

Music Library Association Northern California Chapter Newsletter



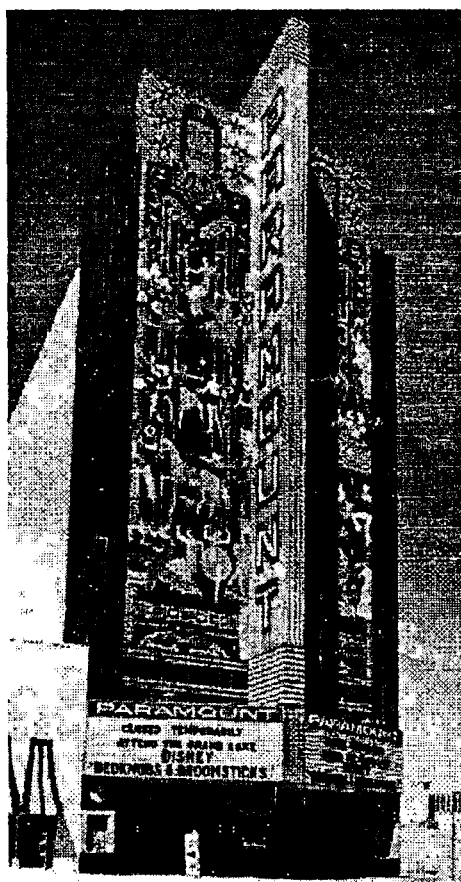
Spring 1995

Volume 9 Issue 2

Letter from the Chair *Judy Tsou*

The Spring Meeting for the Northern California Chapter will be held at the **Paramount Theatre** in Oakland on Friday, March 24, 1995. The focus of the program will be "**Radio Programming in Northern California.**" We are very lucky to have William O'Connell, program director of KDFC (San Francisco), and Jerry Jacob, general manager of KALW, the NPR station in San Francisco, come to talk to us at the meeting. After lunch, the manager of the Paramount Theatre, Peter Botto, and the Paramount Theatre music librarian, Jean Cunningham, will conduct a tour of the gorgeous art deco building. The business meeting will round out our day. Please be sure to register ahead of time, because we will need to submit a list of names to Paramount Theatre security.

Many exciting projects are in preparation or underway in the Northern California Chapter. First, the Kevin Freeman Travel Grant, established a year ago, has exceeded its initial goal in fundraising, due largely to the hard work of members of the Northern California Chapter--especially Mimi Tashiro (see Mimi's article elsewhere in the Newsletter). Second, Mary Kay Duggan is establishing a listserv for the Northern California Chapter members (MLANCC-L@info.berkeley.edu) as



we discussed in our spring meeting a year ago (see the announcement in the Newsletter on how to subscribe). Third, in our last meeting, we discussed the publication of a volume of compositions that were commissioned for the combined chapters' 50th anniversary. We will discuss the plan to implement this project at our business meeting. I hope to see you all at the magnificent Paramount Theater!

The Paramount Theatre and Library

A BRIEF HISTORY OF THE OAKLAND PARAMOUNT THEATRE

When motion pictures grew into one of the nation's greatest industries, large decorative and sometimes exotic theatres were designed especially for the 'movies' and the stage pageantry which generally accompanied them. In 1925, Paramount-Publix, one of the great studio-theatre chains that dominated the industry, began a construction program resulting in some of the finest theatres produced in that epoch. The first to be built was on Times Square, the last in Oakland where construction on the Paramount began in 1930. Financial pressure of the times forced Publix to sell the theatre prior to its completion, and although it opened as the Oakland Paramount on December 16, 1931, it was one of the Fox West Coast theatres.

Publix assigned the design of the Oakland house to San Franciscan Timothy L. Pflueger of Miller and Pflueger. The great appeal of the theatre lies in the manner in which Pflueger used the "Art Deco" or "Moderne" style, popular in the 1930's. Pflueger used lines, colors and textures to create an overall ef-

(Continued on page 2)

(Continued from page 1)

fect which transcends the conventions of the style and impresses even those who confess no admiration for Moderne. One of California's most skilled theatre architects, Pflueger is better known for his large commercial structures, including the Pacific Telephone and 450 Sutter buildings in San Francisco. From the mid-1920's until his death in 1946, Timothy Pflueger was the Bay Area's leading architectural force and an active patron of the arts.

Over the years, the popularity of the movies declined and by 1971, the Paramount was shuttered and lay badly in need of repairs and cleaning of accumulated dirt, smoke and grime. Meanwhile, across the country, theatres which had deteriorated to a similar state or worse, had already been lost to the wrecker's ball.

The Paramount, however, was rescued when the Oakland Symphony purchased the theatre to use not only as a new home for the orchestra, but also as a performing hall for a wide variety of attractions.

