEPARTMENT

SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 November 1972 - 30 April 1973

| | November 1971
to
April 1972 | November 1972
to
April 1973 |
|-----------------|-----------------------------------|-----------------------------------|
| 16mm film loans | 25,772 | 23,165 |
| 8mm film loans | 4,651 | 6,117 |

| | | |
|--------------------------|-------|--------|
| 16mm films in collection | 5,306 | } 7000 |
| 8mm films in collection | 1,740 | |
| Filmstrips in collection | 1,293 | |
| Film Registrations | 1,850 | |
| Tapes in collection | | |

Open reel 616
8 track 631
Cassette 1,417

2,664 ←

HIT REPORT :

1. RUNDEL FINE ARTS CENTER/RAVD PHYSICAL REORGANIZATION → STRESS ON VISUAL STATIONS
2. RPL/MCLS STAFF RAVD TASK-FORCE
3. IFT SETTLEMENT
4. EVENING SERVICE
5. ILL 16mm SERVICE ; APER-8 SOUND CARTRIDGE GROWTH
6. FEATURE FILM
7. CATALOG SUPPLEMENTS

As of May 1, 1973 the 16mm film collection of the Reynolds Audio Visual Department numbered 4,879 titles and 427 duplicate prints for a total of 5306 prints. Some of the outstanding new films in the collection are: Frederick Wiseman's documentary, HIGH SCHOOL; two early films by the early French pioneer filmmaker, George Melies, CONQUEST OF THE POLE and TRIP TO THE MOON; an important film on the life and work of Gertrude Stein; a film on Frances Flaherty, wife of the famed American documentary filmmaker, Robert Flaherty; a number of films from the popular CBS 21st Century series including FOOD REVOLUTION, COMMUNICATIONS EXPLOSION, WEIRD WORLD OF ROBOTS, INDUSTRIES OF THE FUTURE, FOUR DAY WEEK, COSMOPOLIS, and GAMES FUTURISTS PLAY. We have also a documentary on the making of the feature film, BUTCH CASSIDY AND THE SUNDANCE KID. One of our more popular documentaries is BUT WHAT IF THE DREAM COMES TRUE, a study of upper middle class white America. Probably our most popular film at the moment is FUTURE SHOCK, based on the best selling book by Alvin Toffler and narrated by Orson Welles. From the important period of American documentary filmmaking of the 1930's we have added THE PLOW THAT BROKE THE PLAIN by Pare Lorentz. This a film on the social and economic history of the Great Plains from the settlement of the prairies by cattlemen and farmers through the World War I boom to drought and depression. We have another film on the work of Federico Fellini, the famous Italian film director, called FELLINI: A DIRECTOR'S NOTEBOOK.

The collection has benefited recently from several gifts of films. From Cold Seal Wineries in Hammondsport, N.Y. we have received a film on wine making and wine cookery. Eastman Kodak has given us five new travel films including COLORADO, SOUTH PACIFIC, AUSTRALIA, FAR AWAY PLACES IN PICTURES and TRAIL FOR ALL SEASONS. From the Shell Oil Co we have received two ecology films, RIVER MUST LIVE and AIR IS FOR BREATHING. They have also given us the WONDERFUL WORLD OF GOLF. In addition we have received three films from the American Cancer Society and a film on rats produced locally for the Monroe County Department of Health by UCOM.

Work on the Rundel Fine Arts Center finally started on January 3, 1973. The firm of Raymond LeChase Inc. was the successful low bidder at \$15,584 and is responsible for the construction work. In the fall of 1971, RPL trustees approved the conversion of the Rundel Gallery to the Rundel Fine Arts Center to be operated jointly by the Reynolds Audio Visual Department and the Art Division. The Center brings music in print and recorded form and the library's collection of fine art reproductions (framed pictures and sculpture) together in one location; thus fulfilling the desire and intent of the late Morton W. Rundel, through whose generosity this "library and fine arts center" was made possible. On February 26 the Center opened but is still awaiting delivery and installation of some equipment and furnishings. The remaining space of the Gallery has been renovated for use by our department as additional work and storage area.

With the tapes and records removed to the Fine Arts Center we now have enough space to set up a visual center complete with individual carrels and preview stations for viewing the various films and filmstrips that we loan. For the first time we will have proper facilities for in-house use of our media. Equipment is on order and we hope to be completely operative in the near future. We are also extending our film booking and previewing services into the evening hours until 9:00 p.m.

Several new film lists have been prepared including: Background on Mexico and Latin America, Spanish speaking in the U.S., Third World in Latin America and Women on Film. Our lists on Drug Abuse and films on War and Peace have been updated.

Loans of Technicolor cartridge projectors and films to the public has been on the upswing. It has proven to be an increasingly popular form of family viewing as shown by the following statistics:

| | <u>1970</u> | <u>1972</u> |
|-------------------------------------|-----------------|-----------------|
| Size of collection
(film titles) | 27 | 94 |
| Number of projectors for loan | 4 | 12 |
| Loans of projectors | 75 | 208 |
| Maintenance | | |
| Projection lamps | \$164.05 | \$73.20 |
| Projector repairs | 36.25 | 235.55 |
| Film repairs | | 77.20 |
| | <u>\$200.30</u> | <u>\$385.95</u> |
| Projector rental income | \$144.00 | \$268.00 |

Inter-library loan of films to individuals and organizations through member libraries of the Monroe County Library System has also been popular as shown by the following statistics:

| <u>1971</u> | <u>1972</u> | <u>% increase</u> |
|-------------|-------------|-------------------|
| 1,296 | 1,966 | 51.6 |

However, the total picture of 16mm films loans has decreased slightly (9.1%) in 1972. This is due to the fact that several hundred of our most popular films were withdrawn temporarily last summer for rejuvenation purposes.

In the central hall of the library is a new rear screen structure that has the appearance of a Kiosk. From this facility we have been scheduling daily shows of 16mm films, 8mm films, slides and filmstrips promoting not only our own media but the various collections of media in the other divisions of the library.

Family Service of Rochester has a Minority Relations Study Group which has been meeting in RAVD twice a month screening and evaluating our films on minorities for possible use with social workers, staff and community groups. One of the films they praised highly is a new feature length film, DUTCHMAN, based on the popular Le Roi Jones play.

On December 22, 1972 we had a capacity audience of 205 people for a two hour program of Christmas films including RUDOLPH THE RED NOSED REINDEER, PLUTO'S CHRISTMAS TREE and the NIGHT BEFORE CHRISTMAS.

In January the department with the cooperation of the Industrial Management Council did a mailing of our newly revised Business Films List to 109

businesses and banks in the Rochester area. Envelopes, provided by the library, were addressed by staff of the IMC and mailed from the library.

The seven programs of part one of the Films Sandwiched In series, held during November and December, attracted a total of 380 people, an average attendance of 54. Part two of the series which started on January 9 with a program on Scotland and continued until February 27 attracted a total of 618 people, an average attendance of 77.

Our own Saturday feature film series of 9 programs has attracted a total of 308 people thus far.

Recent activities have included screening and discussion of new films in the collection at a meeting of GRAFIA (Greater Rochester Area Film Instructors Association) on April 10, 1973. The department has assisted White Ox Films in presenting a program of 8mm films by the noted American experimental filmmaker, Stan Brakhage, at the Memorial Art Gallery. We spoke at a meeting of Brighton High School teachers on services and materials in RAVD. Activity in CINE has been active in prescreening films produced in the U.S. in the categories of sports and business and industry for showings at film festivals around the world.

Department staff, notably our AV Technician, Vince Rosella, assisted the New York Library Association at its conference here in Rochester, November 8 - 11, at the Flagship Hotel and the Holiday Inn by providing and operating all kinds of A.V. equipment at the various meetings.

Mrs. Klonick, Assistant Department Head, spoke and fielded questions about RAVD at a recent meeting of RESOURCES, an organization of local school media people, here at the library. On another occasion she conducted a tour of the department and spoke about availability of media for a group of technical services librarians from the Colgate Rochester Divinity School.

Our two film inspectors, Mark Herman and Cal Rusch participated in a communications survey for the National Technical Institute for the Deaf at R.I.T. The project was designed to determine the kind and amount of communication required in positions for which deaf students are trained.

As we wind up another six months of busy activity we are eagerly awaiting the evaluation of our complete operations by a team of library, business office, and computer systems consultants and experts. Basically, we're interested in how we can operate more efficiently. But there are other important reasons: new cooperative relationships with the newly created Fine Arts Center and the Art Division, the growth and thrust of nonprint media throughout the library world; the heavy demands of schools and inter-library loans on our 16mm film collection despite reductions in staff personnel in recent years; and the implementation of some of the recommendations in the library's plan for nonprint media.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds A.V. Department



CHESTER PUBLIC LIBRARY 115 SOUTH AVENUE ROCHESTER, NEW YORK

June 27, 1973

Mr. E. Willoughby Middleton, Jr.
900 Midtown Tower
Rochester, New York 14604

Dear Wib:

Sorry to be so late in sending you notes regarding my part in the Reynolds Library meeting of May 15 but I was away for vacation and have fallen away behind in my correspondence. Here are the main points in the report that I gave:

1. That the physical reorganization on the second floor of the Rundel Memorial Building, financed from Reynolds Library funds, had been completed, resulting in the creation of a new public service area, the Rundel Fine Arts Center, a new film storage room for the Reynolds Audio-Visual Department, and a physical reorganization within the Reynolds Audio-Visual Department. The first two space changes were made possible by conversion of the former Rundel Gallery into two rooms: a smaller room planned for storage of films; and the larger room (the Rundel Fine Arts Center) for the storage of two audio music collections (disc recordings and tape recordings), a collection of music scores in print format, a collection of choral sheet music part scores, and two are reproduction collections (framed prints and sculpture reproductions). The Rundel Fine Arts Center is being staffed jointly by the Reynolds Audio Visual Department and the Art Division. As a result of the move of the two audio music collections from the Reynolds Audio Visual Department to the Rundel Fine Arts Center, RAVD is able to plan new uses for its public service areas and will be establishing a series of new visual stations for the use of 16mm films, super 8mm sound cartridge films, 8mm films, television cassettes, and other visual materials by library patrons. When the equipment is installed (much of it was on order), RAVD will be able to offer a new dimension of video services to our public to permit more screening of films by group borrowers and to enable individuals who lack film viewing equipment to view the films in our collection here in the library just as they now may use reference books and magazines in the library.
2. A joint RPL and MCLS Staff Task Force has been appointed to work with the RAVD staff for purposes of improving its services to the public and to our MCLS member libraries, to review the collection goals of RAVD and to improve them if necessary, and to seek more effective operating procedures within RAVD.

Mr. E. Willoughby Middleton, Jr.
June 27, 1973
Page (2)

3. Thanks to the Reynolds Library Board, the problem between the City of Rochester and International Filmtreat, the company that undertook film cleaning and repair work on the verbal order of Robert Barnes, has been settled. The \$30,000 bill has been reduced to \$20,000 and IFT has agreed to accept payment in two installments: one which was made in January and the second to be made in July - in two different RAVD fiscal years.
4. Other major RAVD developments include:
 - a. the 16mm film inter-library loan service (library patrons may book films in 34 community libraries in Monroe County and pick them up and return them there) has continued to grow and is much appreciated;
 - b. the super 8mm sound cartridge film collection has continued to grow, numbering over 70 titles - RAVD lends these films and projectors (the latter at \$1 per day) for home use;
 - c. RAVD acquired a substantial number of new feature films during the 1972-73 fiscal year and several community libraries in MCLS participated in a fall feature film circuit; and
 - d. our program of updating and accumulating the 16mm and 8mm film catalogs supplements through use of the County computer has been working very well - film borrowers have to consult only the original catalog and one supplement at any one time.

Sincerely,



Harold S. Hacker
Director

HSH:mf

REYNOLDS LIBRARY BOARD

Fall Meeting Held on December 11, 1973
at the Genesee Valley Club

An informal meeting of the Reynolds Library Board was held to enable the members to discuss the affairs of the Reynolds Library in general and in particular to hear a report from Mr. Hacker as to what had transpired with the Reynolds Audiovisual Department over the six months since the Annual Meeting in May

Prior to Mr Hacker's report, Mr. Broadhurst reported that the income from investments now exceeded \$70,000 per year, and while the value of the Reynolds Library's investments had decreased since the last meeting, the decrease was not as great as that of the Dow Jones average

Mr Hacker reminded the Board that this was the 25th anniversary of the founding of the Rochester Audiovisual Department He stated that the Department's budget was in good condition and that he was able to spend \$48,000 on films Of his \$96,000 budget, the Reynolds contribution amounted to two-thirds Mr Hacker distributed the semi-annual report of the RAVD.

During the meeting, the members were treated to a report by Mr. Flory on the production by him of a science film in the Philippines during the past year

There being no further business, the meeting was adjourned


E Willoughby Middleton, Jr.
Secretary

ROCHESTER PUBLIC LIBRARY — MONROE COUNTY LIBRARY SYSTEM

HAROLD S. HACKER

115 SOUTH AVENUE
ROCHESTER, NEW YORK 14604

REYNOLDS BOARD REPORT

12/11/73
25th ANNIVERSARY YR. - 1948

- 1) RFAC - WORKING OUT VERY WELL; BEEN CARPETED.
MANY THANKS
- 2) RAVD SPACE PROBLEMS:
 - a) WILL BE RE-CARPETED SOON
 - b) NEW PHYSICAL LAYOUT (NANCY RYAN) THEN WILL PROVIDE MORE PUBLIC SERVICE SPACE WITH STILL GREATER EMPHASIS UPON FILM VIEWING STATIONS.
- 3) STAFF RAVD TASK-FORCE REPORT DUE SOON.
- 4) EXPLORATION OF VTR FOR NEXT MAJOR MEDIA INTRO IN RAVD (CH 21 + Portable Channel)
- 5) IMPROVED FILM INSPECTION PROGRAM.
- 6) RPL FILM PROGRAMMING:

| | | |
|---------|---------|-----------|
| 101 - | 1965-66 | |
| 444 - | 1967-68 | 5 yrs ago |
| 1,329 - | 1972-73 | !! |

7. FSI WINTER SERIES
8. SEMI-ANNUAL REPORT:
 - a) STATISTICS
 - 4974 - 16mm TITLES
 - 5412 - PRINTS
 - b) LOCALLY-MADE FILMS
 - c) FILMSTRIPS - NEW POLICY
 - d) CATALOG + SUPPLEMENTS
 - e) BOB TAKING 2ND COURSE
ON MANAGEMENT - U & R/
CITY/ OFFICE OF STATE
LOCAL GOVT.
9. RAVD 73-74 BUDGET
10. RAVD ANNIVERSARY
SERIES

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT
SUMMARY OF STATISTICS

1 May 1973 to 31 October 1973

| | May 1972
to
<u>October 1972</u> | May 1973
to
<u>October 1973</u> |
|-----------------|---------------------------------------|---------------------------------------|
| 16mm film loans | 15,046 | <u>13,472</u> |
| 8mm film loans | 4,124 | <u>4,548</u> |

* * * * *

| | |
|--------------------------|--------------|
| 16mm films in collection | <u>5,412</u> |
| 8mm films in collection | <u>1,834</u> |
| Filmstrips in collection | <u>1,376</u> |
| Film registrations | <u>974</u> |

During the past six months the Reynolds Audio Visual Department has experienced continuing growth and development in the collections of 16mm and 8mm films. At present the 16mm film collection numbers 4,974 titles and 438 duplicate prints for a total of 5,412 prints. Our 8mm collection now numbers 1,834 prints in the various formats.

