

# IFLA Express

World Library and Information Congress  
72<sup>nd</sup> IFLA General Conference and Council  
Seoul, Korea, 20~24 August 2006

## 4<sup>th</sup> IFLA International Marketing Award

The IFLA Section on Management and Marketing, in collaboration with SirsiDynix, is pleased to announce the winners of the 4<sup>th</sup> International Marketing Award for 2006.

First place was awarded to **Cindy van Kranenberg** from the public library of Spijkenisse, near Rotterdam in the Netherlands, for a simple but cost-effective marketing campaign to attract non-user patrons by sending a simple postcard. The library also evaluated the number of non-users who became users. The marketing slogan is 'We miss you' (in Dutch, 'Wij missen u'). The first-place winner has received airfare, lodging and registration for WLIC 2006 in Seoul and a cash award of USD 1,000 to further the marketing efforts of the library.

Second place was awarded to **Suzanne Payette**, President of Public Libraries of Quebec for developing a topical and unique marketing campaign entitled 'Follow the Stream' (in French: 'Suivez le courant') during the Week of Public Libraries of Quebec in Fall 2005, offering sustainable promotion material in reusable shopping bags.

Third place was awarded to the Regional Library Service of Castilla-La Mancha, Spain, for the campaign entitled 'Public Libraries: No Need to Knock' (in Spanish: 'Biblioteca Publica, pasa sin llamar'). Oscar Arroyo Ortega, project chair, states that the campaign's main objective was to inform citizens about the new public library and its new social functions and services.

Second and third place winners will be awarded distinctions.

- Ministers' Gala Reception and Dance party -



## Appeal for contributions to the IFLA Fund

The IFLA Fund was established by the Governing Board at its meeting in Oslo in 2005. The Fund consists of 3 major components:

### An “Opportunities” component

IFLA will use funds to engage in new initiatives and develop new programmes and services for its members.

### A “Disaster Relief” component

IFLA can collect funds to be allocated to selected projects to assist in the aftermath of natural or man-made disasters affecting libraries whenever and wherever they occur.

### A “Pillars” component

This component supports IFLA’s ongoing membership services, professional activities, and advocacy work.

**Everyone who contributes to the IFLA Fund will receive an IFLA key ring as acknowledgement and thanks for their support!**

Donation forms may be submitted at the IFLA Secretariat in the COEX (room 317). Cash contributions can be made at the Secretariat or at the IFLA booth in the exhibition (booth # 84).

I would like to contribute to the IFLA Fund

- Opportunities component
- Disaster Relief component
- Pillars component
- Any of the above

The amount of my contribution is  
EUR: \_\_\_\_\_ / other currency: \_\_\_\_\_

My contribution will be submitted by

Bank transfer

Name of bank: ABN AMRO nv      Swift code: ABNANL2A  
Location: The Hague, Netherlands      IBAN code: NL23ABNA0513638911  
Account number: 51 36 38 911

Cheque : Please make payable to:  
IFLA Headquarters, Box 95312, 2095 CH The Hague, Netherlands

Credit card :     American Express       Visa       Mastercard

Name of cardholder: \_\_\_\_\_

Card number: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Signature: \_\_\_\_\_ Security number: \_\_\_\_\_

Please send me a pro forma invoice for the amount indicated above.

## Meet IFLA's Professional Groups!

IFLA's Exhibition Booth (84) is staffed by the IFLA HQ Staff and the organisers of the 2007 and 2008 IFLA World Library and Information Congress. During the conference week, IFLA's officers will also be available at the booth to answer questions about their activities and to display results of some of their projects. To meet the officers and to get first-hand information, the schedule for the booth on **Wednesday 23 August** is:

<p>10.00-11.00            Audiovisual &amp; Multimedia            Social Science Libraries            Information Technology</p> <p>11.00-12.00            Reference &amp; Information Services            Document Delivery &amp; Interlending            ICABS</p> <p>12.00-13.00            Newspapers</p>	<p>Serials &amp; other Continuing Resources            Libraries for Children &amp; Young Adults</p> <p>13.00-14.00            PAC            Preservation &amp; Conservation            Rare Books &amp; Manuscripts</p> <p>14.00-15.00            Acquisition &amp; Collection Development            Library History</p>
---	---

## *IFLA/OCLC Fellows for 2007*

The IFLA OCLC Fellows for 2007 were announced at WLIC Seoul on 22 August. They are:

Mr. Kodjo Elolo Atiso, Ghana  
 Mrs. Alicia Chavarria Esguerra, Philippines  
 Mrs. Pauline Nicholas, Jamaica  
 Mrs. Elisangela Alves Silva, Brazil  
 Ms. Nevena Tomić, Serbia

During the 2007 program, which will run from April 27 through June 1, the Fellows will participate in a 5-week program of lectures, seminars and mentoring, four weeks of which will be spent at OCLC headquarters in Dublin, Ohio, USA and one week at OCLC PICA in Leiden, the Netherlands.

