

News from the Divisions

SOUTH COAST REGIONAL GROUP

If librarians don't crow, libraries won't grow

And learning how to crow effectively was the theme of our Regional Group's latest seminar, 'Getting the Library Up Front'.

Held at pleasant Gleniffer Brae Manor overlooking northern Illawarra beaches and the botanical gardens, this Saturday in-service attracted librarians from Canberra to Goulburn, Bateman's Bay to Moss Vale, plus some Sydneysiders.

The day was designed to cover all areas of public relations: public speaking, print and broadcast media and person to person contact, all vital skills in promoting a positive image of libraries with those who hold the all too tight purse strings and with potential library users.

Dulcie Stretton CBE, President of the Australian Library Promotion Council, introduced the day, followed by local media personalities, Keith Ashton (2WN ABC radio) and Moragh Johnstone (Illawarra *Mercury*). Keith and Moragh gave practical advice on building media contacts and credibility and Dulcie established library promotion need and background, and continued to tie the day together as it proceeded.

ALA television spots gave concrete examples of effective media usage and a Queensland Department of Education videotape, 'Unaccustomed as I Am,' provided humorous, if all too real, examples of poor public speaking habits.

PR program planning was covered by Gary Roberts advertising agent and Dr Neil Adams from the University of Wollongong Psychol-

ogy Department used the afternoon to lead librarians in solving some of their communication problems within institutions and with library users.

Participants rated the day a success and suggested that follow-up workshops in poster design, production of media spots and press release writing would be in order. Meanwhile, be on the watch for increased news of South Coast libraries, for 'if librarians don't crow, libraries won't grow'. *Georgia Green*

VICTORIAN BRANCH

Melbourne's downtown lending library

Branch Council is continuing its lobby in support of the establishment of a lending library within the city.

Book house beer seminar

The first of these seminars which featured a stimulating and thought provoking talk on Men's Liberation by Beatrice Faust proved highly successful and a second is being planned for late September. Watch Happenings for details.

Deputation to the Minister for the Arts

A sub-committee of the Branch consisting of Beatrice Fincher, Carmen Hannaker, Jim Badger and Bill Linklater met with Mr Race Mathews, Minister for the Arts, to present the Branch's submission on the State Library and Public Library Services in Victoria for 1982/3. The Deputation raised three issues with the Minister:

1. Public Libraries Subsidy – the Minister responded favourably by saying that the Government supported increased subsidy to public libraries and expected implementation of this in the life of the present government.
2. Data-bases in the State Library – this matter was the subject of a recent paper to the Minister from the State Librarian. The Minister considers this an important development and has placed it high on

the list of projects to be implemented by the government.

3. Date for the new State Library Building – Labor's policy on this issue had been stated in its pre-election platform. Mr. Mathews stated that this would be the first major Arts project on the completion of the Victorian Arts Centre and that it would be built on the Queen Victoria Hospital site as soon as the hospital had been moved to Clayton. It was anticipated that this move would be made in 1987.

Angela Bridgland

LIBRARIES – WHO PAYS?

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