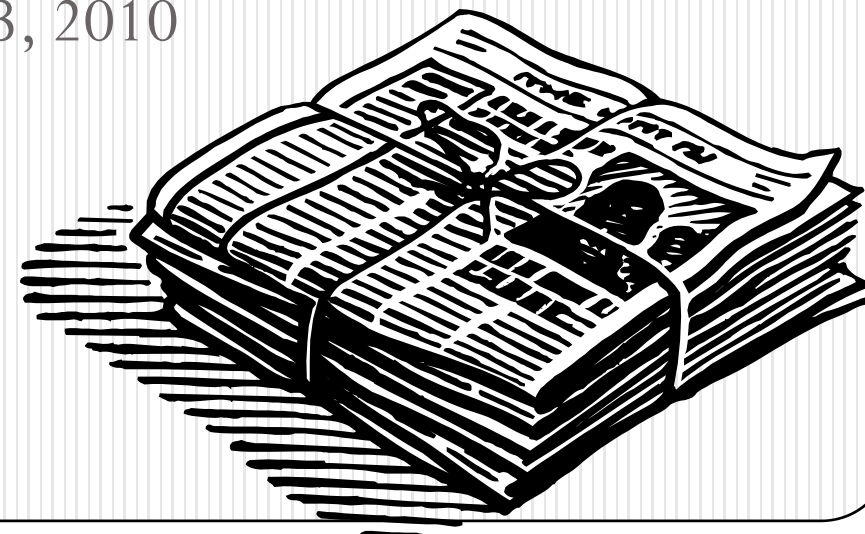


## Marketing with Media

Presented by Terra Plato  
Chinook Arch Regional Library System  
December 13, 2010



## Marketing:

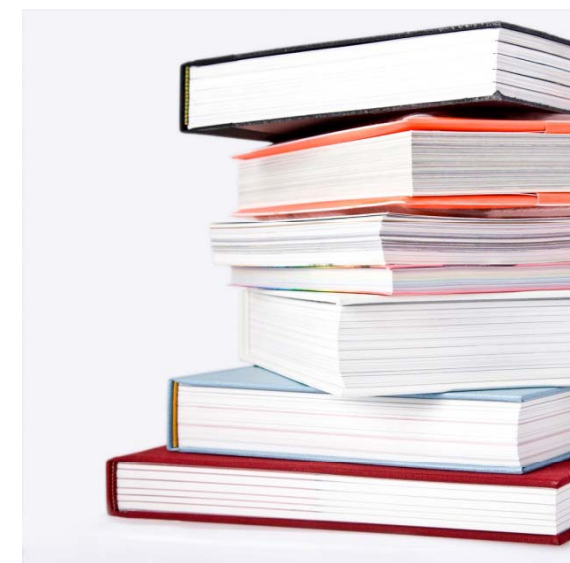
“Marketing is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development.”

## Public Relations:

“To reach customers, donors, or investors – to reach the public – one must rely on the media as the prime intermediary. The methodology to achieve this is known as public relations”

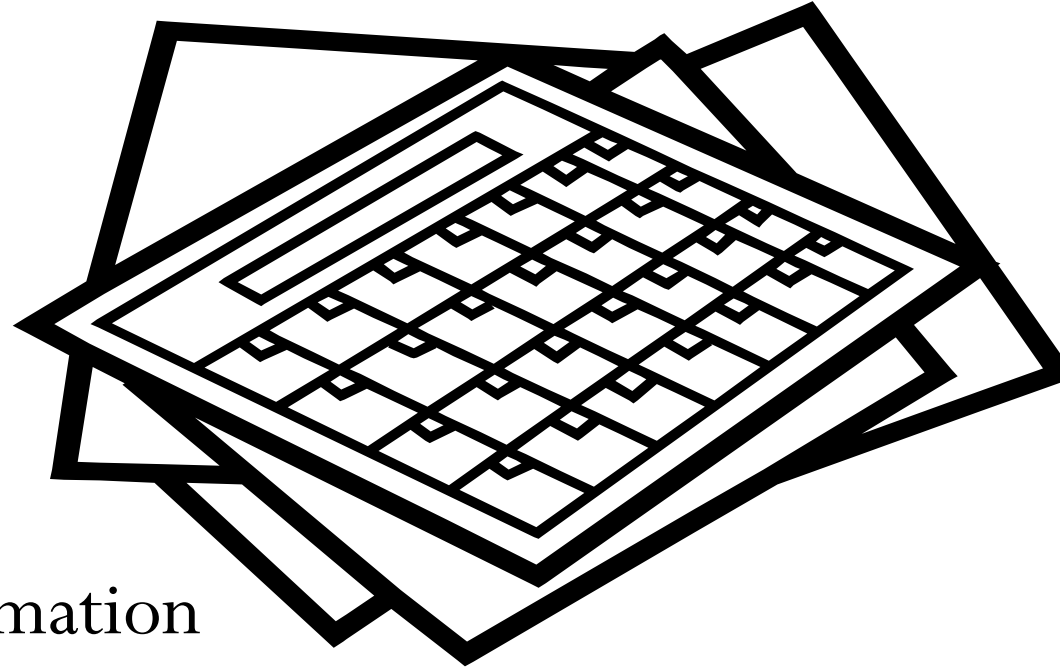
## What are You Marketing?

