Public Screen 1

FAIRBROTHER
& COMPANY LLC

Summer Reading at New York Libraries:

Leveraging Branding, Public Relations & Media Exposure to Increase Participation

Presentation Agenda/Outline

I. Introduction
   a. —Fairbrother & Company & NYS Summer Reading Program
   b. —Brief overview of what we did last year

II. Importance of branding the Summer Reading at New York Libraries initiative

III. The new Summer Reading at New York Libraries brand identity
   a. What it is
   b. How to use it
   c. Suggested do's and don'ts when using the logo
   d. Where to find it

IV. Suggested ways to use the brand in local promotion

V. Public Relations and Media Outreach: How to get the local media to promote Summer Reading at your library or system
   a. Feature story pitch writing
   b. Media alerts
   c. News and events updates
   d. Methods for building exposure for libraries in smaller markets venue that

Public Screen 2

FAIRBROTHER
& COMPANY LLC

Summer Reading at New York Libraries:

Leveraging Branding, Public Relations & Media Exposure to Increase Participation

Presentation Agenda/Outline

VIII. What Fairbrother & Company and the New York State Library will provide to help you promote Summer Reading at New York Libraries
   a. Major feature/PR releases
   b. Templated media feature pitches and releases

IX. Q & A/Discussion: What's Working for Your Library

Slide1

FAIRBROTHER
& COMPANY LLC
PR & Branding Workshop
Summer Reading at New York Libraries
March 1, 2010

Slide2

FAIRBROTHER
& COMPANY LLC
Summer Reading at New York Libraries:
Leveraging Branding, Public Relations & Media Exposure to Increase Participation
March 1, 2010

Branding & Promoting Summer Reading

Branding & Promoting Summer Reading

Slide5

FAIRBROTHER
& COMPANY LLC
New York State Library
New York State Education Department

Slide6

Branding &
Promoting Summer
Reading
About Fairbrother & Company
• A general marketing, branding, PR firm with clients in a wide variety of categories
• 20-years+ experience promoting books, publishing companies, reading, libraries, sachools & colleges, arts, not-for-profits, etc.
• Engaged in April 2009 for 5 years to promote Summer Reading at New York Libraries

Slide7

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Goals
• Reach out to media statewide and locally: print, television, radio, and Internet
• Promote "New York Statewide Summer Reading Program at Your Local Library"
• Educate and inform families, children, teens, educators and other influencers

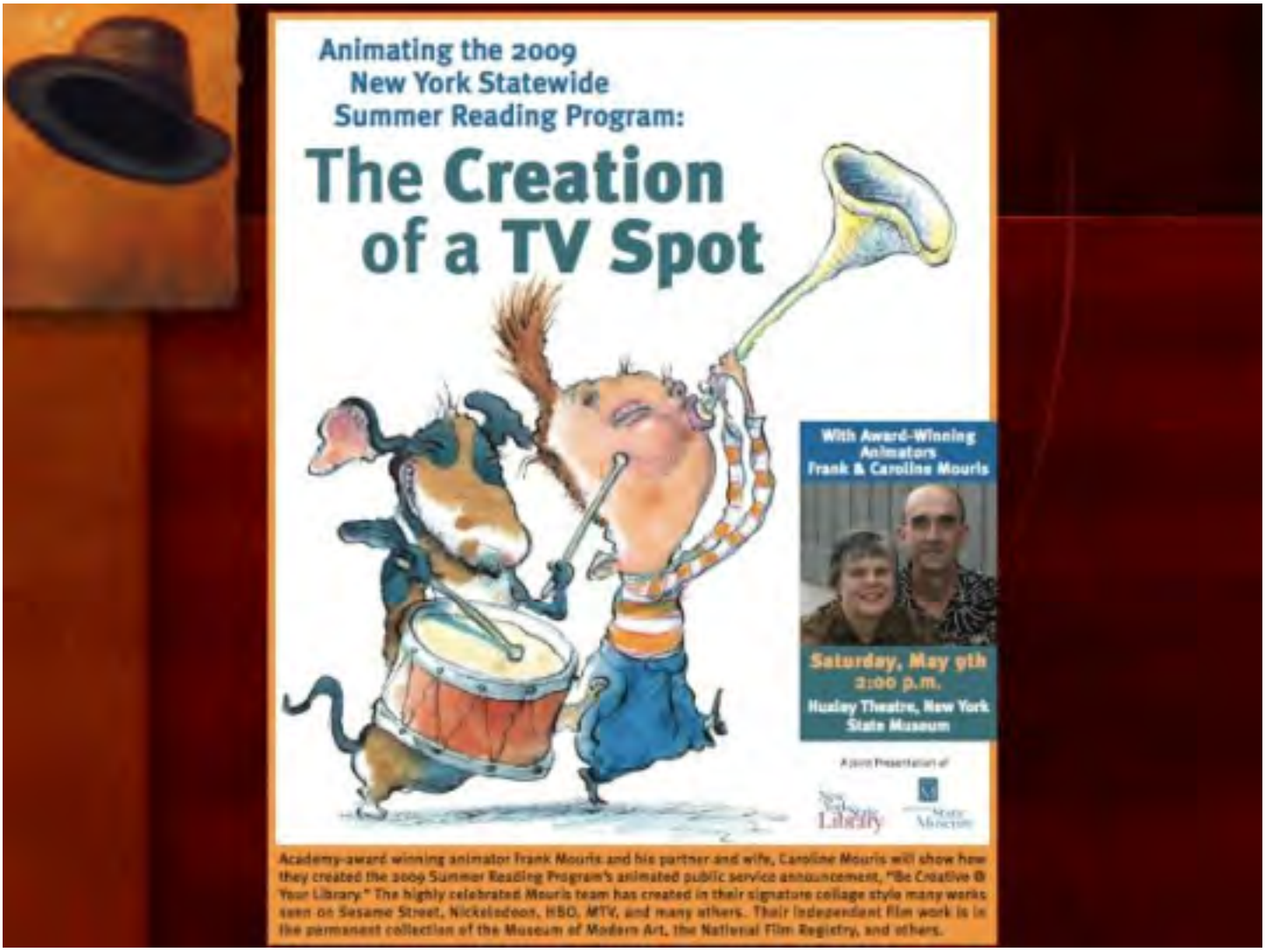
Slide8

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Goals
• Promote the benefits of Summer Reading and the activities and resources at local libraries
• Ongoing campaign to NYS media of releases, pitches and feature story ideas to generate coverage of the program and promote Summer Reading activities

Slide9

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
• Launch Event
• Pre Launch media alert and media release
• Post Launch Event media release with photos

Slide10


Animating the 2009
New York Statewide
Summer Reading Program:
The Creation of a TV Spot
With Award-Winning Animators Frank & Caroline Mouris
Saturday, May 9th
2:00 p.m.
Huxley Theatre, New York State Museum
Academy-award winning animator Frank Mouris and his partner and wife, Caroline Mouris will show how they created the 2009 Summer Reading Program's animated public service announcement, "Be Creative @ Your Library." The highly celebrated Mouris team has created in their signature collage style many works seen on Sesame Street, Nickelodeon, HBO, MTV, and many others. Their independent film work is in the permanent collection of the Museum of Modern Art, the National Film Registry, and others.

Slide11

Branding &
Promoting Summer
Reading
• Launch Event May 2009
NYS
M
NEW YORK State
Museum
Be
Creative

Slide12

Branding &
Promoting Summer
Reading
• Launch Event May 2009
NYS M
New York State Museum
New York State Library

Slide13

Branding &
Promoting Summer
Reading
• Launch Event May 2009
For Immediate Release
Media Contact: Wendy Kahn, Fairbrother & Company
wendy@fairbrother.com
(518) 392-7700
New York State Library Launches 2009 Statewide Summer Reading Program
Students Urged to "Be Creative" at Their Local Library
Albany, N.Y., June 4, 2009 – The New York State Library launched the 2009 New York Statewide Summer Reading Progr
at an event in the New York State Museum, Albany. The annual free program is offered in more than 1,100 public libraries
branch libraries throughout the state. In eight years, participation has increased by 300 percent, with more than 1.5 million
participants last year.
Jeffrey W. Cannell, Deputy Commissioner of Cultural Education for the New York State Education Department, introduced
New York State Education Commissioner Richard P. Mills, who kicked off the event with remarks about the role and
importance of summer reading programs at public libraries in preparing our youth for success in an ever-changing world.
"These days, families can't afford to buy all the books they might want to read," said Commissioner Mills. "Kids today need an
loads of books—not just for learning, but for inspiring their creative minds, and just to pass the time on a summer day." Mills
that the New York Statewide Summer Reading Program has grown significantly over the past decade, reaching more than 1.
million children at more than 1,100 sites. "Our Summer Reading Program is helping to keep books—and the local public libra
at the center of a child's summer life".

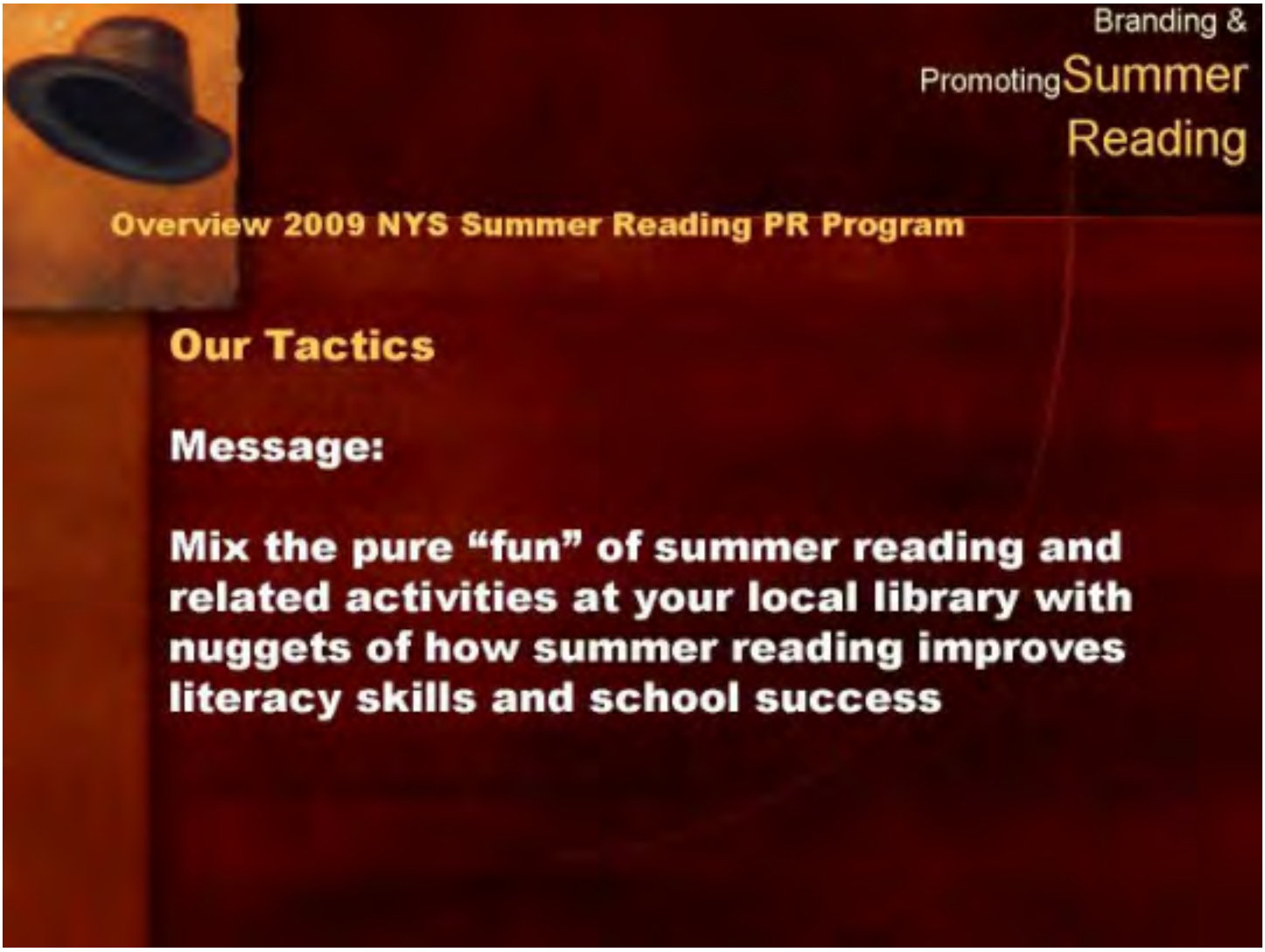
Slide14

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
Ongoing story ideas pitched to media about the role of summer reading to children and families, geared to regional, local and community newspapers