Some of our more interesting new films are: DAVID: OFF AND ON, Martha Coolidge's remarkable documentary about her drug addicted brother. This film, incidentally, won the first John Grierson Award at the American Film Festival last May in New York. The award will be given annually at the festival for the most creative documentary produced during the year. NORMAN ROCKWELL'S WORLD is a sensitive portrait of the famous American artist who is probably best remembered for his nostalgic covers for the "Saturday Evening Post." Several documentaries from the famous World War II "Why We Fight" series directed by Frank Capra have been added to the collection, including BATTLE OF BRITAIN, BATTLE OF RUSSIA, NAZIS STRIKE, and WAR COMES TO AMERICA. For science fiction buffs we have now on film a conversation with the prolific science writer Isaac Asimov called HISTORY OF SCIENCE FICTION. Also new is HOLLYWOOD; THE DREAM FACTORY, a compilation of film clips from the great MGM feature films produced during the 1940's and 50's. For those interested in the problems of aging, we have a new film produced by the National Film Board of Canada called NELL AND FRED which concerns itself with older people having to give up a personal lifestyle for a cold and lonely cubicle in a high rise apartment. For ski enthusiasts we have SOUNDS OF SILENCE, a fast moving montage of ski activity in British Columbia. One of our new UNICEF films is DANNY KAYE: THE PIED PIPER, in which the comedian retraces his famed trip 18 years ago to observe the change that UNICEF has helped bring to lives of children in many countries. JOEY and FURTHER GLIMPSES OF JOEY are recently added films in the area of adoption of older children, made possible through a cooperative effort with RAVD purchasing one film and the other funded through contributions from four adoption agencies in the Rochester area; Council of Adoptive Parents, Northaven, Inc., Catholic Family Center and Monroe County Department of Social Services. FURTHER GLIMPSES OF JOEY is directed by Don Owen who made NOBODY WAVED GOODBYE, one of our all time popular films about young people and their hangups. Contributions have also been received from the LaLeche League of Rochester to purchase a new film on breastfeeding of infants. The Rochester Telephone Company has given us several films in the area of communications, driver education and music.

Our collection of locally made films continues to expand. A recent title is WILLOWPOINT, a nostalgic study of Willowpoint Park on Irondequoit Bay made by Rochester filmmaker, Frank LaLoggia. Another title, LIBERATION, made by RIT student Todd Logwood is an experimental film about the forces of conformity and how one man attempts to resist these forces to maintain his uniqueness.

On July 3 we assisted at an organizational meeting for a local chapter of ACT (Action for Childrens' Television) by showing a new film at the library called BUT FIRST THIS MESSAGE: an analysis of the effects of commercials on childrens' TV programs.

On July 19 we hosted a full day preview session of films on the subject of Women's Liberation. Both new films in the collection as well as preview films were viewed by a sizeable audience including representatives from a number of local womens' groups.

A new circulation policy regarding filmstrips became effective July 1. As of that date they became available on a first come first serve basis. They will be available for loan on presentation of a Pioneer Library System library card in the same way that books and recordings are loaned, for a two week period. Also they may be borrowed on Inter-library loan and can be returned to any Pioneer Library System library. Reserves will be accepted in the same way as books and recordings. If a title is not on the shelf when requested, the patron is charged 10¢. When the filmstrip is returned, a post card is sent to notify the patron that the filmstrip is being held for him.

Our new 16mm and 8mm film supplements went into distribution the first week of October. As you know, these supplements are produced by the Monroe County computer on a quarterly basis to keep our main catalogs current and up to date.

An audience of 109 came to see a return engagement of KING KONG along with a special added attraction, ABBOTT AND COSTELLO MEET THE MONSTERS on Saturday, October 20th. It just goes to show that Kong still has the old charm to bring them in.

On October 27th we had our first program in the "Perspectives on People" film series, commemorating the 25th anniversary of RAVD. The series will run until June 1974 with each program devoted to the work of an outstanding filmmaker. The eight filmmakers whose work will be shown include: Norman McLaren, Arne Sucksdorf, Jiri Trnka, Julien Bryan, John Halas and Joy Bachelor, John Korty, Robert Flaherty and George Stoney.

Film programs for libraries for the period January to June 1973 have increased 17.3% over the same period in 1972. Special film lists have been produced in the following areas; Women on Film, Aging and the Aged, Films on the Handicapped, and Participative Management.

On October 6th the Central Library Division Heads had an opportunity to see our new film on telephone etiquette called TELEPHONE MANNERS. The response was so enthusiastic that we scheduled 4 showings on October 10 and 16 for all library staff. A total of 60 staff members turned out for the screenings.

During the past six months we have had two high school volunteers working in RAVD on a part time basis. During the summer we had Mike Duffy, a Penfield High School student, helping out in the film library. Currently we have Katie Reid, a student from East Rochester High, retyping our 16mm film card catalog.

Lois Klonick attended the annual ALA conference, June 23 - 26, in Las Vegas and reports having an exciting time seeing, evaluating and comparing new materials and equipment. Especially interesting, she says, was a three hour session on cable TV and its impact on libraries for the future.

Robert Barnes attended the American Film Festival, May 22 - 26, in New York

City participating as a festival juror in the category of sports and recreation. In July he participated in judging films for a competition sponsored by Industrial Photography Magazine. In October he was a judge at the semifinal judging of the Kodak Teen Age Movie Contest, a competition which attracted over 820 films this year from aspiring young filmmakers around the country. Robert is also back to school these days taking a course at the University of Rochester on concepts of Public Administration, sponsored by the City of Rochester and being made available to city and county employees.

As usual we have a few staff changes to report. Bonnie Lambert one of our pages, will be joining Eastman House full time on January 1st. Our two new pages, John Ragan and Angela Patanella, are helping out in film inspection and bookings. We are sorry to report that Vince Rosella left his post as AV Technician on November 9th. John Helmore, a graduate of Southwestern Louisiana University has replaced Vince. John has done graduate work at RIT and the Visual Studies Workshop.

Almost by accident we heard recently of a situation where RAVD films are playing an important part in the rehabilitation of an individual. One of our borrowers, Emmett Neary, a special education teacher at Franklin High School was telling us of the success he has had with films in communicating with a 20 year old boy who has Cerebral Palsy and is confined to a wheelchair permanently at the Monroe Community Hospital. In addition to his handicap the boy's mother died last year from cancer. Mr. Neary reports that the films he uses with the boy are so basic and fundamental to the boy's concept of himself and his world that without them he would probably withdraw into a vegetable type existence. It makes one pause and think of the importance of our daily work.

Respectfully submitted,



Robert Barnes, Head
Reynolds Audio Visual Department

STAFF TASK-FORCE

Herald

REYNOLDS AUDIO-VISUAL DEPARTMENT
Budget, 1973-74

Income

| | | | |
|--------------------------------|------------------------|------------------------|--------------|
| Reynolds Library appropriation | <u>72-73</u>
65,800 | <u>73-74</u>
52,167 | 10,000 TF IF |
| Fines, fees, catalogs | 7,500 | 6,500 | |
| Public funds | <u>18,715</u> | <u>20,000</u> | |
| Sub-total | 92,015 | 78,667 | |
| Monroe County Library System | <u>10,000</u> | <u>8,000</u> | |
| Grand total | 102,015 | 86,667 | |

Expenses

| | | | |
|-------------------------------|----------------------|---------------|--|
| Library materials | | | |
| Books | 200 | 200 | |
| Periodicals | 500 | 510 | |
| LC cards | <u>150</u> | <u>150</u> | |
| Total print (public funds) | 850 | 860 | |
| Non-print | | | |
| 16mm films | Reynolds 25,656 | 31,327 | |
| | Public <u>18,015</u> | <u>19,140</u> | |
| | MCLS <u>10,000</u> | <u>8,000</u> | |
| | Total 54,671 | 58,467 | |
| 8mm films (1715) | 3,000 | 3,000 | |
| Filmstrips (1725) | 2,000 | 2,000 | |
| Phonorecords (1700) | 4,200 | 4,200 | |
| Tapes (1730) | <u>2,000</u> | <u>2,000</u> | |
| Total - library materials | 66,721 | 70,527 | |
| Equipment - Purchase | | | |
| 1 film inspection machine | 5,640 | 6,440 | |
| 1 film editor/viewer | | 400 | |
| Equipment - Maintenance | 1,000 | 1,100 | |
| Equipment - RAVD expansion | 4,803 | --- | |
| Equipment - Arts Center | 1,151 | --- | |
| Supplies | 3,000 | 3,200 | |
| Film catalog reserve | 4,500 | 5,000 | |
| IFT | 10,000 | ----- | |
| Carpeting, RAVD | 2,600 | ----- | |
| Fine Arts Center construction | 2,500 | ----- | |
| Grand total | 102,015 | 86,667 | |

[10,000 pd.
by Reynolds]



October 27 - NORMAN McLAREN

One of the most innovative and continually influential modern film makers and associated with the National Film Board of Canada since its inception in 1941. Program will consist of 12 selected animated short films and the BBC documentary on McLaren and his work.

November 17 - ARNE SUCKSDORF


Noted Swedish documentary film maker and nature photographer who produces sensitive films about the relationships between man, animals and nature. Four selected shorts and his full length nature film, (THE GREAT ADVENTURE) will be shown.

January 19 - JIRI TRNKA

World renowned Czech animator and puppeteer who is without parallel in artistry and variety in the medium of the puppet film. Four selected puppet films and the full length color puppet film, (THE EMPEROR'S NIGHTINGALE,) will be shown.

February 16 - JULIEN BRYAN

Well known American film maker who has made outstanding documentaries on people around the world. Five selected documentaries and his pioneering film produced in 1947 on human relations, BOUNDARY LINES, will be shown.



Husband and wife film makers who live in England and have established one of the best known and oldest animation units in the world. They are the producers of ANIMAL FARM, the first entirely serious feature cartoon in the history of animation. Program will consist of three animated shorts and the feature length ANIMAL FARM.

April 20 - JOHN KORTY

Important American film maker who established himself in 1961 with "LANGUAGE OF FACES" and who produces films with an eye for people and moments of truth. Five short films and his feature film CRAZY QUILT, produced in 1966, will be shown.

May 18 - ROBERT FLAHERTY

Father of the romantic tradition of American documentary film makers and originally an explorer. Program will consist of his first sound documentary film on Ireland, MAN OF ARAN, produced in 1934 and a 1972 documentary on his wife, Frances Flaherty, and her reflections and memories of their work together.

June 15 - GEORGE STONEY

American documentary film maker who has been making films about the American condition since 1949. His primary interest is in people and their problems and how they surmount them in their daily lives. Five representative films covering his work from 1950 to 1965 will be shown.

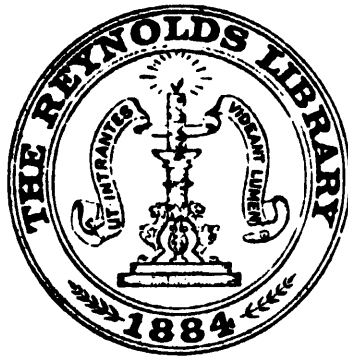


PERSPECTIVES ON PEOPLE

The Reynolds Audio Visual Department of the Rochester Public Library, begun in 1948, celebrates its 25th Anniversary this fall with a series of eight Saturday afternoon film programs each highlighting the work of an important film maker with representative films from the library's collection.

The series will start Saturday, October 27, 1973 at 2:15 p.m. in the third floor auditorium of the Rundel Memorial Building, 115 South Avenue.

Program notes will be available at the door.



ROCHESTER, NEW YORK

NOTICE OF ANNUAL MEETING


Monday, May 13, 1974

12:15 p.m.

The Annual meeting of the Board of Trustees of The Reynolds Library will be held at the Genesee Valley Club at 12:15 p.m. on Monday, May 13, 1974.

Please indicate whether you will be able to attend by calling my office at 325-7585.

Very sincerely yours,


E. Willoughby Middleton, Jr.
Secretary

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 13, 1974
at the Genesee Valley Club

Present: Messrs Anstice, Broadhurst, Flory, Hacker,
Judson, Middleton and VandeVate

Absent: Messrs. Ellingson, Pike and Weller

The minutes of the Annual Meeting held on May 13, 1973, were approved as mailed, and a reading thereof dispensed with.

The Treasurer, Mr Anstice, presented the Accountant's Report submitted by Peat, Marwick, Mitchell & Co , consisting of financial statements and supplementary data as of December 31, 1973. Income for the year was \$64,771.14, with an excess of income over deductions of \$14,771.14. Mr. Anstice requested approval to give the Rochester Public Library \$50,000 plus the excess of \$14,771.14 in the Library's fiscal year which begins on July 1, 1974.

The Treasurer was authorized to pay the City of Rochester \$12,500 on or before each of July 1 and October 1 of 1974, and January 1, and April 1, 1975, and to pay and overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$14,771.14, constituting excess of income over expenses for the year 1973, to the City in July, 1974.

The Board then authorized the Treasurer to appoint Peat, Marwick, Mitchell & Co. as auditors for the year 1974

Mr Anstice recommended that the Finance Committee consist of Messrs. Broadhurst, Ellingson and himself for the coming year. His recommendation was unanimously approved.

The Treasurer's report was then approved.

Mr Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year. A general discussion of the investment portfolio followed, during which Mr Broadhurst discussed moving out of Baltimore Gas & Commonwealth Edison and moving

-2-

into more growth oriented utilities. The Investment Committee was authorized to look into this possibility and to proceed along these lines in its discretion.

Mr. Vandevate, Chairman of the Nominating Committee, placed in nomination for the term expiring in May of 1975 the following:

President and Treasurer
Vice President
Secretary

Mortimer R. Anstice, Jr.
Joseph F. Weller, Jr.
E. Willoughby Middleton, Jr.

The Secretary was instructed to cast one ballot for the election of the above officers, and the President announced that they had been duly elected.

