

In the News

"Part of the reason libraries . . . are suffering is that we are so invisible on our campuses" and "now is not the time to be a multi-million-dollar invisible elephant," stresses Janis Apted in her article "National Library Week at Work."

National Library Week (NLW), April 18–24, 1993, offers librarians an excellent opportunity to improve their visibility by promoting their libraries and services. The theme "Libraries Change Lives" is compelling and this issue includes a number of articles to get you thinking and planning for NLW.

Apted describes the NLW activities carried out at the University of Michigan. ALA's Public Information Office director, Linda Wallace, provides some information about the NLW theme and the Library of Congress' complementary theme "Books Change Lives."

Articles by Susan Vazakas, Gary Mayhood, and Karen Stabler provide promotion ideas that can be implemented year-round.

Creating a positive image for the library is more than an isolated PR activity. Jackie Kinder

and Catherine Eckman claim that a good signage system is one of the most important elements in promoting user satisfaction in any building open to the public. To help you determine the effectiveness of your signage they offer a basic checklist.

A variety of articles covering network training, computer-assisted instruction, ideas for research, and using video projection for instruction are also featured in this issue. Laverna Saunders provides us with a report from the recent CAUSE conference.

National Library Week provides us with an opportunity to have some fun and to remind our library users of the services we can provide. As Susan Vazakas suggests, "It is very admirable that we take our jobs seriously; however, when we take ourselves lightly, the patrons enjoy it, and we become more approachable. And this makes us better able to do our jobs."

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