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Updated January, 2005

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Dear Colleagues,

Let me begin by first wishing everyone a very Happy New Year!

This issue of the IFLA newsletter is packed to the brim with news, updates and articles from around the world. Find out how libraries from Canada, Europe and Asia are promoting reading through a range of diverse and novel activities - from organising visits to castles and planning cooking workshops for children to incorporating storytelling on train rides and planting trees to commemorate the birth of famous authors.

On a more serious note, there are statistics from the United States and United Kingdom that shed light on issues relating to expenditures, visits and library services. The Minutes of the Section’s last meeting and the agenda for the next meeting in Barcelona are also included for your information.

My heartfelt thanks once again to all who have contributed in one way or another to this issue. As always, do keep the articles coming.

Best Wishes,
Ngian Lek Choh
Information Coordinator

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Welcome to IFLA 2005 in Oslo, Norway.

This year’s IFLA Annual Conference in Oslo promises many exhilarating activities for Members. Based on the theme, ‘Libraries – a voyage of discovery’, this year’s conference is especially relevant to public libraries.

We have lined up business meetings, open discussion sessions, seminars as well as cultural and social events throughout the conference. I highly recommend the cultural evening at the open-air folk museum.

We have also included library tours as part of the program, so you can look forward to visiting the Bekkestua Library as well as its branch, the Sandvika Library. In addition, you will also be visiting the Bærum Public Library, which I manage, and the Asker Public Library, which was relocated in October 2004. You can read more about these libraries in the Conference Program located at http://www.ifla.org/IV/ifla71/Library-tours.html.

Over and above this, the Public Libraries Section is planning an interesting program that focuses on recent trends in public libraries. The program will feature presentations from our Scandinavian counterparts. The Division III session, on the other hand, will centre on Partnerships. There will be presentations from the Bill & Melinda Gates foundation and from Deichman-Liv Sæteren, Library Director for the Oslo Public Library.

On behalf of the National Organising Committee and as Chair of Public Library Section, I hope to see you all in August at the IFLA Annual Conference in Oslo, Norway.

Torny Kjekstad
Chair of the Public Libraries Section
The last year has been a busy and productive one for the Section. Our efforts to provide a full programme which reflected issues which South American public libraries face and to ensure that Spanish speaking delegates were provided with a significant offering in that language were fulfilled at the Congress in Buenos Aires.

The Division III programme in Argentina featured 3 South American speakers including Gonzalo Oyarzun from Chile, Carlos Zapata from Columbia, Horacio Delgado from Argentina and was chaired by Ricardo Lopez from Chile. Over 250 people attended that successful event which tackled the question of Conquering the Digital Divide in Latin America.

There was another programme shared with the Statistics and Evaluation Section which covered the topic of how statistics can assist public librarians to optimise the use of their libraries under the catchy title of “Take it to the Limit”. There were two Spanish speakers, Jordi Pernanyer from Spain and Analia Canibano from Argentina, who joined with Pierre Meunier from Quebec and Christina Adrial and Johan Edgren from Sweden. Their interesting presentations were followed by questions taken in both Spanish and English with the assistance of our Spanish committee member, Monica Medina Blanes, from Barcelona Libraries.

More attention was placed on the South American perspective in the discussion group meeting led by Carol Brey-Casiano from EL Paso, Texas, USA which covered the topic of Public Libraries and the Democratic Process. This discussion group proved to be so successful as an informal group under the care of Mary Sherman from Pioneer Library System, Oklahoma, USA over the past 3 conferences that it has now been granted the “official” status of a formal discussion group under IFLA at the Oslo Conference in 2005.

Finally, the promotion of the Public Library Guidelines for Development (2001) with a new poster and leaflet was complemented with a Spanish edition of the leaflet produced specially for the conference in Buenos Aires. The guidelines are now translated into 27 languages and a major project to provide them in 18 significant Indian languages is now well under way with IFLA funding for the cost of translation. We believe this emphasis on the local perspective when the World Congress is visiting different countries is wholly appropriate and are planning to make our contribution to the Oslo programme with a special emphasis on the Scandinavian public library initiatives.

This Section is deeply concerned about the communities affected by the tsunami disaster in East Asia and in line with the initiatives already taken by IFLA, we will be discussing how we can assist the recovery programme at our next meeting in March along with the equally serious issue of communities affected by the HIV/AIDS pandemic in sub-Saharan Africa.

John Lake
Secretary of the Public Libraries Section
# IFLA Public Libraries Section
## Standing Committee Meeting

