

**RASD PR & Marketing Committee**  
**Awards Presentation and Roundtable Discussion**  
**January 17, 2019**  
**Suffolk County Library System, Bellport**

*Please mark your calendar for March 14, 2019...*

**PR & Marketing Clinic – Have your Problem Solved by a PR Professional**

Thursday, March 14 at 10:00 a.m. (coffee at 9:30) at the East Islip Public Library

Bring a marketing problem, upcoming program, service, grant or event you hope to publicize and Jody Fisher, VP Public Relations at Austin Williams in Hauppauge will analyze it and give you a workable solution. After a short lecture Mr. Fisher will go around the room and ask the attendees to explain a program, service or event they would like to publicize, and then offer his suggestions on how to get the maximum publicity. Don't miss this opportunity to get advice from a professional! Bring your toughest publicity problem with you. Please email Jo-Ann Carhart if you plan to attend (jcarhart@eipl.org).

Jo-Ann shared information about the Cycle of True Marketing. A website that is a source for advice and consulting on library marketing, promotion, and public relations. Information can also be found about Kathy Dempsey's book, *The Accidental Library Marketer*. More information can be found at [bit.ly/CycleTrueMarketing](http://bit.ly/CycleTrueMarketing).

Jo-Ann spoke briefly about the John Cotton Dana Library Public Relations Awards which was inaugurated in 1946 by the American Library Association and the H.W. Wilson Publishing Company. This award is named after the first librarian to overtly make use of public relations to publicize library activities. The award is one of the most coveted and prestigious of the awards recognizing marketing and public relations excellence. The award selection is managed by the Library Leadership and Management Association (LLAMA), a division of the American Library Association.

**The Annual LLAMA PRXchange Award**

There were 411 total submissions (266 print, 145 electronic) for the 2018 LLAMA PRXchange Award. Of the submissions, there were 55 winners (30 print, 25 electronic). There were 25 judges (14 in-person, 11 virtual) and 2 co-chairs (Mark Aaron Polger and Lesli Baker).

Due to inclement weather the 2018 SLMA (Suffolk Library Marketing Award) was not presented at the annual SCLA dinner as was planned. Instead, the awards were presented at this meeting. The winners are as follows:

- Honorable Mention – Smithtown Public Library for their *Soup-er Bowl* campaign, which was submitted by Julie DeLaney, Head of Community Relations.
- Third Place – Brentwood Public Library for their *Brentwood Public Library Celebrates Diversity* campaign, which was submitted by Margaret Utset, Community Outreach Coordinator.
- Second Place – Mastic-Moriches-Shirley Community Library for their *Summer with Us* campaign, which was submitted by Sara Roye, Public Relations Specialist.
- First Place – Port Jefferson Free Library for their Star Wars Day campaign, which was submitted by Sal Filosa, Marketing and Outreach Librarian.

*A conversation ensued about the selected 2018 SLMA campaigns...*

*Soup-er Bowl* campaign, by Smithtown Public Library

- The purpose of the Soup-er Bowl campaign was to benefit the local community by replenishing the Smithtown Emergency Food Pantry after the holiday season.
- The campaign ran from February 4 through February 10.
- Overdue fines were waived by providing a non-perishable food item. Each item was equivalent to \$1.00 towards a patron's outstanding fine, with a maximum of \$5.00. Notes were placed on patron accounts to track activity.
- The campaign was promoted to all branches of the Smithtown public library via print media, the library website and social media.
- Plays on words, such as "tackle hunger" were used during the campaign.
- Patrons were very interested in repeating a similar event in the future.
- The campaign had a positive impact on the community.

*Brentwood Public Library Celebrates Diversity*, by Brentwood Public Library

- The purpose of the campaign was to celebrate the diverse representation of heritages in the Brentwood community.
- The campaign ran from March 15 through May 15.
- All staff members participated - Everyone chose a flag to represent their heritage. The publicity department took portraits of participating staff holding their chosen flag. Eighty four staff members represented 34 countries.
- The publicity department designed banners with the photographs and printed them in house.
- Large scale banners were hung above the lobby for two months.
- Signage explained the idea behind the banners.
- Images were shared on social media.
- The banners became a conversation starter for patrons. Parents enjoyed the banners while discussing heritage with their children.
- Comments on social media included: "Love my Brentwood community", "Brentwood is the world." and "Brilliant! This is what makes Brentwood Public Library wonderful."
- This project was a tremendous success. It fostered a spirit of camaraderie among staff and was a new way to promote the library, with the staff being one of its greatest assets.

*Summer with Us*, by Mastic-Moriches-Shirley Community Library

- The "Summer with Us" campaign was a way to reach more patrons by exploring the library in new ways, learning about library offerings, and connecting with staff.
- Publicity included flyers, posters, local newspaper ads and articles, roadside billboards, and a video series that was shared on social media.
- A theme was selected for each week of the summer, between Memorial Day and Labor Day.
- Each theme had its own flyer/poster set and was promoted in every department of the library.
- Funny silent videos were filmed with "Charlie," a staff member. Each video highlighted a program or service that the library offers. They were a huge success.
- The hashtag #mmsclsummer was used by patrons to show how they were "Summering with Us."
- A shark (used heavily during a shark week celebration) and Harry Potter (whose birthday was celebrated during a special one-day library-wide event) made cameo appearances in videos.
- Library programs that were highlighted include: Freegal, Hoopla, Lynda.com, etc.
- Journals were given to patrons to decorate and fill with their summer experiences at the library.

- T-shirts were given out as raffle prizes.
- This very successful campaign forged partnerships with local businesses. Stickers were distributed to recognize their participation.

Star Wars Day campaign, by Port Jefferson Free Library

- The campaign ran from September 23, 2017 through November 18, 2017.
- The campaign celebrated the 40<sup>th</sup> anniversary of Star Wars.
- Star Wars Day was a multi-departmental and intergenerational event which stemmed from a collaboration between the library and a teen community member.
- The planning process of the campaign was done entirely in-house by six librarians who oversaw 15 teen volunteers and three Friends of the Library volunteers.
- A special logo was created, and was used in conjunction with the standard logo. This logo was used on fliers and handouts, volunteer and staff t-shirts, branded giveaway bags, bookmarks, buttons, and PJFL branded pencils and fidget spinners.
- The Library collaborated with Friends of the Library, local businesses and a local newspaper.
- There were raffles, prizes, crafts, food, and a popped corn machine.
- T-shirts were donated and local businesses brought their Star Wars merchandise to sell at a discount.
- The program significantly boosted patron attendance, there were 312 attendees.
- Due to demand, the Saber Guild's "Padawan Training Institute" held two additional sessions to accommodate roughly 45 children.
- All age groups participated.

Participants in this roundtable then discussed ideas for programs that they offered at their libraries.

*These ideas included:*

- A craft space which is always available.
- A Make-It box, which includes items like looms and yarn.
- A large coloring sheet – the size of a table was very popular.
- A puzzle table.
- A craft table.
- Sharon MacDevitt told the group about the Library Marketing and Communications Conference. She highly recommends this conference as it is a great time to meet others and share ideas. It is being held in St. Louis, Missouri on November 13<sup>th</sup> and 14<sup>th</sup>. Here is the link to the website: <http://www.librarymarketingconference.org/>
- The SCLS is currently considering a mobile maker van to travel throughout the county.
- Also mentioned as useful were large A-frame Event Signs that are available to borrow from the SCLS Lending Library.

*Be sure to join SCLA if you are still not a member, as there are many more programs and workshops available free to members.*

Respectfully submitted,

*Jo-Ann Carhart  
Sharron McDevitt  
Joan Cook*