Slide15

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
Sent to media contact list of more than
500 individuals/media outlets across New
York State

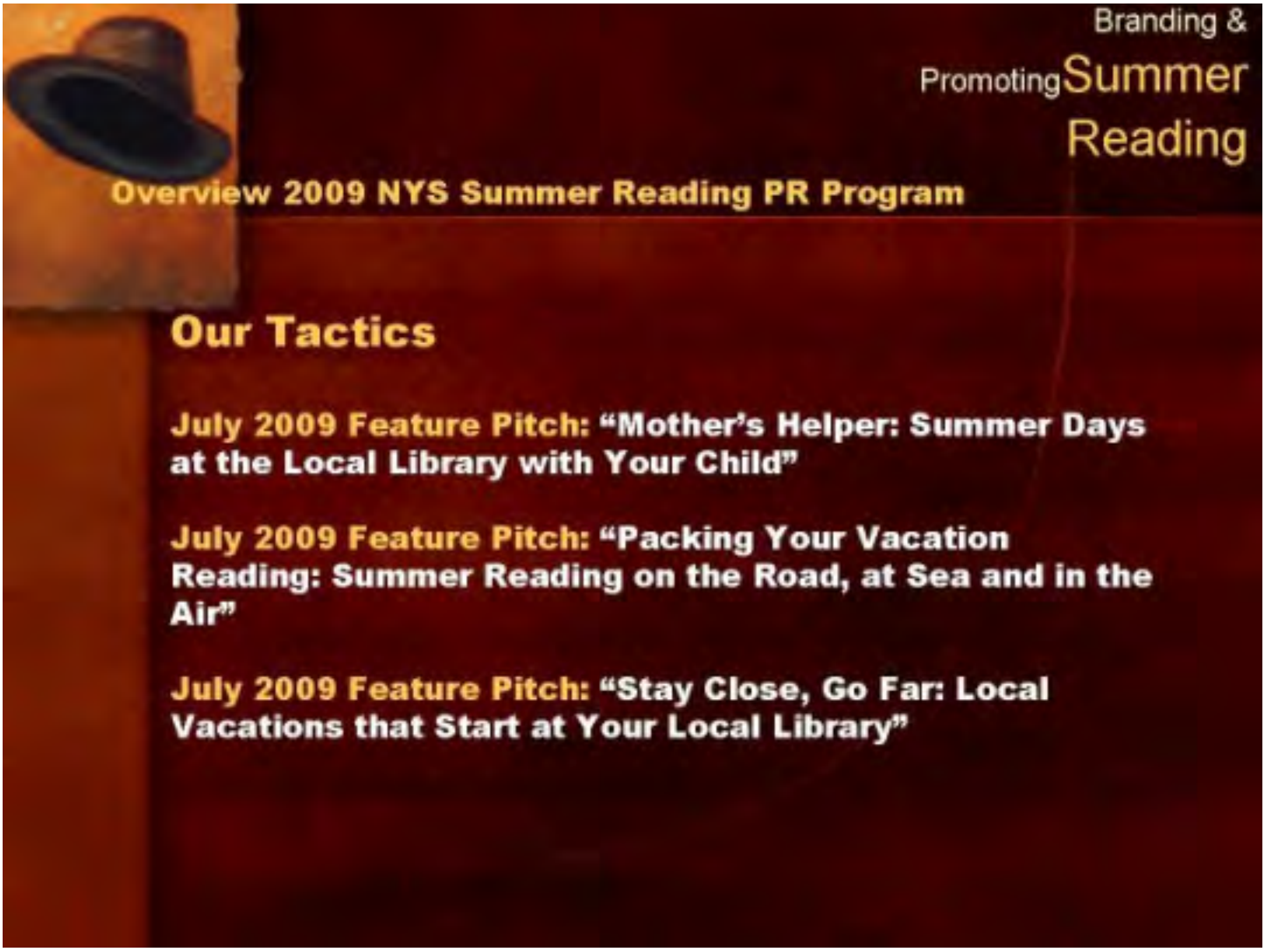
Slide16


Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
Message:
Mix the pure “fun” of summer reading and related activities at your local library with nuggets of how summer reading improves literacy skills and school success

Slide17

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
June 2009 Feature Pitch: "Explore New York During the Quadricentennial: Reading and Activities Galore at Your Local Library"
June 2009 Feature Pitch: "Joys of Summer Reading: How to Get Your Kids to Hit the Books—for Fun—This Summer"
June 2009 Feature Pitch: "Celebrating New York's Role in Our Nation's Independence"

Slide18


Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
July 2009 Feature Pitch: "Mother's Helper: Summer Days at the Local Library with Your Child"
July 2009 Feature Pitch: "Packing Your Vacation Reading: Summer Reading on the Road, at Sea and in the Air"
July 2009 Feature Pitch: "Stay Close, Go Far: Local Vacations that Start at Your Local Library"

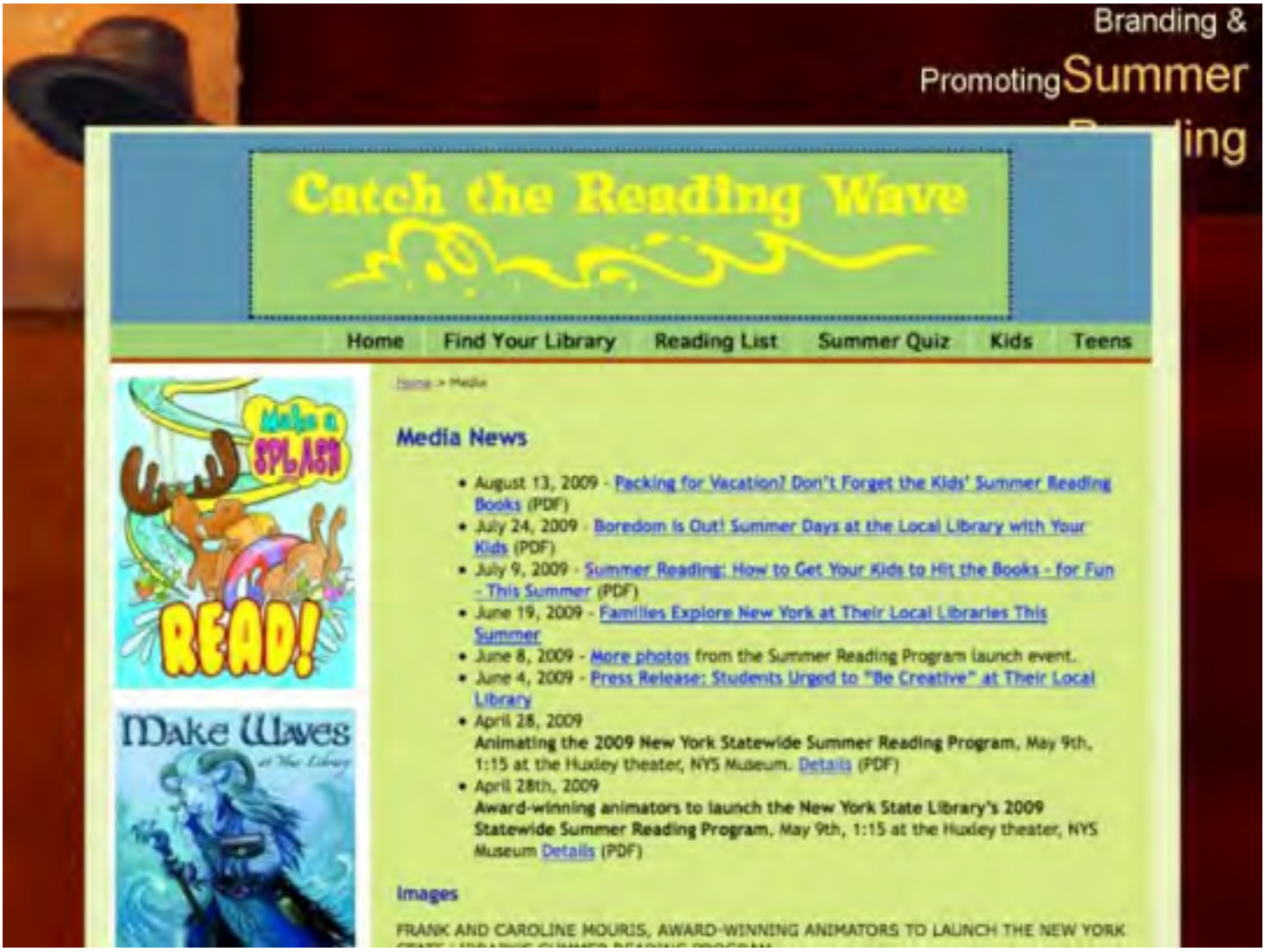
Slide19

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
July 2009 Feature Pitch: "Summer's Last Fling: Reading for Pure Pleasure During the Lazy Days of Summer"
Nov. 2009 News Release: "New York Libraries Engage 1.5 Million Kids in Summer Reading"

Slide20

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
• Media Resources page on Summer Reading Web site

