

One week in May

Australian Library Week 1997

Australian Library Week 1997 was very successful with a range of activities taking place around Australia. The continuation of the consultative committee structure introduced in 1996 to improve the level of communication between branches and ALIA national office again provided the opportunity for involvement by all branches and supported the exchange of ideas.

An important initiative was the development of a two-minute video of background footage of libraries and library users for dissemination to television stations in Australia. Feedback to ALIA national office indicates that this venture has been successful with several television stations seeking to retain the tape as file-tape on libraries. Web pages on ALIANet with links to other Australian Library Week pages were created. While some branches availed themselves of the opportunity to use the web, this year has been a foundation on which the consultative commit-

tee can build to increase the amount of publicity generated for Australian Library Week via the Web in 1998.

Sponsorship was obtained for the 1997 posters from EBSCO and Blackwells. Sales of merchandise increased for all items in 1997 compared with sales in 1996. This, together with sponsorship, ensured that Australian Library Week was a profitable venture for the Association in 1997. Responses to a faxback survey circulated with the June issue of *inCite* generally indicate that merchandise produced for Australian Library Week 1997 was of a high standard and appropriate to libraries' needs.

As in 1996 an outside media analysis of Australian Library Week was conducted by Media Monitors. The period surveyed in 1997 was 2–18 May, a period of seventeen days. The Media Monitor's report demonstrates that in that period a total of approximately \$73 000 worth of publicity in advertising dollar terms was received free. This

compares very favourably with the 1996 publicity achieved when over a 52-day period from 30 April to 20 June, the total free publicity in advertising dollar terms was approximately \$75 000.

In 1997 publicity achieved tended to be through reporting of events after they had occurred. All states and territories achieved publicity placement, although there was very little in Tasmania. New South Wales was successful in achieving thirty-nine per cent of the total publicity accrued in 1997 while Victoria and Queensland also achieved well with twenty-two per cent and nineteen per cent respectively. The regional press around Australia were particularly keen to support library week, with many of the smaller regional dailies running stories through the week.

Dates for Australian Library Week 1998 have been set as 3–9 May 1998. The theme will be *Libraries: pathways to knowledge*, reflecting the theme of the 1998 biennial conference. ■



Australian
Library and
Information
Association

General Council

Call for nominations

Nominations are called for Australian Capital Territory, New South Wales, South Australia and West Australian General Councillors. Nominees must be financial members of the Association at the time of nomination, however they need not be professional members.

ALIA General Council consists of the president, the vice-president, the chair of the ALIA Board of Education, the immediate past president of the Association and one member elected by each branch. In 1998 the president will be John Shipp and Kerry Smith will be immediate past president.

The executive committee consists of the president, the vice-president, the immediate past president, two members of ALIA General Council, and the chair of the ALIA Board of Education.

Terms of office for the Australian Capital Territory, New South Wales, Northern Territory, South Australia and West Australian General Councillors end on 31 December 1997. New General Councillors are to be elected by the members of the Association to hold office from 1 January 1998 to 31 December 1999.

Nominations must be in writing, be signed by 2 financial members of the Association and include the consent in writing of the nominee.

Nominations close at 5pm on 1 September 1997 and should be sent to the executive director, ALIA, PO Box E441, Kingston, ACT 2604, e-mail: enquiry@alia.org.au

Further details are available from the ALIA executive director, or from <http://www.alia.org.au/nominations/general.council.html>

Also see the divisional nomination form, inserted in this issue of *inCite*.



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