

PUBLIC RELATIONS



LIBRARY RESOURCES

BOOKS

199 fun and effective fundraising events for nonprofit organizations	HG 177.S26 2010
AMA handbook of business writing : the ultimate guide to style, grammar. ...	HF 5726.W55 2010
AMA handbook of public relations	HD 59.D558 2010
Creativity in public relations	HD 59 .G683 2010
Ethics in public relations: a guide to best practice	HD 59.P3548 2008
Event planning: the ultimate guide to successful meetings, corporate events...	AS 6.A44 2009
Everything guide to fundraising: from grassroots campaigns to corporate sponsorships	HG 177.G46 2009
In the news: the practice of media relations in Canada	HD 59.C37 2008
The Influential fundraiser: using the psychology of persuasion to achieve ...	HG 177.R667 2009
Make an impact with your written English: how to use word power to...	PE 1479.B87 T355 2009
Own the room: business presentations that persuade, engage & get results	HF 5718.22.B66 2010
Presentation zen design: simple principles and techniques to enhance your presentations	HF 5718.22.R49 2010
Principles of public speaking	PN 4129.15 .P75 2010
Public relations: strategies and tactics	HM 1221.W55 2009
Public relations and the social web: using social media and Web 2.0 in communication	HM 1221.B765 2009
Public relations writing : the essentials of style and format	HM 1221.B538 2008
Putting the public back in public relations : how social media	HD 59.S59 2009
Sales promotion : how to create, implement & integrate campaigns that really work	HF 5438.5.M85 2010
Social media marketing: strategies for engaging in Facebook, Twitter & other social media	HF 5415.1265.E93 2010
When the headline is you: an insider's guide to handling the media	HM 1221.A57 2010

AUDIO VISUAL PROGRAMS

Change & Innovation through brainstorming	Vdisc #61 (2009)
Corporate Social Responsibility from Principles to Profits	HD 60.C677 2004
Digital Nation	HQ 784.T37.D53 2010
Fish : Catch the Energy, Release the Potential	HF 5549.5.M63.F522 2008
The Human element business innovation basics	HF 5549.5 .M63 .H863 2008
Jamie's Kitchen: fifteen lessons on leadership	HD 66 .J366
New Time of Your Life	HD 69.T54.N49 2003
People	BF 637 .C45 B235 2005

JOURNALS

Applied Arts Magazine

B to B

Communication Arts

The Conference Board Review

Journal of Advertising Research

Harvard Business Review

Marketing Magazine

Wired

RECOMMENDED WEB SITES

Canadian Council of Public Relations Firms

Canadian Event Perspective Magazine

Canadian Public Relations Society

Charity Village

Health Care Public Relations Association Canada

Institute for Public Relations

PR NewsWire

Statistics Canada

<http://ccprf.ca>

www.Canadianspecialevents.com

www.cprs.ca

www.charityvillage.com

www.hcpa.org

www.instituteforpr.org

www.prnewswire.com

www.statcan.gc.ca

ONLINE DATABASES

The library website www.loyalistlibrary.com provides students and staff electronic databases to research articles from journals and newspapers. Your student/library number will be required to sign in to our databases off campus.

E-LAWS

www.e-laws.gov.on.ca

Current consolidated versions of most of the Ontario's public statutes and regulations, updated within 10 business days of the enactment of a new law or the amendment of an existing law. Included are links to bills which have been introduced for debate in the Legislative Assembly of Ontario.



RefWorks is web-based software that allows you to create a personal database of the references you've used for your research. It will also allow you to format papers, and generate bibliographies in standard output styles such as APA, MLA, and others. To create a free RefWorks account visit www.loyalistlibrary.com and click on the RefWorks link.