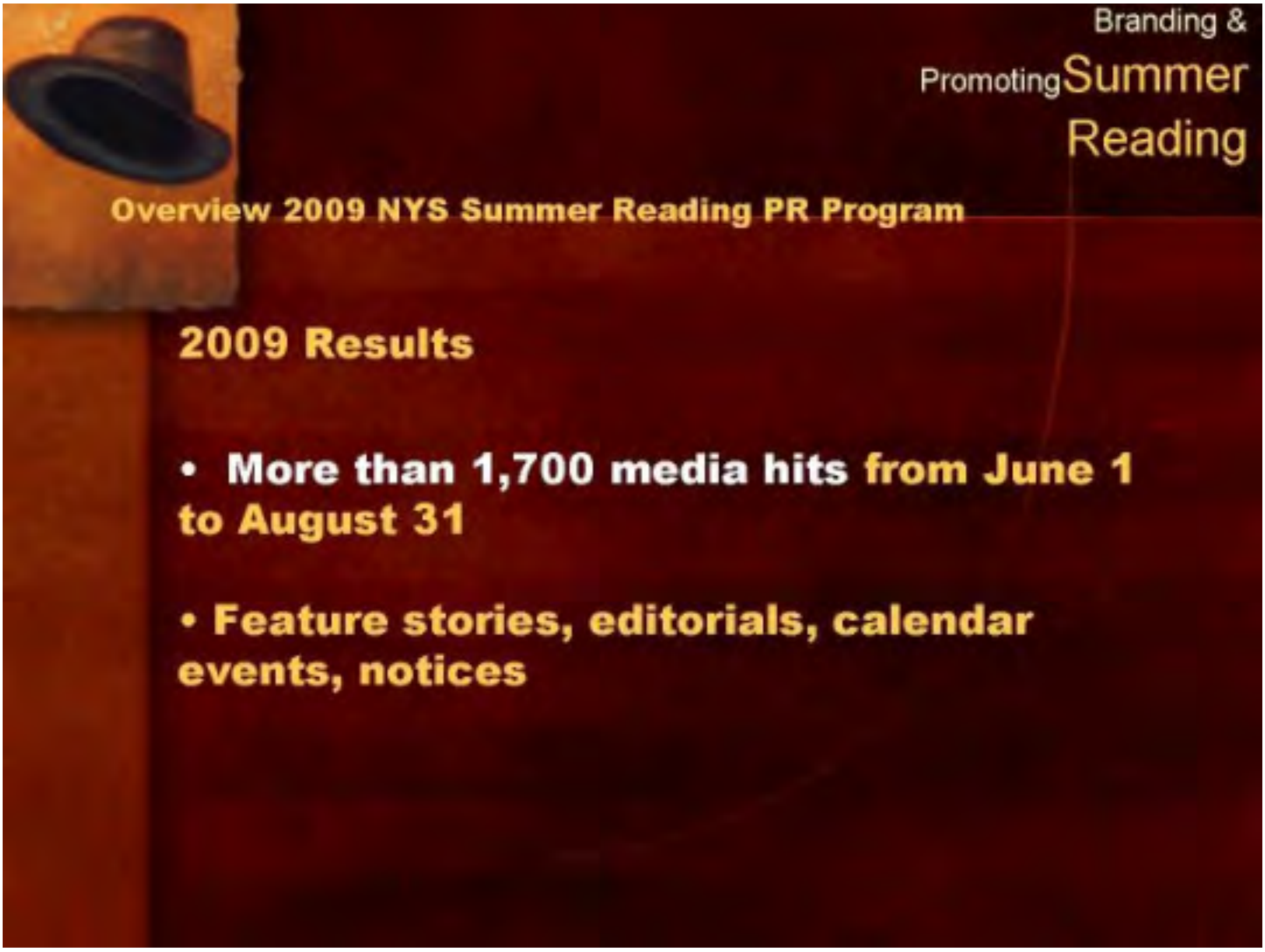
Slide21


Branding &
Promoting Summer
ing
Catch the Reading Wave
Home
Find Your Library
Reading List
Summer Quiz
Kids
Teens
Make a SPLASH
READ!
Make Waves
Media News
August 13, 2009 - Packing for Vacation? Don't Forget the Kids' Summer Reading Books (PDF)
July 24, 2009 - Boredom is Out! Summer Days at the Local Library with Your Kids (PDF)
July 9, 2009 - Summer Reading: How to Get Your Kids to Hit the Books - for Fun - This Summer (PDF)
June 19, 2009 - Families Explore New York at Their Local Libraries This Summer
June 8, 2009 - More photos from the Summer Reading Program launch event.
June 4, 2009 - Press Release: Students Urged to "Be Creative" at Their Local Library
April 28, 2009
Animating the 2009 New York Statewide Summer Reading Program, May 9th, 1:15 at the Huxley theater, NYS Museum. Details (PDF)
April 28th, 2009
Award-winning animators to launch the New York State Library's 2009 Statewide Summer Reading Program, May 9th, 1:15 at the Huxley theater, NYS Museum Details (PDF)
Images
FRANK AND CAROLINE MOURIS, AWARD-WINNING ANIMATORS TO LAUNCH THE NEW YORK

Slide22

Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
Our Tactics
• Media clipping service to track results

Slide23


Branding &
Promoting Summer
Reading
Overview 2009 NYS Summer Reading PR Program
2009 Results
• More than 1,700 media hits from June 1 to August 31
• Feature stories, editorials, calendar events, notices

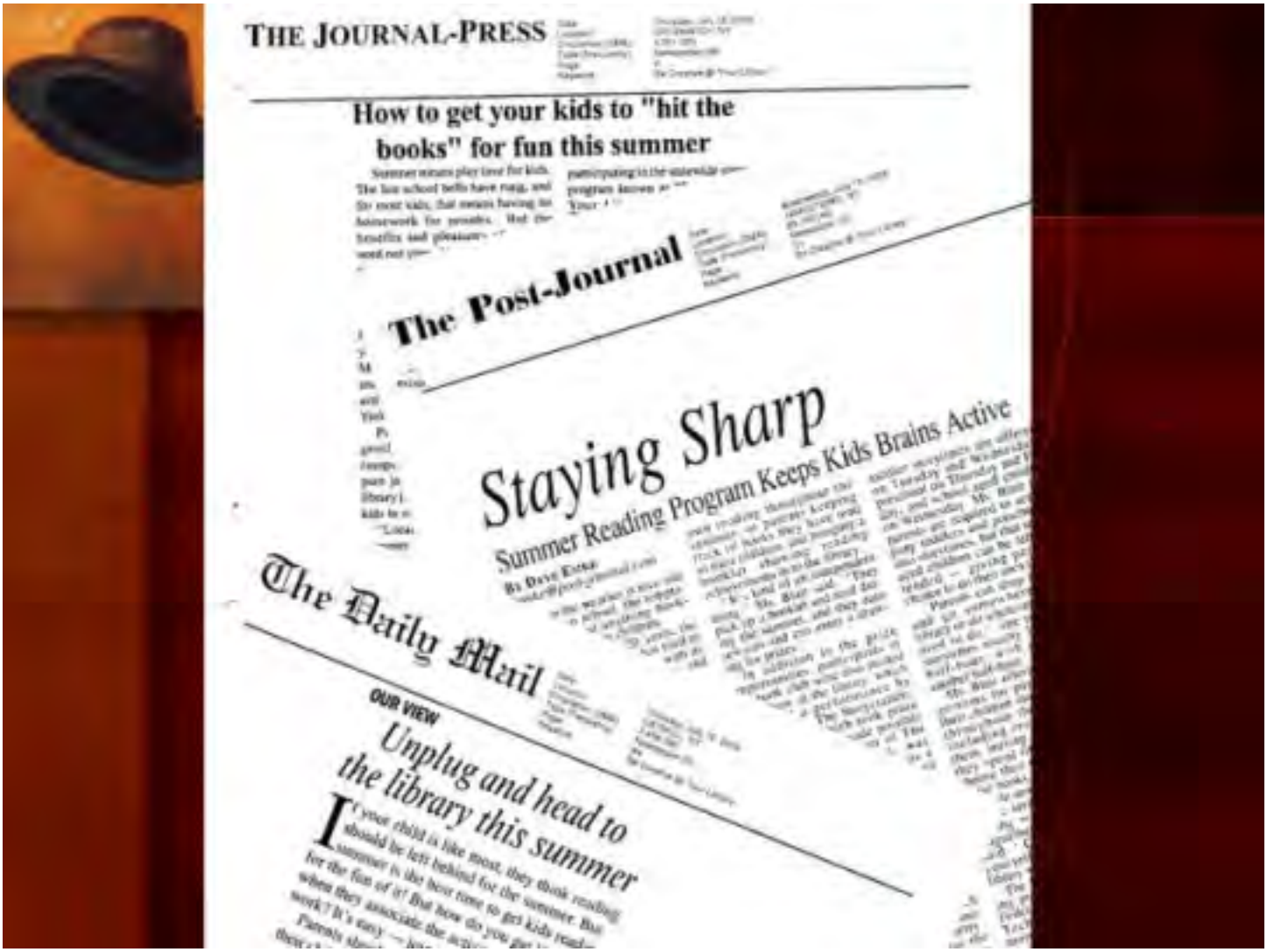
Slide24

THE PATRIOT
Library launches annual summer reading progr
NEW YORK POST
NO MORE 'SCHOOL'S OUT FOR SUMMER'

Slide25

Register-Star
Search the Site:
ARCHIVES > OPINION > EDITORIALS
Unplug and head to the library this summer
CHATHAM COURIER
The Valley
Friday, July 24, 2009
Front Page
Viewpoints
Local News & Photos
Hannibal News
Library launches annual su
07-08-2009
OUR VIEW
Be creative at your library this summer
The libraries in northern Columbia County, Chatham Public Library, North Chatham Free Library and