- New books
- Innovative services
- Programs/events
- Personnel/volunteer spotlight
- Fundraising information
- Other?



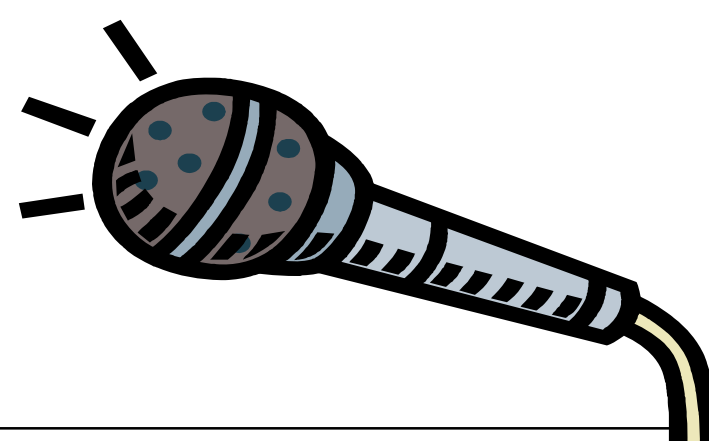
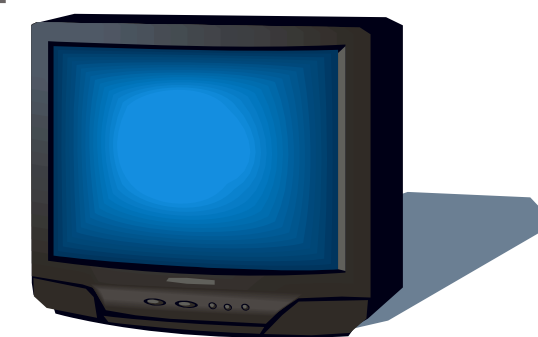
## Marketing with Media

- Upcoming Programs/Calendar of Events
- Special Events
- Feature Stories
- Unique/Fun Information



## Who's Out There?

- Community newspapers
- Local tv/radio
- Organizational newsletters/bulletins
- Community websites/blogs
- Other?



## Initiate a Relationship

- Contact before you need them
- Call to confirm:
  - Name/Position
  - Contact Information
  - Areas of Interest
  - Publishing Deadlines
- Let them know about you
- Follow up



## Media Relations Tools

- Press Releases
- Public Service Announcements
- Press Kits

# Press Releases

## Format

- At the top:
  - Library branding
  - Release date/date sent
  - Catchy title
- Body
  - Keep concise
  - Avoid clutter
- At the end:
  - Event summary (if applicable)
  - Library boilerplate
  - Contact person/info
  - End with -###- or -30-

# Press Releases

## Content

- Who, what, when, where, why
- Most important to least
- Stick to facts
- Include quotes
- Avoid jargon
- Use action oriented verbs
- Include statistics
- Include photos
- Proofread!

# Press Releases

## Photos

- High quality only!
- Avoid crowds
- Include a caption — identify people
- Ask about format/size



# Sample Press Releases

- [OverDrive](#)
- [Museum Passes](#)
- [LCO-Levine](#)

## Exercise

Write your own press release:

J.K. Rowling visits the  
\_\_\_\_\_ Public Library.