Mr. Hacker, Chairman of the Library Committee, distributed copies of the semi-annual report of the Reynolds Audio-Visual Department (RAVD) for the period ending April 30, 1974, which was then discussed. Mr. Hacker then made the following report:

From November 1973 through April 1974, loans to schools dropped 878 over the same period in 1972-73 - 8 5%, but loans to colleges increased 24% and loans to individuals 27 8%. Loans to organizations and to libraries remained at about the same level. Inter-library loan service to Organizations via MCLS member libraries increased 31.6% in the same six-month period; during the calendar year 1973, 1,927 inter-library loans were made to organizations and individuals, compared with 1,296 in 1971 (the first full year for that service) - a gain of 48 6%. The collection of super 8mm sound cartridge films grew to 108 at the end of 1973 with 12 projectors available for loan. During 1973, RAVD lent 861 such films and 191 projectors.

RAVD was physically reorganized in the Spring of 1974 when new carpeting was laid and the public service and office spaces were reorganized to provide more space for public service. RAVD now has space for 10 viewing stations for public use of visual materials, including 16mm films, 8mm films, filmstrips, EVR, and projected books. In the 1974-5 RPL Operating Budget, RAVD will have 1,000 more budgeted hours available for care of films and equipment.

- 3 -

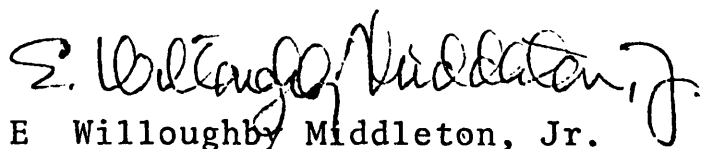
RAVD created a record on February 22, when it lent 47 films to the Strasenburgh Planetarium for use in an overnight eight-hour media show, called Rochester Dreams. It is celebrating its 25th anniversary in 1974 by showing a series of Saturday monthly films, each devoted to the works of important American and British film makers represented in the collection. On April 19, MCLS staged a day-long Audio-Visual Equipment Training Session in the Rundel Auditorium for the benefit of staff members of MCLS and Pioneer Library System member libraries. A total of 72 staff members obtained training in the use of a variety of audio-visual equipment, including 16mm and 8mm film projectors, slide projectors, and tape recorders

Thomas Judson completed his term as President of the RPL Board of Trustees in January 1974, and continues to serve as a very valuable member of that board. Lawrence Broadhurst has been elected to the Board of Trustees of the Friends of the Rochester Public Library

Mr Hacker reported briefly on his experiences as a member of the Greater Rochester Inter-Governmental Panel (GRIP) and discussed library leadership in demonstrating the value of a multi-tier form of local government

There followed a discussion of the 25th anniversary of the Reynolds Audio-Visual Department. Mr. Flory suggested that efforts be made to seek an outlet for a nationally distributed article on the achievements of the Reynolds Library and The Reynolds Audio-Visual Department and offered to seek entrees for a possible free-lance article for Reader's Digest. The trustees then decided to devote their November meeting to a celebration of the 25th anniversary of RAVD and to focus more upon the history of the Reynolds Library and the actions of that organization leading up to the formation of the Reynolds Audio-Visual Department by the Rochester Public Library Board of Trustees

There being no further business, the meeting was adjourned.


E Willoughby Middleton, Jr.
Secretary

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 November 1973 to 30 April 1974

HH: 5/13
ANNUAL
MEETING -
REYNOLDS
BOARD

HH - DICTATES FOR
WB
then Reynolds with

| | NOVEMBER 1972
to
APRIL 1973 | NOVEMBER 1973
to
APRIL 1973 |
|-----------------|-----------------------------------|-----------------------------------|
| 16mm film loans | 20,142 | 20,061 |
| 8mm film loans | 6,117 | 5,594 |

16mm films in collection
8mm films in collection
Filmstrips in collection
Film Registrations
(June 73 - Apr. 74)

5,545
3,062
1,591
1,816

①

Total 16mm film loans for the period of November 1973 to April 1974 compared with the same period a year ago are down slightly by .4% as shown in the table below. City School District, suburban and parochial schools show some decrease in loans which are most likely due to cuts in Audio Visual budgets. However, college loans are up 24% over last year! Also, film loans to individuals increased by 27.8% which shows the continued popularity of this service. Inter-library film loans through community libraries also increased 31.6% for organizations and 2.4% for individuals.

(2A)

| | November 1972
to
<u>April 1973</u> | November 1973
to
<u>April 1974</u> | % Increase
or
Decrease |
|---------------------------|--|--|------------------------------|
| SCHOOLS | | | SCHOOL
LOSSES |
| CSD | 2,878 | 2,725 | - 5.3 |
| Suburban | 5,720 | 5,196 | - 9.2 |
| Parochial | 1,680 | 1,479 | - 12 |
| Colleges | 982 | 1,218 | + 24 |
| ORGANIZATIONS | 4,770 | 4,690 | - 1.7 |
| INDIVIDUALS | 1,485 | 1,898 | + 27.8 |
| LIBRARIES | 1,608 | 1,598 | - .1 |
| INTER-LIBRARY LOAN | | | |
| Organizations | 731 | 962 | + 31.6 |
| Individuals | 288 | 295 | + 2.4 |
| TOTAL | 20,142 | 20,061 | - .4 |

GANGS
COLLEGE
INDS.
ILL

(2B)

ILL 1971 vs 1973 -
1296 vs 1927 = +48.6%

(2C)

SUPER-8 SOUND CARTRIDGE

SEE P. 3

Some of our important new films are: BOGART, a biographical film on Humphrey Bogart with clips from his many feature films, as well as stills, interviews with friends and newsreel material. This film was one of our most popular programs in this year's Films Sandwiched In Series. One of our new feature films BRIAN'S SONG has been shown several times recently on television. It is the true story of Brian Piccolo, a white Chicago Bears' football player whose warm friendship with a black player, Gale Sayers is cut short by Piccolo's death from cancer at the age of 26. The film BOLERO is a visual study of Ravel's BOLERO performed by the Los Angeles Philharmonic conducted by Zubin Mehta (received an Oscar award recently for the best live action short of the year); SANTIAGO'S ARK, is about a Puerto Rican boy who sets out to build his own ship on the rooftop of his apartment house in New York's Spanish Harlem; HOW TO AVOID THE 16 LEADING CAUSES OF OSHA CITATIONS, is a film showing the most common violations found by compliance officers during routine inspections of industrial and business concerns; JESUS TRIP, documents the Jesus Revolution in the U.S. with interviews with parents and the "Jesus Freaks" themselves; two new childrens' features from the Childrens Film Foundation entitled MYSTERY ON BIRD ISLAND and SEVENTY DEADLY PILLS; another new film BLACK AMERICAN DREAM, is produced by the BBC-TV and provides a comprehensive picture of the Black Movement today by documenting major events and interviews with Black leaders.

Nancy Ryan, MCLS Building Planning Consultant, working with RAVD staff, prepared a new layout for the department which provides substantially more space and facilities for the public. The public service area now includes space for 10 viewing stations for public use of visual materials available from RAVD. These materials include 16mm films, 8mm films, filmstrips, EVR and projected books. Sometime later this year we hope to add a videotape viewing station and utilizing some of the tapes produced by Channel 21 on such subjects as the Aging American series and the new metropolitan two tier government study of Rochester and Monroe County.

③
NEW
LOOK!

Probably by far the largest number of films we have ever loaned for one program was the weekend of February 22 when 47 films went to the Strasenburgh Planetarium for an eight hour multi-media show from 11:00 p.m. to 7:00 a.m. the next morning. The show was called "Rochester Dreams", an experiment in hypnotic hallucinations... the stream of images that run through the mind on the edge of sleep. Thousands of slides from local photographers as well as RAVD's films were projected in the planetarium's star theater. It took quite a bit of doing for planetarium staff in previewing as well as RAVD staff in booking and inspecting the films; permission also had to be obtained from the distributors to show the films. As a result of our efforts several RAVD staff members were able to attend this night long marathon of media as guests of the planetarium. They reported later that it was a most interesting experience.

④

On Friday February 22 (George Washington's Birthday) from 2:00 p.m. to 5:00 p.m. we held an open house for central library staff complete with refreshments for our visitors. Many RPL staff came to learn about the various kinds of projectors and media which we had on display and in operation. Several, for the first time, saw sound filmstrips, super 8 sound film cartridges and EVR in action. Besides creating goodwill it was an educational experience for many.

Our 25th Anniversary film series, Perspectives on People, continues monthly with a program devoted to the works of important American and British film-makers represented in the collection. The most recent program was April 20th and featured the work of John Korty. Our final program in this series will be devoted to the work of the pioneer American documentary filmmaker, Robert Flaherty, who changed the whole course of filmmaking in 1922 with his epic documentary film, NANOOK OF THE NORTH. (5)

Inter-library Loan policy and procedures of 16mm films is being revised to allow librarians and patrons to call RAVD directly on the availability of specific film titles and have them sent to the nearest community library. This change in procedure will provide better film service for our many borrowers who use the convenience of ILL. As a matter of record, ILL has increased 48.6% since 1971 as shown in the table below:

| <u>1971</u> | <u>1973</u> | <u>% increase</u> |
|-------------|-------------|-------------------|
| 1,296 | 1,927 | 48.6 |

During the last few months Dr. Loren Woolstan of the Canandaigua Family Service has been previewing all our films in the subject areas of sex education, family relations, mental health and child development to prepare a selected filmography under the general title of FAMILY LIFE EDUCATION. This list will be distributed to all community libraries and should be quite helpful with organizations and groups planning programs in this area. Dr. Woolstan has spent many hours in RAVD screening films with the help of his assistants. We are indebted to Dr. Woolstan for his efforts. (6)

Statistics now available for three full years of loaning cartridge 8mm projectors and films to the public show a 187% increase in the loan of cartridge films since 1970. This service was originally started in community libraries as an experiment and transferred to RAVD in 1970 as a centralized service because the program was considered too expensive for the small library to maintain.

Cartridge projector and film statistics

| | <u>1970</u> | <u>1971</u> | <u>1973</u> |
|-------------------------------|-------------|-------------|-------------|
| Size of collection | 27 | 94 | 108 |
| Number of projectors for loan | 4 | 12 | 12 |
| Projector loans | 75 | 208 | 191 |
| Film loans | 300 | 832 | 861 |
| Income | \$144 | \$268 | \$315 |
| Maintenance | \$200 | \$385 | \$353 |

(20)

On January 14 a preview screening of the film How to avoid the 16 leading causes of OSHA, (Occupational Safety and Health Act) was scheduled. On hand for the showing were Public Safety Commissioner Battaglia, representatives from Kodak and Rochester Telephone as well as RPL staff. The 20 minute color film presents dramatic examples of the most common violations cited by OSHA compliance officers during routine inspections and illustrates ways in which supervisors can correct these unsafe conditions. This film has been purchased and is now available for loan.

The February 1974 issue of SCENE, published by the Arts Council of Rochester featured a nice article complete with picture of our newly remodelled Audio Visual department showing a part of the individual carrels where patrons may view and study the various film media available.

An AV equipment training session was held April 19, sponsored jointly by AV Consultant Pat Mackey, RAVD and RPL staff. Bob Freiburger (former assistant head of RAVD and now Director of the Learning Resources Center at SUNY Geneseo) presented a lecture/demonstration in the operation of 16mm projectors, slide projectors and tape recorders. John Helmore and Bob Barnes, along with other staff from branch and community libraries, served as instructors in the hands on workshops session that followed. 18 of the 72 staff members that attended the session stayed on for a brief tour of RAVD afterwards.

On April 5 John Helmore, our AV Technician, attended a media conference at Syracuse sponsored by School of Library Science at Syracuse University. John reports gaining insights into developing resources of a media center and also learning some of the complexities of setting up videotape systems in the educational community.

Activities for Mr. Barnes have included; attending the New York State Educational Communications Conference at Grossingers, N.Y. where the emphasis of the program was on educational technology and visual literacy; CINE film judge for the category of Business and industry. One of the purposes of CINE (Committee for International Non-Theatrical Events) is to screen all films produced in the United States and select the best to represent the U.S. and be entered into film festivals and competitions around the world.

Other activities for Mr. Barnes have included: judge at the Irondequoit High School film competition on February 12 (8mm films with sound as well as 2 slide programs were entered); speaking on February 4 at the Kodak Camera Club Theater to a meeting of Kodak retired employees on audio visual services available from RAVD augmenting the talk with slides and short film from the collection; assisting at the Career Clinic library booth December 27, sponsored by the Rochester Chamber of Commerce.

Katie Reid and Ann Rosen are two new part-time pages helping out in the film booking and circulation section under Joyce Sciolino. Lois Klonick, assistant head of RAVD, reports that 5 members of our staff are attending or have plans in the near future to attend graduate school.

⑨ TOM JUDSON - finished
PROXY TERN

LARRY BROADHURST -
Friends Thanks

⑩ GRIP/NARA
* ⑩ ARTICLE ON 25th ANNIVERSARY (J. FLORY)

1000 MORE
HRS.

FILM CARE
+ EQUIP.

74-75

⑧

CHUCKS
FRIENDS
6
members?

ASH

⑪
HISTORY
OF
R.L. ↓
NOV
MTC

Often we feel a real sense of purpose and accomplishment in the fact that our films are so widely used in community events and viewed by so many people even though the programs may be listed in the Sunday paper without recognition of the fact that the films are from RAVD. Take for example, that February weekend a few weeks ago when 47 short films were shown at the Strasenburgh Planetarium; feature films at the Art Gallery, Museum and several churches as well as the regular community library programs and our own Saturday program here at the Central Library.

Respectfully submitted,

A handwritten signature in cursive script that reads "Robert W Barnes".

Robert W. Barnes, Head
Reynolds A.V. Dept.

NOTES ON HAROLD HACKER'S REPORT TO THE REYNOLDS LIBRARY BOARD AT THE
MAY 13 ANNUAL MEETING

1. Comments on Some Statistics:

a. During the six months (November 1973 - April 1974), loans to schools dropped 878 over the same period in 1972-73 - 8.5%, but loans to colleges increased 24% and loans to individuals 27.8%, ~~unusually high~~. Loans to organizations and to libraries remained at about the same level.

b. Interlibrary Loan service to organizations via MCLS member libraries increased 31.6% in the same six-month period; during the calendar year 1973, 1,927 inter-library loans were made to organizations and individuals, compared with 1,296 in 1971 ~~the~~ (first full year for that service) - a gain of 48.6%.

c. The collection of super 8mm sound cartridge films grew to 108 at the end of 1973 with 12 projectors available for loan.

During 1973, RAVD lent 861 such films and 191 projectors.

2. RAVD was physically reorganized in the spring of 1974 when new carpeting was laid and the public service and office spaces were reorganized to provide more space for public service. RAVD now has space for 10 viewing stations for public use of visual materials, including 16mm films, 8mm films, filmstrips, EVR, and projected books.

