



Practical Public Relations and Communication Tools for Public Librarians Kent State University SLIS Workshop July 23 & 24, 2010



Public Relations For Librarians

JS Bruner



Public Relations For Librarians:

Powerful Public Relations Rashelle S. Karp, 2002 Make your library the place to be The library is still the best place to go for traditional information and for everything from Internet access database reference video and CD check out to engaging exhibits entertaining events and more The challenge is getting your customers and community to believe that their library has more to offer today than it ever did It s up to you to communicate that the home or work computer can t come close to delivering the unique services your library provides And you can do this with Powerful Public Relations Whether you have a lot of time to devote to a PR program or just a few hours here and there communicating your library s many benefits is paramount to the satisfaction and number of customers you have each day Here are just a few of the ways that savvy PR can work to sell your library s image You ll learn how to Produce eye catching brochures using desktop technology Create a Web based PR strategy and plan Develop multimedia promotional programs that can be set up in the library Plan special events and exhibits that will generate publicity and attendance With sample screen captures press releases public service announce

Public Relations for Librarians Anne F. Roberts, Susan Griswold Blandy, 1989 **Marketing and Public Relations for Libraries** Cosette N. Kies, 2003 Now available in paperback The first book on marketing for librarians written by a single author this is a theoretical approach to the marketing PR process within the management structure Contents include the definition of marketing and public relations their historical development principles and concepts process program planning and practice library marketing and PR promotion techniques analysis and evaluation marketing PR plans for specific libraries national library marketing and PR trends in library marketing PR and a brief discussion of the relative merits of marketing as opposed to public relations for libraries All types of libraries are covered academic public school and special Emphasis is on current marketing practice and how it is being used in libraries as well as on its potential for use in libraries **Public Relations for Librarians** Kenneth Cecil Harrison, 1973 Library Public Relations, Promotions, and Communications Lisa A. Wolfe, 1997 This step by step guide shows how to best incorporate public relations techniques into the library and reap the benefits of well planned and executed campaign Chapters explain how to write review and update a communications plan develop a corporate identity make the most of media coverage use volunteers get a message out at programmes and events create effective newsletters brochures posters and other print communications and use the Internet World Wide Web online services and local bulletin board services for publicity Throughout examples and case studies illustrate effective communication techniques and strategies for all kinds of libraries Appendices offering sample news releases lists of library press state and national public relations networking opportunities and online services appropriate for library publicity are also included **Public Relations for Libraries** Allan Angoff, 1973-10-04 *The Visible Library* Bob Usherwood, 1981

Persuasive Public Relations for Libraries Kathleen Kelly Rummel, Esther Perica, 1983 *Marketing and Public Relations Activities in ARL Libraries*, 1999 Public Relations for School Library Media Centers Mildred Laughlin, Kathy Howard

Latrobe,1990 **Library Public Relations** Sreenidhi Iyengar,1996-01-01 Library Public Relations Play A Very Dominant Role In The Library Which Is A Social Institution And Visited By A Large Number Of Clienteles Daily In Pursuit Of Research And Information The Users In The Library Need Constant Guidance About Each Service In The Library The Public Relations In Libraries Have Become All The Most Essential In Modern Days Since The Reorientation Of Library Services Due To Introduction Of Computers Initiation Of Users Research Scholars To The Computerized Services In The Libraries Compels More For Public Relations In Order To Achieve More Efficiency In Library Services The Editor Has Compiled Various Articles After Judicious Consideration And Selection Which Impart Indepth Insight In All The Spheres Of Public Relations In The Libraries These Articles Have Been Gathered From Authentic Library Documents Which Have Proved Succinct And Reliable In The Study Of Library Science The Book Will Be Highly Useful For Students Of Library Science Teachers And Research Scholars It Will Prove A Valuable Supplementary Reading **The Library Public Relations Recipe Book** Library Administration and Management Association. Public Relations Section,1978 **Public Relations for Public Libraries** Betty Pratt Rice,1972 Public relations is a way of life Examininh the image Retain recruit regain Meeting patrons needs Communicating with patrons through mass media Developing added channels of communication Attracting patrons through special events and programs Displays and exhibits as a public relations tool Structuring and winning bond and budget issues Friends of the library keeping an asset from becoming a liability **Planned Public Relations for Libraries** Margaret Kinnell,1989 A guide for the planning and implementation of public relations in libraries and information services Explores the commercial approach to public relations the needs of library users planning a public relations campaign managing a campaign budget lobbying politicians and staff training and deve **Part-time Public Relations with Full-time Results** Rashelle S. Karp,1995 Step by step guidelines for maintaining positive communication with patrons **Library Public Relations** Mona Garvey,1980 A practical handbook for librarians dealing with the whys the hows and the tricks of the trade of library public relations Practical Public Relations Ohio Educational Library/Media Association. Public Relations Committee,1979 *Public Relations for the Smaller Library* James C. Dance,1979 ABC's of Library Promotion Steve Sherman,1992 Designed for libraries of all kinds and all sizes Sherman s techniques and principles are practical accessible tested and effective *A Cooperative Public Relations Service for Libraries and Library Groups* Library Public Relations Service,1946

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