CALIFORNIA LIBRARY ASSOCIATION COMMUNICATIONS TOOLKIT
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A TOOLKIT DESIGNED ESPECIALLY FOR CALIFORNIA’S LIBRARIES

Assembled by the
California Library Association Public Relations and Marketing Committee

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“It’s kind of fun to do the impossible”

- Walt Disney
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It all starts with an idea...
“If you can dream it, you can do it. Always remember that this whole thing was started with a dream and a mouse,” said Walt Disney when asked about Disneyland. In 2005, Disneyland celebrated its 50th anniversary with a worldwide celebration and over 500 million visitors to the park since its opening on July 17, 1955. Walt Disney designed Disneyland as a place where families could go and have fun together. Disneyland was a completely new concept when it was created and no one quite knew what to expect. But everyone wished for the best and went from there.

**TAKING A CHANCE.** If there is one thing that we can all learn from Walt Disney and Disneyland, is that it’s okay to take a chance. Because if we don’t take that chance, then we will never know the results. We invite you to take advantage of everything that this toolkit has to offer. We’ve included information for everyone from beginners to pros and everybody in between. This toolkit has been designed to be an on-going project. As new information and ideas come about, we’ll release additional parts of the toolkit.

**REMEMBER TO HAVE FUN.** Just the mention of “advertising” or “public relations” can be overwhelming for some, but remember that we are all in this together. Starting a marketing campaign for the very first time? Take advantage of every available resource you have — co-workers, other libraries, online blogs, roundtables and the list goes on. Need ideas for your Flickr® account, drop a note to one of the libraries listed in the “Resources” section that have already started a Flickr® page. Remember this, “If at first you don’t succeed...,” well you know the rest. Just a thought... it’s okay to make a mistake, just learn from your mistakes. Pick up the broken pieces, dust yourself off and get back into the game.

**ON YOUR MARK, GET SET, GO!** Marketing, Design, Communications, yep, it’s in there. Public Relations, Technology and Advertising, yeah, it’s in there too! Welcome to the California Library Association Communications Toolkit, designed especially for California’s libraries. It’s a toolkit that is as unique as the state it serves!
Key messages are the main points of a story that you wish to communicate to your audience. They help you stay focused on your topic and make it easier for people to have a clear understanding of what you are saying. When being interviewed by the media, key messages help you to communicate consistently and accurately.

WHEN DEVELOPING KEY MESSAGE, BE SURE THEY ARE:

- Brief and to the point
- Factual
- Easy to use in a variety of settings and contexts
- Focused on the topic you wish to discuss

To be most effective, you should only have three or four key messages. If need be, you can support each message with sub-points that carry a little more detail. And remember to ensure consistency; anyone who might be contacted by the media should be given a set of your library’s messages. Recently, the Libraries of Washington State developed a statewide campaign and a toolkit that was available for all libraries to use the campaign to its fullest possibilities. The following are examples from the toolkit.

THE LIBRARIES OF WASHINGTON STATE MARKETING CAMPAIGN MESSAGES:

- Libraries are exciting places filled with opportunity and possibility. Everyone can find the best information, services and much more at their fingertips…all at the library.
- Libraries are unique in this information age. Nearly everything can be found online or in print all with the help of highly trained staff.
- Libraries are special assets in each of their communities. Not only do they provide us with important information services but they act to “anchor” communities while providing a great value for us all as taxpayers.

SUPPORTING MESSAGES FOR THE CAMPAIGN:

- Libraries are places for lifelong learning while sparking our imagination. They offer something for everyone from two to 92.
- Libraries have technology that transcends time and distance. I can access information from around the world easily. I can access the library online 24/7.
- Library staffs are incredibly helpful. If I need information and don’t know how to go about finding it, a librarian is always there to help me.
- Libraries are more than just my community public library. Specialized, academic, state and tribal libraries are also amazing community resources.
- Libraries provide incredible places for exploration of the mind and the imagination. I can’t imagine life without libraries!
Reasons to Support Libraries

PUBLIC LIBRARIES ARE PARTNERS FOR VIBRANT AND EDUCATED COMMUNITIES. They provide a dynamic array of resources, services and programming that help make their communities attractive, vital places for businesses and their employees.

LIBRARIES ARE PLACES OF OPPORTUNITY. They help people of all ages and backgrounds to lead better, more satisfying lives. Many libraries offer English classes, foreign language collections and other services to help newcomers adjust to life in a new country.

LIBRARIES ARE ESSENTIAL FOR A FREE PEOPLE. They protect our right to know by providing access to a full spectrum of ideas, resources and services. Admission is free. No questions are asked.

LIBRARIES PRESERVE OUR PAST, INFORM OUR PRESENT AND INSPIRE OUR FUTURE. Libraries connect us with books and other materials that help us to learn from the past and prepare for the future. Not just books, but photographs, artifacts, historical documents and other pieces of our heritage that the Internet will never offer.

LIBRARIES SUPPORT LIFELONG LEARNING. From cradle to grave, libraries provide books, classes and other resources to help us keep learning. “Tuition” is free. All it takes is a library card.

LIBRARIES ARE A GREAT AMERICAN BARGAIN. Check out a couple of novels and audio books, some picture books for the kids, some CDs and DVDs and the savings quickly add up. Libraries are paid for with less than 2 percent of all public tax dollars and used by almost two-thirds of the population.

LIBRARIES LEVEL THE PLAYING FIELD. Libraries provide resources and services that help people of all incomes learn to read, use computers and develop other skills they need to succeed. A report titled “Toward Equality of Access” from the Bill & Melinda Gates Foundation says “. . .if you can reach a public library, you can reach the Internet.”

LIBRARIES ARE GREAT PLACES FOR KIDS. Starting with picture books and storyhour and continuing with summer reading and other programs, the library opens the door to learning, imagination and wonder. Kids learn both the thrill and responsibility of owning their own “charge card”-one that lets them borrow books, movies, music, games and more.

LIBRARIES SUPPORT A COMMUNITY OF READERS. Libraries promote a lifelong reading habit starting with storytimes for preschoolers and continuing with special collections and programs for teens. Many libraries offer book discussion groups, presentations by authors and other book-themed programming for children and adults, also literacy classes for adults.
While the following key messages and talking points were created for the Campaign for America’s Libraries discussing the value library’s in your community, you can adapt them for your own library. Use these key messages and talking points in everything from special press releases to daily conversations with the general public.

**KEY MESSAGES**

**LIBRARIES BRING YOU THE WORLD.**

There are more than 120,000 public, school, academic and special libraries across the country that put the world at our fingertips. Where else can you have access to nearly everything in print and online all in one place? Internet connections, online databases and computer training courses put your library at the forefront of the information age, making information accessible regardless of your age, income or background. With today’s library technology, libraries are reaching beyond their walls to connect to the larger, global community. Pittsburgh reaches Paris and Boise links to Beijing. Today’s library technology means that information from around the world is just a few clicks away and connects us like never before. And the good news is that there are still all those great books, videos, magazines and journals you have come to expect and enjoy at your library.

**LIBRARIES ARE CHANGING AND DYNAMIC PLACES.**

Librarians are trained experts, on the forefront of the information age. In a world that’s information rich, they are information smart and help ensure a society where everyone is literate as well as “information literate.” Today’s libraries are not the quiet places you remember. They are modern community centers for information, education and entertainment where the whole community comes together. From preschool story hour to homework help, from academic research to special collections, libraries are as vibrant as ever.

Your local librarian is a perfect to help you navigate through today’s information age. Our nation’s 140,000 librarians are experts in our ever-changing world of information. They help people of all ages find the resources they need and want, whether it’s a book, a video or a website. They also teach adults and children alike critical information literacy skills - the skills to find, use and evaluate information in all formats. They’ll help you find the right answer.

In colleges and universities, librarians gather, organize and preserve information for scholars and researchers to utilize in developing solutions for the future. In corporations, law offices, consulting firms and government, librarians research and prepare briefings and reports used by top executives and officials to make important decisions. In schools, librarians work collaboratively with teachers to teach students the skills they need not only to do homework, but also to find and use information throughout their lives. In public libraries, librarians are training adults and children to use new technology like the Internet effectively and responsibly.

**LIBRARIES ARE PLACES OF OPPORTUNITY.**

Libraries are part of the American Dream, places for education, self-help and lifelong learning. Whether you are starting a small business, planning for college or pursuing a new hobby, your library can get you started. Libraries provide children with their first exposure to books, teach families how to safely navigate the Internet together, help doctors research...
the latest medical findings; and provide students young and old with the resources to write everything from a book report to a dissertation. They help immigrants adjust to a new way of life, help us rediscover our heritage through multilingual collections and bring arts and culture to our doorstep through lectures, musical performances and art exhibits.

So when did you last spend some time at your library? If it’s been awhile, you’ll be pleasantly surprised at how libraries have embraced the latest technological advances while maintaining the traditional programs and services that have made them one of America's most dynamic and respected institutions.

If you haven't been lately, come take another look at your library. Instead of being overwhelmed by the information that's out there, find someone to help you make sense of it all. Your librarian will help you plan your vacation in Italy and a whole lot more.

These talking points are simple, short bits of information that can be used in a press conference or interview.

**TALKING POINTS ON THE THEME OF OPPORTUNITY:**
- In a world where knowledge is power, libraries open doors to knowledge and bring power to any who want to enter.
- With yourself as your teacher and your librarian as coach, libraries are a place of lifelong learning.

**TALKING POINTS ON THE THEME OF CHANGING AND DYNAMIC:**
- For many libraries, miles are meaningless. Libraries today are connected to information and resources around the world. Livermore reaches London, Tustin accesses Toyko. Today’s library technology means that information from around the world is just a few clicks away.
- What’s happening at your library? In one typical library, three o’clock on Mondays means children are listening to a storyteller, first-time computer users are learning to navigate the Web, retirees are in a discussion group on the latest best seller, and students are in search of information for their term papers.

**TALKING POINTS ON THE THEME OF BRINGING YOU THE WORLD:**
- Libraries are your neighborhood’s “How To” resource. How to cook the perfect soufflé, write a better resume, find government information, do your homework.
- Libraries are the ultimate equal opportunity resource.

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THE MANY MOODS OF COLOR
By Pantone®

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Color is the single most important design element in creating spaces that reflect mood and style. Without color, life would be very bleak. Color surrounds us and defines our world. We are soothed by certain colors and excited by others. We use color to describe our world ... to change a house into our home ... to attract attention, make a statement, or blend into a team. We may not always choose things for their color but ultimately we select every item by its color. Color has forever fascinated people, not only in nature but as a symbol and at times as a physical presence.

Why do we choose the colors we do? How and when did we come to know which is our favorite color? Do we love only colors that complement us physically? How much are our preferences based on good and bad associations and memories of a certain color at a certain time? Why is color such a personal decision and what do our choices reveal about our true nature? Let’s explore some of the different colors in our world so you can look at how you think you want each of your rooms to feel.

