

Usage of Public Space and Media for Library Advocacy:

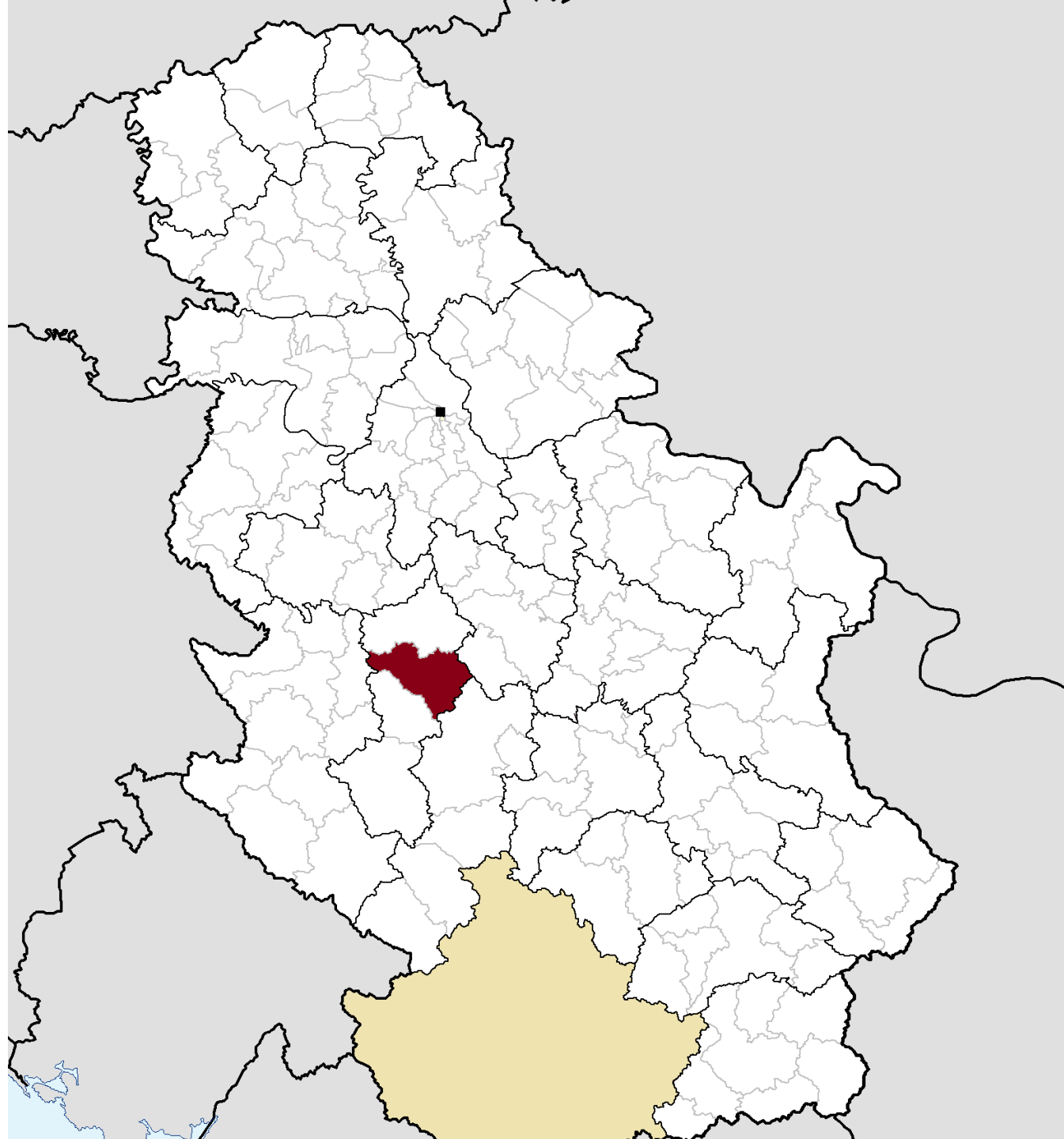
Public Library Čačak New Building Case Study

