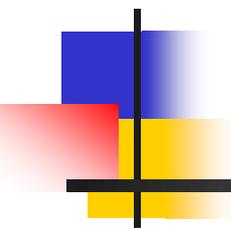


Communicating the Library Story



Christine Lind Hage, Director
Beginning Workshop
Bellaire, MI
May 16, 2013



Communication is a need for libraries

- Two-way Communication
 - Listening
 - Responding to community needs and desires

Three legs of the communications stool

- Marketing
- Public Relations
- Advocacy





Marketing

The transaction between customer and the provider of a service, program or product



Libraries use marketing to:

- Increase program attendance
- Increase the number of card holders
- Reach special populations
- Engage specific audiences to use key services



Marketing techniques

- Press releases
- Contests
- Promotional materials
- Tours



Press releases

- Program announcements
- Service announcements
- For the public good announcements
- Get ink!



Cover the basics

- Who
- What
- Where
- When
- Why

Sample press release

Rochester Hills Public Library
500 Olde Towne Road
Rochester, MI 48307

Release Date: March 6, 2013

Volunteer Gardeners Needed

The Rochester Hills Public Library is looking for a few people to help maintain the Library's perennial garden behind the library. "For the past few years Master Gardener Karen Sadovsky has maintained the garden," said public library director Christine Lind Hage. "The garden is in excellent shape, but now we need to maintain it." While under Mrs. Sadovsky care the garden won the Keep Michigan Beautiful Award in 2011.

The Library hopes to find a master gardener to supervise a few people who will maintain the garden starting this spring. The garden is bordered by the Library and the Paint Creek Trail. If you are interested in helping, please contact Christine Lind Hage at 248/650-7122.

The Rochester Hills Public Library is located in downtown Rochester off of University Drive and 3 blocks east of Main Street. The library is open from 9 – 9 Monday through Thursday and 9 – 6 on Fridays and Saturday and from 1 – 6 on Sundays.