**RED: feel the excitement**

Throughout history, red has signaled excitement, dynamism, danger and sex. It elicits the strongest of emotions in every culture: love and the pulsating heart; anarchy and the waving war banner; Satan and the martyred saint. It is the color of life and the color of evil, the color of danger and the color of excitement. Red’s message is ardent and impassioned, never insipid. From the gentlest of shell pink to the deepest vibrant ruby red; at its warmest, it’s romantic or passionate, at its coolest, it’s mature, authoritative, regal. Red is commanding, whatever its shade.

**PINK AND ROSE: soft and innocent**

Red is the matriarch and all the pink offspring emanate from her. Where red is an obvious "flush," pinks are a modest "blush." Pink is red with much of the passion removed, a watered-down red. Pink tempers passion with purity; it elicits an aura of innocent romance. It is the most gentle, blissful, and acquiescent of reds.

Pink is a garden of soft spring flowers. It is the flower of the species dianthus whose name in Old English is pynke. Synonymous with rose in the romance languages, variations of pink are given floral names like Wild Rose, Geranium Pink, Azalea Pink.

Light pink is innocence and babyhood Powder Pink, Heavenly Pink, Candy Pink. These connote sweetness, tenderness, intimacy, softness, and baby girls. Pinks such as Cloud Pink, Chalk Pink, Pearl, and Lotus are perceived as sweet-smelling and lighthearted. Muted, dusty roses and pinks,
such as Sea Pink, Mauveglow, Blush, Silver Pink, Dusty Rose, and Ash Rose, are the most sophisticated and upscale tints in the pink family. Brighter, clearer pinks such as Strawberry Pink, Confetti, Bubblegum, Candy Pink, Aurora Pink, and Prism Pink are youthful and fun.

**Sexy Pink**
The brightest variations of the color, such as Shocking Pink, Hot Pink, Phlox Pink, and Fuchsia Pink, have much the same dynamism as vibrant reds. They are more aggressive and assertive than softer pinks, more blatantly sexual.

**YELLOW: energy and life**

Give any child a piece of paper and a yellow crayon. Immediately there appears a drawing of the sun, complete with little yellow rays sparkling optimistically around a big vibrant yellow circle. Child and adult alike feel cheered and comforted when enveloped in sunshine. We instinctively lift our faces to the sun, just as the buttercups and daffodils do.

From the beginning of time, humans have worshiped the golden glow of the sun. The association of yellow to the sun is universal. For many ancient civilizations, yellow and its glimmering sister of gold were deified and sacred. Because of their proximity to the heavens, these colors signified divine love and enlightened human understanding.

**ORANGE: radiant and hot**

Ask anyone to name the color of a sunset and invariably the answer is “orange.” The meaning of orange is inexorably linked to the sensations of radiant energy, heat and the glowing presence of the setting sun. The link between red and yellow, orange takes its traits from both. It is less passionate and intense than red, incorporating the sunny disposition of yellow.

The brightest tones of orange are seen as gregarious, fun-loving, high-energy. Cool orange simply does not exist. Everything about orange is luminous and hot. It is perceived as the hottest of all colors even more so than red because it takes its heat from two radiant sources, yellow and red.

**BLUE: eternal blue**

Blue is the color of constancy and truth. It is the color of the sky as ephemeral and transparent as it may be, it is always there. Even on a cloudy or gray day there is the hope that the clarity of azure blue will eventually break through. The true blue of the daylight sky is associated with the continuity of yet another day, dependable and consoling. Survival was difficult in primitive times, so the dawning of a new day, in any shade of blue, must have been comforting.

Because of the enormous expanse of sky, we see blue as distant and receding into outer space. It suggests the ancient past or faraway future. As Goethe wrote in his Theory of Colors:

> A blue surface seems to return from us . . .
> but as we readily follow an agreeable object that flies from us, so we love to contemplate blue, not because it advances to us, but because it draws us after it.
In fact, gazing at the blue sky brings a sense of peace and tranquility to the human spirit. It is imprinted in our psyches as a retiring, quiescent color.

**GREEN: deep forests and wide meadows**

For most people a green path leads inevitably to thoughts of nature. Mother Nature painted more green on earth than any other color. It is the hue of foliage, grass, and growing plants; of graceful sheltering trees, dappled meadows and clinging vines; the shade of forest and jungle. Green is so pervasive in nature that we never question it as a background for all other surrounding colors. Contrasting with purple pansies, pink azaleas, yellow daylilies, orange marigolds or red tulips (and any other color under the sun), leafy foliage greens are truly nature’s perfect neutral.

While most greens emanate from the earth, blue-greens are associated with the sea; calm, spacious, and cool. Teal green, a variation of blue-green, is seen as sophisticated and upscale, as are the bluer versions of teal and teal blue. When deep blue is added to green, the shade becomes more serious and pensive.

**PURPLE: passion and magic**

The purple family—the most enigmatic of all colors—is a combination of the excitement of red and the tranquility of blue, the marriage of two diametrically opposed emotions. A critical balancing act always exists: which emotion takes the lead?

From passionate red-violets to strong, silent indigo purples, this is the rainbow’s most complex color and so are the people who prefer it: artists, mystics, performers, designers, widely (and often wildly) divergent types who have one thing in common—they are nonconformists (or longing to be!).

It is no wonder that highly creative artistic types (as well as eccentrics) have a predilection for purple. They enjoy the uniqueness inherent in this extraordinary hue.

**BROWN: earthy and real**

Brown is the color of hearth and home—of dried herbs and stone-ground bread and freshly baked cookies. It represents all of the nurturing, life-sustaining, down-to-earth qualities of terra firma, the very shade of earth itself. Just as in the sturdy oak, brown represents roots, a steady, stable source of security, comfort, and normalcy.

It is the fertile soil that sustains growth and nourishment; the color of plowed earth, buckskin and rawhide, weathered
redwood, bison and mustang, frontier land—rugged and outdoorsy. It is pinecone and bracken, chipmunk and acorn, beaver and doe, and all other manner of woodland inhabitants. Even in its more sumptuous state of fine suede and supple kid leather, brown is considered a classic shade of solid substance.

**BLACK: sleek and sophisticated**

To some, it is sinister and eerie; to others, the height of sophistication. In fact, no other color evokes such a variety of feelings. At various times it is described as foreboding and funereal; magical or mysterious; suave, sexy, or sober; powerful or pretentious; practical yet glamorous, but always it is a presence not to be ignored.

Black has come to denote great chic as well as the ultimate in elegance and drama on the body as well as in the home. It also signifies solid, basic strength a deep abiding powerful presence.

**Gray: quiet gray**

Grays represent solid strength and longevity, an association stemming from the color of granite and gravel, stone, slate and rock; of ancient monuments, pillars, and temples that have withstood the ravages of time and technology. Tough modern cities are thought of as gray cement and concrete, silvery-steel, metallic aluminum.

Gray is the color of intellect. It is thoughtful, contemplative, the gray matter of brain and mind; a striving for truth, knowledge, and wisdom.

Medium grays are resolute, dignified, subtle, conservative: the understated authority of the man (or woman) in the gray flannel suit. Gray is the reasonable color of compromise, when extremes of black and white are tempered to “shades of gray.” For many, gray inevitably reminds us of days when we were imprisoned indoors standing with our noses pressed against wet window panes, looking out at leaden skies waiting for the gray day to disappear. Those early gray childhood memories survive in our psyches to influence our attitudes forever. As a result, very few people choose gray as a favorite shade.

**White: clean and pure**

White. The purest of the pure. White is unsullied, divine, pristine.

There is an innocence to white, a christening-dress kind of chasteness, an unsullied childlike naivete. It is traditionally the color of babies or brides. White can mean complete and absolute minimalism “whiting out” the environment so that there is a totally blank canvas. In pigment or dye form, white is referred to as achromatic, which literally means “without color.” But if we think in terms of light, white contains all color.
Develop key messages to communicate about your library. Some examples of messages that we have learned have the greatest resonance with audiences for libraries include:

- Libraries are a democracy’s best-kept promise. They provide “information for all.”
- Libraries are unique in this information age.
- Information on nearly anything can be accessed in-person and also online.
- Librarians are information experts who can quickly help patrons zero-in on what they need.
- The library is an access point for information both as a building and as an online resource. The library is an important part of our information age and serves as a forum for the exchange of ideas delivered through a diverse collection of speakers, exhibits and programs that spark exploration and dialogue.
- Libraries are community and cultural centers.
- People love books and they want to know that their library invests in books. Talk about them.
- Libraries are a source of lifelong learning, social interaction and entertainment.
- Libraries serve people from early childhood through their senior years.
- Libraries are an important resource in early childhood development.
- Libraries support people through school, during their search for a job, through parenting, careers and retirement.

EXERCISE

Now that you’ve read the article on color, take a moment and look at the picture of the Golden Gate Bridge to the left.

Once you’ve looked at this picture, compare it to the picture at the beginning of the article.

How do you feel looking this picture, compared to the first picture?

Just something to think about.
Who is your Target Audience?

Probably one of the most important ingredients of a marketing campaign is knowing who your target audience is, because without that clear focus, your message will become cluttered and forgotten about.

Target audiences are called by many names including key audiences and target markets. While the names can be different, the concept is pretty much the same, what is the audience that you want your message to come across to.

Coming in all shapes and sizes, target audiences can be whatever they are molded to become. For example, perhaps there is a new housing community that is being built within your city and you want to let everyone who is in that neighborhood about the library. Your target audience would then become all residents within that new community. Once you’ve focused in on who your target audience is, you can then decide some of the basics on how you are going to get the attention of your target audience. Maybe for the new housing community your library sends a “welcome to the neighborhood” postcard to all the residences in the neighborhood.

When Pierce County Library System developed their 2007 Marketing and Communications plan, one of their key segments of the plan was their Key Audiences/Markets. Their audiences were customers and potential customers with a specific emphasis on: Families with preschool and school-age children; ‘tweens and teens, active older adults and community leaders.

Once Pierce County decided who their target audiences where, they then broke down each group to show the key audience as well as real or perceived values of each specific group. Below is the breakdown of the groups.

**KEY AUDIENCES**

- Families with children, which are key to the cycle of library use:
  - Children, 0-9, with early learning focuses
  - Families new to the area, new homebuyers
  - Extended families, grandparents
- ‘Tweens, children ages 11-14
- Teens
- Active older adults
  - Caregivers
  - Families
  - Older adult organizations
  - Pre-retirees

The real or perceived values for the groups included good quality of life and education for families, peer acceptance and determining life direction, meaning and value for teens and recreation and getting and maintaining good health for the active older adults.

Once you have identified your target audiences, you can move forward onto developing the key messages for your target audience.

