Chapter 6 – Marketing

Progress toward marketing has already been made if the library has conducted focus groups or surveys. The people who participated in these information gathering efforts know the library exists, that it provides services and programs, and that it cares about what the community thinks in relation to library services for seniors. The same can be said about relationships libraries have developed with community agencies that serve seniors. When the staff from the local retirement center was invited to an open house, when the library partnered with the senior center on a program, or when brochures were requested from the local Area Agency on Aging for the library's information table, the initial steps to market the library and its services were made.

Brenda Crider, Coordinator of Public Relations, Bucyrus Public Library (Ohio), and Anne Prusha, Coordinator of Public Relations, Geauga County (Ohio) Public Library, offer a succinct overview of marketing:

- Marketing, public relations, and publicity affect public perception.
- Publicity is any information or action that brings something to the attention of the public.
- Publicity makes people aware, changes their opinion, or makes them take action.

Chapter 6 provides an overview of marketing methods and suggests specific options for promoting library services and resources to seniors, their families and the agencies that serve them.

Develop A Marketing Plan

Amelia Kassel, principal of MarketingBASE, an information brokerage corporation, states "one of the fundamental procedures involved in any successful [library] operation is creating and implementing a marketing plan." The information garnered from surveys and focus group interviews of seniors and senior service providers offers a good foundation for developing a plan. Kassel suggests an outline which libraries can use to formulate a marketing plan.

1. Prepare a marketing mission statement.
    - The statement should reflect senior services.
    - The statement should only consist of a few sentences.
2. List and describe the target market.
    - Include seniors, senior care providers, relatives and friends of seniors.

- How many new seniors should be reached?

3. Describe the library's services.
   - Include current services and future services.
4. Spell out basic marketing and promotional strategies.
   - Network to areas where the target markets congregate.
   - Send out publicity releases to local newspapers, radio, and television stations.
   - Direct market repeatedly through letters, brochures, and flyers.
   - Participate in local fairs and festivals.
   - Advertise in the print media.
5. Monitor the results.
   - Get feedback from patrons about library services and programs they use. Positive statements can be used in future promotions.

A solid plan keeps marketing and public relations efforts focused and provides the library with a tool that can be referred to and adjusted. A number of print and nonprint publicity strategies can be used to promote the library and its services. A variety of marketing outlets can be tapped to reach new seniors.

Working with News Media

Feature articles in newspapers or on television can provide credibility no amount of advertising ever can. The added bonus is that it's free. Follow these tips to use the power of the media to your advantage.

- **Know your media.** Develop relationships with editors, publishers, community reporters and local television and radio media. Press associations, the *Gale Directory of Publication and Broadcast Media*, and telephone directories are sources for contacts.
- **Establish good relations.** Meet with the local press to promote the library as a resource for them and the community. Learn how the press operates. Determine whether they buy most of their feature stories or write them themselves. If they are buying most of them, they will be very selective about the local stories they choose to write. Canvas library board members and friends to help identify news people and convince them the library is filled with good "storyline" resources.

- **Study the news and features sections of your newspaper.** Determine if the local newspaper will work with the library to develop a feature article. What is news in their eyes? What captures their interest?

- **Remember to thank the media.** If the media features the library's services in an article, send the writer a thank you letter which relays the community's response to the article. Including personal anecdotes is useful.

Make the News!

Once staff have established a good relationship with the newspaper, maintain contact with them. Libraries are filled with "feel-good" stories, but these must compete with news about crime, politics, and disasters. There are ways in which libraries can "make news."

- Tie in library services or events with news events. For instance, if new statistics on aging are released, remind the news media the library is aware of aging trends and has planned and developed services for this population.

- Plan an event to tie in with other publicity opportunities. During National Library Week, remind the media the library serves all the population, from children to seniors, providing pictures of patrons enjoying programs.

- Request the local media co-sponsor a program with the library. For instance, if the local weather person is presenting a program for the library, the library is virtually guaranteed a spot on the news broadcast.

- Issue a newsworthy report. For example, share with the local media the results of the focus group or survey and the action plan that was developed in response to the findings.

