



## *Getting the Word Out!*

Marketing Toolkit

Created December 23, 2008

*The stories are many. The results are remarkable.*

*Every day of every year, local radio and television stations serve the public in ways that are most meaningful for their communities. This dedication to viewers and listeners across the country adds up to unparalleled support of local issues, stronger neighborhoods, cleaner cities, safer communities, charities with greater reach, healthier residents and a helping hand at times when people need it most.*

**Substantial and real .**

*These words describe the impact of the community service provided by America's broadcasters to neighborhoods, towns and cities across the nation. In every state, radio and television stations donate significant time and resources to address the specific needs of their communities. The value of the public service local radio and television stations generate in a single year exceeds \$10 billion.*

December 23, 2008

This instructional toolkit will provide you with all the steps and components you need to get your message out about your public library's literacy program, via the mass media in your local area. It also has helpful suggestions to ensure that should a learner or volunteer prospect contact your library that they will be connected to your program as effortlessly as possible.

Good luck. Now, let's get the word out!

Best regards,

Gary Shaffer, MLIS

[www.garyshaffer.com](http://www.garyshaffer.com)

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## *Getting the word out!*

### Goal #1

Every person 16 and older who struggles with their reading in California will know they can get free one-on-one help with their reading at a time and place convenient for them, through their public library. Additionally, they will easily be able to connect to this service.

### Goal #2

Every proficient reader age 16 and up in California will know they can be taught to help someone who struggles with their reading to improve. They will also know that they can volunteer to help learners at a time and place that is convenient for them. Additionally, they will easily be able to connect to this opportunity.

## Strategy #1

Make sure your library is doing all it can do to promote literacy services and most importantly, should someone contact the library needing literacy assistance or wishing to volunteer, they are quickly connected to your office.

## Strategy #2

Make sure the [www.libraryliteracy.org](http://www.libraryliteracy.org) Web site and 888-SOS-READ are linking properly to your services.

## Strategy #3

Every television, cable system, and radio station, along with every newspaper and local magazine in California must be made aware that literacy public service announcements (commonly referred to as PSAs) exist. They must then be encouraged to “run” the PSAs. Further, they should be given the appropriate medium (included in this kit) for their format (TV/Cable=DVD, Radio = CD, Newspaper/Magazine = Internet link to PDF).

## Strategy #1 - Tactics

Is your Library doing all it should be doing to promote literacy services?

Before the PSA campaign starts do the following:

- 1) Present to every group in your library that comes into contact with the public about what Literacy does (and doesn't do), as well as how you go about doing it.

*Surprisingly, lots of people at your library have no idea what you do or how you do it.*

- 2) Share statistics, outcomes, and anecdotes with your library director and any others who come into contact with politicians and community leaders.

*These stories and results work very well with politicians and community leaders, also it keeps you top-of-mind with the director.*

- 3) Invite your library director to milestone celebrations.

*This will serve to keep her/him engaged in what you do.*

- 4) Distribute Library Literacy postcards and bookmarks, which list the Literacy Web site and 888 number. Have them at the reference and circulation desks; if possible in clear plastic holders.
- 5) Meet with your library's Web site manager and get the Literacy 60 second PSA on your Literacy Web page.

Your Web site manager can easily place the PSA on your Web page. See the appendix section for How-To instructions.

- 6) Prepare!

*Get ready for more inquiries from learners and volunteers. Do you have resources for more volunteer trainings? Enough materials? Is there an answering machine to take calls during your closed hours? Do you have staff to return inquiry calls within 24 hours?*

*Potential results of this PSA campaign are unknown. If just general awareness of your services is made known, then you have accomplished much. However, if you are contacted and cannot deliver service in a timely manner, then people will be disappointed.*

## Strategy # 2 Tactics

- 1) Check [www.libraryliteracy.org](http://www.libraryliteracy.org) Web site. Make sure it is properly linking to your literacy program.

Check 888-SOS-READ (888-767-7323) phone number. Make sure it is linking properly to your literacy phone number.

- 2) If there is any problem report it via email to [info@libraryliteracy.org](mailto:info@libraryliteracy.org) to have it corrected.

## Strategy #3 Tactics

- 1) Research your local media.

*If you are in a media market with several literacy programs divide and conquer so that only one person is contacting each station. For example in Los Angeles utilize The Southern California Library Literacy Network consortium to map out a plan.*

*Use the map, station and newspaper listings found in the back of this kit.*

- 2) Follow the detailed instructions on the next page for contacting the station.

