



## Public Relations for the Library Media Center




Promote your media program! Let everyone know who you are and all the wonderful things you do. Make students, teachers, administrators, parents, and the larger school community feel welcome in the library media center. Use every opportunity to make the library media center the "hub of the school". You determine how children and young adults will view libraries when they leave school.

### Examples of promotional materials:

- ❑ Bookmarks
- ❑ Brochures
- ❑ Displays
- ❑ Flyers or notices
- ❑ Newsletters
- ❑ Home Page

### Publicity tips to promote the library media program:

- ❑ Tell people what you have to offer
- ❑ Display your new materials
- ❑ Advertise your special collections
- ❑ Promote the new services and materials
- ❑ Use your media center logo on all publicity
- ❑ Feature student's work



Books and libraries and the will to use them are among the most important tools our nation has to diffuse knowledge and to develop our powers of creative wisdom.

\_ J.F. Kennedy

