

Adult Services

Audio Visual

Automation & Technology

Children's Services

Library Accounting

Library Services to the Institutionalized

Management & Administration

Marketing & Public Relations

Outreach & Special Services

Reference & Information Services

Small Libraries

Human Resources & Trainer Development

Subject & Special Collections

Supportive Staff

Technical Services

Young Adult Services

## Winter 2002

### Marketing and Public Relations Division

#### Warming Up Your Winter...



Just thought I would take a few moments to warm you up with the winter 2002 edition of the Marketing and Public Relations Division's

electronic newsletter.

The Marketing & Public Relations Division is quite excited about having the opportunity to offer such an exciting project as a quarterly newsletter. As a matter of fact, just recently we were able to come together at OLC's Annual Leadership Conference in Cincinnati and among the discussion of several up and coming projects, the division also mapped out the next year of the online newsletter as well, in which I am sure you will find to be most interesting and beneficial.

In this issue you will find articles regarding display and program ideas, Ohio Bicentennial tips, a Chapter Conference Update, Tips for creating PR goals, a call for samples for ideas for the division's PR Manual, the promotion of ALA's PR Talk along with National Library Week information, as well as information just in case you are interested in becoming an Action Council member of the Marketing & Public Relations Division.

The way our Marketing & Public Relations Division views this exciting newsletter project is like an informational tool that aids in the assistance and support of sharing and developing new ideas and techniques in the field of public relations and community education, and the more individuals who are involved, the more everyone benefits.

In closing, when it comes to success, it is only what those involved make it to be and, as Coordinator of the Marketing and Public Relations Division, I am quite pleased to be working with such dedicated individuals on both my Action Council Team as well as the individuals of OLC. So what does that say to me...an exciting New Year that is sure to be filled with exciting projects and sheer success! Until next time, "Here's wishing you and yours a very Merry Christmas and a Happy New Year!"

Jenny Lavender  
Coordinator, Marketing and Public Relations Division, OLC  
November 26, 2003

### Samples Needed For PR Manual

By Elaine Willis, Westlake-Porter Public Library

One of the Marketing and PR Division's most important goals for 2003 is the creation of a PR and Marketing "how-to" manual for Ohio's libraries. Part of the



manual will be samples of the various types of marketing and public relations tools used by libraries around the state. So, we need your help! If you have good examples of news releases, promotional handouts, newspaper columns, newsletters, bibliographies, bookmarks, marketing plans, crisis communications plans, giveaways, web pages, surveys, etc. that you're particularly proud of, and would be willing to share, we'd love to see them!

If you are interested, send your samples to: Jenny Lavender, Portsmouth Public Library, 1220 Gallia Street, Portsmouth, Ohio 45662-4217, or e-mail them to [jlavender@mail.portsmouth.lib.oh.us](mailto:jlavender@mail.portsmouth.lib.oh.us) by January 10, 2003. Keep in mind that we can't guarantee that we will be able to use all the samples received (we have to keep the manual at a size that fits the OLC budget, of course), but the Division Action Council is quite eager to view prospective PR pieces from Ohio's Libraries, as this task will take place during a planning and work day we have already scheduled for mid-January.

Thank you, in advance, for helping us create this wonderful resource for Ohio's libraries!

## 2003 Ohio Bicentennial Celebrations

By Jan Partlow, Westerville Public Library

Next year will be a special time in the history of our state. Ohio will be celebrating its 200<sup>th</sup> birthday, and many events are planned throughout the state to commemorate the occasion. Many libraries are already on board to help celebrate this landmark event.

The official kickoff begins March 1. During the following 7½ months, counties all around the state will be offering more than 450 special programs, contests and dedications. If your library is looking for ways to participate or possible programs to sponsor, the ideas are limitless. But here are just a few ways you can promote the celebration in your library.

One statewide project is the placement of **Historical Markers**. The Ohio Bicentennial Commission, The Longaberger Company, and the Ohio Historical Society are teaming up with local sponsors in every community across the state to recognize historical



events, people, and places in time. The Longaberger Company in Newark, Ohio, has pledged more than

\$100,000 to place more historical markers around the state through 2003. This donation is called The Longaberger Legacy Initiative. By the end of 2003, approximately 900 markers will be placed representing every county. Libraries can get involved in the dedication ceremonies, offer special displays or produce booklists pertinent to the marker in their community or county.

