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| logo_forms | | Wisconsin Department of Public Instruction  **CONTINUING EDUCATION ACTIVITY REPORT**  PI-2453 (Rev. 09-11) | | | | **INSTRUCTIONS:** Complete and submit annually to your library system validator along with the Annual Summation of Continuing Education Activities, Form PI-2454. Refer to the *Certification Manual for Wisconsin Public Library Directors* for assistance. | | | | | | |
| Name *Last, First, Middle* | | | | | | | | | | |
| Mailing Address *Street / PO Box, City, State, ZIP* | | | | | | | | | | | |
|  | | | I. CONTINUING EDUCATION ACTIVITY DESCRIPTION | | | |  | | | |
| Title of Program  PR Is More Than a Press Release | | | | | | | | | | |
| Description of Program  Want to know one of my biggest pet peeves about marketing? When the terms “PR” and “marketing” get confused, mixed up, and our practice and expectations get out of whack. Let’s fix that today! This webinar will talk about the basics of PR (including building good media relations), its place in the marketing cycle, what PR can (and maybe can’t) do for libraries, best practices for the way media works today, basic elements for your PR toolkit, and how setting clear expectations for PR can lead to greater success.  Participants will:  - Decipher the difference between PR activities and promotion activities  - Identify elements of the PR and a media kit your library should have  - Set clear expectations for PR efforts and identify one SMART goa | | | | | | | | | | |
| Relationship of Program to Present Position or Career Advancement | | | | | | | | | | |
| Activity Dates | | | Location | | | | | Number of Contact Hours | | |
| From *Mo./Day/Yr.*  1/27/2022 | | To *Mo./Day/Yr.*  1/27/2022 | online | | | | | Technology *If any* | | Total  1.0 |
| Provider *If applicable*  Wisconsin Public Library Systems, DPI | | | | | | | | | | |
| Category *Check one, attach written summary if applicable*  A. Credit Continuing Education *Attach formal documentation from the sponsoring agency.*  B. Noncredit Continuing Education  C. Self-directed Continuing Education | | | | | | | | | | |
|  | | | | II. SIGNATURE | |  | | | | | |
| **I HEREBY CERTIFY** that the information provided is true and correct to the best of my knowledge. | | | | | | | | | | | |
| Signature of Participant  ⮚ | | | | | | | | | Date Signed *Mo./Day/Yr.* | | |