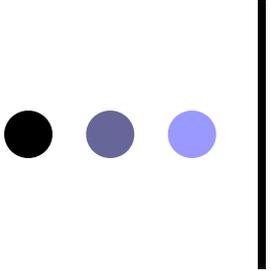


Media Relations for Librarians

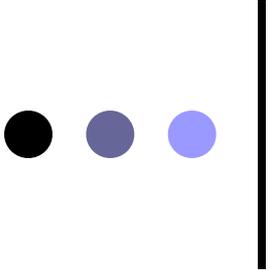
Andrea Nemetz,
BScPT, BJ,
MLIS candidate





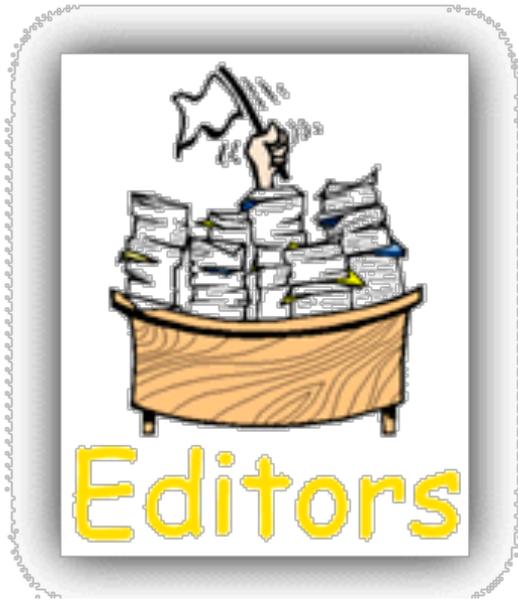
Media Relations Sessions

- Writing press releases
- Dealing with the media
 - Proactively
 - In response to crisis
- Planning an ongoing media strategy



Why would I have to write a press release?

- Announce a guest speaker
- Announce a major donation/important new acquisition
- Announce the receipt of an award
- Announce new library programs/hours
- Announce a library expansion or the opening of a new facility
- Announce cutbacks in service/staff



Getting noticed in a busy world . . .



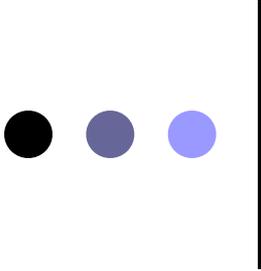


You've got **10 seconds**



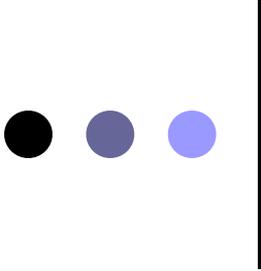
to make a **great** impression.

A silver stopwatch is centered in the image. The main dial shows 10 seconds, and the smaller sub-dial also shows 10 seconds. The text "You've got 10 seconds" is positioned above the stopwatch, and "to make a great impression." is positioned below it. The word "great" is in a bold, red font.



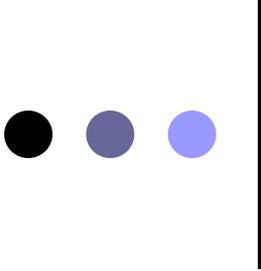
Press Release Top-10

- 10. Include one-line summary at top
- 9. Include name of issuing institution, date of press release and notation that it is a press release or psa
- 8. Include description of event
- 7. Include date, time of event
- 6. Include location of event, with street address
- 5. Include price of event, if applicable, and pre-registration date if required.



Press Release Top-10 continued . . .

- 4. Include (brief) background information
- 3. Include “hook,” if applicable
- 2. Include contact name/number/e-mail for reporter to get more information.
- 1. Ensure all information is on *one-page* press release. If cover sheet gets separated, contact info is lost in many instances.

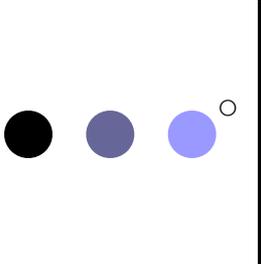


Practice Exercise

Halifax Explosion survivor Mary Foley to speak at Spring Garden Branch of Halifax Regional Library on Dec. 6



What about pictures?
What about quotes?
What about sponsors?
Availability for interviews?
E-mail issues

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- Think like a business, act like a library: Library public relations. Daniel Stuhlman. *Information Outlook*. Washington: Sept. 2003. Vol. 7, Iss. 9; p. 10
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 - Powerful Public Relations: A How-To Guide for Libraries. Rashelle S. Karp, Ed. American Library Association, Chicago, 2002. (available at Killam Library)
 - Elements of Style, by William Strunk, Jr. In Dalhousie, MSVU reference collections, 2000 edition available at SMU
 - CP stylebook : a guide for writers and editors, Peter Buckley, editor. 2002 edition in Kings, MSVU reference collections



Questions?