3. RAVD created ~~unusually high~~ a record ~~when~~ on February 22 ^{when} it lent 47 films to the Sprasenburgh Planetarium for use in an overnight eight-hour media show, called ROCHESTER DREAMS.

4. RAVD is celebrating its 25th anniversary in 1974 by showing a series of Saturday monthly films, each devoted to the works of important American and British film makers represented in the collection.

5. On April 19, MCLS staged a day-long Audio-Visual Equipment Training Session in the Rundel auditorium for the benefit of staff members of

MCLS and Pioneer Library System member libraries. A total of 72 staff members obtained training in the use of a variety of audio-visual equipment, including 16mm and 8mm film projectors, slide projectors, and tape recorders. Of that number, 18 stayed after the meeting for a brief tour of RAVD.

6. In the 1974-75 RPL Operating Budget, RAVD will have 1,000 more budgeted hours available for care of films and equipment.
7. Reynolds Trustee, Thomas Judson, completed his term as President of the RPL Board of Trustees in January 1974 and continues to serve as a very valuable member of ^{that} ~~the RPL Board of Trustees~~. Reynolds Trustee Lawrence Broadhurst has been elected to the Board of Trustees of the Friends of the Rochester Public Library
8. Mr. Hacker reported briefly on his experiences as a member of the Greater Rochester Inter-Governmental Panel (GRIP) and discussed library leadership in demonstrating the value of a multi-tier form of local government.

There followed a discussion of the 25th anniversary of the Reynolds Audio-Visual Department. Mr. Flory suggested that efforts be made to seek an outlet for a nationally distributed article on the achievements of the Reynolds Library and the Reynolds Audio-Visual Department and offered to seek entrees for a possible free-lance article for Reader's Digest. The trustees then decided to devote their November meeting to a celebration of the 25th anniversary of RAVD and to focus more upon the history of the Reynolds Library and the actions of that organization leading up to the formation of the Reynolds Audio-Visual Department by the Rochester Public

Library Board of Trustees.

NOTE: After the meeting, Mr. Hacker asked RPL staff to begin work on

← compiling information on high spots in the history of the Reynolds
← Library and of the Reynolds Audio-Visual Department for two
← purposes:

1. To have some information available in the event that a national magazine was interested in assigning a writer on that subject; and
2. To prepare for the Reynolds Board's November meeting.

Subsequent to his request to the staff, Dr. Joseph Barnes, current Rochester City Historian, has offered to cooperate with the RAVD staff and to devote the fall issue of Rochester History, a quarterly local historical pamphlet published by the Rochester Public Library and edited by the City Historian, to the history of the Reynolds Library and RAVD. Such a publication would be helpful in publicizing the Reynolds story in Rochester and out-of-town; the Reynolds trustees may wish to consider underwriting the cost of additional copies to give the issue greater distribution than would be possible within the limits of the budget for Rochester History.

Reynolds mlib

ROCHESTER PUBLIC LIBRARY — MONROE COUNTY LIBRARY SYSTEM

HAROLD S. HACKER

115 SOUTH AVENUE
ROCHESTER, NEW YORK 14604

8/9/74

DEAR MORT,

JOE BARNES, CITY HISTORIAN,
IS BUSY AT WORK ON THE
FALL ISSUE OF ROCHESTER
HISTORY, DEVOTED TO THE
REYNOLDS LIBRARY/RAVD 25TH
ANNIVERSARY.

WOULD YOU BE WILLING
TO AUTHORIZE A REYNOLDS
LIBRARY CONTRIBUTION OF
UP TO \$500 FOR:

1. AN EXPANDED ISSUE OF
MORE THAN USUAL 24
PAGES (WHICH RPL FUNDS); +
2. AN OVERRUN OF 500-1,000
COPIES — FOR GREATER
LOCAL + NATIONAL
DISTRIBUTION?

your pal, Harold

DEC 9
NOON

THE REYNOLDS LIBRARY

NOTICE OF MEETING

December 9, 1974
12:15 P.M.

President Mort Anstice has scheduled a meeting of The Reynolds Library Board for Monday, December 9, 1974 at 12:15 P.M. at the Genesee Valley Club

The purpose of the meeting will be to observe the completion of the 25th year of public service by RPL's Reynolds Audiovisual Department. To commemorate that observation, City Historian Joseph Barnes has written a 40 pp Issue of Rochester History (RPL's quarterly historical journal) on the history of The Reynolds Library and RAVD. It will be sent to you when published and will be the topic of our December 9th meeting.

Mort has invited Dr. Barnes, Bob Barnes, RAVD Head, and Dorothy Humes, RPL Assistant Director, to be our guests then.

Very sincerely yours,

Wib Huddleton

Secretary

Please indicate whether you will be able to attend by calling my secretary at #325-7585.

MF- OK - 4 of us ✓
call Wib - then file

All 3 will be riding with you.

ACTION COPY
DEADLINE: DEC. 4

MEETING

11/26/74
Dec 4 4:00pm

BOB BARNES: AGENDA

HERE IS MY REYNOLDS LIBRARY
NOTEBOOK. PLEASE WORK YOUR WAY
THROUGH IT, SELECTING WHAT YOU CONSIDER
TO BE THE 15 MOST SIGNIFICANT DEVELOP-
MENTS IN RAVD'S LAST DECADE: 1964-1974.

I WILL SELECT FROM THOSE THE
TOPICS FOR A STAFF REPORT (BY YOU, DONOTHY
+ ME) AT THE DEC. 9 REYNOLDS BOARD MEETING.

WE WILL PRESENT PROGRAM TO INCLUDE:

1. COMMENTS ON THE PREPARATION OF
FROM BOOKS TO MULTIMEDIA - J. BARNES
2. RAVD 1964-74 HIGHLIGHTS - R. BARNES,
D. HUMES + NH
3. REYNOLDS LIBRARY OFFICERS: 1884-1974
4. REYNOLDS NOMINEES ON RPL BOARD: 1936-1974

PLEASE SEND ME YOUR 15 CHOICES BY
WED., DEC. 4.

THANK YOU.

Housed

D. HUMES
J. BARNES.
M. ANSTICE

MONROE COUNTY LIBRARY SYSTEM - ROCHESTER PUBLIC LIBRARY

Date: December 2, 1974

To: Harold Hacker (copy to D. Humes)

From: Bob Barnes

Subject: Significant developments in RAVD 1964-74

- HH 1. Major renovation of RAVD including new furniture, equipment, facilities, carpeting and lighting. Cost \$32,000 (1966)
- RB 2. Loan of 16mm films to individuals (1967)
- RB 3 Expansion of 16mm film service to counties of PLS through LSCA grant (1967)
- RB 4. New media collection - 8mm films (1967)
- HH 5. County financing of RPL Central Services including new positions of A.V. Consultant and A.V Technician for RAVD (1968)
- RB 6. Feature length entertainment films added to collection (1969)
- DH 7. Reynolds Library appropriations go over 1/2 million dollar mark. (1969)
- RB 8. New media collection - cassette, open reel and 8 track tapes. Cassette players for loan (1970)
- DH 9 Inter library loan of 16mm films thru community libraries (1970)
- RB 10. \$15,000 NYS/CA art film project (1971)
- RB 11. First fully computerized film catalog and supplement (1972)
- DH 12. Filmstrips go to open shelf policy like books & records (1973)
- HH 13. Physical reorganization of RAVD and creation of Rundel Fine Arts Center permits more space in RAVD for visual media stations and film storage. (1973)
- DH 14. First budget ever for video materials & equipment to establish video replay center (1974)

NOT SO SIGNIFICANT

- SKIP 1. Introduction of first cartridge video system - EVR (1971)
2. Experiment with distribution of video tapes produced by Portable Channel (1972)

1. CAPSULE HISTORY OF REYNOLDS LIBRARY;
2. SALIENT INFORMATION ON THE AGREEMENT BETWEEN REYNOLDS LIBRARY + CITY LEADING TO FUNDING OF RAVD + ITS ESTABLISHMENT;
3. REYNOLDS-NOMINATED TRUSTEES WHO SERVED ON RPL BOARD;
4. REYNOLDS APPROPRIATIONS TO RPL + RAVD SINCE THE BEGINNING (MUCH OF THIS REPORTING HAS BEEN RECORDED); AND
5. CAPSULE HISTORY OF RAVD.

DOROTHY: PLEASE CONSULT WITH BOB BARNES

P.S. I CAN
SERVE AS
ADVISED. IT
WAS AMAZING
HOW LITTLE
REYNOLDS
TRUSTEES
KNEW, ALTHOUGH
SEVERAL
ARE RELATIVES
OF M.F.
REYNOLDS!

RE DESIGNATION OF RAVD STAFF MEMBER TO COORDINATE THIS PROJECT. COOPERATION WILL BE NEEDED FROM LOCAL HISTORY DIV., PUBLIC RELATIONS, BUSINESS OFFICE + MY OFFICE. NOTE: MUCH INFORMATION HAS BEEN REPORTED + PUBLISHED: ROCHESTER HISTORICAL SOCIETY, RPL PUBLICATIONS (INCLUDING MAJOR ARTICLE IN 'AUDIO-VISUAL PUBN. SOME YEARS AGO), BUSINESS OFFICE'S APPROPRIATION REPORT (PREPARED FOR ME). IN ADDITION, WE HAVE THE REYNOLDS BOARD EARLY RECORDS IN MY OFFICE.

THE REYNOLDS TRUSTEES WILL BE EXPLORING POSSIBILITIES OF A STORY IN A NATIONAL MAGAZINE, BUT WE CAN WORK ON AN RPL PUBLICATION + POSSIBLY A LOCAL FEATURE ARTICLE AT ANY RATE.

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT
SUMMARY OF STATISTICS

1 May 1974 to 31 October 1974

| | May 1973
to
<u>October 1973</u> | May 1974
to
<u>October 1974</u> |
|-----------------|---------------------------------------|---------------------------------------|
| 16mm film loans | 13,472 | 14,077 |
| 8mm film loans | 4,548 | 4,448 |

~
* * * * *

| | |
|--------------------------|-------|
| 16mm films in collection | 5,692 |
| 8mm films in collection | 3,980 |
| Filmstrips in collection | 2,013 |
| Film registrations | 1,156 |

During the past six months the Reynolds Audio Visual Department has experienced continued growth in the 16mm and 8mm film collections. As of December 1 the 16mm collection contained 5238 titles and 460 duplicate prints for a total of 5692 prints. The 8mm film collection now numbers 3980 prints and we now have 2013 filmstrips. We have experienced a 4.4% increase in circulation of 16mm films during the Jan.- Oct. period of 1974 as compared with the corresponding period of 1973.

Some of our more interesting new titles include: an 8 part series of films on Transactional Analysis called Learning to Live which should be quite useful to many church groups, marriage and family life seminars, counselor training and staff development for any group. The Garden Party is an adaptation of a Katherine Mansfield short story about an afternoon garden party uninterrupted by a neighbor's death. Other new titles include The Shakers, a documentary tracing the growth and decline of this experiment in Christian communal living; Gabriel, character study of a disturbed young man by local filmmaker Frank LaLoggia; Catholics, a dramatic film showing the conflict of old and new ways of Catholic worship starring Trevor Howard; And take me by the hand, the official film of the New York State American Revolution Bicentennial Commission and describing New York State's role in the Revolution. Among gifts we have received 9 new films from the Eastman Kodak Co. including several travel films on the Caribbean, Florida and Mexico. The National Rifle Association has given us an excellent film for outdoorsmen and campers called, Wilderness Survival.

Earlier this year RAVD received a \$5,000 grant from the Monroe County Library System to purchase feature films for the collection. A survey was made of community libraries to try and determine what kinds of features they would like us to buy. The survey showed that they were interested in comedies, monster, and childrens' features. Orders were placed and we now have processed 12 features; two children's features (one features Shirley Temple in Miss Annie Rooney); six comedies including Peter Sellers in Battle of the Sexes and Two way stretch, Alec Guinness in Captain's Paradise, Cary Grant in Bringing up Baby and Topper, and Genieve, a funny story about an antique racing rally. Also purchased were 4 monster films including Son of Kong and Boris Karloff in Island Monster.

A series of four programs of childrens' features in cooperation with the Childrens Room drew an audience of 200 during the month of August.

Twenty-five interested staff attended a video equipment workshop on September 27 to see Jim Cann of Seneca Communications demonstrate the latest 3/4" and 1/2" video cartridge equipment from Sony and Panasonic.

Thirty-six award winning films of the American Film Festival, held in New York City last May, and sponsored by the Educational Film Library Association (EFLA) were presented here at the Main Library and at two community libraries, Gates Public Library and Winton Road Branch Library.

The total attendance for this week long festival from October 7 to 12 came to 661 viewers.

On October 4 Ms Barbara Bryant, currently a co-owner of Phoenix Films, spoke at a staff training session on film programming and utilization. Barbara has had considerable experience in this field including the public library and working for Films Inc. as a public library specialist. Much of her time is devoted to the presentation of film workshops around the country on these topics.

Specifications have been completed and have just gone out to bid for our new 16mm film catalog. The catalog will be about 275 pages listing all of our films alphabetically each with a descriptive annotation, running time of film, age level of intended audience, production/release date of film and producer or distributor. There will also be a subject index to the catalog.

On October 1 we were hosts to the Rochester Audio Visual Association and presented a tour of the department and a slide presentation on the history and services of RAVD to which 65 members attended.

Our first ever budget for video equipment and materials has been approved by the administration and shortly we will be placing orders for $\frac{1}{2}$ " Panasonic cartridge video equipment as well as other materials to equip a new media service for the department, namely a video replay station. Our first thrust in video programming will be selected local programs produced by Channel 21.

During the past six months Robert Barnes has again been invited to be a judge for the American Film Festival, Industrial Photography Magazine, CINE and the Kodak Teen Age Movie Awards.

John Helmore, who just finished one year in the department as our AV Technician, has returned to Visual Studies Workshop to work on an advanced degree. David Russell, currently working on his associates degree in AV at Monroe Community College, will be our new AV Technician starting Dec. 9.

As part of RAVD's 25th anniversary celebration the current issue of Rochester History, a quarterly published by the Rochester Public Library, is devoted to a history of the Reynolds Library and the Reynolds Audio Visual Department entitled From Books to Multimedia, co-authored by Joseph W. Barnes, City Historian and Robert W. Barnes.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 12, 1975
at the Genesee Valley Club

Present: Messrs Anstice, Ellingson, Flory,
Hacker, Judson, Middleton, VandeVate
and Weller

Absent: Mr. Broadhurst

The minutes of the Annual Meeting held on May 12, 1974, were approved as mailed, and a reading thereof dispensed with.

The Treasurer, Mr. Anstice, presented the Accountant's Report, submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1974. Income for the year was \$67,215.62, with an excess of income over deductions of \$17,215.62. Mr. Anstice requested approval to give the Rochester Public Library \$50,000.00, plus the excess of \$17,215.62, in the Library's fiscal year, which begins on July 1, 1975.