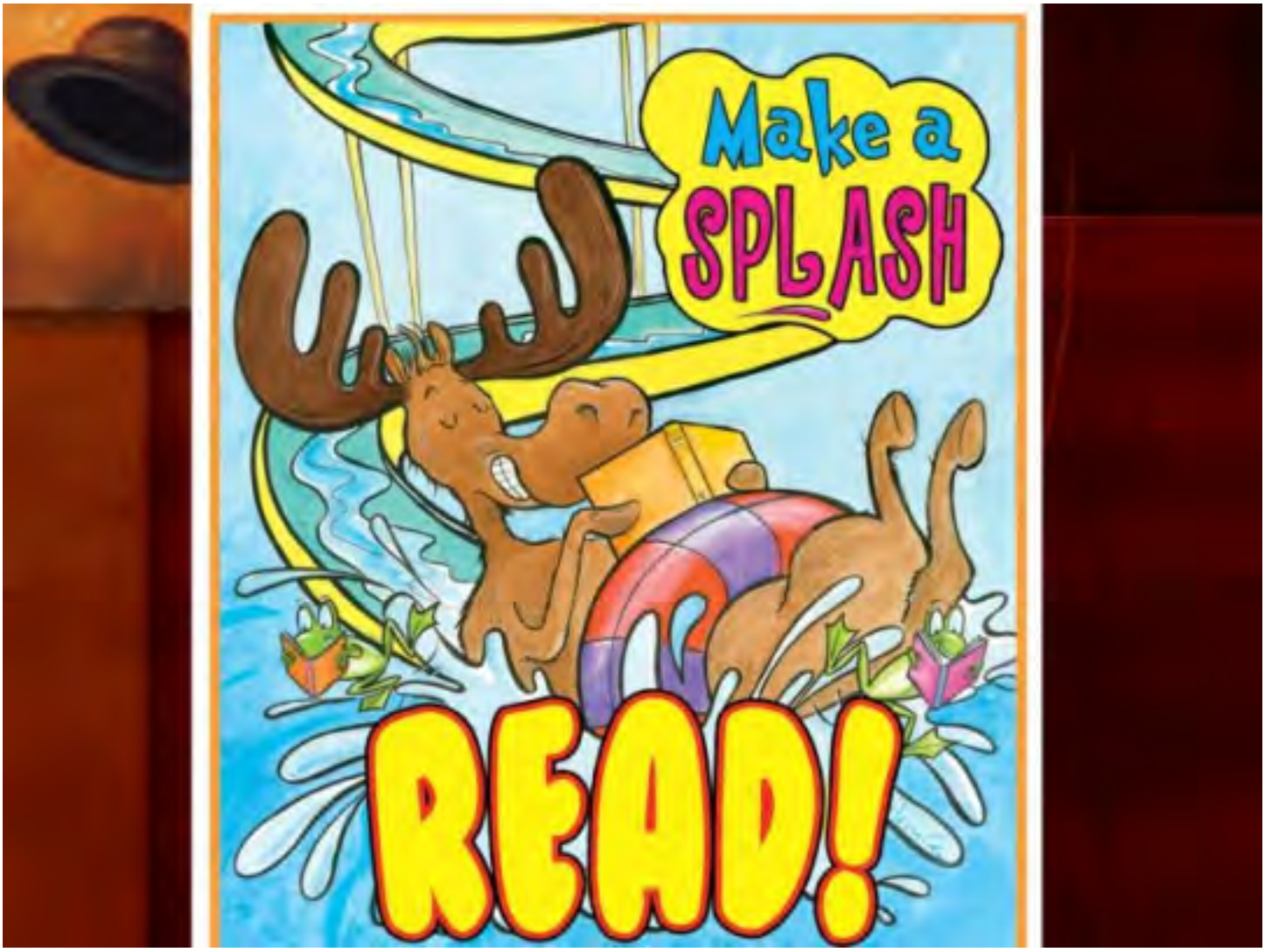
Slide26


THE JOURNAL-PRESS
How to get your kids to "hit the books" for fun this summer
The Post-Journal
Staying Sharp
Summer Reading Program Keeps Kids Brains Active
The Daily Mail
OUR VIEW
Unplug and head to the library this summer

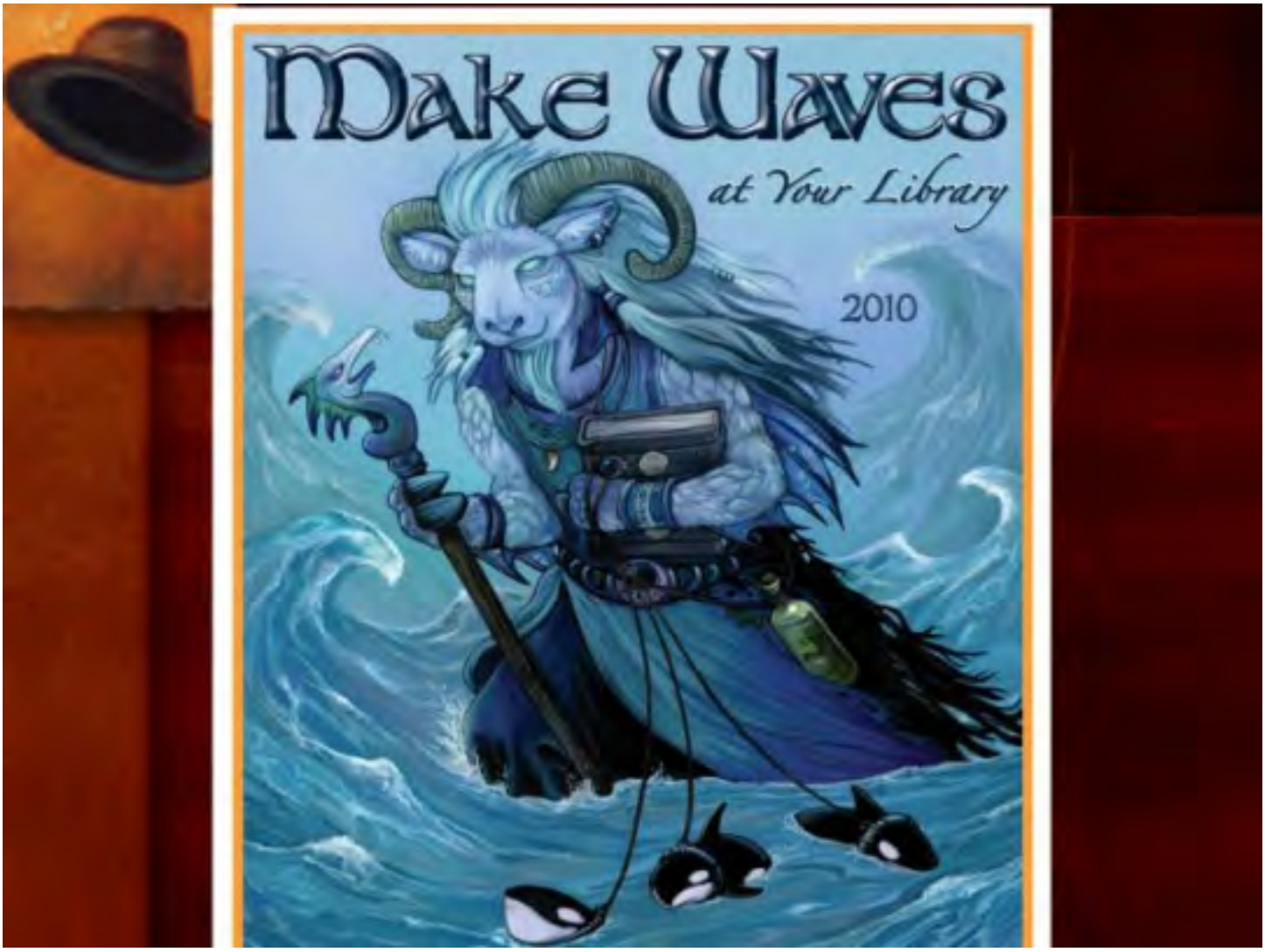
Slide27

Branding &
Promoting Summer
Reading
2010 NYS Summer Reading PR Program
2009 Lessons Learned
• Need for a clear "brand" to help get media attention
• Need to bring the campaign down to the "retail" level

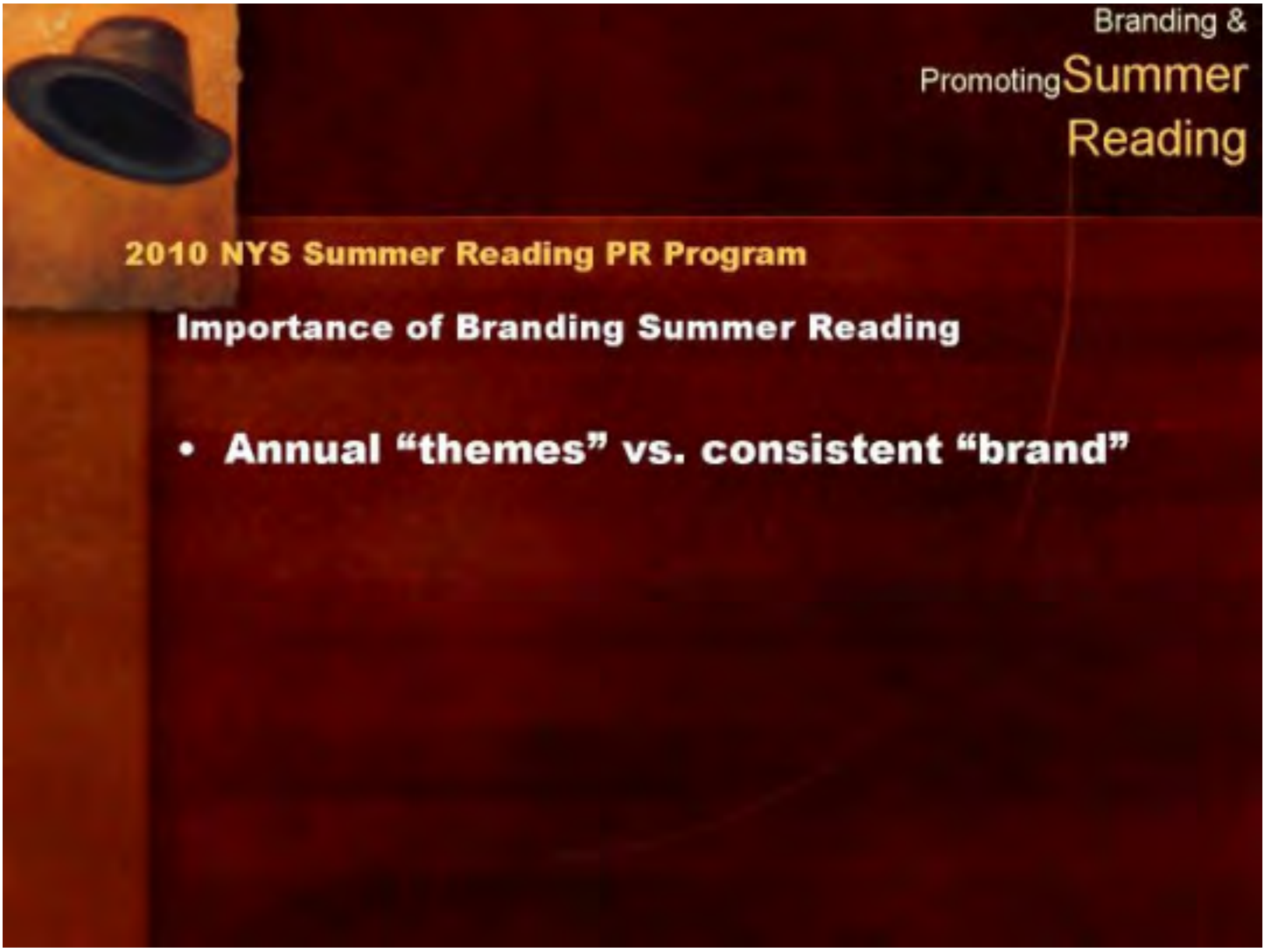
Slide28



Slide29



Slide30


Branding &
Promoting Summer
Reading
2010 NYS Summer Reading PR Program
Importance of Branding Summer Reading
• Annual “themes” vs. consistent “brand”

Slide31

Branding &
Promoting Summer
Reading
2010 NYS Summer Reading PR Program
Importance of branding the Summer Reading
• The brand is our anchor—it's the simplest way to remind target audiences what we're "selling"

Slide32

Branding &
Promoting Summer
Reading
Importance of branding the Summer Reading
What is a Brand?
• Not just a logo
• A brand is: our audience's experience of our "product"
• A "positioning" of our product—how it relates to 1) our audience's life and to
2) the "competition"

Slide33

Branding &
Promoting Summer
Reading
Importance of branding the Summer Reading
What is a Brand?
The Objectives of the Summer Reading brand
• To identify what we're promoting
• To define our target audience
• To convey the "benefit" of our brand
• To communicate how our brand fits into the lives of our prospects

Slide34

Branding &
Promoting Summer
Reading
Summer
Reading
AT NEW YORK LIBRARIES

Slide35

Summer Reading
AT NEW YORK LIBRARIES
• Three elements visually convey:
– Summer (sunglasses)
– Reading (open book, act of reading)
– New York (iconic Statue of Liberty)

