

News Release: American Library Association

Public Information Office
American Library Association
50 East Huron Street
Chicago, Illinois 60611
312 944-6780

AMERICAN LIBRARY ASSOCIATION
OFFICIAL FILE

From: Peggy Barber, Director
Public Information Office

For immediate release

JUN 25 1975
LIBRARY

The American Library Association has retained The Public Relations Board, Inc., as public relations counsel.

Last fall, PRB conducted an extensive communications audit for the ALA and recently completed a public relations campaign for National Library Week, which is sponsored by the ALA.

This is the first time the ALA, the oldest and largest library association in the world, has retained public relations counsel as an additional resource for its public information functions.

- 30 -

June 1975
B-C-D-E-F-I-J-K-M