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The ALIA library promotion kit, *All day, every day — Effective library promotion*, has now been mailed out to hundreds of members who have patiently awaited its completion. I am sure they will find that it has been worth the wait.

The library promotion kit covers all of the fundamentals of marketing to assist library and information personnel to develop plans for marketing services and to develop appropriate advocacy strategies. The capacity to be a successful advocate is an essential weapon in the armoury of the modern manager. Advocacy is not merely a matter of having a chat with an influential person. It is instead a rigorous process of identifying a problem, analysing possible solutions and the careful formulation of the means by which the preferred solution may be implemented. I have always found the application of marketing principles to be invaluable in establishing an advocacy strategy.

The kit provides aids for library promotion including the wherewithal to compose your own posters, bookmarks, stickers and the like.

It also covers a multiplicity of topics such as how to prepare for a media interview and contains a number of interesting case studies, drawn from different library sectors, on successful marketing and advocacy activities. Copies of the Kit may be obtained from the National Office (\$20 for ALIA members and \$50 for non-members).

One interesting advocacy strategy (which is not in the Kit) comes from an American library project sponsored by the Public Library Association, the Project for Public Spaces, the Surdna Foundation and Partners for Livable Communities. This group has composed an innovative perspective for selling the benefits of public libraries to decision makers. I am including it here, in its original format, because I believe it can be adapted in many ways to suit the Australian scene and other library

sectors. Titled *Thirteen ways the library — Downtown's last truly public place — can make valuable contributions to economic development*, the strategy offers the following points:

1. To begin with, they draw people downtown. Studies show that libraries are used by a wider cross-section of the local population than almost any other public, commercial or retail enterprise downtown.
2. Libraries are important elements in the local quality of life, and they are a key criteria in business relocation and expansion decisions. *Money magazine*, for example, uses the quality of local libraries as a factor in its annual ranking of the most livable cities. And local business rely on libraries for information; the local business owners in Tulsa, Oklahoma, ranked the Tulsa Public Library as the number-one agency helping new manufacturers get started.
3. Retail operations within libraries — coffee shops, book stores, gift shops — provide business expansion or start-up opportunities. And they add to the downtown retail mix.
4. Special events at the library (especially outdoor events) add to the animation of downtown.
5. Libraries are valuable technological resources for local businesses. They can provide computer access to regional, national, and even global information services, and they can provide satellite links for teleconferencing — communications capabilities that might be beyond the reach of many small businesses.
6. Libraries can provide other equipment and facilities that may be beyond the reach of small businesses. These might include computers, fax machines, copiers, along with meeting rooms — all of them valuable resources for local businesses.
7. Libraries are essential to the downtown image. Both residents and

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outsiders consider public libraries an important part of the public image, which translates in greater use of the library — and the downtown.

8. Libraries are “safe” environments in which to meet people, sit and browse, or use without payment or pressure. That kind of “safe” public space is a rare commodity downtown, and it is particularly important for children and the elderly.
  9. Libraries can generate tourism. A library is often a destination point for visitors and a resource for area-wide tourist destinations. Libraries that position themselves as part of the local tourism industry help themselves, local residents, and businesses.
  10. Libraries are centres for education and life-long learning. The public library is the only educational institution available to every preschool child, and each week more than 42.4 million preschoolers use public libraries. Extending library services helps increase reading skills and verbal skills among elementary school children.
  11. Libraries are traditional centres for adult literacy training. Illiteracy costs the country about US\$4 220 billion a year. Libraries are an important part of the battle against illiteracy.
  12. Libraries can provide important job-related services. Library volunteers can help with résumés, job referrals, job training, and career counselling.
  13. The library is usually the first stop for a newly-arrived immigrant; where they find information on education, jobs, and the English language.
- If you are interested in developing promotional opportunities for your information service contact the National Office to order your copy of *All day, every day — Effective library promotion*. ■