

Your voice

I was interested to read the articles on marketing in last month's *inCite*. Our library recently went through the process of developing a media campaign using a marketing consultant. We decided to develop a marketing plan to complement and promote our extensive range of library-based activities. It was a great success: during the period of the campaign we got a 50 per cent increase in media coverage of the library, across most media (TV, radio and newspapers). We even had full-page coverage of our profession in the careers section of the *Townsville Bulletin*.

Our consultant helped us develop a total co-ordinated package flowing from our media plan, including media releases, regular contact with all stakeholders and proactive promotional material.

Library staff added to the marketing process by developing a three-month 'Calendar of events' across all sections of the library so that a plan was in place in advance and we ensured activities were co-ordinated with

and complementary to marketing across all areas of Council activity. This strategy was combined with corporate branding and upgrading of our brochures and promotional flyers.

**Annette Pike,
Townsville Library**

In 2004/2005 I worked as librarian at the Dili Institute of Technology in East Timor, helping establish the library and develop curriculum and course outlines for a diploma course, the first formal training for library workers in that country.

Approximately 25 libraries operate in East Timor, established with much enthusiasm and minimum resources. A national library association was created in 2004 and the top priority identified was training. The Certificate in Library and Information Services course commenced at DIT in March with 15 participants coming from around Dili and throughout the districts.

Funding for libraries in Timor is very limited with many operating on a zero budget and relying on donations of cash and materials to survive. This means most libraries can only raise a small part of training course fees and must look to outside help for funding.

Here's how you can help. Australian Volunteers International has agreed to accept tax deductible donations, provide receipts and forward the funds to DIT. DIT will send all donors a photo of the student group and the organisations they represent. You will also receive a copy of the course evaluation in September 2006.

For more information, please contact: Margaretta Evy da Silva, DIT librarian and course co-ordinator, margaretta_dasilva@yahoo.com, Karen Myers, AVI library technical advisor, karenmyers1@hotmail.com, AVI donation enquiry number 03 9279 1716 or e-mail donor@australianvolunteers.com.

Avenel Hicks, Myalup WA



Your letters on any issue of relevance to the library and information sector are welcomed.

All letters should be addressed to the *inCite* editor and may be e-mailed to incite@alia.org.au, or faxed to 02 6282 2249, or posted to: *Your voice*, ALIA, PO Box 6335, Kingston 2604. Please include your name and postal address with your letter or e-mail.

Letters will be accepted for publication until the 18th of the month.

FICTION CONNECTION

LOOKING FOR THE NEXT GREAT READ?

Use **www.FictionConnection.com**, a reader's advisory tool, to help your patrons discover books similar to those they really enjoy. Whatever your patrons' interest, *FictionConnection* can supply a list of similar titles to those that they already love. Fiction Connection is complimentary with Bowker's GlobalBooksInPrint.com subscription.

THORPE-Bowker

click open the world™

**For more information contact
03 8645-0396 or anthony.shaw@thorpe.com.au**