### Buenos Aires, Argentina (At the IFLA World Library and Information Congress)

| Date               | **Meeting 1**: Sunday 22 August 2004  
**Meeting 2**: Saturday 28 August 2004 |
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<td><strong>Location</strong></td>
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| **Members Present**| **Meeting 1**: Monica Medina Blanes (MB), Klaus-Peter Boettger (KPB), Jamila Burgetova (JB), Barbara Clubb (BC), Kerstin Hassner (KH), Torny Kjestad (TK), Gunilla Konradsson-Mortin (GKM), Bernie Margolis (USA), Tuula Martikainen (TM), Mary Sherman (ML), Kent Skov (KS)  
**Meeting 2**: Monica Medina Blanes (MB), Klaus-Peter Boettger (KPB), Clara Sinay Budnik (CB), Jamila Burgetova (JB), Barbara Clubb (BC), Kerstin Hassner (KH), Torny Kjestad (TK), Bernie Margolis (USA), Tuula Martikainen (TM), Mary Sherman (ML), Kent Skov (KS) |
| **Information Coordinator Meeting 1 & 2**: Ngian Lek Choh (NLC) |
| **Secretary Meeting 1 & 2**: John Lake (JL) |
| **Apologies**      | **Meeting 1**: Elena Boretti (EB), Clara Sinay Budnik (CB), Victor Firsov (VF), Li Jingxia (LJ), Florence Ponce (FP)  
**Meeting 2**: Elena Boretti (EB), Li Jingxia (LJ), Gunilla Konradsson-Mortin (GKM), Florence Ponce (FP) |
| **Absent Members** | **Meeting 1 & 2**: Karin Kitching (KK), Morwardi Pilane (MP) |
| **Observers**      | **Meeting 1**: Rashidah Begum (Corresponding Member, Malaysia), Analia Canibano (Argentina), Arie Cheunwattana (Thailand), Britt Marie Hagstrom (Sweden), Bente Hoegh (Denmark), Nora Luaces (Argentina), Hector Marino (USA), Gonzalo Oyarzun (Chile), Susanne Payette (Canada)  
**Meeting 2**: Maria Cristina Alvite (Agentina), Analia Canibano (Argentina), Nancy Di Giacom O Library of Avellaneda, Carin Klompen (Netherlands), Nora Luaces (Argentina), Pierre Meunier (Canada), Gonzalo Oyarzun (Chile), Susanne Payette (Canada), Beatriz Prieto (USA) |
1. Opening, Announcements and Documents Check

TK welcomed the Committee and all the observers with an informal welcome reception. She noted apologies from members including Victor Firsov who was moving on to the FAIFE Committee. She then carried out a document check.

2. Approval of the Agenda

The agenda was agreed upon as is.

3. Approvals and Follow-up of the Minutes from the Ljusdal/Malmö meeting, 3-6 March 2004

The minutes were approved with one issue raised.

Members of the Committee were reminded that full country reports were no longer required. Instead, items of interest will be covered in the newsletter. If, however, a matter is deemed crucial, it should be included as a separate item in the agenda.

4. Chair’s Report

TK reported that following the effort of planning for the election of a Secretary, Ramachandran Rasu has assumed the post of Secretary General from April 2004.

She went on to say that a great deal of effort went into planning the programmes for Division III. Since the last meeting in Malmo City, JL had prepared the programmes for Buenos Aires and NLC had produced 2 issues of the newsletter. Barbara Clubb took care of the financial matters and CB attended the PC and GB committees. TK thanked everyone for the part they played in assisting her success as Chair.

She also reminded the members that 2005 is an election year for some. She stressed the need to attract new members from other parts of the world.

With regards to the Officer’s Handbook, TK confirmed that the copy on IFLANET is up to date. However, hard copies of the handbook had not been produced as yet. NLC was to provide a hyperlink from the website to the procedures to ease the search process.

5. Financial Report

BC brought up the financial statement dated 13 August 2004. It was agreed that:

- E1300 would be transferred from the Lifelong Learning Project to the marketing of the Public Library Guidelines.

- Funds, subject to availability, will be set aside for additional copies of the guidelines for Library schools in India.

- Funds will be set aside for the following in 2005:
  - Research project on Libraries, Museums and Archives (BC)
  - Programme on Ethical Standards (TK)
  - Administrative use
6. Election of New Financial Officer 2004-05

BC stepped down as Financial Officer. The Meeting thanked her for continuing her efforts following the end of her term as Chairperson. KPB was elected the new Financial Officer for the Committee.

7. Report from the Co-ordinating Board

TK reported on the new Sections created out of the Intamel and ROTNAC round tables, stating the problems with the elected chairs of the Mobile and Libraries for the Blind Sections. She mentioned they were not able to attend meetings due to employment problems.

Also, as Winston Tabb had not re-formatted the strategic plan, it was agreed that JL would follow-up with his task after Buenos Aires.

The Committee was also asked to provide their feedback on the highlights of the BA Congress. The Committee is to recommend the best paper from one of the programmes at the 28 August 2004 meeting.

8. Report from the Governing Board and Professional Committee

• TK highlighted the financial pressures faced by IFLA. She mentioned that 80% of IFLA’s income came from memberships and the support it received from The Hague through the provision of rent-free accommodation. TK suggested a raffle at the Congress as a means to address this issue. Tickets could be sold at $1 or 3 Pesos. KPB has been assigned to collect the proceeds.

• The election process for Chairpersons in 2005 will be modified to allow more time for potential candidates to gain support from their employers.

• BM suggested that IFLA could benefit from the proliferation of Satellite meetings by imposing a fee for approved meetings.

• The Meeting supported the creation of an IFLA Library Friends membership targeted at former IFLA members. Members of this category could be charged a reduced subscription rate. NLC suggested that these members could also be members of Sections.

• In a bid to promote the Public Libraries Section, it was agreed that an email providing the breakdown of the programme content be sent out via IFLANET prior to the start of the Congress.

