

Information for librarians & information professionals working in Edinburgh - October 29th, 2008

RAISING THE PROFILE LIBRARIES IN EDINBURGH!



Avid TACIT readers might have observed that there has been no issue of TACIT for several weeks. This has been because the ELISA editorial staff have been absorbed temporarily into the organisation for Edinburgh's Festival of Libraries. However, as arrangements for this week long programme are progressing and there are only a few days to go until the launch, the editor felt that it would be appropriate to send you an overview of how the Festival has been organised. Please forgive the plain vanilla presentation, the ELISA Design Department is working to rule.

The ELISA events department had first of all identified the various components of the programme, each component was assigned to an individual volunteer who, together with the support of the organising team, worked to a plan.

Events co-ordination: In March, through the ELISA network, library and information services were invited to contribute to the programme – the deadline was the end of April. Some 29 services came forward promptly and voluntarily, the majority did not commit until June or July, some key players did not commit until August, new events are being added to the programme since publication of the programme in September. Please read between the lines ...

Printed publicity materials: Christine Chambers of Edinburgh City Library Service assisted with preparation of the design brief and the drafting of the final programme text. Joanna Schlesinger from the Communications Department in City of Edinburgh Council opened up all kinds of communication channels within the Council that would have otherwise been closed to ELISA. Ian Farmer of City of Edinburgh Council design team, broke our previous impasse over the visual message of the event by focussing on the celebration aspect of the Festival rather than referring to library business, and so has created a very striking logo and programme. Jacqui Liddle of the City Council's print department delivered the job ahead of time allowing for prompt distribution.

Electronic publicity materials: Ian Farmer provided us with electronic files for distribution. Although the take-up of these was slow – marketing departments are very cautious and cagey, various individuals have managed to persuade links to be created or even taken the situation into their own hands. Thank you to April Middleton of Edinburgh University for creating a Facebook invitation.

Press contacts: Bob McLean and Gareth Jones in City of Edinburgh Council have been assisting the ELISA PR department in preparing press releases. The ELISA PR Department has also hassled newspaper editorial staff for attention, been contacted by radio, run a straw poll at Edinburgh Bus Station, and prepared a Mouthpiece article for the Evening News. The Scotsman, as a gesture of support to the Festival, has offered discretionary rates for advertising and a run of adverts should appear over the next two weeks.

Distribution: Brenda Woods of Edinburgh City Library Service drew up a distribution plan, identified and contacted key individuals for distribution. The attendants team at Edinburgh Central Library have to be commended for their patience in heaving 60 boxes to and fro from the delivery area to the Cabin. The ELISA distribution and publicity department then managed to dispose of 13,000 programmes and 420 posters in one week to schedule. The programmes should be found in all of the city's public libraries, in the GP surgeries, in the libraries of the larger contributing services, in various Council centres, Blackwell's Last stand will be at the Libraries Fair on Saturday 8th November and the information "hub" in the Central Library from 10th – 14th November.

Festival Website: Iain Young of Heriot-Watt University Library took up the reins for this and oversaw the logistics of hosting, creating and designing the site. Ana Dragic of City of Edinburgh Council webteam contributed her expert advice and made it all happen. It is now the responsibility of the ELISA electronic resources and publications department to update the site.

Launch Event – Edinburgh Libraries Fair: Anne Donnelly of Edinburgh University Library has headed a team of four volunteers who have worked with a consistently positive and enthusiastic approach to bring the Fair together. Karen Bonthron and April Middleton, also of Edinburgh University, Fiona Laing of the National Library of Scotland and Ruth



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Bartram of Stevenson College, have negotiated, arranged and cajoled to create an excellent event. The ELISA administrative department is currently finalising plans, buying balloons and loads of 9 inch nails (from long experience these can solve many problems). With thirty seven services participating, all offering engaging things to do, a café, busking musicians, a mobile library with balloons parked outside – all looks set to be a successful event.

Finale Event – “The Future of the Book”: Carol Stobie from the National Library of Scotland has arranged for the NLS to support this event and to incorporate it into their programme of events. A panel of five highly stimulating people presenting very different perspectives, an excellent chair, plus some knowledgeable and articulate people who have said they want to join in, this looks like being a very interesting event. There will be free refreshments – what more does one need! At least come along and find out what Wendy wants you to do with the ping pong balls... The ELISA educational department is looking into ways that this discussion can be recorded for the purposes of continuing the discussion online and elsewhere.