*First you will contact them via an introductory letter (see enclosed sample) then via phone. Send them the PSA with traffic instructions (see sample), and then follow-up with a thank you.*

- 3) Keep your media partner apprised of your results via e-mail or handwritten note. Phone calls are great, but they cannot share phone calls with their colleagues and station management.

## Resources

## Television PSAs

The two television PSAs are 60 seconds and 30 seconds. You will likely recognize them from Leon's story on the earlier released CLLS DVD. TV stations typically run 30 second commercials, though in terms of PSAs and pharmaceutical advertisements they may go longer. That is why we wish to provide the station of your choosing with both a :60 and a :30. The hope is that they will run the :60, but you should be happy should they choose to run just the :30.

Please see the media contact instructions for information on approaching the media.

The format enclosed is a DVD. All TV stations can use this DVD to share the PSAs with their viewers. Typically they receive PSAs on DVDs. Some stations may instead ask you to provide a 1 inch or  $\frac{3}{4}$  inch Beta SP or Beta Max format. These are legacy formats and are expensive to provide. As stations convert to 100% digital broadcast for their Feb 2009 launch date, tapes are not compatible with digital servers. If a station demands one of the older formats you may purchase these for approximately \$50. Please call 916-393-1921 and leave a message with your name, library, phone number, and the station that requires the tape, as well as your contact at the station and his or her phone number. The tape will be provided to you, after the station has been contacted.

## Placing the TV PSA on Your Library Web site or Literacy Web page

Placing the Literacy PSA on your library's web site is very easy to do. For a sample execution visit the Sacramento Public Library's Web site at:

<http://www.saclibrary.org/literacy>

**Please note:** This Web page may soon be changing its URL (Web address) so you may also type "Sacramento Public Library" Literacy into your search engine to view.

Your Web site manager can copy the code used by this library by left-clicking anywhere on the page and selecting View Page Source. A simple cut and paste and she or he will have the necessary code to place the video on your page. The video resides on an outside server (YouTube) so it will take no additional space on your library's server. Please see the appendix for the code.

## Radio PSA

The format enclosed is a CD. All radio stations can use this CD to share the PSAs with their listeners. There is both a standard audio version (playable on any CD player), as well as an MP3 version playable via a computer. You may also e-mail the MP3 version to the station either by downloading the MP3 from this disc or from the [libraryliteracy.org](http://libraryliteracy.org) Web site's Staff section. However, per the California Association of Broadcasters, they have had better luck getting PSAs to run when they send a physical copy via CD.

## Newspaper PSA

On the page that follows you will find a photocopy of the newspaper PSA. You may access a PDF from the [libraryliteracy.org](http://libraryliteracy.org) Web site's Staff section. This PDF is usable by all print publications.

A word of caution: You are less likely to get newspapers and print publications to run your PSA, than you are TV and radio stations. These print formats are used to selling all advertising space. Your library likely buys space from these print publications and most likely regularly sends press releases regarding library events to them.

That's not to say newspapers and community magazines never assist with public service. Oft times they run a public service campaign that features them as a major partner. This is certainly feasible if they are willing to modify the PDF. However, it is suggested they be limited to just their logo.

Also, do remind them that they have an extremely vested interest in your goal of 100% literacy among the members of your community.

## Web Resources

Please check the Staff section of [www.libraryliteracy.org](http://www.libraryliteracy.org) for continuous updates, postings, helpful tips, and electronic versions of this kit.

Insert Newspaper Ad here

## What do I say to my media prospect?

Call the station or print publication. Ask for the individual who handles Public Service Announcements (PSAs). Get that person's specific name, spelling of name and title. Confirm their address. Send them an introductory letter on your library's letterhead (sample letter: page 14). Advise them that you will be calling them to discuss a produced PSA you would like them to air. When you call remind them that you have a produced PSA and that you will be sending the PSA to his/her attention. Add that you will follow-up in a few days to make sure they received it.

Include your business card/contact information with the PSA when you send it along with a letter (sample follow-up letter: page 15) on your program or library's letterhead. Call them two-three days after sending it. Ensure they got it. Thank them for their assistance. Tell them you will look forward to seeing/hearing the PSA on their station. Tell him/her to feel free to call you should there be any questions.

Send them a thank you letter (sample thank you: page 17) with your business card three to four days after you sent the PSA, whether you see it on air or not. This will serve as a sincere thanks or a reminder for them to get the PSA on the air.

