1976 Publicity Scrapbook Summary

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

System News

1977 Budget: The Library Board proposed an eight percent increase in 1977 for a total budget of $6.56million, including $1.05 million for the collection. The Library Board recommended closing the Morningside and Robbinsdale branches, due to nearby larger and newer libraries (Edina and Rockford Road respectively). *(Minneapolis Tribune, July 9, 1976).* The County Board set the final 1977 budget at $6.319 million, an increase of 5.4 percent over 1976; this included closing Morningside, 3903 Morningside Road, effective Dec. 31, 1976 and transferring those staff to Edina, and delaying the openings of Brookdale and Ridgedale libraries. The city of Robbinsdale provided $13,721 to keep the Robbinsdale Library opening, bringing the HCL budget total to $6.333 million. *(Edina Sun, Dec. 29, 1976)*

Architectural Awards: Rockford Road was one of 12 libraries winning top honors in an international competition sponsored by the American Institute of Architects and ALA. In another competition (sponsored by the Minnesota Society of Architects), Augsburg Park and Southdale libraries received runner-up awards of merit. (*Hennepin Family, August 1976).*

National Award: Hennepin County Library's *Cataloging Bulletin* was awarded the H.W. Wilson Library Award for its "outstanding contribution to librarianship." Head cataloger Sanford Berman edited the publication. *(Sun Newspapers, June 30, 1976).*

16mm Film Collection: MELSA provided 80 films to HCL, and other MELSA library systems, for public loan. *(Post Newspapers, June 3, 1976).*

Computer Access: Brooklyn Center became the second library to offer a public computer. The computer provided access to TIES, some 200 individual programs in a service owned by Minnesota school districts. The cost to use the computer/printer at BC was $1 for 30 minutes for paper costs. Golden Valley began offering TIES computer programs in 1974. *(Post Newspapers, July 1976).*

Video Playback Equipment: Augsburg Park, Oxboro and Southdale libraries offered the public free use of playback equipment at their media centers. Offered at each were projection equipment for slides and 8mm and 16mm films and playback equipment for ¾-inch videocassettes. In addition, Southdale had ½-inch videocassette playback equipment.

Notable Library Programs: A cougar cub, accompanied by his owner, visited 17 libraries to inform the public about cougars and other endangered animals. *(Minneapolis Tribune, Feb. 1, 1976).* HCL staff member Tuan A. Huynh presented Vietnamese storytimes in English and Vietnamese at several libraries throughout the year (*HCL publicity handouts)*; celebration of the Vietnamese new year Feb. 1 at the Southdale Library *(HCL publicity handout);* a slide lecture on life in Vietnam and the experiences of new Vietnam immigrants in America at the Southdale Library *(Sun Newspapers, Feb. 18, 1976)*; and an income tax program for Vietnamese immigrants March 13 at Southdale Library *(HCL publicity handout).* The children's summer program used the theme "Starring America"; programs included Will Steger (before his fame as an Arctic explorer) presenting programs about living in the wilderness *(Post Newspapers, June 10, 1976)* and a troupe of teens performing as Theater in a Trunk *(Post Newspapers, July 29, 1976).* Libraries sponsored programs on how to set up individual retirement accounts and presented episodes of a public series on consumerism.*(HCL publicity handouts).* Hennepin County Library partnered with the Walker Art Center to present classic and foreign films at the Southdale Library. (*Bloomington Sun, Dec. 29, 1976).* Mary Rodgers,

author, Broadway musical composer and magazine columnist, read and discussed her children's books, especially ALA Notable Book *Freaky Friday,* at six Hennepin County libraries. *(Minneapolis Tribune, Nov. 12, 1976).*

Library Construction Program

Brooklyn Park: The first public library in the community of Brooklyn Park opened in late April 1976. On opening day, the 15,000-square-foot building at 8600 Zane Ave. N. offered a collection of 50,000 books, plus newspapers, magazines, pamphlets, and reference aids. Audio and video cassettes, records, videotapes, films, slides, and cartridges were also available. As in other new libraries, Brooklyn Park had listening centers and viewing monitors. Brooklyn Park was the ninth building constructed in nine years under the HCL construction program. Fran Jones was head librarian. *(HCL Brooklyn Park brochure).*

