



**SOUTH AFRICAN
LIBRARY FOR THE BLIND**

MAKWENZEKE

VOLUME 2, ISSUE 3
2010

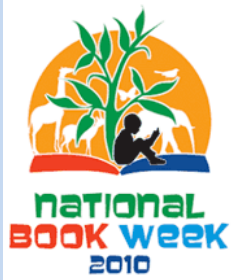
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Thanks to Humanware UK— **WE WERE THERE!**

For years the hype has been building for the Soccer World Cup 2010 and for months we heard of nothing but soccer and a gifted octopus named Paul, but now the momentous event has come and gone and we have nothing to show for it but ticket stubs and memories, but a lasting legacy was left and no one was left untouched. As much as has been said about this event, one more mention of the Soccer World Cup 2010 must be made...

In all the excitement of the Soccer World Cup, the SALB members were not forgotten. Humanware UK, the SALB supplier of Victor readers, sponsored 14 double tickets for SALB members and a companion of choice to experience the Soccer World Cup first hand at the Nelson Mandela Bay Stadium. These tickets allowed 12 SALB members to enjoy a group match and 2 lucky members to attend the play off for third and fourth place.

The ticket holders of this once in a lifetime opportunity were selected by lucky draw, with Pasha Alden, SALB's National Braille Consultant doing to honours. As the game was to be held at the Nelson Mandela Bay stadium only Grahamstown and PE members were eligible for the draw. The first set of 12 green and gold double tickets up for grabs saw 3 Grahamstown and 9 Port Elizabeth winners and their companions attending the England vs Slovenia group match on Wednesday 23 June 2010. Grahamstown members Fikile Mshiywa, Lesley Stork and Lumkile Nzwana, who were in high spirits on their way to the game, were not disappointed by the experience.

The 2 sets of double tickets to the third and fourth place playoff game went to one

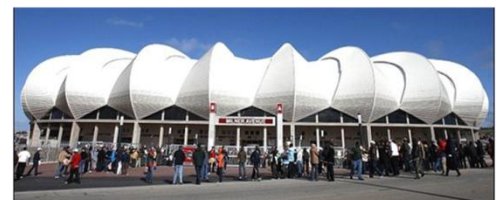
Grahamstown and one Port Elizabeth member. The Germany and Uruguay battle on Saturday 10 July 2010 was greatly enjoyed despite the cold and wet weather – with Grahamstown winner, Mr Dudley Forsyth, comparing the experience to that of the Titanic – “a night to remember”.

The winning ticket holders experienced all facets of the Soccer World Cup, being transported to the stadium by the official Park and Ride facilities and enjoying field side seats in the middle of the action – even able to hear the calls of the players. Each visually impaired soccer fan was given a MP3 device and earphones, which received a play by play account of the action directly from the commentators' box, often receiving information or hearing referee decisions before their sighted companions.

This initiative formed part of the Soccer World Cup 2010 Legacy programme and was made possible through the collaboration of the South African National Council for the Blind, the Swiss National Association for the Blind, FIFA and the latest MP3 and transmitting technology, allowing the visually impaired to fully experience the FIFA Soccer World Cup 2010. Such audio description technology, which allows for a detailed account of the match to be heard through earphones commented by journalists, comes with a significant price tag and is therefore only available to most members of the blind community as a result of generous sponsorship from organizations such as Humanware. This generosity also brought about a first for South African stadiums.



LOUISE WOLMARANS



DIRECTOR'S COMMUNIQUE



The power of perception

There is a general perception that blind people are not able to perform certain duties in the workplace and hence should not be appointed. Whether it is true or not - it is a perception. What is important though is the impact of such a perception. The impact in this case may be exclusion, discrimination, limitation of opportunities and to be deprived as a blind person of participating in opportunities to grow and develop on the same level as other people. This is an example of the power of perception. It is usually associated with the negative and some people like to fuel these perceptions because it supports a certain line of thinking.

There is also a general perception that the products and services of the South African Library for the Blind are not up to standard. As a Library we would be the first to acknowledge that we may fail from time to time to provide the best quality possible. We have already indicated our willingness to work with our members to address these matters as soon and quickly as possible. The danger with perceptions is that if it is not managed it could be detrimental to the organization. The Library therefore undertook three initiatives to manage the perception that the SALB is failing its members. In the article on page 3 of this Makwenzeke, readers are informed of the results of a recent user survey conducted by the Library. The response from our members was overwhelmingly positive in terms of our Braille and Audio products as well as the general services rendered. We are happy with the results of this survey, but do not see it as sufficient grounds to rest on our laurels. The survey also highlighted the areas where we could improve and those areas will be addressed.