- Tie in programs with holidays. The media makes an effort to find human-interest stories around the holidays. For instance, if the library wishes to offer a program on World War II, hold it around Veteran's Day and notify the media. Reporters eager for first-person accounts of the war may realize the potential interview opportunities and focus their coverage around the library's program.

- Offer to provide a monthly book review column for the local paper or local community-access channel. If workloads hinder staff from composing book reviews, even a listing of new books may be appreciated.

- Provide public service announcements (PSAs) and press releases for all your programs, and, if possible, include a promotional item. Recent studies indicate it helps to include a tangible item with the press release. For instance, if your library has t-shirts, tote bags, bookmarks, or note cards, include them with the news release. This may encourage the media to focus on the library's material.

Adapted from: Walters, Suzanne. *Marketing: A How-To-Do-It Manual for Librarians*. New York: Neal-Schuman, 1992.

The Public Service Announcement

A public service announcement (PSA) is a short message about nonprofit organization events the media will broadcast over the radio, television, or a computer network at no charge. The library provides the media with script (or a tape) which the program announcer reads (or plays) sometime during the program day. The key word is "sometime." While the FCC mandates television and radio broadcast these messages (which cannot contain any mention of a commercial co-sponsorship) to retain their licenses, the time slots during which these messages are aired are not specified. Generally PSAs are relegated to the times when advertising revenue potentials are lowest. Still, preparing one takes little time, costs next to nothing, and has the potential to draw new seniors into the library.

Crafting the PSA

The most important thing to remember when creating a PSA is that it is being written for people's ears, not their eyes. The broadcast audience cannot reread a sentence if it is not clear, or skip over the boring parts. If the broadcast is dull, the audience will tune out; if it is unclear, they will be confused. Here is a list of guidelines that may prove useful when submitting a PSA:

- Write the release as someone would speak.
- Keep sentence structure simple. Long sentences, which read well, do not always translate into good listening.
- Attribute direct quotes at the beginning of a sentence. For example, "The President of the local chapter of AARP said, 'The library has made great inroads to increase their service to seniors.'"
- Provide a pronunciation key for any words or names in a PSA that may be difficult to pronounce. For instance, if a speaker's last name is Kowalichek, the text would read, "Attorney, Allen Kowalichek (pronounced co-WALL-a-check) is the featured speaker."
- Make the copy as clear and concise as possible, so it can be read without editing.
- If a time limit for the PSA is given (the timing could be anywhere from 10-60 seconds), make sure to adhere to it. Do not be misled into thinking more can be gained from a 60 second PSA than a 20 second PSA. If too much information is given, people may become confused. A rule of thumb regarding timing is to allow two and a half words (average five to six letters) per second of speaking time: 25 words will take 10 seconds to read aloud, 50 words will take 20 seconds, 150 words will take 60 seconds.
- Always include the name, address, title, and phone number of a library contact person.

- Make sure the information is accurate and have someone else verify it. Make sure a calendar is used to confirm dates.

Adapted from: Karp, Rochelle, ed. *Part-Time Public Relations with Full-Time Results: A PR Primer for Libraries.* Chicago: American Library Association, 1995.

Karp's excellent publication provides tips for preparing and submitting PSAs, as well as a sample radio PSA. A sample PSA is provided at the end of this chapter.

When preparing a PSA or any type of publicity device, remember to emphasize that library programs are free. The word cannot be used often enough. Many non-library users do not realize programs provided by their local libraries are free.

Press Releases

A press, or news, release is a short, written communication that is sent to the media announcing library events. The press release is a tool which libraries may use to encourage the media to notify the public that senior library services have been expanded. The media may use the press release to develop a feature story, a side-bar story, or a "Things To Do" story.

Press releases can be used to announce new programs or services for seniors at the library. They can also be used to describe new equipment, collection enhancements, or remodeling. Listed below are tips for creating news releases.

