



65 REASONS TO LOVE YOUR LIBRARY

A Resource Kit for Texas Libraries

This kit prepared by the Public Relations Committee of the Texas Library Association for use by all libraries in the state of Texas.

COMMITTEE MEMBERS, 2005-2006

Dee Brock, Chair
Julie Todaro, Vice Chair
Mark A. Allen
Lorely Ambriz
Sarah E. Booth
Rhonda A. Davila
Tina I. Hager
Sara Catherine Howard
Dawn L. Lovett
Loriene Roy
Lee Shuey
Margaret S. Terrell
Connie S. Walker
Gretchen McCord Hoffmann, President TLA
Gloria R. Meraz, Director of
Communications, TLA
Pat Smith, Executive Director, TLA

***65 Reasons to Love Your Library* Resource Kit**

The *65 Reasons to Love Your Library* resource kit provides tools to help you create a local campaign that highlights some of the most important contributions your library makes to your community.

The *65 Reasons* list was conceived and developed by the Public Relations Committee of the Texas Library Association under the leadership of Sue Haas, chair of the committee from 2003 through 2005. Undergoing many revisions for over two years, the *65 Reasons* are now the basis for a Public Relations Committee program at the 2006 TLA conference and for this resource kit, available to all Texas libraries to use in developing local promotion campaigns.

The kit contains the following elements:

- Posters – *65 Reasons to Love Your Library* – templates
- Poster form – customizable template with title and logo only
- Flyers featuring a single reason and a collage flyer
- Stickers bearing logo - template
- Logo in color and black and white and in various sizes
- Flier including all *65 Reasons* – 2 sizes
- Sample news release announcing *65 Reasons to Love Your Library* campaign
- Sample news releases, each one featuring a single reason to love your library
- Sample news release announcing **Love Your Library Month**
- **Love Your Library** news release form
- Sample proclamation for **Love Your Library Month**
- Suggestions for using *65 Reasons to Love Your Library* tools
- Tips to attract the media

Feel free to adapt these elements so that they fit your library and your needs. Please let us know how you use the kit and how the kit materials can be improved. You can send your comments to the PR Committee at deebrook@FAQsPress.com.

Check out the TLA PR Toolkit for a look at the big picture in building your public relations plan. Information is sorted by type and size of library so that you can tailor the tools for your specific needs. You will find the Toolkit link in this resource kit.

We wish you great fun and good luck with this project. Three cheers for libraries! Don't you just love 'em?

Public Relations Committee – 2005-2006

Chair: Dee Brock

Vice Chair: Julie Todaro

Program Planners: Sarah E. Booth, Sara Catherine Howard, and Loriene Roy