The second step we took to analyze the perception was to assess our own records. We keep records of all our user feedback for statistical purposes, to determine whether a matter has been resolved and for planning purposes in general. During the past six months, i.e. January to June 2010 the Library

recorded 1,347 member queries. Only 2.3% of these queries could be classified as dissatisfaction with the quality of products or services. The rest were of a general administrative nature. The result of this analysis ties in very closely with the survey and the two exercises actually confirm one another.

A third step we took was to do an organizational perception audit with the staff of the Library and 46 factors were tested. A number of our staff deal with members on various matters and it is therefore important to factor in these views as well to obtain an overall picture. Staff perception is equally strong in terms of what customers think of the Library as well as the products and services.

It is clear from the three surveys that the Library is doing a good job and I am proud of the efforts of the dedicated staff of the Library to try and sustain and improve on what we are doing. We do not see the results of these surveys as sufficient for what it is we want to achieve. I am therefore again calling on all our members to assist us to truly grow and develop the Library to render products and services that will serve as a model to others.

Francois Hendrikz

CONTACTING THE SALB

If you wish to contact the Library, the switchboard and reception office will be open daily (Monday to Friday) from 08:00 to 16:30. If you are unable to call during these hours, please contact us at your convenience by leaving a message on our answering machine. Your call will be returned as soon as possible.

We look forward to hearing from you!

USER SURVEY

SALB MEMBERS HAVE THEIR SAY...

In an ongoing effort to improve the quality of our services and products, March 2010 saw SALB conduct a user survey to measure the quality of service provided to our members. The output, products, activities and service of specific sections were evaluated by testing the level of satisfaction of members and their general perception of the library service. The survey provided valuable insight on the reading needs of members. Comments were also captured and used as additional information to make conclusions.

A sample of 314 members was randomly chosen from all the provinces in South Africa. The survey was done through telephonic interviews, kindly conducted by volunteer narrators. Members were answered 26 questions, covering 7 of the SALB service areas.

Braille

The first section in the questionnaire evaluated the quality of braille books in general. This included the standard of braille, as well as physical qualities of the braille books. The findings reflected that the response group was satisfied with the exterior binding of books (81%) and 93% had no problem with the spelling, layout and usage of the braille code.

Audio

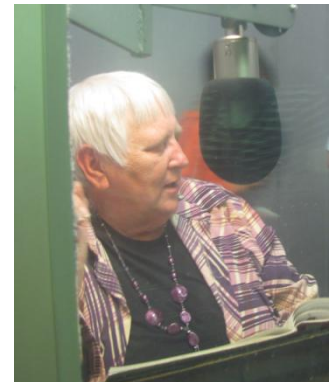
With the Daisy Reader and Daisy book being relatively new technology for members, the survey assessed the ability of members to use features on the Daisy Reader, also identifying specific problems. The majority of members (60%) have not experienced problems while listening to a Daisy book. When asked about the usage of advanced features, more than 80% of the response group noted that they did not use advanced features like the bookmarking feature. As part of the improvement strategy, the SALB will work to promote features of the Daisy Reader through the media.

Narration

The purpose of this section was to assess how members perceive SALB audio books. A convincing 80% of the response group was satisfied with the selection by the Library of the appropriate narrator in terms of content and educational level of the book. Approximately half of the response group (47%) indicated that a narrator should narrate only in his/her mother tongue. The Library will work to match the best possible narrator with the appropriate book.

Service

Questions in this section were structured to measure general satisfaction with the customer service. Apart from requests for titles, authors and subjects, customer service also receives enquiries about study material, rehabilitation centres and schools. Any complaints lodged would be received by this section and, if necessary, referred to other departments. The response group was 99% satisfied with the general service received from the Library.



Cataloguing

In this section, books are processed and added to the system - books are allocated to members according to specific properties such as subject, language, reading level and other restrictions identified in the book record. A small percentage (15%) had received a book in a language other than that required or in the wrong category. The Library will continue to double-check books on the system and make profile adjustments to provide members with the books they will most enjoy.

