



GA:CREATIVE

**WASHINGTON STATE LIBRARY
BRAND AWARENESS AND MARKETING
PROGRAM RECOMMENDATION**

Revised December 14, 2004

Presented by GA Creative

TABLE OF CONTENTS

Introduction	3
Existing Research Audit	5
Library Community Survey	9
Brand Platform	13
Creative Brief	22
Media Plan	27
Public Relations	35

APPENDIX

Baseline Awareness and Usage Study

The Libraries of Washington State
Brand Awareness and Marketing Program

OVERVIEW

This plan represents GA Creative's recommendations for the Washington State Library in order to enhance positive public perceptions, increase awareness about resources and services, and drive new and repeat patronage at libraries. These recommendations are based on external and internal research, initial input from the committee, and ongoing dialogue with, and interim approvals from, the marketing subcommittee.

The following represents our activities since the campaign inception on June 9, 2004:

Discovery

- Research Audit - research activities began with an audit of existing library research.
- External Research – the Library Awareness and Usage Study creates a baseline of intelligence and will be used to measure the effectiveness of the library marketing initiative
- Internal Survey – the online Library Community Survey gathers library staff input and perceptions about marketing efforts and their specific marketing needs.

Strategy

- Brand Platform and Creative Brief – these reflect the communications rationale, parameters and essence of the library brand, including characteristics, attributes, positioning, and key messages.
- Media Plan – provides the strategy and tactical plan for paid media allocation and placement.
- Public Relations Plan – provides the strategy and tactical plan for earning positive media coverage and awareness-building community relations.

Creative

- Creative Concepts and Taglines – a field of eight creative concepts were narrowed down to four finalists by the marketing subcommittee for review and final selection by the full committee. The selected concept will be extended across the campaign.

BACKGROUND

The traditional role of the library as the primary destination at which to find information and access books and periodicals has eroded. Service offerings now face stiff competition from alternative sources such as book super stores and the Internet. At the same time the value of libraries in the communities they serve has not been well-articulated to the public resulting in a general lack of awareness of the scope and breadth of services offered by libraries, how they can impact individuals and how they continue to improve the quality of life. As a result, "Libraries aren't considered central to the daily life of many people in society."

In Washington State, the perception issues surrounding the role of libraries in today's society are compounded by tough economic times, budget cuts, hour and staff reductions and the tax revolt that have deterred state library efforts to position themselves as relevant, valued community assets. Moreover, the American Library Association's "@your

library” campaign has been met with mixed reviews across the state library system, and the various state-supported initiatives are not in alignment with one another. The end result is an inconsistent image of the Washington State Library system, its initiatives, programs and services across Washington communities.

As an integrated awareness campaign, the following goals, strategic focus and audience target apply across all aspects of the Washington State Library initiative.

Campaign Goals

- Increase public knowledge of the wealth of services available through libraries.
- Increase public visits to library either physically or electronically.
- Increase knowledge of library services among people who have not traditionally used libraries.
- Increase use of library services among people who have not traditionally used libraries.

Strategic Focus

- Promote library resources and services in the context of how they help individuals reach their goals.
- Differentiate library resources and services from competitors (Internet and bookstores).
- Portray library resources and services as relevant to individuals and communities.

Target Audiences

- Households with school age children (Adults 25-54 with at least one child in the house)
- Library staff
- Influencers, such as policy, funding and community decision makers

See additional target audience detail and rationale in the brand platform section.

**Washington State Library
Existing Research Audit
July 2004**

MATERIALS REVIEWED:

