Introduction
Public libraries serve all people. From cradle to grave, ALL ages. That's why it has to reach EVERYBODY. In every walk of life...
Public relations is the magical KEY to reach everyone. It establishes and maintains a two-way communication between the organization and its publics...
For this reason, it's THE GREATEST SUPPORTER of the public libraries.

Sing a Song for Public Libraries (SSPL) Project
SSPL is a public relations project.
The project was launched in February 2017. It was completed in May of the same year.
On May 23, 2017, a publicity meeting was held with the participation of state officials, librarians and concerned parties.
It was carried out with a focus on the public libraries.

Why Turkish Folk Music and Turku / Türkü?
Turkish folk music is a national musical genre that is very popular and beloved by the mass majority of the people living in Turkey. Every music work produced in this scope is called "Turku / Türkü".
Culturally and etymologically different than songs, "the turku" is compiled from all cities of all regions of Turkey.
The turku chosen for this project, being highly appreciated and listened one, made a great contribution to the success of SSPL.

Method / Process
Every other man with a dream (Sait Aşarı) in the dream there was the very popular video project in Turkey called "Play for Turkey!"
It was thought: "Why do we not produce such a project for the public libraries?"
The evaluations were made, SHAH! Mehmet Küçük, Hakan Yozal and Sait Arslan... They are the Board Members of the Public Libraries Platform.
The same question was asked to the assistant professor of Mass communication; Erol Yılmaz who is interested in Turkish Folk Music. Thus he brought the very question to the assistant professor of Mass communication; Erdal Kırkılar for their "okay", after their approval the solicits were identified... And turned... Then all the solicits entered the studio for recording on the same day. The dream was realized with great effort of our young producer (Kula Alpay).

Aim
The main objective of the project is to raise awareness of public libraries in the community (Turkish society) and to improve the existing level of awareness.

Media
There are various types of media used in public relations practice. Print media, audiovisual media, electronic media and virtual media...
One of the internet-based social media tools, YouTube, has the ability to reach the widest social segments in all countries of the world, just like Facebook and Twitter.
In this sense, it is one of the most effective tools of public relations. SSPL has been a practice of public relations that uses a combination of internet and video elements as a result has reached a very broad audience.

Conclusion
SSPL a public relations project has been accompanied by a broad range, produced with a modest budget.
However, it has reached a very large number (4,867) in Turkish language – (July 19, 2018).
As a result, a great deal of success has been adhered to "public library awareness" by reaching a large segment of society.

Team

Producer
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