- Structure the news release so the most important information comes first. This will usually be the title or topic of the event.
- Send the news release on library letterhead.
- Begin each news release with the name and address of the person to whom it is being sent. This information should be in the upper left hand corner of the release.
- List the name of the person to be contacted if the media need more information. This information goes directly under the name and address of the person to whom the information is being sent.
- Indicate when the information may be released. This should be clearly indicated in bold type, immediately following the name of the recipient.
- The library's contact person's name, title, phone number, and e-mail address should follow.
- Type a headline for the release in capital letters at the beginning of the text.
- Double space the news release.
- Use only one side of the paper.

- Try to keep the release short. A length of one or two double spaced pages is best.
- When a news release extends to two pages, indicate "More" at the end of first page; on the second page, indicate "page 2" and add the subject heading or headline used at the beginning of the release.
- Remember to note the event is "free."
- End the news release with "###" or "-30-." This alerts media personnel that they have all the information you intended to relay.

Adapted from: Karp, Rochelle, ed. *Part-Time Public Relations with Full-Time Results: A PR Primer for Libraries.* Chicago: American Library Association, 1995.

A sample press release that incorporates Karp's guidelines and recommendations is included at the end of the chapter.

Consider compiling a mailing list of organizations that create community-oriented newspapers and newsletters, club newsletters, local advertising papers, and church bulletins. They may be willing to include the library's press releases in their publications. If a news release may be considered too formal by community standards, send the release as a memo or a letter addressed to the editor. Many of these organizations are working with a small staff, and are grateful to find "ready-to-go" articles for their newsletters or papers. Mailing list software, available at most computer stores, makes this task of creating a database of organization addresses easier.

Releasing a program announcement or press release to these types of publications is effective, because free community papers are often placed in areas where customers have to wait (the pharmacy, the beauty salon, medical buildings) or where people are picking up other print information (news stands).

No-Cost or Low-Cost Marketing Avenues

The library cannot rely solely on the media to promote programs and services. Brochures, flyers, posters and exhibits are relatively low-cost yet effective methods to promote library services for seniors. These avenues require preparation time, but the response is worth the effort.

Brochures and Flyers

Brochures are informational pamphlets, which contain an overall picture of the library's services. Brochures provide basic information, such as locations of adapted computer stations, or the times and locations of continuing events, such as book groups, story hours, etc. Informational brochures should also contain the library's mission statement. Brochures that promote services for older adults should be distributed to all local agencies noted in Chapters 4, 8 and 9. Assign a staff member to contact these agencies periodically to see if additional copies are needed. A brochure

should be one page, 11 x 14 inches, and either tri-folded or bi-folded to make storage and distribution more convenient. Brochures can be crafted using standard word processors and good design principles.

Flyers differ from brochures in that they are one-page announcements that focus on a special program or service. Flyers are distributed to the same agencies as brochures. Posting flyers on community bulletin boards and websites may also attract some interested people.

Word processors, graphics software, clipart books, webpage software, and photocopy machines have simplified the process of creating flyers. There are certain tips to keep in mind, however, when creating flyers for older adults.

Keep in mind that a flyer can be simple, yet effective. In fact, simplicity should be the rule of thumb when designing program flyers for seniors. Don't associate simplicity with boring or unattractive. If a library has a limited budget and cannot allocate money to create a more professional, sophisticated design, it should not hesitate to use on-hand resources. Libraries can also seek a community partner with a printing service to help defray costs.

Several elements are important to constructing effective flyers for the senior audience.

1. **Font, size, color, and effects.** Choose a sans serif font and use it throughout the flyer. Good choices for brochures targeting seniors are Arial, Tahoma, Lucinda, and Veranda. Avoid fonts which are decorative, such as Britannic Bold, Charter Bold BT, or Elephant. While they give the illusion they are easy to read, in fact one letter tends to blend into the next, making them unreadable for many older adults with impaired vision. Choose a font size between 14 and 28 point (14 point is the smallest acceptable font size for persons with low vision). Use this font size throughout the entire text. Choose a color for the font which offers contrast. Black is always a good choice. Try to avoid pastel colors, such as yellow or pink, as they are difficult to read. Do not use embossing, engraving, outlining or shadow effects; these reduce readability.