In the Marketing section of the toolkit (Section V, starting on page 5), you can find an example of a marketing plan that shows where your target audience fits into the plan.
Public Relations
The press release is the basic communication tool for working with the press. Journalists get hundreds of news releases each week. Your job in writing a good release is to make the job of a journalist easier - this will keep your release at the top of the pile and out of the wastebasket. The less rewriting required by the journalist, the better the news release. You may even see your release printed word-for-word in the newspaper, which is the ultimate way to control your message!

In general, if you are sending a release by email you should copy and paste the text into the body of the message. But some journalists will prefer an attachment in Word, a fax or even by snail mail - the only way you will know their preferences is to ask.

The most important thing about a news release is that it should be news, not an advertisement. Therefore it should be written as a series of factual statements, not opinion or hype. If you want to include a lot of superlatives, leave that for a quote. “Jefferson Library is once again hosting that hilarious hunk of ham, Wilbur the Pig. The program is the third in a weekly series of free summer events for children,” not “Come and see the amazing Wilbur the Pig at the Jefferson library. You’ll laugh. You’ll cry! It is going to be sooo fun!”

BEGIN WITH YOUR CONTACT INFORMATION. This sounds like a “Well, duh” kind of tip, but there is nothing more frustrating to a journalist than to have calls to a contact person unanswered with a deadline looming. You should include your name, phone number and email address. Most public information officers make themselves available day and night with a cell phone or Blackberry. A reporter is unlikely to call you at odd hours about a library story so if you are willing to share your cell phone number, include that too.

FOR IMMEDIATE RELEASE. Most news releases begin with the phrase “For Immediate Release” because they are about information that can be shared immediately. If your release has information that must be held for a certain publishing date, use “For Release [Date]” Many news releases are double spaced so that journalists can make comments and edits between the lines.

Next you should write an attention getting headline. It should be catchy but not so creative that the reader doesn’t know what the release is about. “Library launches Virtual Branch with New Website” not “Surf’s Up at Library’s New Site.”

THE LEAD. The first paragraph starts with a lead sentence. Journalists sometimes spend as much time thinking about their lead sentence as they do writing the rest of the article, so your lead sentence should be something that motivates the reader to keep reading. The next two or three sentences in the first paragraph should summarize the news.

5 W’s and H. The second and third paragraph should fill out answers to the questions, who, what, why, where, when and how. Later paragraphs can give background information or supporting facts. This is the “inverted pyramid” of news writing. It refers to the notion of putting the most important facts first so that the reader will get the gist of the story even if the whole story is not read. In the pre-digital age this was important, because an editor could cut the story from the bottom, according to space demands, without needing to rewrite the story. You should write in short sentences and keep the big words at home in the dictionary.
QUOTES. Take a look at how news stories are written in the newspapers. A key element that helps to tell the story are quotes. Quotes break up the text and provide a welcome human element to the story, presenting a face to the facts. You can get a quote from your library director, a customer, a colleague or in a pinch you can quote yourself (!) The person you are quoting may be grateful if you draft a quote for them, and it may be a way to get a catchy quote for your release.

Always send the quote you have drafted to your “quotee” to give them a chance to edit it or put it in their own words. If you can get a quote from more than one person, go for it. It is important that the quotes amplify the text, not just repeat it.

ABOUT YOUR LIBRARY. At the end of the press release you may want to include a paragraph about your library, especially if there is something about your library that is not well understood. This paragraph is commonly referred to as a “Boilerplate.” Your “boilerplate” paragraph commonly includes information such as your key messages or talking points as talked about in the Communications section.

An example of a press release can be found in the Resources section of the toolkit in section 8, page 6.
Dealing with Bad News and What to do when the Media Calls

Inevitably, all organizations have to deal with bad news. Budget cuts. Trimmed hours or closed branches. Parents who want to ban books from the library.

While bad news is never good, it can be turned into a positive media message. For example, when a teenage hacker crashed Seattle’s King County Library System’s computer system, closing the library down for three days, the story became the marvels of the technology rather than its failure, thanks to the library’s quick and thoughtful response.

Some bad news you can see coming — budget cuts are generally in the works for weeks. Others, like crimes, cannot be anticipated. Either way, it’s important for libraries to have a crisis communications plan.

HERE ARE A FEW TIPS FOR HANDLING BAD NEWS:

DON’T OVERREACT. If only one small paper carries the story, only respond to that paper. Don’t send out a release to all your media contacts. If they don’t know about the bad news, you probably don’t want to tell them about it.

BE STRATEGIC. If the news is huge, consider holding a press conference to communicate the facts, new developments, and the library’s response or message. It will save you time and resource to hold one press conference rather than take a dozen individual interviews.

SPEAK WITH ONE VOICE. The most common mistake in crisis communications is to have several spokespeople saying different things. Have one spokesperson, or make sure that all your spokespeople are saying the same thing.

UNDERSTAND INTERVIEW TOPICS AND FORMATS BEFORE ACCEPTING INTERVIEWS. During these times, it is very important to be sure you understand the nature of a talk radio show or TV interview before you agree to go on. Don’t speculate. Know who else will be on the show, if there will be call-ins, and what the host’s position is before making a choice to go on. If you don’t think you’ll be giving a fair hearing, it might not be best to accept the interview.

FOCUS ON THE SOLUTION. Explain how the library is going to address the situation or say that the library is looking for a speedy solution.

APOLOGIZE WHEN APPROPRIATE. “We apologize for any inconvenience to our users. We are doing our best to...” Empathize. Convey caring and understanding.

HAVE ALL THE FACTS BEFORE RESPONDING. Often, when news just breaks, not even the media has all the facts. Make sure you know exactly what is going on before responding to something that could just be a rumor or an exaggerated allegation.

PREPARE BRIEFING MATERIALS. As soon as you can, have briefing materials for the media, with accurate facts included.

LET LAWYERS REVIEW STATEMENTS BEFORE
RELEASING THEM. If this situation has legal implications, make sure you consult with a lawyer before making a statement. Avoid “legalese,” but make sure that what you’re saying is ok to say.

STICK TO THE HIGH ROAD. Avoid criticizing or getting personal with your opponents. Don’t be defensive. Staying focused on your message and on the high road will ultimately be your best weapon.

WHEN THE MEDIA CALLS:

ASK QUESTIONS. Determine the name of the publication or the network. Find out what the story is about, the reporter’s angle, when the deadline is. If you do not feel qualified to address the question or are uncomfortable with the approach, say so. Suggest other angles. Refer them to talk to your director, but only after you’ve advised your director of the situation.

BE CLEAR ABOUT THE POSITION YOU ARE REPRESENTING. You may want to check your library’s handbook for a policy statement or request fact sheets available from ALA on a variety of topics.

NEVER SAY “NO COMMENT.” “I’m sorry I can’t answer that” or “I’ll let you know as soon as I know” are acceptable alternatives.

BEWARE OF MANIPULATION. Some reporters may ask leading questions, something like “Wouldn’t you say...?” followed by an idea for your agreement. Instead, make your own statement by stating what you mean before the reporter started to turn the tables.

PAUSE BEFORE ANSWERING QUESTIONS TO THINK ABOUT WHAT YOU WANT TO SAY AND THE BEST WAY TO SAY IT. Keep your comments positive and to the point. Never repeat a negative.

KNOW YOUR KEY MESSAGE. What is the most important point you want the reporter to convey to the audience? Use every interview as an opportunity to deliver a key message about libraries — and librarians. Sample key messages are available from ALA’s Public Information Office.

BE PREPARED TO ANSWER THE STANDARD “WHO-WHAT-WHEN-WHERE-WHY AND HOW” QUESTIONS. Have supporting facts and examples on hand. ALA’s Public Information Office has background information on a wide range of issues.

KEEP YOUR ANSWERS SIMPLE AND BRIEF. This is even more important with broadcast media when you may have less than 20 seconds to answer. Too much information can overwhelm the reporter, the reader or the audience - and it may keep you from being quoted.

DON’T BE AFRAID TO ADMIT YOU DON’T KNOW. “I don’t know” is a legitimate answer. Reporters do not want incorrect information. Tell them you’ll get the information and call back.

Dealing with Bad News by Patricia Glass-Schuman.
General tips for Public Relations

KNOW YOUR AUDIENCE AND THE KEY MESSAGE YOU WANT FOR THEM. Teens, seniors, who’s reading, listening or watching and what their concerns are. Feel free to ask the reporter/producer requesting the interview. Deliver the message at the first opportunity and aim to repeat it at least twice.

TALK, DON’T “SPEAK.” Use simple language. Avoid acronyms, jargon.

REMEMBER LESS IS MORE. Limit yourself to three talking points. Keep your answers short, to the point, about 25 words or fewer (12 seconds). Let the interviewer ask questions.

SPEAK DELIBERATELY. Pause after you answer. It will make you appear more authoritative and give the interviewer time to react.

HAVE THE ANSWERS. Anticipate what questions you’re most likely to be asked and have answers. Also, don’t be afraid to ask in advance what questions you will be asked.

KEEP THEM INTERESTED. Use statistics sparingly as people don’t remember them. Tell stories/use examples to illustrate key points.

“LISTEN” TO YOUR AUDIENCE. Watch for the wandering eye, the bored look. Make adjustments. Change your pacing. Pause. Raise and lower your voice.

SHOW YOUR ENTHUSIASM. Deliver the message in a way that makes people feel, not just think, libraries are important. Let your enthusiasm show, but don’t go over the top and seem fake.

TIPS FOR . . .

• PRINT - Don’t let a reporter “seduce” you into saying more than you want to say. Remember that there is no such thing as “off the record.” All other rules apply.

• RADIO - It’s all in the voice. Use lots of expression. Highs and lows. Enthusiasm. Use simple, colorful language that paints a picture for the listener. Tell stories but keep them brief, to the point.

• TELEVISION - How you look is as important as what you say. All of the techniques used in public speaking -- keeping an open face (eyebrows raised), maintaining good posture, using hand gestures and varying your vocal expression -- will help you appear as a credible and enthusiastic spokesperson. Props such as a book, poster or large photo can add interest.

LOOK AT THE INTERVIEWER. Not the camera or the audience, unless you are doing an interview by remote or the interviewer is behind the camera.

PRACTICE “ACTIVE LISTENING.” Look at who is speaking. The camera may still be on you.

PICTURE WHO YOUR AUDIENCE IS. Speak directly to them from your heart as well as your mind. Use stories and examples listeners can relate to.

WEAR MORE MAKE UP THAN YOU NORMALLY WOULD. Heavier lipstick and blush will counteract the
harshness of the lights and still look natural. Powder will help to minimize shine. Some stations provide professional make-up assistance.

**AVOID HARSH COLORS LIKE BLACK, NAVY, WHITE, BRIGHT RED.** Rich colors such as bright blues, rust, wine or purple work well for most women as does charcoal gray or brown for men. Dress as you would for a business meeting. A blouse and suit with an open collar is flattering to most women.

**KEEP JEWELRY SIMPLE.** Medium-sized earrings or a pin can help focus attention on the face. Avoid dangling earrings or necklaces that move or glitter when you talk. They will distract from what you are saying.

