National Library Week—making it happen

By Linda K. Wallace

Director ALA Public Information Office

ALA's 1992 "Your Right to Know: Librarians make it happen" campaign presents an exciting opportunity for academic librarians to speak out for their profession and for the American public.

America's libraries are unique in their dedication to serving the public's Right to Know information

they need to live, learn, work, and govern effectively. And no one plays a more important role in making that happen than academic librarians.

Plan now to use the ALA theme for National Library Week (April 5–11, 1992) and as an umbrella to promote your services throughout the year.

What you can do

1. Host a Great American Read Aloud/Night of a Thousand Stars. ALA will again sponsor the nation's largest proliteracy event on Wednesday, April 8, 1992, with guest readers rallying around libraries and their Right to Know. Many college libraries, including Michigan State University, Bowling Green (Ohio) State University, and White Pine (N.H.) College have been among the thousands of libraries hosting successful events.

2. Participate in the "Call for America's Libraries" radio rally being launched on Freedom of

Information Day, March 16, and running through National Library Week (see sidebar, page ??).

- Expand the library's regular bibliographic instruction or orientation program to include the right to know.
- 4. Identify major issues of concern on your campus—drugs, free speech, the homeless, rape, the environment. Plan a series of Right-to-Know forums, booklists, and exhibits around these topics.

Invite faculty and administrators from departments such as health services and campus security to participate. Involve foreign students in planning programs to focus on cultural diversity.

5. Organize an election year "Right to Know" campaign to provide voter registration and infor-

mation for students.

6. Develop fact sheets and booklists with the Right to Know logo. Spotlight federal and local government documents, reference works, videotapes, and other specialized library resources available to help faculty and students exercise their Right to Know.

7. Conduct workshops for college students and faculty on information literacy and the Right to Know.

8. Post ALA posters with the campaign theme in cafeterias, campus bulletin boards, and other gathering points outside the library. Ask to have the message posted on outdoor marquees.

9. Invite your library users to share how librarians have helped them exercise their Right to Know and how that made a difference in their lives. Award prizes—gift certificates for campus book, record, or clothing stores—for the best entries.

10. Publish regular updates announcing new articles/materials of special interest imprinted with the Right-to-Know logo. Send to

11. Talk to student groups about the special study and career resources your library offers to help them plan their futures.

faculty and administrators. Provide a column for the

12. Provide "Right to Know" public service ads available from the ALA Public Information Office

When you need to know, when you want to know, you have the Right to Know.

Ask your librarian

American Library Association

student newspaper.

to the student newspaper and faculty publications. Provide radio and television public service advertisements available through the ALA Graphics Catalog.

Ed. note: The artwork on the cover of this month's C&RL News is available as a poster from ALA Graphics. The poster is available separately or as

part of the National Library Week theme kit that includes 3 posters, 200 bookmarks, and a campaign book including clip art. The kit sells for \$25 and may be ordered from ALA Graphics, 50 E. Huron St., Chicago, IL 60611; (800) 545-2433, press 8.

(NLW cont. from page 87)

Planning is the key to success

A successful NLW celebration does not just happen. As with so many other library activities, careful advance planning is a necessity. At the Evans Library, planning for NLW begins with the appointment of a new NLW Chair in May and committee selection follows as soon as possible. Planning meetings usually begin in late summer and continue, with increasing frequency, until the event.

Although the NLW Committee does not work from a set of guidelines, reports of former committees provide a body of tradition to guide planning, and other advice and suggestions are passed on orally from committee to committee. NLW celebrations, however, should not be allowed to become static. Each year should bring new ideas and new approaches; each year should be a new experience.

Every library's observance of NLW is unique, as it should be, but the experiences of other libraries can offer ideas.

Celebrating NLW takes time and effort, and requires a commitment on the part of the library as a whole. The rewards, however, can more than equal the effort. A successful NLW observance should heighten awareness of the library for both students and faculty, and can attract users from the non-university local community. NLW celebrations enhance the library's image and raise morale of

the library staff. Activities which involve university faculty strengthen ties between the library and the faculty. An active and dynamic library will appear more attractive to potential donors of both funds and collections, and NLW activities can highlight the library's needs as well as its strengths. In addition, NLW activities can be structured to emphasize new library services.

Finally, once the direction has been decided, the planning completed, and the last-minute details taken care of, NLW celebrations can, and should, be fun for the library staff and patrons alike.

NOTES

'The National Library Week Program, Local Organization Handbookforthe National Library Week Program. (New York: The National Library Week Program, 1967), 48.

² Special & Academic Library NLW Participation Sought," *Library Journal* 102 (November 1, 1977): 2200.

³Linda K. Wallace, "National Library Week: Are you kidding?" College & Research Libraries News 50 (April 1989): 311–13.

⁴Ibid.

⁵Suzanne D. Gyeszly, "Book sale preparation for National Library Week," *College & Research Libraries News* 51 (April 1990): 331–33. ■ ■

C&RL News staff member has a winning idea

Reggie Prim, C&RL News editorial assistant, has a way with words. When ALA staff were asked by the Communications Department to think of slogans that conveyed ALA's purpose to the general public, the ACRL staff went into action.

At ACRL's weekly staff brainstorming session, the staff generated a number of possible slogans. One of them was Reggie's suggestion, "The more you read the better we feel."

These were forwarded to ALA's Com-

the more you the better we to to: A to: A

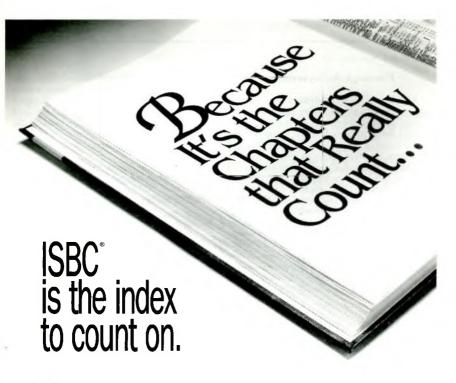
munications Department. While a final slogan has not been selected, Reggie's proposed slogan was so good that

ALA's Graphics Department could not pass up the opportunity to produce a button.

White text on a green background, the buttons are available in bundles of 10 for \$4.00 plus \$2.00 for shipping and handling. Orders totalling less than \$30 must be prepaid. Send order to: ALA's Graphics Department,

to: ALA's Graphics Department, 50 E. Huron St., Chicago, IL 60611;

fax (312) 440-9374.



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