In 1973, a full and *authentic* restoration of the theatre was accomplished and the Paramount was newly recognized as a rare and superb example of Art Deco architecture and decor. Documented in 1972 by the Historic American Building Survey, the theatre was entered into the National Register of Historic Places on August 14, 1973, became a California Registered Historic Landmark in 1976, and a U.S. National Historic Landmark in 1977.

On October 1, 1975, the Symphony gave the Paramount to the City of Oakland. Paramount Theatre of the Arts, Inc., a non-profit corporation, was organized to operate the theatre for the City. Today, this professional perform-

ing arts facility serves East Bay audiences as well as those of the greater San Francisco Bay Area, and has seen an ever-increasing number of performers and productions on its stage in jazz, rock and classical music, ballet, musical shows, film, business meetings and commercial events.

The restoration and preservation of this beautiful theatre has brought credit and recognition to the City of Oakland and its citizens, and has protected and preserved an irreplaceable souvenir of the past and a living legacy to the future.

Today, the theatre is also home to the Paramount Theatre Library of Popular Music, one of the largest collections of popular and light-classical sheet music in the country, consisting of eight distinct libraries, with a total of approximately 90,000 entries dating from ca. 1890 to 1980.

MLA/NCC Fall Meeting -- October 22, 1994

Judy Tsou

The Northern California Chapter held its fall meeting on the Stanford campus on a gorgeous fall day. The meeting centered around high technology with a program of presentations on the Internet and a tour of the newly-renovated Meyer Media Center (former Meyer Library) at Stanford University. The morning program was "Internet Resources Available for Cataloging." Phil Schreur of UC Berkeley gave an overview of how one can utilize electronic catalogs of the world to help catalog unusual foreign language materials. After the overview, Phil did a live demonstration of how to navigate the Internet via the Library of Congress's gopher, Marvel. The demonstration generated much

discussion and we all felt we learned something that we could utilize in our workplace.

The Kevin Freeman Travel Grant committee and interested chapter members brainstormed and strategized during lunch about raising funds for the Freeman Grant. A plan was laid out for the upcoming year. It was decided that the next phase would be a follow-up mailing to members who have not yet donated, Stanford library people, MLA members in Northern California who are not chapter members, the UC Berkeley Library School community, and Chanticleer members. The second phase is a national campaign: setting up a Freeman Grant Table during the Atlanta meeting, with preconference publicity in the MLA Newsletter and MLA-L. The third and, we hope, final phase will be an electronic auction on MLA-L. (More details on the Freeman Fund in Mimi Tashiro's article elsewhere in this Newsletter.) As of the end of the meeting, the chapter has collected approximately \$700.

A tour and demonstration of the Media Center at Stanford University followed lunch. Charles Kern, Head of the Meyer Media Center, showed us some of the video projects that Stanford University students have done as term projects. Paul von Hippel, a Stanford music graduate student, explained a new ear-training program that he wrote for undergraduates (the server was down, so the live demonstration was cancelled). The visit ended with a tour of the facilities: computer laboratory, classroom, and the language laboratory, all of which have state-of-the-art equipment.

To round out our high-technology meeting, Richard Koprowski of

(Continued on page 3)

(Continued from page 2)

Stanford's Archive of Recorded Sound presented a program entitled "Internet Resources for Public Service; oder, 'Il dissoluto punito.'" Richard said that the title, in three languages, is symbolic of the Internet, a truly international affair. Richard spoke about the various resources available on the Internet for reference work, not just music-related resources. The program ended with demonstration of how to navigate the Internet.

The business meeting closed out a day of successful programs. (See Business Meeting minutes below for details.)

Minutes of the Business Meeting 10/22/94

Joan O'Connor

The business meeting was called to order by Judy Tsou.

1. Janet Bochin gave the treasurer's report for Michael Irvine.
2. Newsletter news from Michael Colby:
Would we like to continue with profiles of chapter members? Discussion demonstrated that several thought this a good idea, which shouldn't be limited to retiring members. Michael has decided to drop the round robin from the newsletter, as by the time it appears in print it is rather old news. We need to get a summary of our chapter meetings to the national liaison in a timely manner. We might consider distributing the chapter newsletter though e mail. Mary Kay Duggan was volunteered to look into this.
3. Kevin Freeman Travel Grant,

an update from Mimi Tashiro

The national board will support the grant. NCC/MLA and SCC/MLA must raise \$5000, which the national organization will then match with an additional \$5000. SCC/MLA committee members are Joe Fuchs and Jeff Earnest. We will have a fund-raising table at the 1995 national meeting in Atlanta. We will also have an article in the national newsletter. Richard Koprowski has offered to organize a silent auction over e mail, where members can donate desirable items. While the bidding, etc. will be co-ordinated by Richard, members can hold on to their donations and mail them from their institutions at the completion of the auction.

