



## TIP-OFF

### News from the Executive Director

Association may wish to issue a public statement, eg. when a particular library service comes under attack from members of the public or its governing body, or to promote library services.

In order to continue this work the Association has been having discussions with several public relations consultants with a view to using such a service.

Whether or not this project goes ahead it would be of great benefit for the Association to have a Media Liaison Officer in each state. The Officer would need an interest in the areas of PR, publicity and marketing and perhaps some experience in these fields as well.

It is envisaged that the Media Officer would carry out the following duties:

- (1) Monitor activities within their state that may require a media release. This may be a co-ordinating role with information being channelled from the branch, sections, SIGs, regional groups etc.
- (2) Advise the LAA Head Office of issues requiring media releases.
- (3) Carry out some PR projects if and when the need arises or when the Branch is able to commit itself to such a project.

The majority of press releases should originate from Head Office and guidelines on how, when and what to issue are currently being prepared.

A full briefing will be given to all Media Liaison Officers. Names of interested parties should be forwarded to the Executive Director before Monday 26 March.

#### In the Industrial Information Officer's absence

A complete review of the role of the Industrial Information Officer is being carried out before the position is filled. During this time the LAA is still handling matters of this kind. Depending on the nature of the enquiry it will be handled by Gordon Bain, Sue Phillips or Jenny Adams. Please do not hesitate to contact the LAA Office should you require industrial information.

Jenny Adams  
Executive Director

#### Overseas Members

Some overseas members may prefer to receive their copies of *InCite* and *Australian Library Journal* by airmail.

A request for this service should be accompanied by payment; the airmail postage to UK is \$A30 per annum, to the USA \$A23.00. Rates to other countries will be supplied on request.

#### Libraries: After 1984

Come to Brisbane for the combined LAA/NZLA Conference 27-31 August 1984.

#### Media Liaison Officers

The Library Association of Australia is endeavouring to establish a higher public profile.

Some success has been achieved particularly with regard to government submissions in areas such as Freedom of Information, copyright and sales tax. Our submission to the IAC Inquiry into Computer Hardware and Software also met with considerable success.

There are many other issues, often of local rather than national importance, where the

#### D. A. Book (Aust) Pty Ltd

Australasian

DISTRIBUTORS AND STOCKISTS

of BOOKS and JOURNALS:

Sold at PUBLISHER'S prices

ELSEVIER  
ELSEVIER SCIENCE PUBLISHERS  
ELSEVIER BIOMEDICAL PRESS  
EXCERPTA MEDICA  
NORTH-HOLLAND

SPRINGER VERLAG

KLUWER ACADEMIC PUBLISHERS:  
—INTERN. HUMAN RES. DEV. CORP (IHRDC)  
—DR W. JUNK  
—KLUWER LAW AND TAXATION  
—MTP PRESS  
—MARTINUS NIJHOFF  
—D. REIDEL  
—SIJTHOFF/NOORDHOFF  
—UPDATE BOOKS

AKADEMIAI KIADO  
ALDINE

ALUMINIUM VERLAG  
AMERICAN CHEMICAL SOCIETY (ACS)  
AMERICAN SOC. OF CIVIL ENG. (ASCE)  
AMERICAN SOC. FOR METALS (ASM)  
AMER. SOC. TESTING MATERIALS (ASTM)  
APPLIED SCIENCE PUBLISHERS  
BALKEMA

J. C. BALTZER  
BAUVERLAG  
BIRKHÄUSER VERLAG  
CRC PRESS INC.  
WALTER DE GRUYTER  
GUSTAV FISCHER VERLAG  
GORDON & BREACH  
CARL HANSER VERLAG  
HARWOOD ACADEMIC PUBLISHERS  
ADAM HILGER

HANS HUBER PUBLISHING  
DR ALFRED HÜTHIG VERLAG  
INSTITUTE OF PHYSICS (IOP)  
S. KARGER (JOURNALS ONLY)  
MOUTON  
MUNKSGAARD INTERN. PUBLISHERS  
PAUL PAREY VERLAG  
PHYSIK VERLAG  
RAVEN PRESS  
F. K. SCHATTAUER VERLAG  
SOCIETY OF MANUF. ENG. USA (SME)  
GEOG THIEME VERLAG  
THIEME-STRATTON INC.  
TRANS TECH PUBLICATIONS  
VDI VERLAG  
VERLAG CHEMIE  
VIEWEG PUBLISHING

11-13 Station Street Mitcham 3132 Vic Australia  
Telephone (03) 873 4411 Telex AA37911

LAA China Study Tour  
continued from page 1

come to mind. Yet poor transport systems and the lack of union listings even at the provincial level may sustain large retrospective collections probably to the year 2010. However, union listings are being commenced at least for some materials and in some places. Bibliographic control has re-emerged so that standardisation and uniformity are no longer a dream. Indigenous publishing of books and periodicals has increased dramatically and library acquisition of local and foreign materials is expanding as fast as the book vote. There is even some experimentation with direct purchase overseas — a new development as all foreign books have traditionally been purchased through the Chinese Book Import and Export Company.

The critical personnel problem is being tackled on a number of fronts. The two library schools of 1976 have grown to nearly twenty. On site library school courses are offered, as are correspondence and short courses. Many library staff are given time off for self improvement. That China's library education need is immense became clear when I was informed that a library in a tertiary education institution had just appointed its first library trained graduate. Although this was unusual, most libraries had only a few fully trained library personnel. Library education in China will need great stimulus over the next twenty years to be able to provide qualified staff to manage the information needed for modernisation and the nation's future.

Although foundations are solid and resolve is firm, many of China's problems are classic developmental ones. It has energy, resolve, application and determination to advance. In this context Australian librarianship and the LAA may be able to offer some small contribution.

Relations between Australia and China are sound and clearly strengthening. The Chinese are eager to develop contacts with equivalent institutions or groups in Australia. Some Australian states have entered into 'sister' relationships with Chinese provinces. Some universities are co-operating in aid projects with counterparts in China. There are Chinese academics and librarians working in Australia on exchange or attachment. Discarded and new library material have been sent to China. There is considerable scope for Australian librarianship to increase its involvement.

The Association's Study Tour is following up its visit to China by preparing a report on the group's reactions to Chinese libraries and information services as requested by our Chinese hosts. The group also hopes to bring a mid-level library educator to Australia for a short visit. The possibility of a follow up study tour in 1987-88 has been broached. Various members of the study tour are investigating possibilities for developing institutional relationships. Finally a book of observations and impressions of Chinese librarianship is in preparation for publication in late 1984. LAA: China Society of Library Science communication and exchange is continuing...

The members of the study tour delegation played their part in the LAA's emerging international relations effort. We gained from the richness of the China experience both at the professional and cultural levels and tried to give something of our own experience in return. If there is an LAA China Library Study Tour 3 in 1987/88, then present trends suggest that relations between our two associations will be much stronger. *John Barclay*  
Convenor