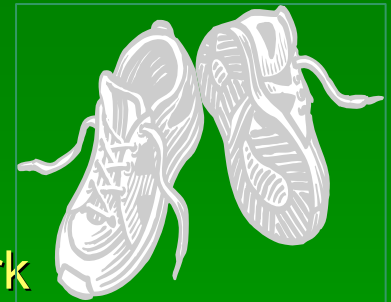


PR on a Shoestring Budget

- Where to begin
 - Marketing vs. Public Relations
 - Marketing = \$\$\$\$
 - Public Relations = Creativity and Legwork
 - Who do you know?
 - Ask patrons, volunteers and friends who they know!
 - Partnerships

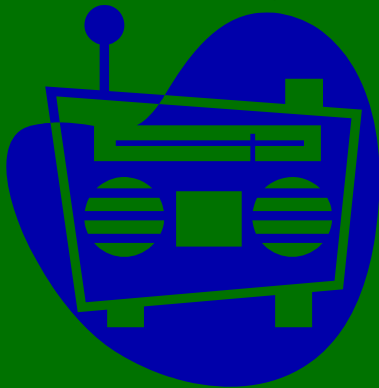


Where to go ...



- Television and Radio

- News story = Assignment Editor or Reporter
- PR Campaign = Community Affairs Dept.
- If you have some advertising \$\$ = Sales Representative
- Producers = morning shows, noon shows, local programming shows



Where to go...



- Newspapers and Magazines
 - Talk to someone on the “City Desk”
 - Local sections such as “Lifestyles”
 - Feature reporters
 - Newspaper Associations
 - Advertising Federations

Where to go...



- Social Media – it's FREE!
 - Facebook
 - Twitter
 - YouTube
 - MySpace
 - Text
 - LinkedIn
 - LibraryThing
 - SlideShare

Local stars



- Use local celebrities
 - Most are required to do public service
 - Ask them to do a PSA for you – it's good for their image!



Pro Bono!!!

- Well, it can't hurt to ask!
- Ask who?
 - Ad agencies
 - Public Relations Firms
 - Production Houses

What's in a Brand?

- No need to be extravagant
- Make sure your brand is everywhere
 - Brochures
 - Business Cards
 - Letterhead
 - All marketing



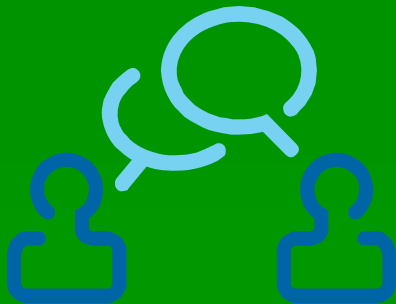
Materials

- Posters
- Newsletters
- Flyers
- Signage
- Bookmarks
- Brochures



What the best PR tool?

- Word of mouth is one of the most powerful forms of pr/advertising available!
- Networking enhances word of mouth
- Chamber of commerce events, always passing out business cards, expos, friend chats, even at the grocery store! Always promote your library!



Why share your library's story?

Use Effective Stories To Make Your Case Personal --

Stories can add insight and humanity.

- Most library experiences don't seem dramatic on the surface, but the impact libraries have for real people is significant
- Statistics can be impressive, but personal stories bring the library message to life - always match a statistic with a story

How Do You Tell Your Library's Story?

- Be simple and brief
- Make sure your message is clear
- The story should illustrate your point
- Only use real names if given permission: So get permission!
- Have a punch line

What Makes An Effective Story?

- Stories that show how patrons use and benefit from the library
- Stories that tie a person who used the library to his/her accomplishment with library resources or life experiences

