

LIBRARY WEEK

2004

Bhuki in the 10th year of democracy

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Promotions and Publications

Yes, Bhuki is back with a special message for Library Week and to top it all, he will be introducing his new little friend, a chameleon. But that's not all. In 2004 it will be ten years since the first democratic election was held in this country - a milestone definitely worth commemorating.

Background

During Library Week (15-20 March 2004) not only will the focus be on the promotion of books, reading and the use of libraries, but patrons will be reminded that they have been living in a democratic society for ten years.

The Library and Information Association of South Africa (LIASA) has formulated the theme *1994 to 2004: Libraries in a decade of democracy* for Library Week 2004 and to tie in with this, the seventh Annual Conference of LIASA to be held in the Limpopo Province in September 2004 boasts the theme *Libraries and Democracy: the vital link*.

The Western Cape Provincial Library Service supports this initiative and has adapted its Library Week campaign to endorse the theme formulated by LIASA. As a result the campaign initially designed for the younger library patrons, will be targeting adults as well.

Slogan and target groups

The slogan *Read and discover | Lees en ontdek | Funda uvuleke* was purposely kept simple to reinforce the message of the previous two Bhuki campaigns which promoted books and reading and is primarily aimed at early primary school children.

For older patrons who have grasped the concept of democracy, the slogan was extended to *Read...and discover democracy | Lees...en ontdek demokrasie | Funda...uvuleke ngedemokhrasi*.

Free promotional material

As in the past the Provincial Library Service has gone to great lengths to design, produce

and distribute free promotional material to public libraries affiliated to the Western Cape Provincial Library Service via the regional organisation. The new material will enable librarians to plan and launch Library Week celebrations with a difference in 2004.

Posters

A colourful Library Week poster in three languages featuring Bhuki and his new friend will steal the hearts of your readers, young and old.

Older patrons will delight in a unique poster featuring the democracy slogan in three languages with an innovative design in modelling clay representing different fields of interest.

Bookmarks

A drawing of the design on the poster has been used for illustration on the bookmark. This colourful promotional item shows Bhuki and his new friend happily discovering new horizons in a book.

Stickers

The little ones can have fun with a sticker of their favourite library character and this year it features Bhuki and his little friend.

Plastic bags

Library Week with the customary plastic carry bag is unimaginable. As in the past libraries will receive colourful bags for their borrowers.

Activity booklet

The *Animal antics* booklet and *My star book* produced for Library Week 1992 and 1995 respectively were in great demand and over the years many requests have been received from librarians for booklets of a similar nature. As the budget of the Publications and Promotions Department has been drastically reduced since the production of those booklets, it will be impossible to produce similar booklets in the near future.

However, it has become apparent that librarians need an activity book of some sort and a *Bhuki Book* with similar content,

but different format was compiled by Children's Book Selector Johanna de Beer.

The *Bhuki Book*, aimed at a younger age group than the previous activity books, is filled with pre-school learning activities and contains a positive message relating to reading, books and libraries and promotes and encourages their use in a fun way. It has been compiled in Afrikaans, English and Xhosa.

Only a limited number of these booklets are available, librarians will therefore have to be rather resourceful with their supplies. Photocopy pages or activities from the book as handouts and be sure to keep one or two copies as master copies in your libraries. These booklets can also be used as prizes in Library Week competitions.

An instructional leaflet on how to use the booklet to its fullest potential will be made available to all public librarians via the regional librarians.

Activities

It appears that Bhuki is very popular in many libraries and various activities have been developed, such as colouring-in pictures, models being made and in some instances librarians have even made their own Bhuki suits!

Use the playdough recipe featured in a previous issue (*CL* March/April 2001 p.44) to organise a handicraft session during which the little ones can build their own Bhuki characters.

For the new poster Bhuki has undergone a few changes and a *Spot the difference* competition will have the young ones studying the latest and previous material featuring him with eagle eyes.

Bhuki's colourful little friend will definitely add a new dimension to Library Week! She still needs to be named and surely this is an opportunity for a competition. Send the Publications Department suggestions from your library.

Some librarians might, however, feel that the Bhuki character has had enough exposure and might need a new focal point for their activities. The themes of Library Week could be useful in this respect. Librarians can build upon the democracy theme to have older children colour in or draw the national flag or national symbols, or even design a flag for the library! The *Read and discover* theme lends itself perfectly to a treasure hunt in the library. But librarians will surely come up with more library magic to entice their patrons to discover exciting aspects of their libraries.

Other favourite activities have proven to

be puppet shows, face-painting, colouring-in competitions, a fashion show where children dress up as their favourite book characters, library orientation and visits to local schools.

Adult library members could be treated to book displays and book read aloud sessions, discussions of books, choir singing and refreshments.

Conclusion

Library Week 2004 is packed with potential for librarians to originate exciting action-packed activities to delight borrowers of all ages and stimulate reading and the love of books. With Bhuki and his cute little female friend on your side new horizons wait to be discovered during Library Week 2004!

Note: Remember to share your favourite Library Week moments with the readers of the CL. Photographs with detailed captions must be clearly marked and must reach us not later than 20 May 2004. Please diarise this date.

2003



Read and discover
Lees en ontdek
Funda uvuleke