**TIPS FOR STAYING IN CONTROL . . .**

- **NEVER ANSWER A QUESTION YOU DON’T FULLY UNDERSTAND.** Say, “I’m not sure I understand the question, are you asking...?”
- **FOCUS THE INTERVIEWER,** e.g. “That’s an excellent question” or, “The real issue is . . .”
- **BUY YOURSELF TIME TO THINK BY SAYING, “THAT’S A GOOD QUESTION.”** Or, “let me think about that and come back to it.”
- **“FLAG” KEY THOUGHTS WITH WORDS AND PHRASES LIKE “THE MOST IMPORTANT POINT I WANT TO MAKE IS...” OR “THIS ISSUE IS CRITICAL BECAUSE...”**
- **“BRIDGE” TO THE POSITIVE.** When asked a “negative” question, answer briefly without repeating any “hot” or negative words. Add a positive statement.

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**WHAT CAN MEDIA ATTENTION/PUBLICITY DO FOR YOUR LIBRARY?**

Publicity is everything when you are trying to gain visibility and support for your school or library. It may seem daunting, but with some planning and dedicated effort you can shape and organize effective communications outreach. Media attention has its limits, however. What are its limitations?

**MEDIA ATTENTION/PUBLICITY CAN:**

- Increase public awareness of your programs, personnel, and services.
- Attract and increase involvement of public and private partners.
- Create, change, build, or enhance your public image.
- Encourage contributions of money, materials, services, and time.
- Win support for city, state, federal, foundation, or individual donor funding.
- Help you reach new or never before approached audiences, such as non-English speakers.
- Clarify misunderstandings about what libraries do and how they’re financed.
- Mobilize opinion leaders in your community to become active supporters and advocates.
- Help knit together a vital network of libraries throughout the region, state, and nationwide.
- Help build public and private support for libraries.

**MEDIA ATTENTION/PUBLICITY CAN’T:**

- Guarantee exclusive positive coverage.
- Substitution for quality projects at your library.
- Sompensate for poor service delivery.
- Eliminate the need for strategic planning within your library or with your library system.
Regardless of how much time you have to deliver your message, to accomplish your stated goals, consider developing a calendar to help you stay organized. Also, planning will help you visualize all the various parts that you have that is related to the message that you are delivering.

To begin, start with the event or release date and work backwards, figuring out how much time you need to give yourself for each task. In this section, the focus is on approaching the media. You will also need to develop an internal calendar for the event itself.

Some of the items that may be included are broadcast and print outlet deadlines, as they work on various deadlines and timelines. For example, monthly magazines have a longer lead time than daily papers and broadcast outlets.

Your timeline several months out might begin by specifying what needs to be accomplished in a particular week, but as it gets closer to your event or activity, the timing might be down to the hour.

Try to be specific in listing tasks to be completed to help staff plan their time so that you have enough time to make phone calls and write releases or other items. Also, remember that the actual event or release isn’t the last thing on your calendar! Follow up during the days and week after the event, to gather news clips and thank reporters. Finally, remember to tell yourself to be flexible as everything is subject to change... sometimes daily.

-ALA Comm. Handbook
Using Existing Resources: How a Limited Budget Can Be a Help, Not a Hindrance

Your biggest resource is your library users. Children can be effective media spokespersons; parents know the value of the library to them and to their children. Seniors often rely on the library for reading materials or Internet access and use it as a community center. The tips below may help you to maximize your resources:

TRY TO GET TO KNOW YOUR LIBRARY USERS. For example, if there is an unemployed person who comes to use the Internet at the library to find a job, take note of that, as he or she may be able to provide a moving testimonial in the future. Noticing all of the different reasons that people come to the library will broaden your base of support and reinforce the necessity of your library for the members of your community. It will also highlight important, concrete stories you can tell to the media, funders, elected officials, and opinion leaders. Keeping a file of these individuals can prove invaluable.

TAKE SPECIAL NOTE OF OPINION LEADERS IN YOUR COMMUNITY WHO USE YOUR LIBRARY. Perhaps the president of a local PTA is a frequent user. Or maybe one of the members of your Board of Trustees is also on the Board of Directors at the local YMCA. This person is likely to have a large network of contacts that he or she can influence to support the library, either through giving time, money, or simply writing a letter to an elected official. Making use of these supporters and potential supporters is inexpensive and it is the most effective way to reach your other target audiences.

DON’T FORGET YOUR LIBRARY TRUSTEES AND FRIENDS. Library trustees generally have political and community connections that can benefit the library, and Friends of the library are valuable not only as voices, but also as eyes and ears for library staff. Take time in your trustee meetings to discuss these connections in relationship to specific events or advocacy activities and encourage your trustees to act on them. Discussing their commitments in front of peers can be an effective way to hold them to their promises.

ASK “VOLUNTEERS” HOW BEST TO GET IN TOUCH WITH THEM, for example, via e-mail or telephone. Remember to keep your volunteers informed about important events, issues they should know about, and/or how they can help; you want these people to be as “in the know” as possible to enable them to maintain their connection to the library and spread accurate information.

Making the most of the resources at your fingertips often means that you or another staff member at your library must spend a significant amount of time talking to library users and identifying those that are best positioned to reach out to the community. However, cultivating these supporters will be worth the effort, and the network you build can be used for years to come.
Tips for Library Marketing

**BASIC TIPS**
- Everyone has a library story. Spend time learning about the stories people associate with your library. Use this as a way to “break the ice” with visitors, guests at events, donors and community leaders.
- Use storytelling to paint a vivid picture of all that your library provides and what it might provide in the future. Consider telling stories about real people and situations rather than statistics. For example, tell a story about an elderly couple who use the library to surf the Internet, or a local small business owner who worked with a reference librarian to research and develop a business plan.
- Library staff are great storytellers and should be involved in marketing and PR activities when appropriate.
- Maximize your library’s communication tools and resources by conveying consistent and repeated messages in news releases and media relations, on your website, in advertising, direct mail and print materials.

**MESSAGE TIPS**
Develop key messages to communicate about your library. Some examples of messages that resonate include:
- Libraries are a democracy's best-kept promise. They provide “information for all.”
- The library is an access point for information, both as a building and as an online resource. The library is an important part of our information age.
- Libraries provide educational, literacy and senior programs. Libraries are community and cultural centers.
- Books, books, books! People love books and they want to know that their library invests in books. Talk about them.

**MESSAGE TIPS, CONT.**
- The library is a forum for an exchange of ideas delivered through a diverse array of speakers, exhibits and programs that spark exploration and dialogue.
- Libraries serve people from early childhood through their senior years. They are an important resource in early childhood development. They support people through school, during their search for a job, through parenting, careers and retirement.
- Libraries are a source of lifelong learning, social interaction and entertainment.

**GRASSROOTS OUTREACH TIPS**
- Seek the support of authors for readings, presentations and endorsements. Most authors have a library story to tell and tend to be very generous to libraries with their time and support.
- Many key influencers and business and community leaders have not used the library in a while. Invite them to come for a visit and demonstrate to them the library's impact on the community. Take advantage of their lack of familiarity to show them some of your services, such as research and reference assistance.
- Develop partnerships with cultural/ethnic communities and communities with special interests. Such partnerships build strong marketing and outreach opportunities for programs and collections.
- Develop partnerships with cultural groups, public broadcasting and arts organizations to help build strong new audiences. They can also provide an excellent opportunity to share or trade mailing lists for fundraising and outreach efforts.
GRASSROOTS OUTREACH TIPS, CONT.

- Plan events related to special interests (rare books, book groups, summer reading program kickoff, etc.). Such events can become media stories and opportunities for sponsor involvement. They can also help a library build its mailing list.

MEDIA TIPS

- Write an op-ed piece for your local news media positioning the library as an expert on important issues. Early childhood development, adult literacy, access to health information and meeting the needs of new communities are a few topics that are news-worthy and can effectively be addressed by librarians.
- Position library staff as local experts for the media to interview on topics ranging from business research to early childhood development and other specialized subjects.
- “Pitch” news on a quarterly basis to secure feature stories or community news coverage above and beyond regular calendar listings. Your chances for feature coverage increase if you pitch reporters stories that are about an impact the library is making on people’s lives.
- Proactively pitch to radio and TV stations—not just newspapers. Pitch stories that have strong audio and visual components to increase placement.
- Build partnerships with the media and local businesses. Newspapers, radio and television stations, and outdoor media (billboards, bus shelters, etc.) can contribute valuable promotional space or time if they are offered benefits as a partner. Similarly, local businesses can help promote the library in creative ways—for example with discounts and premiums for library cardholders.

TIPS FOR INTEGRATING MARKETING AND FUNDRAISING

- Timing is everything. Coordinate your fundraising communications and appeals with general library communication such as cardholder newsletters, program marketing, branch materials and Web content. This maximizes resources and builds support and awareness for fundraising campaigns, while raising general awareness of your library.
- Media sponsorships are a good match for library funding campaigns. They help “sell” your project in the public phase of capital campaigns. Media partners can run ad campaigns coordinated with direct mail and Web-based fundraising.
- Fundraising campaigns are an opportunity to uncover library lovers and seek external advocates who can help make your library’s core case for support. Profile business leaders, government officials, and community leaders as supporters and champions.

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MARKETING

Elements of a Marketing Plan

Your library has a lot to offer, but if no one knows about them, they may as well not exist.

I. INTRODUCTION AND SITUATION ANALYSIS
This section of your plan essentially maps out the situation you’re in when you begin your efforts. It should reflect the things that are challenging for your library as well as the things that are working very well. The point is to capture a snapshot of the present day, and use that as a baseline for identifying where you want to go next, and how your marketing plan will help you get there. In some cases, you may have a strategic plan that can be used as a baseline for the marketing planning. If you do not have one, the marketing planning will likely raise questions about your library’s overall plans, not just marketing. This can be very helpful, and also sometimes frustrating. Stays focused, and remember that marketing cannot solve your organizational development problems, or determine your long-term programmatic plans, but it will raise those questions. Sometimes, this forces you to step back a bit. Don’t be discouraged. Effective marketing is mission-driven. It is better to be asking these questions now, than to have implemented a marketing plan that doesn’t meet the library’s long-term goals. If you are part of a school district, college or university looking at the broader goals of the district, college or university, is often very helpful at the beginning of the marketing effort to ensure that you are including strategies and goals that support the bigger organizational mission in addition to the needs of your specific library. With the big picture in mind, your plan will help build the library’s value with another important audience as well.

A. OVERVIEW OF CURRENT OPERATING CLIMATE
- Assets, challenges, opportunities, threats
- Needs/opportunities and assessment of the basis on which to define your key needs and opportunities
- Determine what additional information is needed. Stop here; gather data, return to plan.
- Ask: What is your program/service mix, what do you have to offer, what is your focus, are there successes/failures in other areas that can impact your success?
- What do you know as a result of the information you have gathered?
- What inferences or assumptions will you make as you go forward?
- Make sure you do the analysis piece, don’t just recite what you know.
- What does all this information mean?