2. **Choose paper color carefully.** Choose a light colored paper. Good choices are light blue, green, yellow, cream, or white. Do not use bright, bold colors for flyers. Even though it is tempting to use bright colors for holiday programs, seniors with limited vision will have a hard time reading the print.

3. **Use clipart, images, and pictures with discrimination.** Choose images that enhance the text, rather than distract from the text. Assure the graphic image chosen is sharp.

    - Assure the images reflect the community's demographics and the actual program. If demographics indicate that there is a high proportion of African-Americans in the library's service area, do not use clipart which only shows Caucasians.

- Do not use fuzzy artwork, even if it appears that the art is perfect for the program. Seniors will have trouble seeing the art.
- Do not add graphics gratuitously; overuse of illustrations can distract from the text.

4. **Borders should draw the reader's attention to the text.** Fancy, decorative borders tend to focus attention away from the text.
5. **Organize text so the most important aspects are prominent.** The text should include a clear description of the program. Include the day, date, location, and time the program begins and ends. Emphasize that the programs are free. Leave white space around the text. Do not crowd the page with too much text. Do not use watermarks as backgrounds, as they compete with the text presented.
6. **Provide contact information for further questions about the program.** Indicate a contact source, phone number, and e-mail address on all flyers. Use the words "Please feel free to contact." This reassures the reader that the library staff welcomes inquires. Do not give the library's general phone number without a contact source.

An example of an accessible, well-designed flyer targeting seniors can be found at the end of the chapter. The flyer was successfully used by a large metropolitan library to promote the availability of closed circuit televisions (CCTVs) at the library to persons with visual impairments and their families. The flyer is a good example of what can be done using Microsoft Word's draw function, choosing a font which is easy to read, and writing text describing a CCTV. In addition, the flyer designer cleverly provided the reader with an example of what print magnified by a CCTV would look like. Readers were also invited to call their local library for more information.

By following good design principles library flyers will be easy to read and assimilate. Do not get trapped into thinking a flyer needs to be flashy to be effective. Content and readability are instrumental to effective flyers.

If the library has a graphics department, the flyer can be turned into a poster. Posters can also be made at outside office services businesses. The staff of these businesses will scan the flyer, enlarge it, and print it on card stock. If finances permit have at least one made for the library's reception area and one for the local senior center.

Reflect Population Diversity in Your Promotional Tools

Whether one is creating flyers, brochures, or posters, it is important to choose designs that reflect the library's intended audience. Older adults are a diverse population, and this must be kept in mind when crafting the text and choosing the clip art. The bullets below highlight some of these issues.

- Use clipart which depicts older adults as the diverse population that they are. A few clipart sites are *www.clipart.com* and *dgl.microsoft.com.*
- People consider themselves to be 10 to 15 years younger than their chronological age, so use visual images accordingly.
- Take language into consideration. If the library is in an area in which some of the population is bilingual, have the flyers translated into the other language. Do not trust online translators available on the Internet, because they perform literal translations which will not be accurate and may confuse readers. Many cultural centers have staff people who can translate the flyers.
- Avoid sexism in the language and images used.
- If you have a Braille embosser produce some flyers in a print/Braille format. This can be done free of charge by logging on to *www.brailleme.com* and submitting the text.
- Avoid using the words "senior," "senior citizen," "elderly," or "retired" in promotions. The most successful ads are neutral; talk to the people you are targeting, not their age.
- Avoid use of novelty, urgency, or vogue. Most older people have done it all, or at least all they wanted to do. They're in no rush to do it again, just because others are doing it.

Adapted from: Richard Ambrosius. *The Art of the Possible: Creating Market-Driven Aging Services.* Sioux Falls, SD: Phoenix Systems, 1991.

Distributing Flyers and Brochures

Creating the flyers and brochures is only part of the process of this low-cost marketing technique. Libraries must know where and when to distribute them. Flyers should be distributed no sooner than two weeks ahead of an event. Flyers distributed to businesses any earlier risk having them discarded when flyers from another organization arrive. Release dates should provide potential attendees with enough advance notice to make any necessary arrangements. Secure permission from the person authorized to approve material distribution, to prevent flyers from being discarded rather than distributed.

