

CPRS-VI Education Legacy - 2013

Did you know that CPRS-VI has a wealth of public resource material available through the Greater Victoria Public Library system? You can access it anytime!

Check out the newest additions to the resource material listed below. These books are available to anyone. If you are outside the Greater Victoria Public Library reach, you can use the BC OneCard - where a library card from your home public library opens the door to public libraries throughout BC including the Greater Victoria Public Library.

How did we get this great resource material? Well, back in 2001, our successful CPRS National Conference, held in Whistler, resulted in substantial revenue for CPRS-VI. The Board had the foresight to invest the funds as a Legacy on CPRS-VI's behalf in the Victoria Foundation. Each year 25% of the interest earned is distributed to purchase public relations resource material. So you know the material is up to date.

PRINTED BOOKS: TITLE	AUTHOR
Cutlip and Center's effective public relations / Glen M. Broom, Bey-Ling Sha.	Broom, Glen M.
Public relations : strategies and tactics / Dennis L. Wilcox, Glen T. Cameron.	Wilcox, Dennis L.
The new rules of marketing & PR : how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly / David Meerman Scott.	Scott, David Meerman.
Public relations writing : form & style / Doug Newsom, Jim Haynes.	Newsom, Doug.
The practice of public relations / Fraser P. Seitel, Managing Partner, Emerald Partners, Adjunct Professor, New York University.	Seitel, Fraser P.
Public relations writing and media techniques / Dennis L. Wilcox, Bryan H. Reber.	Wilcox, Dennis L.
When the headline is you : an insider's guide to handling the media	Jeff Ansell with Jeffrey Leeson
E-BOOKS: TITLE	AUTHOR
Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships	Katie Delahaye Paine
The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly	David Meerman Scott
Public Relations: A Practical Approach	Ellen Gunning
Real-Time Marketing and PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products that Grow Your Business Now	David Meerman Scott
Share This: The Social Media Handbook for PR Professionals	CIPR (Chartered Institute of Public Relations)
Social Media Marketing: An Hour a Day	Dave Evans, Susan Bratton
When the Headline Is You: An Insider's Guide to Handling the Media	Jeff Ansell, Jeffrey Leeson
Writing Skills for Public Relations: Style and Technique for Mainstream and Social Media	John Foster