

For Immediate Release  
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**ALA conference programs to focus on library marketing, promotion**

How to promote your library to diverse audiences will be the topic of the **National Library Week Workshop** on Monday, June 28, from 2 to 4 p.m., during the 1993 American Library Association (ALA) Annual Conference in New Orleans.

Award-winning marketing and communications consultant Shelly Keller and Dierdre Francis-Dickerson, manager of public affairs for Nissan North America, will be the featured speakers at the workshop titled "Changing Lives: Changing Services for Changing Needs."

"Libraries Change Lives: will again be the theme for National Library Week, April 17-23, 1994.

Keller, of Los Angeles, has directed public relations programs and training for the California State Library's Partnerships for Change program to help libraries reach out to diverse ethnic audiences. She will show a slide presentation.

Francis-Dickerson will share techniques that Nissan, based in Carson, Calif., is using to reach diverse audiences both internally and externally. A television producer/writer before entering public relations, she was nominated for an Emmy Award for a series on the Black Church in the South.

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Alex Boyd, president of ALA's Black Caucus and director of the Newark (N.J.) Public Library, and Raul Huerta, director, Frank E. Gannett Memorial Library of Utica (N.Y.) College of Syracuse University, will discuss how to overcome language, social, psychological and other barriers in reaching out to potential new users.

The **PR Assembly**, an opportunity to hear about ALA and other promotion opportunities for libraries, will be Sunday, June 27, from 9:30 to 11 a.m. The assembly is sponsored by the Public Information Advisory Committee.

A "**Meet the Press**" **coffee** with editors of major library publications, will provide an opportunity to hear what kinds of stories the editors are looking for, their deadlines and other requirements for publishing library news. Speakers include (add name and publications????) The program will be Monday, June 28, from 8 to 9:30 a.m.

For information, contact the ALA Public Information Office, 560 E. Huron St., Chicago, IL. Telephone: 800-545-2433. ext. 5044.