If funds permit, consider purchasing and distributing cardboard easels with pockets large enough to accommodate library brochures. The easels should be imprinted with the library's name and phone, contact person, and text that alerts seniors the available brochures may interest them, such as "Over 60? Look What the Library Has for You!"

The following locations are possible distribution points for marketing senior programs and services.

- Senior centers.
- Community partners such as Area Agencies on Aging, Visiting Nurses Association.
- Nutrition centers and restaurants.
- Places of worship.
- Apartment complexes.
- Real estate agencies.
- Chambers of Commerce.
- Politicians' offices.
- Theater lobbies.
- Medical buildings.
- Shopping malls.
- Service stations.
- Public transportation transfer points.
- County and community fairs.
- Diversity events.
- Local celebration events.
- Office buildings.
- Schools, universities.
- Appropriate commercial business suited for the theme.

Always have copies of your flyers and brochures available at your library's circulation desk. When appropriate, staff should personally invite seniors to attend programs they think might be of interest to them. Always have flyers for the next program the library is conducting available to distribute at the current program.

Book Bags and Bookmarks as Marketing Tools

An oversize paper bookmark imprinted with the library's address, phone number, website, and contact person is another inexpensive marketing tool. Since design space is limited, keep the message simple. Use the same design guidelines as those given for flyers.

Inexpensive plastic book bags offer many design and promotional possibilities. Consider purchasing a quantity saluting seniors and senior library services for the month of May, which is nationally recognized as Older Americans Month.

Library Exhibits

Taking a "snapshot" of the library and its services on the road can be rewarding, since there are many chances to meet patrons and community neighbors. Exhibits increase the library's visibility and inform area residents about a library's services.

Depending on the format of the exhibit, preparation can be as easy as displaying brochures and program flyers using a display easel. Convenient and effective locations to share information about your services include senior centers, assisted living facilities, and community hospitals. Other good exhibit possibilities are county fairs, citywide community fairs and festivals, and diversity fairs.

Here are some basic points to keep in mind when planning to exhibit.

- It is possible that a fee may be required for participating at certain exhibitions or fairs. Some organizations also require an agreement be signed. If this is the case, be sure the library board supports staff participation.
- Consulting with library partners, identify possible events to attend. The local Chamber of Commerce and the local government agency that issues festival permits may be able to provide the library with a calendar of events. Consider contacting local hospitals and Area Agencies on Aging for information about fairs targeting seniors.
- The display should be aesthetically pleasing and relevant to the theme of the event.
- The goals of a visual display should be to ensure legibility, reduce the viewer's effort to understand it, increase the active engagement of the viewer, and focus his or her attention.
- The display should promote the materials, services, and functions of the library, as they relate to services for older adults.
- The display should be staffed by library staff and members of the library board or Friends group who are enthusiastic about the library's services and interact well with the public.
- Always bring sufficient quantities of brochures for the services being promoting.
- It is usually helpful to have a small giveaway, such as library tote bags or bookmarks, to draw people to the exhibit.

- Staff should always bring all of the library's promotional brochures and flyers to the exhibit, even though some may not be pertinent to the fair. For example, a grandparent may wish to know what programs are available for their grandchild, even when attending a senior health fair.

Mark Schaeffer's *Library Displays Handbook* is an excellent resource for creating effective displays.

Using Technology to Promote Services for Seniors

Use the library's website to alert web visitors of programs and services for seniors. Libraries reach new patrons daily as cybersurfers looking for information jump from link to link, finally ending up at the best source for information – the library.

In as much as "cyber-landings" are unpredictable, announce senior services in as many places as possible on the site, including events calendars, general services, computer classes, and special services.

The library's website can also be used to offer visitors a virtual "open house," and take visitors on a tour of the library and the services offered for seniors. Since a virtual tour requires more space on the server, the library may chose to hold the open house once a year to coincide with an event such as Older Adults Month. The open house can highlight the collection, computer adaptations, outreach services, programming, and intergenerational library activities.