• The meeting surfaced the ongoing problem of clashes between programmes and Library visits.
9. Agenda Item

JL highlighted the more interesting programmes at the conference. These include:

Tuesday 24
13.45 Division III Programme at Sheraton Hotel - Conquering the Digital Divide in Latin America.
16.00 Access to Learning Awards at Catholic University.

Wednesday 25
10.45 Management and Staff Development with the Management and Marketing Section.

Thursday 26
08.30 "Take it to the limit: Using statistics to optimise the use of public libraries" with the Statistics and Evaluation Section.

Friday 27
08.30 Discussion group on "Public Libraries and the Democratic Process".

Saturday 28
08.30 Section Meeting at the Ombu Room, Sheraton Hotel. BC also highlighted the Kids project in Canada where an astronaut encourages children to patronise the Library. Committee members were invited to involve the communities in this activity.

10. Meeting 2 Minutes

TK welcomed Carol Erickson (CE) from the Bill and Melinda Gates Foundation. CE then thanked the Section for publicising and supporting the 'Access to the Learning Awards'. She also agreed to send Members publicity materials on the 2005 event for distribution.

The conference was evaluated and the papers by Pierre Meunier and Jens Thorhauge were chosen. It was agreed that 3 speaking slots were sufficient for the 2-hour long programme.

Where presentations were not carried out in English, the presentation slides should ideally be in English and abstracts of the papers be placed on IFLANET in advance of the programme.

The idea of a raffle was endorsed but frequency and logistics were questioned due to the long queues and delayed start of the opening ceremony and cultural evening. Also, the poster sessions were cramped at certain areas due to layout of screens.

It was agreed that the Public Libraries and Democracy discussion group format should be a circle of chairs. MS will make the formal application for the group to be approved.

The Professional Committee approved the Strategic Plan. However, Winston Tabb (WT) had not completed the re-formatting. As such, JL volunteered to complete the re-formatting and then circulate the document following the updates from the Meeting. TK would inform WT of this change.

12. Review of Ongoing Projects

a) Meeting User Needs

JL reported that the first part of the project was almost complete with the Statistics and Evaluation Section organising the “Take it to the limit: Using statistics to optimise the use of public libraries” workshop in Buenos Aires.

The project will be completed at the 2005 conference in Oslo with a leaflet advertising the best practices from around the world on the IFLANET. JL asked the Committee to send in examples of best practices to make this leaflet more effective. It was agreed that JL would create and circulate a document structure to help with the submissions.

b) Marketing Guidelines

BC referred to the paper dated August 2004 which describes the progress of marketing the Public Library Guidelines.

She reported that at the Buenos Aires meeting, which was also attended by JL and the members of the liaison team, the following was agreed:

- To continue to promote the Guidelines through speakers and publicity efforts at conferences around the world. Conferences in Brazil, Indonesia, Brunei and Angola were identified.
- The ITC guidelines will be updated via email with the help of a small working group comprising KS, MB, Gonzalo Oyarzun and Jacqui Campbell. This is to be confirmed.
- To encourage more hard copy requests subject to improving funding (E1200) for this purpose. Also, the Indian Library Schools will be treated as priority in this respect.
- To check with the Gates Foundation if they would be able to fund the marketing aspect. To verify this with IFLA HQ.
- To develop the Spanish edition of the leaflet which was translated by MB and produced in a word document by JL for Buenos Aires. Next step is to print it.
- JL reported that at the 4-day Public Library Guidelines workshop he led in Penang in April 2004, the State Librarians in Malaysia were considering the recommendations for national application. 60 people attended the workshop.
c) Public Libraries, Museums and Archives Research Project
BC referred to her paper which reported the progress on this project. The project is scheduled for completion for Oslo in 2005 subject to the approval of the second year’s funding. BC had a fruitful meeting with Clara Budnik in Chile where the MLA structure was established in 1929. 5 other meetings were held in Buenos Aires.

d) @ Your Library
EB and KC were not present to report on the progress of this project but it was clarified that there were no Section funds for this. The purpose, therefore, was to produce the recommended marketing strategy for individual countries to implement.

13. Proposals for new projects

It was agreed that in addition to the Libraries, Museums and Archives project, a request would be made in 2005 for additional funds for the Ethical Standards in Libraries programme. TK provided an overview of the project. It must be of practical value to Library staff and could include some role-playing exercises. It was agreed it would be brought up to the Division CB as a new project proposal from the Public Section.

14. Website, Newsletter and Brochure

NLC reported that the website now has links to information/news pieces and abbreviations used in IFLA. It will also have a link to the Officer’s Handbook in the near future.

A new issue of the newsletter was produced before the Conference. NLC requested for news articles from all committee members with accompanying photos and captions. The next issue will carry a feature on Argentinean libraries. MB to check if Nora Luaces would be able to write the feature.

JL reported that the membership was back up to 322 members. He requested a breakdown of the member libraries from Kelly Moore.

15. Evaluation of Sections

It was agreed that the Public Libraries Section could be presented as a pilot Section for Division III if necessary.
16. Programmes for Oslo 2005

The Division III programme will focus on partnerships. Ian Wilson, Head of Libraries and Archives in Canada, will be put forward as the nominated speaker at CB.

