

CONTENTS

Acknowledgements	vii
Introduction	ix
1 Media Presentations for Libraries	1
2 Identifying Needs and Preparing Objectives	7
3 Selecting the Medium	13
4 Writing the Script	23
5 Production Techniques — Video	31
6 Production Techniques — Tape-slide	35
7 Production Techniques — Computer Packages and Interactive Video	45
8 Graphics and Audio-visual Presentations	51
9 Dealing with the Professionals	61
10 Costing Media Presentations	67
11 Evaluating the Product	69
12 Selling the Product	75
Bibliography	79
Index	83