B. ORGANIZATIONAL MISSION
Effective marketing is mission-driven and supports the fulfillment of the organization’s purpose.
- Mission Statement: Note it in your plan and keep it in mind throughout your work.
- Brand Definition: (Note: if you are in the midst of creating a branding plan, you should still capture what you know about your brand now. This will help inform your work going forward.)
- Who are you?
- What makes you unique?
- What tone, personality, and image do you convey?
- Ask yourself: How do I know this? What information do I have (see section A) that will support this. You need to be sure that you’re not just “making it up.”
II. GOALS AND OBJECTIVES
All effective plans begin with clear identification of goals. These drive audience identification, segmentation and prioritization as well as the strategies you will use to reach them. The goals sections should address the end results you seek. What is your vision for your library and its programs? What are you trying to accomplish through your marketing outreach? Are your goals long-term (over a few years) or short-term (next few months)? Make sure you clearly define your goals.

- If you are successful, what will be the results?
  (Think in terms of a concrete, affirmative statement of the end result(s), (not the process)
  e.g. Library X will have sufficient resources to expand the collection, or Library X will be regarded as a valued resource by faculty, administrators and students.
- Goals must be consistent with organizational objectives.
- Pick no more than five.
- Within each goal, define measurable objectives. How will you know you have succeeded?
- Get specific about the smaller, more tangible and easier to measure items that will help show you’ve achieved your goals.

III. AUDIENCE IDENTIFICATION, SEGMENTATION & PRIORITIZATION
Your target audiences will be defined in large part by the goals you set. Start by identifying people you currently reach who can help you achieve your goals, then expand beyond that group to the next layers out. Prioritize based on those with greatest ability to impact your goals. Don’t forget those on the “inside” as they are both an audience and a messenger.

- Identify groups and subgroups.
- Determine what you know about your audience’s knowledge of you, their behavior, what opportunities there are to reach them, what they need that you provide.
- Ask: Who are they, what do they know, what do they care about, what do they need to know to do what we are asking them to do?

IV. KEY MESSAGES
Based on your goals, determine how you will talk about your library/program. What makes you unique or different? What does your audience need to know? Ask: What? So what? Now what? Use your answers to these questions to form your messages. Think of these answers as themes that you can adapt to different audiences.

- Choose no more than three, with supporting points.
- Ask: What is your argument, what key things do you want people to believe, adopt, accept and act upon? Are these effectively AND concisely conveyed?
- Once you have defined the key three message themes, you can determine specific customized messages for audience groups/subgroups.

V. STRATEGIES
Marketing strategies are broad, yet focused, approaches to achieving your goals. If your goal is to increase awareness of a program or service, a strategy might be to “attract attention of the media,” another may be to “engage internal stakeholders.” Start shaping strategies by thinking about what you are already doing, then decide what is missing. Keep in mind that your strategies are about how you will achieve goals, they are not the tools you will use. For example, a poster is a tool, while “reaching audiences in key locations” is a strategy.
• How will we reach our goals? What will we do?
• Test your strategies by asking “why?” The answer should mirror one or more of your objectives.
• Stop and ask what you need to do to ensure your strategies will work?
• (Informal check-ins with other staff, focus groups, discussion with advisory board or patron groups.)

VI. TOOLS AND TACTICS
Once you have determined your strategies, you can begin to think about the tools and tactics you’ll need to implement them. Tools are “stuff” like posters, flyers, displays, etc. Tactics are activities/behaviors/events.
• Ask: How will we do it?
• Test yourself: If you have a tool or tactic that isn’t supporting one of your strategies, the tool isn’t relevant.
• People tend to produce more tools than they need, or the wrong tools because they haven’t thought through strategies yet.

VII. BUDGET
Ultimately, your plan will be shaped by the limits of your financial and human resources. That said, don’t begin by thinking about what you can afford. Instead, determine what is needed to achieve success, then assess cost and prioritize the implementation of strategies based on the resources your either have, or can generate through partnerships or sponsorships and the strategies that give you the most bang for your buck. You will want to spend the largest part of your budget on the strategies and tools with the longest-term benefit. Make sure you have included:
• Total cost: in both staff time and hard costs.
• Identification the gap between what you have and what you need. This provides a good baseline for determining if there are partnership or sponsorship dollars available to pursue.
• Prioritization: Too often people cut the heart of their marketing program because they fail to prioritize.
  • Prioritizing requires you to go back, look at goals, and key audiences and ensure that the strategies, tools and tactics you decide on reach those most likely to take the action you want taken.
  • As you make choices on your budget, think in terms of three categories:
    1. Must do or the plan won’t work.
    2. Major value added, but if we can’t do it the program still works.
    3. Nice, but not necessary.

VIII. TIMELINE/WORKPLAN
Once you have established your budget, set a realistic timeline for implementing your plan. This should serve as a workplan, detailing who has responsibility for what, and by when tasks are needed to be accomplished. Your work plan will allow you or the project manager to stay on top of deadlines, track progress and also serves as a final checkpoint to ensure that you have the human resources needed to do everything you’ve identified. If your plan is well-structured, detailed, resourceful and realistic, it will be easier to involve others in your work, and to engage volunteers in implementation as well.
• By month, what needs to happen?
• Who will do it?
• Be sure to allow enough time.
IX. EVALUATION
A critical final piece in the planning process is ensuring that you are measuring your effectiveness. Set clear measurements in your goals and objectives and make sure that someone is responsible for keeping track as defined in your plan. The evaluation piece is critical to your being able to show that resources spent are worth the investment, as well as to demonstrate to sponsors or partners the success that their investment helped create. Keep it simple, but concrete.

- How will you know your plan worked?
- What steps have you built into the process to ensure you meet your goals?
Wyoming Libraries decided that they could bring the world to Wyoming, but letting Wyoming residents in on that little secret was the next challenge.

A committee of seven individuals, including Tina Lackey, Publications and Marketing Manager set out on their expedition to do one thing and one thing only... bring the world to Wyoming.
The committee, along with representatives from Barnhart, the campaigns advertising agency spent months developing just the right campaign. During the initial meetings, concepts and ideas were tossed about and one thing that everyone kept landing on were their personal library experiences. One thing that they realized was that all stories included that one common thing, the library and finding out specific information at the library. Each one of their stories included an element of surprise, a “Wow!” The “wow” factor is one of the elements that they want people to walk away with from this campaign.

One committee commented that they want people to realize that, “There is something for them at the library and they can grow, explore and wonder.”

As the committee continued to develop this campaign, they wanted people to see how extensive the library system is and at the same time, see that their local library is as close as down the road.

“Libraries offer more than many people realize, and we want to reach out beyond our regular users to let people know this,” said another committee member. “The new statewide marketing campaign is designed to increase understanding, use and support of Wyoming libraries.”

One of the billboards designed by Barnhart, USA for the Wyoming Libraries campaign.
When the group finalized the campaign, “Bringing The World To Wyoming,” they knew they had landed on something grand and wonderful.

“When you see an Eiffel Tower topped with a western windmill or a pickup with a Trojan Horse trailer, you'll know that libraries have brought the world to Wyoming - and the people in this state have been changed by the experience,” commented Tina Lackey.

“Wyoming's libraries are reliable and exciting. They're filled with information and staffed with great people. They're open to everyone and easy to use. They offer many services beyond books, and are anchors in their communities. They add value to our lives.”

Visit www.wyominglibraries.org.

Barnhart Campaign for Wyoming Library receives 2007 John Cotton Dana Award

Wyoming State Library recently was one of seven library systems nationwide to receive a prestigious award for strategic communications from the American Library Association. The award carried a $3,000 cash prize to each winner.

Denver agency Barnhart Communications created Wyoming Libraries’ statewide marketing campaign that was launched in February 2006. Consisting of radio and print advertisements and billboards, the campaign resulted in a 21
percent increase in cardholders across the state (306,550 to 389,050). “The extraordinary collaborative partnership we enjoy with Barnhart resulted in a creative campaign that worked. It generated a great deal of buzz in Wyoming.” Said Lesley Boughton, Wyoming state librarian.

The tag line, “Wyoming Libraries: Bringing the World to Wyoming,” combined Wyoming lore and cowboy culture with global, literary and travel icons — raising the profile of the library to statewide administrators and lonesome cowboys alike. Bill Schumacher, president and owner of Barnhart, said, “The campaign is both creative and visually surprising and captures the imagination of the public.”

The second segment of the campaign is a guerilla marketing effort. We are using bumper stickers in the libraries as a way to bring an element of humor to libraries and make them more interesting to residents who do not normally use the library.

Also in the second segment of the campaign is mudflap girl. This campaign’s only purpose is to market the Chilton Library auto repair database. Mudflap girl stickers meant to be put on vehicles, were sent to auto repair stores across the state advertising the Chilton database.

Barnhart, the advertising agency for the campaign, worked with Wyoming every step-of-the-way.

The campaign first launched in the Cheyenne area only and then expanded to other areas throughout Wyoming including Laramie, the state capital.

When the idea of the statewide campaign was first introduced to library directors throughout the state, many of them frowned on the campaign and resisted. Now, after the campaign has launched, many are excited about the campaign and are active members within the campaign.

There are multiple advertising pieces to this campaign, including radio spots, billboards, bookmarks and much more. Sellable items such as clothing and office supplies were also introduced to further push the brand identity of the campaign.

A “passport” was designed to showcase the entire campaign to library employees. The “passport” was designed to look just like a passport, complete with entry stamps. The passport talked about the campaign, the story behind it and then showed the various elements of the campaign.

The Effiel Tower in the ad to the left is approximately five inches tall and sits behind someone’s desk on a bookshelf.

Radio spots have been the main source of communication for this campaign because more people listen to the radio in Wyoming than watch television.
Google Ad Words

If you want to advertise over the Internet, one of the easiest, and least expensive methods is Google Adwords. If you’re familiar with the “Sponsored Links” section of Google, then you’ve seen ads posted by organizations with an Adwords account. Google Adwords is a good tool for a number of reasons. First, you can decide how much you want to spend per month on advertising. Secondly, you only pay when a user clicks on your ad and goes to your web site. In addition, your advertisement will only display to users in your local area, thus specifically targeting the local community. You can use Adwords to run an ongoing campaign for your library, or you can have multiple “campaigns” with specific start and end dates to highlight special activities like summer reading clubs or library programs.

Adwords is based on the concept of keyword advertising. When you open your free account, you select keywords that you think a customer might type into Google that are relevant to your product or service. When they type those words, your ad will show up on the results page. You can refine your list of keywords as you go too, once you see which ones are the most popular. There are also performance and reporting features that let you monitor your ad campaign to see how effective it is.

The most popular type of ad is a text ad, but you also have the option to include an image, video and a few other formats.