It was agreed that KS and GKM’s programme for Trends in Public Libraries would be proposed. The presentations, which will be in 5-minute slots, will focus on both successful and failed projects. KS, MB and GKM to organise this. JL reminded the meeting of the need to get the initial proposal ready by 15 November and the speakers confirmed by mid-January 2005.

17. Public Libraries & Democracy discussion group (see above).

TK reported that the pre-conference satellite meetings we are supporting include:

- The programme with the Management & Marketing Section in Bergen. TK and GKM will be part of the committee for reviewing proposed papers.

- The programme with Children’s Section on Public Paradises in Stavanga.

TK reported that she hoped to include a visit to her library. She also highlighted that accommodation could be expensive and that she would help to source for cheaper accommodation. The Committee stressed the need for ample meeting rooms, which could be booked in advance.

18. Preliminary programmes for IFLA 2005 in Seoul

To be discussed at the mid-year meeting in 2005.

19. Venue for Mid-Year Meeting 2005

It was decided that this should be in Barcelona as this could tie in nicely with Barcelona being the World Book Capital in 2005. The meeting will take place at the end of February 2005. Exact dates are to be confirmed.

20. Other reports and items

JL and BC requested for more Committee members to join the Public Library Guidelines Working Group.

BM suggested that IFLA encourage the establishment of a ‘Friends’ member category at a lower subscription rate.

BC suggested that IFLA considers ways of establishing IFLA or local libraries as beneficiaries in people’s wills.

Torny Kjekstad (Chair) & John Lake (Secretary)
18 October 2004
IFLA Public Libraries Section
Standing Committee Meeting
Mid-Year Meeting in Barcelona, Spain

Time: Meeting: Thursday 17, Friday 18 and Saturday 19 February 2005
Location: Barcelona, Spain

Members Attending: Monica Medina Blanes (MB)
Clara Sinay Budnik (CB), Kerstin Hassner (KH)
John Lake (UL) (Secretary), Morwadi Pilane (MP)
Mary Sherman (MS)
Li Jingxia (LJ)

Klaus-Peter Boettger (KPB)
Jamila Burgetova (JB)
Torny Kjekstad (TK) (Chair), Tuula Martikainen (TM)
Florence Ponce (FP)
Kent Skov (KS)

Members Apologies: Elena Boretti (EB), Gunilla Konradsson-Mortin (GKM)
Karin Kitching (KK), Bernard Margolis (BM), Barbara Clubb (BC),
Ngian Lek Choh (NLC) Information Co-coordinator

1. Opening

2. Welcome to Barcelona and Details of Arrangements

3. Announcements and Documents Check

4. Approval of the Agenda

5. Chair’s Report

6. Election of Committee and Officers to the Section and Division III 2005

7. Approvals and Follow-up of the Minutes from the Buenos Aires,
   Argentina Meetings 22 & 28 August 2004

8. Programmes for the World Library and Information Congress 2005 in Oslo, Norway

9. Reports from Co-ordinating Board, Division III
10. Report from Professional Committee

11. Report from Governing Board

12. Report on Membership

13. Finances

14. Responding to the East Asia Tsunami Disaster and the HIV/AIDS Crisis in Africa


16. Review of Sections in IFLA

17. Review of Ongoing Projects
   a) Meeting Users Needs
   b) Marketing Guidelines
   c) Libraries, Archives and Museums Research Project

18. Website, Newsletter and Brochure

19. Preliminary Programme for the IFLA World Library and Information Congress 2006 in Seoul, Republic of Korea and 2007 in Durban, South Africa

20. Other Reports and Items
   Public Lending Right – paper to follow from IFLA Governing Board

21. Closing

Torny Kjekstad (Chair) & John Lake (Secretary)
International Children’s Book Day celebrates birth of Andersen
By Zlata Houskova

This year’s International Children’s Book Day promises a great deal more for its participants as it celebrates the 200th birth anniversary of author, Hans Christian Andersen.

Already in its fifth year of celebration, Book Day has been growing in popularity with more than 260 libraries taking part this year. This is a six-fold increase compared to the 2001 figure of 39 libraries, the year the Book Day was first incepted.

With the increased support from libraries, educators, writers, actors, politicians and cultural personalities, coupled with the commemorative celebration of Andersen’s birth, the Club of Children’s Libraries hopes to further promote reading among children, igniting their interest with activities that bring the magic of books alive.

Each year, the Club organises a range of activities to capture the attention of children. General knowledge information, stories and fairy tales are introduced in fun and exciting ways. There are writing and painting activities, storytelling, singing and baking sessions as well as visits to look-out towers, castles and cellars. The most popular activity, however, is still the night visit to the library, which has seen participation numbers increase over the five years.

In addition to these activities, this year’s participants can also look forward to a specially organised event that commemorates the birth of Andersen. All towns and villages across participating European countries such as the Czech Republic, Slovakia and Poland, will plant a tree in celebration of Andersen’s birth. Children will mark this special occasion with creative drawings which will be captured together with photographs of the other activities in a range of specially published commemorative postcards.

