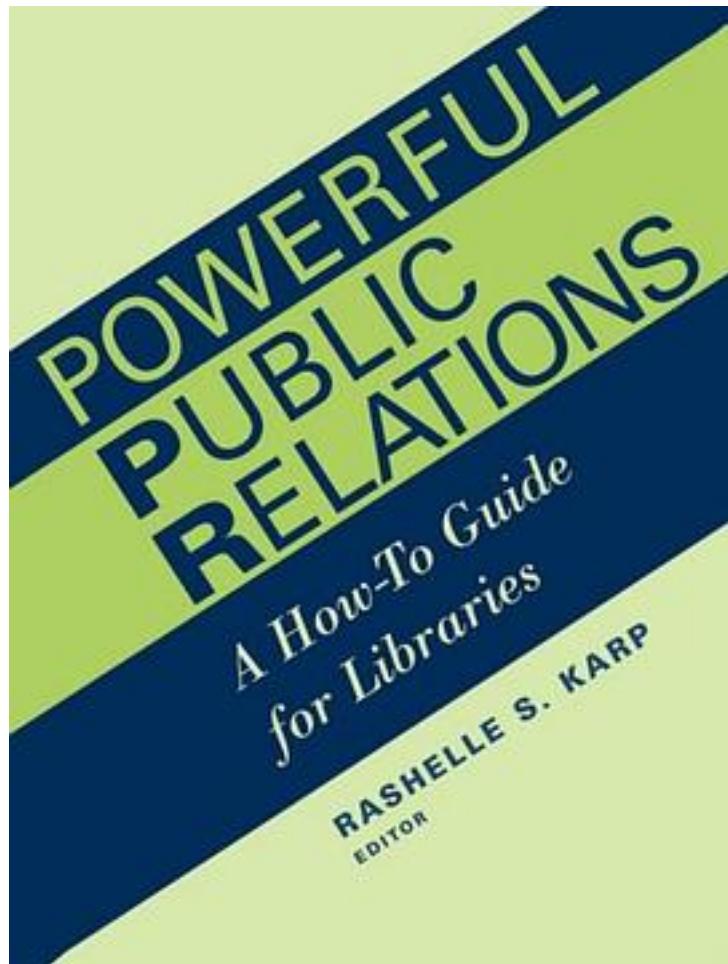


Powerful Public Relations



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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 attendanceWith sample screen captures, press releases, public service announcements, and other PR tools, this hands-on book brings together a group of talented contributors who give you everything you need to execute effective public relations. Learn to attract customers to the new wealth of information and entertainment resources in your library with Powerful Public Relations.

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