Date	Title	Target & Methodology
April 2004	Washington Voters	Target: Registered WA State voters Methodology: 500 telephone surveys (<i>Moore Information</i>)
February 2004	Sustainability in First Ten States to Receive Gates Awards – Executive Summary	Target: librarians in the first 10 states to participate in the US Library Program Methodology: Interviews (<i>UW Public Access Computing Project</i>)
October 2003	Kids Have Access, Enjoy Computers: Libraries Key for Many, especially the Disadvantaged – Executive Summary	Target: Children (12 – 18 years) who have a computer with internet access at home Methodology: 500 telephone interviews
January 2003	The Impact of Public Access Computing on Rural and Small Town Library – Executive Summary	NA
March 2002	@ your library: Attitudes Toward Public Libraries Survey	Target: Adult Americans Methodology: 1,000 RDD telephone interviews (<i>American Library Association</i>)
March 2001	Washington Voters & Libraries	Target: Registered WA State voters Methodology: 500 telephone interviews (<i>Moore Information</i>)
July 1999	Metropolitan Cooperative Library System: Public Perception of Public Libraries	Target: California residents Methodology: Focus groups among library users and nonusers (combined); and 1,017 RDD telephone surveys (<i>CLA/CSL Library Awareness Task Force & Metropolitan Cooperative Library System</i>)

FINDINGS:

Impact of Library Computers on Small Towns

- In smaller communities with higher poverty rates, there is the greatest need for public access to library computers.
- Rural and small town patrons report that library computers help them with many tasks, with the top 4 being:
 - Writing and printing reports
 - Researching medical problems
 - Learn about local events
 - Writing and printing resumes to help find jobs
- Small town library staffs report that when they can offer computer access, they receive greater visibility for the library and improved reputation within the community, as well as the ability to offer enhanced library services, and increased job satisfaction.

Kids and Computer Access

- 98% of 12 – 18 year olds with computers access the Internet.
- 80% have had experience teaching adults about computers.
- Youths (more girls than boys) are willing to be library volunteers and teach adults how to use computers.
- Use of library computers is particularly important for minority students and those from low-income families.
 - African American and Hispanic students are more likely to visit libraries primarily to use computers; they typically used computers more than other students.
- However, African American students are more likely to report that they are not comfortable in libraries, and it is difficult to focus at the computer stations. Also, they state they don't have enough time on the library computers.
- Overall, 70% still want more library access to computers, and for those without home access, this jumps to 94%.

Librarian Perspectives Regarding Library Computer Access

- The majority of librarians believe that providing public access to computing is more important than other library services, regardless of the type of library or library community.
- It is important for librarians to receive computer training so they can meet the needs of their community.
- Computers should help librarians connect with each other so they can share ideas and solutions to common problems.

Public Perceptions of Public Libraries (California)

- 88% have a positive impression of public libraries.
- The most important contributors to overall impressions of public libraries were:
 - Service provided by library staff
 - Education of children
 - Quality of life
- The main reasons for not using the library more often was that users and non-users felt:
 - They had no reason to access the library more often
 - That they were too busy
 - The hours were inconvenient
- Checking out books and researching information were the top 2 library services used.
- The vast majority felt that public libraries:
 - Play an essential role in the education of children
 - Essential to the quality of life of their community
- The majority believed that the Internet would NOT make libraries obsolete.
 - Because more people visited bookstores than the library, bookstores pose more of a threat to libraries than the Internet.

Washington Voter's Perceptions of Public Libraries

- Findings of this study are consistent with those found in the recent Attitudes & Usage Study conducted for the Washington State Libraries Marketing Initiative.
 - 91% of voters rate public libraries as very/fairly important (92% WSL study).
 - 52% state the most appealing aspect of libraries is access to information and knowledge (45% WSL study).
 - The majority (41%) state their library usage has remained the same since previous year (53% WSL study).
- 49% of voters are 'very' willing to continue property taxes at current level to fund libraries, and 36% are 'fairly' willing – this is consistent across state regions and political parties. Women and those who view library services as 'very important', are more willing to maintain property taxes in support of libraries.