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Public Library Čačak

- Established in 1848
- Main or district library for the Moravica District (250.000 inhabitants)
- Supervises work of over 60 libraries in the District
- Serves as the public library a population of 115.000 at six locations in Čačak



In search for space

- Since 1946, every 15-20 years the Library had moved to new space, in an effort of getting better working conditions
- Usually these were upper stories of old and impractical buildings for the purpose of a public library
- In 1978 a cornerstone was placed for the new library in Čačak, a project of renown architect Mihailo Mitrović

1978



Library today





- Altogether 820 sq.m. of space in six locations
- Only 7 sq.m. for every 1.000 inhabitants
- The least number among the 25 main libraries in Serbia



Chronology

- Army Cultural Center in Čačak was closed in 2005
- The City of Čačak purchased the vacant building of over 2.000 sq.m. in 2009 for the “purposes of Public Library”
- From 2010 until 2014 several solutions of adaptations and reconstructions were introduced, without much consultations with librarians
- Only one half-closed presentation of the proposed solution for reconstruction into new library building of 3.500 sq.m. of space was organized in 2014



Дом ЈНА никако да постане библиотека

уторак, 16.07.2013. у 21:57



Спорни објекат уз источни зид Дома Војске Србије Фото Г. Оташевић

Chronology

- In January 2016 the City of Čačak “loudly” announced the start of construction works
- The Library director asked immediately for a meeting with the Mayor, asking for the copy of the project and seeking information about the planned timetable
- This was only partly fulfilled, but the City officials promised that the works will start shortly
- The news got national media attention, since similar project wasn't realized in Serbia for decades

Čačak: Gradska biblioteka konačno dobija stalni dom

Posle 40 godina podstanarskog života u Domu kulture, Gradska biblioteka "Vladislav Petković Dis" u Čačku trebalo bi konačno da dobije svoju zgradu, saopšteno je danas iz te institucije.

IZVOR: TANJUG | UTORAK, 26.01.2016. | 13:04



Preporučeno 0

Подели



Твитуј



Podeli





POLITIKA

EKONOMIJA

OBRAZOVANJE

HRONIKA

DRUŠTVO

KULTURA

SPORT

ŽIVOTNI STIL

NAJNOVIJE VESTI

vo ▶ Vladan Matijević za Noć knjige ▶ O najboljima odlučivali oni bez biografija ▶ Borac – Split 84 : 83

Čačak dobija najsavremeniju biblioteku

Objavljeno : 12 01 2016 Komentari: 19 Tag: Aleksandar Dačić, Biblioteka, Čačak, nova zgrada

emmezeta

Akcija važi od 15.12. do 24.12.2017.



Sve za moderan
dom u 2018.

UŠTEDI

Posle četrdeset godina podstanarskog života u Domu kulture, Gradska biblioteka konačno bi trebalo da dobije



Градска библиотека "Владислав Петковић Дис" Ч

[ПОЧЕТНА](#)[О НАМА »](#)[ВОДИЧ ЗА КОРИСНИКЕ »](#)[ИЗДАВАШТВО »](#)[ДИГИТАЛИЗАЦИЈА »](#)[ДИСОВ](#)

Електронски каталог



Дигитална библиотека



Чачанска библиотека добија нову зграду

26. јануара 2016, urednik Објављено у Вести | Нема коментара »

После четрдесет година подстанарског живота у Дому културе Градска библиотека „Владислав Петковић Дис“ према најавама градског руководства у Чачку, требало би коначно да добије своју зграду. Као трајно решење за смештај Библиотеке пре пет година је одабран и купљен простор некадашњег Дома војске, а сада су се стекли услови да град приступи реконструкцији и адаптацији зграде у Синђелићевој 24. Нова локација за Библиотеку била је један од повода за састанак 18. јануара 2016. године новоименованог директора Библиотеке др Богдана Трифуновића и досадашње директорке Данице Оташевић са градоначелником Чачка мр Војиславом Илићем и његовим најближим сарадницима.