Collection

The Book Collection section is responsible for activities relating to the acquisition of titles and to identify and apply selection criteria. Most of the respondents (98%) were satisfied with book choices and the variety of subject categories offered. 86% were satisfied with delivery of current popular books. A small number of respondents did comment that the Library needed more books in categories such as history, detective and true crime stories.

(CONTINUES ON PAGE 5)



TALKING BOOKS

Title: Paradise Plundered
 Author: Jim Barker
 Accession No: DA3038
 Narrator: Dudley Fletcher
 Category: History

Paradise Plundered is the diary of a Rhodesian/Zimbabwean family that were forcibly evicted from their Karoi farm during the highly controversial 'land grab'. It relives the emotional roller-coaster ride of the challenges and upheavals - drought, flood, a bush war, and even wild animals. It is the story of a tightly knit family, in a close farming community, who all experienced the traumatic and often brutal farm invasions, which turned their lives upside down.

This book was my best read ever. The narration was done exceptionally well.

Review by Dave Addison

Title: Footloose in the west of Ireland
 Author: Mike Harding
 Accession No: DA2128
 Narrator: Mike Harding
 Category: Travel

The author explores the mountains and hills of the west coast of Ireland, evoking the essence of a very special place. This is more than just a travel guide: music, history, folklore and poetry thread the narrative as he wanders around ancient sites resounding in legend or history. The weather, of course, isn't always brilliant, but the song and dance in the bars always is.

What a great travel writer. It makes me want to get up and go there. A travel writer in the footsteps of H.V. Morton.

Review by Dave Addison

BOOK RECOMMENDATIONS

We are always looking for book reviews and recommendations. Please send your review to Helen at helen.samuel@salb.org.za when you have enjoyed a book and want to recommend it to other members.

NEW DAISY TITLES 2010

Please note that this list serves as an indication of the latest available titles

TITLE	AUTHOR	Category	Acc No.
Assegai	Wilbur Smith	Adventure	DA 3438
The Front	Patricia Cornwell	Detective and Mystery	DA 3492
Sahara	Clive Cussler	Adventure	DA 3648
Mom, interrupted	Debbie Adlington	Biography	DA 2398
Composer's letters	Jan Fielden	Biography	DA 2343
Always looking up	Michael J. Fox	Biography	DA 3340

TITLE	AUTHOR	Category	Acc No.
Five ring circus	John Cleary	Detective	DA 3654
Lyra's Oxford	Philip Pullman	Fantasy	DA 2245
The girl at the lion d'or	Sebastian Faulks	Contemporary Novel	DA 3557
Rockslide	Helen Brain	Juvenile	DA 3128
Top 500 Wenreseppe	Carmen Niehaus	Home	DA 3130

PLEASE QUOTE THE ACCESSION NUMBER WHEN ORDERING YOUR BOOK CHOICES

CALLING BRAILLE AND AUDIO REVIEWERS

The Library is committed to produce quality Braille and Audio material for our members. In an effort to assist the Library in this effort, we would like to call on our members to become part of this effort. The SALB would therefore like to establish two user review groups, one for Braille and one for Audio. Each group will consist of three members and be guided by a member of staff. These user review groups will receive between 5 and 10 samples or the full versions of completed braille and audio products to review on a monthly basis. Reviewers will be expected to report to the Library based on a number of criteria or any other additional comments they may have. Interested individuals should preferably have access to a landline or cellphone and have access to a computer for communication and other purposes. Members should commit to be part of the group for at least six months but we would like to rotate membership annually. If we receive more applications than required, we will randomly select names and the additional names will be placed on a waiting list. The Library will inform everyone about the arrangement. A teleconference will be arranged as soon as members have been selected to clarify detail and procedures.

Interested members are requested to send their names and contact details to Louise Wolmarans - marketing@salb.org.za or call (046) 622-7226. The deadline is 30 September 2010.

USER SURVEY (CONTINUED FROM PAGE 3)

Magazines

Magazines on cassette have been replaced with magazines in Daisy format. This is still a relatively new development and new titles are added on a regular basis. The majority of our members (67%) are aware of the magazine service. Magazines will be marketed through the Makwenzeke, the website as well as e-mail lists.

The SALB is always striving to improve its products and service and the user survey proved a valuable tool to identify any short-comings and improvement strategies will be put in place to address problematic areas. We are very grateful to members, who participated in the survey, your interaction with the Library is very important to us. Comments and feedback from all our members are welcomed and much appreciated - please feel free to contact us.