Looking for a fund-raising idea? Your library or your Friends organization may want to consider selling **Ohio Bicentennial Celebration collectibles**. Bicentennial barn banks, magnets, mugs, ornaments, plush toys, postcards, spoons, coasters, pens, and tote bags are just some of the items that

may be ordered by calling the Museum Shop at (614)728-9234 or on the web at [www.bicentennialshop.com](http://www.bicentennialshop.com)

If you are interested in possible programs and are needing ideas, check out the **Ohio Bicentennial website** and the events calendar at [www.ohio200.org/calendar](http://www.ohio200.org/calendar). You can pick any month or day and see what activities are already planned around the state.

The centerpiece of Ohio's Bicentennial is five "signature" events. These events are expected to attract tens of thousands of visitors from across the state and throughout the Midwest. These events will highlight Ohio history.

**Inventing Flight: The Centennial Celebration, July 3-20, 2003.** A three-week period in the Dayton area celebrates Ohio's role in the birth and development of aviation and aerospace. It will include a series of world-class programs, like an air show, an international blimp meet, and performances and events to honor the Wright Brothers' 1903 flight and the history of flight.

**Celebration of Lake Erie Heritage: Ohio Bicentennial Tall Ships, July 9-20, 2003.** This event will bring to Lake Erie the largest gathering of Tall Ships in Ohio since the 1800s. Ohio's Tall Ship Challenge will encompass all suitable ports along the North Coast from Cleveland to Toledo.

**Tall Stacks on the Ohio River, October 15-19, 2003.** This event will host 20 riverboats from 15 cities and 11 states for five days of riverboat cruises and races, on-

shore exhibits and activities and non-stop musical entertainment.

**The Path to Statehood: Bicentennial Wagon Train, June-July, 2003.** This event along U.S. 40 from the Ohio River to Worthington to the Indiana state line will pay tribute to the settlement of Ohio about the time of its statehood. The wagon train will re-create the journey many early pioneers experienced in settling Ohio and points west.

**Columbus Celebrates Ohio's Bicentennial, July 2003.** Exciting plans are underway for a significant Bicentennial celebration in Ohio's capital city. Initial plans call for fireworks, a street festival, parades and live music.

For more information regarding the Ohio Bicentennial, call toll-free 1-888-OHIO200 or visit the website. Watch future Marketing/PR Division newsletters for more ideas on how your library can participate in these historical events.

## Upcoming Swap & Shop Talk Table Announced

By Jenny Lavender, Portsmouth Public Library

The next Swap & Shop Talk Table is scheduled for Friday, February 28 from 10:00 a.m. –

1:00 p.m., at the Portsmouth Public Library in Portsmouth, Ohio. When it comes to these particular meetings, participants soon



discover that this is a great opportunity to share ideas, obtain new ones and network with other library employees who share the same interests and responsibilities. And best of all... there is no fee charged to attend the informational PR workshop. Yes, it's absolutely free – just for the taking! Lunch is always included as well!

When it comes to the Talk Tables, everyone's favorite part is the actual PR SWAP SHOP! It is in this session that participants are asked to be sure and bring several copies of their most eye-catching posters, bookmarks, brochures, newsletters and anything else they would like to include that promotes their library. This gives those in attendance the opportunity to take back to their library "a picture of an idea" instead of just an "idea in their heads."

So, if you find yourself interested in attending the next upcoming Swap & Shop Talk Table, then be sure and mark your calendar and contact Jenny Lavender at [jlavender@mail.portsmouth.lib.oh.us](mailto:jlavender@mail.portsmouth.lib.oh.us) for further information.

## National Library Week Celebration

By Jan Partlow, Westerville Public Library

It's not too early to be planning events for National Library Week! Next year's special week will be April 6-12. The theme for 2003 is a continuation of the "@ Your Library" emphasis.

First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association (ALA) and libraries across the country each April. It is a time to celebrate the contributions of our

nation's libraries and librarians and to promote library use and support. All types of libraries – school, public, academic and special – participate.

To receive a free *ALA Graphics Catalog* with National Library Week posters and other promotional materials, call the ALA Public Information Office at 800-545-2433, ext. 5046 or visit the website at [www.ala.org/events/promoevents](http://www.ala.org/events/promoevents)

## Get in on the Discussion...join PRtalk

By Peggy Unkel, Clermont County Public Library

If marketing and public relations are part of your job functions, you may want to subscribe to ALA's PRtalk. This national discussion list pursues subjects that many involved in their library's communications and community relations deal with on a regular basis. Topics have included software for managing email newsletters, grand



opening ceremonies, crisis communication plans, tips for partnering with local businesses,

value of surveys and focus groups, and more. There's no reason to feel alone and isolated, join with others to share ideas and ask questions!