The following areas were targeted for fund raising:

- 1) chapter members
- 2) the Stanford community
- 3) Chanticleer
- 4) UCB library school and alumni
- 5) fund-raising table at the Atlanta meeting
- 6) the e mail auction

4. 50th anniversary proceedings/recording: a proposal from SCC/MLA, Judy Tsou

Leslie Anderson of SCC/MLA proposed that we finance a recording of the commissioned performances from the 50th anniversary of the MLA California chapters. Canberry Records offered an estimate to produce 1000 Cds at a minimum price of \$3000.

Those present were not enthusiastic about producing the recording, due to the uneven quality of the performances. A published proceedings was also ruled out, since most remarks were extemporaneous and a good written record was not kept. The idea which generated the most interest was a published anthology of the compositions commissioned for the event. There was

some concern expressed about the composers' rights, etc. Judy was volunteered to contact Leslie Anderson to investigate the matter of rights further. It was also suggested that SCC/MLA be encouraged to send pertinent materials to the National MLA Archives in Maryland. There was some discussion on access to the archival materials.

5. Election by mail

It was proposed that if we held chapter elections by mail, more members could participate. Those present were in favor of the idea, but no official vote was taken. The next election might be by mail.

6. Other business

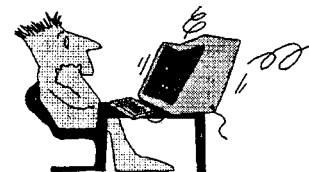
Jean Cunningham offered the Oakland Paramount Theatre for the location of the next chapter meeting.

There was discussion about having a program on classical radio programming at that meeting. Radio stations seem to be abandoning classical music formats and those remaining seem to be an endangered species.

The Membership Committee is Martha Johansen (chair) and Mary Ashe. Martha will report on a plan to increase membership at the next meeting.

The members of the Nominating Committee are Jean Purnell (chair) and Jean Blinn (vice chair).

7. The Round Robin followed, concluding the meeting.



The MLA/NCC Newsletter is a semi-annual publication, currently edited by Michael Colby. Send submissions to him at:
Shields Library
University of California, Davis
Davis, CA 95616-5292

mdcolby@ucdavis.edu

(916) 754-8785 FAX

News of Members

Harriet Nicewonger, reference librarian at the University of California at Berkeley for some 25 years, died peacefully the evening of December 6, 1994 at Alta Bates Hospital in Berkeley. Harriet, a graduate of Mills College, where she studied dance and English literature, worked in the Berkeley Public Library and subsequently at UC Berkeley. She was instrumental in developing --along with Vincent Duckles--the guide to music reference books that became, in subsequent editions, *Duckles' Music Reference and Research Materials*. She was active in IAML. She retired from the Cal library in 1970.

Those who knew Harriet will remember her love of early music, her wonderful sense of humor (which manifested itself in many ways, including witty imaginary lists of recent acquisitions, for April 1), her serious and frequent letters to officials on behalf of environmental and liberal causes. A memorial concert was held on Friday, December 23, 1994 at the chapel of the First Congregational Church, in Berkeley. Original, lively, modest but self-confident, a reference librarian's reference librarian--Harriet will remain in the memories of those who knew her.

(Reported by Ann Basart)

Jean Purnell just completed her successful stint as chair of the Program Committee for the national MLA meeting held in Atlanta.

Patricia Elliott gave a presentation of the Beethoven Bibliography for the Online Reference Services Subcommittee at the Atlanta meeting.

Lou Wolfe has retired from the Library of the San Francisco Conservatory of Music.

Subscribing to MLANCC-L

Mary Kay Duggan has overseen the creation of a listserver for the chapter. Although not yet in service at press time, it is expected to be up and running sometime in March. To subscribe: Address an e-mail message to:

listserv@info.berkeley.edu.

Leaving the "Subject:" header blank, have the body of the message consist of the single line:

subscribe mlanc-l

—followed by your first and last name. When you send the message, your name and e-mail address will be enrolled among the subscribers, and you'll receive a note from the network confirming this.