Text ads generally contain the following four lines:

- **HEADLINE** (25 characters, including spaces): The title attracts users who might be interested in your products or services.
- **DESCRIPTION** (two lines of up to 35 characters each, including spaces): These two lines contain your product, service, and other details (such as promotions). The content in these lines should be clear enough to communicate your intent and compelling enough to convince the user to click your ad and visit your site.
- **DISPLAY URL** (35 characters, including spaces): This line indicates which website the user will visit if they click your ad.
- **DESTINATION URL** (up to 1024 characters): This is the actual page where users land when they click your ad. The URL won’t appear in your ad. Many advertisers link their ads to particular destination pages within their website, but use the simpler URL of their homepage as the display URL.

Google AdWords offers two types of accounts: Starter Edition and Standard Edition. Starter edition is fine for a single, ongoing ad for a library, but has no ad groups, rich ad formats or other advanced features. Standard Edition includes multiple ad campaigns, ad formats and all the features of the Starter Edition. You can always begin with the Starter Edition and upgrade to Standard later, still at no charge.

Another plus to an Adwords account is that you can control how much you spend each month. Since you pay on a “per-click” basis of users navigating to your website, you can set your account to stop running if the maximum monthly account allowance has been reached. For more information you can visit Google Adword’s web site, which has very detailed information about setting up an account and running a campaign.

Visit www.google.com for additional information and details.
Design
So let's review because there have been quite a few steps getting to this point. You've now identified your target audience and prepared the message that you want them to receive. The brand is taken care of and you've put together the marketing campaign with various elements of how you are doing to deliver your message. In the last section, we talked about advertising and now we are talking about design.

Design is where all the parts thus far come together as you apply the look, feel, voice and tone of the campaign and/or piece that you are creating. Basically... at this point we are applying the personality. You are bringing all your hard work and efforts to life.

One thing to remember at this point though is that consistency is key. This distinguishes you from everyone else by conveying a look that is distinct, memorable and uniquely its own. These standards include elements such as color, photography and typefaces (fonts), layouts (print and web) and general communication guidelines.

Although the standards need to be applied consistently, a look or design that is too inflexible can result in a look that is too uniform to be effective or fail to take advantage of the different kinds of communication necessary to speak to a wide variety of audiences. For example, a layout used to draw the attention of teens probably wouldn't work well of getting the attention of seniors and vise versa.

When it comes to design, start small and then move from there. Although it would be grand to be able to change everything overnight, the reality of that is far from it. By starting small, you can start gaining consistency as you go, but at the same time, build a stronger brand. Another reason to start slowly is because a radical sudden change can sometimes cause more grief and heartache than wanted or planned. The possibility of a negative reaction exists due to the fact that humans in general hate change. If patrons have a chance to warm up to a new look and feel, then they will more-than-likely welcome the change.

One library that faced this problem was the Yorba Linda Public Library where there little to no consistency in the materials that went out to the public. The library hired a new graphic designer and one of the first tasks the designer faced was to work towards a consistent design. The designer began to design all materials using the same fonts, placing the logo in the same location on all materials (bottom right hand side to be exact) and using a consistent color palette. Now, two years later, many of the materials in the library have the same look and feel and patrons recognize materials from the library.

So just remember that good design is good business, but everything takes time and energy. In the end, you will achieve the goal of a consistent look and feel for your library design.
Copyright, Creative Commons and More

WHAT IS COPYRIGHT?

Copyright is a form of protection granted by law for original works of authorship fixed in a tangible medium of expression. “Tangible mediums of expression” include text, music, drawings, film, photographs, sculpture, and anything that once existed in a physical form, no matter for how brief a time. Copyright covers both published and unpublished works.

Copyright does not protect ideas, facts, or figures. Copyright protects creativity. It doesn’t matter how creative the work is or even the quality or merit of the creative work, as long as it involved some original effort on the author's or creator's part. For instance, a listing of names and numbers in the white pages is not protected by copyright because it consists of a factual listing of names and numbers. However, if an artist takes that page, cuts it into pieces and reassembles it as a collage, it becomes a copyrighted work, since the artist had to use creativity to reassemble the names and numbers.

HOW LONG DOES COPYRIGHT LAST?

For works published after 1977 - life of the creator, plus 70 years.

If the work was “for hire” (done in the course of employment, or commissioned), or was published anonymously or under a pseudonym, the copyright lasts between 93-120 years, depending on when it was published. Anything published in the United States before 1922 is in the public domain.

If a work was published between 1922 and 1978, it is protected 95 years from the date of publication.

Unpublished works are a little different. If a work was created before 1978, but not published, the copyright lasts for the life of the author plus 70 years.

This is really just an overview of copyright law. For more detailed information check the United States Copyright Office (www.copyright.gov). Additionally, the Copyright Management Center at Indiana University-Purdue University Indianapolis has a quick summary of copyright law: www.copyright.iupui.edu/quickguide.htm

CREATIVE COMMONS LICENSING

Creative Commons Licensing provides an alternative to getting permission to use copyrighted materials. The Creative Commons License (learn more at www.creativecommons.org) allows the creator of the work to distribute it for use on a limited basis, often all the creator requires is an attribution, or acknowledgment. For more information on using Creative Commons Licensed works, and for a search tool that looks for items that have this licensing, visit their website.
Spot color design can be every bit as exciting as process design. But sometimes it takes a little something extra to really make your designs stand out in the crowd.

The following are ten low budget design ideas -- how to make two colors look like more and a few other ideas thrown in. Use these money saving color ideas.

1. ALLOW COLORS TO OVERPRINT TO CREATE A THIRD COLOR - When one color prints over another, a third color is often created. If you have a good knowledge of how colors works and a good relationship with your printer, this is sometimes a great trick to use. Overprint works best when you are using tints of colors, such as 50 percent apple green and 25 percent ocean blue which could end up giving you three colors as shown here.

3. CONSIDER THE PAPER COLOR TO BE A THIRD COLOR - There are all sorts of very interesting papers to choose from. Some have flecks of flowers or other paper in them. But even solid paper that’s a different color than the traditional white or cream can really make a difference. Be careful when using bright colored paper as it tends to be difficult to read and if left in a sunny area, fades faster than lighter colored paper.

3. USE A VARIETY OF TINTS OF YOUR TWO COLORS - Ten perfect blue looks quite different than 80 percent blue, doesn’t it? You have roughly ten tints of any one color available to you — more if you use increments of 5 percent — and if you’re using two colors, that’s 20 colors. Just remember that small text that’s screened can be very difficult to read. When using tints, be aware of the color of text being placed over the tints as sometimes, such as shown on the blue, the same text color doesn’t always work on each shade.
4. EXPERIMENT WITH DUOTONES - A duotone is a photograph that is printed in two colors. You can get subtle effects from sepia tones to really “out there” posterized looking photos.

5. REVERSE TEXT OUT OF SOLID OR TINTED BOXES - White can be your third color. Reverses are hard to read, so use sparingly. Reverse text is a great trick to use as a heading on a flyer or advertisement. It’s bold and stands out.

6. CONSIDER RUBBER STAMPING - Scrapbooking is big, and there’s a multitude of rubber stamps out there. You can get really creative with rubber stamping, but just keep in mind that it will be time consuming, too.

7. USE LASER FOIL - Several manufacturers sell sheets of foil that you can use in your laser printer. You may even be able to make up a master copy on your inkjet, copy it, and use the foil with a copier. Once again, though, applying the foil and running it through your printer can be very time consuming.

8. USE STICKERS AND/OR COLORED OR FOIL LABELS - It could be something as simple as a gold thank-you sticker. Or you can print directly to colored or foil labels and then stick them in your printed pieces.

9. USE SCISSORS WITH UNUSUAL EDGES - Die cuts are expensive. The poor man’s die cut can be made using scissors with unusual edges; look in the scrapbooking section again. While this can be time consuming, you probably don’t have to be too precise.

10. USE PUNCHES WITH UNUSUAL EDGES - Small paper punches are made that can punch out a circle, a square, etc. You can get some very interesting effects with punches, but it can be another time-consuming operation.
Technology
WHAT IS THIS RSS THING?
RSS stands for “Really Simple Syndication” and is a tool that allows you (the user) to automatically get updates to a website without having to visit the site. RSS is generally used for web pages that frequently change and add new content, like news sites, blogs or podcasts.

The document that is produced is known as a “feed,” and is either the complete text of the site, or a summary of the information on the page. You read the feeds in your “feed reader” or “aggregator.”

Feeds allow the user to get information sent to them, instead of the user having to seek out information. For instance, if you love science news, you can set up a feed for a news webpage that will send new articles to your feed reader as they are posted. You can then look at your feed reader at your convenience to read the articles, and never have to worry about missing one again. Additionally, many aggregators have the ability to save articles, or clippings, that you find interesting and may want to reference later. To state it simply, RSS makes it possible for information to come to you, instead of you going to the information.

WHAT DO RSS, FEEDS, AND FEED READERS HAVE TO DO WITH MARKETING AND PR IN YOUR LIBRARY?
First of all, many bloggers write solely on the topic of marketing, PR, branding and other related issues. These blogs are written by professionals in the field and their posts can help you understand terminology and techniques you can in turn apply in your library, even though they are primarily written for an audience that operates in the corporate world.

Additionally, some bloggers write about marketing and PR issues in libraries. The information they provide often comes in the form of an example of what another library is doing in their community, which can be applied to yours.

Finally, you can sometimes find RSS feeds on library websites. Some libraries have blogs you can subscribe to. Others have feeds for new items added to the catalog, for the calendar items, and even for updates to their home pages. The Hennepin County Library’s site has many examples of how feeds can be used to bring web content directly to the user. (See www.hclib.org/pub/search/RSS.cfm for a list feeds Hennepin County Library provides).

Subscribing to a library’s feeds can alert you to events and programs that are going on in your area (or at a library whose services you admire). You can get ideas for programs sent directly to you through a calendar feed. A library blog feed or announcement feed might give you new ideas for reaching out to your users.
Where do I find aggregators or feed readers?

Although many aggregators or feed readers are available for download and are run from your desktop, this article only focuses on readers that are run from the web. A web-based reader is available at home, at the office, or anywhere you can access the internet. Desktop readers can only be used on the computer where the program is loaded. This article highlights two of the most common web-based aggregators.

Google Reader requires a free Google account - if you already use other Google services like Gmail or iGoogle, you do not need to create a new one.

You can group your feeds using folders. You can also describe blogs and posts with tags that further describe the content. You can also star, or save, posts that you want to read or reference at a later date.

You can “share” posts to create a “link blog” which creates a webpage you can share with others. Google Reader also offers a “trends” page that tracks what you read, how often you read, and what items you share and star. Google Reader can be recommended for its simplicity and ease of use. Beginners should adapt to its layout and functionality quickly, and with few problems, especially those who are already familiar with other Google products like Gmail, or Google Groups.

Bloglines also requires a free account. Although many of the same features as Google Reader are present, Bloglines presents them in slightly different ways.