The Treasurer was authorized to pay the City of Rochester \$12,500.00 on or before each of July 1 and October 1, 1975, and January 1 and April 1, 1976, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$17,215.62, constituting excess of income over expenses for the year 1974, to the City in July, 1975.

The Board then authorized the Treasurer to appoint Peat, Marwick, Mitchell & Co., as auditors for the year 1975.

The Treasurer reported transactions for the year made pursuant to recommendations of the Finance Committee, and they were duly approved.

Mr. Anstice recommended that the Finance Committee consist of Messrs. Broadhurst, Ellingson and himself for the coming year. His recommendation was unanimously approved.

The Treasurer's Report was approved.

Dr. Ellingson, in the absence of Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year. A general discussion of the investment portfolio followed, after which the Custodian's Report was approved and Mr. Broadhurst commended for doing an excellent job with the portfolio.

Mr. Vandevate, Chairman of the Nominating Committee, placed in nomination for the term expiring in May of 1976, the following:

| | |
|----------------|------------------------------|
| President and | |
| Treasurer | Mortimer R. Anstice, Jr. |
| Vice President | Joseph F. Weller, Jr. |
| Secretary | E. Willoughby Middleton, Jr. |

The Secretary was instructed to cast one ballot for the election of the above officers, and the President announced that they had been duly elected.

The death of John D. Pike in January was noted with regret by all present and, on motion of Mr. Anstice, the following resolutions were unanimously adopted:

RESOLVED: That The Reynolds Library Board give thankful recognition to the faithful service and wise counsel given it by the late John D. Pike, from November, 1931, to January, 1975. The time, energy and abilities devoted to The Reynolds Library by Mr. Pike during those many and critical years accounted in large measure for the direction and growth of this Library and the great contribution it has made to this community. The members of this Board will miss the presence and inspiration of such a fine gentleman.

FURTHER RESOLVED: That a copy of this resolution be tendered to Mr Pike's family as an expression of this Board's heartfelt appreciation and sympathy.

Mr. Hacker, Chairman of the Library Committee, distributed copies of the semi-annual report of the Reynolds Audio-Visual Department (RAVD) for the period ending April 30, 1975, which was then discussed. He then made the following report:

Mr. Hacker summarized his remarks on the Rochester Public Library - Monroe County Library System Non-Print Collections and Services given to the Annual New York State

Library Systems Conference in Albany on April 9, 1975. He then reported on the progress of the distribution of copies of the history of the Reynolds Library, From Books to Multi-Media, which was underwritten by the Reynolds Library.

The new RAVD 16mm Film Catalog contract has been awarded to Science Press for a price of \$11,681.00 for 1,500 computerized-printed copies.

The RAVD staff was in the process of reviewing recommendations of the Staff Advisory Committee for improvements in RAVD services and operations. Plans were underway for the introduction of new videotape equipment and software in RAVD in 1975.

Plans were soon to be completed for the RAVD 1975-76 budget. Reports were given on increases in RAVD circulation of 8mm and 16mm films, as well as of film programming by Rochester Public Library units.

During April, RAVD had conducted its first "Films-Sandwiched-In" series outside of the Rundell Memorial Building, consisting of two weeks of noon-hour showings at Lincoln Concourse. This operation proved to be a great success.

There being no further business, the meeting was adjourned.


E. Willoughby Middleton, Jr.
Secretary

REYNOLDS BOARD

5/12/75

1. HH NON-PRINT TALK AT LIBRARY SYSTEMS
CONFERENCE 4/9/75
2. FROM BOOKS TO MULTIMEDIA
3. NEW RAVD ^{16mm} FILM CATALOG - JULY 75?
SCIENCE [^] PREC \$11,601 FOR 1500 copies
CONTINUANCE: COMPUTERIZED UPDATED SUPPLEMENT
ALSO 8mm CATALOG UPDATE
4. RAVD REVIEWING STAFF COMMITTEE RECOMMENDATIONS
5. VTR STATUS
6. RAVD 74-75 BUDGET; NEXT STEP 75-76.
7. USE STATISTICS:
8mm FILMS - 20% INCREASE JAN-APR 75
16mm FILMS - LOANS TO INDIVIDUALS + ILLS UP
LIBRARY FILM PROGRAM GAINS - 651 or 50% UP IN 74
8. KODAK GIFT
9. FSI AT LINCOLN CONCOURSE

BOARD VOTED: \$67,215.62 TO RPL - 1975-76 YR.

ROCHESTER PUBLIC LIBRARY

REYNOLDS AUDIO VISUAL DEPARTMENT

SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 November 74 to 30 April 75

| | NOVEMBER 1973
to
APRIL 1974 | NOVEMBER 1974
to
APRIL 1975 |
|-----------------|-----------------------------------|-----------------------------------|
| 16mm film loans | 20,061 | 21,113 |
| 8mm film loans | 5,594 | 6,038 |

* * * * *

| | |
|--|-------|
| 16mm films in collection | 5,113 |
| 8mm films in collection | 3,418 |
| Filmstrips in collection | 1,683 |
| Film Registrations
(June 73 - April 74) | 1,882 |

Important new films recently added to the collection include: THE AUTOBIOGRAPHY OF MISS JANE PITTMAN, directed by John Korty, and winner of 9 Emmy Awards including "Best Actress" for Cicely Tyson in 1974. The film is the story of one black woman, with no formal education, who lived her life with great dignity and strength. Another recent title is MOTHER OF THE KENNEDYS: PORTRAIT OF ROSE FITZGERALD KENNEDY, an inspiring biography of the mother of our late President. In the travel film section we have added fifteen new films which can whisk you to such exotic places as Bali, the Carribean, France, Hawaii and Alaska. One of our new films, DON'T, a statement on ecology, received an Academy Award for best short live action documentary. Two other new films, ANTONIA: A PORTRAIT OF THE WOMAN and THE FAMILY THAT DWELT APART received Academy Award nominations this year. ANTONIA is a portrait of Antonia Bruckner, who in the 1930's established an international reputation as an accomplished orchestra conductor and who still seeks, in the face of adversity and discrimination, the opportunity to lead a major symphony orchestra in a field dominated by men in the western world. THE FAMILY THAT DWELT APART, an animated film from the National Film Board of Canada, is the story of a family that never had cause to worry.... until the world began to worry about them.

The Eastman Kodak Company in observance of National Library Week, April 14 - 19, has presented a gift of 15 films of current historical interest to the Department. The films are part of the Screen News Digest series and depict events and topics of 1974. Included are the Nixon farewell speeches to the nation and to his White House staff, The Ford Inauguration, the struggle for women's rights, a feature on the Smithsonian Institution and a tribute to the late Louis "Satchmo" Armstrong.

Our regular Films Sandwiched In series from January to March presented a total of 18 films in 9 programs, with a total audience of 1,055. 430 Monster film buffs came to our Saturday Feature Series from February through April to see seven programs featuring such goodies as APE MAN, SON OF KONG and THE MAD MONSTER. Unfortunately, one program in the series had to be cancelled because of our late Spring snow storm on April 5.

Our recently successful noontime series in the Lincoln Concourse, as part of the promotion for National Library Week, attracted 745 viewers to see the ten 40 minute programs given daily from April 7 - 18. This series included some of our most popular titles including, FAMOUS MOVIE MONSTERS, SCIENCE FICTION HIGHLIGHTS, BOLERO, THE CREATURE and selected Popeye cartoons. RAUD staff members enjoyed doing the projection and the opportunity to meet and talk to the enthusiastic audiences.

A record high of 1,922 library film programs system wide for 1974 has been reported. This is a gain of 651 or over 50% over 1973. 34,334 films were loaned in 1974 showing a gain of 1,406 (4.3%) over the 32,928 film loans of 1973.

Glancing at statistics for the past three years, 1972-1974, we see that two categories of film loans, Loans to Individuals and Loans via ILL to Organizations, have grown steadily as shown below:

| | <u>1972</u> | <u>1973</u> | <u>1974</u> |
|---------------------------|-------------|-------------|-------------|
| <u>SCHOOLS</u> | | | |
| City School District | 5,006 | 4,438 | 4,495 |
| Suburban | 8,855 | 8,711 | 8,039 |
| Parochial | 2,968 | 2,567 | 2,592 |
| Colleges | 1,938 | 1,696 | 1,939 |
| <u>ORGANIZATIONS</u> | 8,977 | 7,947 | 8,255 |
| <u>INDIVIDUALS</u> | 2,421 | 2,437 | 3,574 |
| <u>LIBRARIES</u> | 2,781 | 3,205 | 3,180 |
| <u>INTER-LIBRARY LOAN</u> | | | |
| Organizations | 1,455 | 1,519 | 1,806 |
| Individuals | 511 | 408 | 454 |
| <u>TOTAL</u> | 34,912 | 32,929 | 34,334 |

From statistics reported 8mm film circulation seems to be very much on the increase. Circulation for the period of January to April 1975 show a 20% increase over the same period a year ago.

| | <u>1974</u> | <u>1975</u> |
|----------|-------------|-------------|
| January | 1,018 | 1,171 |
| February | 987 | 1,043 |
| March | 1,010 | 1,295 |
| April | 830 | 1,109 |

We're hoping to do an 8mm film and equipment survey in the near future to see if we can learn anything interesting.

Bids were advertised in December 1974 for the new 16mm film catalog and it can be reported that Science Press came in with the lowest bid of \$11,681 for the printing of 1,500 copies of an alphabetical listing of titles complete with annotations, bibliographic data, suggested age levels and a subject index. The mammoth job of checking our holdings against the Science Press data bank has been completed. Just finished is the equally massive job of transferring Science Press subject headings to all of our films not in the

data bank. All of this work was completed April 20 and sent to Science Press for keypunching into the computer and printing. Hopefully, if we stay with Science Press, new editions of the catalog will be relatively easier to produce by simply adding new films and withdrawing old films from our data bank. We are now waiting to proof read galley proofs for the first editing. Expected target date for delivery of the catalog is about July 1.

Considerable interest and good attendance was evident at the Safety Film Festival sponsored by the Genesee Valley Safety Conference at the Holiday Inn on November 19 - 21. RAVD provided most of the films shown at the conference including Self-Protection for Women, How to avoid the sixteen leading causes of OSHA incidents, and Fire.

John Helmore and Bob Barnes participated in an AV Workshop sponsored by RRRLC on November 20, 1974 in the Central Library Auditorium. Slide/talk presentations were given on the history and services of RAVD.

On January 23, 1975 we were hosts to Sal Parlato's RIT class in "Media Programs and Practices". The class learned about our media facilities and resources and were given the grand tour of RAVD and the Fine Arts Center. We were hosts again on February 24 when Sue Hunt and her Syracuse University class of Continuing Education came to learn more about non-print media.

In the past six months Bob Barnes has been active in the NYSECA Conference at Grossingers (November 1974); CINE juror for evaluation of Business and Sports films; and Chairman of the Pre-screening Committee for evaluating films in the Religion and Society category for the 1975 American Film Festival.

On December 9, 1974, David Russell joined our staff as Audio Visual Technician, succeeding John Helmore who resigned to continue his studies full time at the Visual Studies Workshop. David received his AV training at Monroe Community College and has been working as Maintenance Man at Lincoln Branch while attending school.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department

REYNOLDS LIBRARY BOARD

Fall Meeting Held on November 18, 1975
at the Genesee Valley Club

PRESENT: Messrs. Anstice, Broadhurst, Ellingson, Flory,
Hacker, Judson, Middleton, VandeVate and Weller

ABSENT: None

The minutes of the Annual Meeting held on May 12, 1975, were approved as mailed, and a reading thereof dispensed with.

Mr. Broadhurst, Chairman of the Investment Committee, presented the Custodian's Report, dated October 31, 1975, which was discussed in some detail. Mr. Broadhurst questioned whether the Board might wish to increase the income from its investments by moving some of the assets out of stocks and into bonds. He felt that for the long-term, equities are preferable if they appreciate and dividends continue to increase. The policy at Central Trust Company is to invest approximately 60% in equities, whereas the Library's portfolio is now approximately 70% in equities, with a compounded return of approximately 14-15% per annum. Dr. Ellingson observed that we should be concerned with long-range prospects and that the best way to protect ourselves from the probability of continued inflation was through investment in common stocks. It was generally felt that the present portfolio strikes a good balance between equities and debt securities, and that the yield on our equities is fairly high. Dr. Ellingson complimented the Investment Committee for its outstanding performance. He was joined by the rest of the Board.

The following resolution was then unanimously adopted:

RESOLVED: That Thomas F. Judson be nominated to represent The Reynolds Library on the Board of Trustees of the Rochester Public Library, and that, pursuant to the Agreement between the City

of Rochester and The Reynolds Library, dated January 16, 1949, the City Manager be requested to appoint Mr. Judson to serve on the Board of Trustees of the Rochester Public Library for a term commencing on January 1, 1976, and ending on December 31, 1980.


Every member of the Board then joined in expressing its appreciation to Mr. Judson for his fine representation of The Reynolds Library Board on the Board of the Rochester Public Library and for his willingness to continue to serve in that capacity.

Mr. Hacker, Chairman of the Library Committee, began his report by commenting on the new RAVD 16 mm film catalog, which had been mailed to the members of the Board. This is the first catalog in four years, and contains 4,000 titles, 4,400 prints and sells for \$7.00 apiece. It is the format that will be followed in the future and has received many compliments.

Mr. Hacker then presented the Semi-Annual Report of RAVD for the period from May 1, 1975 to October 31, 1975, a copy of which is filed with these minutes. He also presented RAVD's 1975-76 budget with explanatory notes, which had been sent to each of the Board members. He noted that under "income", the contribution from The Reynolds Library, of \$64,715, accounted for 58% of the estimated 1975-76 income used for films and other materials, equipment and equipment maintenance, supplies and 1978 catalog (the next issue) amortization. A copy of the budget is also filed with these minutes.

Mr. Hacker reported that all Reynolds Library records are now in his office, including all minutes through 1973. Mr. Weller suggested that the Board consider putting these records on microfilm.

There being no further business, the meeting was adjourned.


E. Willoughby Middleton, Jr.
Secretary

Almanac

Bookmarks—The Children's Book Council, 67 Irving Pl., NY 10003 will send librarians a single, free copy (\$2.95 per 100 copies) of its Newbery and Caldecott bookmarks for 1975 (enclose \$.10 stamp and self-addressed gummed mailing label).

Librarians' Literature

A model for management—Special Libraries: A Guide for Management, rev. ed., edited by Edward G. Strabel, covers many aspects of starting, organizing, and running a special library. This edition updates a previous text, and adds pictures and a short chapter on information centers. The book (106p., paper, \$8) is available from Special Libraries Assoc., Order Dept., 235 Park Ave. So., NY 10003.

