

# Australian Library Week is just not news

But it *can* be made into news...

It is the cold hard truth that the mere mention of Australian Library Week will not cause a journalists eyes to flick sideways or cards of congratulations to flood your in-tray. But what you do in Library Week, and how you present yourself and your service, might just force them to notice!

In each State, ALIA branches are working to put in place an action plan for Australian Library Week 1996 (ALW): plans for activities that are as diverse and wide-ranging as the skills and talents of the Association's membership — you will see messages on milk cartons and up in neon lights, banners across main streets, features in local newspapers, displays in public libraries, invitations to seminars with international speakers and launches at which big fish will be looking over your shoulder! (you may peruse the gamut of ideas documented on our web site at <http://www.alia.org.au/alia/library.week/planning.html>)

And now it is over to you, because promotion of ALW and libraries is also part of your job. Run with the challenge and think about how you can present what you do in the most illuminating light.

## Write

Keep it succinct and let the facts shine through. Think about your target audience and what evidence you can offer that proves that you are doing a great job.

The most important

thing to remember throughout the process is to focus on what your target audience will appreciate. Recognise that there will not always be a match between the internal (within the profession) and external (public) views.

For example, if your audience is the media, your press release about Australian Library Week should bear testimony to your institutions popularity — because ratings count. Incorporate facts such as *more people use libraries than any other cultural institution or there are over 1400 public library outlets in Australia compared with just 527 McDonalds restaurants.*

If you decide to target your sponsoring body, send out evidence of your effectiveness, such as: *today the 1000th student enrolled for the adult literacy program or on average every journal purchased by the library is circulated*

*to 13 people. Resource sharing saves the company \$2000 per annum.*

## Network

Be positive and reach for the telephone —

it is likely to be your most valuable asset. Talk to the local or industry newspaper/magazine/journal, or the editor of your company newsletter. Find out about deadlines and lead times. Discuss ideas for stories and profiles. Do it now before you discover that it is too late!

Talk to your colleagues and share your ideas for ALW activities. Take every opportunity to work co-operatively inside and outside your organisation. Australian Library Week could, for example, pro-

vide the opportunity to showcase new CD-ROM products and/or run an induction program for new management of handling information technology.

## Decorate

What you, your fellow staff and your institution wears counts: and will go a long way towards setting the scene for your celebrations. The design team at ALIA National Office has produced a range of promotional material to help support your campaigns, including posters, bookmarks, balloons, postcards and stickers that will help you take the celebration beyond the library walls.

A brochure offering Australian Library Week merchandise will be distributed in the next issue of *inCite* — or you can go for a browse at ALIA's Australian Library Week web home page at <http://www.alia.org.au/alia/library.week/index.html>.

The gauntlet is down. It is now up to you and your fellow workers.

Good luck!

Jo-anne Fuller, member  
ALW consultative committee