Much like Google Reader, you can add your feeds to folders to group blogs on the same topic. You can also save blog "clippings" - posts you want to keep to reference or read at a later date.

Bloglines also offers a couple of features that aren't available in Google Reader. Unlike Google Reader's link blog, the Bloglines blog allows you to not only share posts, but also comment on them. This blog can be private (accessible only to you) or public (accessible to anyone). You can also choose to share your entire "blogroll," or the list of blogs you currently subscribe to.

Bloglines also offers a feature called "Playlists" which allows
you to create different lists of the blogs you subscribe to. For instance, you might create a Playlist of the blogs you want to read on a daily basis, and another playlist for blogs you can read once a week that are less important to you.

Bloglines also offers a "Comment" link on the bottom of each post that links the reader directly to the originating blog to leave comments there on the post.

Ultimately, Bloglines is a more powerful tool than Google Reader because it offers a lot more features to share your thoughts with other users and organize your feeds. However, it does not offer tagging of blogs and posts. Additionally Bloglines tends to be a little slower in loading posts than Google Reader (especially if you haven’t read your posts in a while), and occasionally has a hard time formatting the RSS document it gets from certain blogs. It also does not offer the statistical information on your reading habits that Google Reader does.

Despite these flaws, Bloglines is highly recommended for any type of user. Its design and format are easy to navigate. The Playlist, Blogging and Blogrolls features can immediately be implemented by more experienced users to help facilitate their feed experience and manage their blog-reading time more wisely.

These are but two web-based readers you can use out of many. As aforementioned, readers also can be installed on your computer (the advantage being you can read your feeds off-line) or even read through your e-mail. You can get a fairly comprehensive list of the readers available at http://dmoz.org/Computers/Software/Internet/Clients/www/Feed_Readers/. This directory divides the readers into categories like web-based, e-mail based, and operating system based. It even provides a list of other feed reader directories.

If you would like more information on RSS, feeds, and aggregators, type the terms into your favorite search engine. A plethora of links will appear!

ADDITIONAL RESOURCES

http://www.commoncraft.com/rss_plain_english

Commoncraft has produced a great web video on RSS. In
simple, visual language, it describes what RSS is, and what it can do for you.

http://www.archive.org/details/BloglinesTutorial
Teacher’s 2.0 has produced a web video on setting up a Bloglines account, and walks you through adding feeds to your account. It uses the Firefox web browser on a Mac, but the interfaces are similar enough, you should have very little trouble following the instructions in a different browser or on a Windows computer. Also, to view this video, you will need to click on the link underneath the "Play/Download" menu on the left hand side of the page.

http://tinyurl.com/ap42n
This blog post has a screen shot based tutorial of setting up a Bloglines account, and then using it to subscribe to RSS feeds. These screen shots are also from a Mac.

http://tinyurl.com/yvmzvv
This blog has a web video on setting up Google Reader, and subscribing to feeds. It also highlights some of the more advanced features of Google Reader, like the link blog, and adding tags.

http://mefeedia.com/entry/3151418/
This web video walks you through adding and deleting a feed from Google Reader. It also has tips for using your time wisely when using the reader - describing how to use keyboard shortcuts, and using the starring feature.

HOW DO I SUBSCRIBE TO FEEDS?

Once you have a feed reader, or aggregator, you have to find feeds to subscribe to! Subscribing to feeds is often as easy as clicking a button.

The orange icon (at right) is the most common way people use on their sites to indicate a feed is available. You might even see two of these icons - one pointing to a feed for the entries, the other to a feed for the comments. Sometimes the icons may look like these (at right). All of these icons indicate that the website you are viewing can be added to a feed reader. If you can’t find an icon that looks exactly like these, look for one that has the initials XML or RSS on or near it.

When you click on the icon, generally you will be taken to another site where you can choose which feed reader you use, and the site will add the feed to your reader automatically.

You can also right click on the icon and choose the option that says something like “Copy Link” or “Copy link location.” Then you go to your aggregator and find a link that says something like “Add site” or “Subscribe,” which will allow you to paste the link into your reader.

Bloglines and Google Reader also have a button you can download and install in your web browser that looks for a feed for a site, and automatically subscribes to it.

Once you have subscribed to a feed, updates will start appearing in your reader whenever the site is updated!

Looking for the RSS icon for your materials… try this www.feedicons.com.
Many libraries these days are publishing their own blogs. Some take the form of book reviews, interesting questions, announcements about upcoming programs, and some even address current events in the community. You too can publish your own content by writing your very own library blog!

Remember, a blog is not simply one-way communication. Blogs are interactive, allowing the writer and reader to conduct a conversation. Therefore, a blog is a way to create a community space on-line for your library. It’s more than an electronic newsletter (although it can be used in that way). By inviting your customers to leave comments, you tell them you value their thoughts and feelings, and create buy-in for the library, since the customer now has a voice.

**HOW CAN BLOGGING HELP MARKET MY LIBRARY?**

Blogging at the library (and advertising your blog) can help reach a segment of the population who already use this format. It creates a community space specifically for them. Additionally, your library blog may appeal to those who currently don’t use the library — and bring them in at a later date. After all, you don’t have to come into the library to subscribe to a blog!
The most obvious way to use a blog to market your library is for library news. Announcements of upcoming events and programs for all ages can be posted to the blog. Of course, these kinds of posts don't do much to elicit comments from blog readers.

You can use your blog to have an on-line book discussion. Is your library participating in a One Book-One City program? Blog about it and have people share their thoughts. Are you trying to build a new collection of manga? Blog about it and invite reader suggestions for their favorite titles.

Do you have customers who clamor for book suggestions, and are always want news of new releases? Blog about the incoming titles your library has purchased. Consider creating categories for certain kinds of titles - mystery, science fiction, travel. Invite reader comments on the books they have read.

The library blog has the potential to become a space for online users to communicate their interest in the library and library services. The inherent nature of the blog, and its connections to the outside world, let people participate in yet another way in the community.

**FIVE TIPS FOR SETTING UP A BLOG.**

- Have at least one person be dedicated to posting something at least once a week. Many library blogs have a team of writers, so just one person is not burdened with posting. If more people work on the blog, the posts are probably going to be more frequent as well.

- Set up guidelines for comments, and share them with the public. Are comments going to be moderated (read through before posting)? Will you allow anonymous comments? Are you even going to allow comments? If not, why?

- Set up guidelines for the kinds of posts your staff can make. Are you going to refer to the library by its initials or full name? Will you allow staff to host photographs on the blog - and what kinds of photos can be posted? Do posts need to be a certain length?

- Think about blog topics. Will you need to stay away from certain subjects? Will every post connect back to an item in the library?

- Be dedicated. There's nothing worse than a blog that does great for a few months, and then dies because no one kept it up. Remember, your blog will be viewable to people around the world!
Everyone is talking about Web 2.0 technologies, like Facebook, MySpace, LinkedIn, Flickr, del.icio.us, Yelp!, YouTube, Wikipedia and more. Pages and pages of this booklet could be filled with sites that allow people to connect online. People use these technologies not only for entertainment, but also to share information about their lives and interests, get recommendations on services, and maintain relationships with friends and families.

Libraries also use Web 2.0 technologies to connect with their current and potential customers in the online world. A Web 2.0 presence can be used effectively to produce positive PR for your library. Social networking users access their personal pages several times a day, so it’s one of the best ways to keep them abreast of current library information. These sites are where web denizens, especially younger generations, “hang out” so it’s a good place to hook them into library use.

Let’s take a look at a few of these technologies to see what they offer.

**Flickr – www.flickr.com**

Flickr’s most basic functions help you organize and publish photos. That’s it. A basic account is free. More “advanced” accounts with more features do cost a nominal amount.

Flickr will accept photos from just about any medium and format: phones, digital cameras, PDAs, and even old fashioned photos and documents that have been scanned. Uploading them to the site is simple – just use their on-line uploader, email, or download their easy-to-use uploading software, which features drag-and-drop capabilities.
Once you have uploaded the photos to Flickr, you can start adding titles, tags and descriptions, and even creating sets (think albums). You can “highlight” certain sections of your photo using “notes” which pop up when you hover your mouse over the photo. Users can search on your metadata to find your photos, add you as a friend, subscribe to your photos, and even post comments about your photos. If you want, you can even make some of your photos public, private (visible only to you), or visible to people you have tagged as friends or family.

When you have a base of photos, you can add them to groups – collections of different users’ photos in one central place. A search on the keyword “library” on Flickr Groups found over 3,500 library based collections in December 2008! A “library” keyword search on the photos found over 1.2 million hits.

The photos on your Flickr site can also easily be incorporated into your library’s website, blog, or even other social networking tools.

Best of all, these photos will remain accessible to you, other library staff and your customers forever, or at least until Flickr disappears as a website (probably not in the foreseeable future—it’s been around since 2004). You don’t have to worry about site maintenance, server fees, and disappearing links. Best of all, you’ve got easily accessible photos all about your library! Use your flickr account to publish photos of fun activities, upload flyers, post historic photographs – your content is only limited by you. Advertise your Flickr presence to your users – they’ll enjoy being a part of the library’s online community. When your customers become actively involved in your site, the library love will begin to flow! People like to feel like they are a part of a community, and enjoy being involved.

Take a look at the Flickr Tour (http://www.flickr.com/tour/) to see how easy it is to get started.

**THINGS TO KEEP IN MIND FOR YOUR FLICKR ACCOUNT:**

- **PRIVACY** – have a chat with your legal counsel about posting photos of people, especially minors. You may need to have a photo release on file.
- **COPYRIGHT** – all photos posted have automatic
copyright. You can adjust the individual copyright on your photos using Creative Commons Licensing. If you are posting images from an archive, make sure you own the copyright for them. If your event included a photographer, make sure you actually own the right to post the pictures. Your legal counsel should be able to guide you through this process.

- **ACCESS AND MODERATION** – each Flickr account only has one login. You’ll need to decide who gets access to the user name and password. Are you going to have multiple accounts for your different libraries, or one big account for everyone that gets shared? Additionally, you may want someone to monitor comments posted to your photos, or decide to turn off commenting completely.

### A THING CALLED MYSPACE

Myspace.com is a place where you can stay connected to people within your on-line community. You can “friend” others who in turn friend you. You can leave comments on your friend’s sites, read their blogs, and even see what other friends they have.

So, instead of connecting with people in a coffee shop, on the street corner, in a booth at a craft fair, you connect with people on-line, in a virtual environment.

In June 2008, MySpace had 117,582 unique visits (http://www.comscore.com/press/release.asp?press=2396). Granted, not many of these visitors to the social networking site were there to look for library services. Many were there to network - like the site was set up: to find old friends, make new ones, and keep in touch.

The bottom line is that there very well could be space on MySpace to connect to users in a new way. Certainly many libraries have been using MySpace as a tool to reach out to their teen users, but remember that people other than teens (like those elusive 20-somethings) also use the site.