Brookdale: The Hennepin County Commissioners selected a 10-acre site on Shingle Creek Parkway near the Brooklyn Center City Hall for the new Brookdale Area Library and Hennepin County Service Center. The site was one of three considered; sites on Brooklyn Blvd. were considered too small and having access problems. Purchase price for the 10 acres was $340,000. According to County Administrator Stanley Cowle, construction should begin next fall and the building would take 12 to 18 months to construct. "The move into the new building is two years away," he said. With a service center, welfare offices and perhaps courts and other offices, Cowle called the building a "mini-courthouse." Library Director Robert Rohlf said the new library would be built in two stages and the first stage would include 122,000 volumes and 30,000 square feet of space; both figures represented three times the size in the current Brooklyn Center Library. Rohlf said adding another 10,000 square feet of space to the library would depend on use and growth within the next 10 years. The architectural firm of Hodne Stageberg Partners was hired to do preliminary plans. *(Post Newspapers, Nov. 18, 1976).*

Minnetonka: Land at the intersection of County Road 3 and Highway 101 was one of several parcels of excess highway land the Hennepin County Board decided to liquidate in the fall of 1976 and the Library Board decided to acquire the land for a new Minnetonka community library. The site was about eight miles from the proposed Ridgedale Area Library and three-and-one-half miles from the Excelsior Library. *(Sun Newspapers, fall 1976).*

Individual Library News

Augsburg Park: Friends of the Augsburg Park Library celebrated the library's first birthday with a party and membership drive. (*HCL publicity handout).* A full-page photo spread featured the services, spirit, and décor of the library. "The statistics, the architectural details, the compatibility with the site – none expresses the feeling for the place shown by the readers and other users. Their easy acceptance of the building's ambiance, its charm and warmth, and the friendly staff of 16, speaks more of its value to people." *(Richfield Sun, July 14, 1976).*

Brooklyn Center: (see Brookdale under construction news)

Bookmobile: A new look in bookmobiles – the Mobile Library – went into service in late June. Selected for its maneuverability, the Mobile Library served residents in institutions and nursing homes and others who did not have easy access to a library. The vehicle carried books, audio-visual items, and playback equipment, along with a telephone for access to library reference resources. The Mobile Library replaced an aging vehicle that had served the county for 20 years. *(Minneapolis Star, June 28, 1976).*

Champlin: Champlin celebrated America's Bicentennial with special events, such as gardens and poetry writing. Champlin librarian Ruth Stephens led the way in the community-wide celebration. *(ABC Newspapers, Aug. 13, 1976).*

Eden Prairie: EP programs of the 1970s included the annual kite flying contest in the spring, Friends of the Library annual ice cream social, and a skateboarding demonstration and film. *(HCL publicity handouts).*

Edina: The Friends annual book sale in April was publicized with a engaging photo of an exuberant Friend (Beth Moore) and a large collection of sale books; the photo was used for many years to publicize book sales. *(Edina Sun, April 21, 1976).* Edina displayed an exhibit depicting 200 years of American art, exploration, settlement and technology from the Minneapolis Society of Fine Arts. The display was sponsored by the Edina Bicentennial Commission. *(Richfield Sun, May 12, 1976).*

Excelsior: Excelsior celebrated its 10th anniversary in its current site Feb. 14 with a Valentine's Day birthday celebration. *(HCL publicity handout).* Fred Neighbors was named head librarian at the beginning of the year, replacing Rita Strand. *(Enterprise, March 3, 1976).* Friends of the Library sponsored their fourth annual Books Sandwiched In programs, including Thelma Jones speaking on her books about Lake Minnetonka. *(Enterprise, April 3, 1976).* Cathy Dahl was named senior librarian, replacing Fred Neighbors, who was promoted to Oxboro. *(Enterprise, Sept. 1, 1976).*

Golden Valley: "Politicians may be trying to forget Watergate, but readers in Golden Valley aren't. Two of the most popular books at the Golden Valley Library currently are *The Right and the Power*…and *Blind Ambition."* Other high-demand books at the third highest circulation library were *Trinity, Roots, Passages,* and *The Grass is Always Greener over the Septic Tank. (Post Newspapers, fall 1976).*

Maple Plain: An article recalled the homespun touch of Maple Plain's first librarian, Amanda Johnson. About 50 years ago, the Maple Plain council purchased a little white clapboard building that had been the post office, but the council faced the embarrassing situation of having no place to put the building. "Amanda offered her own corner backyard, and two months later became the librarian…In the Maple Plain library there was none of the clinical atmosphere of big city libraries. Hours were adjustable, the librarian feeling that people who drove many miles for their supply of books should get them even if it meant answering a knock on her kitchen door and opening the library after hours. Although she was 87 when she died in 1966, the veteran librarian was never known as Miss Johnson. She was Amanda, or more familiarly "Mandy," to the village, even the children. In her early 80s she fell and broke a hip and had to give up her beloved post, but with the library in her back yard she remained on cozy footing with most of the borrowers. A few years ago Maple Plain acquired a handsome new library, but the intangible something, a homespun touch, great and famous libraries can't attain remains as a gift from librarian Amanda Johnson." Johnson also was remembered for her historical knowledge about the area, including the Indian mounds in Independence. *(Lake Minnetonka Sun, April 29, 1976).* Kay Bailey, Maple Plain resident, author and one of the state's foremost quilters, taught a Christmas wreath quilt class. *(Enterprise, Oct. 13, 1976).*

