



Promoting



A Local Approach

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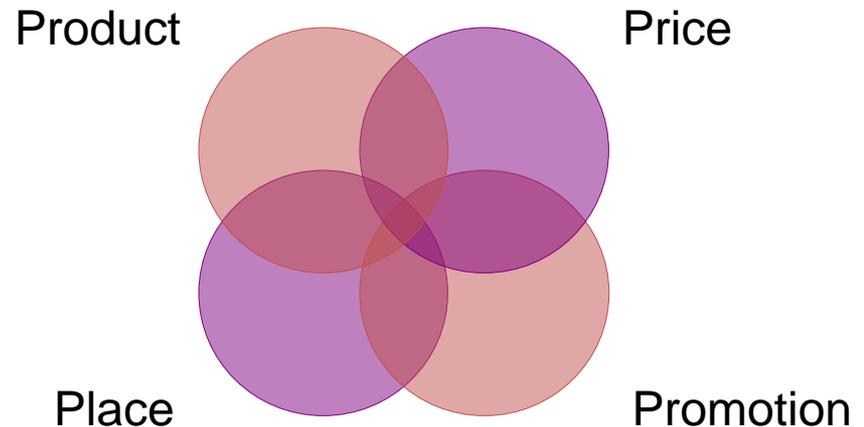
Compiled by Christina Ryan-Linder, Marketing & Communications Librarian

Summer Reading at New York Libraries is a program of the Office of Cultural Education in the New York State Education Department and is funded through the Federal Library Services and Technology Act, with funds awarded to the New York State Library by the Federal Institute of Museum and Library Services.



The 4P's of Marketing

- **Product**
- **Price**
- **Place**
- **Promotion**





The 4P's in Relation to Libraries

- Summer Reading and its associated benefits is your **product**
- The **price** is the cost of summer reading to the taxpayer and the time a patron will put into taking advantage of the product offered.
- The library, and sometimes the internet, is the **place** to get this **product**
- **Promotion** is the last step in this cycle to let the community know about your product, where to get it, and the “value” received for the “price.”



Assessing Your **Product**: Summer Reading

- What do you have to offer the community that makes you unique?
- What are the benefits of what you have to offer?
- Do you feel you offer a terrific product?



Setting Goals for your “product”:

What do you want to accomplish with your summer reading program?

- Deliver a top quality product
- Increase attendance at programs
- Increase awareness of importance of SR
www.nysl.nysed.gov/libdev/summer/research.htm
- Increase and/or improve the community’s perception of the library



Target Audience:

Identify Recipients of Programs/Message/Goals

- Children
- Parents & Caregivers
- School Media Specialists/School Personnel
- Other Youth Organizations (PTO/PTA/Youth Groups)
- Finding Sponsors & Partnerships with Organizations that Identify with this year's Theme
- Library Board



Planning:

Accomplishing Goals & Reaching Selected Target Audience

Research

- Use resources from the CSLP Manual and DVD as well as the CSLP website and the NY State Summer Reading websites

www.summerreadingnys.org/index.php/Librarians/
www.cslpreads.org

<http://www.nysl.nysed.gov/libdev/summer/>

- Find key contact people in your community
- Find out schedule for other local events
- Identify stakeholders/sponsorship





Planning:

Create a Promotional Calendar

- Keep promotional activities on track
- Stay aware of other local events
- Keep library staff apprised of SRP activities
- A calendar is one of the tools available from the DVD version of the CSLP manual.



Planning:

One World, Many Stories • May 2011						
<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
1	2 Create promotional materials	3	4 Go to a Chamber of Commerce Meeting this month	5	6	7
8	9 Contact PTA & Other Youth Organizations	10	11	12	13	14
15	16 Call Schools: Set up school visits/ask for school summer reading lists	17	18	19	20 Contact local paper: provide SRP promotional calendar & materials	21
22	23 Inform library staff of plans & events	24	25	26	27	28
29	30	31 Create SRP Displays				



Planning:

Generate Buzz-Worthy Promotional Materials



- Include Cohesive Components
- Branding Library Image & NY State SRP Logo (available for download at <http://www.nysl.nysed.gov/libdev/summer/facts.htm>.)





Use “Summer Reading at New York Libraries” logo with the current year’s teen graphics





Use “Summer Reading at New York Libraries” logo with the current year’s children’s graphics



SRP Brand Identity:

Keep Reading This Summer!



Summer Reading
AT NEW YORK LIBRARIES
www.summerreadingnys.org

Sign Up for the Summer Reading Program @ Your Local Library



Picture Books

one world, many stories: Explore New York



Silent Movie
Avi

A Nickel, A Trolley, A Treasure House
Baker, Sharon R.

