

Analysis shows impact of Australian Library Week

As the dust finally settles on Australian Library Week 1996 a very positive report has come back from Media Monitors, Analytical Services who were contracted by the Association to analyse the media impact of Australian Library Week.

Some very positive outcomes were recorded for Australian Library Week in 1996. Promotion of the event generated publicity valued at \$81 364 in advertising dollar terms, with New South Wales and Queensland the biggest contributors (each having over twenty per cent of the total publicity accrued).

Television was the dominant medium for promotion of Australian Library Week 1996, accounting for just over fifty per cent of all publicity. Newspapers rated second with thirty-four per cent of the media yield with radio ranked third with over fourteen per cent.

It is estimated that over \$75 000 of the total publicity value achieved was

due to the success of the Association's publicity efforts and had no direct cost to the Association.

Media Monitors recorded 147 publicity items over the promotional period. Event branding was very successful — on all items the event was directly referenced as either 'library week' or 'Australian/National library week'.

The impact of Australian Library Week was substantial. Almost nineteen million audience impressions were scored, reaching a cumulative nine million Australian homes. In some states, Queensland in particular, the frequency of message impact on the target audience was close to major commercial publicity campaigns.

Planning has already begun for Australian Library Week 1997. Suggestions for the theme have been called, the entries are in, and an announcement will be made soon. The National Office will again provide publicity ma-

terial in 1997 — posters, post cards, balloons and press releases — for members to use during the celebrations, but Australian Library Week will not work unless you actively promote yourselves and your libraries.

Congratulations to all involved with helping to organise Australian Library Week 1996 activities across the country. Your efforts have helped raise the public awareness of libraries and library issues. Let's aim for making 1997 even more successful. ■



Australian
Library and
Information
Association

First joint Public Libraries and Reference and Information Services Conference

Call for papers

The Public Libraries and Reference and Information Services Sections of ALIA are holding a joint conference in Brisbane, Australia from 10–12 November 1997.

The Conference theme is *Creating tomorrow today, can you imagine...* Issues to be addressed include advocacy, tomorrow's customer, networks, the role of national bodies, income and revenue policies, new and emerging technology, competitors and a new role for libraries and information professionals. People interested in submitting papers on other topics relevant to the profession are also encouraged to submit proposals.

You are invited to submit an abstract of your paper (up to 300 words) for the Program Committee's consideration by 31 October 1996. Acceptance of papers is at the discretion of the Conference Program Committee, with presenting authors being advised in writing of the Committee's decision by 2 January 1997. On acceptance, authors will be required to forward a full copy of their paper to the Program Conference Committee by 9 May 1997. Presenting authors must register for the Conference. Information to be provided should also include the title of the paper, brief biographical information, full contact details and advice on the presenter if joint papers (one page in total).

Please forward a copy of the abstract and relevant information to:

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