

Summary

In the editor's column **"How can readers be attracted to the library?"** the main editor *Anna Mauliņa* tries to find answers to the question of why there are too many failures in attracting new readers. There are various reasons, for example: lack of a policy and strategy for motivating and enticing readers. The reason could also lie with some staff, who have a negative attitude towards the profession and lack of loyalty to their employer. *A. Mauliņa* offers a method that involves a phony reader asking questions while the manager is away, thus gaining much valuable information and suggesting areas of improvement. The editor encourages all librarians to be innovative and encourage new readers, who are curious and open to dialogue.

No.43 of "World of Libraries" is introduced by an article on **"Teamwork"** by *Jānis Lubāns*, a Latvian librarian from the USA. The author asserts that library managers in Latvia are more open to cooperation than traditional library managers elsewhere. He gained this impression, leading seminars in Riga in 2006 and 2007. Nevertheless, *J. Lubāns* noted that Western management models are often incompletely applied in Latvia, so with his article he wants to encourage application of new management methods and share experiences about teamwork. By observing the nine elements of teamwork offered by the author, a library can become a place where everyone works with enthusiasm, real returns and happiness, and where there is always an enthusiastic atmosphere. People enjoy what they do, be it contact with colleagues or clients. *J. Lubāns* reminds us of the old truth that the true attitude towards clients is the one practised in the manager's office, in other words, poor services indicates a poor manager.

"The renaissance of consultancy in the library sphere" by *Dženija Dzirkale-Maļavkina*, *Anna Mauliņa* and *Evija Ragozina* reminds us that consultancy work is significant in the development of any branch of librarianship. The authors look at different aspects of consultancy, e.g., the levels of such work, its directions and functionality, in order to determine the problem issues and to work out a high quality consultative methodology. They emphasise that each library can decide what changes to apply. The primary objective is to gather information about innovations that are based on facts and to include all informed and positively evaluated choices and recommended innovations. The cycle of innovations closes, with their practical implementation in the library, when it either does or doesn't become a necessary part of library processes.

Daina Puntuka's article **"Information literacy"** reminds us that this has developed by combining tradi-

tional library instruction with the possibilities provided by modern ICT. It is difficult enough for librarians to prove the necessity for information literacy, to say nothing of including it in university study programmes, even though an internationally recognised statement says that people who are educated are also information literate. D.Puntuka emphasises that obtaining information is an integral part of learning, which is not possible without visiting a library. She also concludes that understanding of information literacy is influenced to a great extent by a person's experience and perception of the world.

The aim of library publicity is to draw the attention of society, promote exploitation of resources, increase the number of users, give information about new services, facilitate reading, improve the image of the library. This is because publicity can influence society's hierarchy of values. In the article **"How can I know that you exist if you haven't told anyone?"** *Elita Lazda* explores how a library, making use of elements of marketing, can make itself more visible, understanding and in demand. She points out that part of society isn't interested in what a library has to offer, so it is the job of the library to rouse interest.

Ilona Legeņkaja's article about **"Collection development at the University of Latvia Library (ULL) from internet shops in Russia"** describes the ULL's experience with this form of acquisition from 2005 until 2007. The author stresses that buying Russian publications through the internet is a good alternative to bookshops in Latvia. However, she also points out that one needs to be careful in the choice of shop, whether it delivers goods to the Baltic region, and the forms of payment that it accepts. *I. Legeņkaja* includes a list of shops and a sample of the ULL agreement *pro forma* with internet shops in Russia, because this form of agreement has proved to be effective. The proportion of orders successfully executed is larger than that with shops in Latvia and the process itself is fascinating as well.

"The most significant events in 2007", "Pressing questions to be solved in 2008", "How have you improved your qualifications in the past year?" are just some of the questions to which 146 librarians gave answers on 28 February 2008. *Ingrīda Kalinka* gives a compilation of responses in her article **"Results of an express-survey at the 9th Congress of the Library Association of Latvia "Where are Latvian libraries heading?"**

Under the heading "Computerisation, digitisation, internetisation" *Marlēna Krasovska's* interview with Valdis Mazulis, the Latvian Academic Library (LAL) Deputy Director for Digitisation, describes **"The Latvian Academic Library's experience with digitisation of its collection"**. The LAL is the first cultural memory institution in Latvia to start digitising its collection, searching for innovative solutions and trying them starting from 1994. *V. Mazulis* explains the necessity for digitisation, reveals the selection principles applied, and characterises the LAL digital collections that have

been made from 1997 to 2007. In 2006 the LAL became a participant in the National Digital Library of Latvia, in order to guarantee lifelong preservation of digital materials and extensive access. Copyright, useability of digital collections, financial returns, human resources are covered in the interview, together with some LAL intentions for the future.

"Blogs: a plague or new possibilities?" by *Signe Valtīņa* reflects discussions about blogs and blogging at a meeting held at the National Library of Latvia on 17 April 2008. Participants ranged from experienced bloggers to those who knew very little or nothing about the subject. Evaluating what was said, the author urges everyone to try writing a blog, pointing out that this is a way of getting answers to important questions or simply a way of finding out something new through a pleasant exchange with acquaintances.

In his article **"Trešais tēva dēls" is ready for summer vacation"** under the heading "The Bill and Melinda Gates Foundation in Latvia", *Kaspars Ruklis* looks over what has been accomplished during the first phase of the project. Overview events for the media and the public were arranged during May and June in five Latvian cities: Jelgava, Liepāja, Rīga, Valmiera and Daugavpils. Participants included the State Agency "Cultural Information System", regional curators of the project and the managers of regional education centres. Three 3rd prizes were awarded to mark the successful collaboration of libraries and local authorities. The author also describes the visit to Latvia of Jessica Dora, who is the project manager of the Bill and Melinda Gates Foundation Global Library Initiative. She expressed approval of the achievements of the project, emphasising that the development of public libraries under 3rd had been most impressive.

