

# LIBRARY WEEK 2007 YOUR STARS SAY READ!

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## Publications and Promotions

**L**ibrary Week 2006 was a runaway hit! The 2006 campaign targeted the younger borrowers in the community, from babies who need to be read to, to the older teenager who is set to conquer the world. Photographs of six children ranging from a baby to a teenager and depicting different personality types featured interesting messages reflecting their reading habits, interests and other clever slogans and witty comments promoting books, libraries and reading. The Library Service was inundated with requests from librarians for more posters and the Provincial Library Service of Kwazulu-Natal requested permission to use the series of posters in their libraries as well! A similar request was also received from the Western Cape Education Department. The popularity of this campaign brought about its own set of problems. What to do for 2007? Feedback received from various libraries indicated that a celebrity campaign will go down well...

## CELEBRITY CAMPAIGN

The 1996 Celebrity campaign featuring Bishop Desmond Tutu, Claire Johnston (Mango Groove), Vicky Sampson, Joel Stransky, Professor Kole Omotoso, Shaleen Surtie-Richards, André Arendse and Paul Adams met with great success and judging from requests received from library staff, we decided that this is a route worth pursuing again.

A group of librarians was requested to compile a list of the celebrities that would have wide appeal as role models and serve as inspiration to the people of the Western

Cape to empower themselves and contribute to the establishment of a reading and learning culture. Their nominations for celebrities to be featured in the 2007 Library Week campaign included former president Nelson Mandela, Lucas Radebe, Karen Zoid, Noeleen Maholwana-Sangqu, Ryk Neethling, Marc Lottering, Leleti Khumalo, Mark Shuttleworth and Zuraida Jardine, all of whose representatives were subsequently approached. After countless telephone calls and e-mail messages we were fortunate to receive positive responses from Noeleen Maholwana-Sangqu (award-winning talk show presenter), Ryk Neethling (Olympic swimming gold medallist), Leleti Khumalo (award-winning actress), Mark Shuttleworth (first African in space) and Zuraida Jardine (well-known radio personality).

To assist librarians to promote these celebrities, we will publish interesting and useful background and biographical information in the January/February 2007 issue of the **CL**.

## SLOGAN

The celebrities featured in this campaign are national treasures and deserve the star status they have achieved. They also serve as inspiration to others. Their success has been the result of hours of hard work and training requiring dedication and perseverance. The examples set by them are worth emulating! Therefore the slogan *Your stars say read / Jou sterre sê lees / Bathi oosaZiwayo benu fundani* contains a message that should be taken seriously. By following the advice of these national icons, readers and potential readers could be empowered to reach for their dreams.

This campaign also relates to the 2007 national campaign of the Library and Information Association of South Africa (LIASA) with the theme *Libraries: your key to the future*. Libraries certainly open doors for those who utilise the resources within, enabling library users to develop to their fullest potential.

## PROMOTIONAL MATERIAL

As in the past the Provincial Library Service has gone to great lengths to design, produce and distribute free promotional material to public libraries affiliated to the Western Cape Provincial Library Service via the regional organisation. The material will enable public librarians to plan and launch Library Week celebrations during March 2006.

### Posters

A series of five posters featuring well-known celebrities Mark Shuttleworth, Leleti Khumalo, Ryk Neethling, Noeleen Maholwana-Sangqu and Zuraida Jardine will be available in three different languages.

### Bookmarks

The *Stars* theme will be continued on the bookmarks which will feature some additional information.

### Plastic bags

Library Week without the customary plastic carry bags is unimaginable. As in the past libraries will receive colourful bags to hand out to borrowers.

### Reading certificates

Reading programmes and competitions are important ways in which to motivate children to read and libraries present a



variety of these events. Librarians want to reward children for their efforts and therefore a special certificate was designed to reward enthusiastic participants in these programmes.

### ACTIVITIES

The *Stars* theme presents endless possibilities. Librarians could even approach local celebrities to participate in Library Week activities such as inspirational talks or talks about their favourite books, handing over of prizes, story-telling sessions or even mentoring young library users wanting to follow in their footsteps.

Another aspect with regard to the slogan relates to the horoscope - an angle that can also be explored. Children can have *Your stars say* sessions to predict the future, or star-gazing activities during which constellations and other heavenly bodies are studied.

Other favourite activities have proven to be puppet shows, face-painting, colouring-in competitions, a fashion show where children dress up as their favourite book characters, library orientation and visits to local schools.

### CONCLUSION

Library Week 2007 targets the whole community and the slogan presents many possible interpretations and applications. For the planning of an exciting Library Week during 18-24 March 2007 we thus present you with breathtaking, heavenly bodies roaming the earth amongst us, but do not forget to look up at those twinkling from the night skies, because...*Your stars say read!*

*Note: Remember to share your favourite Library Week moments with the readers of the CL. Photographs with detailed captions must be clearly marked and must reach us not later than 18 May 2007. As in the past, report back will be in photo scrapbook style.*

2006

SNEAK PREVIEW...

