

Libraries as Soccer



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The total buzz word in South Africa at present is Soccer, otherwise known as Association Football. The country is eagerly preparing for the big event in 2010 and naturally libraries are always at the forefront when exciting things are happening.

During the 2009 LIASA conference held in Bloemfontein in the Free State attended by Johanna de Beer, assistant director of Selection and Acquisitions, she and colleagues visited Fichardt Park Public Library where they saw a very exciting display with the theme, what else ... soccer of course!

On her return she told us about this wonderful project and we promptly contacted the editor of **Free State Libraries**, the journal of the Free State Provincial Library Service. With their kind permission we share with our readers some of their ideas and displays done by the various public libraries. Although the project was coordinated by the Department of Sport, Arts, Culture and Recreation in the Free State, we are confident that our librarians might be able to use some of the excellent ideas put forward by their libraries on an individual basis.

Background

With the upcoming soccer events in mind, the Community Sport Directorate of the

Department of Sport, Arts, Culture and Recreation in the Free State facilitated closer co-operation between libraries and the Department's sport officials. This they achieved by making libraries part of their soccer hubs as centres of information. According to sport officials a 'hub' is a venue or facility where mass participation activities take place.

By creating these hubs, it will ensure that members of the public can actively access any information related to soccer in a section of the library which has been set aside or identified as a **Soccer Focus Area**.

Suggested equipment

Although libraries in the Free State were supplied with material as indicated below by the Library and Archive Services Directorate we would like to encourage our libraries to improvise and create their own posters, et cetera:

- A soccer countdown poster with a magnetic pad. (Our libraries could produce their own poster - see the examples in the photographs)
- A set of yellow magnetic numbers to indicate the days left until the kick-off of the 2010 Soccer World Cup. (Cardboard numbers can be cut from the templates supplied to all libraries)
- A list of dates, and next to each date the

number of days left until 2010. This list is supposed to help libraries to 'set their clocks' correctly every day.

- A red soccer arrow pointing down to the **Soccer Focus Area**.
- Shelf signs with soccer-related topics – libraries have arranged all their soccer books under these topics.
- A list of all the soccer-related books in that specific library's stock.
- Extra items such as sport magazines, newspaper inserts and any relevant information such as the exercise or practice times of local soccer clubs.

We feature a selection of displays.

Clocolan Public Library

The launch of the Soccer Focus Area at this library was celebrated from 12-16 January 2009. It was a kick-start for the 2010 Soccer World Cup at the library. Members of the Hlohlolwane Youth Sport Organisation participated by showing their soccer moves to the community of Clocolan.

Displays marketing the 2010 World Cup were placed inside the library for everybody to see, especially visitors.

The soccer focus area sign



▲ From left to right: Library workers Josephine Mahase and Queen Kheo marketing the 2010 Soccer World Cup in Clocolan Library



▲ For the Fichardtspark Library display the library workers used an attractive blue background colour



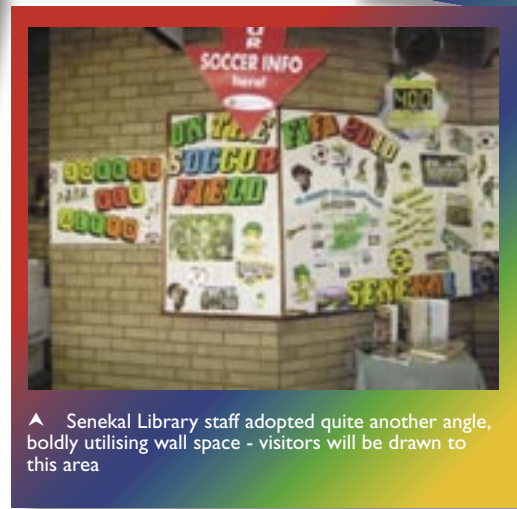
▲ Oppermansgronde Public Library displayed pictures of soccer heroes in action to enhance display of soccer books



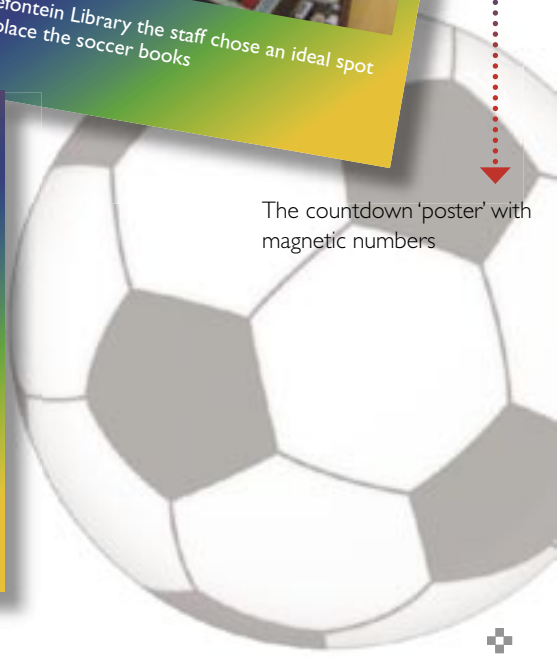
▲ An attractive, neat display was created by library workers Seiso Monareng and Mapaseka Sithole at Phiritona Library



▲ In the Koffiefontein Library the staff chose an ideal spot in the corner to place the soccer books



▲ Senekal Library staff adopted quite another angle, boldly utilising wall space - visitors will be drawn to this area



The countdown 'poster' with magnetic numbers

Acknowledgement: Free State Libraries