Oakland East Bay Symphony Concert

If you're looking for something to do in Oakland after our chapter meeting, the Oakland East Bay Symphony has a concert scheduled. Tickets are \$10-\$25 at the door. The program includes:

Beethoven: Piano concerto no. 5
Tchaikovsky: Variations on a Rococo Theme
Conte: New Work for double orchestra
Ravel: Alborada del gracioso

Freeman Grant Update *Mimi Tashiro*

Fundraising for the Kevin Freeman Travel Grant Fund began in conjunction with the NCC's fall meeting held at Stanford. Since then, appeals for donations were made by mail to the chapter membership and other groups of Kevin's friends and colleagues. NCC's goal was to reach \$2500, half of the \$5000 we committed to raise together with the Southern California Chapter, prior to the MLA convention in Atlanta. We surpassed this goal and raised approximately \$3100. Combined with what SCC raised, the fund reached \$3500 in donations and pledges by the time of the convention.

At the convention, a table staffed by volunteers accepted donations to the Freeman and other MLA funds. We hoped to reach the \$5,000 mark, and accomplished that on the first day of the convention. Over two-and-a-half days, we raised \$3331 in donations and pledges, bringing the Freeman Fund to around \$6800. MLA is committed to raising at least \$5000 in addition to whatever we raise. We plan to go ahead with the auction planned for the spring or summer. With the success of our efforts thus far, the upcoming auction and MLA's future fundraising, it seems certain that the endowment will exceed the minimum \$10,000 needed.

Many thanks to all who donated so generously and who made time in their busy schedules to help staff the Freeman table in Atlanta. More money was donated to MLA at the Atlanta meeting than at any previous meeting.

Music Library Association
Northern California Chapter
Spring Meeting
Friday, March 24, 1995

PARAMOUNT THEATRE OF THE ARTS
2025 Broadway
Oakland, California 94612
enter through one of the doors on 21st Street

9:30-10:00 Coffee and pastries, Performer's lounge

10:15-11:30 Radio Programming in Northern California

Paramount Theatre Stage

Guest panelists:

William O'Connell, Program Director, KDFC (San Francisco)

Jerry Jacob, General Manager, KALW (NPR--San Francisco)

11:30-1:00 Lunch on your own

1:00-3:00 Tours of the Paramount Theatre and the Paramount Theatre Library

Peter Botto, manager of the Paramount Theatre

Jean Cunningham, music librarian

3:15-4:15 Business meeting

Please send in your registration by March 17 so that we can provide a list of names to the Paramount Theatre to be checked as you enter the building.

Name _____

Library _____

I will attend the meeting on March 24 _____

I cannot attend the meeting _____

Send to Janet Bochin
Henry Madden Library
5200 North Barton Ave.
California State University, Fresno
Fresno, California 93740-0034
janet_bochin@csufresno.edu

Directions to the Paramount Theatre, Oakland

ENTRANCES: Main Entrance: Broadway between 21st St. and 20th St.
Carriage Entrance: 21st St. (at Box Office) between Telegraph and Broadway

FROM THE SAN FRANCISCO/BAY BRIDGE

Cross the Bay Bridge and take the first exit on the right, **W. Grand Ave/Oakland Army Base**. Follow **W. Grand** to **Telegraph** and turn right onto **Telegraph**. Go two blocks to **21st St.** and turn left onto **21st St.** See below for parking.

FROM FREMONT/880 NORTH

From **880 North**, take **980 Downtown Oakland** exit to **17th St./San Pablo Ave.** exit. Turn right onto **17th St.**, go four blocks to **Telegraph Ave.** and turn left onto **Telegraph**. Go four blocks to **21st St.** and turn right onto **21st St.** See below for parking.

FROM CONCORD/24 WEST

Follow **24 West** through the Coldecott Tunnel. Take the **980 Downtown Oakland** exit to the **27th St./W. Grand** exit. Continue straight to **W. Grand** and turn left onto **W. Grand**. Go one block to **Telegraph** and turn right onto **Telegraph**. Go two blocks to **21st St.** and turn left onto **21st St.** See below for parking.

FROM HAYWARD/580 WEST

From **580 West**, take the **980 Downtown Oakland** exit to the **27th St./W. Grand Ave** exit. Continue straight to **W. Grand** and turn left onto **W. Grand**. Go one block to **Telegraph** and turn right onto **Telegraph**. Go two blocks to **21st St.** and turn left onto **21st St.** See below for parking.

FROM RICHMOND/80 WEST

From **80 West**, follow **590 East** and take the **980 Downtown Oakland** exit. Exit at **27th St./W. Grand** exit. Continue straight to **W. Grand Ave** and turn left onto **W. Grand**. Go one block to **Telegraph** and turn right onto **Telegraph**. Go two blocks to **21st St.** and turn left onto **21st St.** See below for parking.

BART

Take BART to the **19th Street** station. Exit the station at **20th and Broadway**. The theatre's main entrance is one-half block up **Broadway**.

PARKING

Closest parking lots are located at the corners of **21st and Telegraph**, **21st and Broadway**, and **20th and Telegraph**. Street parking is also available.

