

PR Committee 10/23/03
Herrick Memorial Library
Public Relations Committee Minutes
10 a.m. Thursday, Oct. 23, 2003

Members Present: Toni Olshan (chair), Laurie McFadden, Rosalie Mulhollen, Dave Snyder

Toni called the meeting to order by acknowledging the good public relations that has already been done with the library's introduction of the new Aleph 500 catalog. She said that the signage produced by Patricia Mebius was excellent and saved this committee a lot of work. In addition, the new catalog here at Herrick and Scholes was featured in a front-page story in the Oct. 14 issue of the FIAT LUX. Laurie reported that, in general, the story was very good.

Discussion was generated about perhaps repeating past projects that were successful. It was agreed that the display window honoring student workers could and should be repeated.

Extensive discussion ensued regarding students' misconceptions of the reference librarian. It was agreed that our student workers need to be informed that the reference librarians are there first and foremost to assist patrons with research and reference questions. In addition, various suggestions were offered on how we might best communicate this fact to the student body. Signage, displays, handouts, buttons, bookmarks, a mascot were all possibilities. Training of faculty on usefulness of ALEPH and Texas Information Literary Tutorial (TILT) were discussed as well.

"Burma Shave" signs along sidewalks were suggested as a means of promoting a library promotion.

The committee then considered using a copyrighted promotion from "librarianavengers.com" titled "Thwart not the Librarian!" with the intent of having a student work with WALF to perform the "Why you should fall to your knees and worship a librarian" script for a radio spot. Toni indicated that Barbara Greil had used the same script with much success at Hinkle Library at Alfred State. The committee decided to look into its use on campus. Toni will ask Barb to see if she is still doing that and to see if it is viable for our committee. If it is viable, Dave will contact Matt Washington to see whether he would be willing to perform the monologue.

The meeting was adjourned at 11 a.m.

Respectfully submitted,
Dave Snyder

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10/23/03 PR Committee Addendum

Thwart not the Librarian! (script)

Ok, sure. We've all got our little preconceived notions about what librarians are and what they do. Many people think of them as diminutive civil servants, scuttling about "Sssh-ing" people and stamping things. Well, think again buster.

Librarians have degrees. They go to graduate school for Information Science and become masters of data systems and human/computer interaction. Librarians can catalog anything from an onion to a dog's ear. They could catalog you. Librarians wield unfathomable power. With a flip of the wrist they can hide your dissertation behind piles of old Field and Stream magazines. They can find data for your term paper that you never knew existed. They may even point you toward new and appropriate subject headings.

People become librarians because they know too much. Their knowledge extends beyond mere categories. They cannot be confined to disciplines. Librarians are all-knowing and all-seeing. They bring order to chaos. They bring wisdom and culture to the masses. They preserve every aspect of human knowledge. Librarians rule. And they will kick the crap out of anyone who says otherwise.

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