

# The search engine with a smile

Australian Library Week at Southern Cross University Library



*A canvas replica of one of the ALIA postcards produced to promote Australian Library Week was central to an exhibition showcasing university staff attitudes to the library*

To celebrate Australian Library Week, Southern Cross University Library hosted a special challenge to all staff on campus, asking them to respond to an e-mail titled, 'Books are dead'. In the e-mail, we asked our colleagues what they thought of the theme, 'Libraries here for the long run' and the role of the modern university library in general. We asked

what they thought about the future of libraries and of the services we offered at Southern Cross University Library.

The responses varied in opinion, format and content but there was an overall and thorough defence of the book and it's 'bodily', 'material' and even 'heavenly' existence in the place we have all come to know, respect and seek out, known as 'the library'. Each response was printed and became part of an exhibit which included books about books and cyber-print technology and a large canvas replica of an ALIA postcard 'Here for the long run'. All who participated received ALIA postcards and a chance to win a \$25.00 book voucher.

As part of their own ALW celebrations, the Coifs Harbour campus library called for client response to the librarian stereotype in order to challenge, 'that repertoire of stereotypes that people carry deep in their heads' (Mairéad Browne, *inCite*, March 2000, p4). The winning response was from a student, 'A librarian — the search engine with a smile'.

Sharon Hill, Southern Cross University

## In brief...

### New director for booksellers Association

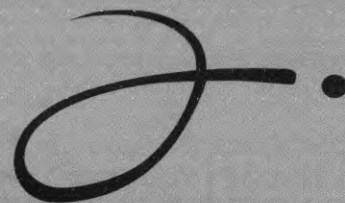
Kathleen Mapperson has been appointed as executive director of the Australian Booksellers Association. Ms Mapperson has had a varied career, which includes experience in marketing, market research and human resources. She was manager of the Centre for Behavioural Research at the Anti-Cancer Council of Victoria, and was more recently a senior executive of Village Roadshow Limited. Kathleen is 'excited by the prospect of making the Association as dynamic and relevant as possible.' ■

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