E-mail notification of events is quickly becoming a popular marketing tool and offers the library ease of distribution, relatively inexpensive cost, the ability to customize to user needs, and a good way to engage users' attention. With the growing amount of information on the Internet, it is helpful to remind users that libraries provide a higher quality of information and services.

If libraries maintain a local information page, reference the community partners' websites, and suggest the library partners link to the library's website, as well. Such an exchange helps the website visitor learn about additional resources.

Paid Advertising and Cooperative Advertising

If funds permit, libraries can pay to advertise an event in local newspapers or other appropriate outlet. If the copy is done correctly, and placed in the correct section of the newspaper, this could be a very effective source of marketing. Most libraries do not pay for advertising unless they are conducting very big events. Libraries and partners could join together to fund a joint ad promoting senior services.

Some libraries have tried placing "coupons" in mass mailers. Consider designing a coupon, which can be redeemed at the library for a bookmark or other promotional

item. When the coupon bearer brings the coupon in to be redeemed, library staff can also offer information about the library and its programs.

Other types of print advertising involve the placement of advertising about community programs in bills from cable and utility companies. Although many people do not pay attention to items stuffed into these envelopes, there is the occasional person who reads everything enclosed. Some utility companies will print the inserts, others will just have them stuffed and have the library billed for the commercial printing of the inserts.

And Now, a Word from Our Sponsor...(or Partner)

Libraries often rely on sponsors to underwrite some senior programs and promotional tools. Without the support of sponsors or partners, they would not be able to develop quality programs and market them effectively. Therefore, libraries must remember to acknowledge their importance to the community. Some sponsors and partners use support of the library as one of their advertising tools. One easy way to make sponsors' tools work for them is to thank them at the beginning and end of each program they sponsor or support. When announcing the program, convey to the audience the program is being sponsored, for example, by the local grocery store and when closing the program, thank the grocery store again for their contribution.

Consider listing library partners and sponsors in the annual report and on marketing tools such as bookmarks and book bags. This will alert seniors and their families to the organizations and businesses which were concerned enough about seniors to help plan or underwrite a segment of library services.

A Successful Senior Marketing Plan Currently in Place

The Upper Hudson (New York) Library System (UHLS) conducted a senior marketing program using federal Library Services and Technology Act (LSTA) funds administered by the New York State Library.

A demographic survey of the population of the area indicated a significant growth in the older adult population, and forecasts indicated that trend would continue. Staff of UHLS recognized that a change in library services to seniors was needed. With the growth of the Internet and the World Wide Web, it was decided that information provided in electronic format was the way to reach a diverse group of people.

UHLS partnered with all the public libraries in the area, as well as organizations that provided services to seniors. LSTA funds were used to build and promote a website for seniors which the community could access.

While the website was under construction, library staff attended educational workshops that focused on promoting and publicizing the library and its services to the community and identifying local agencies that work with older adults. Staffs from the participat-

ing libraries were encouraged to meet and communicate with each other, UHLS, and area aging groups and agencies to gather information to be included on the website.

The following action steps were taken to assure the website would be used:

1. Programs were developed for patrons on the use of the new electronic product. Topics included using the Internet to get a variety of information of diverse subjects.

2. The library's meeting rooms were offered to various community groups or agencies that meet the needs and interests of older adults, affording the library the opportunity to announce the establishment of the senior website.

3. Groups and agencies were invited into the library for tours.

4. A formal publicity plan was launched and included promoting the project to agencies and older adults via newspapers, television, radio, flyers, brochures, library tours, and public speaking.

   - A graphics artist designed a logo to identify the project, a brochure, and posters that were distributed to all cooperating agencies.

   - A media kit was developed and distributed to newspapers, radio, and television stations.

   - Information regarding the electronic product was distributed to community groups and agencies via telephone, mailings, and speaking engagements.

   - All library programs relating to seniors and the project were similarly promoted.

   - Information concerning the project was relayed to the coordinator of the community's electronic web project, for inclusion on the website.

