

# EDITOR'S NOTE

## THE NEVER-ENDING STORY



It's May, that month in which every sector of our profession revs up to promote all that libraries and library professionals can do. We will see half a million children sharing the same story, Aaron Blabey's *The Brothers Quibble*, on the same day as part of the 15th National Simultaneous Storytime in a couple of weeks, so it's only appropriate that our cover story this month is a chat with Aaron about his writing and his take on libraries.

Meanwhile, Library and Information Week displays and events will be popping up all over in all sorts of libraries, so our feature topics this month are promotion and marketing. From the results of Public Libraries Australia's survey of what people love about their local library, to a ground-breaking trial at Arup's Sydney offices that has seen the staff equipped with laptops and officially licensed to roam, this month we have a wide range of experiences and viewpoints to stimulate your promotion planning.

We also have a very special pull-out feature: our Australian Writing Awards calendar. Created in consultation with the Australian publishing industry, we hope this calendar will spark many an idea for displays, events, book clubs, and much more in your library.

Of course, May is just one month of the year, but marketing is truly the original never-ending task. To be effective,

thinking about marketing should be an instinctive and integral part of everyday thinking and planning in any library, possibly never more so since the advent of the insatiable appetite of social media became part of many library promotion programs. And promotion is only one element in the marketing mix.

Perhaps then, May is also the ideal month to dust off your marketing plan and see how you've been doing. Don't have one? Sorry, but that's no excuse. There are dozens of free templates for marketing plans readily available online, ranging from simple 90 day planners to marketing strategy as a component of a comprehensive business plan.

With this time of the year also being budget-planning season, now is the time to properly identify and cost those great ideas, ready to put your hand up when the money gets assigned for next year. In this context, 'be prepared' is as good a motto for a library or information service as it is for a boy scout.

Don't forget to share your Library and Information Week and National Simultaneous Storytime events and photos with your fellow Members via the website and ALIA's social media platforms. It's time to be loud and proud!

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LEE WELCH  
Editor

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