


# Back-to-basics ethics campaign focuses on the vital role of libraries in society

The Australian Library and Information Association (ALIA) will be running the [Truth, Integrity, Knowledge](#) (TIK) campaign throughout 2019 on the FAIR platform. The campaign will focus on why librarianship is one of the most trusted professions in Australia and how people working in libraries (whether LIS qualified or from another discipline) promote the free flow of information and ideas in the interests of all Australians. It will remind people that, in a society driven by fake news and the 24-hour media cycle, they can rely on libraries for quality information.

One of the ways we will promote this campaign is with the new '10 ways' poster, which will be released on 28 November. This poster, *10 ways that library and information professionals promote truth, integrity and knowledge*, highlights TIK principles. Details of these principles will be revealed one a week in the lead up to the 28 November release of the poster.

Through 2019, 10 guest bloggers from the library and information profession will write articles for the campaign highlighting how and why their chosen principle is so important. TIK is designed to promote the ethical basis of our profession, to explain why this is important, and to show how our work makes a positive difference to everyday lives across Australia. The TIK campaign has been

developed with support from the ALIA New Generation Advisory Committee.

There will be TIK themed functions held in each state and territory across Australia during 2019 where Members will be able to come together, discuss the campaign and explore ideas that could be added to the campaign. We also encourage you to share your thoughts and opinions on the matter and encourage you to talk about the campaign on social media using #ALIATIK. You can always email any thoughts you have to us via ([advocacy@alia.org.au](mailto:advocacy@alia.org.au)). 



## Letter to the editor

*Dear INCITE Editor,*

It is good news that NSW public libraries have recently received a \$60 million boost, partly as a result of ALIA's advocacy. I was glad to join this campaign to help save NSW public libraries.

The ABC is experiencing serious staff and budget cuts which are jeopardising its ability to function as a free and independent public broadcaster. In July 2018 the *Australian Book Review* included a full-page [open letter of support](#) for the ABC signed by 100 writers, artists, commentators, and public figures.

Librarians can provide their support by:

1. Joining the [Friends of the ABC](#).
2. Including links on library websites to relevant ABC TV and radio programs such as: [Kids listen](#) for children and [The Book Club](#) for adults.

Yours sincerely,

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