National Library Week 2018 Media Toolkit

Provided by the Pennsylvania Library Association PR & Marketing Committee

**Edit copy as needed.**

PRESS RELEASE TEMPLATE

For immediate release:
(Date)
Contact: (name, title, phone number)

Libraries Lead Everyone – National Library Week Reminds Communities to Connect with Local Libraries

Designation recognized April 8-14, 2018

(CITY, STATE) – XX Library joins libraries throughout Pennsylvania and the country in celebrating all that libraries have to offer as part of National Library Week 2018. Libraries and their credentialed staffs lead their communities every day through the services and invaluable expertise they offer.

National Library Week, observed April 8-14, puts a spotlight on the changing role of libraries, librarians and library workers. Libraries aren’t just book repositories or places of quiet study, but also community centers that provide refuge and fuel creativity and civic engagement. Patrons and visitors can collaborate, use new technologies, acquire current skills, access online classes, and connect with other community members.

Libraries of all types are evolving to meet the ever-changing needs of the communities they serve. Elected officials, small business owners, students, and the public at large depend upon libraries and the resources they offer to meet the needs of their communities. By providing resources such as eBooks and technology courses, English as a Second Language (ESL) materials, job development programs or safe spaces, libraries and librarians are leading in their communities.
[name of library] helps lead the community by [give examples of programs, activities and resources].

“Our library provides crucial services to the patrons we serve, offering unlimited opportunities for personal growth and lifelong learning,” said [name and title of the spokesperson]. “All libraries level the playing field for everyone seeking information and access to technologies that will improve not only their individual quality of life but that of their loved ones and their surrounding community.”

The [name of library] is celebrating National Library Week by [describe programs, activities happening during the week here].

For more information, visit the [name of library] at [address], call [phone number] or see the library’s Web site at [provide URL]. Libraries hours are [list times].

Librarian’s Resources:

National Library Week: April 8-14, 2018
National Library Workers Day, Tuesday, April 10
National Bookmobile Day, Wednesday, April 11

- Promotional Materials Including Social Media Graphics: [http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek](http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek)

Hashtags:
#PAForward
#NationalLibraryWeek
#NLW2018
#LibrariesTransform
RADIO PUBLIC SERVICE ANNOUNCEMENT SCRIPTS

If any of you would like to connect with your local radio stations to promote some public service announcements that can be recorded/aired throughout the week, please see the below sample PSAs for your usage. Feel free to tweak as appropriate:

**10 PSA**
Libraries lead in their communities. Celebrate National Library Week April 8-14! Visit [name of library] today or visit I Love Libraries DOT ORG.

**15 PSA**
Libraries are leaders in their communities and transform lives every day. April 8-14 is National Library Week. Visit [name of library] today or visit I Love Libraries DOT ORG.

**20 PSA**
Today’s libraries can transform your life. The resources at your library can help you become a leader in your community. Visit [name of library] April 8-14 during National Library Week to find out how, or visit I Love Libraries DOT ORG for more information.

**30 PSA**
Today’s libraries lead their communities and transform lives every day. From education to job resources to lifelong learning, your library provides access to the programming and services you need to you reach your potential and grow as a leader. National Library Week is April 8-14—visit [name of library] today or go to I Love Libraries DOT ORG for additional information.

PSA Lengths:
- 10 second: 20-25 words
- 15 second: 30-35 words
- 20 second: 40-50 words
- 30 second: 60-75 words
PROCLAMATION TEXT

National Library Week 2018
Proclamation

WHEREAS, Pennsylvania libraries have long served as trusted and treasured institutions, and library workers and librarians fuel efforts to better their communities, campuses and schools;

WHEREAS, Pennsylvania librarians are organizers and information experts who for centuries have guided people to the best information resources. Librarians provide the expertise, services and guidance for patrons to access credible sources and information, making their own informed decisions about the worlds they navigate;