Address

Release date

Headline

Double spaced

Include quotes

Standard closing

###

Contact information

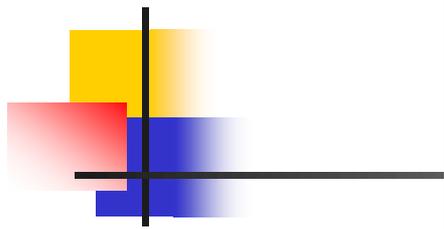
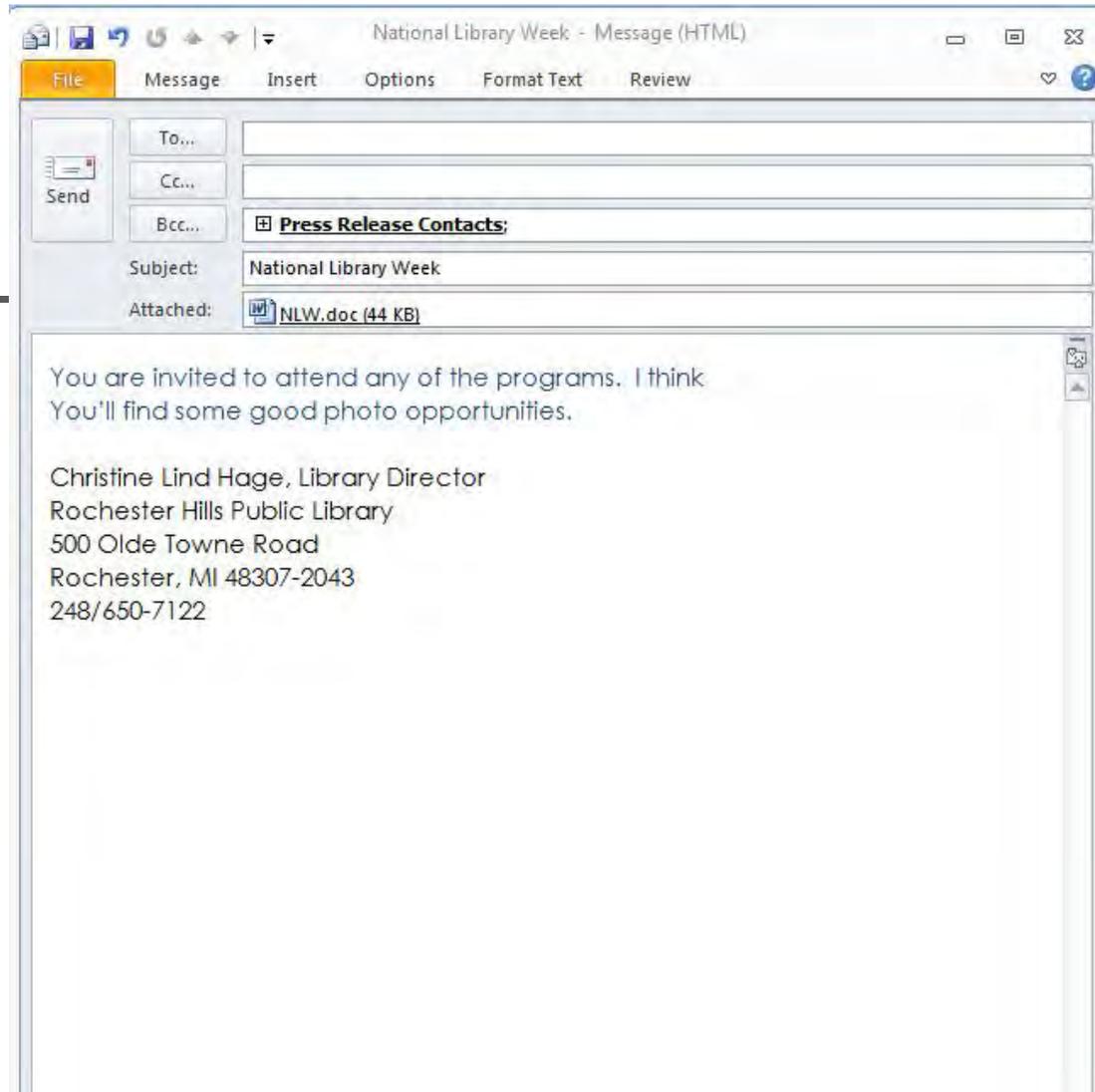
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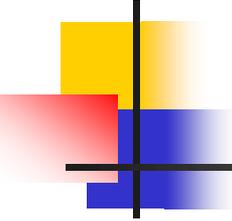
Contact: Christine Lind Hage, Library Director,
248/650-7122; Christine.Hage@rhpl.org



Press releases – making “news”

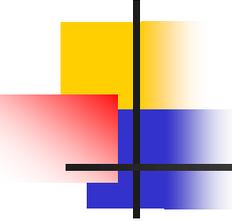
- Create a press contacts list (distribution list in Outlook)
- Send in an electronic format
- Write as if you were the reporter
- Include quotes
- Include contact information
- If possible attach pictures





Contests / Events

- Summer reading club incentives
- Naming contests
- Participatory programs (pet parade)
- Know the difference between
 - Fund-raisers
 - Friend-raiser