Presumably your literacy program inquiries will grow after the PSA starts airing. Drop the individual at the station another thank you note letting him/her know that inquiries have gone up by the rounded percentage they have gone up. Help them to feel vested in the process. Thank them for all they have done for you.

# Sample Letter

(print on library letterhead. Adapt as appropriate for radio or print media.)

January 20, 2009

Mr. John Media  
Director of Public Outreach  
KVVV Television  
123 Main Street  
Anytown, CA 90001

Dear Mr. Media,

The Anytown Library has offered a free adult literacy program that matches volunteer tutors with adults who struggle with their reading for over 15 years.

Because one in five adults struggle with reading, the California State Library recently produced professional, ready-to-air 30 second and 60 second public service announcements that promote the availability of this free service. We would like to forward a copy of these PSAs to your station, if your station would be willing to air one or both.

You may view the 60 second PSA at [www.anytownlibrary.org/literacy](http://www.anytownlibrary.org/literacy)

I will contact your office on January 23, to discuss this possibility with you, and hopefully make arrangements to send the PSA to your attention. Should you have questions in the interim, you may call me at (222) 555-1212 or email me at [mread@anytownlibrary.org](mailto:mread@anytownlibrary.org).

Thank you for your consideration.

Best regards,

Mary Read  
Literacy Program Manager  
Anytown Library

# Sample Follow-up Letter

(print on library letterhead. Adapt as appropriate for radio or print media.)

January 23, 2009

Mr. John Media  
Director of Public Outreach  
KVVV Television  
123 Main Street  
Anytown, CA 90001

Dear John,

It was a pleasure speaking to you yesterday. The staff of the Anytown Library is delighted that KVVV is willing to air our literacy PSAs.

Enclosed please find a DVD that contains the 30 and 60 second spots, as well as traffic instructions.

Your station's willingness to air these PSAs will make a huge difference in the lives of many adult residents of Anytown, who struggle with their reading, but have no idea where to get free help.

Thank you so much for your consideration and for advocating our service to your station on our behalf. You personally have made a difference in many people's lives.

Sincerely yours,

Mary Read  
Literacy Program Manager  
Anytown Library

# Public Library Literacy PSA Traffic Instructions

(Adapt as appropriate for radio or print media.)

January 26, 2009

Traffic Department  
KVVV Television  
123 Main Street  
Anytown, CA 90001

SPONSOR: Anytown Library

FORMAT: California Public Library Literacy Changes Lives  
:60 LLFT 0003 Letterbox or Anamorphic version

FORMAT: California Public Library Literacy Changes Lives  
:30 LLFT 0004 Letterbox or Anamorphic version

SCHEDULE: Begin Airing Feb 2, 2009  
Do not air beyond Dec 31, 2014  
Please run the spots as frequently as possible and in the best time periods available (6a-12a, if possible).

MESSAGE:

The 2009 " California Public Library Literacy Changes Lives " campaign highlights the free help available through public libraries to adults who struggle with their reading. Public libraries match learners with volunteer tutors creating a win-win for both. These spots focus on Leon who being unable to read as an adult, sought help from his local public library, and now has a bachelor's degree.

Any questions, call the station contact, John Media or Anytown library contact: Mary Read at (222) 555-1212.

Thank you for your support of this campaign.

# Thank you Letter

(print on library letterhead. Adapt as appropriate for radio or print media.)

January 29, 2009

Mr. John Media  
Director of Public Outreach  
KVVV Television  
123 Main Street  
Anytown, CA 90001

Dear John,

Thank you for agreeing to air Anytown Library's literacy PSA campaign.

Everyone at the library is excited to see this very compelling PSA on air and have gone to great lengths to prepare themselves for the deluge of inquiries we soon will be receiving because of your station's efforts on our behalf.

As I stated in my last letter, your station is about to make a huge difference in the lives of many adult residents of Anytown, who struggle with their reading.

Thank you again for your generous consideration.

Sincerely yours,

Mary Read  
Literacy Program Manager  
Anytown Library

# Appendix

Insert media contact tables here

## Adding the 60 second PSA to your web site

The code is:

```
<object width="425" height="344"><param name="movie"
value="http://www.youtube.com/v/n1zrO7HufLw&hl=en&fs=0&fmt=18&rel=0"></p
aram><param name="allowFullScreen" value="true"></param><embed
src="http://www.youtube.com/v/n1zrO7HufLw&hl=en&fs=0&fmt=18&rel=0"
type="application/x-shockwave-flash" allowfullscreen="true" width="425"
height="344"></embed></object>
```





California Library Literacy Services

Marketing Toolkit

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