Стварна или предизборна библиотека

Главни пројекат чачанске књижнице, који је урадио Душан Вуловић према идејном решењу Момира Радишића, предвиђа да део постојеће зграде у Синђелићевој буде срушен, а потом надограђен један спрат на цео објекат

Аутор: Гвозден Оташевић | понедељак, 01.02.2016. у 18:05



Unfortunately for us, in 2016 work on the
new building did not start



The issue of space as an advocacy argument

- What we have learnt all these years of advocacy and lobbying:
 - Relying on laws, regulations and professional standards usually is not enough for the decision makers
 - “How many libraries in Serbia comply to these standards of yours?”
 - Relying on public benefit provides far wider basis for an advocacy campaign in local community than professional standards and arguments

Focus on the community

- Influence must be directed on the broadest group of library users, that is on the community which library serves
- Even non-users are important in this process
- As our community changes and evolves, the same way our advocacy must follow
- Necessary changes in thinking is the key moment in advocacy, both with those who are the object of advocacy and us who advocate
- Getting rid off an image of silent librarians!

Advocacy plan

- Influence on decision makers: City officials!
- Influence on local community: politicians, citizens, other cultural institutions in the city
- Influence on the Library users of all ages
- Influence on the Library employees

Usage of media space

- When the City in 2016 announced that reconstruction is (again) postponed for 2017, librarians started with an orchestrated campaign of advocacy and lobbying
- The fear of repeating 1978 scenario
- Soft and hard pressure on the City officials through media statements and texts
- Published text in the most important newspaper “The Voice of Čačak” on 13th May 2016:
“Library building – a continuity of discontinuity?”



Градска библиотека "Владислав Петковић Дис"

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Електронски каталог



Дигитална библиотека



Завичајне колекције



Летња трибина Какве нам библиотеке требају

15. јуна 2017, admin Објављено у Програми | Нема коментара »

Градска библиотека „Владислав Петковић Дис“ ће током јуна, јула и августа 2017. године организовати летњи циклус програма под заједничким називом „Баци лубеницу, уведи човечанство у лето“. Овај циклус чији је назив инспирисан стихом завичајног песника Бране Петровића намењен је публици свих генерација и интересовања, Чачанима и гостима Чачка.







Usage of cultural events

- Public events organized by the Library frequently were interrupted with the following statements, regardless of the event's context:
 - We are sorry that there is no place for everybody, but hopefully that will be solved soon;
 - Welcome to the Public Library Čačak, the main library with the least space in Serbia;
 - Welcome to our tiny library, according the City of Čačak, this problem will be solved soon;
 - Until our next meeting, hopefully in new building, we wish you all the best...
 - Mr. Mayor, who is here with us, recently announced quick solution of the Library building issue...

Usage of cultural events

- It showed that this kind of advocacy is very efficient
- Public gets information which is tailored and directed
- It allows constant campaign with low costs
- Deficiency: limited range – only for those who follow cultural and library events, making general public less informed

Example 1

- Conversation with a citizen who is not library user:
 - How many square meters new library will have?
 - 3.500
 - What!!! Such a huge building JUST for a library!

Example 2

- Conversation with an engineer:
 - What is the size of new library?
 - 3.500 sq.m.
 - And how many square meters you use now?
 - Altogether 820.
 - Well, how are you going to fill up the space? It will be empty.

Did we learn anything?

Two statements from our Library

- “New library building will allow opening of departments that in the past lack space: department for books in foreign languages, e-reading room, depot, space for programs and activities, etc.”
- “New library building will be the place where young and old, parents and children, users of all age, will be able to spend quality time and beside borrowing books from the library access many new services which so far we could not provide.”

In April 2017 the contract was signed for the reconstruction and works started next month. It is expected that new Library in Čačak will be finished by the end of 2018.









ХВАЛА!

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