To subscribe, just send an email message to [LISTPROC@ALA.ORG](mailto:LISTPROC@ALA.ORG). Leave the subject line blank, or, if your system requires a subject line, enter "subscribe" (without quotation marks) as the subject. As the only line of

text in the body of the message, enter the following:

**subscribe PRTALK [YourFirstName]  
[YourLastName]**

Substituting your own first and last names.  
Do not include the brackets in your message.

## **Ring in the New Year with Public Relation Goals for Your Library**

By Jennifer Faccinto, Public Library of Steubenville & Jefferson County

1. Cleanup your media list
  - a. Make sure reporters' names on list are spelled correctly with correct fax number and e-mail address
  - b. List the beat the reporter follows and then check it every four months
2. Make sure your library has the correct letterhead information
  - a. Branches are all listed
  - b. Address and phone numbers are included
3. Send in a feature letter with picture at least 3x a year
  - a. Library card sign-up month (never too old or young for library card)
  - b. How-to's based on program from library or book that customer used and did
4. Market at least three services from your library
  - a. Notary public
  - b. Register for library card online or getting materials online
5. Schedule school visits
  - a. Schedule yourself at the school open house to register adults and kids for

newsletter. Have them sign up for newsletter  
b. Send information from your library for school newsletter that goes home to parents



## **Interested in Becoming Involved?**

By Jenny Lavender, Portsmouth Public Library

In January, the Nominations Committee of the Marketing & Public Relations will begin contacting those interested in running on the ballot for Action Council. When it comes to the Marketing and Public Relations Division, I feel as though it is a dynamic group with many exciting projects on the horizon, as some of the projects we have worked on in the past include the Ohio Libraries Month Celebration and Rally as well as the Drew Carey public service announcements.

I have been involved with the division for a little over two years and in such a short time have found it to be quite a rewarding experience, as I have had the opportunity to meet many PR professionals and librarians from around the state and have also been given the opportunity to learn from their successes and experiences. With this said, I hope you will consider becoming a working member of the Division.

As far as meetings go, the division meets as needed, approximately four times each year

in a central location. Action Council members are required to attend the Leadership Conference that is tentatively scheduled for October 1-2, 2003 in Columbus, as a large portion of the Action Council's work is planned during Leadership. Conference speakers, professional development events, and budget are all discussed during this time as well. This truly is a wonderful opportunity to get to know your new action council members and begin learning about the work ahead.

April 1 is the deadline for the division to have its nominee's names to the OLC Executive Office. If you should choose to be a nominee, the EO will send out a nomination acceptance form, which you will then complete and return by May 16. The election will take place this summer and the results will be released by August 15. New Division Action Councils will officially take office on January 1, 2003 for a period of two years. Presently I am seeking candidates to fill the position of Assistant Coordinator and Action Council Member, as there are three Action Council Member positions that will be available when the time comes.

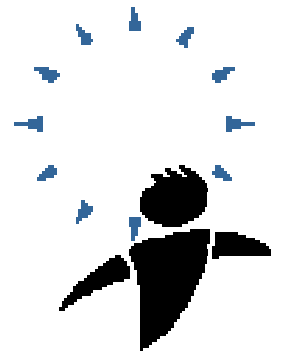
If you have any questions, please don't hesitate to call me at your convenience, call 740.353.5834 or by e-mail at [jlavender@mail.portsmouth.lib.oh.us](mailto:jlavender@mail.portsmouth.lib.oh.us). So if you find yourself interested just let me know and I will make sure that one of our Nomination Committee participants gives you a call.

## Check Out the Chase's for Great Programming Ideas

By Brenda Crider, Bucyrus Public Library

Display and programming hints are at your fingertips with "Chase's Calendar of Events."

As many of you know, this book is a wealth of information for monthly, weekly and daily events. The following is just a sample of what you can find and do with the information between the covers of this book.



March is "Help Someone See Month" and is a great time for your library to become a drop off spot for used eyeglasses. Have a local optometrist with some "free time" come in and do a free eye screening for the public.

This is also the month for the Iditarod dog race in Alaska. If you have a free wall, put up a map of the race with markers representing each participant and track the race daily. Information can be found at [www.iditarod.com](http://www.iditarod.com) and [www.workingdog.com](http://www.workingdog.com). Ask a veterinarian or dog breeder to come in and talk about the dogs used to pull the sleds.