Slide36

Summer Reading
AT NEW YORK LIBRARIES
• Style conveys sense of fun
• Connects reading/activity to libraries
• Communicates that this is a program for kids

Slide37

Branding &
Promoting Summer
Reading
Importance of Branding Summer Reading
Successful branding...
• Presents a unified, integrated brand image
• Is implemented consistently throughout all communications
• Used everywhere: posters, web, PR

Slide38

Branding &
Promoting Summer
Reading
Importance of Branding Summer Reading
Successful branding...
Logo Do's:
• Use official logo files
• Use in color, B&W or 1-color okay
Summer
Reading
AT NEW YORK LIBRARIES

Slide39

Branding &
Promoting Summer
Reading
Importance of Branding Summer Reading
Successful branding...
Logo Do's:
• Keep "white space" around the logo
• Use logo to anchor the page

Slide40

Branding &
Promoting Summer
Reading
Importance of Branding Summer Reading
Successful branding...
Logo Don'ts:
• Don't change elements, fonts, colors
• Don't impose over busy graphic or image
• Don't allow it to "fight" another logo/brand

Slide41

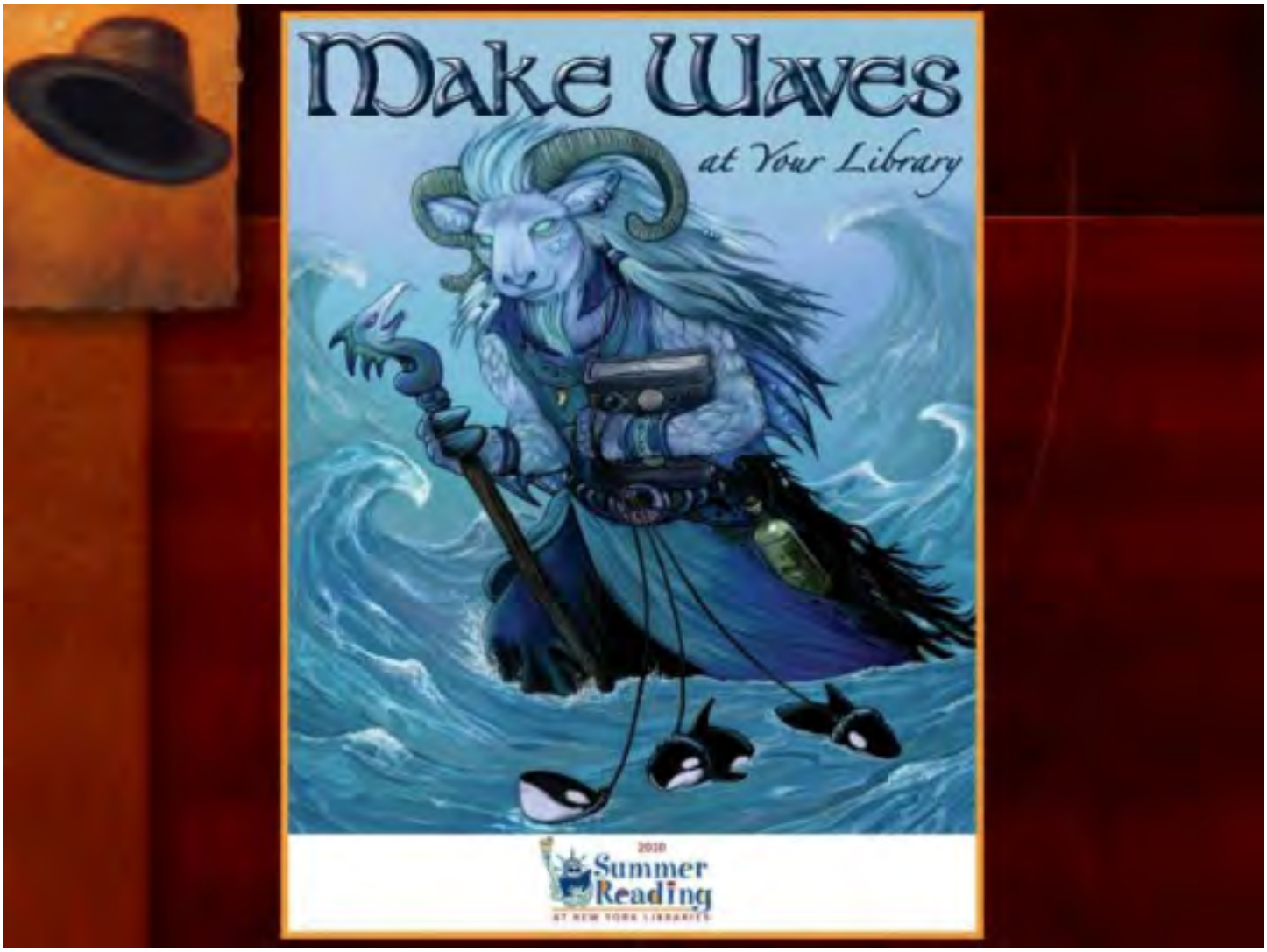
Branding &
Promoting Summer
Reading
Importance of Branding Summer Reading
Where to find logo files
http://www.nysl.nysed.gov/libdev/summer/
or
http://www.summerreadingnys.org

Slide42

Branding &
Promoting Summer
Reading
Using Summer Reading Brand in Local promotion
Resources on our Web site
Use materials on our Web site to help you build awareness of Summer Reading anf invite participation

Slide43

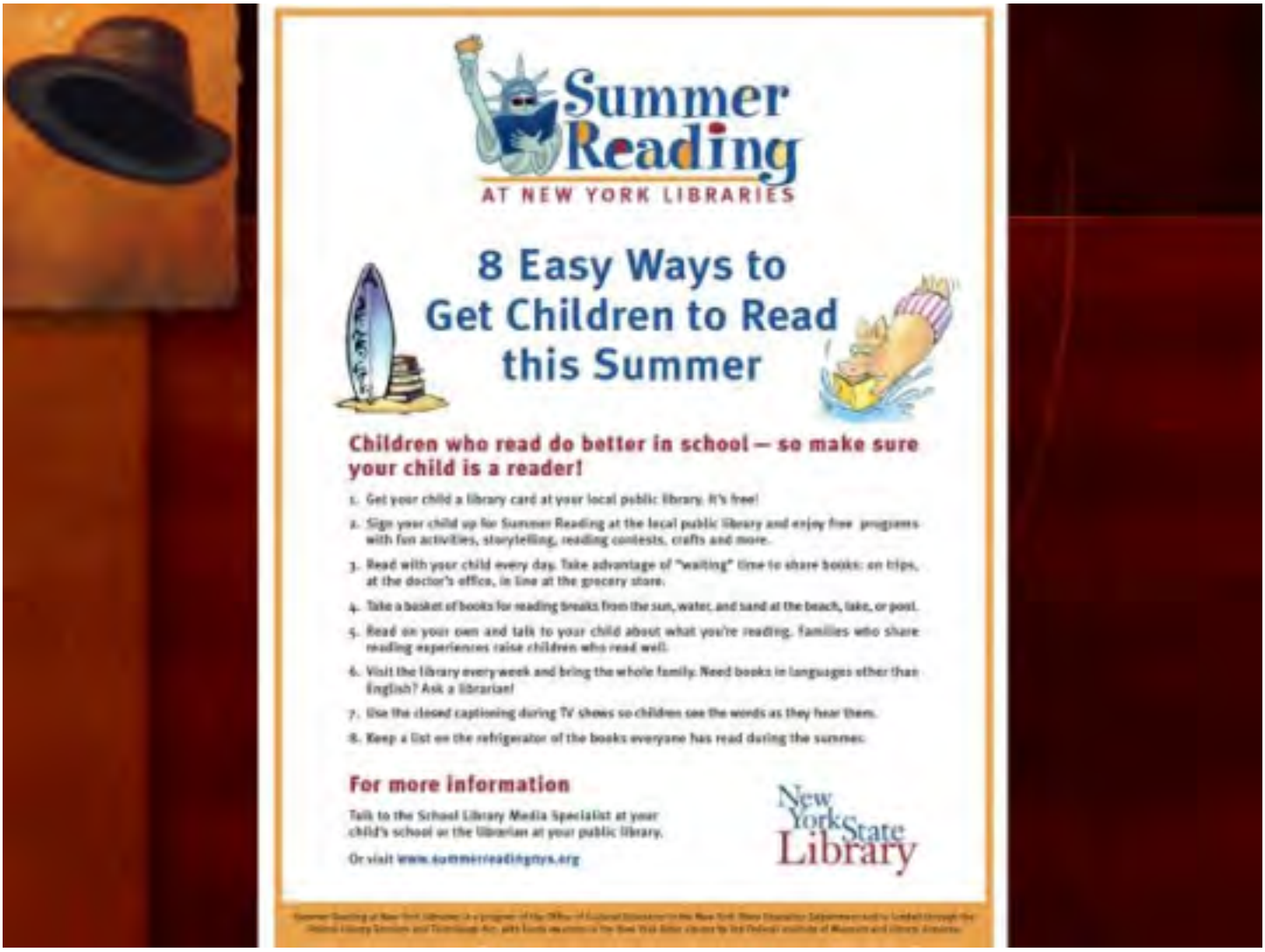
Slide44


Make Waves
at Your Library
2010
Summer Reading
AT NEW YORK LIBRARIES

Slide45

Summer Reading
AT NEW YORK LIBRARIES
Parents: Help your kids succeed in school!
READ!
Make Waves
2010 Summer Reading at New York Libraries
When children read what they enjoy, they learn to love reading and become better readers. The free summer programs at your public library will help your child keep reading while having fun all summer long.
Children can sign up at their local public library, branch, or reading center.
For more information
Talk to the School Library Media Specialist at your child's school or the librarian at your public library.
Need books in languages other than English? Ask the librarian!
Or visit www.summerreadingnys.org
New York State Library

Slide46


Summer Reading
AT NEW YORK LIBRARIES
8 Easy Ways to Get Children to Read this Summer
Children who read do better in school — so make sure your child is a reader!
1. Get your child a library card at your local public library. It's free!
2. Sign your child up for Summer Reading at the local public library and enjoy free programs with fun activities, storytelling, reading contests, crafts and more.
3. Read with your child every day. Take advantage of "waiting" time to share books: on trips, at the doctor's office, in line at the grocery store.
4. Take a basket of books for reading breaks from the sun, water, and sand at the beach, lake, or pool.
5. Read on your own and talk to your child about what you're reading. Families who share reading experiences raise children who read well.
6. Visit the library every week and bring the whole family. Need books in languages other than English? Ask a librarian!
7. Use the closed captioning during TV shows so children see the words as they hear them.
8. Keep a list on the refrigerator of the books everyone has read during the summer.
For more information
Talk to the School Library Media Specialist at your child's school or the librarian at your public library.
Or visit www.summerreadingnys.org
New York State Library

Slide47

Branding &
Promoting Summer Reading
Using Summer Reading Brand in Local promotion
Resources on our Web site
Picture Books
MAKE A SPLASH: EXPLORE NY
Elementary
MAKE A SPLASH: EXPLORE NY
Tween
Make Waves: Explore NY
Teen and Up
Make Waves: Explore NY

Slide48

Branding &
Promoting Summer
Reading
Using Summer Reading Brand in Local promotion
Resources on our Web site
Congratulations!
is honored for participating in
Make Waves at Your Library
2010
Summer Reading
AT NEW YORK LIBRARIES
Congratulations!
MADE A SPLASH READING!
2010
Summer Reading

Slide49

Branding &
Promoting Summer
Reading
Using Summer Reading Brand in Local promotion
Get the Brand Out There
• Use the logo on posters, flyers, handbills
• Door signs, bulletin boards, kiosks
• Feature it prominently on your own web site
• Talk up "Summer Reading"

Slide50

Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
How to Get the Local Media to Promote Summer Reading
• Most important—Get the local media to promote Summer Reading for you!