### ISN’T MYSPACE DANGEROUS?

MySpace had recently gotten a lot of press about being an unsafe place for children. A simple news search on MySpace Safety brings up scores of hits, many of them from just the last hour! Many libraries and schools have banned the site.
from being accessed, partially because of fear of internet predators. Although many more have banned the site because of its popularity and time-sucking tendencies.

Each library who creates a MySpace page is going to address this issue a little differently. Perhaps you will only let other libraries and authors friend you. Perhaps you will not accept comments from people who are not pre-approved. But an increasing amount of libraries, parents and kids have begun to pay attention to Internet Safety and privacy concerns. You can use your MySpace page to even educate others about these issues.

To get ideas and advice, contact libraries in your area who have set up a MySpace profile to see how they have handled the issues of safety and privacy.

HOW CAN MYSPACE HELP MARKET YOUR LIBRARY?

MySpace has several features that libraries can use to market themselves and their services.

You can use MySpace as a portal to library services. MySpace allows users to post links to outside sites. Does your library subscribe to Live Homework Help? Link to it on your MySpace Page! Do you have chat reference services? Provide information for that service to MySpace Users as well.

MySpace allows users to post blog entries too. Other users can subscribe to your MySpace blog and automatically get updates. Use your blog to announce a program that is upcoming, or generate discussion about a local issue.

MySpace has a calendar feature that you can use to post events. MySpace allows others to leave comments on your profile, and lets you leave comments in turn.

If your library already has a teen advisory board, let them create a MySpace profile for themselves. They can post events, get comments from other teens in the community, and use it as a recruitment tool.

MySpace Profiles are free. Use them to connect to users in your community who are already using MySpace to meet friends.

FACEBOOK SHMACEBOOK!

If you think MySpace is hot, check out Facebook. Remember those 115 million unique hits that MySpace had for the month of April 2008? Facebook matched it in April for the very first time. Alexa.com lists Facebook as the 5th most popular site on the Internet world wide (although when you look at the list for the United States, MySpace still beats it).

So what is Facebook? Just like MySpace it lets users create a profile, add pictures and videos, connect with friends and family, and a whole lot more. In Facebook, your library will be considered a “page” that individual people become “fans” of (rather than acting as an individual person as with MySpace).

Facebook is geared towards a slightly older crowd than MySpace – it first became popular with the college-aged crowd, but people from all age groups also use it.
Just like MySpace, it can be a place to link back to your site, where people can leave comments and suggestions, and just a place for the library to be another on-line presence where people are spending their time.

Facebook also has blog-like capabilities where you can post links and other material that people can subscribe to. It has a myriad of other features that you can add on, too, like a discussion board.

**STRATEGIES FOR WEB 2.0 PR**

Web 2.0 technologies do require some commitment from library staff. Here are just a few things to keep in mind when you think about using any site in your library. There are tons of sites out there that can be used in many different ways.

- **WHO’S IN CHARGE?** Someone needs to be the go-to person for the site. This person should be in charge of editing, posting new things frequently (or assigning people to post things), monitoring the site for vandalism, inappropriate comments, or moderated comments.

- **HOW ARE WE GOING TO USE IT?** Is the site primarily going to be a placeholder that links to your main webpage? Are you going to have unique content? Are we going to target a particular demographic with the site?

- **WHAT ARE OUR POLICIES?** What kinds of things will you post? Who will have editing capabilities? How will you let people link to your site? How will you manage the public’s contributions (or will you care)? Will you need releases for photos and videos? What about copyright issues?

- **WHO’S GOING TO PAY FOR IT?** Many sites are free (like MySpace and Facebook) but have a lot of ads that you can’t control. Some sites are free but also have a subscription service – like Flickr – that gives you more privileges and freedoms. Then there’s the staff cost. The person or people who are going to be in charge of it will need to time to update and maintain the site.

- **UPDATE, UPDATE, UPDATE!** Remember, many users access their social networking sites multiple times a day. Many users set up emails and text messages that tell them when one of their friends have updated their site. If you don’t keep the information on your site current, your customers will lose interest. Your library can only be an active part in the online community if you participate in that community.

Most of these sites are really easy to set up and begin using, even if you don’t have a “techie” bone in your body. A few minutes of your time will create a profile. A bit more work will create some content. Then, it’s up to you. Just remember, if you create a site, keep using it.

Promote it within your library in the beginning. Once people learn about your presence it will grow organically, person by person. And soon your library can be a contributing member to the 2.0 world!
Resources
Commonly Used Newspaper Terms

Lingo is all over the place in the communications world. The following terms are ones that are commonly used by newspapers. These terms were assembled by the San Diego Union-Tribune.

**Ad send**
A national service that provides the transfer of ads electronically to newspapers.

**Broadsheet**
A standard full-page newspaper size with an image area of 11.5 inches wide by 21.5 inches deep.

**Camera-ready ad**
A complete ad, on high-resolution paper, ready to be placed in position on the page.

**CMYK (cyan, magenta, yellow, black)**
The subtractive primaries, or process colors, used in color printing. Black is usually added to enhance color and to print a true black.

**Color balance**
The amount of cyan, magenta and yellow needed to produce a good reproduction with gray balance and satisfactory overprint colors.

**Digital ad**
Ad produced on a computer desktop. If you are submitting a digital ad, make sure to follow the directions of the specific newspaper that you are submitting to.

**Double-truck ad**
Consists of two full-page ads that are on facing pages.

**Dots per inch**
The actual number of dots of ink generated by the halftone process contained in our inch of an image. Digital images measure pixels per inch or centimeter. The recommended pixels per inch is two times the accepted dots per inch to achieve the desired resolution.

**DPI (dots per inch)**
A standard printing term referring to the number of rows of dots per inch. Also called LPI or lines per inch. For ads running on newsprint, use 85-100 dpi; for glossy inserts, use 133 dpi.

**Dot gain**
In the printing process, each dot in a screened area (such as a halftone) increases in size by 30 percent due to the way ink is absorbed by newsprint. See mechanical requirements.

**Duotone**
Art rendered in two colors, ie. black plus one color, with midtones of varying densities of the combined colors.

**Dummy layout**
A detailed layout showing how the various typeset elements, illustrations, etc., will be arranged.

**EPS (Encapsulated PostScript)**
A file format used to transfer PostScript image information from one program to another.

**Film negative**
A piece of film with a reversed image, in which dark areas appear white, and vice versa.

**Font**
Refers to the style of type used. Fonts come in three basic families: serif, sans serif and script.

**Four-color process**
The process of reproducing a color image using four inks (cyan, magenta, yellow and black). See mechanical requirements.
Frequency
The number of times an ad runs in the newspaper (or other media) in a given amount of time.

Gradation
A smooth transition between black and white, one color and another, or color and the lack of it.

Gray balance
The proper amount of cyan, magenta and yellow to produce a gray scale with no apparent dominant hue.

Halftone
A photograph or art converted to dots so it can be printed on a press in one color, generally black, with midtones of varying densities.

Inserts
Separate advertising that is inserted into the newspaper. Full-run or ZIP code distribution can be available, depending on the newspaper.

JPEG (Joint Photographic Experts Group)
A group that has established a standard for the compression of bitmapped, scanned and rendered color images.

Kerning
The individual spaces between letters. Large type often requires manual kerning to keep the spacing equal.

Kilobyte
A unit of measure (K) of digital information corresponding to 1,024 bytes.

Line art
Black and white art with no midtones (grays). Generally refers to logos and pen and ink illustrations.

Megabyte (mb)
A unit of measure of stored data corresponding to 1,024 kilobytes or 1,048,576 bytes.

Moire
In printing, the undesirable screen pattern caused by incorrect screen angles of overprinting halftones.

Pixel
The smallest proportion of a picture for which information is stored. Pixels are made up of bits. The smallest distinct unit of a bitmapped image displayed on a screen.

Pixels per inch (ppi)
Resolution standard for digital images. In many newspapers, files may contain no fewer than 170 pixels per inch to achieve the highest resolution desired for printing. Refers to computer image file size. Also known as “resolution.” Literally, PPI is the number of pixels per inch.

Registration
The alignment of different (color) films and printing plates to produce one printed image.

RGB (red, green and blue)
These are the additive colors.

Run of press (ROP)
Run of press refers to an advertisement that is included in every edition and every market of the newspaper.

Screen angles
The angles at which halftone line screens used for four-color, three-color and two-color reproduction intersect, measured in degrees. If these screens are not placed at specified angles, a moire pattern can result.
SAU (Standard Advertising Units)
A newspaper industry standard of display-ad sizes using standard column widths. See mechanical requirements.

Spot color
The adding of a color (other than black) to ads for the purpose of creating greater readership of that ad. Ads containing spot color may use one or two colors plus black.

Tabloid
A section with a page size that is half of a broadsheet. Note: Due to our press configuration, tabloid layout size differs slightly from tabloid print size. See tabloid mechanical requirements.

TIFF (tagged image file format)
A file format for exchanging bitmapped images (usually scanned images) between applications.

TMC (total market coverage)
Usually consists of placement of an ad in a combination of a paid circulation newspaper and a free distribution product (which usually contains certain generic parts of the newspaper and advertising) sent to non-subscribers.

Velox
A term derived from the trademark “Velox Print” for a high-quality screened photographic print used in the preparation of “line-art” mechanicals.
[Print on City Letterhead or Library Letterhead]

FOR IMMEDIATE RELEASE (Bold)
October 26, 2008

Contact: John A Smith
760.555.1212
jsmith@yourlibrary.org

MAIN TITLE OF PRESS RELEASE GOES HERE (ALL CAPS AND IN BOLD)
Subtitle Goes Here in Title Case (Smaller font than main title and in upper and lower cases)

PALM SPRINGS, CA – Your Company announced today its news. This first paragraph should have all the basics of the news – what it is, why it is news (i.e. the first, the biggest, the only…etc), and why it is important. It should only be a few lines but should include all the key information.

The second paragraph usually adds more detail to the story and provides more support to your story. This paragraph should be several lines long but should NOT repeat the information in the first paragraph.

“The third paragraph usually has a quote from a company spokesperson,” said Joe Spokesperson. “It should try to add additional detail to the story but should be written more conversationally. Additionally, it should provide a quote that is suitable for printing and that reflects well on the library.”

Additional paragraphs can follow as long as they present new information and are not repetitive.

The last paragraph is what is called a “boilerplate.” A short, sweet and to-the-point statement about your library.

###
(always end a press release with three # marks)

OTHER ELEMENTS

• There are many different ways to design a press release. Some press releases double-space all text in the body of the release, whereas others, like this example are single-spaced.

• Your goal is to keep your release down to one page, but if additional pages are needed, write “-more-” at the bottom of each page but the last.

• Most commonly, releases are e-mailed. Paste the text of the release into the e-mail because the media will not typically open attachments. If you are sending a complete media kit, it is customary to mail the information or attach a PDF to an e-mail. It is particularly important to have specific and correct contacts if you are going through the expense of mailing a complete kit.

An example of a generic press release.