

S I X T H E D I T I O N

GUIDE TO REFERENCE
MATERIALS FOR

SCHOOL LIBRARY MEDIA CENTERS



BARBARA RIPP SAFFORD

Public Relations For School Library Media Centers

John Thomas Gillespie, Diana L. Spirt



Public Relations For School Library Media Centers:

Public Relations for School Library Media Centers Mildred Laughlin, Kathy Howard Latrobe, 1990 *Public Relations for School Library Media Programs* Helen F. Flowers, 1998 Offers 500 different strategies that can be used to increase public relations for a school media program and get parents students and other community members involved in library projects

Practical PR for School Library Media Centers Marian S. Edsall, 1984 **Administering the School Library Media Center** Betty J. Morris, 2010-08-16 This is the most comprehensive textbook on school library administration available now updated to include the latest standards and address new technologies This reference text provides a complete instructional overview of the workings of the library media center from the basics of administration budgeting facilities management organization selection of materials and staffing to explanations on how to promote information literacy and the value of digital tools like blogs wikis and podcasting Since the publication of the fourth edition of *Administering the School Library Media Center* in 2004 many changes have altered the landscape of school library administration the implementation of NCLB legislation and the revision of AASL standards just to mention two The book is divided into 14 chapters each devoted to a major topic in school library media management This latest edition gives media specialists a roadmap for designing a school library that is functional and intellectually stimulating while leading sources provide guidance for further research *Have You Got what They Want?* Rita T. Kohn, Krysta Tepper, 1982 School Library Management Gail K. Dickinson, Judi Repman, 2015-01-26 This book compiles selected articles from Library Media Connection to help school librarians and pre service librarians learn about how to implement best practices for school library management At a time when budget cuts threaten the role of the school librarian dynamic learning experiences can resurrect the usefulness of the library and the role of its staff The seventh edition of this popular book helps librarians develop engaging school library programs for greater student involvement Comprised of important articles from Library Media Connection LMC School Library Management Seventh Edition is a compilation of best practices in the field of school library management An excellent textbook for professors teaching LIS courses the book contains updates to standards and technologies and features the latest initiatives guiding practices including Standards for the 21st Century Learner and Empowering Learners Guidelines for School Library Programs Each of the book s five sections features helpful tips from LMC and lists relevant resources for school library management Selected articles address standards inquiry ethics and information literacy The book also includes a focus on the role of the school librarian in designing authentic assessments Practical Public Relations Ohio Educational Library/Media Association. Public Relations Committee, 1979 **Administering the School Library Media Center** John Thomas Gillespie, Diana L. Spirt, 1983 **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

Children's Library Services Handbook Jane G.

Connor,1990-01-09 A guide through the pitfalls special needs and unique demands of children s library services Librarians in school and public libraries media specialists and library science instructors will find helpful cogent advice on collection development programming collection maintenance and reevaluation nonprint media summer programs publicity public relations and much more

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