Over and above this, organisers, in keeping with tradition, are planning another charity drive similar to what was done last year to raise funds for children’s charities. The funds will be channelled to the promotion of reading among children.
The history of Norway’s public library system spans over 200 years with its roots in the 1800s. It had approximately 230 public libraries serving the entire population by 1840. However, the importance of the library to Norwegians only heightened at the point of its separation from Sweden in 1905. Libraries became crucial to societal, economic and cultural restoration. They were vital to building the new nation of Norway.

The Norwegian government’s commitment to education and development began in 1851, the year libraries began receiving financial support from the government. To further champion the cause, the government implemented the first Library Act in 1935, which stated that municipalities were required by law to provide financial support for maintaining and operating the libraries in their municipals.

Henceforth, the Norwegian public libraries were owned and financed by their owners, the municipalities and the counties. In addition, the Government continued to fund the prison libraries, the Sami special library, library services for immigrants and refugees and library services for Finnish-speaking inhabitants in the far north. Annual funding was also set aside for research and development in the public library sector.

However, the Library Act, which was last amended with minor changes in 1985, came under review recently in 2003 with the departure of the former Norwegian Directorate for Public Libraries. A recommendation was made to give local municipalities greater authority in organizing their public services. With this revision, municipalities were no longer required to have a public library or libraries managed by trained library directors.

This caused a major uproar amongst the library sector and resulted in a rejection of this recommendation. Following this, in 2004, the Ministry of Culture and Church Affairs, published a mandate for the review of the challenges and issues in the public library sector including public, academic and special libraries. This review is currently in progress.

**On Norwegian Libraries**

According to data collected by the National Archive, Library and Museum Authority, public library loans increased by 3.5% to 24.8 millions items in 2003 compared to the previous year. Of these items, 74% of the loans made were books.

Statistics also revealed that libraries are the most frequently used institution in municipalities. Citizens made an average of 5 visits to public libraries in 2003. Also, 99% of the public libraries provide free Internet access to the public.

**Norwegian Public Library Buildings**

From 1990-1999, about 194 Norwegian public libraries, including main and branch libraries, moved to new premises. As only 11 of Norway’s 435 municipalities have a population greater than 50,000, a majority of the libraries are small and housed in commercial buildings. However, there are a few stand-alone libraries that boast unique architectures.
Oslo Public Library, the Deichmanske bibliotek is housed in an old building which is much too small for the current level of activity. Plans are now under way for a New Oslo Public Library in the vicinity of the Oslo fjord and City Hall.


Asker Public Library is located 30 minutes by train from central Oslo. This library moved to its current location in October 2004.

If you would like to know more about Scandinavian libraries, librarianship and policy, please visit http://www.splq.info

Tønsberg and Nøtterøy Public Library represent a significant contribution to contemporary Norwegian architecture. Based on the theme ‘Under the trees of knowledge’, the architects Lunde and Løvseth built a totally modern library in 1992 on the site of the St. Olav’s Monastery. Tønsberg is located 1000 kilometres south of Oslo.

Trondheim Public Library, located in the historical town of Trondheim, features medieval church ruins in its architecture. The building successfully combined the characteristics of a restored town hall, a 200-year old merchant building and spacious, modern architecture in one.

Bergen Public Library on the western coast of Norway is located in a old building filled with charm and atmosphere. You can find out more about the library at http://www.bergen.folkebibl.no/engelskinformasjon/engelsk_informasjon.html

Bærum Public Library is located in Bekkestua. The building is designed by the famous Norwegian architect T. Willoch and was opened to the public in 1982.

Oslo Public Library
Books embody knowledge and are instruments of education and development. It is, therefore, crucial that the information in books be shared amongst as many people as possible across the world. But when the written word is confined to library spaces and access to them implies a visit to the library, the definition of sharing is somewhat limited.

This message was shared by speakers at the 70th Congress of Libraries and Information held at Buenos Aires on 24 and 25 August 2004. Mr Ismael Serageldin, Director of the new Alexandria Library in Egypt and a speaker at the Congress saw digitization as a means to modernizing and updating libraries. He called on developing countries to join a common goal to create a virtual library where cultural assets could be shared and access to knowledge made more democratic.

This viewpoint was shared by Mr Tomas Eloy Martinez, one of Argentina’s most prominent personalities. He saw the benefits of using information and communication technology in education and referred to the virtual world as a form of community reading, a common place for people to tap on for information.

Digitising libraries, therefore, seems to be the way of the future where access is no longer limited by time and space. It implies uniting people from all walks of life, crossing all geographic boundaries with 3 simple letters, WWW. With this, access to books will truly be anywhere and at anytime.

Fast facts on the 70th Congress of Libraries and Information

- The Congress was organized by IFLA and ABGRA (Association of Graduate Libraries of Argentina).
- It was attended by some 3,000 librarians from over 170 countries.
- The theme of the Congress was ‘Libraries: An instrument for Education and Development’. It focused on digitizing Argentina’s libraries to form “an interactive net”.
- The congress saw a number of prominent speakers including Nobel Prize winner, Mr Adolfo Pérez Esquivel. They shared their points of view on the topic of digitization and the role of libraries in this age of information and communication technology.
Barcelona 2005: Celebration of Books and Reading

2005 is set to become a landmark year for Barcelona as it gears up to celebrate Books and Reading Year. This year also marks the 400th anniversary of the publication of Quixote by Cervantes, a novel from the 17th century, which cemented Barcelona’s rising leadership in the publishing world. Since then, Barcelona has gained a reputation as a capital city for the publishing world with a great literary tradition.