Evaluation: Winnie Chambers from Jewel & Esk College has drawn up some questionnaires that will be the main tool for evaluating the whole programme – visitor experiences and contributors’ views alike. Hil Williamson from Edinburgh City Libraries together with the ELISA administration department is exploring ways to collect, collate, report on and disseminate this information. Any person wishing to be involved in this activity as an interesting mini-project for CPD purposes, please get in touch.

That Edinburgh’s Festival of Libraries will be a success, there is no doubt – but the size of the success and its future impact will depend on how libraries – the institutions and the staff as individuals – go about promoting the Festival and, in the long term, promoting partnership. From the ELISA perspective, the time for talking is over.

(Editor’s Note: ELISA Departments = ELISA Development Officer)

!!Edinburgh’s Festival of Libraries Spin-Off!!

Presentation/Seminar on e-books by OCLC

Friday 14th November, 10.30 – 12.00

**Conference Room, Edinburgh Room, Central Library,
George IV Bridge**

OCLC (Online Computer Library Center) is sponsoring the Finale event to the Festival. As part of this sponsorship, OCLC are bringing over from their American office, their Global Product manager on e-books and e-audio books, Michelle Harper, to join the panel and to fight it out with people with different perspectives.

As Michelle is in Edinburgh, she would like to take the opportunity to meet library and information professionals with an interest in e-books and on ELISA’s suggestion, she has kindly offered to give a presentation on e-books on the morning of Friday 14th. This will be a chance for an informal meeting to talk with a company that is at the forefront of delivering e-book technologies. If you are interested, please get in touch as soon as you can with Wendy Ball, wendy.ball@edinburgh.gov.uk.

NEWS & EVENTS

Masses of other things going on in the City as usual. Don’t forget to check out the big impact happenings at the **Edinburgh City of Literature** mission control: www.cityofliterature.com

500 years of printing in Scotland continues to roll out a hugely impressive and far-reaching programme of events. <http://www.500yearsofprinting.org/>

Scottish Information Network are holding a seminar: First steps in Blogging

6pm **Tuesday 4th November**, Level 5, Livingstone Tower, University of Strathclyde,

To book a place please contact John Coll e-mail j.coll@nls.uk Tel: 0131 623 3816

Publishing Scotland are offering their popular courses on proof-reading and writing on the web. Book now to avoid disappointment. For further details email joan@publishingscotland.org or call 0131 228 6866.

Learn about hoasts and neeses and remedies thereof by subscribing to the **Scottish Language Dictionaries** newsletter

http://www.scotsdictionaries.org.uk/Publications/Newsletters/INL10_08/hoasts.html

It’s not too late to book at ticket up to Aberdeen for **Grampian Information Conference 2008: Customer Focused Services for the Future**. See http://grampianinfo.co.uk/?page_id=122 for more details

ELISA NEWS

- The Access Working Group is leaderless.
- The e-Content Group is pupating into another identity and will emerge in beautiful new livery at some undecided point in the future.
- The Staff Development Group are planning a new programme of events – this includes the Scottish Poetry Library and the NLS map Library. Once the programme is decided in the near future, this will be publicised – hopefully using means other than telepathy.
- The Web Group is also pupating in a similar habitat to the e-Content Group. However, hoorah for the ELISA Webmaster who has stuck by us in spite of seductive calls from the Kingdom of Fife and elsewhere. He has transferred the Edinburgh Libraries Guide to the same server as the site, updated the code, streamlined the site administration, and sorted out any glitches that are drawn to his attention.
- The Edinburgh Libraries Passport scheme continues to be a quiet success. A lecturer at Edinburgh’s Telford College has requested that all students in a particular class are issued with a Library Passport. The Passports continue to applied for at Central Lending. I believe from anecdotal evidence that another audit will produce some very encouraging results.
- The Edinburgh Libraries Guide is currently being updated. Based on the arrangements set up, a legacy left by Sally Macpherson of ECLIS, Fiona Laing of the National Library of Scotland is organising the update. At present, she is doing this single-handed so please extend all co-operation to Fiona in ensuring that your service’s entry is spick and span.