

IFTN campaign launch

July 1989 has been selected by the IFTN National Committee to launch the most ambitious promotional campaign ever undertaken by ALIA.

The campaign commenced on 12 July with a national schedule of advertisements placed in seventy newspapers. The design element of the advertisement concentrated on 'information future' and libraries. The media selected were predominantly the suburban free press or, in a few smaller States, major metropolitan newspapers.

The advertisement was supported by a promotional kit, which is essentially a 'handbook for everyday action'. When you need guidance on how to promote your library, consult this kit!

Another component of the promotional campaign is a two-colour poster, which will be distributed to libraries that participate in the campaign. The poster contains the same design elements as the advertisement.

The advertising campaign, including the promotion kit, was prepared by the consultants Margaret Helman and Associates, and produced by ALIA head office.

The key to Australia's future is information — find it at a library near you.

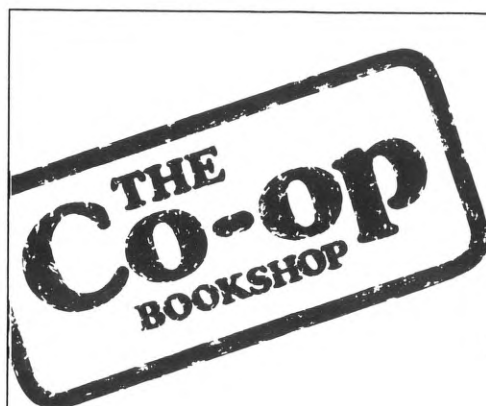


Fourth IFTN sponsors' list

The IFTN National Committee acknowledges the generous support of:

Aberfoyle Park High School Library	Keith Community Library
ALIA School Libraries Section (SA)	Kimba Community Library
ALIA South Australian Branch	Leigh Creek Community Library
Anglican Church Grammar School Library, East Brisbane	Lyell McEwin Health Service Library
ASLA	Mackay City Library
Auslib Press	Macquarie Public Library
Austin Hospital Health Sciences Library	Ministry of Transport Library, Melbourne
Australian College of Physical Education Library	Mount Gambier High School Library
Australian Construction Services Library (NSW)	North Coast Agricultural Institute Library
Australian Construction Services Library (Qld)	North Mackay State High School Library
Australian Institute of Management Library (NSW)	Nuriootpa High School Library
Barr Smith Library	The Parkes Community Centre Library
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BHP Central Library	Pharmacy Library, University of Sydney
Biloela State High School Library	Redland Shire Library
Brisbane CAE Library	Road Traffic Authority (Vic.) Library
Burnside Library	Ryde Municipal Council Library Service
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Central Mapping Authority of NSW Library	St Joseph's College Library, Brisbane
Conservation Council of South Australia Library	St Peter's Public Library
Cathedral School of St Anne and St James Library, Mundingburra	St Teresa's College Library, Ingham
Catholic Education Centre, Brisbane	SACON Technical Library
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Comalco Aluminium (Bell Bay) Library	South Australian CAE Library
Conservation Council of SA Library	The Southport School Library
Cowell School Community Library	State Bank of South Australia Library
Cummins School Community Library	State Library of New South Wales
Department of Agriculture Library (WA)	State Library of Queensland
Department of Immigration, Local Government and Ethnic Affairs Library	Sulphide Corporation Library
Department of Industry, Technology and Commerce	TAFE National Centre for Research and Development
AMB Edwards	Taperoo High School Library
Family Planning Association of NSW Library	Waverley City Library
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Five Mile Press	Wilderness School Library
Friends of the Noarlunga Library	Wingecarribee Shire Library, Bowral Branch staff
Geraldton Regional College of TAFE Library	Woodridge High School Library
Hastings Municipal Library	Woodville Public Library
Immanuel Lutheran College Library, Maroochydore	Woomera Area School Resource Centre
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John Paul College Library, Daisy Hill	

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