5. The website, Seniors & Libraries Connect (*www.uhls.org/seniorsconnect*) was launched.

   - Staff of the libraries involved with the project encouraged all cooperating agencies in their service area to link to the Seniors & Libraries Connect site. Many complied with the request because the site presented a good image of aging.

   - Staff from the libraries continue to add links to the website aimed at the informational needs of older adults.

Staff of UHLS report feedback relating to the Seniors & Libraries Connect website was positive. UHLS and the libraries involved with the project continue to promote the project by using the same marketing tools used during the launch. The Seniors & Libraries Connect project serves as an example of how to plan, develop, and launch a successful senior project.

Monitor the Results

Since library time and funds will be spent in marketing and promotion, it is important to monitor and analyze the results of marketing campaigns.

Staff can ask new patrons how they learned about the library's services for seniors.

Senior website hits can be counted. Consider distributing brief (one page or less) audience evaluations at all senior programs that include a question about how attendees learned about the program. Additionally, confer with partners, staff, and library board members to determine what they perceived as being effective and what was a waste of resources. Knowing what strategies or tools worked and what didn't will allow the library to redefine future marketing plans.

Use All Available Library Resources

Getting the word out about senior services should not be a painful task. Marketing and promoting services requires consistent, in-depth planning, conducted effectively with limited funds. Keep in mind the resources at the library's disposal to help spread the word. Solicit the help of the library board of trustees, since members can promote special services and programs among their friends and work colleagues. Some trustees may also be board members of other organizations and may be willing to share information about the library with other fellow board members. Equally, Friends of the Library groups can be just as helpful. Utilize staff working on the circulation desk and in other public areas in the library; they interact with people every day. Any successful marketing strategy depends upon keeping people who can help libraries promote senior programs and services informed. As soon as the library has prepared a news release, flyer, or brochure about new programs or services, make sure copies are immediately distributed to all of these resources, so they can spread the word.

Most of All, Don't Get Discouraged!

Marketing is an ongoing, planned program designed to disseminate information and maintain a consistent level of awareness about the library's services and programs and how seniors can benefit from them. So many of the daily activities in a library are considered marketing: providing quality customer service, working with community partners and providing tours and storytimes. The key is to use the guidelines presented here to promote services and programs, evaluate their effectiveness, and adapt them accordingly. Keep in mind not every marketing plan implemented will be successful and don't let unsuccessful programs or promotional activities discourage staff from formulating a new one. Consider any failures as learning experiences, and celebrate activities that are successful!

Resources

Ambrosius, G. Richard. *The Art of the Possible: Creating Market-Driven Aging Services.* Sioux Falls, SD: Phoenix Systems, 1991.

Barteluk, Wendy D. M. *Library Displays on a Shoestring: 3-Dimensional Techniques for Promoting Library Services.* Metuchen, NJ: Scarecrow, 1993.

Bumgarner, Elizabeth A. "A Virtual Open House." *MLS: Marketing Library Services.* 14 (December 2000). [Online]. Available: *http://www.infotoday.com/mls/dec00/bumgarner.htm.*

Crider, Brenda and Anne B. Prusha. "Marketing Your Library." Ohio Valley Area Libraries Workshop. [Online]. Available: *http://www.oval.lib.oh.us/ce/wkshpdoc.marketing.html.*

Dance, James C. *Public Relations for the Smaller Library.* Chicago: American Library Association, 1979.

Edsall, Marian S. *Library Promotion Handbook.* Phoenix, AZ: Oryx, 1980.

Everhart, Nancy, Claire Hartz, and William Kreiger. *Library Displays.* Metuchen, NJ: Scarecrow, 1989.

Franklin, Linda Campbell. *Display and Publicity Ideas for Libraries.* Jefferson, NC: McFarland, 1985.

Giles, Sharon and Jon Crossno. "Promoting the Library by E-mail Alert Services." *MLS: Marketing Library Services.* 14 (April/May, 2000). [Online]. Available: *http://www.infotoday.com/mls/apr00/giles&crossno.htm.*

Karp, Rochelle, ed. *Part-Time Public Relations with Full-Time Results: A PR Primer for Libraries.* Chicago: American Library Association, 1995.