Medina: With the approval of the Hennepin County Board, the Medina Library opened in the summer of 1974 in the lower level of the new Medina City Hall, 2052 County Road 24. The library was staffed by 45 volunteers and was open 20 hours a week. In April 1975, after a 15-month evaluation period, Medina became part of the Hennepin County Library system, and Susan Nesbitt was hired as librarian. She was familiar with the community, having been on the staff of the bookmobile that served the area. She said circulation at Medina was

increasing, averaging about 750 a month. The biggest problems, she said, are the location and making people aware of the library. "It's a rural community…very peaceful. People ride their horses up to the building and tie them to the bike rack." *(Wyazata News, Nov. 11. 1976).*

Osseo: Budget limitations and the opening of the new Brooklyn Park Library led to reduced hours beginning in the summer at the Osseo Library. Hours at Osseo were reduced to the same level as such libraries as Champlin and Eden Prairie. *(Post, June 3, 1976).* The Osseo Friends sponsored a poster contest, "The Heritage and Future of Our Country," as part of the Osseo Bicentennial Celebration. *(Osseo Presss, July 15, 1976).*

Oxboro: Principal Librarian Janet Wilson retired, after working at Bloomington Library, 98th and Nicollet beginning in December 1969 and then at Oxboro Library when it opened in December 1974. Fred Neighbors was named to head Oxboro. *(Bloomington Sun, July 7, 1976).* Free bus service to Oxboro Library began Dec. 21 under a federal grant received by HCL. The program called for a Metro Transit bus to pick up library-bound passengers at 13 stops on the first and third Tuesday of each month through May. Similar programs were approved for St. Louis Park and Morningside. Intent was to furnish direct service for people who may not have had easy access to the library. *(Bloomington Sun, Dec. 15, 1976).*

Penn Lake: Oxboro and Penn Lake received copies of the bicentennial book *Bloomington on the Minnesota. (Bloomington Sun, June 23, 1976).* Gloria Barry was named principal librarian, replacing Mary Lamp, who was named head of HCL Materials Selection. Barry had been senior librarian at Wayzata. *(Bloomington Sun, July 7, 1976).*

Robbinsdale: Numerous articles appeared in the Post Newspapers throughout the year about the potential closing of the Robbinsdale Library. Beginning in January, the staffing consisted of one librarian and several volunteers and the library was open 18 hours a week. Use continued to decline, due to the proximity of the new Rockford Road Library. The first permanent Robbinsdale Library was a small building used in the early 1900s. Founder of Robbinsdale, A.B. Robbins, donated land for a library in 1908 and the current building (4915-42nd Ave. N.) was in use from about 1909 on. Mrs. Jacob Coulter was the first librarian; she was paid $5 a month. *(Post Newspapers, January 1976).* In July, the Library Board voted to close both the Morningside and Robbinsdale libraries at the end of 1976 due to their proximity to new, larger libraries and because of economic considerations. *(Post Newspapers, July 15, 1976).* Despite a $200,000 cut in the HCL budget for 1977, the Library Board voted to keep the Robbinsdale Library open for another year. The Robbinsdale City Council has offered to pay approximately $13,700 for library service the and the library system would pay the rest. The decision to keep the library open another year gave both the city and county the opportunity to consider alternative uses for the library building. *(Post Newspapers, Dec. 9, 1976).*

Southdale: The Checkpoint security system was installed at Southdale Library in March. The system was designed to protect the library's collection against unauthorized removals and to ensure that reference materials would remain in the library. All library users were expected to use the prescribed entrance and exit gates. The system eliminated the need to check briefcases and bags unless the alarm was activated. *(HCL publicity handout).*

Wayzata: Ann Eccles became senior librarian at Wayzata on June 21, moving from the Minnetonka Library and replacing Gloria Barry. *(Lake Minnetonka Sun, June 30, 1976).*

Westonka: Barbara Carlson was named senior librarian, moving from PL. She replaced Barbara Frink, who went to GV. Carleton College history professors led a seminar on the American Presidency for Mound's Bicentennial observation. *(Enterprise, April 21, 1976).*

Compiled by Linda Jennings, March 2009