Slide51

Branding &
Promoting Summer Reading
Public Relations and Media Outreach
Getting Local Media to Promote Summer Reading
• Media are looking for stories—everyday
• Think like an editor—what's new or interesting about this, that my readers/audience would like to know?
• Get the media to want to tell your story
• Media will "archive" your submissions—building your file is the best way to succeed!

Slide52

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
• Announce/Launch Your Own Summer Reading Program
• Create a Launch Event
• Create a Photo Op
• Keep the Campaign Going

Slide53

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
• Use our Media Release "templates"
• Or create your own

Slide54

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Using our Media Release "templates"
• Throughout the summer, new "feature" releases posted to the web site
• Template format—for you to customize
• Copy/download and personalize
• Send out to your local media

Slide55

Branding &
Promoting Summer
Reading
(Your Library Name)
For immediate Release
Media Contact: (Your name)
(Your email)
(Your phone)
Kids Dive into Summer Reading at New York Libraries!
City, N.Y. — (date) — It's the last month of summer, the traditional time for vacations near and far. If you've packed the sunscreen and the beach towels, there's just one more stop before heading out of town. Hit the local library for armloads of summer reading.
Studies show the value of summer reading for improving literacy levels and achievement when school starts in the fall. What many parents don't know is that any voluntary reading can have a positive effect.
So you don't necessarily have to load up on the classics when you're thinking about your child's vacation reads.

Slide56

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Creating your own media campaign
•Use your knowledge of the local media, local events, trends
•"Surprise" your local media with news, stories, ideas for articles

Slide57

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Three Different Approaches to Getting Press/Media Coverage
•Feature Story Pitch Writing
•Media Alerts
•News and Events

Slide58

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Three Different Approaches:
Feature Story Pitch Writing
•Think broadly, laterally—not linearly
•Tap into current trends and topics of interest
•"Funnel" approach to telling a story
•The more story lines/angles you provide, the bigger the news story will be

Slide59

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Three Different Approaches:
Feature Story Pitch Writing—Examples
•The "Bored" Teen Syndrome
•Getting Out of the Sun—and into the Fun
•The Summer Job Brain Drain
•Summertime: Mother and Child Reunion

Slide60

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Feature Story Pitch Writing—Examples
•Packing for Camp or Vacation—Don't Forget the Fun Reads
•Local History/Local Mystery
•Passionate Pursuits: Turning Kids' Interests into an Interest in Reading
•Summer Unplugged: Trading Texting for Text Reading

Slide61

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Three Different Approaches:
Media Alerts
•Brief "alerts" to a newsworthy event, gathering or timely news
•A request for a reporter/photographer to cover the event

Slide62

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Three Different Approaches:
News & Events
•Promoting events at your library: readings, workshops, appearances
•Looking for "calendar" events listings
•"Just signed up our 100th Summer Reader!"

Slide63

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Tactics for Smaller Fish in a Big Pond
•Major media markets are difficult to crack
•Library systems can pool their pitches to approach the "big guns"
•Send to the big media anyway—you never know and it doesn't cost a thing!

Slide64

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Tactics for Smaller Fish in a Big Pond
Better ways:
• Target segmented media:
• Neighborhood media, alternative media, special interest media
•Use web-based media!
•Many local options—bloggers, events listings, "content areas" on local institutions' sites

Slide65

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Tactics for Smaller Fish in a Big Pond
Better ways:
•Tie into a big story—use a news angle to bring out a "human interest" story about kids reading to learn more

Slide66

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Broadcast Media: How to Get Them to Care About Libraries, Books and Reading
• Identify what programs can be targeted—what's the time slot/programming/target audience?
• TV: If you can't see it in a moving picture, it doesn't exist
• Visual test: what would make an interesting "silent movie"?

Slide67

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Broadcast: How to Get Them to Care
•Contests: TV loves "reality" events
•Everybody loves kids!
•Get a local TV personality involved—
Challenge: how many books are they reading this summer? What are they reading? Where do they read?

Slide68

Branding &
Promoting Summer
Reading
Getting Local Media to Promote Summer Reading
Broadcast: How to Get Them to Care
Radio & TV:
• Who can be interviewed?

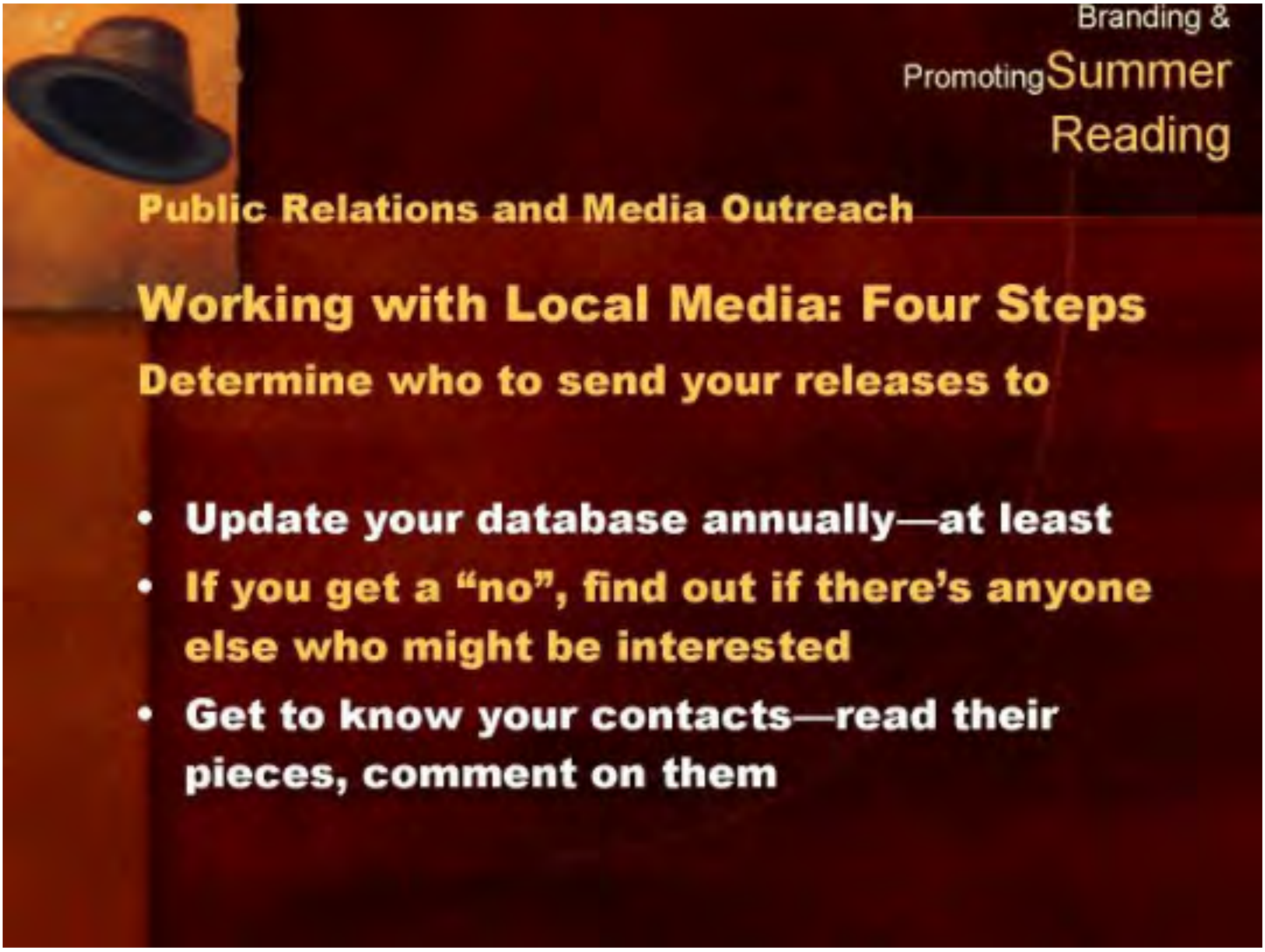
Slide69

Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
Working with Local Media: Four Steps
• Determine who should receive your releases
• Find out how they want to receive your release/materials
• Send
• Follow up

