

Mission Statement

Recent studies show that the majority of citizens view the public library as an important resource. The marketing/public relations strategy for First Regional Library should not only continue to prove the value to the current users, but to find ways to raise awareness to potential library users and legislators as well.

Goals for 2009:

- Use the Community Analysis project to work with branch librarians to target places in each community that would be good places for advertising the library's services. Evaluate these community resources as potential areas for outreach and partnerships.
- Establish a "Community Calendar" area of the library website. This would be an addition to the current Library Events Calendar, allowing the public to publicize events.
- Public Relations Specialist will implement using paid advertising to broaden awareness of the library. Paid advertising at movie theaters, in newspapers and magazines, and on cable television are being researched.
- Public Relations Specialist will continue to work on library's website to make it more informative and dynamic. Additional software (and perhaps training) will be provided by First Regional Library.
- Public Relations Specialist will work with and encourage branch librarians to work with local newspapers to create regularly scheduled columns about library news and events.
- Continue to take advantage of Internet resources like blogs and photoblogs; create podcasts and video links accessed through library website.
- Work with branches to make sure library signage is cohesive, informative and attractive. Also work with branches to display and promote the library's materials.
- Seek grant opportunities to fund more library publications, i.e. a second addition of the "Info Family" comic book and/or an update of the Reggie, The Reading Raccoon coloring book.
- Develop a "packet" that can be used by librarians, trustees and other library advocates to be presented to funding officials.
- Continue to work with Early Childhood Coordinator and Youth Services Coordinator, as well as other Headquarters staff, to promote the wide-range of services offered by First Regional Library.

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