Benefits

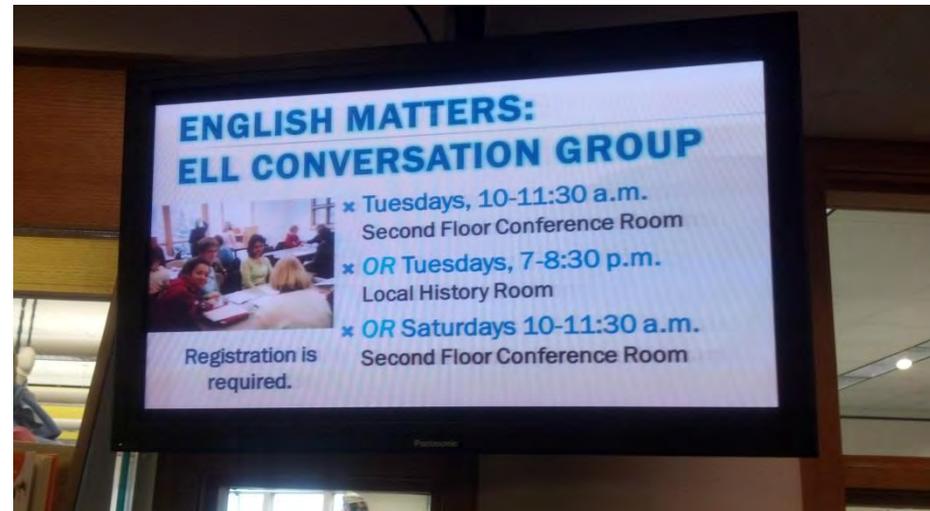
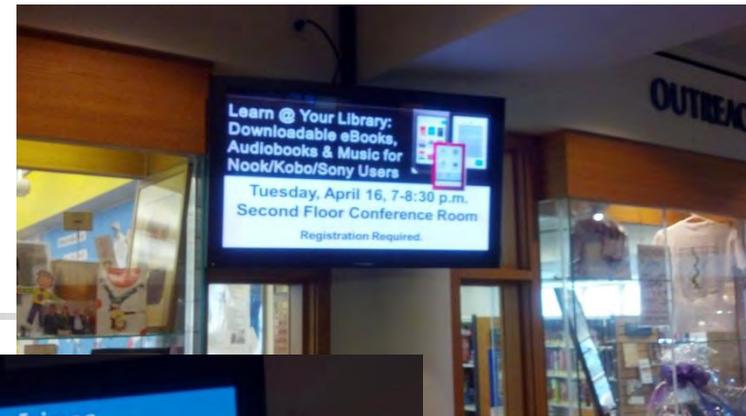
- Attracts people
- Opportunity for press coverage
- **Viewed as “fun” by the public**
- Opportunity to partner with local businesses



Promotional materials

- Bookmarks
- Flyers
- Lobby monitors
- Displays

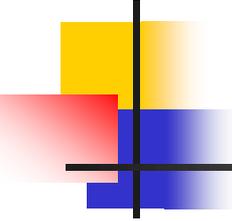
Lobby monitor



Displays can highlight

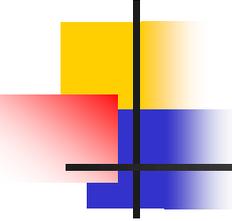
- Collections
- Events
- Historical photos





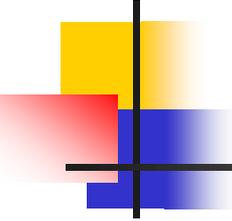
Tour talks

- **Advertise as “Behind the Scenes”**
- Promote to
 - General public
 - Scout troops
 - Classes
 - Clubs



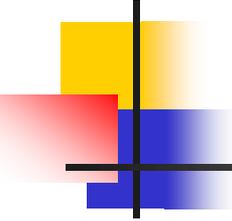
Public Relations

- Focus on creating mutually beneficial relationships between the library and organizations or key audiences
- Focus on long-term relationships
- Service club memberships
- Become the face of the library in the community



Director's visibility

- You must reach out – initiate contact
- Be the face of the library
- Volunteer to be part of special events
- Go to local activities beyond those related to the library
- Mingle / introduce yourself



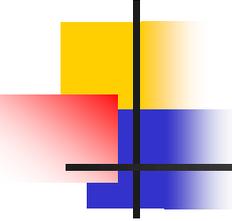
Key audiences

- Friends of the Library
- Voters
- Community leaders
- Potential partners
- Service club presentations
- Home owners groups

Get a seat at the table

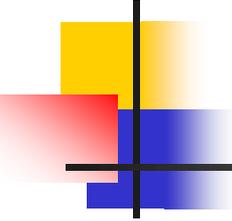
- Government
- Education
- Religion
- Culture and entertainment
- Health and social services
- Economic development





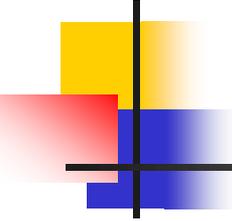
Do your research

- Identify their goals, roles, resources and authority
- Look for ways to
 - Participate
 - Partner / Collaborate



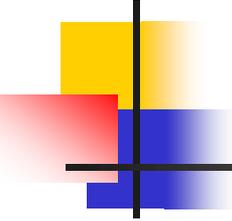
Your library is a natural player

- We cover 000 – 999
- We offer programs to: families, seniors, homeschoolers, teens, hard-to-reach youth, the disabled, English language learners, workers



