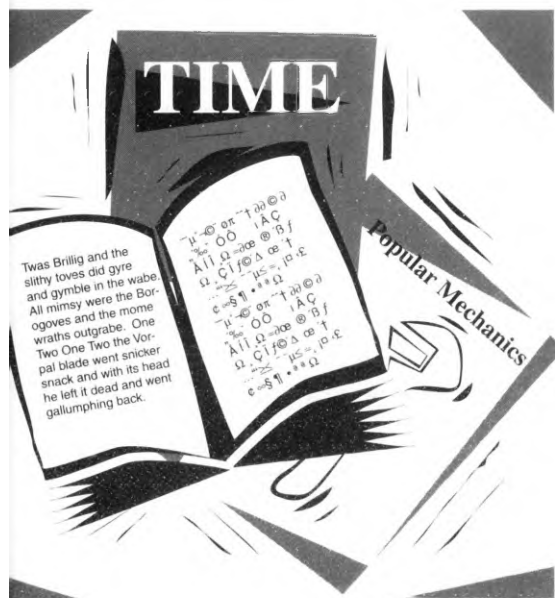


No excuse!

Promotion is a vital task for our future. And you should definitely start today.' Say Jo-anne Fuller and Lee Welch in their introduction to ALIA's new library promotion kit *All day, every day: effective library promotion*. And now there is no excuse not to.

All day, every day is packed with



practical strategies, ideas, contacts, timetables and samples provided by people who are experienced in the library and information industry and who are prepared to share their expertise. It is targeted to all sectors of the library industry and is a useful blend of the theoretical and the very practical. It is designed to allow us to learn from the experience of others while challenging us to take the next step by providing almost all of what we need to put an effective promotion strategy in place.

The theory comes in areas such as

marketing communications, lobbying, interview techniques, statistics, sponsorship and networking which can then be used to decide on how you make best use of the excellent practical resources provided. These range from copyright-free art created by Kelli Oakley and Arne Hanna, quotable quotes on libraries and other aspects of information services, ALIA policy statements, a list of federal politicians and information on ALIA awards.

The spiral-bound A4 format makes the kit easy to use, especially for reproducing the wonderful copyright-free art-

work and other resources. The production is glossy, clean and bold. The highlighted quotes, paragraph headings, checklists and summaries make it a very easy document to understand and work with.

All in all, for \$20 this is a great publication to get you started on your way to library promotion, made so



easy that you can do it *all day, every day*.

All day, every day: effective library promotion, Jo-anne Fuller and Lee Welch (Eds), Australian Library and Information Association, Canberra, 1994, 131 pages. RRP \$50, ALIA member price \$20.

Brenda McConchie



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