WHEREAS, Pennsylvania librarians continue to fulfill their role in leveling the playing field for all who seek information and access to technologies, particularly as society continues to transition the way in which information is shared and explored across a digital landscape;

WHEREAS, Pennsylvania libraries and librarians offer more than books, offering opportunities for community engagement and delivering new services that more closely connect communities and their needs;

WHEREAS, April 10 is National Library Workers Day, a day for all library staff, volunteers and supporters to highlight the immeasurable contributions made by libraries; April 11 is National Bookmobile Day, a day recognizing the importance of libraries being available beyond their physical structure; and April 12 is honored as Take Action for Libraries day, a day which encourages everyone to recognize how libraries enhance communities and the quality of life for the patrons served;

WHEREAS, Pennsylvania libraries and librarians open a world of possibilities through Makerspaces and introductions to STEM programs, workforce development, nutrition and physical activity programs, life-planning seminars and instilling a sense of the power of reading and lifelong education;

WHEREAS, Pennsylvania libraries support democracy and effect social change through their commitment to providing equitable access to information for all library users regardless of race, ethnicity, creed, ability, sexual orientation, gender identity or socio-economic status;

WHEREAS, the Pennsylvania Library Association’s PA Forward initiative provides a collective voice for libraries throughout the commonwealth to tell their stories and build capacity for the work they do with and for patrons;

WHEREAS, Pennsylvania libraries work to serve all community members, including people of color, immigrants, people with disabilities, and the most vulnerable in our communities, offering
services and educational resources that transform communities, open minds and promote inclusion and diversity;

WHEREAS, Pennsylvania libraries, librarians, library workers and supporters across America are celebrating National Library Week, which is celebrating its 60th year in 2018;

NOW, THEREFORE, be it resolved that I (name, title of official) proclaim National Library Week, April 8-14, 2018. Residents are encouraged to visit their local libraries this week and beyond, exploring all the libraries have to offer. Remember, literacy is power. Libraries provide the fuel to move Pennsylvania forward.

INSTRUCTIONS FOR HOW TO GET YOUR COUNTY PROCLAMATION APPROVED

Customize the template by entering your local information wherever applicable, i.e. county name instead of Pennsylvania. Also consider adding a whereas line to highlight specifics community initiatives, programs you may want to highlight in the proclamation. For ideas on how to word your impact, visit http://www.ilovelibraries.org/librariestransform/.

Contact one of your county commissioners or other county government leaders about supporting the proclamation, providing them a copy of the draft text. You can also ask them for help making the proclamation specific to your county.

Ask about your county’s process to get added to the meeting agenda and for making the proclamation text into an official document for the meeting. This usually involves contacting the county clerk or county secretary to be added to the agenda. Make sure you include a short “about the library” mention to help whomever may introduce you or as a preface to the proclamation.

Pick out a few positive points from your last annual report or a local library project to share, in case they ask any questions, or for a brief report during the meeting.

Contact local media ahead of time about attending the commissioners’ upcoming meeting, and attach a copy of the proclamation text – There are great tips for this at http://c.ymcdn.com/sites/www.palibraries.org/resource/collection/7DC3B761-0EE7-455F-B4C4-124CB1FCC20F/Media_Coverage_Event.pdf. They were created for Speak Up for Libraries but will be applicable in this instance.

Invite some other library leaders to attend the scheduled meeting with you as a show of library support.

Relax and enjoy talking with your public officials. Treat them as your friends.
Make sure to have someone take photos for you and share them with the Pennsylvania Library Association for posting to their social media pages. Feel free to send them to brandi@palibraries.org and asuvey@ccls.org. Also post the photos to your own social media pages and feel free to tag the Association (@PALibraries on FB and @PALibraryAssoc on Twitter).

Make this part of your annual *National Library Week* programing!
LIBRARIES LEAD
NATIONAL LIBRARY WEEK | APRIL 8-14, 2018