

# Directline

There are some great stories with an Indigenous focus in this issue. We are also excitedly preparing for the ALIA Biennial conference in Alice Springs - *dreaming08*. If you have never been to the Red Centre, then now is the time to book, before early bird finishes on the 18th July 2008. The papers and keynotes for the conference will include a great amount of Indigenous themes and information. ALIA offers a bursary package of up to \$1,500 and one year's ALIA membership to assist a person of Aboriginal or Torres Strait Islander background, who is an ATSLIRIN member, and currently working in the library and information sector, to attend the conference. This year the bursary recipient is Alana Garwood-Houng. As the successful recipient Alana will be required to prepare a report on the conference experience and its benefits, for publication in a future issue of *inCite*.

To read about the bursary go to <http://www.alia.org.au/awards/atsilirn.bursary>

## In the news...

ALIA works with media partner, Porter Novelli, to monitor coverage on certain issues and the following includes information and reports from the outcomes of LIW & NSS 2008 – two of our major public campaigns. For LIW 2008, the corporate level key media message revolved around 'libraries are for everyone'. This message is part of the ongoing corporate strategic communications plan and offers an ongoing platform for developing specific media angles where opportunities arise – it is, if you like, an 'umbrella message'. In this year's case, this message was leveraged on two external events – the Federal budget and the release of the ABS report of 'Australian libraries facts and figures 2008' and subsequent media coverage.

We kicked off with a media release targeting major metropolitan and regional media outlets with the LIW message 'libraries are for everyone'. This was followed by a second release distributed on behalf of both ALIA and ASLA – 'literacy is for everyone: school libraries essential to delivering Government's promise'. This second release used the Federal Government's announcements about a National Action Plan for literacy and numeracy to highlight the critical role school libraries play in delivering information literacy skills to Australian young people. The purpose is a 'big picture' educative one for the media and key government representatives about

the sector and so targeted specialist media outlets and journalists with a focus on literacy and education. The final release for LIW focused on the ABS report – 'Libraries – we love 'em almost as much as the movies'. Media interest in both the ABS report and the position of libraries in the results gave us an opportunity to talk up libraries and their role in the community for approximately a 48 hour period and resulted in good broadcast pickup of both the popularity of libraries and the fact that it was LIW. Pick up of LIW was primarily at suburban media outlet level and tended to be highly localised, while the broader issues of literacy attracted the interest of the major outlets 'of record' nationally (e.g. the ABC).

With NSS being a specific event at a specific time, the media activity around this is quite different and focuses strongly on local community interest. The resulting media hits show this clearly – most stories are after the event (dictated by deadlines and publication frequency) but also tend to feature photography because the nature of the event allows this – and as editorial plus photography coverage is significantly more valuable in aiding promotion of both the event and the individual participating libraries. All up, 3,249,049 people were reached with the NSS story across the nation in the period 2 May – 5 June via monitored media outlets. During that same period, 1,454,507 people were reached with the broader LIW message.

## ALIA Membership Fees 08/09

Renew your ALIA membership by the 18th July 2008 and be in the draw to win one of 25 ALIA Packs.

Renewing your membership supports the Association that supports you and our industry. It's being a member of ALIA that puts you at the forefront of our profession.

### Fee summary for personal members

Commencing July 2008 (Full year)

Full fee: \$267.00

Reduced fee: \$134.00

Student fee: \$68.00

Retired fee: \$68.00

Life Membership: \$2920.00

Membership administration fee \$36 for new, upgrading or rejoining Associate or Library Technician Members.

For information visit contact us on **1800 020 071** or email [membership@alia.org.au](mailto:membership@alia.org.au)



Sue Hutley

ALIA Executive Director  
[sue.hutley@alia.org.au](mailto:sue.hutley@alia.org.au)

## ALIA Assistant Directors

Jane Hardy  
Assistant Director  
Strategy & Advocacy  
02 6215 8235  
[jane.hardy@alia.org.au](mailto:jane.hardy@alia.org.au)

Robyn Ellard  
Assistant Director  
Member Services  
02 6215 8250  
[robyn.ellard@alia.org.au](mailto:robyn.ellard@alia.org.au)

Peter Heffernan  
Assistant Director  
Business Support  
02 6215 8220  
[peter.heffernan@alia.org.au](mailto:peter.heffernan@alia.org.au)

## Local Liaison Officers

LLOs are ALIA representatives in each state/territory. Their duties include being a point of contact for members and non-members.

ACT: Robyn Ellard  
02 6215 8250  
[robyn.ellard@alia.org.au](mailto:robyn.ellard@alia.org.au)

NSW: Niki Kallenberger  
0408 818 028  
[niki.kallenberger@alia.org.au](mailto:niki.kallenberger@alia.org.au)  
NT: Jayshree Mamtora  
0416 366 634  
[jayshree.mamtora@alia.org.au](mailto:jayshree.mamtora@alia.org.au)

QLD: Claudia Davies  
0407 964 967  
[claudia.davies@alia.org.au](mailto:claudia.davies@alia.org.au)

SA: Jeannine Hooper  
0437 167 050  
[jeannine.hooper@alia.org.au](mailto:jeannine.hooper@alia.org.au)

TAS: Sally Murdoch  
03 6234 7002  
[sally.murdoch@alia.org.au](mailto:sally.murdoch@alia.org.au)

VIC: Margie Anderson  
03 9315 1090  
[margie.anderson@alia.org.au](mailto:margie.anderson@alia.org.au)

WA: Natarsha Larment  
0448 881 630  
[natarsha.larment@alia.org.au](mailto:natarsha.larment@alia.org.au)