NATIONAL BOOK WEEK

National Book Week, a long running international initiative, has now taken off in South Africa. This initiative is a joint effort between the South African Book Development Council (SABDC) and the National Department of Arts & Culture (DAC).

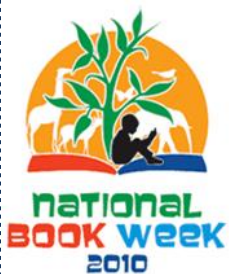
National Book Week is an important intervention that aims to get more people reading. A number of programmes on South African literature in all languages will take place during this inaugural event, 6-13 September, with focussed activities at Museum Africa from 10-13 September.

The event will host an Exhibition Tent displaying different programmes and products to encourage reading amongst children, youth and adults.

The event also hosts an extensive interactive programme including: Activity Tents—with something for all ages; and an Authors' programme, offering speeches by some of the greatest creative South African minds.

A number of outreach programmes have also joined forces with National Book Week, these include: Books on Bikes, Sappi Book donation programme and the Van Schaik book donation programme

The SALB's involvement will include activities in the Reading Tents for both blind and sighted people, as well as a tactile book demonstration. Come "**Explore the Magic**" at National Book Week where "*we are all on the same page*"!



COLLECTION DEVELOPMENT

KEEPING OUR MEMBERS ON THE SAME PAGE



As the SALB is continuously working to ensure that it operates as efficiently as possible and provides for our members as best we can, we like to compare notes with similar institutions. This is exactly what Busi Mbiyo, the SALB Section Head of Cataloguing and Collection Development, did when attending a seminar in late July.

Held at the National Library of South Africa, Pretoria Campus in partnership with the Library and Information Association of South Africa (LIASA) Acquisition Interest group, the seminar focused on "Library collection development management and the tools to use in maintaining the collection while keeping it relevant to your users". Busi was invited not only to attend this seminar but also asked to be a guest speaker, sharing the stage with Dr Carol van Zijl, a retired librarian, and Maria Botha from the University of South Africa, all discussing their views on Collection Development Management.



Busi shared with the delegates the SALB's perspective on collection development, as the SALB's service is somewhat unique in South Africa and different to typical libraries. To offer the delegates a better understanding of SALB goals and operations, the following topics were covered:

How the reading experience of a sighted person compares to that of a blind person, considering that a blind or print handicapped individual has very limited access to information; experiences significant delays due to copyright issues; and the time-consuming converting and production processes of alternative formats.

The process of collection development, taking into consideration the Library resources, is done by a selection committee who determine what is bought, guided by the selection policy. The quality versus the demand of the book must be considered as well as the authority of the source who nominated the book. The criteria for selection includes: the timelines of material, reputation and authority of the source - where the material originated, as well as the strength of the present holdings in the similar subject, and of course the price of a book in relation to budget.

The process of acquiring SALB material is done through local vendors, publishers, subscriptions, donations and exchange with other libraries for the Blind. Finally but most significantly, is the battle for copyright. The battle for copyright clearance between a publisher and the SALB has been known to last up to six months, which slows down the process of producing books and getting information to our users.

The presentation was well received and much appreciation was voiced for the service rendered by the SALB. Compliments on the Library's service were received despite the challenges faced. The Kroonstad provincial library also offered their services to help with the narration of some books written in South African indigenous languages.

STAFF NEWS FROM THE HR DESK...

NEW APPOINTMENT

Jermaine Carelse, the latest edition to the SALB family, was born on 4 April, 1978 in Cape Town. Matriculating in 1995 from Florida High, he furthered his studies at Bellville Academy and in 1996 received a Diploma in Business Computing and PC assembly.

After five years of working as a Merchandiser for Pick 'n Pay, Jermaine decided it was time for a change. When Jermaine arrived in Grahamstown in 2002, it was meant to be nothing more than a brief vacation destination, but the small town bug bit and Jermaine met his wife, Isha, settled down and added two beautiful daughters to his family. Jermaine initially helped out as an Administration clerk at a car workshop and in April 2003 moved to Absa Bank, where he was a teller for six years.



Jermaine began his newest challenge on 14 June 2010 as a trainee Brailist in the Braille Production Section of the SALB and hopes to make a success of it.