Libraries with a past—The Reynolds Library and Reynolds AV Dept., both part of the Rochester, (N.Y.) PL, have written a 40p. pamphlet on its history called *From Books to Multimedia*. It's available from the Reynolds AV Dept. of the library, 115 South Ave., Rochester, NY 14604, for \$1 while copies hold out.

The Madison (Wisc.) PL has also been immortalized in words through its *Free and Public*, an account of the library's first 100 years. Copies are \$3 each from the Friends of the Madison PL, 201 W. Mifflin St., Madison, WI 53703.

A publishing newsletter—Holt, Rinehart and Winston, 383 Madison Ave., NY 10017, is publishing a quarterly newsletter, *News From Holt*, for adult services and academic librarians. Those interested in being on the mailing list should write to the company's Library Services Dept.

Reference Books of 1974—ALA's list of outstanding reference books published in 1974 has been announced, and the books will be on display at ALA in San Francisco. After July 15th, a traveling exhibit of the books will be available at no charge (except for shipping costs) to groups or libraries. For info., write to Andrew Hansen, ALA, 50 E. Huron St., Chicago, IL 60611.

Who serves jails?—Copies of a national survey of library services in jails are available free from the Maine State Library, Library Development Div., Cultural Building, Augusta, ME 04330. The tabular format shows funding sources, use of funds, and types of services given.

New SPEC kit—The latest kit from the Systems and Procedures Exchange Center (SPEC) of ARL's Office of University Library Management Studies deals with "Goals and Objectives." Requests for copies should go to the Office of Univ. Library Management Studies, ARL, 1527 New Hampshire Ave. N.W., Washington, DC 20036 (\$7.50 each to SPEC members; \$15 each to others).

Occasional papers, not subjects—The Univ. of Illinois GSLS has published Occasional Paper No. 115 on "Comparative Historical Analysis of Three Associations of Professional Schools," and No. 116 called "Classification Scheme for Illinois State Publications." Each is 39p. and available from the Publications Office, 249 Armory Building, Univ. of Ill., Champaign, IL 61820 (\$1 each prepaid).

Blackwell's goes bibliographic—A new service which will document forthcoming publications in all European languages is called Blackwell Bibliographic Services Ltd. The company was founded by B. H. Blackwell (Oxford booksellers), and Oriel Computer Services. Its address is P.O. Box 72, Oxford OX1 2EY, England.

Information for the community—A handy 12p. resource guide and bibliography called *Information and Referral Centers* by Carolyn Forsman is available from the Alliance of Information and Referral Services, P.O. Box 612, Seabrook, MD 20801, for \$2 each, prepaid. Note: the guide will be updated this summer.

Third World Bookdealers—A selected list of 275 dealers in Africa, Asia, and Latin America, garnered from 27 surveys. Send \$1 to ALA/RTSD, 50 E. Huron, Chicago, IL 60611; make checks payable to ALA.

"When I hear the word culture, I reach for my revolver."
—Hermann Goerring

County Cooperative Extension. Mary Bobinski, director of the APL, hosts *Coping* as well as two other TV shows, *Library Limelight* (a soft-sell approach demonstrating library resources), and *Science Sleuthing on TV*.

Library/PBS Teamwork

What do comedienne Joan Rivers and the Enoch Pratt Free Library have in common? In different ways, both have contributed to a Public Broadcasting Service television series, "Consumer Survival Kit"—a half-hour show presenting practical solutions to consumer problems such as "auto repairanoia" and "land-woe" (real estate).

The EPFL, with the Maryland Center for Public Broadcasting, has prepared a printed survival kit featuring a synopsis of the program, reprints of pertinent articles, and a bibliography.

\$1 for each kit; Maryland Center for Public Broadcasting, Owings Mills, MD 21117.

Kudos to the Library Clericals

Saluting the library support staff—that's the message behind the cover illustration of the Jefferson Parish (La.) Library annual report. In its first paragraph, the report notes: "Few readers will be aware that the challenging task of supplying library patrons with the best materials available could not be met were it not for competent, dedicated clerical support—a big plus in this library's sum total of service effort."

Prizes for Library PR

Itching to win a prize for your library? Then enter a contest for the best library displays and exhibits prepared during the past three years. Sponsored by CLIP (Coordinated Library Information Program, Inc.), the competition offers 20 prizes, donated by various library suppliers, in categories covering school, public, academic, and special libraries. After the contest, a booklet illustrating and describing the best entries will be com-

plied, and each librarian submitting an entry will receive a free copy. Deadline: July 30. For further details and entry blanks, send a SSAE to Marian S. Edsall, director, CLIP, Box 1437, Madison, WI 53701.

Everybody's Doin' It

Across the United States, libraries are celebrating their own birthdays with publications of their histories. The non-agenarian Reynolds Library (Rochester, N.Y.) is the subject of "From Books to Multimedia" in the Rochester PL's October *Rochester History*. The illustrated 38-page booklet is a review of the Reynolds Library's early history "as well as its role during the past 25 years as the financial patron of the Public Library's outstanding nonprint collection."

And a centennial observance: The Madison Public Library (Wisc.) published *Free and Public* by Janet Ela, an account of the one hundred years of MPL service to its community. \$3; The Friends of MPL, 201 West Mifflin St., Madison, WI 53703.



William A. Reynolds, benefactor of the Reynolds library.



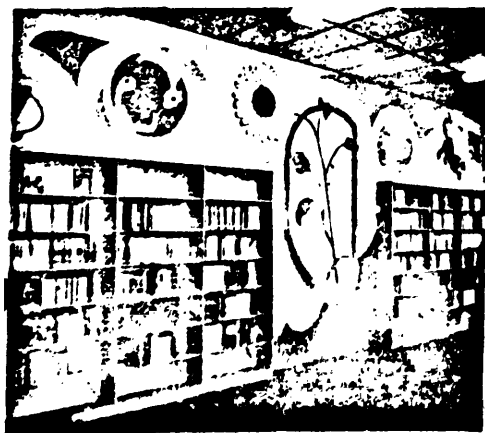
Indian youngsters read in new Winnebago library.

New Library for Winnebago Indians

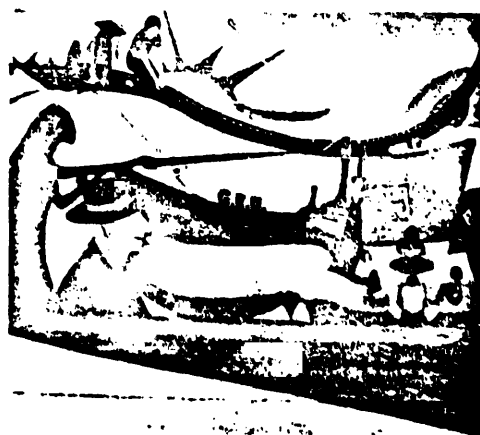
Something happened in Winnebago, Neb., when two state library agencies pooled their resources. With LSAC funds, the Iowa and Nebraska Library Commissions built a brand new facility for the Sioux City Public Library's Indian Library project as part of a \$1 million community center. In addition to housing the Leona Johnson Memorial Library—with space for 3,000 volumes and public meeting and reading rooms—the center also has a gym, space for the headquarters of the Winnebago tribe, Head Start rooms, and administrative offices.

"Isn't It Good to Know?" Library PR that Works

The Mideastern Michigan Library Cooperative has produced twenty-one exciting radio spot announcements carrying a very positive message on public library services with humor and good original music.



Mural, mural on the library walls. Animal life—fish, monkeys, sea urchins—in soothing pastel colors (left) decorates the new South Broward (Fla.) Regional Library. Designed by a freshman at a nearby community college, the 119-foot mural transformed the interior of a drab A & P supermarket into a colorful library. The "Sea of Knowledge" mural (rt.) was created from designs submitted by Uptown Chicago community residents. Resources and activities of Bezazian branch library—films, music, story hours, adult ed classes, books—are depicted in this 33-ft. painting.





CHESTER PUBLIC LIBRARY 115 SOUTH AVENUE ROCHESTER, NEW YORK 14604

10/1/75

TO THE REYNOLDS TRUSTEES:

TWO GOODIES -

① HERE IS THE NEW RAVD 16mm FILM CATALOG HOT OFF THE PRESS! IT IS THE BEST ONE YET. YOU WILL FIND TWO ALPHABETICAL LISTINGS: ALL FILMS + FEATURE FILMS, PLUS THE BEST INDEX YET. IT WAS PRINTED VIA COMPUTER BY SCIENCE PRESS. IT WILL BE SOLD FOR \$7 (IT COST ABOUT \$8). NOTE MORTIMER REYNOLDS ON THE COVER.

② YOU ALSO WILL FIND A COPY OF RAVD'S 1975-76 BUDGET WITH EXPLANATORY NOTES. PLEASE NOTE UNDER "INCOME" THAT THE REYNOLDS \$64,715 ACCOUNTS FOR 58% OF ESTIMATED 75-76 INCOME USED FOR FILMS + OTHER MATERIALS, EQUIPMENT + EQUIPMENT MAINTENANCE, SUPPLIES + 1978 CATALOG (NEXT ISSUE) AMORTIZATION.

ALSO: THANKS TO SOME FEDERAL PROJECTS, RAVD NOW OWNS + SERVICES ITS 1ST. VIDEOTAPE EQUIPMENT + SOFTWARE. SOON WE WILL BE ANNOUNCING A COOPERATIVE PROGRAM WITH CH21.

SEE YOU IN NOVEMBER.

Cordially, Harold

11/18/75

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 May 1975 to 31 October 1975

| | May 1974
to
October 1974 | May 1975
to
October 1975 |
|-----------------|--------------------------------|--------------------------------|
| 16mm film loans | 14,077 | 15,170 |
| 8mm film loans | 4,448 | 4,919 |

| | |
|--------------------------|-------|
| 16mm films in collection | 4,428 |
| 8mm films in collection | 3,919 |
| Filmstrips in collection | 2,110 |
| Film Registrations | 850* |

* From one yr. to date

HH - check p. 1 + 3
TAKE COPIES

JOHN RUMY - Catalog
J. WELLS
23 Allen Pkwy.
14618

RAVD's new 16mm film catalog has just been published by Science Press at a cost of \$10,212. Copies will be selling for \$7.00. The subject index has been improved considerably with longer annotations describing films in detail. Print size is larger and easier to read. The cover is a deep blue and features a portrait of our benefactor, Mortimer Reynolds.

New features added to the collection, which will be familiar to many, are Meet Me In St. Louis, starring Judy Garland and Margaret O'Brien; National Velvet with Elizabeth Taylor and Mickey Rooney; Camille with Greta Garbo; a Sherlock Holmes feature, Secret Weapon, with Basil Rathbone and Nigel Bruce; Buster Keaton's classic film, The General; and Alfred Hitchcock's 1935 version of The Man Who Knew Too Much, starring Peter Lorre (Hitchcock did a remake of this film in color in 1956 but it is not as good as his first version.)

Other short films of interest are One Eyed Men Are Kings. (this film received the 1975 Oscar for best live action short film); Great Radio Comedians, a documentary on the great comedians of yesteryear including George Burns and Gracie Allen, Edgar Bergen and Charlie McCarthy, Jack Benny, Fred Allen and Fibber McGee and Molly. I.F. Stone's Weekly is about the well known iconoclastic American reporter and journalist, I. F. Stone. Free To Be You and Me, with Marlo Thomas and Harry Belafonte, is for children emphasizing the importance of individual growth and being yourself.

The LaSalle Tercentenary Commission under the directorship of former County Historian, Lee McCanne, has given RAVD, as well as other libraries around the state, a print of LaSalle: From Irondequoit To the Gulf which traces the voyages of the famous French explorer down the St. Lawrence River to the Great Lakes during the 17th century,

40? → Third quarter circulation statistics for 1975 show an increase of 1,334 film loans or 4% over the same period last year. Film programs in community libraries went over the 2,000 mark for the first time in 1974-75. RPL According to the 1974-75 Work Program Data Report, 2,072 film programs were presented with children's film programs leading the way with 1,295 programs.

Our Interlibrary Loan policy and procedure has been revised to include "emergency" telephone requests for films. We still ask that telephone requests be limited to film bookings with less than two weeks advance notice and that libraries continue to mail in all other film bookings.

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With LSCA funds the PLS/MCLS Adult Independent Learner Project has purchased 3/4" cassette recorder/player equipment and video software to be housed in RAVD for public viewing. Guidelines have been established and we are waiting for a number of video tapes to arrive to complete the collection before announcing to the public. RAVD will be keeping statistics on users during this experimental period in order to develop a user profile to aid in future planning and expansion, hopefully, to other community libraries.

Our beginning video collection already includes: America with Alistair Cooke; Civilization with Dr. Kenneth Clark; Ascent of Man with Dr. Jacob Bronowski and Search For the Nile starring James Mason and Richard Burton. Channel XXI staff are currently dubbing on video tapes provided by RAVD, selected programming which has been produced by Channel XXI and for which they have the proper clearances. Such programs as Focus (two hours of programming on local government reform involving GRIP and Brookings Seminar participants); Concerts on the Lawn (several hours of jazz, folk and rock music by regional and nationally known music groups); plus other programs on music, ballet, the deaf, and the aging. The MCLS Project LIBRA (Library/Information/Books/Research for the Aging) has provided three video tapes on cultural aspects of the aging. RAVD has also budgeted funds in the current year for the purchase of additional blank tape and equipment for backup service. Our AV Technician, David Russell, has been gaining experience in producing training tapes for the AIL Project.

On May 5, RAVD arranged for a demonstration of the Supermatic 60 Kodak cartridge player and super 8mm videoplayer at Kodak. About 25 RPL/MCLS staff attended the meeting conducted by Dick Gerhardt and Bill Dinehart of the Motion Pictures and Audio Visual Markets Division of Kodak.

Frank LaLoggia, local filmmaker, presented his award winning film, Gabriel, on June 9 to a group of 45 library staff and visitors from SUNY Geneseo and spoke afterwards about his current filmmaking activities in California. Frank showed the group a video tape of a recent CBS pilot show on a multi ethnic family comedy in which he had a role.

On August 27 RAVD arranged two presentations for all library staff of City Historian Joe Barnes' popular slide show on Rochester history. Over 75 staff members enjoyed the presentation.

-3-

Recent visitors have included: Jefferson High School English class; class of Second Career students; June Monro and staff of St. Catherine's, Ontario Public Library; Catherine Pinion, Av. Librarian from Sheffield, England, who is also Vice-Chairman of the British Library Association's Audio Visual Group; and Edwin Shefferle, Deputy Executive Officer of the State Film Centre, Melbourne, Australia. Miss Pinion is touring libraries across the country under the sponsorship of the Library Association and the English Speaking Union. Mr. Shefferle is also touring the major libraries nationwide under the auspices of the U.S. State Department.