Ways to get people committed

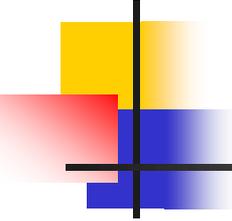
- Be personal and sincere
- Ask them to help
- Give them a reward (pin, name in a newsletter)
- Thank them for their support
- **Don't get discouraged**



Advocacy

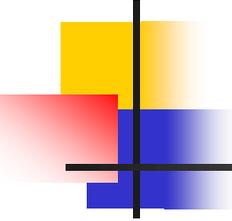
To support or urge by arguments, especially publicity

- **Getting people to say “Yes!”**
- Contacting your legislators (state and national)



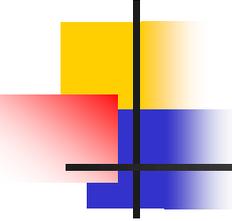
Advocacy examples

- Budget support
- Ballot issues
- Issues
 - Literacy
 - Freedom of speech/press/information
 - Privacy rights



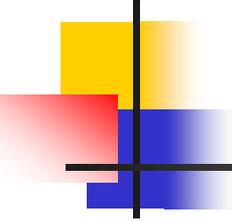
Why do you need to be an advocate

If those closest to the library aren't championing the library's role in the community, why should anyone else?



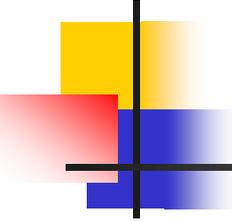
Friends of the Library Advocacy

- Lobbying
- Grassroots



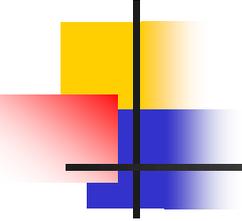
Lobbying

- When members work to influence policy or legislation in favor of the LIBRARY
- Can spend up to 20% of yearly expenditures



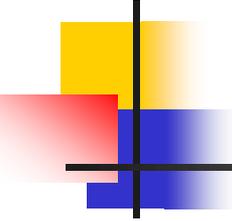
Friends grassroots advocacy

- Asking the general public to take a specific action
 - **Vote “yes”**
 - Call the mayor
- Up to 20% of the 20% allotted to advocacy



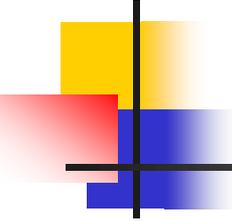
Support from the Friends of the Library

- Friends raise \$20,000 a year for the library
 - 20% (\$4,000) can be used for lobbying
 - 20% of that \$800 can be used for advocacy



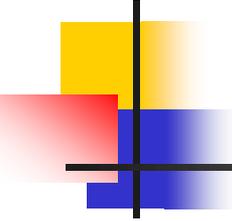
Library grassroots campaign

- Can provide information
- **Cannot ask for “yes” vote**
- Cannot use information in library registration files
- Cannot support candidates, only issues



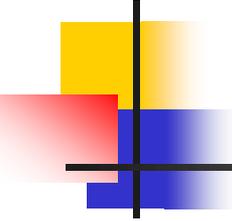
You are the first line of defense against

- Claims of irrelevance
- Displacement by technology
- Demotion on the list of community priorities
- Declining literacy
- Erosion of the memory of our collective communities.



Don't be timid

- Position the library with the local power structure
- Tell people how their constituents benefit from or use the library
- Get on boards of local organizations
- Help create a strategic plan for a community

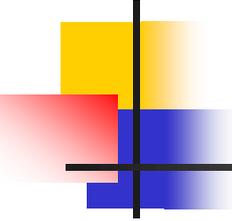


The perfect progression

- Friend

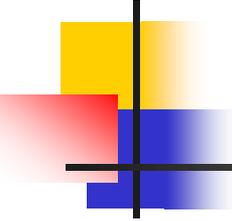
- Advocate

- Apostle



Who can become an apostle?

- You
- Staff
- Customers
- Community partners
- Friends of the Library
- Trustees
- Volunteers
- Political leaders



Contact Information

Christine Lind Hage, Director
Rochester Hills Public Library
500 Olde Towne Road
Rochester, MI 48307-2043

248/650-7122

Christine.Hage@rhpl.org