## Public Service Announcements

- Ask about availability/length
- Must be readable in a short amount of time
- Template:
  - Library Logo/Branding
  - Contact Person Name, telephone, fax, e-mail
  - Title
  - Approximate length
  - Body – pertinent info at beginning and end
- Sample

## Press Kits

Include:

- A bio
- A photo
- A history of the person, place, or thing
- Reprints of newspaper clippings, if available
- A canned story
- Vital statistics sheet about your library – IMPORTANT!
- A backgrounder
- A timely press release
- Quote sheet

## Guerilla P.R.

- Editorials
- Pitch stories
- Media Marketing Tracking Sheet
- Network building

## Evaluating Your Efforts

- Statistics
  - Circulation
  - Website hits
  - New memberships
  - Door counts
  - Phone calls/reference questions answered
- What are people saying?
- Surveys

## Resources

- *Crash Course in Marketing for Libraries*, Susan Webreck Alman, Libraries Unlimited, 2007
- *Guerilla P.R. 2.0*, Michael Levine, HarperCollins, New York, 2008
- *The Accidental Library Marketer*, Kathy Dempsey, Information Today, Inc., New Jersey, 2009
- *Pop Goes the Library*, Sophie Brookover and Elizabeth Burns, Information Today, Inc., New Jersey, 2008
- <http://www.ala.org/ala/aboutala/offices/pio/mediarelations/a/availablepiomat/commhandbook.cfm>
- <http://www.ala.org/ala/issuesadvocacy/advocacy/publicawareness/campaign@yourlibrary/academicresearch/academicresearch.cfm#Media%20Relations>
- [http://www.libsuccess.org/index.php?title=Main\\_Page](http://www.libsuccess.org/index.php?title=Main_Page)
- <http://www.gale.cengage.com/power/marketing/>



**Chinook Arch**  
Regional Library  
System

## **News Release**

*For Immediate Release: March 12, 2010*

### **Visit the Library in Your Pyjamas!**

A new service introduced this week to libraries in Southwest Alberta allows library card holders to view and listen to books without having to leave the comfort of their homes. The Chinook Arch Regional Library System recently purchased OverDrive, a digital media service that provides e-books and audiobooks in a downloadable format. Together with the Lethbridge Public Library, the System has purchased a collection of titles that can be ‘checked out’ much like any other library item. The difference however, is that you can check them out from home, and never be charged late fees because they are returned automatically.

E-books can be both viewed on your computer and transferred to portable devices such as e-readers. You can also listen to audiobooks on your home computer or transfer them to an iPod or MP3 player, or burn to a CD (for select titles). The digital collection includes classics and favourite authors as well as new and popular items. Kids can listen to *50 Favourite Nursery Rhymes* while adults read the latest Dan Brown and teens relive the *Twilight* saga. Use of the service requires a valid library card with one of Chinook Arch’s 32 participating member libraries.

The service is an example of the way libraries are using technology to serve their patrons in new and innovative ways. Online services such as this are becoming standard across libraries in Alberta and it is part of Chinook Arch’s mission to ensure that residents in even the smallest communities in the region have access to services equal to those of larger centres.

Access the digital library by visiting <http://downloads.chinookarch.ca> or by clicking on the OverDrive link on your library’s homepage.

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*Chinook Arch Regional Library System assists a network of cooperating libraries in Southwest Alberta to provide cost-effective, convenient access to information and library resources.*

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## FAMILIES CAN VISIT MUSEUM WITH PASS CHECKED OUT AT LIBRARIES

The Galt Museum & Archives is pleased to announce the launch of a new partnership project starting December 21, when library patrons in 31 southern Alberta communities - from Arrowwood to Wrentham - will be able to check out a Family Pass to the Galt Museum & Archives from their local libraries.

"We are pleased to work with the Chinook Arch Regional Library System and Lethbridge Website Design to place fifty families passes in thirty-one libraries throughout our region," says Susan Burrows-Johnson, CEO/Executive Director at the Galt Museum & Archives. "Museums are important places for learning, fun and family time. It is a timely event as our current exhibit, *Dinosaurs & Company*, is of particular interest to families, and the passes will be available during the Christmas school break."

The partnership project will provide opportunities for families who may find admission costs a barrier for participating in Galt exhibits and programs. The Museum Passes can be signed out for the same 7-day borrowing period as DVDs and CDs, and will be available through the library catalogue, allowing regional library patrons to place a hold on a Museum Pass should it already be signed out.

"I am very excited about our new partnership with the Galt Museum & Archives," says Maggie Macdonald, Chief Executive Officer with Chinook Arch Regional Library System. "Libraries, museums and archives are in the business of preserving and promoting culture, lifelong learning, and access to information. This innovative partnership, unique in Alberta, will open new doors to learning and entertainment for library users across the Chinook Arch region."

"Lethbridge Web Design is humbled to be a part of this excellent community initiative," say Jeddy Evangelista and Windy May. "Our role as a business is to bridge the gap between technology and a desire to grow. We believe in breaking down barriers that can separate people from education and ideas. It is our pleasure to be a part of the Galt Museum's Library Museum Pass Program which helps to take away those barriers."

