

Resources (Marketing and Advocacy)

1. ALA Advocacy Campaign:
<http://www.ala.org/ala/issuesadvocacy/advocacy/publicawareness/campaign@yourlibrary/index.cfm>
2. BHAG Colorado Advocacy Initiative: <http://bhagcolorado.blogspot.com>
3. Colorado Libraries 2.0 (for information on social networking tools)
<http://web20.coceforum.org/>
4. Community Survey Information: <http://www.lrs.org/usersurveys.php>
5. Fair Campaign Practices Act:
<http://www.elections.colorado.gov/Content/Documents/Campaign%20Finance/Law/2008%20Title%201%20Article%2045.pdf>
6. *Marketing Library Services Newsletter*: <http://www.infotoday.com/mls/default.shtml>
7. Ohio: Marketing the Library: <http://www.olc.org/marketing/>
8. PLA Advocacy Issues: <http://www.ala.org/ala/mgrps/divs/pla/plaadvocacy/index.cfm>
9. Walters, Suzanne. *Library Marketing That Works!* Neal-Schuman Publishers. 2004
10. WebJunction: <http://www.webjunction.org/marketing/-/resources/overview>