

Public Relations for WV Public Libraries

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Public Relations is ...

- Public relations, or PR, is the practice of managing the spread of information between an organization and the public..
- *Managing* is a key word – we control it.
- *Relations* is also key – how do we relate to our patrons, our board, and the community at large?

Draft a Communications Goal

- Draft a goal that's to the point. What do you want to communicate? Maybe ...
 - That you're a vital community member?
 - That you help people with job searches?

- For our purposes, how about:

**Atomic Library:
More Than Books**



(Assuming you're the Atomic Library)

What is the audience?

- Who do you want to convey your message to? Groups to consider:
 - Patrons who visit the library
 - Non-readers in the community
 - Board
 - Staff
 - Greater community
- You can select as many as you need to reach.

Who and How

- Once you know **who**, you can start thinking about **how** to reach the group or groups with your message.
- You would communicate with your board differently than with non-readers in the community.
- Reach non-readers in unconventional ways — posters for beauty shops and sports bars, for example. Be creative.

Flesh out the message

- Put together some details that support your message, *We have more than books.*

We have:

- Electronic resources (databases, Internet)
- Media (DVDs, CDs, records, papyrus scrolls)
- Items (Voltage meters, spears, diamond saws)

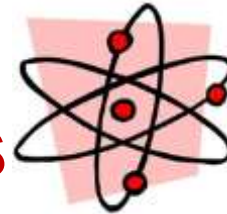
Write it all down

- It's important to draft a Public Relations Plan with the message, audience, goals.
- Once it's written, you can easily share it with others, such as the staff and your board.
- You can also refer to the plan later to make sure you're on track.

Develop the visual element

- Develop an appealing look that supports your message.

**Atomic Library:
More Than Books**



- From our text and image, we can see that Atomic Library is slightly whimsical.

Brand your campaign

- You've got the message. You've got the look – now brand the materials that you will use to convey your message.
- Use your message and logo to brand your flyers, newsletters, website, posters, etc.
- The branding should give the materials a consistent look and tone.

Start with the Staff and Board

- No matter what the message is, you'll want to introduce your staff and board to the message.
- You want them to be onboard so they can support the message too.
- Help them avoid negative messages that undercut your designated message – you have more than books, but it's all junk, for example.

Maximize what you have

- You've a library building to work with. Be sure to use it.
- Put out brochures for people to pick up.
- Put up posters
- Then branch out to the town civic buildings, grocery store bulletin boards, etc.

Go out into the community

- Speak at service club and women's club meetings.
- Let members of the community see and hear you.

Use the media

- First, find out who the media are in your area.
- Call them up – who do they like to receive information.
- Draft a press release.
 - If possible, try to connect your message with issues in the community. Media professionals are interested in news, not a statement of fact.

Thank You

- Questions?

