

# Reflecting on 25 years of *inCite*

On 25 January 1980, the first issue of *inCite* was published. *inCite* started life as a 10-page, fortnightly, black-and-white newsletter, covering news and gossip, staff movements and technical developments. Demonstrating that librarians were at the forefront of technological innovation, our first issue included a 'Baudy bits: column of online news' written by Katie Blake. 'Baudy bits' continued as a semi-regular column for the first year of publication. David Jones's 'The source' column also appeared in the first issue, and was an *inCite* staple for many years.

*inCite* provides a interesting snapshot of the library profession over the last twenty-five years. There is a fascinating article in volume 2, number 11, 3 July 1981 'Facsimile transfer: can libraries afford it?', which discusses a technology that we take so much for granted now — a technology which has since been largely superseded by e-mail (and what would we do without e-mail?). But the fundamental values of the profession seem to be much the same: in 1980, articles examined the proposed changes to copyright laws, challenged censorship in libraries, and discussed ways of providing the best service to library customers.

In 1992, the first of many reviews of the role and function of *inCite* was undertaken. The General Council decided that *inCite* should move from twenty issues per year to a monthly publication with a more serious and national focus. It was felt that as each ALIA member received a branch newsletter, *inCite* should be repositioned with the aim of increasing members understanding and awareness of key issues which impact on library and information services.

Volume 13, number 1, 10 February 1992 was the first new-look *inCite*. The magazine was completely re-designed and included more substantial articles, and more pictures! In May of that year, a survey was distributed to *inCite* readers and branch and division secretaries

asking for feedback on the new-look magazine. More than sixty per cent of the responses received from the survey supported the change to a monthly magazine.

In 1995 an internal review was undertaken, which took into consideration comments and suggestions from the 1992 review. The magazine received



to-date with issues and happenings in the sector. Some minor changes were recommended: a majority of readers would like to see more feature articles, for instance, and the January/February 2005 edition is the first of many that will reflect this view.

*inCite* continues to strive to serve the needs of our many and varied readership, and provides a balance of analysis and reporting on the big issues, news and gossip, and reports from ALIA boards and committees. It remains the magazine for the library and information profession in Australia. Your articles reporting on events, commenting on issues, or promoting conferences and activities are always welcome. Contact the editor on 02 6215 8286, or e-mail [incite@alia.org.au](mailto:incite@alia.org.au).

And lastly, to our advertisers, without whom *inCite* could not be published, thank you for your continued support of the Association, the profession, and *inCite*. It helps to make the news magazine a lively, vibrant and worthwhile communication tool. ■

a complete face-lift, culminating in the first full-colour cover on the April 1995 edition, which celebrated the launch of ALIANet. In 1996, *inCite* moved to full-colour production throughout, providing enhanced opportunities for photos and graphics to be included in the magazine. The January edition also included the first of our ALIA directories, and the first *inCite* calendar — features which have been carried through to this day. 1996 was also the year that selected articles from the magazine were included on ALIANet, providing an alternative to the printed magazine and helping to raise the publication's profile.

Early in 2004, a survey was included in the magazine and online to ask readers about what they thought about the magazine. The survey responses were overwhelmingly positive — ALIA members still value *inCite* very highly and rely on the magazine to keep them up-