The Books and Reading Year 2005 will witness the launch of exhibitions, debates, meetings and symposiums aimed at bringing together authors, publishers and other industry players.

This year-long celebration has five main objectives:

**To create awareness within Barcelona about its literary and publishing heritage:**
Barcelona is an important literary capital city, with great names from Merçè Rodoreda to Eduardo Mendoza or from Josep Pla to Quim Monzó, all of whom have immortalized its streets and urban landscapes in numerous books. Printing houses and publishers have been in Barcelona since the 15th century and the city is now the headquarters of magnificent libraries and bookshops.

**To develop a "city of readers":**
A learned city is a "city of readers". Several activities will be launched this year to encourage more people, especially the young, to read.

**To offer up to date information to the industry:**
This year will also bring together professionals, students and the general public to exchange views and information in seminars and symposiums.

**To strengthen Barcelona’s position as the international capital of the publishing world:**
The different symposiums, meetings and activities in the Books and Reading year 2005 will reinforce the international importance of Barcelona in the book field with activities held all year round generating numerous literary news linked to the city.

**In the knowledge-based society, to believe in the book is to believe in the future:**
In this global knowledge age, the book is an essential instrument of learning. With its efforts to launch Books and Reading Year, Barcelona demonstrates its investment in the future.

More info at:
http://www.anyllibre2005.bcn.es/
Astronaut and hockey players: A new breed of library ambassadors

The Ottawa Public Library launched its “Every Kid a Card” campaign last August, presenting a giant library card to its Honorary Campaign Chair, Canadian Astronaut Dr. Steve MacLean.

The Campaign, which promoted greater access to libraries, is targeted at children under the age of sixteen. Lasting approximately six weeks from 13 August 2004 to 26 September 2004, children were encouraged to sign up for a new library card or renew their existing cards with the help of an attractive incentive programme.

Discount coupons from sponsors including the Ottawa 67’s hockey team and Pizza Pizza were distributed in an attempt to encourage greater participation. As an added incentive for school classes that reached a 100% participation rate, students received surprise visits from the Ottawa 67’s players and Dr. Steve MacLean.

Dr MacLean explained that with the inclusion of a library card in school supplies, students would have greater access to information portals on science and discoveries about space. He said that by encouraging the youth to reach out for knowledge, Ottawa libraries were inadvertently helping to educate and prepare the next space generation.

Ottawa libraries have a visitorship of approximately five million a year and a circulation of almost nine million for the same period. Its libraries are the most visited public institutions in the entire National Capital Region.
The Asian Children’s Festival Celebrates Success Once Again
By Mala Devi

A 4-day exhibition, a day dedicated to storytelling and a cooking workshop were just some of the treats in store for children, parents, educators and caregivers at the fifth annual Asian Children’s Festival in Singapore.

Organised by the National Library Board Singapore, the Asian Children’s Festival began in 1999 as an annual platform to promote the habit of lifelong learning from a young age. It features a common emphasis on Asian content to foster a deeper understanding of the rich Asian cultures, values and heritage among children.

The 2004 festival spanned 18 days from 18 November to 5 December, with some 266 different activities held nationwide at libraries and other venues. Highlights included the Asian Children’s Expo, a Sports Seminar for Parents, the Asian Children’s Drama Fiesta and a “Nurturing Readers” workshop on promoting reading amongst children.

The Festival also brought back favourites such as the Great Singapore Stories, an entire Saturday dedicated to storytelling. This day consisted of train rides where international and local storytellers entertained with interesting stories, storytelling stage activities at shopping malls, and special storytelling sessions at the libraries. For the storytelling fraternity, conferences such as the Asian Congress of Storytelling brought them together to mingle and exchange notes and experiences.

All in all, the Asian Children’s Festival has grown from strength to strength. The range and number of activities have increased over the years and participation rates remain high. More and more parents and educators recognize the role the Festival plays in helping to nurture children’s development.
UK Public Library Expenditures Revealed in Survey

The latest Public Library Materials Fund and Budget Survey 2003-2005 by The Library Information and Statistics Unit (LISU) describes in detail how the public library services in the UK are faring and their plans for the future.

The results of the survey gives details of both the estimated and actual figures on total library expenditure, total materials expenditure, books and audio-visual material expenditure, professional and total staff, number of service points and opening hours. For ease of comparison, the actual expenditures for 2002/03 and 2003/04 are presented alongside the original estimates for 2003/04 and the budgeted estimates for 2004/05.

Key findings from the survey revealed that:

- The total library expenditure rose by 4.1% in 2003/04 with an expected increase of a further 4.4% for 2004/05.
- Total materials expenditure (eg. books, newspapers, periodicals, binding, audio-visual, CD ROM, etc.) went up by 3% for 2003/04. This figure is expected to rise by 2.1% for the next year.
- Expenditure on books was relatively small with only a slight increase of 0.2% as compared to expenditure on audio-visual (AV) materials, which revealed an increase of 12.5%. The forecast expenditure for AV materials is set to climb to 16.9% in 2004/05 due to its growing popularity.
- The number of hours the service points are open has also increased by 3.6%. However, the forecast for 2004/05 is estimated to increase by a mere 1.9%.

