

Adult Services Minutes
April 10, 2003 Meeting Notes

Attendees: Mary Trev Thomas (BETH), Meg Maurer (APLM), Debbie Shoup (EGRN), Margaret Garrett (GUIL), Barbara Kubli (STEP), Denise Coblisch (BETH), Sue Baker (BETH), Jo-Ann Benedetti (UHLS), notes.

Topic: Marketing Your Library

Speaker: Carol Anne Germain, University at Albany Library

The handouts from this presentation are available online. Click [here](#) (zip file).

Following are points and information provided by Carol Anne:

- Find a slogan that sticks in your mind.
- Use other people to help market your library - run a contest for the slogan?
- Know what you want to market about your library.
- Communication is critical - keep people informed.
- Designate a key PR person to be the main contact, set up meetings, coordinate efforts, provide focus, track projects and expenditures, and be the consistent voice to the community.
- Put together a small committee for ideas and to spread the work around. Include a high school student, a non-library user, a trustee, a town official (or family relation of a town official), and a businessperson or member of the local Chamber.
- The committee charge - to write a marketing plan, analyze the needs of the community and come up with a strategy to address those needs, how to evaluate the results.
- Success is important to inspire continuation and enthusiasm.
- Consider doing focus groups, town meetings, or one-on-one interviews as a way of determining the community's needs. Give an incentive or prize to participants to thank them.
- Research the community in person or by phone - school district information, county data, town clerk for number of building permits & hunting licenses), Chamber of Commerce, United Way, school librarians, assisted living centers, and food pantries.
- Keep in mind that local colleges and universities are often looking for projects like doing surveys and will do it gratis for a library. At RPI, contact odellc@rpi.edu. They have a course called "Writing and Editing" that will produce brochures.
- Develop a promotion calendar - don't try to do everything all at once.
- Where to market? Look at newspapers, refer to the Gale Directory of Publications and Broadcast Media. Get a contact at each media outlet and find out from them when they prefer to receive a press release, and the best method (Fax? Email?) to send it.
- For press releases - Proof read! Or find someone who will.
- Put as much information as possible into the 1st and 2nd paragraphs.
- Keep your audience in mind. Be brief. Write simply. Use active verbs and the active voice.
- If possible, find a local writer who can do your press releases for you.
- Send a thank you note when they publish something of yours.
- Invite the media to your events.
- Public service announcement (PSA) - keep it generic. Read it out loud and time it.
- Consider radio transcripts (see the handouts).
- Non-traditional publicity outlets - school newspapers, blanket mailing to community residents, grocery store flyers, Little League banners, have the Friends sponsor a baseball or softball team.

- Make large print flyers for seniors and others with visual challenges.

Next meeting: Friday, June 20, 2003 from 9:30 AM - Noon in the Green Conference Room at UHLS. This meeting will be a demonstration of the trial databases to be previewed and evaluated over the summer.