

## The word is out, and so is the kit

All day, every day — *Effective library promotion*, the kit, is now on its way to the patient souls who placed their orders late last year.

Jo-anne Fuller, editor and project co-ordinator, says it will be worth the wait. 'The kit just grew. It was evolving all the time we were working on it and, as a result, we now have the sort of how-to guide that will be helpful every day, which is exactly what we were aiming for when the original idea was born.'

There's not much theory about this kit. It is mostly the result of first hand experience on the part of the contributors, apart from a little scene-setting by Phillip Morgan, lecturer in marketing at The University Newcastle.

The kit describes the who and the how of promotion in achievable terms. The how section is packed with advice on lobbying, publicity, interviewing, using statistics, getting sponsorship and networking.

Experiences with specific projects or events are shared by the Queensland Library Promotion Council, ALIA Victorian Branch, ACLIS and ALIA librarian in South Australia and the national TAFE lobbying campaign.

To help you build your kit, there's a section on gathering your won resources and a hefty list of MP's to start you off, plus information about awards and tips for organising successful presentation.

Two talented artists have added their skills to the kit. Kelli Oakley and Arne Hanna have generously waived copyright on the illustrations to make it possible for libraries to adopt and adapt them to suit specific campaigns and programmes.

*inCite* readers will know Arne's work from the popular *Don't get flattened on the information super-highway* Australian Library Week poster and postcard.

It all adds up to lots of advice in an accessible format and ALIA is proud to make it available to mem-

bers at an accessible price. Order your copy now by contacting ALIA National Office, phone (06) 285 1877, fax (06) 282 2249 or e-mail [alia@slim.slnsw.gov.au](mailto:alia@slim.slnsw.gov.au). Pre-payment required, cost of the kit is \$20 to ALIA members, \$50 to non-members. ■

## British Council presentation



North Sydney TAFE College is now the proud owner of a poster exhibition entitled *British film-makers of the 80's*. The 22 posters, donated by the British Council, were presented to the College by the director of the British Council in Australia, Jim Potts.

A ceremony to mark the occasion was held in the College library on 25 November where the exhibition will initially be kept. Both the college director, Sivakumar, and college librarian, Joyce Allan, expressed their thanks to Jim Potts and the

At the presentation ceremony: Jim Potts, British Council in Australia; Sivakumar, director, North Sydney College of TAFE; and Joyce Allan, college librarian, North Sydney College of TAFE

British Council not only for this generous donation but also for the assistance given to the College in the form of numerous poster and book exhibitions over the last three years.

North Sydney TAFE library now looks forward to two forthcoming British Council exhibitions — *The Beatles* in February 1995, and *Asian studies* in May and June. ■

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