

**Statewide Library Marketing Meeting**  
**December 16, 2005**  
**Burien Public Library**

Rebecca Songer, Cami Pelози, and Marlice Thurtle of GA Creative reviewed the work accomplished so far, including the placement of the "Gina" print ad and radio spots in September-October.. (A total print coverage of 117 ads in 102 newspapers across the state and 925 radio spots on 23 radio stations.)

They revealed the new "Ricky" ad (boy with the frog) which will run in January. The "Ricky" radio spot was taped today, Dec. 21. In addition, they presented the "David" ad, a newly-graduated student looking for a job--which can be adapted for academic libraries. "David" will run April-June.

They presented a draft of the website which will include downloadable print advertising (posters, campaign logo, and ads), radio spots, and PR tools. There was a discussion about the importance of including an option for bookmarks. Although this was not in their original draft, GA Creative and Karen G will work on how to accomplish this.

GA Creative will look into options and cost estimates for the bookmarks and enhanced customization capabilities using the photo images as part of the marketing toolkit. They will also work on providing instructions for use of items by those who are not as marketing savvy. Once GA Creative has finalized what will be included the toolkit, they will let us know on timing for the subcommittee to review it. The subcommittee will review the final ad at that time. When complete, they will send a master toolkit CD to Laura for her to replicate and include in the binder for the workshops.

GA Creative will prepare materials for a CD from which libraries can download materials and use for their own libraries. The CD will be distributed at the marketing workshops. The marketing initiative has money available to provide libraries with printed materials--posters, bookmarks, etc. Karen G will begin work on these so they will be available at the workshops.

Audrey Newell requested a report on media expenses spent to-date. (Later, GA Creative provided information that out of a budget of \$340,850, they are at \$89,177 as of end of November for media and related production expenses.)

Lee Keller reviewed the revised public relations plan. She is working on an article about library story times for Seattle's Child. She encouraged staff to call her directly at her cell phone 206-799-3805 about potential stories as they are happening. She will be concentrating on stories with statewide impact. When she asked for potential eastern Washington contacts for psa's, particular Sherman Alexie, Laura said she had contact with him. Lee would like to present a media training session for library staff in the targeted areas--one in eastern Washington, one in western Washington, and one in conjunction with the PR Forum group.

Laura K. Lee Dellinger reviewed the library marketing workshop materials and the approach she will take. Participants will receive a toolkit of training materials, printed promotional materials, and a cd of ads, radio spots, posters, and bookmarks of the statewide campaign "Discover. Explore. Experience."

The dates and locations of the marketing workshops are: February 2 (Bellingham), February 4 (Lacey), February 11 (Marysville), February 15 (Tacoma--academic libraries), February 16 (Bremerton), February 24 (Yakima), March 4 (Kennewick), March 25 (Burien--school libraries), April 6 (Issaquah), April 20 (Spokane--pre-conference of WLA). All the workshops will be 8:30 a.m. - 4:30 p.m.

Notices of the workshop will be sent by email and print. Using graphics of the campaign, Laura will develop a flyer/card for promoting the workshops.