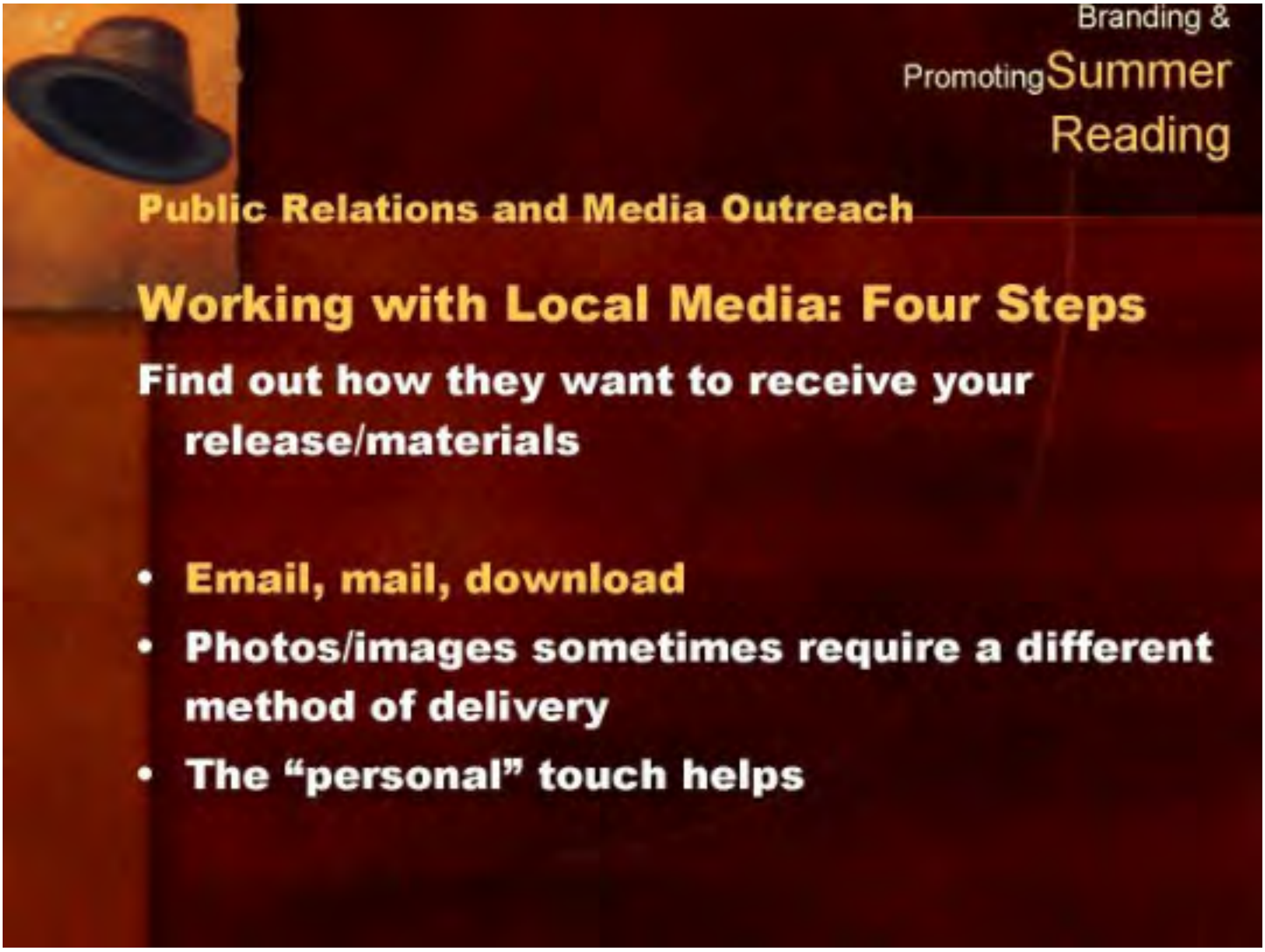
Slide70

Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
Working with Local Media: Four Steps
Determine who should receive your releases
• Best advice: Call and find out the appropriate person to send releases to
• Gather samples of all local media and get to know what they cover—and what they don't
• Make a list—email is almost always preferred

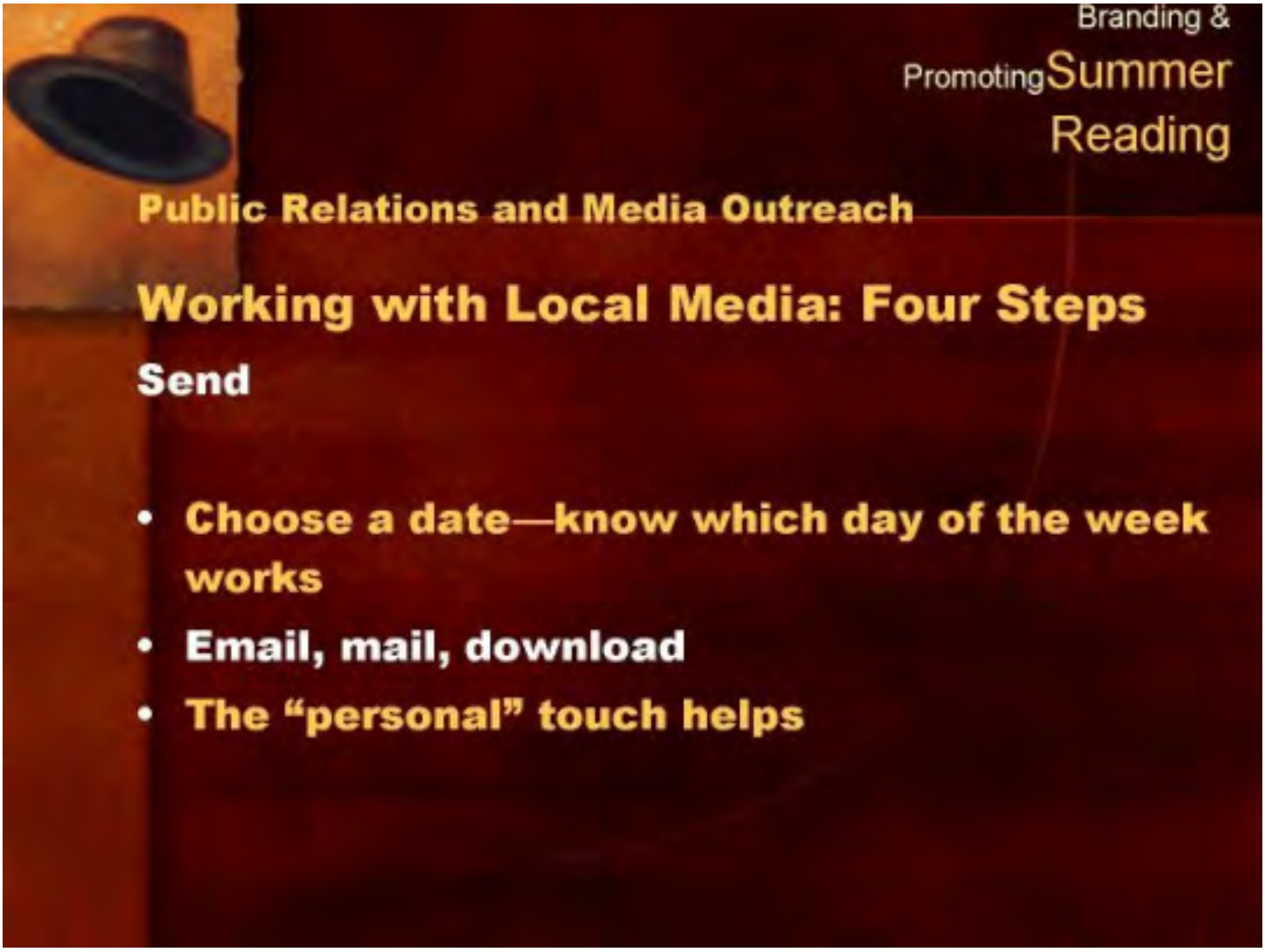
Slide71


Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
Working with Local Media: Four Steps
Determine who to send your releases to
• Update your database annually—at least
• If you get a "no", find out if there's anyone else who might be interested
• Get to know your contacts—read their pieces, comment on them

Slide72


Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
Working with Local Media: Four Steps
Find out how they want to receive your release/materials
• Email, mail, download
• Photos/images sometimes require a different method of delivery
• The "personal" touch helps

Slide73


Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
Working with Local Media: Four Steps
Send
• Choose a date—know which day of the week works
• Email, mail, download
• The "personal" touch helps

Slide74

Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
Working with Local Media: Four Steps
Follow up
• Call and confirm receipt
• "Any interest in doing a piece on Summer Reading?"
• "Anything else I can provide?" (sources for quotes, photos/photo ops, images, reading lists, etc.)

Slide75

Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
Working with Local Media: Four Steps
Follow up
• Use this step to start building a file on you media contacts

Slide76

Branding &
Promoting Summer
Reading
Direct Digital Media
Web 2.0: Blogs, Wikis, RSS feeds, etc.
•How evolved is your library?
•Using digital/direct media is a way to connect directly to your audience
•Can also be a useful tool to connect to media

Slide77

Branding &
Promoting Summer
Reading
Direct Digital Media
Web 2.0: Blogs, Wikis, RSS feeds, etc.
•Blogs especially can help you connect to participants and the media
•Need to commit resources to create content

Slide78

Branding &
Promoting Summer
Reading
Direct Digital Media
Web 2.0: Blogs, Wikis, RSS feeds, etc.
•Blog about activities, progress, participation
•Invite responses ("What are you reading this summer?" "What activities did you enjoy most?")
•Let the media know! (Surprising how much mainstream media will link in!)

Slide79

Branding &
Promoting Summer
Reading
Direct Digital Media
Facebook, Twitter, Social Networking Sites
•Create a network for Summer Readers
•Use Facebook page and a Twitter page to recruit kids (especially), connect and communicate
•Warning: If it's a parallel network, it's redundant and confusing

Slide80

Branding &
Promoting Summer Reading
Direct Digital Media
Facebook, Twitter, Social Networking Sites
•Facebook page to capture thoughts, events, numbers of participants—why not?
•Twitter page so participants can update what they're reading—good idea!
•Flickr—post photos of participants reading in usual places—terrific interest builder!

Slide81

Branding &
Promoting Summer
Reading
Direct Digital Media
Facebook, Twitter, Social Networking Sites
•Whatever you're doing, can do, in Web 2.0 and/or social networking sites—
Let the media know!

Slide82

Branding &
Promoting Summer
Reading
Web Site SummerReadingNYS.org
• A newly redesigned branded site
• Launching in March/April 2010
• A simple, easy-to-remember domain

Slide83

Summer Reading
AT NEW YORK LIBRARIES
Birth to 5
Kids
Teens
Parents
Libraries
Welcome to the 2010 Summer Reading at New York Libraries Web Site!
Summertime is fun time for readers of all ages! Browse through our site for reading-related games, puzzles, quizzes, reading lists, book reviews, find out about events, and so much more. Make a splash this summer at your local library. to join in the fun of SummerReading today, just find your local library Web Site using our link, and register!
Find Your Library
Sign Up
Make a Splash at your Library!
View our 2010 Summer Reading video and audio spots for kids!
Make Waves at your Library!
View our 2010 Summer Reading at New York Libraries video and audio spots for teens!

Slide84

Branding &
Promoting Summer
Reading
Web Site SummerReadingNYS.org
• Engaging content—games & resources to attract visitors
• "Find Your Library" feature
• Sign up for Summer Reading online feature

Slide85

Summer Reading
AT NEW YORK LIBRARIES
Birth to 5
Kids
Teens
Parents
Libraries
Booklists
Videos
Fun & Games
Arts & Crafts
Coloring
Birth to 5
Welcome to Summer Reading 2010 for children!
Reading with your baby, toddler or preschooler is a special experience. Sharing stories develops language skills, helps kids get ready for school, and is fun!
Sign Up your baby, toddler or preschooler to join your library's summer reading program. Browse our booklists and visit your public library for more great books and ideas.
Share books, share ideas. Read and write reviews of the books you are reading and connect with other parents and children.
Have fun! On this site you'll find a variety of activities, fun printables, fingerplays, reading tips, and ideas for family adventures close to home.

Slide86

Summer Reading
AT NEW YORK LIBRARIES
Birth to 5
Kids
Teens
Parents
Libraries
Booklists
Videos
Word Games & Puzzles
Arts & Crafts
Coloring
Reading & Writing
Kids
Welcome to Summer Reading 2010 for kids!
We've got a ton of fun stuff waiting for you so stick around and check out what we have:
View our 2010 Summer Reading video and audio spots for kids!
* Let's Play!
It's a beautiful day! Need some game ideas? There are some great ones here.
* Creativity Sparks
Get your creative juices flowing with these ideas to spark your imagination.
* Printable Fun
Printable pages for extra summer fun!
* Buzz Books!
Here are books that kids are buzzing about. Go to My Booklogs & Reviews to tell everyone about a book you're reading. Maybe your review will be chosen for Buzz Book of the Week!
* Jokes & Riddles
Just the thing if you want to bug your friends and family. Look on the More Stuff boxes for today's jokes and riddles.