This book provides good basic guidelines for developing and presenting public service announcements and press releases,

Kassel, Amelia. "How to Write a Marketing Plan." *MLS: Marketing Library Services.* 13 (June 1999). [Online]. Available: *http://www.infotoday.com/mls/jun99/how-to.htm.*

Reference and User Services Association. *Adult Programming: A Manual For Libraries.* Chicago: American Library Association, 1997.

Schaeffer, Mark. *Library Displays Handbook.* New York: Wilson, 1991.

Swann, Alan. *How to Understand and Use Design and Layout.* Cincinnati: North Light Books, 1987.

Tedeschi, Anne C., et al. *Book Displays: A Library Exhibits Handbook.* Ft. Atkinson, WI: Highsmith, 1997.

Walters, Suzanne. *Marketing: A How-To-Do-It Manual for Librarians*. New York: Neal Schumann, 1992.

Weingand, Darlene E. *Future-Driven Library Marketing*. Chicago: American Library Association, 1998.

Williams, Robin. *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice*. Berkeley, CA: Peachpit Press, 1994.

Sample PSA (on Library Letterhead)

Public Service Announcement

Your Library

From: Larry Librarian
Public Relations Officer
Your Library
(111) 222-3333
larryl@librarymail.org

30 seconds
For use through April 30, 2002

REDISCOVER YOUR LIBRARY! . . . RETIRED ADULTS WILL FIND MORE THAN BOOKS AT THE LIBRARY . . . WE HAVE SPECIAL COMPUTER AND INTERNET CLASSES DESIGNED JUST FOR ADULTS OVER 60 . . . ATTEND ONE OF OUR EDUCATIONAL OR CULTURAL PROGRAMS . . . JOIN A LIVELY BOOK DISCUSSION SESSION . . . VISIT US SOON AND REDISCOVER YOURSELF AT THE LIBRARY!

Sample News Release (on Library Letterhead)

T. K. Andrews, Community Editor, Chronicle
145 Maple Grove Boulevard
Ash, Missouri 74591

FOR IMMEDIATE RELEASE

CONTACT: Mike Black, Director, Mountain Pass Public Library, (741) 555-2213, Mike.Black@MtPass.Lib.org

THE FABULOUS 50'S ARE ALIVE AT MOUNTAIN PASS LIBRARY!

Relive the days of rock and roll, muscle cars, and poodle skirts. Radio DJ's John Klein and Kitty Douglas will discuss the birth of rock and roll and its effects on our culture, on Sunday, May 18 at 2 p.m. at the Mountain Pass Public Library.

John grew up listening to the music of Chuck Berry and Elvis Presley. Kitty inherited her grandmother's collection of 45's and clothes from the time period. John and Kitty have developed their passion for the fifties into an entertaining and educational program.

Wear your favorite clothing of the fifties and rock and roll with us at the library.

This program is free and is cosponsored by KQAX, AM 1140.

For more information, please contact Mike Black at (741) 555-2213, Mike.Black@MtPass.Lib.org.

Adapted from: Karp, Rochelle, ed. *Part-Time Public Relations with Full-Time Results: A PR Primer for Libraries.* Chicago: American Library Association, 1995.

Sample Flyer

CCTV's at Missouri Public Library

Closed-circuit Television Magnifiers (CCTV's) are now available for public use within any branch of the Missouri Public Library, free of charge.

What is a CCTV or Magnifier?

A CCTV is a closed-circuit television that uses a video camera lens to enlarge text, letting you easily read a novel, mail, bills, letters, prescriptions, newspapers, magazines, write personal checks and much more. Plus, a CCTV allows you to change the monitor's background and font colors, and look at photographs with ease.

See the difference for yourself...

Standard newspaper and paperback novel print looks similar, or even smaller than this:

Print Size

However, a CCTV can magnify this from 3-50X its original size!

Print size

Print

For more information, please contact your local Missouri public library branch. For help on finding your nearest library branch, contact Missouri Public Library, Community Services, at 573-555-9876.