

# Library Week feedback

## Let's plan

Compiled by GRIZÉLL AZAR-LUXTON

In an effort to ensure that everybody has at least four months to prepare for Library Week, this most important event on the library calendar, we introduce you to our plans for next year.

But before we spill the beans on the new campaign, we share with you some valuable suggestions received from Bellville Library on the 2005 campaign and encourage other libraries to also let us have some feedback. Our comments, if any, follow in italics.

### Library Service's role

- 📖 Planning should involve public librarians. The focus was too vague - for example, nothing for small children in handouts. *It is not always easy to get input from public librarians, due to their hectic schedule and workload. We have, however, made a special effort to involve librarians in next year's planning.*
- 📖 The theme for 2006 must be finalised by September 2005 so programmes can be planned around it. *(See page 14.)*
- 📖 Corporate publicity needed. Other government departments are doing excellent public relations work through newspapers. Regular suppliers could sponsor full page advertisements. A lot of money is spent on materials with no publicity for the effort. *Several media releases are made available every year, but it is a cumbersome process due to internal policies. In 2003 we launched an extensive radio campaign which was rather costly and resulted in fewer promotional items being available for libraries.*
- 📖 Material is received too late by libraries even for local publicity. The Library Week poster was attractive. Freedom Charter poster can be used throughout the year.
- 📖 The fold-up house was too finicky for tiny hands. Once you start folding you can not read instructions inside. *It depends on who these houses were handed out to - very positive feedback was received from a number of libraries.*
- 📖 The windscreen stickers were awful - a waste of money. *Budget restraints necessitated the one colour print.*
- 📖 The bookmarks were beautiful and tied in with the theme of unlocking doors to

learning/key to learning. *This was a winner and very popular with all the libraries.*

### LIASA's role

- 📖 Poster which was to have been distributed by Library Service was not received by Bellville Library. *In cases where posters are distributed for another organisation it often happens that short deadlines for distribution are caused by non-timeous release of posters to the Library Service by the donor organisation.*
- 📖 Launch of Library Week: poor timing, in the middle of the week, when every library has its own programme going. Protocol gaffe resulting in non-attendance by city councillors did not enhance the reputation of librarians. *An unfortunate oversight regarding arrangements for the venue resulted in a ripple-effect in so far as the rest of the arrangements went. A repeat will be avoided.*

### City's role

- 📖 Total lack of co-ordination and publicity for any event/programme in any library in the city.
- 📖 T-shirts: Better quality than last year. A V-neck is preferred. No mention of Library Week on it, no message to the public about libraries. A city-wide libraries T-shirt for Library Week would have reinforced a corporate image.
- 📖 Badges and bookmarks: Attractive bookmarks and bagful of badges received in the week prior to Library Week.
- 📖 Fine free week: a damp squib! City Libraries were informed per e-mail on the Friday afternoon before Library Week that it would be a fine free week. No publicity given, no long outstanding material returned as a result. What message do we want to get across with fine free week?
- 📖 Lamentable lack of co-ordination/publicity in the city: not a word on Staff Inform, in Contact, on the web site - let alone a newspaper. A non-event for the City!

### Bellville Library's role

- 📖 Planning: the programme should have been in place by the end of January for a mid-March Library Week.
- 📖 All staff should be involved in the planning, and a briefing session a week beforehand should inform staff of all events.

### Events

Feedback on individual activities during Library Week could be used when planning the activities for the next year. As an example, the comment on activities presented at Bellville are listed.

- 📖 *Scrapbooking*: good attendance and mix of age groups. Publicity too late. Irene du Toit a good presenter.
- 📖 *Story-telling*: good attendance, excellent presentation by children's librarian Lona Gericke. Should have included staff, more students from the University of the Western Cape, people from children's homes. Excellent brochure on story-telling - to be used as standard library handout in future.
- 📖 *Tea/volunteers/social responsibility projects*: attendance disappointing - no press or councillors. Clashed with LIASA launch. Acknowledgement of volunteers by presenting them with badges had positive response. Social responsibility projects highlighted were Lions Bright Sight (glasses), Astra (stamps) and Big heart for a small patient. Tygerberg Hospital project should receive more publicity in **Tygerburger** if people are to make donations. Perspex collection boxes donated by Friends make projects more visible.
- 📖 *Author talk*: a fascinating talk by Dan Sleight on refreshment posts and early history of Tygerberg. Best attended event. Courtyard, visible from auditorium, needed clean up before the event.
- 📖 *Soetgoed vir seniors*: laudable project by staff who read and sang to seniors, followed by tea. Programme could easily be repeated at no cost.

### Publicity

- 📖 Retirement homes need to be informed a month in advance, with the matron as the best contact person.
- 📖 Address lists to be kept of identified target groups, for example, retirement homes, educare centres, et cetera.
- 📖 Colourful posters advertising events to be sent to neighbouring libraries.
- 📖 Advertising should be done long beforehand.
- 📖 Put fliers in books for special events. Programme on noticeboards.

### General

- 📖 Critical path checklist for Library Week activities very useful.
- 📖 Book venues for Library Week at the beginning of every year when new hall bookings are made.
- 📖 Parking: try to keep area in front of the library free of police parking.
- 📖 Letters of thanks after conclusion of Library Week
- 📖 Report of activities with photos to be submitted to the CL.