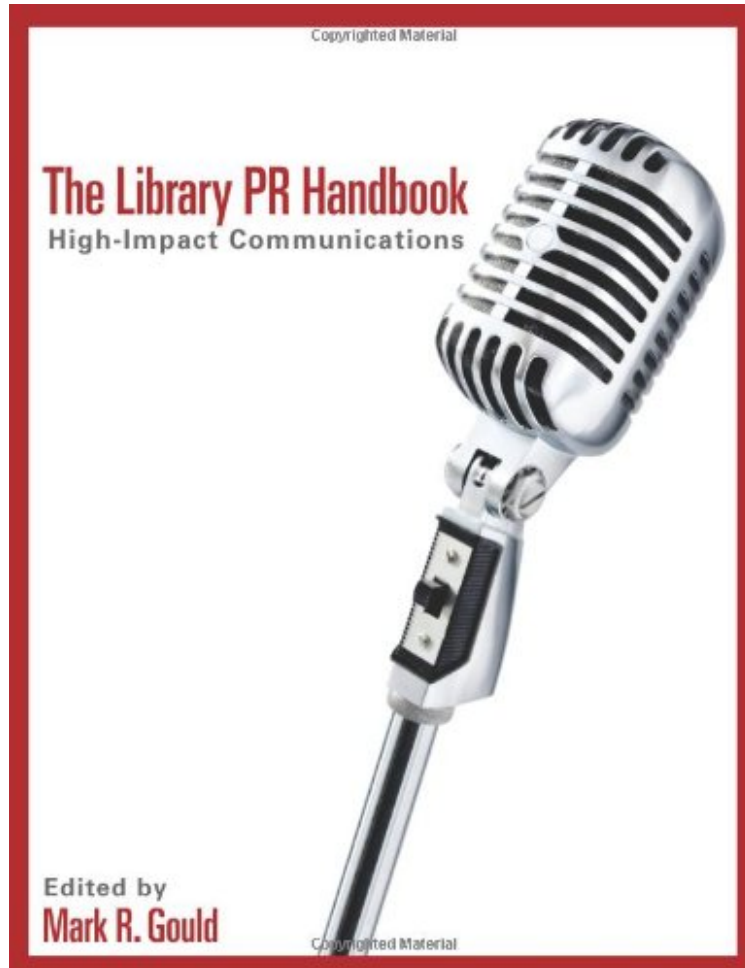


(Get free) The Library Pr Handbook: High-impact Communications

## The Library Pr Handbook: High-impact Communications

*Mark R. Gould*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



DOWNLOAD



READ ONLINE

#4071620 in Books Amer Library Assn Editions 2009-07-05Original language:EnglishPDF # 1 11.02 x .27 x 8.271, .70 #File Name: 0838910025128 pages | File size: 20.Mb

**Mark R. Gould : The Library Pr Handbook: High-impact Communications** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Library Pr Handbook: High-impact Communications:

1 of 1 people found the following review helpful. Thoroughly 'user friendly'By Midwest Book ReviewPublic relations is at the heart of any library's success with respect to the community it is designed to service. Every staff librarian carries part of the responsibility for a successful public relations campaign with respect to a library's patrons and community supporters. From the large multi-site urban library systems, to the small town and village library, the need and necessity for public support is universal -- and public relations is how that support is best generated and maintained. That's why "The Library PR Handbook: High Impact Communications" is such an important and invaluable instruction manual comprising informed and informative essays by professional and successful librarians from around the country. Knowledgeably compiled and deftly edited by Mark R. Gould, "The Library PR Handbook: High Impact Communications" is replete with practical ideas ranging from the creation of public service

announcements, to recruiting community partnerships, to establishing outreach programs, to utilizing podcasts, to hosting special events, and so much more. Thoroughly 'user friendly' throughout, "The Library PR Handbook: High Impact Communications" is highly recommended reading for anyone charged with the responsibility of summoning up community support and involvement in behalf of a school or community library.

The fast-paced and complex PR role is becoming increasingly important as libraries need to respond quickly to the changing media landscape and the country's demographic shifts. This handbook will get you on the right PR track with: ideas to harness a celebrity brand and create effective public service announcements; the how-tos of amplifying your message through partnerships; the means to develop affordable podcasts, savvy outreach programs, and special events; and tips for using gaming to build excitement. Written by high-profile experts in the PR field, "The Library PR Handbook" is the essential reader for those looking to spice up their library's message and get the word out.

From Booklist Edited by ALA's director of the Public Information Office, these 14 chapters provide ideas and inspiration from talented communicators on subjects both traditional (op-eds, reports, public service announcements) and technological (podcasts, gaming, RSS feeds). In addition to familiar topics, such as branding, there are chapters on values-based approaches, building partnerships, and more. Tips, examples, and illustrations help enliven the discussions. Capturing the experience of seasoned PR experts who are familiar with or active in libraries, the book is easy to read and very positive. It will help the reader to take maximum advantage of technology while honing traditional communication skills. The chapters on effective multicultural communications and affordable podcasts in particular should be useful. --Patricia Hogan Must read for librarians working in multi-type libraries. --Camila Alire, ALA President 2009-10 This just-in-time, user-friendly guide has something to help every librarian, from the newly-minted grad to seasoned veteran, meet today's complex communications challenges. --Rochelle Lefkowitz, founder, Pro Media Communications Highly recommended reading for anyone charged with the responsibility of summoning up community support and involvement in behalf of a school or community library. --The Midwest Book This just-in-time, user-friendly guide has something to help every librarian, from the newly-minted grad to seasoned veteran, meet today's complex communications challenges. --Rochelle Lefkowitz, founder, Pro Media Communications Highly recommended reading for anyone charged with the responsibility of summoning up community support and involvement in behalf of a school or community library. --The Midwest Book This just-in-time, user-friendly guide has something to help every librarian, from the newly-minted grad to seasoned veteran, meet today's complex communications challenges. --Rochelle Lefkowitz, founder, Pro Media Communications Highly recommended reading for anyone charged with the responsibility of summoning up community support and involvement in behalf of a school or community library. --The Midwest Book About the Author Mark R. Gould, a veteran of twenty-five years in the communication field, has been the director of the American Library Association's Public Information Office since 2000. During his career at ALA, he has focused on the areas of public awareness and partnership development, communication services, media relations, and crisis communication. Gould has received more than a dozen awards from public relations organizations including the International Association of Business Communicators Gold Quill. He was honored in 2007 by the Publicity Club of Chicago for a community relations initiative entitled Intrepid Librarians Help New Orleans Recover. He has written for the Chicago Sun-Times, San Francisco Chronicle, and many other publications.