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To: Toronto Public Library Board – September 15, 2003

From: City Librarian

Subject: **Ontario Public Library Week – 2003**

Purpose:

To provide the Toronto Public Library Board with information on the *Ontario Public Library Week – 2003*.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive for information the *Ontario Public Library Week – 2003* report.

Background:

Ontario Public Library Week, sponsored by the Province, occurs this year from October 20 – 26. It is an annual week of acknowledgement of the contribution that public libraries make to the economic health and quality of life in our communities through their role in preserving and providing access to information in all its forms.

Comments:

In recognition of Ontario Public Library Week, a number of Library programs have been planned which stress the range of programs and services available at the Toronto Public Library.

We have asked the Mayor to issue a proclamation of Ontario Public Library Week the week prior to October 20, 2003.

This year during Ontario Public Library Week, TPL will launch the public consultation phase of its Strategic Planning process by hosting a public forum at the Toronto Reference Library. The theme for the forum, *The Library as a Cultural Destination*, will provide the opportunity for high-profile, influential Torontonians, to share their vision of public library service for Toronto in the years to come. The public will be invited to participate by listening and responding to the panel and making suggestions of their own.

As part of the City's arrangements with Olifas Marketing Group Inc. (OMG), the Library will again be advertising on 250 OMG recycling bins. This advertising space is valued at almost \$40,000. The advertisements will be designed to promote general interest and awareness of the Library, and alert the public to the strategic planning process. In addition to the tagline *Because Your Mind is Always Open*, the ads will include the Library web site address and invite the public to *walk in, phone up, or log on* to learn more about TPL's strategic planning process.

The ads are slated to run from October 20 – November 16, and will be announced in a news release as TPL's kick-off to both the strategic planning process and Ontario Public Library Week.

Branches are organizing displays for Ontario Public Library Week, and have extensive programming – storytelling, author readings and computer education courses planned for the week.

The Toronto Reference Library will be hosting Piers Handling, Festival Director of the Toronto International Film Festival as part of its *On Stage* series and Benj Gallander, author of *The Canadian Small Business Survival Guide* as part of its *Small Business* series. In addition, the Honourable Jean Augustine, Secretary of State for Multiculturalism and the Status of Women will meet with teens at the York Woods Branch.

Conclusion:

Toronto Public Library fully supports Ontario Public Library Week and participation throughout the system is encouraged.

Contact:

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City Librarian

List of Attachments:

Not applicable.