*Dinosaurs & Company* closes January 31, 2010. Information on current exhibits, programs, events and volunteer opportunities is available on the Galt Museum & Archives website: [www.galtmuseum.com](http://www.galtmuseum.com).

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Sample press release:

**FOR IMMEDIATE RELEASE**

**LCO-Levine Communications Office Wins Bulldog Award**  
***Leading PR Firm Recognized for Campaign on Behalf of Hollywood Stuntmen***

LOS ANGELES, SEPTEMBER 18, 2006 – PR firm LCO-Levine Communications Office, Inc., has received the Bronze Award for Arts and Entertainment in the 2006 Bulldog Awards for Excellence in Media Relations and Publicity. LCO's campaign increased Hollywood's awareness of stunt coordinators' important contributions to film and television, a potentially integral step in the stunt community's 15-year battle for the Academy of Motion Picture Arts and Sciences to introduce an Oscar category for stunt coordinators.

The Bulldog Awards are the only PR awards judged solely by journalists, and recognition is a true testament to the expanse of a firm's flair for media relations and publicity. The awards recognize results-driven strategic media campaigns, and award recipients must possess a high level of "creativity, tenacity, and media prowess."

LCO's campaign, which was headed up by LCO president Dawn Miller and vice president Liam Collopy, certainly hit all those notes. Prior to the 2005 Oscar season, their client Stunts Unlimited raised the issue of the Academy's neglect to recognize stunt coordinators as Oscar-worthy. LCO decided to initiate a comprehensive targeted campaign, mobilizing the collective support and endorsement of other stunt organizations. LCO used an aggressive grassroots approach, incorporating an online petition, a joint press release, a *New York Times* exclusive, and an education-building campaign with the media, providing research and supplementary information on the enormous skill and talent required to be a stunt coordinator.

The campaign resulted in 93 million impressions. Some highlights are print coverage in *Variety*, *the Hollywood Reporter*, and the *Los Angeles Times*, and broadcast coverage on the *Today Show*, *Nightline*, and *BBC News*. LCO also secured endorsements from California governor Arnold Schwarzenegger and Screen Actors Guild president Melissa Gilbert, among others.

**About LCO-Levine Communications Office**

**LCO is a proven entertainment PR firm with more than 23 years of experience delivering outstanding campaigns and results. The firm has three specialty divisions – Entertainment, Literary, and Lifestyle – and is committed to providing Passionate, Focused Results. Visit LCO on the Web at [www.LCOonline.com](http://www.LCOonline.com)**

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## Tips for Talking to the Media

- How to respond to a negative question from a reporter – never repeat the negative from the question. In broadcasts it is usually the reply alone that is broadcast, so you don't want to even imply any negatives. Reframe the question so the answer is a positive. Below is an example:
  - Q: Senator, how long have you been stealing campaign funds?
  - Wrong A: I have not been stealing campaign funds!
  - Right A: My campaign ... allocation of funds are within the guidelines of the law ...
- Never think you can actually say anything off the record. "If you don't want to see it, read it, or hear it, *don't say it.*"
- If the media is reporting on bad news from your library (crime, porn, etc.), don't try to dodge the matter. Instead, "Prepare up front for the stuff you don't want to get asked about" so you can speak carefully about it. Honestly acknowledge the problem and tell the reporter what you're doing to solve it.
- Never say "no comment" – that implies guilt.
- You need to be animated and appear happy when you're interviewed. The truth is that, after a quick interview, viewers may not remember just what you said, but they'll take away an impression of whether you were likeable.
- When you're on TV, you absolutely have to smile at some point. As Baum exclaimed several times, "I wanna see teeth!"
- Deliver your message via stories. Reporters absolutely love stories. "Storify it!"
- Before you're even interviewed, know exactly what's most important to get across. What's your main message? (repeat it a few times.) What's the take-away? (what should listeners remember or act upon?)
- How to get reporters' attention and time. What can you do to get them to pick up your press releases or stories? Nothing works better than developing good old-fashioned business relationships.
- Cite positive trends relating to the increase in use of your library – talk about the value of your library in the community and the programs it provides.
- Get your facts right – keep a fact sheet with important information and statistics about your library/regional system on hand
- If the media calls you, ask if you can get back to them in an hour – ask if it's possible to get a list of their questions
- Ask for clarification if you don't understand something
- If you are meeting face-to-face take yourself seriously – make sure you dress professionally.