



## School Libraries Section Victorian Group

### Energetic 1989

It was disappointing to have to announce the cancellation of our planned residential weekend at the Institute of Educational Administration (IEA), Geelong. A change in the school holidays affected both our conference date and that of Library Week - the result was a dash!

However we are now planning a whole-day program to be held on Saturday 12 May 1990, which will tie in with the International Year of Literacy. Venue: Institute of Educational Administration, Geelong, commencing at 9 am.

The IEA has already been booked for 1991! The topic for the weekend will be announced late this year when current issues and concerns may have changed.

The committee had a difficult and energetic 1989. Several problems arose, not the least being the proposed award restructure for teachers. Teacher-librarians were dismayed to read that they were no longer to have a position in school staffing - libraries were to be staffed by librarians working under public service conditions. Current staff were offered the option of returning full-time to the classroom or accepting a public service position.

Naturally this caused much concern and resulted in a joint meeting with representatives from SLAV and the TFV within 4 days of the document's release. All section members of ALIA were contacted and urged to write to politicians, school councils, parent groups, etc.

Such attacks upon teacher-librarians illustrate the importance of unity and, therefore, membership of a professional body. We urge all librarians with an interest in schools to join the appropriate State Section, and in particular, all Victorian ALIA members working in schools to become actively involved in our Section - meetings held on the third Wednesday of each month. For further information contact Bev Pianta, telephone (03) 521 1721.

Unity is strength - we are working for all teacher-librarians:

- \* to better our conditions
- \* to stress the importance of the teacher-librarian to the total school program
- \* to illustrate their expertise in curriculum development
- \* to emphasise the necessity of teaching skills in the selection of resources for the individual, the collection, and to support the teaching program.

It seems ironic that the current threat to our existence should come so soon after the Library Summit and the proposed Information for the Nation program. The revision of *Books and beyond* undertaken by the Kuring-gai College of Advanced Education School of Library and Information Studies, the Geddes Report and subsequent working parties under Pat Stewart in Victoria all stressed the importance of appropriate staff and resources to service specific clientele.

Let us hope that we can stem the tide which is currently threatening all libraries through financial restraints and, in particular, school libraries and library services which appear under threat in Australia.

I should like to conclude with a quote from an article by Harrison Bryan in the *Australian Library Journal* (Vol. 38, (3) August 1989): 'The school library story, however dimmed by recent government cutbacks, is one of which Australia and particular Australian school librarians can be proud. From insignificance to world standard in 20 years reflects the efforts of a genuine pride of lions'.

We wish all librarians, and particularly teacher-librarians, a stress-free 1990.

Pam Taylor  
President 1989

## Children's and Youth Services Section WA Group

The Children's and Youth Services Section, WA Group, seminar was held on Saturday 21 October 1989. The following four speakers presented ideas to ponder on, and practical advice.

**Kay Poustie**, City Librarian, City of Stirling, asked, 'why do we need publicity in libraries? After all we are such a good influence, have an excellent product and fantastic service, and are free.' Well, we know how good we are, but in order to let others know, we have to market our service and capitalise on our strengths.

In order to market effectively we need to:

- \* be aware of our clients' needs/demands (which may change); changes in our organisation, i.e. the local council - if we don't promote our libraries, the council won't hear and this may lead to a cut in funds and its consequences; changes in technology;
- \* make use of our great publicity opportunities both within/outside the library.

Kay finished with the thought that 'we don't have problems ... only opportunities.'

**Mary Wright**, a publicist who promotes art orientated groups to the media, mainly discussed pre-event publicity. She pointed out that the correct timing is crucial as well as that elusive quality 'newsworthiness'. Press releases should possess the following attributes: brief, informative, short/snappy sentences, clear, neat. If accompanied by a photograph, watch the quality - the bigger, the clearer, the blacker, the better!

Make it a point to get to know the editors, journalists and delegate one person at your library as your contact person.

Mary pointed out that the media is a private business. A common misconception exists that it has a 'duty' to cover events. The onus is on us who wish our events publicised through the media, to proceed in this direction with 'persistence and tact.'

**Steve Creedy**, Chief of Staff, the *West Australian* stated that the most important idea to remember when dealing with newspapers was their 'deadlines'. Steve also raised the idea of newsworthiness by asking what is news. He proposed it was something that you didn't know yesterday - something that people will talk about.

Targeting of your article is important, so determine which type of newspaper (local/state-wide) and which section within the newspaper is most appropriate.

**Kerry Smith**, Research Librarian, Cultus and Publicity Officer, ALIA 1990 conference presented the idea that it is difficult to promote an event unless you believe in it... 'The empathy just won't come.' Save ideas for the appropriate time and remember to think laterally about the publicity for your event.

Remember, that you may have to overcome a phenomenon common to all professions - a general lack of interest about events.

Ann Marie Zoutendyk  
Publicity Officer

## NSW Branch

NSW Branch was involved in two activities late in 1989. They were different both in content and in response. Lobby or Lose was essentially philosophical in orientation (also very practical) while Libraries and CD-ROM was mainly technical (with the occasional smattering of 'what's it all for?').