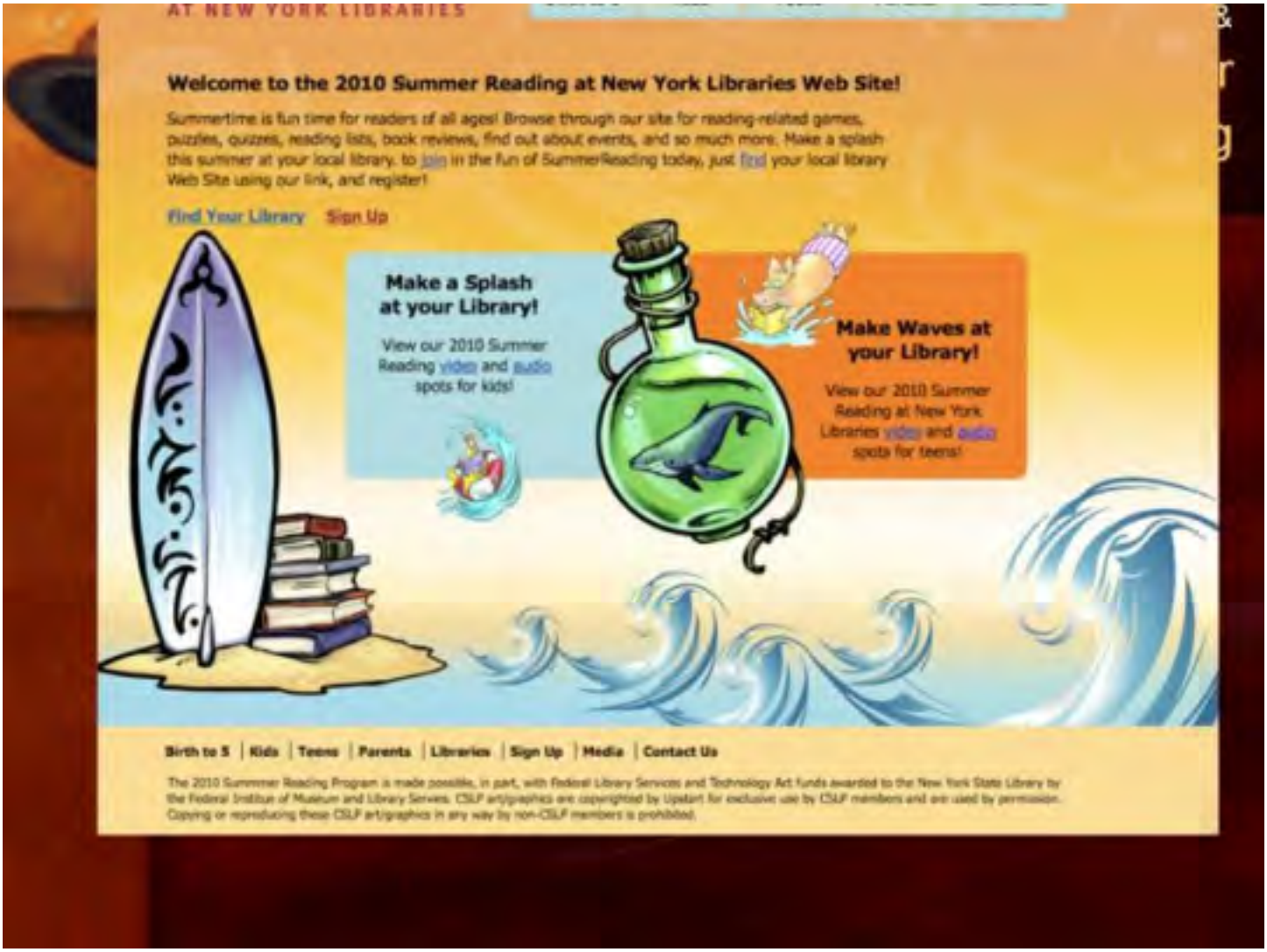
Slide87

Summer Reading
AT NEW YORK LIBRARIES
Birth to 5
Kids
Teens
Parents
Libraries
Get Kids Involved
Get Teens Involved
Parents
Find Your Library
Sign Your Child Up
Welcome Parents, Families & Educators to Summer Reading 2010!
Why Summer Reading Matters
When children read what they enjoy, they learn to love reading and become better readers. The free summer programs at your public library will help your child keep reading while having fun all summer long.
Research has shown that children who continue to read during the summer vacation perform better in the fall when school resumes, and that even reading for simple summer enjoyment helps children with literacy skills, while helping prevent learning losses.
"Summer Reading at New York Libraries gives teachers and parents a proven learning tool that engages and excites youngsters as it raises literacy levels," said New York State Education Commissioner David Steiner. "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."
Summer reading programs make educational reading activities fun and appealing to young people. The New York State Library coordinates the program and works with the 23 public library systems throughout the state by providing a summer reading theme, promotional materials, a creative idea manual, and state-level support.

Slide88

Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
Using the Media Center
on Our Summer Reading Web Site
• Resources are available to help the media write your story
• Direct media to the Media Page—they're familiar with how this works
• Check the Media Page yourself for ideas, resources

Slide89


AT NEW YORK LIBRARIES
Welcome to the 2010 Summer Reading at New York Libraries Web Site!
Summertime is fun time for readers of all ages! Browse through our site for reading-related games, puzzles, quizzes, reading lists, book reviews, find out about events, and so much more. Make a splash this summer at your local library. to join in the fun of SummerReading today, just find your local library Web Site using our link, and register!
Find Your Library
Sign Up
Make a Splash at your Library!
View our 2010 Summer Reading video and audio spots for kids!
Make Waves at your Library!
View our 2010 Summer Reading at New York Libraries video and audio spots for teens!
Birth to 5 | Kids | Teens | Parents | Libraries | Sign Up | Media | Contact Us
The 2010 Summer Reading Program is made possible, in part, with Federal Library Services and Technology Act funds awarded to the New York State Library by the Federal Institue of Museum and Library Serves. CSLP art/graphics are copyrighted by Upstart for exclusive use by CSLP members and are used by permission. Copying or reproducing these CSLP art/graphics in any way by non-CSLP members is prohibited.

Slide90

Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
What We'll Provide You to Help You Publicize Summer Reading
• Feature story pitches in template format
• Research/data to support value of summer reading
• Quotes from key spokespeople
• Graphics, photos, logo materials

Slide91

Branding &
Promoting Summer
Reading
Public Relations and Media Outreach
What We'll Provide You to Publicize Summer Reading
• Statewide media launch of the Summer Reading season
• 1 of 2 statewide feature pitches during the summer

Slide92

Branding &
Promoting Summer
Reading
Summer Reading: Branding & PR
Summary
• Using the Summer Reading at New York Libraries Brand is a way to generate public and media focus on our program
• Logo is the anchor of our summer-long campaign, year in and year out
• Use branded promotional tools to get the word out to your patrons

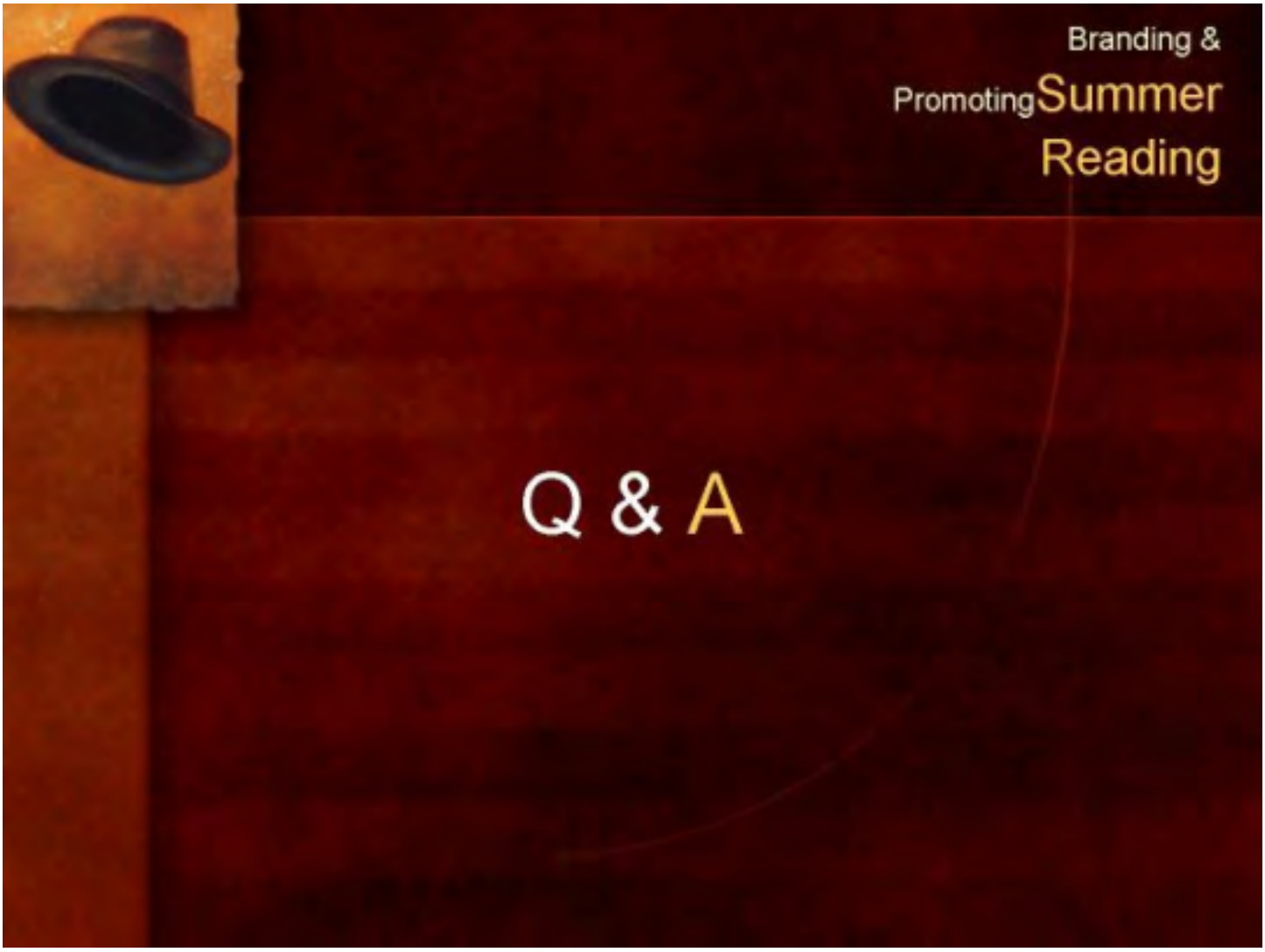
Slide93

Branding &
Promoting Summer
Reading
Summer Reading: Branding & PR
Summary
• Local Media can help you do your job
• Media needs to be educated, too
• A consistent "campaign" is needed to tell the story

Slide94

Branding &
Promoting Summer
Reading
Summer Reading: Branding & PR
Summary
• Media is looking for your story
• Look for ways to make your story newsworthy and interesting to the Media's readers, viewers, listeners
• Build a relationship with local editors, reporters

Slide95

Branding &
Promoting Summer
Reading
Summer Reading: Branding & PR
Summary
• Tools and templates are available to you throughout the summer
• Let us all know what works—and what doesn't: share your experiences

Slide96