News from the Divisions

PUBLIC LIBRARIES SECTION (S.A. Branch)

On 13 August the Public Libraries Section (S.A. Branch) presented a discussion on 'Public Relations and Promotion for Public Libraries', held at the Walkerville Public Library.

The first speaker was Mr Laurie McCann, Publicity Officer of the Library Promotion Committee (SA), who explained the role of the Australian Library Promotion Council and its importance to public libraries. He also showed two library promotional films, one from Adelaide and one from Los Angeles.

The next speaker was Mr Philip Pike, Public Relations and Promotions Officer for the State Library of South Australia, who explained the use of commercial marketing techniques which could be adapted for promoting public libraries (allowing that public libraries did not have the resources of Coca-Cola).

Topics covered included market segmentation, market surveys and design of brochures.

Peter J. Hill

SPECIAL LIBRARIES SECTION NSW

COMMUNICATING WITH CLIENTS – A Two Day Workshop planned by the NSW Special Libraries Section.

Communication is one of the most important skills in which special librarians, and librarians in general, need to excel to provide an efficient service for their clients. We've all experienced the time that can be wasted when we get the wrong message from our customers.

To help librarians sharpen up their communication skills the NSW Special Libraries Section is holding an intensive two day workshop, Thursday and Friday, 29–30 November, conducted by Mr Warick Rowell, an experienced management trainer. Aimed at building and testing practical skills the workshop will identify the key elements of successful communication such as listening, drawing out, giving and receiving feedback, paraphrasing and body language, and using role play techniques and give an opportunity to practice these skills in a variety of situations. The use of video will give you an opportunity to see your impact on other people. Applying these skills to actual situations when you return to work will be explored.

The fee for the workshop will be $130 for LAA members and $165 for non-members. Attendance will be limited to 20 due to the intensive nature of the training given. We will issue a manual with notes to all participants. Lunches are included.

To book, ring Graham Whittall (02) 235 8527. Watch Happenings for details of venue and times.
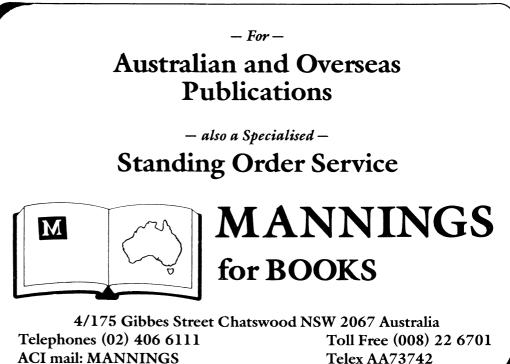
FAR NORTH COAST REGION NSW

'An exceptional event!' summarised comment on Richard Hoggart's visit to Lismore, following the LAA/NZLA Conference in Brisbane.

On Monday September 3, normally a very quiet time in Lismore during school holidays, over fifty people enjoyed meeting Dr and Mrs Hoggart before dinner at the Lismore and District Workers' Club. After a most enjoyable dinner, Dr Hoggart presented his thoughts on the role of libraries in fostering reading in an electronic age, and shared his philosophy with his audience.

This stimulating session was followed on Tuesday morning by a similarly well-attended public lecture at the Northern Rivers College, where Dr Hoggart was joined by well-known author and sociologist Craig McGregor in presenting a session on Popular Culture. Once again, response was enthusiastic, with several of those attending one or both events making the comment that 'this has really given me something to think about'.

Our Regional group plans to end this landmark year with an Annual General Meeting and barbecue at the Agricultural Research Centre at Wollongbar on Saturday December 1. If you are in the Region on holidays, we'd be very happy to see you then!

Vivienne Sigley
Secretary