



SING A SONG FOR PUBLIC LIBRARIES



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Introduction

Public libraries serve all people. From cradle to grave, ALL ages... That's why it has to reach EVERYBODY. To 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.⁽¹⁾

For this reason, it's THE GREATEST SUPPORTER of the public libraries.

1. Cutlip, S. M., Center, A. H., and Brown, G. M. (2006). Effective public relations. 9th ed., New Jersey: Pearson Prentice Hall, s. 5.

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 musical work produced in this scope is called "turku / türkü".

Culturally and etymologically different than songs, "the türkü" is compiled from all cities of all regions of Turkey.

The "türkü" chosen for this project, being a highly appreciated and listened one, made a great contribution to the success of SSPL.

Method / Process

Everything started with a dream (Sait Arslan). In the dream there was the very popular video project in Turkey called "Play for Nature". It was thought, "Why do not we produce such a project for the public libraries?" The evaluations were made. WHO? Mehmet Küçük, Hakan Yücel and Sait Arslan... They are the Board Members of the Public Libraries Platform... The same question was asked to the associate professor of librarianship Erol Yilmaz who is interested in Turkish Folk Music. Then he brought the very question to the art counselors Ali Haydar Gül and Ertuğrul Karabulut for their "okay", after their approval the soloists were identified... And trained... Then all the soloists entered the studio for recording on the same day. The dream was realized with great effort of our young producer (Arda Akçay).



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 tools used in public relations practices. Printed 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 Team

SSPL a public relations project has been executed in a brief time period and with a modest budget.

However, it has reached a very large population (11.687 in Turkish language - in July 18, 2018).

As a result, a great deal of success has been achieved in "public library awareness" by reaching large segments of society.



Producer