The full report is available for download at no extra charge at www.lboro.ac.uk/departments/dis/lisu. Alternatively, printed copies can be purchased from LISU at £32.50. Order can be made by post, phone, fax, email or online.

Urban Stories: the Next Chapter - Strategic Plan 2004-2007

The Toronto Public Library’s strategic plan for the next three years outlines four priority areas where the Library can have a stronger impact:

- Books and Culture, where the library serves as a center for literary events and engages citizens in the civic and cultural life of the city.
- Low Income Neighbourhoods, which the library will target with reading support programmes and collections, and the provision of employment-related information, online services and information as well as training.
- Youth, which the library will target with increased outreach services and programmes as well as volunteer opportunities.
- Newcomers, such as immigrants, whom the library aims to help by breaking down barriers to labour market integration.

Phoenix Gets It Right

The new Phoenix Public Library web site (www.phoenixpubliclibrary.org), in the author’s opinion, sets a benchmark for library web sites due to the robust nature of its applications, the dynamic nature of the site and the integration of information and services. The entire site was developed in-house and the strategies employed by the development team included:

- Studying popular consumer sites, such as Google and Amazon, and applying what they learned to the delivery of library services.
- Setting site objectives from the outset.
- Building most of the site from scratch as off-the-shelf products could not deliver the seamless integration required.
- Adhering to commonly accepted web practices.

Functions which are particularly well developed include personalisation, Quicksearch, the events calendar, and incorporation of outside information using data streams. In the pipeline are enhancements such as newsletters and federated searching.


Something to Celebrate: Libraries Adapt for 21st Century

New research published by the Chartered Institute of Public Finance and Accountancy (CIPFA) reveals that library visits in the UK have increased for the first time since official records began in 1995. Other improvements found in the assessment of public libraries for 2002-03 include:

- An increase of five million visits
- Library expenditure has reached an all time high of £1 billion
- Expenditure on audio-visual stock has risen
- Expenditure on books is up by almost 6%
- Library opening hours have increased

The increase in visitorship coincided with the introduction of the People’s Network project, which provides low cost or free Internet access in all public libraries.


Here Comes Trouble

The authors urge librarians to rethink their traditional roles with regards to the young adult community in order to relate to them better. Suggestions and tips on managing teenage patrons involve training staff on adolescent development, developing relationships with teens, earning their respect, creating teen-friendly spaces in libraries to allow ‘socialising’ and communicating with teens through their peers. The authors believe that responding to the needs of teenage patrons is an important part of the library’s role in making the community a better one.

Developing A Vision for Libraries' Work with Readers: Consultation with the Public Libraries Sector

This document presents the results of a consultation with the public libraries sector on reader development work in the UK. The following conclusions were reached:

National Offers
The public library sector is ready for the concept of a national offer focused on the three themes of stock, staff and promotion.

Reading Groups
Reading groups have a part to play in reading development but are not central to it. Proposals for a national offer for reading groups will be based on the provision of information, support and training for existing and new Reading Groups and their leaders.

Partnerships
Specific partnerships vital in taking the reading development forward include partnerships with the book trade, adult education, health and voluntary groups, and with the commercial sector.

Future Directions
Significant development areas identified include increased use of technology to expand reading opportunities; further development of national marketing, promotion and advocacy; development of national evaluation tools and standards to assess reader development activities; and the extension of book groups to all ages, types and cultures.


Creative Reading: Young People, Reading and Public Libraries

This report examines how reading and public libraries can connect with the creative potential of young people. Recommendations for libraries include:

- Creating a variety of spaces to reflect different users' needs and desires.
- Making connections with creative resources, both in the public sector, such as being located near archives, museums, arts centers or theatres, and in the private sector, where libraries can be part of the 'creative clusters'.
- Taking into account the creative process, providing stimuli, surprise, random connections and different means of recording ideas when planning furnishings and layout.
- Considering the wishes of young people, the needs of teachers and the professionalism of librarians in stock selection and display.
- Involving young people on the front line and behind-the-scenes in public libraries as well as in stock selection and library design.
- Understanding the role of library staff in the creativity agenda and determining strategies to engage with creativity.
- Engaging young people with creativity through programmes and activities.
- Working with policy-makers to determine libraries’ role in the emerging debate about cultural entitlement.

Madrid Stories: Madrileños Sing And Dance - And Now They Read, Too

The mayor of Madrid has announced plans to launch a lending library in the underground, which is filled daily with passengers engrossed in their reading. News kiosks are selling bestsellers, thrillers, classics, detective stories, love stories, children's books, comic strips, atlases and encyclopedias. The recent popularity of reading seems partly attributable to Umbriel, a small publishing house in Madrid, who brought The Da Vinci Code by David Brown to Spain. Bookshops reported that the book became a bestseller within the first week. Surprisingly, the readers who picked up the book kept coming back to the bookshops to buy other books.

Nash, Elizabeth. 'Madrid Stories: Madrileños Sing And Dance - And Now They Read, Too'. The Independent. 26 Sep 2004.