Under the heading "Conferences, seminars, meetings" *Māra Nīpere* has an article **"Libraries — going with the times"** about the Spring meeting of directors of research and special libraries of Latvia on 22 May 2008 in Riga. Points discussed included the ability of corporate libraries to interest readers, how to tell about yourself, advertising and popularising services, attracting the attention of the public. Participants looked back with satisfaction at what had been accomplished and characterised the main directions of intended ways of data formation, e.g., conversion of card catalogues and digital library strategy. One of the goals of the digital library is to digitise all the newspapers, journal and books available at the National Library of Latvia. Further developments of library catalogues were discussed, as were searching possibilities in databases. Participants emphasised a number of times that if library information systems and online catalogues did not change together with the times, then it is possible that soon they would not be needed by anyone.

Marlēna Krasovska asks **"Is it possible to love Rainis? And libraries?"** in her article about the semi-

nar "Services of the University of Latvia Library – evaluation, development and perspectives", which was held on 8 February 2008 in Riga. Practical problems concerning libraries of higher education institutions were discussed. These libraries offer new and modern services and a wealth of information resources, but their use is hindered by the low information literacy of students and their lack of motivation alike. In order to solve these problems, librarians recommend that the requirements of study programmes be raised, incorporating an information literacy course in the general studies programme, as well as eliminating the backwardness of school libraries, which should be providing a primer of information literacy to students. The ULL staff at the seminar gave useful information about recovery of overdue books and levying of fines. There is an acute shortage of subject specialists in higher education institution libraries, caused in part by the state requirement that all library staff must have library education.

In the section "Children and young people in libraries" *Iveta Krūmiņa* describes a "Fivefold celebration of reading", which recalls the Baltic Book Festival, held at the Ķīpsala Exhibition Centre. On 01 March 2008 the festival included the concluding event of the 2007 reading marathon "Children's Jury", which was financed under the auspices of the cultural programme of the State Culture Capital Foundation.

The section "Past times and reflections" has *Aina Štrāle's* article "Texts censored in the 1960s and 70s by the Main Administration for Literary and Publishing Affairs of the Latvian SSSR". Popularly known as Glavlit, this state censorship institution was particularly strict in cracking down on any mention or citation of pre-World War II periodicals and writers in exile in the West. There was destructive criticism and complete prohibition of any texts that even mentioned censorship. In poetry, tones and nuances not acceptable to the censors were criticised. The author gives us a glimpse of the creative life of literary authors, many of whose works, were never published, no matter how valuable they might be to literature or to cultural heritage. The work of Glavlit was not relaxed until the era of *perestroika* in the mid-1980s.

As in previous issues, there is an extensive section under the heading "Abroad", starting with *Jana Dreimane's* "Overview of overseas library events (October–December 2007)". She includes the alarming news that, protesting against the austerity plan of the Audit Office of Baden-Württemberg, which intended to severely decrease the budget of the Baden *Landesbibliothek* and make a quarter of its staff redundant, "Peter Michael Ehrle, Director of the *Badische Landesbibliothek*, resigns". On the other hand, in "From the cultural universe of the Renaissance to a virtual information island: the Bavarian State Library – 450", we have an overview of the anniversary celebrations at the library. In evaluating the library's achievements, the German Library Association and the Ebelin

and Gerd Bucerius ZEIT-Stiftung have proclaimed it Library of the Year. *J.Dreimane* also describes the "Documentary about librarians in movies and life", which was released in Summer 2007 under the title "The Hollywood Librarian". This is the first full-length movie about the work and lives of librarians. The next article "100 million dollar donation to New York Public Library" tells of the donation by Wall Street philanthropist Stephen A. Schwarzman, which is to be used for renovation of the library. The aim of the donation is to attract more readers to the library, especially from the lower and middle classes, providing easily accessible collections, extensive education programmes, modern and creative activities and reading rooms, and many online services.

Elita Lazda's article "The reconstructed Morgan Library acknowledged as one of the ten best buildings in New York" gives information about the library that gained the prestigious *Design Awards 2007* award. The reconstruction took three years and cost 102 million US dollars. On the other hand, "Danish library hopes to acquire caricatures of Prophet Muhammad" looks at the decision by the National Library of Denmark, which, according to warnings in the media, might once again cause a storm of protests.

In "United in differences" *Māra Nipere* offers a look at the most important libraries in Switzerland. She emphasises that Switzerland is special and its libraries are just as special. The library of Zurich Technical University is considered a pioneer of modern technologies; Zurich Central Library is a little island of Baltic literature; the library of the Central Bank of Switzerland in Zurich provides financial information for all, but the motto "Talking is silver, reading is gold" applies to the Central and University Library of Luzern.

Under the heading "Miscellaneous information" *Zane Šmita's* article "The reconstruction of the "Vidzeme" Branch Library of Riga Central Library" tells about a project that had been anticipated for many years and had now been achieved, with the "Vidzeme" library returning to its former home in newly equipped premises.

Ilzes Kļaviņa's compilation of "Statistics of libraries in Latvia: 2003-2007" provides some interesting facts: for example, at the beginning of 2008, Latvia had 2,270,000 inhabitants, but only 45.6 % Latvia's inhabitants used library services, notwithstanding that there is on average one library per 1123 inhabitants. In libraries as a whole, there are 34.5 documents (information units) per inhabitant, but this could also be expressed as 75.6 documents (information units) per library reader.

The section also has *Elita Lazda's* "A review of library events in Latvia (January–March 2008)". *Kristīne Deksnē-Jerohina* provides a list of "New acquisitions in librarianship" for the same period.

Translated by *Inese Auziņa-Smith*