

LIS 662 Library Public Relations

Dr. Pauline Rothstein

Spring 2010

Class Meetings: Jan. 21 Feb. 18, March 25, April 22

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This course addresses public relations practices as they apply to public, academic and special libraries. These practices are also relevant in research organizations outside of libraries.

Objectives for the course include the following:

1. To describe the culture of individual libraries. To identify the elements of an environmental scan.
2. To understand the elements of a strategic plan.
3. To use the knowledge from the strategic plan and the environmental scan to develop a public relations plan for a library. This plan will include skills for specific activities such as writing a press release, planning a website, and developing an exhibition.
4. To develop a marketing campaign for one library. To demonstrate an understanding of the 4P's. To use "branding" as an integral part of this campaign.

Textbooks: This is not a research course. Most of your reading material will be in the following two texts. There will be a few supplementary assigned readings.

Dowd, Nancy et al. Bite-Sized Marketing, Chicago, ALA, 2010

Barber, Peggy and Wallace, Linda. Building a Buzz, Chicago, ALA, 2010

You Tube Videos. I will send you references to a few that I like. If you find a video that you think exemplifies good public relations, share it with the rest of us via the blackboard discussion list.

### **Assignments:**

Please use a 12 point font. Leave sufficient margins and white space to make reading easy. Proofread! In the email *subject* line *PLEASE GIVE EACH ASSIGNMENT a number preceded BY YOUR FIRST AND LAST INITIAL*. The subject line for Alice Flynn's first assignment would say **AF.A1 for Alice Flynn Assignment 1**.

Week 1. Strategic Plan SWOT Exercise. Application to a library you find on the Internet.

Week 2. Environmental Scan...library culture.

Week 3. John Cotton Dana. Read about him in Wikipedia and one other source, e.g., The Encyclopedia of Library and Information Science (in the reference area on the first floor of Bobst Library). Describe how his principles of public relations are applied in one library you select. Note: For those students who missed this assignment when our class had our extra meeting, you may send it to me within the next two weeks.

Week 4. The Academic Library. Read the article in Research Library Issues 265, "New Roles of Liaison Librarians: A Liaison's Perspective." By Kara Whatley. **Speaker:** Kara Whatley, Librarian, Coles Science Center, Bobst Library.

Week 5. CHOOSE ONE LIBRARY WHICH YOU WILL USE FOR YOUR FINAL ASSIGNMENT. It may be a public, academic, or special library. You may choose one of the libraries profiled in Building a Buzz or, if you wish, select one from the internet. You may not use a library where you work or have worked. Write one paragraph that explains why you chose this library. Share this information with your classmates on the **blackboard** discussion list. If you can help a classmate by suggesting strengths or weaknesses of their choice, please do so.

Week 6. The Press Release. Pp. 47-48 in Bite-Sized Marketing. 1. Write one for one program or exhibit in your library. Follow all of the guidelines in your text. 2. Where would you send this press release and when? Why? Send this assignment to me.

Week 7. The Public Service Announcement See p. 58 for PSA's. Based on your press release, write a public service announcement for the same activity. Send this assignment to me.

Week 8. The Elevator Speech. You will meet a member of the Board of Trustees from your library in the elevator right before you both attend the Board Meeting. You want money for a special program, a larger book budget, an expensive piece of equipment, a renovation, or anything else you think your library needs. How would you prepare for this "chance" meeting. You have no more than 1 minute for your speech. **Please put your Elevator Speech on the discussion list on blackboard.liu.edu.** I expect all of you to leave a comment about your fellow student's elevator speech on the discussion list. You should do this in a timely manner so that all your classmates have time to benefit from your advice. Take no more than 2 weeks to revise your Elevator Speech and send it to me.

Week 9. Read Chapter 5 in your text...*Outreach*. Next week our visitor will discuss outreach programs. Look at the NYPL.org website. Be prepared to comment on it in class next week. Our speaker, Brigid Cahalan has a blog on the NYPL site. Read at least one posting.

Week 10. The Public Library. **Speaker:** Brigid Cahalan, Outreach Librarian, New York Public Library (NYPL). Think about the outreach activities you might choose for your library. Discuss them on **blackboard** with at least one posting and one comment **after** this class. Do not choose your activities until after you hear our speaker. Be prepared to participate with comments and questions.

Week 11. Branding. AIGA.org. The American Institute of Graphic Arts has a website with a gallery of work on branding. Go to the website [www.aiga.org](http://www.aiga.org). You will want to use the Design Archives. Look at the logos for specific nonprofit organizations. Choose two that you like. What human needs do they address? Read at least one posting on branding. There are also conference speeches on the site. Listen to one. Use the information you learn about branding in your final report. Designate a brand strategy for your library and explain why in a discussion posting. Comment on your classmates posting in **blackboard**. You will use this information in your final project. If you have time, visit the AIGA gallery on Fifth Avenue and 21<sup>st</sup>. Street. See website for hours. You may be inspired to design your own logo or describe what you would like others to design.

Week 12. Read through the three handouts I distributed to you...on partnerships, advocacy and fund-raising. Read the chapter on Advocacy in your text. Decide how you want to use at least one of these strategies in your final project. Please email or call me if you would like to discuss your thoughts.

Week 13. Word of Mouth Marketing. If you have the book, **Building a Buzz**, explain which library you like best. Why. Send this one page assignment to me. If you do not have this book or prefer the second assignment, read the section in our text on WOMM. Explain how you would use at least two of the media marketing tools in Chapter 7 with WOMM.

Week 14. *The Four P's of Marketing*...see emailed articles to you. Keep these in mind as you think about your final project.

Week 15. Special Libraries. Speaker(s) to be announced. How can these new "libraries" use the standard public relations strategies and the new media to promote themselves. Read the Strategic Plan for SLA to prepare for the class discussion.

Please hand in your final project by Week 14 or 15 of the class. You can email it to me, leave it in my box in the Palmer Office or give it to me during our last class.

You will receive a separate email with details for your final assignment. Choosing a library is all you have to do until Week 5.

