

Promoting Your Program

Many program organizers are interested in promoting their program to potential attendees. PLA appreciates these efforts as they highlight specific issues of interest within the conference and complement the many promotional efforts that PLA typically undertakes.

Promotional Ideas

- Post messages regarding your program on discussion lists that reach appropriate audiences.
- Use your library's web site to post detailed information about your program, particularly if the program highlights services or procedures at your library.
- Contact colleagues in other specialties who might be interested in your topic and ask that they post information on relevant discussion lists or through promotional venues of other ALA divisions.
- Submit a short promotional article highlighting the topic and noting the local speakers involved to the newsletters or your library system, regional library cooperative, or your state library association.

PLA Daily News

As the PLA 2002 National Conference nears, staff will plan the content for four issues of the *PLA Daily News* that will be produced onsite and distributed to conference attendees each morning from Wednesday through Saturday. Traditionally, the onsite newspaper promotes author events and general session speakers; highlights new and interesting products on the exhibit floor; and notes any room or program changes of which attendees should be aware. PLA would also like to use space in each issue to highlight a few programs that will occur that day or the following day. If you are interested in writing such an article, review the following suggestions, and contact Kathleen Hughes, PLA Communications Manager, to express your interest.

- Include quotes from your speakers about what information they will present, and what new information is available.
- Explore why the topic is relevant for librarians; what recent events might have drawn attention to the topic; how the topic is changing nationally or locally; what is unique about the specific issue or model that the program will cover; or what inspired you to organize the program.
- If you write a "post-program" article, include short summaries of what was addressed and include mention of some questions posed by audience members.

- Review the full conference schedule and contact organizers of programs that either complement or contrast your program and write an article jointly.
- Be creative; feel free to write the article as a quiz, puzzle, an interesting list, or a cartoon.

Articles for the *PLA Daily News* should be 250 to 600 words, and they may be edited before publication if necessary for space or other reasons. PLA staff will add sentences about the program's time and location if they are not included to direct readers to the program.