

Public Libraries Advisory Committee

Summary of Discussion of the 42nd Meeting Held on 28 October 2021

Interim Report on Pilot Programme for Promotion of Local Publications and Reading Culture (PLAC 6/2021)

1. Members noted the Interim Report on Pilot Programme for Promotion of Local Publications and Reading Culture, details of the bibliographic information in the database and need for meeting the essential system requirements in order to link with the database. The following questions and comments were raised:
 - (a) Members suggested promoting the Programme among different publishers, especially the small scale and independent ones so that more young and new authors could be invited to join the Programme to gain greater exposure through public libraries.
 - (b) Members suggested promoting the Programme among primary schools, and allowing school library systems to link to the bibliographic database to provide more bibliographic information, thereby facilitating parents' selection of reading materials for their children.
 - (c) Members suggested collaborating with "One-minute Reading", a radio programme of the Radio Television Hong Kong, or "Top Ten Book Picks" of the Hong Kong Reading City so that readers could get to know more selected books, in addition to the "Librarians' Choice" of public libraries.
 - (d) It was hoped that more local publishers would continue developing their own electronic platforms and expanding their e-book business after the launch of the Programme.
 - (e) Members suggested promoting e-books specifically among young people, organising activities on themes that interested them and promoting the Programme among young authors so as to boost the usage of e-books and help develop the local e-book market.

Programmes in Celebration of the 60th Anniversary of the Hong Kong Public Libraries in 2022 (PLAC 7/2021)

2. Members noted the overview of the report and made the following suggestions:

- (a) Consideration could be given to enhancing the collaboration with primary schools in fostering positive values and attitudes as well as cultivating reading habits at a young age.
- (b) The commemorative programmes should connect with the 60th anniversary to differentiate them from regular ones and enhance their uniqueness. Members appreciated the use of “slash” in presenting the concept of diversity, and suggested introducing more than one element to express the concept; as well as translating it into other relevant ideas to enrich the presentation of “diversity”. Besides, consideration could be given to linking reading with electronic sports to attract a new segment of young people to visit public libraries.
- (c) Members suggested highlighting the connection between the commemorative programmes and the 60th anniversary so as to sustain the momentum of the anniversary throughout the year. Examples include linking the collective memory associated with Hong Kong City Hall and the old Hong Kong to the 60th anniversary, and relating the commemorative programmes to daily life. Apart from sharing by former librarians, readers could be invited for building a closer bonding with the public.
- (d) Apart from highlighting another side of public libraries with the use of “slash”, members suggested adding the concept of “mirror” to convey the message that reading could help a person reflect on oneself and others. Night activities or outreach programmes which would better fit the lifestyle of the youth, such as late night sharing and overnight music shows, could be organised in order to connect with the young generation. Consideration could be given to drawing reference from university libraries in furnishing cafes in a relaxing atmosphere to attract young people. As some schools successfully promoted reading with their own characters, it was suggested that libraries staff could imitate the fictional

characters to draw the attention of kids.

- (e) Members suggested broadening the role of public libraries through rebranding. Consideration could be given to organising various activities in collaboration with different organisations with a view to playing a more active role in the community.

Secretariat of Public Libraries Advisory Committee

May 2022