

News Release: American Library Association

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FOR IMMEDIATE RELEASE

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Public Relations Preconference

"Public Relations Panorama--a preconference on making libraries visible" is a workshop offered immediately prior to the opening of the American Library Association's Centennial Conference in Chicago this July.

The workshop, which is sponsored by the Public Relations Section of the ALA's Library Administration Division (LAD), will start on Thursday, July 15, at 11:30 a.m. and run until Saturday, July 17 at 1:30 p.m. All sessions, including the keynote luncheon, will be held at the Hyatt Regency Hotel in downtown Chicago.

Major features of the three day workshop include:

- a keynote address by James Fox, former president of the Public Relations Society of America.
- "Why didn't I think of that?"--sessions on how to maximize the public relations potential of radio and TV; newspapers/news releases/newsletters; and flyers and exhibits. Presiding over all workshops will be one librarian and one public relations expert.
- "Swap and Shop" which offers workshop participants the opportunity to browse among samples of the materials which launched successful public relations campaigns, to talk to consultants, and, in general, to get ideas and concrete suggestions on everything from eye-catching graphics to passing bond issues.
- session, including discussion and question periods, on effective internal communications in small, medium, and large public libraries, school libraries, academic libraries and state libraries.
- "Beyond the fringe:PR experiences outside the library" a workshop which will feature representatives from a publishing house, a large company, and a bank, and will also include advice on how to choose a public relations firm.

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Registration fees for the preconference are \$55 for members of ALA and the Library Administration Division, \$65 for ALA members, and \$80 for non ALA members.

For further details, including information on hotel accomodations and registration procedures, please contact Donald Hammer, Executive Secretary, Library Administration Division, ALA, 50 East Huron Street, Chicago, IL 60611.