The level of response (24 at the lobbying workshop; 85 at the CD-ROM seminar) reflects the 'systems fixation' of the library profession. Technocrats rule OK! Be assured that technology is not a replacement/panacea for inadequate information/human resource management. The lack of interest in things philosophical is probably due to a high degree of (political) apathy within the profession and the passive nature of librarians - always servicing, never demanding; always consensual, rarely demonstrating.

Some details of the seminars:

Lobby or Lose (26 October); seminar leader; John Levett, challenged participants to examine their response to the world of lobbying. In his words, 'the program is not an end, it is merely a means to an end - the sharing and pooling of intelligence, skills, experience towards the amelioration of common problems'.

Libraries and CD-ROM, (22 November) speakers included library practitioners (technical and user services perspectives), information providers/suppliers, library educators and a representative from the National Library of Australia. Demonstrations at lunch were organised to enable 'hands-on' CD-ROM practice.

Frank Willems  
Professional Development  
Officer 1989

## Health Libraries Section National Group

I'm sure that all those who attended will agree that the Joint Conference of the Health Libraries Sections of the Australian Library and Information Association and New Zealand Library Association was a great success. Delegates from Australia, New Zealand as well as a few from the USA and one from Singapore gathered in Auckland from 12-16 November to hear about the 'new directions' being taken in the provision of health information.

Margaret Gibson-Smith and the other members of the Conference committee did a marvellous job and ensured

that there were no hiccups along the way to interrupt the flow of the speakers. On behalf of the Australians who attended and the National Executive we again express our appreciation to Margaret and Co. for all their hard work.

The keynote speakers were Susan Y. Crawford, Director and Professor of Biomedical Communication, Washington University, Missouri; Naomi C. Broering, Director, Biomedical Information Resources Centre and Medical Centre Librarian, Georgetown University, Washington DC; and Alan M. Rees, Visiting Professor, School of Information Science and Policy, State University of New York at Albany, NY. Each of the keynote speakers discussed the harnessing of information technology in the field of the health sciences library - what implications this new technology has for our users, our staff, our means of service as well as our own continuing education, to name a few.

We were all introduced to the Integrated Academic Information Management System (IAIMS) concept, which is the most recent development in health science libraries in the United States. Each speaker took a different aspect of the subject, starting with Susan Crawford's overview of the changes we can expect over the next decade, followed by Naomi Broering's description of IAIMS as it functions now in Georgetown University and its planned development over the next 5 years. Alan Rees challenged us to develop our own skills and those of our staff in order to find and maintain a place within the changing world of biomedical information management.

Dr J.K.D. North, Dean of the Faculty of Medicine and Human Biology at the University of Auckland officially opened the conference, welcoming all the delegates and exhibitors and wishing us all a very informative and fulfilling conference. The opening ceremony also included the launch of a new patient information book *The green lane heart book: Your guide to a health heart*.

Overall, I believe that the conference was a great success. A chance to get away from work, recharge the batteries, talk with colleagues and take the opportunity to learn some more about the constantly changing environment in which we must perform our professional duties as best we can.

Mary Anne Ross  
National Secretary

## Health Libraries Section Victorian Group

### 1989 activities

An initiative of the outgoing 1988 committee was to develop the position of Country Representative, who would support any rural members who felt isolated from other health librarians, and who wished to participate in activities together in 1989.

The Country Representative organised a 1-day seminar in May at the Health Department Library, which was attended by thirty country and city health librarians. The theme of the seminar was Library Automation and included a discussion on Medline on CD-ROM and demonstrations of Inmagic, Microfusion and CAIRS management systems. This very successful day is to be followed by a second seminar late in November.

The section held three general meetings last year. The speaker at our April meeting was Penny Scott from the State Library of Victoria who spoke on government publications. Our July meeting was addressed by Brian Howes from the Charles Sturt University (Riverina Campus) and his subject was collection development. Our third meeting, in July, took the form of a visit to the Apollo-Moon Bookbinders, with a demonstration by staff of all aspects of the binding process. Our fourth 'meeting' followed the Country Librarians' Seminar and was an evening Christmas Party.

On 21 June it was a great honour for many members to attend the presentation of the ALIA Fellowship Award to one of our foundation members, Anne Harrison (*inCite* Vol. 10 (12) 7 August 1989). The presentation was made at the Victorian Branch award night by Averill Edwards and was held at Queen's Hall, State Library of Victoria. The Award was based on Anne's enormous contribution to medical librarianship through her work at the Brownless Medical Library, Melbourne University, where she developed the Central Medical Library Organisation; and on her pivotal role in lobbying state-based medical librarians to become affiliated with ALIA. Following the presentation 17 members and former colleagues took Anne out for a celebratory dinner.

Members attended the launching of VICGRATIS on 7 June at the Regent Hotel, hosted by management and staff from University Co-op Bookshop (Sydney). Already members are seeing improvements in the efficiency of their inter-library loans, which have resulted