Double features are back, at least in the library! RAVD's Saturday Matinee Double Feature film series began October 11 with Pippi Longstocking and Buster Keaton's classic, The General. 67 viewers were on hand for the opening show. Other features scheduled for the series include: Phantom of the Opera with Lon Chaney; Meet Me In St. Louis with Judy Garland; National Velvet with Elizabeth Taylor; and the recent award winning TV feature, Autobiography of Miss Jane Pittman with Cicely Tyson.

RAVD is fortunate to have restored in this year's budget a clerk/typist position, lost in the budget crunch of 1971-72, to handle the typing and clerical workload of the department along with an anticipated increase in video programming activity.

Our other new position in RAVD is that of MCLS AV Technician, which is being funded from federal funds under the County CETA program. Jeffrey Moran, a graduate from SUNY Brockport, will fill this position which will be under the direct supervision of David Russell, RAVD AV Technician. His special responsibilities will be with rotating and community AV materials and equipment.

New part time staff include: Marlene Micciche, Jackie Kiszewski (a former RAVD staffer) and Michael Rodwell.

In preparation for celebrating the Bicentennial RAVD has issued a Bicentennial Film List that includes 66 16mm film titles suitable for Bicentennial programming. Two other lists issued recently are Aging and a revised edition of our ever popular Selected Films for Business.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department

REYNOLDS LIBRARY BOARD

Annual Meeting Held on May 10, 1976
at the Genesee Valley Club

Present: Messrs. Anstice, Broadhurst, Ellingson,
Flory, Hacker, Judson, Middleton,
VandeVate and Weller

The minutes of the Annual Meeting held on May 12, 1975, were approved as mailed, and a reading thereof dispensed with.

The Treasurer, Mr. Anstice, presented the Accountant's Report, submitted by Peat, Marwick, Mitchell & Co., consisting of financial statements and supplementary data as of December 31, 1975. Income for the year was \$67,467.84, with an excess of income over deductions of \$17,467.84. Mr. Anstice requested approval to give the Rochester Public Library \$50,000.00, plus the excess of \$17,215.62, in the Library's fiscal year, which begins on July 1, 1976.

The Treasurer was authorized to pay the City of Rochester \$12,500.00 on or before each of July 1 and October 1, 1976, and January 1 and April 1, 1977, and to pay any overage in income to the City after the next audit. The Treasurer was also authorized to pay the amount of \$17,467.84, constituting excess of income over expenses for the year 1975, to the City in July, 1976.

The Board then authorized the Treasurer to appoint Peat, Marwick, Mitchell & Co., as auditors for the year 1976.

The Treasurer reported transactions for the year made pursuant to recommendations of the Finance Committee, and they were duly approved

The Treasurer's Report was approved.

Mr. VandeVate moved nomination of Messrs Broadhurst, Ellingson and himself for the coming year as members of the Finance Committee. His recommendation was unanimously approved.

Mr. Broadhurst, Chairman of the Finance Committee, reviewed the Custodian's Report for the past year, referring

Reynolds Library Board
Page Two

to his letter to the President, dated May 10, 1976, both of which are filed with these minutes. A general discussion of the investment portfolio followed, during which Mr. Anstice questioned whether the portfolio should ~~be~~ favor income rather than growth. The consensus of the Board was that it is following the right course at the present time. Mr. Anstice then question~~d~~ whether income being received from investments might be applied differently. Mr. Flory suggested that the Reynolds Library sponsor a contest for young people in the film and video-tape fields dealing with the history of Rochester, or the role of the audio-visual media in today's society. He believed that the publicity received would help stimulate interest among young people in the work of the Reynolds Audio-Visual Department and that the product might be useful to the community.

This suggestion raised the question whether this type of project would be within the purposes of the Reynolds Library and whether it is not committed by agreement to supporting only the Rochester Public Library. It was also questioned whether a project such as this could be supported without a specific request from the Rochester Public Library. It was believed that it would be well to explore the extent to which we are committed to the City and what limitations are now legally imposed upon us.

The Custodian's Report was then approved and Mr. Broadhurst was commended for the excellent performance of the portfolio.

Mr. VandeVate, Chairman of the Nominating Committee, placed in nomination for the term expiring in May of 1977, the following:

| | |
|----------------|------------------------------|
| President and | |
| Treasurer | Mortimer R. Anstice, Jr. |
| Vice President | Joseph F. Weller |
| Secretary | E. Willoughby Middleton, Jr. |

The Secretary was instructed to cast as many ballots as necessary for the election of the above officers, and the President announced that they had been duly elected.

Mr. Hacker, Chairman of the Library Committee, distributed copies of his written semi-annual report of the Reynolds Audio-Visual Department (RAVD) for the period ending April 30, 1976. Highlights of his oral report to the Board are as follows:

Reynolds Library Board
Page Three

Mr. Hacker noted the increase in the use of 16mm films and inter-library loans of films.

The biggest happening at RAVD is the widespread use of the videotape. ^{was} ~~we have~~ recently received six items, four of which are well-known TV series - "America", "Ascent of Man", "Civilisation" and "Search for the Nile". RAVD has a cooperative arrangement with Channel 21, ^{in the spring of 1976!} and is working with senior citizens groups in this field. Those with videotape players ~~will be able to~~ borrow these films, as well as educational institutions. Channel 21 is being very helpful in publicizing the availability of our films and equipment. Also, a person may now come into the library ~~and the staff will set up equipment so that he may~~ ^{at any time to} see any part of the videotape collection. Mr. Hacker noted that Reynolds Library funds are being used to buy the tapes ^{and a few commercially produced videotapes.}

A videotape program was discussed and Mr. Hacker stated that the goal of the Reynolds Library is eventually to equip all of its outlying libraries with videoplayers so that they may put on their own shows.

He reported that the RAVD now has a series of programs lined up for use on cable TV. At this time, cable TV audiences are limited, but he looks forward to increased use of this medium in the future.

16mm

Mr. Hacker reported that the supplement to the catalog has been completed and distributed. The RAVD has three prints of a fine film produced by Blake McKelvey entitled "Blake McKelvey's Rochester". It also has a machine to help the visually handicapped, referred to as "Visual-Tech". ^{to use standard news material, a}

^{MCS} The library has purchased 120 feature-length films with funds supplied by RAVD. Mr. Hacker noted that in one week's listing of public events, 11 of RAVD's films were being shown ^{at community events} ^{supplies +}

The Board commended Mr. Hacker and his staff for a job well done.

A suggestion was made that in the future meetings of the Board be scheduled for a weekday other than Monday,

Reynolds Library Board
Page Four

preferably on a Thursday. It was also suggested that in the future, members order their own lunches rather than to have a set menu **REALLY?**

There being no further business, the meeting was adjourned.

E. Willoughby Middleton, Jr.
Secretary

Date: 29 April 1976

To: Harold Hacker and Dorothy Humes
From: Bob Barnes
Subject: Highlights of May 76 Semi-annual Report to Reynolds Library Board

1. LIBRARY VIDEO PROJECT ON ITS WAY!

RAVD has just completed three months (22 showings) of scheduled programming of video tapes on recently acquired 3/4 " videocassette equipment. Audiences averaging 6 to 8 people have come to our mini viewing center in the department to see representative programs from the collection of 80 tapes. 5 groups have requested use of the equipment to view their own tapes. It is worthwhile noting that the library is providing a unique service in the way of a public-access video playback facility for use by citizens of the community who have their own tapes. Staff have received many comments and questions concerning the project and all viewers are being invited to fill out questionnaires concerning the project.

2. 16mm FILM LOANS ON THE INCREASE

16mm film loans for 1975 have increased 3% over 1974. The following statistics include loans via Inter Library Loan and PLS Film Depot loans. Here are some of the specifics:

- a. Interlibrary loans increased 9.2%
- b. Loans to organizations increased 14.4%
- c. Loans to individuals increased 4.9%

3. 16mm FILM CATALOG A BEST SELLER!

Almost half (730 copies) of the 1500 copy printing have been sold at a price of \$7 each. The catalog was printed in Oct. 75.

First supplement to the catalog published in Feb 76.

4. BLAKE McKELVEY'S ROCHESTER

Outstanding new film on Rochester history starring recently retired City Historian Blake McKelvey, and produced by Channel 21 staff recently added to collection. (Suggestion: Special screening for Reynolds Library Board?)

5. AV EQUIPMENT SURVEY OF COMMUNITY LIBRARIES

MCLS AV Technician, Jeff Moran, completes survey of AV equipment. Since a survey has not been done for several years this will give current information on the extent of nonprint media use in libraries. The survey should be especially helpful to librarians in referring patron requests for borrowing equipment.

DIG
P. 2

VISUALTEK
P. 2

FSI 1/25
P. 3
SAT. DOUBLE
FEATURES
P. 3

ROCHESTER PUBLIC LIBRARY
REYNOLDS AUDIO VISUAL DEPARTMENT
SEMI - ANNUAL REPORT

SUMMARY OF STATISTICS

1 November 75 to 30 April 76

| | NOVEMBER 74
to
APRIL 75 | NOVEMBER 75
to
APRIL 76 |
|-----------------|-------------------------------|-------------------------------|
| 16mm film loans | 21,113 | 20,442 |
| 8mm film loans | 6,038 | 6,939 |

| | | |
|--------------------------|--------------|--------|
| 16mm films in collection | <u>4,692</u> | |
| 8mm films in collection | <u>4,058</u> | OVER |
| Filmstrips in collection | <u>2,168</u> | 10,000 |
| Film Registrations | 867 | |

Total 16mm film loans for the year 1975 increased 3% over 1974. Film loans for the period of November 1975 to April 1976 compared with the same period a year ago decreased by 3.1%. Although loans to the City School District increased by 11.6%, loan to suburban schools decreased by 21%. Decreases in school loans are probably due to developing BOCES film collections as well as cuts in school AV budgets. However, loan to organizations increased 14.4%, inter-library loans increased 9.2% and loans to individuals increased 4.9%.

16mm FILM LOAN STATISTICS

FILM BORROWERS

| | <u>1974</u> | <u>%</u> | <u>1975</u> | <u>%</u> | <u>% Change</u> |
|-----------------|-------------|----------|-------------|----------|-----------------|
| SCHOOLS | | | | | |
| CSD | 4,495 | | 5,016 | | + 11.6 |
| SUBURBAN | 8,039 | | 6,347 | | - 21.0 |
| PAROCHIAL | 2,592 | | 2,582 | | - 0.4 |
| SUB TOTAL | 15,126 | 43.0 | 13,945 | 38.5 | - 7.8 |
| COLLEGES | 1,939 | 5.5 | 1,903 | 5.3 | - 1.8 |
| ORGANIZATIONS | 10,061 | 28.6 | 11,512 | 31.8 | + 14.4 |
| INDIVIDUALS | 4,028 | 11.5 | 4,226 | 11.7 | + 4.0 |
| MCLS LIBRARIES | 3,180 | 9.1 | 3,722 | 11.2 | + 17.0 |
| PLS FILM DEPOTS | 811 | 2.3 | 898 | 2.5 | + 10.7 |
| <hr/> | | | | | |
| TOTAL | 35,145 | 100.0 | 36,206 | 100.0 | + 3.0 |

DIRECT VS. INDIRECT LOANS

| | | | | | |
|--|--------|-------|--------|-------|-------|
| LENT DIRECTLY
BY RAVD | 32,074 | 91.3 | 32,850 | 90.7 | + 2.4 |
| LENT VIA INTER-
LOAN
(VIA MCLS LIBRARIES +
PLS DEPOTS | 3,071 | 8.7 | 3,356 | 9.3 | + 9.3 |
| <hr/> | | | | | |
| TOTAL | 35,145 | 100.0 | 36,206 | 100.0 | + 3.0 |

-2-

Several new Laurel and Hardy films have been added to the collection including Music Box, Big Business, Towed in a hole and Way out West. Angel and big Joe, by Bert Selzman, received an Oscar this year for the best live action short film. It is about Angel, a fifteen-year-old Mexican migrant worker, who meets Big Joe when he insists the phone repairman leave his other work to fix the pay phone near his home. Sometime later they meet again and a friendship develops as each fills the need of the other for sharing and communication. Beyond the next harvest documents the many factors in the current international food crisis including depletion of grain reserves, overpopulation, energy crises and economic recessions. A day in the life of Bonnie Consolo, a nominee for an Oscar award this year, follows a typical day in the life of Bonnie Consolo, a woman born without arms yet leading a normal and productive life. Men's lives takes a look at masculinity in America focusing on the traditional male role in a new light. The right to die discusses the religious, philosophical, and medical controversies surrounding death and examines a variety of ways to deal with the problem of dying.

Since this is the Bicentennial Year we have several new appropriate films including Andrew Jackson's Hermitage, a tour of President Jackson's home in Tennessee with actor E.G. Marshall; Englishmen becoming Americans, an account of the experiences of the Pilgrims excerpted from the MGM feature, Plymouth Adventure, starring Spencer Tracy, Van Johnson and Leo Glenn; and Bicentennial, USA, explaining the themes and goals of the nation's 200th anniversary celebration offering glimpses of Bicentennial activities taking place across the nation.

A new service for severely visually handicapped persons is now available in RAVD for general public use, called Visualtek. It is basically a video camera and television monitor which allows reading matter to be greatly magnified and projected on a television screen. The unit is the joint gift of the Lions Club and MCLS.

RAVD has just completed three months (22 showings) of scheduled programming of video tapes on recently acquired 3/4" videocassette equipment. Audiences averaging 6 to 8 people have come to our mini viewing center in the department to see representative programs from the collection of 80 tapes. Five groups have requested use of the equipment to view their own tapes. It is worthwhile noting that the library is providing a unique service in the way of a public-access video playback facility for use by citizens of the community who have their own tapes. Staff have received many comments and questions concerning the project and all viewers are invited to fill out questionnaires concerning the project.

-3-

On March 18 the RPL Board of Trustees approved RAVD's videocassette loan policy which is basically the same as present procedures for 16mm films except that there is no registration fee and videocassettes are not available on inter-library loan. As we gain more experience in handling this new media we will be changing the rules accordingly.

As noted in my last report we have an arrangement with Channel 21 to dub, on blank tape supplied by RAVD, selected programming from their files. This cooperative effort is working out well and we have presently 23 programs in the collection produced by Channel 21. Most recently Channel 21 has dubbed for the collection a series of four programs on criminal justice called "And Justice for All". These programs were just shown during the month of April on Channel 21.

Portable Channel, a not-for-profit community video facility whose work is partly funded by the New York State Council on the Arts, has just contacted us concerning use of their programs in the library much the same way that we are doing with Channel 21. They have had several requests from people who apparently know about the library playback facility and who have made the suggestion. The only obstacle is that we have to make our own dubbing arrangements because Portable Channel does not have the equipment. Perhaps Channel 21 will help us out.

