From: Peggy Barber, Director
Public Information Office

For immediate release

PR SWAP 'N SHOP RETURNS

The annual Public Relations Swap 'n Shop will have two new twists at the American Library Association's Summer Conference in Dallas, June 23 - 29.

This year's Swap 'n Shop, sponsored by the PR Section of the Library Administration and Management Association of the ALA, will include a "Feedback/Critiquing Session" at which experts from Ketchum McLeod Advertising (the nationally known agency that produced the "Watergate style" television PSA for libraries) will evaluate sample of PR materials.

At an adjacent session, in recognition of the International Year of the Child, the regular "Swap 'n Shop" will put more emphasis on promotion of library services for children. Consultants will be available to discuss local situations on a one-to-one basis and thousands of samples of promotion materials will be available to take home for personal idea files.

If you have items for distribution at the Swap 'n Shop (especially children-related items) send up to 200 copies to: Robert Boyer, Arlington Public Library 101 E. Abram Street, Arlington, TX 76010.

Send two copies of items (print or audiovisual) to be included in the "Feedback/Critiquing Session: to: Beverley Van Camp, South Texas Library System, 505 N. Mesquite, Corpus Christi, TX 78401.