

Promoting Library Services / Special Events

A *VERY* Select

Bibliography of Sources

Dempsey, B. "Literary Festivals, Library Style." *Library Journal*. v. 130, no.3. (Feb. 15, 2005.) pp.28-31.

If you are ready to take on a big project, this article is sure to give you some helpful pointers.

Fama, Jane, et. al. "Inside Outreach: A Challenge for Health Sciences Librarians." *Journal of the Medical Library Association*, v. 93, no. 3. (July, 2005.) pp. 327-337.

Describes a research project surveying medical and health sciences libraries and lists recommendations based on the survey data. Much of the information presented can be applied to other types of libraries.

Hallmark, Elizabeth Kennedy, Laura Schwartz, and Loriene Roy. "Developing a Long-range and Outreach Plan for Your Academic Library: The Need for a Marketing Outreach Plan." *C &RL News*. v. 68, no. 2. (Feb. 2007.)

<http://www.ala.org/ala/acrl/acrlpubs/crlnews/backissues2007/february07/planforlib.htm>

A very practical article outlining what a marketing outreach plan would look like, and how to successfully create one.

Harwell, Kevin. "Promoting Patents and Trademarks: A Study of Outreach Activities in Patent and Trademark Depository Libraries." *Government Information Quarterly*. v.13, no. 4. 1996. pp. 393-405.

A wonderful article providing background about the Patent and Trademark Depository Library Program, and sharing the results of a survey highlighting the wide variety of promotional activities undertaken in a 12 month period.

Hodge, Bernadette and Rebekah Tanner. "Grassroots to Grassfed: Libraries Partner with Local Organizations to Address the Information Needs of Farming Communities in Upstate New York." in Kelsey, P. and S. Kelsey, eds. *Outreach Services in Academic and Special Libraries*. Binghamton, NY: Haworth Press. 2003. Co-published in *The Reference Librarian*. v.82, 2003. pp. 107-124.

Describes a successful outreach effort. Other articles in this book/journal issue are equally as interesting and useful.

LeDoux, Elizabeth, "Marketing Inspiration: How to Move the Law Library to the Center of Your Organization's Culture." *AALL Spectrum*. v. 7. Feb. 2007: pp. 7, 25.
<http://www.aallnet.org/committee/pr/prcolumn/2007-2.pdf>

This brief article outlines a strategy of effectively using word-of-mouth marketing, and dozens of other ideas.

Meskauskas, Debora. "Planning Special Events." in Karp, Rashelle S., ed. *Powerful Public Relations: A How-To Guide for Libraries*. Chicago and London: American Library Association. 2002.

Good source for general information, including a list of additional sources.

Reed, Sally Gardner, Beth Nawalinski, and Alexander Peterson. *101+ Great Ideas for Libraries and Friends: Marketing, Fundraising, Friends Development, and More!* New York and London: Neal-Schuman Publishers, Inc. 2004.

Brief descriptions of some very creative programs and promotional activities.

Siess, Judith A. *The Visible Librarian: Asserting Your Value with Marketing and Advocacy*. Chicago: American Library Association. 2003.

A very readable book which touches on all of the important aspects of this topic.

Weingand, Darlene E. *Marketing / Planning Library and Information Services*. 2nd ed. Englewood, CO: Libraries Unlimited, Inc. 1999.

Written from a Marketing perspective, this book covers the basics of marketing concepts and relates them to libraries.

Wolfe, Lisa A. *Library Public Relations, Promotions, and Communications: A How-To-Do-It Manual*. 2nd ed. New York: Neal-Schuman Publishers, Inc. 2004.

Chapter 15 deals with "Promoting your Library through Programs, Special Events, and Exhibits" and contains a number of helpful checklists and samples.

Woodward, Jeannette. *Creating the Customer-Driven Library: Building on the Bookstore Model*. Chicago: American Library Association. 2005.

Packed with good information on a number of topics, including Marketing, Publicity, and Promotional Materials.