

12/1/10  
Public Information Office  
Director's Office  
Public Relations Office Brochures, 1960, 1964, 1980-

Box 1:

ALA Goal 2000: "A Nation Connected" and "Equity in the Information Superhighway," 1996  
PIO- Brochures  
    ALA General  
    Specific Campaigns and National Library Week  
    Divisions and Units  
Campaign Books, 1991-1994  
Campaigns, "Read" c.1981-96  
PIO Chapter Handbook (Distribution Limited to Chapter Presidents, Executive Secretaries, and Chapter Counselors), 1977  
Fact Sheet, ALA, 1975-76, 1978, 1982-83  
Heritage: Civilization and the Jews-- Planning and Publicity Kit, 1984  
Library Advocacy Now!  
    "Speaking Out: ALA Media Training Guide and Briefing Book," 1995  
    General File

Box 2:

ALA Library  
    Clip Art, 1983  
    Clip Art Supplement, 1985  
PIO Program Guide, 1988-89  
National Library Week Publicity Kits  
    1977, 1980-84  
    1986-1990  
A Perspective on Libraries, 1979  
Call Your Library Campaign Marketing Kit, 1980  
Great Library Promotion Ideas, 1984  
PR Primer, 1987  
Every Child-- A Library Card: America's Librarians Meet the Challenge, 1989

Box 3:

ALA Graphics  
    Bookmark samples  
Assorted Adult/Librarian informational pamphlets  
Batchelder and Edwards award pamphlets  
"Beauty and the Beast" promotional material  
Caldecott pamphlets, 1987-1999  
Coretta Scott King pamphlets, 1989-1993, 1995-1999  
Newbery pamphlets, 1987-1993, 1995-1999  
Outstanding Book pamphlets  
Program Guides 1989-1990, 1993-1994, 1996  
Reading List pamphlets  
    Best Books for Young Adults pamphlets  
    Notable Book pamphlets  
    Notable Children's books pamphlets  
    Quick Picks pamphlets  
"Solve Mysteries-- Read" promotional items  
    Sample bookmarks, stickers, certificates  
    Program guide

Box 4:

"Together is Better" promotional items

Sample bookmarks, stickers, certificates

Program guide

"The Wish that Changed Christmas" promotional items

Brochure

Poster

PIO Brochures

"Libraries: An American Value"

"Freedom to Read"

"You Can Make A Difference"

"Censorship and Libraries"

"Education and Continuous Learning"

PIO Brochures

"Alliance for Excellence: Librarians Respond to A Nation at Risk," 1984

"Librarian Wanted: Unusual Opportunities for Service Unlimited"

"Rethinking the Library in the Information Age," 1988

"Rethinking the Library in the Information Age," n.d.

"Coping with Challenges", c. 1996 (See: Oversize 3-15)

John Cotton Dana Library Public Relations Awards Contest - Brochures, 1973, 1978

What is A Librarian? - Brochure, 1959

Library Publicity and Campaigns, 1985-87, 1993

"Presenting...Documents of American Theater History", c. 1973

*Box 4 is 0.20 Empty*