Sales of our 16mm film catalog have been good with almost half (735 copies) of the 1,500 copy printing sold at \$7.00 a copy since it was published last October. The first supplement to the 1975 catalog was published in February 1976 and we expect to have the second supplement available later this month.

MCLS AV Technician, Jeff Moran, has completed the first AV survey of community libraries which has been done in several years. This will give current information to all staff on the extent of nonprint media use in RPL/MCLS libraries. The survey should be especially helpful to staff in referring patron requests for borrowing equipment, since it does indicate which units lend equipment to the public.

Programs for the public have included the ever popular Films Sandwiched In series of 10 programs featuring 20 of our newest and most popular short films. Total attendance for the series was 1,125 with a Standing Room Only attendance on January 27 to see The Louvre narrated by Charles Boyer. A special program on March 16, featuring a slide/tape presentation on Rochester history produced by City Historian Joe Barnes, concluded the series this year.

Our Saturday double feature series concludes on May 8 with an especially appropriate family program featuring two full length animated films, The Adventures of Sinbad and Gulliver's Travels. Our best attended program of the series so far was January 10 (178 viewers) with National Velvet, starring Elizabeth Taylor and Mickey Rooney; and Stage Door Canteen, with cameo bits by Tallulah Bankhead, Katherine Hepburn, Harpo Marx, Helen Hayes and George Raft.

-4-

16mm films play an important part of many library programs but it was especially nice to read a report by Jim Karge on the Migrant Outreach Program provided by the Seymour Library in Brockport. Jim spoke highly of our film selection assistance to his programs and also the popularity of many of our films with his audiences.

RAVD staff have helped Carolyn Vitale of the Local History division make a start on her Oral History project with audio tape cassettes and recorder. Purpose of her project is to record information of local historical interest about Rochester neighborhoods from 1890-1945. Persons interviewed will be selected on the basis of their knowledge of the area and perspective on the neighborhoods history.

Peter Crayford, Senior Projects Officer and Film Acquisitions Librarian for the South Australian Film Corporation (a nonprofit government organization established by Parliament for producing and distributing films) visited RAVD on November 25 to discuss and see our operation. His organization has 13,000 prints and circulates 70,000 films a year to schools and organizations. No loans to individuals, however. We discussed a number of topics including film evaluations, film sources, periodicals and film inspection techniques. He was particularly interested in our film inspection equipment.

Activities for Bob Barnes during the past six months have included: American Film Festival prescreening of festival film entries in the category of religion and society (chairman of committee); judging for CINE (business and industry films); Chairman of EFLA film evaluation committee; speaker at CSD Humanities and English teachers meeting on RAVD services.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department

REYNOLDS LIBRARY BOARD

Fall Meeting Held on November 11, 1976
at the Genesee Valley Club

PRESENT: Messrs. Anstice, Broadhurst, Ellingson, Flory, Hacker,
Judson, Middleton, VandeVate and Weller

ABSENT: None

The minutes of the Annual Meeting held on May 10, 1976,
were approved as mailed, and a reading thereof dispensed with.

Mr. Broadhurst, Chairman of the Investment Committee,
presented the Custodian's Report dated October 29, 1976, and,
after discussion, the membership was unanimous in its approval.

Mr. Hacker, Chairman of the Library Committee, gave a
brief report of the highlights of activities on the part of the
Rochester Audio-visual Department since the last meeting of this
Board. This included, among other things, working out a partner-
ship with Channel 21 by which RAVD will video tape Channel 21
programs, the addition of a collection of feature films for
children and the addition to its staff of a person to train
those who wish to operate moving picture projectors. Mr. Hacker
also reported that in his attempt to assemble all of the minutes
of the Reynolds Library Board from the date of its inception, he
found that minutes for the years 1931, 1932 and 1933 were miss-
ing. He asked all Board members for their help in locating
these minutes and offered a substantial reward for any informa-
tion leading to the whereabouts of the missing minutes.

Mr. Anstice raised the question whether the provisions
of the Tax Reform Act of 1976 affected the Reynolds Library and
requested Mr. Middleton to examine the law in that regard and to
report his conclusions.

There being no further business, the meeting was ad-
journed.


E. Willoughby Middleton, Jr.
Secretary

NOV. 11
NOON

Date: October 1976

To: Harold Hacker and Dorothy Humes
From: Bob Barnes
Subject: Highlights of RAVD semi annual report NOV 76

1. Closer cooperation with Ch 21 thru promotion of library videocassette program with TV spots.
2. Plans with Ch 21 to make available in library copies of selected programs soon after first airing on Ch 21.
3. Successful 16mm projector workshop, utilizing multimedia, presented by RAVD tech staff David Russell and Jeff Moran for 68 PLS staff. (OCT 11)
4. Purchase of 8 important features including: Streetcar named Desire, West Side Story, Hard Day's Night, Gold Diggers of 1935, I am a Fugitive from a chain gang, Miracle Worker, Public Enemy, Where the Lilies Bloom.
5. Blake McKelvey's Rochester, locally produced 16mm film by Ray Ho and Ch 21 staff wins coveted CINE Golden Eagle film award for excellence.

CONTEST: MISSING 1931-1933 MINUTES!

ROCHESTER PUBLIC LIBRARY

REYNOLDS AUDIO VISUAL DEPARTMENT

SUMMARY OF STATISTICS

1 May 1976 to 31 October 1976

| | May 1975
to
October 1975 | May 1976
to
October 1976 |
|-----------------|--------------------------------|--------------------------------|
| 16mm film loans | 13,170 | 14,630 |
| 8mm film loans | 4,919 | 5,204 |

| | <u>OCTOBER 1975</u> | |
|--------------------------|---------------------|-------|
| 16mm films in collection | 4,428 | 4,794 |
| 8mm films in collection | 3,919 | 4,000 |
| Filmstrips in collection | 2,110 | 2,163 |
| Film registrations | 850 | 876 |

One of RAVD's several media, still considered innovative by many visitors and sales people that call on us, is our super 8mm cartridge film and projector loan service. Statistics are now available for a full five years and the results are interesting:

| | <u>1971</u> | <u>1972</u> | <u>1973</u> | <u>1974</u> | <u>1975</u> |
|---------------------|-------------|-------------|-------------|-------------|-------------|
| Film loans | 300 | 832 | 861 | 896 | 712 |
| Projectors for loan | 4 | 4 | 7 | 7 | 9 |
| Size of collection | 27 | 94 | 108 | 128 | 140 |
| Projector loans | 75 | 208 | 191 | 114 | 142 |
| Projector rentals | \$144 | \$268 | \$315 | \$287 | \$244 |
| Maintenance | 200 | 385 | 353 | 171 | 95 |

The cartridge system works for many occasions, particularly for childrens' birthday parties on weekends. It's an easy to operate system and takes just a few minutes to show even children how to insert the cartridge and operate the projector.

A number of outstanding features have been recently added to the collection including:

GOLD DIGGERS OF 1935 starring Dick Powell and Adolphe Menjou
 A HARD DAY'S NIGHT starring the Beatles
 I AM A FUGITIVE FROM A CHAIN GANG starring Paul Muni
 THE MIRACLE WORKER starring Anne Bancroft and Patty Duke
 PUBLIC ENEMY starring James Cagney and Jean Harlow
 A STREETCAR NAMED DESIRE starring Marlon Brando and Vivien Leigh
 WEST SIDE STORY starring Natalie Wood; music by Leonard Bernstein
 WHERE THE LILIES BLOOM starring Julie Gholson and Jan Smithers

Community libraries have been enthusiastic in joining the film circuits to program these features in their libraries. The Times Union in its weekly feature, "Budget Movies", on October 2 highlighted showings of selected features being shown in community libraries. Two film circuits of 20 libraries programmed the new features during the period of September 19 to November 26.

The fall childrens film circuit has just finished with 15 libraries showing 19 films during the period of October 12 to November 6. Among the films shown were: The Happy Prince, Adventures of Sinbad, Paganini Strikes Again and The Superlative Horse.

At a meeting September 16 with Channel 21 staff, Alan Kusler, library public relations director, and I discussed ways to promote the library collection of videocassettes. Items covered at the meeting included: production of a TV spot promoting library availability of video programs to be shown at the end of those programs which are in the library collection; e.g. Search for the Nile, Out of Work series, And Justice for all series. Plans are also being worked out for advance selection and duplication of programs that may be of interest to the community, having them available for viewing in the library shortly after being shown on Channel 21. The only cost for all of these programs is the cost of blank tape. One of the more interesting locally produced series coming up this fall is The Rochester Advocates (a 6 hour series of vital issues facing the Rochester community). This series will hopefully be in the library shortly after the first airing.

RAVD's mini-video theater has been in full operation for about 9 months and we have gathered some interesting statistics from patrons using the facility. Each person who viewed tapes on the equipment was asked to fill out a questionnaire purely on a voluntary basis. From this input we have put together a profile of our average viewer:

A social worker

Male and between the ages of 22 - 30

College graduate

Has a library card and uses the library occasionally

Learned about the video service by visiting the library

Did not need assistance to operate the equipment

Interested enough to seek out other library materials

During the 8 months of operation we have had 365 viewers. 55 cassettes have been circulated to organizations and schools.

We have attempted to keep an ongoing kind of exposure for the public by programming video programs at regularly scheduled times, both during the day and the evening. From August 16 - 27 in cooperation with the Job Information Center here at the library we programmed a new series of 10 color programs on the subject of unemployment, called Out of Work. There was considerable response to these showings with followup viewings at other locations. 76 viewers saw the first showing here at the library. This series was a gift from the Monroe County Office of Manpower Services.

On Columbus Day, AV Technicians David Russell and Jeff Moran presented a highly successful multimedia workshop on the care and operation of 16mm projectors for 68 library staff. It was especially nice to see the large turnout of pages from community libraries. The first part of the program consisted of a short humorous satire on how not to put on a successful film program and showing all the wrong things to do. The second part of the program consisted of a surrealistic trip through the movements of a 16mm projector. Each participant was given a giant sized motion picture frame which he carried through the sprocket drives past the pressure plate in the gate and on past the lower sprocket drive around the sound drum onto the takeup reel. All of the

projector parts were oversized. Our thanks to Exhibits for designing the colorful components. Future plans call for the workshop to be given on an annual basis, probably Columbus Day, and also again this coming Spring for community groups and organizations.

On May 17 Stirlin Harris, local filmmaker, presented a group of his films for library staff and related his experiences as assistant director on the first American Russian feature film, The Bluebird, starring Elizabeth Taylor and Eva Gardner. Our thanks also to Dick Floberg, head of RIR's Photography Dept. for providing and operating the special magnetic projector so that the audience could view a film on the production of The Bluebird brought by Stirlin.

Our Bicentennial project this summer was putting together a show for the Rochester Audio Visual Association's Heritage Film Festival, which was screened at selected sites in the county as part of the 200th birthday celebration.

National Film Day, July 12, was celebrated in a special way with a continuous screening of local filmmaker Rick Robertson's film, Last Days in the Sand, in the 2nd floor lobby area.

Dr. Lucy T. Comly from the New York State Museum at Albany visited us on August 4. Dr. Comly, product manager of the adult cultural education section, had expressed an interest in viewing our operation and discussing with us the various media that we circulate.

On August 11 we presented a special preview of divorce films with the cooperation of staff from Catholic Family Center and Family Service.

On October 31, RAVD, in cooperation with the Rochester Association for the United Nations, presented a film program including All our Futures, which highlights UNICEF's important commitment to health, education, nutrition and education to children around the world.

As usual, we have staff changes to report. Laura Paddon, who has been with us for seven years, left in June to become a mother. David Ammering is replacing Laura as Senior Clerk. New part-time pages joining the staff recently include: Venice Brown, Myril Downs and Cili Schlemowitz.

Respectfully submitted,



Robert W. Barnes, Head
Reynolds Audio Visual Department

HAROLD S. HACKER
ROCHESTER PUBLIC LIBRARY
MONROE COUNTY LIBRARY SYSTEM

115 south avenue * rochester, n.y. 14604

ES, DECEMBER 22, 1930

TO
REYNOLDS TRUSTEES:

11/15/76

PER MY PROMISE, HERE ARE
MINUTE OF REYNOLDS BOARD:

12/22/30

1/11/34

THE MINUTES FOR 1931, 1932 + 1933
MEETINGS ARE MISSING.

IF YOU CAN GIVE US A
CLUE THAT LEADS TO LOCATION
OF MISSING MINUTES, I WILL
TREAT YOU TO THREE (3!)
COCKTAILS.

ALL 11 TRUSTEES ARE NAMED
IN 1ST PARAGRAPH OF 12/22/30
MINUTES. NEW TRUSTEES IN 1934
WERE GOODENOUGH, HAWKS, PIKE,
THOMPSON.

ALSO ENCLOSED: BOB BARNES
REPORT: LAST 6 MONTHS.

HAROLD

PHONE: 428-7497

stores in the building. The motion was carried.

The special business for which the meeting was called
was to receive the report of the special committee appointed
to negotiate with representatives of the city on the subject
of some form of combination with the Public Library, in pur-

tees of Reynolds
, was held at the
ssrs. Anstice,
ater, Weller, and
sent, Dr. Rhees
account of illness.

ith. Mr. Wile, for
estion of reducing
g the rooms rented
ed that the com-
asons, to allow
et for shoe store
ng been a shoe
the policy hither-
two tenants in
ved and Mr. Miner
rentals be left
that the committee
of keeping the

SPECIAL MEETING OF THE BOARD OF TRUSTEES, DECEMBER 22, 1930

A special meeting of the Board of Trustees of Reynolds Library, called by order of the President, was held at the Library on December 22, 1930. Present: Messrs. Anstice, Bacon, Carnahan, Davis, Harris, Miner, Slater, Weller, and Wile. Nine members out of eleven were present, Dr. Rhees and Mr. Winn being absent, the latter on account of illness. President Bacon presided.

The reading of minutes was dispensed with. Mr. Wile, for the Property Committee, presented the question of reducing rentals in the Arcade as a means of keeping the rooms rented and the rents collected. It was also stated that the committee might feel obliged, for the same reasons, to allow a room on the Main Street front to be sublet for shoe store purposes notwithstanding that there has long been a shoe dealer among the present tenants and that the policy hitherto has been not to allow competition among two tenants in the same line of business. Mr. Carnahan moved and Mr. Miner seconded that the question of reduction of rentals be left to the Property Committee with power, and that the committee may use its judgment as to the best means of keeping the property rented, even to the extent of having two shoe stores in the building. The motion was carried.

The special business for which the meeting was called was to receive the report of the special committee appointed to negotiate with representatives of the city on the subject of some form of combination with the Public Library, in pursuance of the resolution adopted December 2, 1929. The report was presented by Mr. Harris, as follows: