

InULA

# Innuendo

VOLUME 4, NUMBER 1 NOVEMBER 1986

## SPEAKING UP: LIBRARIANS FACED WITH PUBLIC SPEAKING

**Lou Malcomb**

*(Lou Malcomb is Acting Head, Undergraduate Library Services, IUB.)*

Let's admit it. Librarians are not Oscar winning performers. In fact most of us are not required to give serious thought to the art of public speaking nor have we obtained formal instruction in making presentations. Yet the ability to deliver effective presentations is becoming more and more valuable. From simple committee reports to bibliographic instruction sessions to delivery of papers at ALA conventions, the librarian must stand up and speak up.

If you have heard me describe the fascinating world of government publications you're probably wondering how I have the nerve to write even a brief article on public speaking. I admit that public speaking is not one of my strongest assets. Yet since I am thrown into speaking situations and have survived too many bad presentations given by fellow professionals (not at IU, of course), I felt compelled to investigate what makes a good, effective presentation. After attending recent ILA and ALA conventions, I became convinced that I am not alone in needing information on public speaking. Think about it—we have endured the speakers who are really readers; we've gotten headaches from listening to popping microphones; we've pinched ourselves black and blue trying to stay awake during the dry monologue.



It is not difficult to locate information on public speaking. A quick *InfoTrac* (how did we survive without it?) search produced some 40 citations for articles on the techniques, psychological aspects, and analysis of public speaking. A quick review of the journals in which these articles appear reveals something interesting: numerous professions are represented—banking, real estate, science, teaching, sales, health, politics, insurance, as well as librarianship. It is nice to know that librarianship is not the only profession whose members find themselves behind the podium with increasing frequency.

The titles of the articles instantly tell us some of the obvious problems encountered by the public speaker: visuals, stage fright, language skills, audience assessment, using microphones, handling question/answer sessions. (I could relate to all of these—last January, after a brief presentation on the library's new quiet policy to the IU Student Senate, I survived a grueling 20 minutes of questions from students who were not exactly pleased with the new policy.)

In addition to the problems listed above, there are some unique challenges facing the librarian-speaker. We hate to admit it, but it's true, libraries are not super exciting to most people. Yes, libraries are

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# NOTES FROM THE EDITOR

**Emily Okada**

*(Emily Okada is Reference Services Coordinator, Undergraduate Library Services, IUB.)*

As this issue goes to press the 1986-87 InULA publications committee has not yet been appointed. An informal, temporary committee produced this issue. Two former *Innuendo* editors, Julie Bobay and Kris Brancolini provided technical expertise and moral support. Kris also served as photographer. The articles that appear in this issue were commissioned by the 1985-86 committee.

The three articles on public speaking read well together. Lou Malcomb, veteran of numerous presentations on Government Documents, gives tips on how to prepare for and give a presentation. Erla Beck describes her experiences in Toastmasters International and the methods used by that organization to help participants hone their public speaking skills. Judith Copler has written an article that you may find yourself re-reading everytime someone asks you to do a presentation and you need some encouragement.

I hope everyone finds this first *Innuendo* of 1986-87 interesting and helpful. We plan to continue the *Innuendo* tradition of reflecting the interests of the InULA membership by providing information, food for thought—maybe even stirring some controversy! If you have ideas for future issues (there must be a lot of articles out there just waiting to be word processed), please contact me.

## InULA Executive Board, 1986-87

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*InULA Executive Board, 1986-87 Standing from left to right Treasurer, Gary Charbonneau (Serrats), President, Julie Bobay (Instruction), Member-at-large, Sylvia Burbach (Cataloging), Vice-President, Wendell Johning (Law Library IUPUI) Sitting left to right, Member-at-large, Judith Copler (Interlibrary Services), Secretary, Mary Krutulis (Government Publications), Past President, Joanne Bailey (Education Library)*

# THE EXPERT IN US ALL

**Judith A. Cople**

(Judith A. Cople is Head, Interlibrary Services, IUB.)



The other day while relaxing with my morning cup of coffee and reading the *Courier Journal and Times*, an item in Ann Landers' column caught my eye. Ann was being chastised by the chairman of the pediatrics department of a prestigious university affiliated medical school. His gripe was that she had quoted him in one of her columns as being an "expert" in childhood diseases. He pointed out that although he had written a number of books on the subject, there were individuals far more knowledgeable than he in this particular field. In fact, it was his contention that he was not an expert in anything. Somehow I found this disconcerting. If I had a sick child, I'd like to think that a person holding the position of chairman of pediatrics was an expert in something.

At the same time though, I could empathize with the fellow. Just a few months ago while working at Data Courier, Inc., one of my regular duties was to give a hard-sell marketing presentation to Fortune 500 executives. At the beginning of the program, the vice-president of marketing would introduce me as an "expert in the field of online technology—a pioneer in database searching techniques." This flamboyance always made me feel vaguely uncomfortable. True, I had 14 years of online experience and a fairly good understanding of the industry, but *expert?*

I started giving a lot of thought to just what we mean when we say expert. The word is everywhere. A recent copy of the *Wall Street Journal* quoted "industry experts" eight times in one column. After questioning some of my colleagues here at the library, I began to think it was matter of perspective. As one young librarian put it, an expert is "anybody who knows more about something than I do." Others offered ideas like: "Someone who has won a Nobel or Pulitzer" or a "Distinguished Faculty Member."

This quandry over the meaning of expert is beginning to affect librarians in professional terms. Knowing I have an interest in optical technologies, a colleague sent along a brochure for an ALA pre-conference in New York. According to her accompanying note, all the "experts" in the field were going to be there. I was mildly surprised to see the name of a woman I had worked with in the online circuit. She'd been in online a long time, yet I couldn't help but remember her confession as we had roamed the exhibits at the London online conference that she didn't know a thing about the CD-ROM business.

Two days after receiving the notice on the pre-conference, I received her call. "I'm in a real spot," she sighed. "I'm doing a marketing presentation at an ALA pre-conference and I need to know something about CD-ROM. It's just a bunch of librarians (apparently forgetting what I do for a living) so I don't need anything heavy . . . just something that will get them aroused (Marketing people like to describe their consumers and products in sexual terms.) I was thinking you might have some thoughts on this." I was having thoughts alright—second thoughts about the \$95 I had mailed to ALA for this pre-conference.

Conferences are costly—too costly to end up paying for a marketing presentation by an "expert" who has a vested interest in a popular new technology. These "experts" are the same people and companies who have a financial interest in the books, videotapes, training seminars, user guides, and periodical subscriptions their self-created hoopla will generate. We are becoming too easily seduced by the glossy brochures and slick demos, failing to look within our own community of librarians for a realistic perspective on how these new technologies can be effectively utilized.

I suppose it could be successfully argued that by virtue of putting together a marketing presentation, marketing people have some experience in the area. But experience does not always equate with expertise. Many times when I have a problem to solve or need advice on implementing a new technology, the answers are provided by my colleagues right here at I.U. Maybe it is time for us to become more selective in choosing whom we trust, at the same time stopping to take a look at the expert in us all.

# "I'D RATHER DIE THAN SPEAK IN FRONT OF A GROUP!"

**Erla P. Beck**

(Erla Beck is Collection Development Coordinator, Undergraduate Library Services, IUB.)



If you, or someone you know, is afraid of public speaking, rest assured that you are not alone. In fact, according to the *Sunday Times* of London (Oct 7, 1973) public speaking was the number one greatest fear among the 300 U.S. citizens surveyed, even ranking higher than the fear of death, which tied for sixth along with the fear of sickness. But public speaking, like any other skill or talent, is something that can be learned and practiced, and need not be so terrifying. There are, of course, as in any other endeavor, some people with a seemingly natural talent for public speaking, but this should not discourage the less naturally gifted among us to develop and improve our own communication skills. There is no magic in this. Anyone can become an effective and dynamic public speaker.

I believe one of the best ways to improve your public speaking ability is to join Toastmasters International. This is an organization which promotes the art of public speaking. Founded in 1924, it is now active in over 47 countries, with more than 110,000 members. There are two Toastmaster's groups in Bloomington, a Thursday night group, and an *early* Friday morning group. At Toastmasters meetings members are able to develop and practice a variety of different public speaking skills.

Toastmasters is not a gathering of locals swapping pet stories or trying out their favorite jokes. It is a formal gathering of interested individuals who want to practice and improve their oral communication skills. Each member, for example, is asked to serve as toastmaster for a meeting and to conduct the program. The toastmaster is responsible for seeing that the meeting flows smoothly and for keeping the audience attentive and interested. As librarians we could all benefit from this ability, whether it be for chairing a committee, introducing conference speakers, or conducting an in-house planning session. At any given meeting the member might also act as timer/grammarian, evaluator, topicmaster or present a short opener.

Of course, the main purpose of Toastmasters is to help its members become more effective public speakers. Every new member is provided with a manual containing a series of lessons—the Toastmasters' system to help the member develop her/his skills one step at a time. Beginning with an "Icebreaker" speech, the member is given the opportunity on a regular basis to make speeches and develop different skills as she/he progresses in the club. Each speech is timed and then evaluated by another member of the group based on specific guidelines set down in the manual for that particular speech.

The key to Toastmasters' success is "active participation." Because "people learn best by doing," Toastmasters members are able to develop their public speaking skills in an organized, non-threatening atmosphere through repeated opportunities to give speeches. You learn how to organize a speech; how to get your audience's attention, sustain that attention throughout the speech, tie everything together in the conclusion and leave the audience with a thorough understanding of your main point. In another lesson you learn to use body language to communicate in a more relaxed and natural manner with your audience, and body movements in a controlled and meaningful way so that they will enhance your speech.

These lesson topics, and others such as voice inflection and speech content, are only a few of the many different subjects contained in the Toastmasters manual. Each of them would make us better communicators. One lesson, for example, is how to win an audience over to your point of view. Imagine how valuable such a talent would be for a librarian! When the member has completed the first ten lessons, and given speeches several times in front of *live* audiences, she/he is recognized as a "Competent Toastmaster." It is then possible to continue upwards through more advanced degrees, becoming an "Able Toastmaster" and finally a "Distinguished Toastmaster."

# InULA PEOPLE: Robert F. Moran

## Lois McCune

*(Lois McCune is Assistant Head, Monographic Processing Services Department, IUB.)*

Bob Moran has been the Director of Library Services at IU-Northwest (Gary, IN) for six years. Bob came to the IUL system with experience in a broad range of library operations. He was the director of a small college library in northern California, and then served as a reference librarian and as special assistant to the Associate University Librarian at the University of Chicago. (Bob's job at the University of Chicago got pretty "physical:" he planned and directed the move of 1,800,000 volumes, 2,700 pieces of furniture and equipment and all related library records from 26 separate collections to the Joseph Regenstein Library.) He later became head of the Acquisitions Department and the Serials Department at the University of Illinois at Chicago.

IU-Northwest has a student population of about 5,000 and is located in an urban community which is heavily populated. It's economy is developed, but stagnant. Because of its setting, IUN has commitments to urban research and professional education. Bob has organized the library and developed a comprehensive library program to support the research, teaching and service missions of the university. To insure continued progress, Bob and his staff have developed a library goal statement and annual objectives. One of Bob's major accomplishments in this time of limited library budgets was the establishment of a 15,000 volume law library on the IUN campus. All the funding for the law library comes from outside (non-library) sources.

Bob feels that his primary responsibilities as a library director focus on obtaining and then assuring the effective use of resources and on identifying environmental opportunities and constraints. In more concrete terms, he spends most of his time providing support and information to the staff as they operate the library. He also works with individuals and organizations outside the library.

IUN is a participant in OCLC, and Bob is currently planning for increased computer support. He is also looking forward to the day that IO is implemented and available throughout the IUL system. "IO will make regional campus libraries' services more effective and efficient. Our users will be able to identify relevant books and serials which are currently unknown to them, and then determine whether the items can be obtained quickly. IO will also bring the IU libraries closer together, a benefit for the regional campuses."

Bob's philosophy of library service is straightforward. "I am personally committed to the perception of librarians as information professionals who deliver specific information to those requiring it. We at regional campuses can frequently, due to our size, provide personalized service. In a university setting, librarians' activities can and should include educating uninitiated users in efficient information retrieval techniques."

## I'D RATHER DIE continued

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There is no overnight solution to the fear of public speaking or to the belief that we lack the necessary skills to communicate effectively. It is possible, however, to overcome these fears and doubts and to develop your public speaking talents through "active participation." Toastmasters is the perfect setting in which to develop these skills in the

company of others who have the same desire for personal growth. Not surprisingly, many of the most distinguished public speakers in the Bloomington community are also members of the local Toastmasters groups. I recommend you attend a meeting this week. I guarantee you'll find public speaking more enjoyable than number six on the fear list!

# SPEAKING UP continued

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vital, books can be inspiring and information can open new worlds to users . . . but exciting??? Librarians who teach beginning library skills face great difficulty when trying to make the Library of Congress Subject Headings bearable, let alone exciting! In other words, the library as a topic can be boring, detailed, and overwhelming to the uninitiated. Libraries are also serious and quiet. It would be difficult to add loud music, comedy, or slapstick to presentations without retribution from the preservation committee (or the quiet policy committee). Finally, we are non-profit; we cannot excite our audiences with sparkling charts showing major profit increases.

These obstacles notwithstanding, there are ways to upgrade and improve any presentation. The articles retrieved by the *InfoTrac* search emphasized several points. The ten most important follow.

1. *Define your audience.* It is much easier to speak to 10 people than to 10,000. Just think about eye contact and facial expressions
2. *Keep it short.* One article stated that it should be possible to make the major points within 10 minutes. If not, too much material is being covered. Speakers should limit themselves content-wise as well as time-wise
3. *Don't read the speech.* Speak to the audience as if it were one person, an old friend
4. *Case the place.* Find out exactly how the room is arranged. Is there a stage? Must you use a microphone? If using visuals, what type of lighting is possible? In other words, don't walk into the room five minutes before air-time
5. *Don't use indecisive terms, too many jokes, or professional jargon.* Language and voice tone should not be overlooked. Speak slowly and confidently
6. *Define the purpose of the presentation.* When you are asked to participate in a program, make sure you get a clear picture of the program planners' expectations, then define them for yourself
7. *If using visuals, make them simple and clear.* Do not crowd too many things onto one slide or overhead. Remember that a picture is worth a thousand words. Presenting ideas graphically can make them more memorable than words typed on an overhead: instead of numbers, use graphs to illustrate how inflation is eating up your materials budget. Make sure you know how to use the equipment!
8. *Watch personal habits.* Tapping a pencil on the podium, putting your hands in your pockets, rocking back and forth, may be comforting to you, but will probably distract the audience. Don't chew gum or smoke!
9. *Talk about what you know, but prepare.* Have ample material prepared, but organize so that you can cut your presentation short if time runs out. This is important especially if you are to follow other speakers. This kind of organization also helps when presentations are interrupted by fire or other emergencies.
10. *The Dress for Success Syndrome.* I believe this receives too much attention—one article advised avoiding boots because they make speakers appear militant. However, appearance does deserve serious consideration

I can recommend numerous articles as valuable reading for librarians, but will list only four of the most important here. Each article covers important details about public speaking which I cannot cover in this short article.

Dienstag, Eleanor Foa and Kate Rand Lloyd. "The fine art of speaking in public" (includes 2 related articles on how to use the microphone and how to dress) *Working Woman* February 1986, p. 78-83

Kerbel, Sandra Sandor. "Confessions of a Novice" *Journal of Academic Librarianship*, January, 1983, p. 354-355.

Kuzman, Paul. "10 ways to sell ideas." (presentation performance) *Meetings & Conventions*, August 1982, p. 36-38

Reudsepp, Eugene. "When it's your turn to speak at the podium." *Administrative Management*, June 1982, p. 24-28

If these do not prove useful, simply search "public speaking" on *Infotrac*. Of the Wilson indexes, *Business Periodicals Index* featured the most articles on this topic with over 40 for the annual, 1984-85, while *Reader's Guide*, *Social Sciences Index*, and *Humanities Index* each listed between six and fifteen articles.

# NOTES FROM InULA

## **Julie Bobay, President**

*(Julie Bobay is Instruction Librarian, IUB.)*

The newly-elected InULA Board and the committee chairs have lots of ideas for programs and activities for the coming year, not the least of which is the publication of this newsletter. Emily Okada, the chair of the Publications Committee, is planning to follow this issue of the *Innuendo* with equally interesting upcoming issues, and we have some great ideas for a Spring Conference on the drawing board. The committee chairs are starting to ask their colleagues to serve on their committees: if you are interested in joining up, please contact the committee chair. We need your participation! As soon as the committees are made up, we'll be off and running.

The committee chairs are:

Publications: Emily Okada  
Continuing Education: Erla Beck and Linda Joachim  
Booksale: Lou Malcomb and Kathryn Sorury  
National Library Week Events: Mary Popp  
Constitution: Kris Brancolini

The at-large members (Judi Copley, Sylvia Burbach, and Joanne Bailey) planned a wonderful membership meeting on October 9, with typically fantastic refreshments and the entertaining comments (and slides) from Doug Freeman from the Kinsey Institute. If you didn't get to the membership program, please take a few minutes to join up. That will assure you of receiving future copies of the *Innuendo*, and will help support all the other activities of InULA. It should be a good year!

## PARTING COMMENTS

### **Joanne Bailey, Past President**

*(Joanne Bailey is Acting Head, Education Library, IUB.)*

I would like to take this opportunity to thank the members of InULA's 1985-86 Executive Board for their hard work and dedication. In particular, I wish to acknowledge vice-president Julie Bobay's assistance during my research leave. Other members of last year's board included past president Barbara Dewey, secretary Kris Brancolini, treasurer Marilyn Shaver, and members-at-large Sylvia Burbach and Barbara Halporn.

Kudos also go to Emily Okada and Julie Bobay for their efforts as co-chairs of the National Library Week Booksale Committee, to Mary Krutulis and the members of the Continuing Education Committee for planning the well-received "Writing for Publication" conference, and to Rich Paustenbaugh and Janice Simmons-Welburn who raised approximately \$850 at InULA's second annual auction. Other committee chairs included Nels Gunderson, Constitution, Carla Montori, Publications; Janice Simmons-Welburn, National Library Week Events, and Rich Paustenbaugh, Social and Program.

A big thank you to all of the people who make InULA work!

# INDIANA UNIVERSITY LIBRARIANS ASSOCIATION

Your InULA membership supports.

Programs	SLIS Scholarship
Workshops	Research Incentive Funds
<i>InULA Innuendo</i>	Social Events
National Library Week Events	

**Regular Membership:** library faculty member on any campus of Indiana University. One year free membership to all new library faculty appointed after May 1.

**Associate Membership:** all other librarians, retired faculty, and SLIS faculty

**Student Membership:** SLIS students who are ineligible for regular or associate membership.

Committees:

Continuing Education—sponsors a workshop each year

National Library Week (Books)—coordinates the annual book sale

National Library Week (Events)—plans and coordinates events

Program and Social—plans the programs and social activities of InULA, such as the annual auction

Publications—edits and publishes the *InULA Innuendo*, a bimonthly publication.

Constitution and Bylaws—reviews the constitution and bylaws as necessary

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## InULA Membership Form

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*Mail checks and forms to Gary Charbonneau, Serials Dept., Main Library E048, IUB*