The program sponsors – OCLC, IFLA, the American Theological Library Association and OCLC PICA are seeking additional sponsorships from other interested organizations. Further information from George Needham, Vice President, OCLC: e-mail: [needhamg@oclc.org](mailto:needhamg@oclc.org).

Application information for the 2008 Fellowship Program is available at: <http://www.oclc.org/education/earlycareer/default.htm>

## T-Shirt Draw

The draw to identify the winner of an IFLA t-shirt will take place at the IFLA booth (no. 84) at 1230 on Wednesday 23 August.



## IFLA/FAIFE Programme for Seoul - Access to HIV/AIDS Information: A Life and Death Issue

**Thursday, Aug. 24<sup>th</sup> 2006 8:30 -12:45. Room 301**

**Some changes and additional information on the programme for this session have been announced:**

One of the eight United Nations Millennium Development Goals is 'Combat HIV/AIDS, malaria and other diseases'. Libraries and information services have an important role to play by safeguarding free and unhampered access to information about the HIV/AIDS pandemic, thus helping people better understand the disease and make informed decisions regarding prevention and treatment. Public libraries can also help overcome religious and cultural barriers that may hinder these efforts in some countries.

FAIFE has started to systematically collect information on how libraries address this responsibility, including partnerships established between libraries and local NGOs. The initial findings are published in the 2005 *IFLA/FAIFE World Report*, and FAIFE will continue to monitor and follow up for future reports.

IFLA President Dr Alex Byrne will introduce the programme theme, and the role and social responsibility of libraries and information services in the provision of information about HIV/AIDS will be discussed. During the four-hour programme we will learn about the work of the World Health Library and how the provision of information about HIV/AIDS is tackled in Cuba and South Africa. The four-hour programme will end with a debate monitored by Professor Al Kagan.

- 8:30 – 8:45: Welcome and introduction. Professor Al Kagan, University of Illinois, USA Program Chair of IFLA/FAIFE
- 8:45 – 9:15: Introduction to theme by Dr Alex Byrne of the University of Technology Sydney, Australia, President of IFLA
- 9:15 – 9:45: *The Global Health Library: One Answer to the HIV/AIDS Information Access Issue*. Yvonne Grandbois, Coordinator, Library & Information Networks for Knowledge, the World Health Organisation (WHO) Library
- 9:45 – 10:45: Questions and discussions
- 10:45 – 11:15: *They've Got It Covered: The Lessons of Youth, Gender and Popular Culture in Fighting the HIV/AIDS Pandemic*. Dr Elaine Salo, the African Gender Institute of the University of Cape Town, South Africa
- 11:15 – 11:45: *Design of the BIBLIOSIDA Community Information Service in Cuba: Possibilities for its Application in Other Countries*. Lic. Margarita Pobeá, Centro Nacional de Información de Ciencias Médicas de Cuba (National Centre of Information in Medical Sciences Head of the Department of Library Services)
- 11:45 – 12:45: Debate moderated by Professor Al Kagan, African Studies Bibliographer, University of Illinois, USA, member of IFLA/FAIFE Committee



## IFLA/FAIFE Theme Report 2006

The IFLA/FAIFE Theme Report 2006: *Libraries and the Fight against HIV/AIDS, Poverty and Corruption* was launched at a press conference at WLIC Seoul on 22 August. The report is the sixth volume of the IFLA/FAIFE World Report Series.

“*Libraries and the fight against HIV/AIDS, poverty and corruption*” takes up some of the big issues and major challenges facing the world today: the HIV/AIDS pandemic, poverty and corruption. Authors from Africa, Asia, Central America and the Caribbean, and Eastern Europe explore the role and responsibilities of libraries and information services, and how they can contribute to this fight.

The authors advocate the engagement of libraries in strong education efforts, implementation of information laws, awareness of the consequences of poverty and corruption, advocating transparency; and enhancing libraries’ position in society; and thus increasing the abilities of libraries’ successful participation in the fight for equal opportunities, transparency and better public health. In regard to all three themes, the authors draw our attention to the need to identify new responsibilities and values for the library profession.

The IFLA/FAIFE Theme Report 2006 tries to answer the question of why libraries and information services should place stronger emphasis on issues concerning the condition and constraint of the environment in which they are operating, and by doing so recognize their social responsibilities and their role as advocates of intellectual freedom and equal participation in an inclusive information and knowledge society.

The most important messages are that, libraries do indeed have a commitment to engage in the fight against HIV/AIDS, poverty and corruption; and information access and dissemination is a crucial factor in this fight. Information is the only vaccine that helps prevent the spread of HIV/AIDS; literacy is fundamental to the advancement of peoples’ lives, and transparency and access to information are vital factors in the control of corruption. Thus by facilitating freedom of access to information libraries contribute to making the world more equal.