STAFF ON THE MOVE

Mr Stephen Drennan, Head of IT resigned and left the Library at the end of May 2010 to pursue his career in the Western Cape with his newly wedded wife. Mr Drennan was bid farewell by Management and staff at a small function.

Mrs Audrey Wasserman (Library Assistant in Circulation) worked her last day at the Library at the end of June 2010. She will immigrate to England where she plans to get married. The staff bid her farewell after 13 years' of service during a tea in June 2010.

LONG SERVICE ACKNOWLEDGED

Mr de Lange completed 10 years of service at the end of May 2010 - a milestone for which he was congratulated at a staff function held in June. Mr de Lange was first appointed as a Senior Administrative Assistant at the Library in 2000. During November 2004 he was promoted to the position of Administration Manager. He currently holds the post of Head of Human Resources at the Library.



NEWS IN BRIEF

Mr de Lange attended a 1-day workshop on Recruitment, Selection and Placement in Johannesburg during May 2010.

Mrs Greaves, Mrs Mbiyo, Ms Mpongwana and Mrs Lose attended the LIASA AGM in East London during May 2010.

Mrs Gornall and Miss Wolmarans received training on updating the SALB website at Advertising Empire in Port Elizabeth in June 2010.

CIRCULATION SNIPPETS



TELE-BOOK CLUB

Thank you for your letters and comments. We enjoy the interaction and your valuable input to improve our service. Our Tele-Book Club was held on Wednesday 30 June. The participants were Mrs V Poulton, Ms Amy Jooste, Ms Juanita Horn, Mr Marc Davis, Mr Hentie Olivier, Mr Corrie Visagie and Mrs Wilna du Toit.

The lively discussion covered a wide range of suspense books. Members also shared interesting facts about the authors.

The following suspense novels were discussed:

E Ashes - E. George
 Hotel Bergsig – Alex Muller
 Orion (Afrikaans)
 The Devil's Teardrop – J. Deaver

Flesh and Blood – J. Kellerman
 Bloedfamilie – Hugo le Roux
 Death at Daybreak (English – Deon Meyer)

The next book club meeting will take place on the **6th of October**. The focus will be on poetry. Contact Ria Greaves if you wish to participate. E-mail: ria.greaves@salb.org.za

MEET A MEMBER

Our member of this issue is a very talented lady. She is Ms Antonette Botha, from Worcester. She has been a keen braille reader of the Library since her early childhood. After she completed her education, Ms Botha became a teacher and started the well-known Music Library at Pioneer School, where she catalogued music pieces in braille and organized the collection. Ms Botha also trained transcribers to enable them to transcribe music in braille. Presently Ms Botha is retired from teaching and is devoting her time to Braille SA. Apart from hobbies like knitting, reading and travelling, she also participates in motor rallies.

Ms Botha reads books in English, Afrikaans, Xhosa and Zulu.

NEW BOOKS

If you would like to receive regular updates of new books on Daisy through E-mail contact: ria.greaves@salb.org.za or helen.samuel@salb.org.za

NEW MAGAZINES

The SALB is proud to announce a new addition to the braille magazine collection: the Afrikaans Christian family magazine *Juig*, which is published bi-monthly. The *Juig* magazine is available in contracted as well as uncontracted braille. Please let us know if you would like to receive a copy.

The *You* magazine pilot project on Daisy has also been completed and it will be circulated monthly. The *You* magazine on Daisy will include articles, columns and short stories.

As part of the Talking Book Collection, the following magazines are available on Daisy: *Readers Digest*, *National Geographic Magazine*, *Cosmopolitan*, *BBC Top Gear*, *Car Magazine*, *Home and Garden*.

If you would like to receive the *Juig* magazine, *You* magazine or the Talking Book collection, contact: Collette Bossr. E-mail collette.bossr@salb.org.za

DAMAGED DISCS:

We kindly request members to put a letter in the mailer if a daisy book gets permanently damaged. A fine of R50 will be charged if we receive a damaged book without an explanatory note.

PROFILES

We have added new subject categories to our system from which you might want to receive books. Contact Helen Samuel, in the Circulation Department, to update your profile and personal details. Phone: 046-6227226 or email: helen.samuel@salb.org.za

CONTACT DETAILS:

Tel: 046 622 7226
 Fax: 046 622 4645

We are on the web -
 Visit us @
www.salb.org.za