

Here's a step-by-step how to do it guide:

STEP 1: Subscribe to ALJ.

STEP 2: Read ALJ to see what's in it and what isn't.

STEP 3: Propose an article that fills a gap or describes what's innovative in your workplace to the ALJ Editor.

STEP 4: Write the article so that the LIS profession in Australia and the world knows what you are thinking and doing.

STEP 5: Bask in the glory of being a published author.

It's as easy as that! And you can start right now by visiting the ALJ website. But perhaps you would like to know a little more. First, there's a practical reason for reading ALJ – to find out how others are addressing the challenges you are encountering in your workplace. You can read about how others are solving the problems.

Second, reading ALJ helps keeps you informed of current issues; you can read, and even join, debate of the issues.

Third, publishing will enhance your reputation and standing in the profession. Sure it's hard – not many of us are naturally good writers - and it takes practice, but you will be surprised by how many of your colleagues will comment on seeing you in print. Even better, if an overseas reader is impressed by what you write, perhaps you'll get an all expenses paid invitation to speak at an international conference.

Fourth, ALJ is an ALIA journal, so reading it is one of the ways – another is reading INCITE – to keep informed of ALIA's concerns, which are therefore your concerns. A strong professional association equates with a strong profession,

Each month, OPINION features contributions from invited guest writers. The opinions expressed in this column do not necessarily reflect those of the Australian Library and Information Association.

so by supporting and contributing to ALIA you are supporting your own career.

The responsibility is not all one way, though; ALJ also has a responsibility to its readers. The editor must strive to make ALJ interesting by being hospitable to a wide variety of material from an array of authors. It must also nurture "research and practice working in partnership ... the hallmarks of a mature profession [because] a robust research culture ... benefits the profession as a whole by advancing knowledge and contributing to the ongoing enhancement of our services"; here I'm quoting Gaby Haddow, co-editor of another ALIA journal, Australian Academic and Research Libraries.

So what equips me to take on these responsibilities? I have taught and carried out research at universities in Australia (Monash, Curtin and Charles Sturt), Singapore, New Zealand and the United States. I have published extensively, and I have edited several professional journals, including two for ALIA: Australian Academic and Research Libraries and Cataloguing Australia. I'm currently Adjunct Professor with the Information Management group at RMIT University.

Journal editors are always happiest when they have a lot of articles ready to publish, so give writing one for ALJ a go. I'm standing by, eagerly awaiting your email (to alj@alia.org.au) with your ideas for an article, or even with a completed article. If you are new to writing, I will provide helpful feedback about how to write a publishable piece. If you are working on a thesis (or have written one), consider writing a short version of it as an article for ALJ.

I have a long list of topics on which I would like to see articles written for ALJ. It includes the big issues, such as 'library as place'. It is increasingly urgent for us to figure out how the traditional place-based roles of libraries can be best adapted in an increasingly digital environment; there's a pressing need for more investigation and critical analysis of this issue – research in other words – and publication of its findings, so that all in the profession can learn from it.

Other topics on my list include the implications for libraries of open access publishing, research data management, what escience means for future of the profession, Wikileaks and libraries, changing demographics and implications for libraries, copyright reform and digital rights, the aging of the profession, MOOCs and libraries, and the convergence of practice in libraries, museums and archives.

I have not yet mentioned what is probably the strongest reason for you to publish in ALJ. By doing this you are getting true value for your ALIA membership, including, if you are a new or aspiring author, guidance on how to write for a professional journal. There's a real thrill seeing your name in print, as I am reminded as I pore over the final proofs of my most recent book. The thrill hasn't lost its shine after many years.

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