Also in March we have Craft Month, Women's History Month and Return Your Borrowed Books Week, which would make an excellent time for a "Fine Free Week."

April brings "Humor Month," "Laugh at Work Week" and "Fun at Work Day." Take this time to find fun things to do for your staff. Little jokes or funny sayings in e-mail work perfect. Maybe give a funny greeting card to someone who has been working particularly hard and could use a laugh! Maybe host a joke contest with patrons and display their jokes throughout your library.

Make and take kites is a perfect program for "National Kite Month" in April. If you have an open area nearby your library can host a kite flying day when folks can bring their kites.

May is "National Book Month" and "Get Caught Reading Month." Work with your local paper and see if they will run weekly photos of your patrons reading. If you have a mascot or a library personality run a special display contest with photos of your mascot or personality reading around town or the county. Have patrons try to guess where they are reading.

May is also "Older Americans Month" and is a great time to do some extra outreach to the senior citizens in your community. Travel to the nursing homes or retirement center in your area to deliver books or provide programming.

Don't forget May is "National Barbecue Month" and what a great time to have some local chefs in to share barbecue recipes and samples or put together a simple cookbook of staff's favorites to give to your patrons who visit the library that month.

Next issue we will hit programming and display ideas for the summer months. Until

then, if you get stumped...check out Chase's!!!!

## Marketing & PR Sessions to be Offered @ Chapter Conferences

By Jenny Lavender, Portsmouth Public Library

The Marketing & Public Relations Division is quite please that all programs submitted for review for upcoming Chapter Conferences



were selected. So before you receive the program booklet, allow me to share with you the following sessions that

will be offered by our division along with their locations and descriptions.



### **Speaking Out About Your Library,**

*presented by Elaine Willis, Westlake Porter Public Library* **Location:**

Northeast, Kent State University (March 26, 2003) and North, Radisson Hotel, Cleveland SW (April 10, 2003)

**Description:** Attendees at this session will learn tips and techniques for more professionally and effectively speaking in public about their library. Also included: ideas of groups, organizations and events at which to speak.




**Get Your Teens Involved – The Creation of a Library Newsletter Just For Teens!** *presented by*

*Jenny Lavender, Portsmouth Public Library*


**Location:** Southwest, Dayton Masonic Center (April 15, 2003) and Central, Ramada Plaza Hotel, Columbus (April 24, 2003)

**Description:** Ever pondered the thought of starting a teen newsletter but just didn't know quite how to go about it? If so, then you won't want to miss this exciting session that will offer step-by-step instruction on how easy it is to implement this particular attraction at your library. Lavender will also highlight the success of her teen newsletter team and their newsletter OrGaNiZeD cHaOs as well.

 **Planning Special Events**, presented by Jennifer Faccinto, Public Library of Steubenville and Jefferson County and Brenda Crider, Bucyrus Public Library

**Location:** Northeast, Kent State University (March 26, 2003)

**Description:** Planning an event? Get ideas from start to finish to help you implement your next ribbon cutting, anniversary or ground breaking.

 **Fun in the Workplace**, presented by Jenny Lavender, Portsmouth Public Library

**Location:** Southeast, Holiday Inn, Zanesville (April 3, 2003)

**Description:** Fun in the Workplace is an enjoyable, yet informative workshop emphasizing the importance of creating fun among staff and in the workplace. Fun in the Workplace will provide the understanding, the motivation, and real-life, specific "how-to" ideas that anyone can apply


in his or her job that will make a difference.

 **Book Bundles, Tripkits, and Other Creative Marketing Ideas**, presented by Brenda Crider, Bucyrus Public Library

**Location:** Southeast, Holiday Inn, Zanesville (April 3, 2003)

**Description:** How can you encourage kids to check out more books? What new ways can you market your materials? Attend this fun, informative and lively session on creative marketing of library materials. Cataloging information will be included as well. This session will allow you to take home practical ideas that you can use, NOW!



 **Employee Newsletters – Every Library Should Have One!** presented by Jenny Lavender, Portsmouth Public Library

**Location:** Southeast, Holiday Inn, Zanesville (April 3, 2003)

**Description:** An employee newsletter – what a great way to spread thanks, family news and staff updates to fellow staff members. In this session, you will obtain great ideas on not only creating your own employee newsletter, but with audience participation, those who

currently produce an employee newsletter will obtain additional ideas that just may assist them with their current newsletter. Participants who have employee newsletters are encouraged to bring copies to share.

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