Hiroshi's Hands
Barasch, Lynne

My Name is Celia: The Life of Celia Cruz
Brown, Monica

Mimmy & Sophie All Around the Town
Cohan, Miriam, and Thomas Yazarski

Abbie in Stitches
Cotton, Cynthia

Today Is Monday in New York
Downing, Johnotta

The Man Who Walked Between the Towers
Garstein, Mordicai

Storyteller's Candle
Gonzalez, Lucia

Jamaica Louise James
Host, Amy

Tenth Avenue Cowboy
High, Linda Oatman

The Girl on the Yellow Giraffe
Himler, Ronald

Feivel's Flying Horses
Hyda, Heidi Smith




Summer Reading
AT NEW YORK LIBRARIES
www.summerreadingnys.org



Summer Reading
AT NEW YORK LIBRARIES

New York State Logo with CSLP 2011 Graphics



Summer Reading

AT NEW YORK LIBRARIES

Educators: Help your students improve skills through reading during the summer months.

“Summer Reading at New York Libraries’ gives teachers and parents a proven learning tool that engages and excites youngsters as it raises literacy levels. This is a critically important experience that keeps children learning—and engaged in the wonderful act of reading—even when the school year is over.” —New York State Education Commissioner David Steiner

9 Ideas to Get Students Reading this Summer

1. Encourage your students to get a library card at their local public library. It's free!
2. Invite a public librarian to your class to introduce this year's summer reading program and theme: One World, Many Stories.
3. Collaborate with your school library media specialist to introduce fun reading about global related themes to your students.
4. Show your class a beach bag of books and magazines that you plan to read during summer vacation.
5. In your classroom post a list of favorite books. Encourage students and parents to add their favorites.
6. Have students start a list of books they'd like to read during the summer.
7. Collaborate with the local public library to ensure your students get the best possible summer reading experience.
8. Encourage your students to share their summer reading experiences when they return to school in the fall.
9. Schedule a story telling festival where students, teachers, librarians, and administrators share stories from their families' cultures.



For information and educational activities check out these New York Summer Reading program sites:
www.nysl.nysed.gov/libdev/summer
www.summerreadingnys.org



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2011

One World, Many Stories



Summer Reading

AT NEW YORK LIBRARIES

Communication

Your community needs to know what you do

Take the Community from Ambivalence to Care –
Be Interesting or Be Invisible

- Introduce yourself – who are you and why should anyone care
- Find out best communication avenue for media outlet, school or youth group
- Send out press releases and promotional materials as appropriate.

Take the Community from Ambivalence to Care – Be Interesting or Be Invisible

Send Weekly Updates

- Updates on program happenings
- Highlight your successes and best programs
- Create “Challenges” to keep interest
- Always lead with the local kid who did good (Everyone wants to see a picture of their kid in the local paper)

Taking the Community from Ambivalence to Care – Be Interesting or Be Invisible

Follow-up

- Call to see if material was received
- Ask why if not posted or thank you for posting



Taking Advantage of the Tools Available

- CSLP Manual & Website www.cslnreads.org
- Summer Reading at new York Library website <http://www.nysl.nysed.gov/libdev/summer>
- School/Public Library Partnership Manual (<http://www.nysl.nysed.gov/libdev/summer/facts.htm>.)
- Evanced Summer Reader (www.nysl.nysed.gov/libdev/summer/smreader.htm)
- Photo Share Blogs

Taking Advantage of the Tools Available

- Social networking:

Facebook/Twitter

- Promote upcoming events
- Share with followers a little piece of the library daily!
- Ask questions and get feedback
- offer incentives

- Word of Mouth

Give good reasons why people should say something good about SRP & your library





Additional Tools

- Promoting The 2011 Teen SRP through the Teen Video Challenge
www.summerreadingnys.org
- Promotion using the “One world, Many Stories” Video www.cslpreads.org
- Watch for messages from System Youth Services Consultants as new tools become available.



Evaluation:

- Were original goals met?
- Did the audience targeted respond to the promotional messages?
- What worked and what needs to be tweaked for next year?



Time:

How to get all of this done in an already busy day!

Carve out $\frac{1}{2}$ hour to 1 hour every day to spend on promotional activities

- Online networking
- Contacting local media and other organizations to get the “word” out

Going through these steps and creating a calendar will really help save time in the long run



Remember

- **Use the resources** provided through the New York State Library – “Summer Reading at New York Libraries” materials and web sites.
- **Read all e-mails** from your System level Youth Services Coordinator.
- **Use the CSLP web site** and create an account.
- **Remember**, you have a great product – getting the word out is all you need to do.



Promoting a Local Approach

On June 1st, this summer reading marketing webinar was presented live for public libraries and drew participants from New York and Virginia. Thank you for your interest and we hope you found the information helpful.

Participants joined in from:

Albany, NY	Highland, NY	Phoenicia, NY
Binghamton, NY	Huntington, NY	Port Washington
Cape Vincent, NY	Independence, VA	Richmond, VA;
Chesapeake, VA	Long Island, NY	Schroon Lake, NY
Chesterfield County, VA	Nassau County, NY	Taghkanic, NY
Edinburg, VA	Owego, NY	Tivoli, NY
Emporia, VA	Oxford, NY	Weedsport, NY
Endicott, NY	Painted Post, NY	White Plains, NY
		Whitesboro, NY

