

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA  
Curriculum  
Learning Resources & Instructional Materials

**WHAT'S YOUR PUBLIC RELATIONS SCORE?**

Give yourself up to three points for each of the following elements that are part of your comprehensive school media center promotion plan. If you scored 60, you're a master at PR; if you scored 40, you've got a good grasp. 30 points? - There's some room for improvement. If you scored under 15, you need to sharpen your PR skills.

- \_\_\_\_\_ 1. Do you have a policy about the role of the media center in education that is part of the teaching philosophy of the school, and is it understood by all teachers and administration?
- \_\_\_\_\_ 2. Have you evaluated the media center's program to find out what teachers, students, administration and parents think about the services you provide?
- \_\_\_\_\_ 3. Is the media center bright, comfortable and welcoming?
- \_\_\_\_\_ 4. Have you established a means for regular communication with all the teachers and administration in your building--such as a newsletter?
- \_\_\_\_\_ 5. Do you have a sense of teachers' free periods and make a point of visiting them with materials and ideas from the media center?
- \_\_\_\_\_ 6. Do you make an effort to find out in advance about television programs, museum exhibits, or other special events that can be tied into the teaching program, and share this information with teachers?
- \_\_\_\_\_ 7. Do you keep a camera on hand so you can capture great moments in the media center as well as other school events?
- \_\_\_\_\_ 8. Do you regularly inform faculty members about new materials received in the media center?
- \_\_\_\_\_ 9. Do you put together a mini "annual report" on the media center--its achievements, plans for the future?

- \_\_\_\_\_ 10. Have you promoted the media center among students with special events and programs (i.e. poster contests, book fairs, displays, discussion groups).
- \_\_\_\_\_ 11. Do you participate in special initiatives, such as National Library Week, Book Week, or "Kids Online" Week?
- \_\_\_\_\_ 12. Have you provided regular information for the school or student newspaper--or other available means such as bulletin boards, or morning announcements?
- \_\_\_\_\_ 13. Have you given a talk before the PTA on the school media center--or prepared information for their newsletter?
- \_\_\_\_\_ 14. Do you plan and evaluate the library media program with the help of the Library Advisory Committee?
- \_\_\_\_\_ 15. Do you participate in school and community activities? Are you a visible and vital "walking advertisement" for the media center?
- \_\_\_\_\_ 16. Have you evolved a cooperative working arrangement with the public library?
- \_\_\_\_\_ 17. Do you keep the community news media--newspaper, radio, television--informed about special media center events?
- \_\_\_\_\_ 18. Have you enlisted the help of bookstores in cooperative projects that will benefit the school media center? This might include "sharing" an author in town for a new book promotion.
- \_\_\_\_\_ 19. Do you keep up with professional journals in your search for creative new ideas to help you promote the media center?
- \_\_\_\_\_ 20. Do you participate in ALA, AASL and BCAMS to keep up to date, refreshed and inspired?

\_\_\_\_\_ **Total Score**

*Adapted from an ALA Program presented in 1980 in Louisville, KY by Pat Labbe, entitled "How To Build A High Profile".*