Using data from 8,259 public libraries in the U.S., this report presents an analysis of public library trends for the years 1990-2002. Notable results include:

- Increase in library visits, with the greatest growth in the largest libraries.
- Reference transactions per capita have risen, reflecting an increase in library services.
- Circulation transactions per capita have grown at the largest libraries, but have declined since 1994 at the smaller libraries. However, total circulations have increased.
- Interlibrary loans have increased dramatically, indicating that ILL plays a major role in meeting users’ needs.
- Book and serial volumes, audio and video materials, and current serial subscriptions have all increased.
- The number of librarians employed has increased faster than the populations they serve.
- Total operating expenditures per capita have risen as did collection expenditures and staff expenditures capita.


Libraries hit by fall in book borrowing.

UK's library charity, Libri, has challenged the government’s claim that “the tide has turned” against the decline of public libraries. Drawing on the Chartered Institute of Public Finance’s latest annual returns for libraries, Libri highlighted that book borrowing in Britain has fallen by a third in the last eight years and is still decreasing at the same rate. In the UK public libraries, the number of borrowers fell by an average of 5% in 2002-03, with Wales suffering a drop of nearly 7%. Since 1995, book issues have, on average, fallen by 31%. In June this year, the Museums, Libraries and Archives Council had cited a 1.4% increase in number of visitors to libraries, the first since the early 1990s, as an indication of improvement in library usage. However, analysts believe that the extra visitors were "homework students and others attracted by the new network of free library computers". Libri is of the view that a drastic overhaul of the public library service coupled with substantial investment in books is needed for the service to remain viable.
New Public Library Service Standards.

The Public Library Standards launched by the British government came into effect in April 2001 with a 3-year phase in period. However, when the “Framework for the Future” was introduced, the standards had to be reviewed to make sure that they reflected this new strategy. The new standards will better reflect how libraries are meeting the needs of the local community.

Public libraries help turn young people into good citizens.

In the UK, teenagers form part of a plan by libraries to remain topical and relevant. Within 3 years, teenagers would be able to help in managing public libraries, selecting books, designing library space and be on the recruitment panels. Strategies to ensuring libraries help young people and meet their needs are incorporated in the report Fulfilling their Potential produced by the Reading Agency as part of the Framework for the Future. The Framework is the British Government’s 10-year vision and action plan for public libraries. Birmingham Central Library and Lowestoft and Derbyshire Libraries are among the libraries cited in the Report as having revamped their youth services.


The author looks at the impact of outsourcing on staff and users of public libraries to LSSI. He noted that the library profession has not fully addressed the outsourcing issue. He pointed out that outsourcing involves compromises often not apparent to local officials. Although LSSI could boost professionalism in struggling libraries and save money in the short term, there was a cost to pay eventually - decline in services. Some librarians are uneasy about the company as its “performance eludes evaluation”. There was a feeling that:

- LSSI savings on staff goes to profits rather than service;
- Accountability has declined;
- Transparency is compromised;
- Profit pressure led to higher administrative and materials handling fees, lower salaries and benefits for staff, hiring fewer librarians, and choosing less educated employees, resulting in workers being shortchanged.

The Riverside County Public Library success story was considered an unusual case offering only basic services. “Outsourcing only fits libraries with multiple problem issues that can’t be solved in-house” and outsourcing management should be considered as a last resort.

Online Enquiry Service Launched

The first phase of the new People’s Network Service has been launched in England. The People’s Network Online Enquiry Service will deliver a real-time information service to the public by providing ‘live’ access to library and information professionals across the Internet. Developed by the Museums, Libraries and Archives Council (MLA), the service is being delivered collaboratively by public library staff across England, with 29 library authorities piloting the service. MLA is now inviting library colleagues across the country to trial the new service by asking sample questions and hopes to have all 149 library authorities contributing to the online service by the end of 2005.

The service is free and the public will be able to ask library staff questions in ‘real-time’. The full 24/7 service will be launched to the public in March 2005.

For further information about the people’s network full suite of services including the Enquiry Service visit: http://www.mla.gov.uk/action/pn/00pn.asp
Conferences And Seminars

Computers in Libraries 2005
March 16 - 18, 2005
Washington, D.C., USA
http://www.infotoday.com/cil2005/

Kuala Lumpur International Book Fair
May 22 - April 1, 2005
Kuala Lumpur, Malaysia
http://i-baca.pnm.my/galakan/galakanBkFair_en.asp

ALA Annual Conference
June 23 - 29, 2005
Chicago, USA

Continuing Professional Development - Preparing for New Roles in Libraries: "A Voyage of Discovery"
6th World Conference on Continuing Professional Development & Workplace Learning for the Library and Information Professions
August 11 - 13, 2005
Oslo, Norway

World Library and Information Congress: 71st IFLA General Conference
August 14 - 18, 2005
Oslo, Norway
http://www.ifla.org/IV/ifla71/index.htm

neXt 2005: ALIA National Library and Information Technicians Conference
September 6 - 9, 2005
Sydney, Australia

Satellite Meeting 2005

The IFLA Management and Marketing Section is organising its 2005 satellite meeting in Oslo, Norway. Spanning 3 days from 9-11 August 2005, this meeting aims to shed light on the management, marketing, evaluation and promotion of library services based on statistics, analyses and evaluation.

For more information, visit the Bergen Public Library website at www.nettbiblioteket.no.