This year’s report clearly demonstrates the need for libraries’ active involvement and support in the fight against HIV/AIDS, poverty and corruption.

### Contact information

Mr Paul Sturges, Chair of IFLA/FAIFE Advisory Board and IFLA/FAIFE Committee:  
Professor, Department of Information Science, Loughborough University,  
Leicestershire, UK, LE 11 3TU, Tel.: +44 (0) 1509 22 8069 , Email:  
[R.P.Sturges@lboro.ac.uk](mailto:R.P.Sturges@lboro.ac.uk)

Ms Susanne Seidelin, Director, IFLA FAIFE Office, Copenhagen, Denmark  
Tel: +45 3258 6066 ext 532, or +45 32 58 70 77 dial 532, Fax: +45 32 84 02 01.  
Email: [susanne.seidelin@ifla.org](mailto:susanne.seidelin@ifla.org) or [sus@db.dk](mailto:sus@db.dk)  
Website: [www.ifla.org/faife/](http://www.ifla.org/faife/)

## Motions for Council

Delegates are reminded that the deadline for submitting motions and resolutions to the Secretary General is today, Wednesday 23 August, 12.00.  
(IFLA Secretariat, room 317, COEX Convention Centre).

## More Travel Awards

The **IFLA 2005 Oslo Surplus Foundation** awarded travel grants for participation in WLIC 2006 to:

Mr. Edgardo Diego Civallero, Argentina  
Mr. Flippie Van der Walt, South Africa

The **Dr Shawky Salem Conference Attendance Grant** for 2006 was awarded to Dr Ibrahim Hassan Abou Al Khair, Egypt, who is attending WLIC Seoul.

## Invitation to Swiss Delegates

The Swiss Delegation is cordially invited by His Excellency the Ambassador of Switzerland on Thursday 24 August at 1900.

Meeting point: In front of the COEX Intercontinental Hotel at 1800.

For contact, please leave a message on the message board for Jean-Philippe Accart.

## Extra Exhibitor - TBMC

Information about the following exhibitor was received too late for inclusion in the Exhibition Catalogue:

### Booth 78

#### Transmission Books and Microinfo Co. Ltd. (TBMC)

7F, No. 315, Sec. 3, Ho Ping E. Road  
110 Taipei  
Taiwan  
China

Tel. +886-2-27361058

Fax: +886-2-27363001

E-mail: [partner@tts.tbmc.com.tw](mailto:partner@tts.tbmc.com.tw)

Contact: Felix Chu E-mail:  
[felix@tts.tbmc.com.tw](mailto:felix@tts.tbmc.com.tw)

Products: Internet/CD-ROM Database,  
E-book, Microfilm

TBMC was founded in 1981 in Taiwan. We are recognized as one of the leading content resource suppliers. TBMC provides the best Chinese information resources, including ancient Chinese works, Taiwan studies, newspapers and general studies, with almost 60 databases which meet your needs on Asian, China and Taiwan studies.

## Council Resolution Withdrawn

The Draft of a Resolution on Cuba for the IFLA 2006 Conference Agenda, proposed by the Lithuanian Librarians' Association and included as part of Annex II to the Convening Notice for the IFLA Council Meeting, Thursday 24<sup>th</sup> August 2006, has been withdrawn by the proposers. The similar resolution by the Library Association of Latvia remains on the Council agenda.

## News of the Libraries and Research Services for Parliaments Section

From August 16th to 19th, 2006, the Libraries and Research Services for Parliaments Section held its preconference meeting at the Library of the Korean National Assembly. Subjects related to access to legislative information and to knowledge were discussed during the meeting.

The essential to remember is the remarkable choice made by the parliamentary libraries open to the general public, and therefore to all the people.

The success of the meeting was in the end highlighted by a dinner offered by the Speaker, President of the Korean National Assembly, to the participants.

Alim GARGA, Director of the Center for Parliamentary Research, National Assembly, Cameroon.

## Extra Product Demonstrations

Please note that WWLIC - World Wide Library will organise Product Demonstrations in room 311 A by Paulo Marques:

Wednesday 23 August: 10.15 - 11.00 hours & 12.15 - 13.00 hours

## Volunteers

Approximately 200 volunteers, the majority Korean Library professionals and students, will be working during the IFLA World Library and Information Congress and are most happy to assist you. Volunteers are wearing special blue vests and name badges that make them easily identified, generously sponsored by EBSCO.



## I am Miserable without My Moose !!!!!

Missing - CISTI Moose from CISTI Stand #28

CISTI's Canadian Moose is on the loose. Our cute stuffed toy moose, which is destined for the raffle at the end of the Exhibition, has been taken. Please return it to the CISTI Stand # 28 ASAP. No questions asked.





- Bill & Melinda Gates Foundation Access to Learning Award -



- IFLA/OCLC Marketing Award -