American Attitudes Toward Public Libraries (@ your library study)

- Library card ownership is lower on a national average basis than in Washington State, but percent who visit is similar.
 - Library card ownership U.S. = 62%; WA State = 80%
 - Visited library past year - U.S. = 64%; WA State = 60%
- Services used are consistent with the WSL study, including borrowing books, checking the computerized catalog, and seeking information.
- The events of 9/11 had very little effect on library visitorship
- 91% believe that libraries will still be needed despite all the information available on the Internet.
- 10 statements in support of libraries were tested to determine how 'convincing' they were:

Statements (ranked in order of preference)	Very Convincing
1. Libraries are changing and dynamic places. In a typical library, children can be listening to a storyteller, first-time computer users can be learning to navigate the Web, retirees can discuss the latest bestseller, and students can search for information for their term papers.	61%
2. Libraries are places of opportunity. Libraries are part of the American dream. They are a place for education, for self-help, and offer free access to all.	59%
3. With yourself as your teacher and your librarian as coach, libraries are a place of lifelong learning.	55%
4. Libraries are unique. In person or online, where else can you have access to nearly anything on the Web or in print for free as well as personal service and assistance in finding it?	55%
5. Libraries are your neighborhood's "How to" resource. How to write a better resume, how to cook the perfect recipe, find government information, do your homework – it's all at the library.	54%
6. Libraries bring you the world. For many libraries, miles are meaningless. Pittsburgh reaches Paris, Boise accesses Beijing. Today's library technology means that information from around the world is just a few clicks away.	46%
7. Free people need free libraries. Libraries and librarians play an essential role in our democracy and are needed more now than ever.	45%
8. In a world of information overload, librarians are information navigators – clearing a path, pointing you toward the information you need.	44%
9. Librarians are the ultimate search engines. Librarians are trained experts in finding the right information, wherever it is – in books, in archives, on the Web.	39%
10. Librarians are techno-savvy, on the forefront of the information age. In a world that's information rich, they are information smart, and help ensure a society where everyone has access to the information they need.	32%

BOTTOM LINE:

- Data is consistent between the WSL Marketing Initiative Survey, California residents and U.S. residents, particularly regarding high perceived value of the library system, and seeking knowledge and information as being a key use of library services.
- For the majority, people's use of services and frequency of visits have remained constant compared to the previous year.
- Women and those who visit libraries tend to place a higher value and level of importance on libraries.
- Whether or not people have children living at home, they view libraries as an important resource for children.
- People appreciate the variety of services and resources available at libraries, and the sense of opportunity that offers them.
- While librarians are viewed as an important part of the library experience, people don't necessarily want them to take too much control – people want assistance but like to seek information themselves.

**Washington State Library
Library Community Survey**

This online survey was conducted during the period of July 9 – July 19, 2004. 465 library community members responded. Full survey results can be found at <http://www.surveymonkey.com/Report.asp?U=55105645391>.

In all cases, the term “libraries” indicates all types of libraries in Washington State.

1. How do you want libraries to be perceived by the public? Please rate the following attributes from one to five, with **one being least important** and **five being most important**.

Percentage that ranked as **most important**:

Valuable	74%
Knowledgeable	70%
Accessible	68%
Responsive	64%
Affordable/Free	63%
Convenient	62%

2. Please indicate the **three** most important attributes for libraries to convey.

Knowledgeable	41%
Accessible	38%
Affordable	34%

3. What perceptions should we seek to change about libraries? Please limit your answer to **three**.

Irrelevant – the Internet is better for finding information	70%
Nothing to offer me (lack of knowledge about libraries)	43%
Stuffy, stodgy, uninviting places	41%

4. How do libraries rate in terms of how they currently meet users’ expectations and needs? Please rate them from one to five, with **one being Poor** and **five being Excellent**.

	Response Average
Communications about offerings	2.66
Diversity of offerings	3.37
Depth of offerings	3.16
Knowledge of staff	3.64
Value to individual	3.50
Value to the community	3.58
Technologically current	3.55

Accessible 3.58

5. Please identify two libraries (or library systems) that you respect and state why.

SEE SURVEY FOR DETAIL

6. What are the biggest challenges for libraries in the near future? Please limit your answer to **two**.

Developing new library users	19%
Communicating a clear message about the value of all libraries	42%
Increasing positive public awareness about libraries	29%
Funding	70%
Differentiating library services from bookstores such as Barnes Noble and Web resources	20%
Keeping up-to-date with technology	21%
Other (please specify)	7%

7. Based on your experience, please rate the following in terms of creating or maintaining a positive perception of libraries in the community you serve. Rate them on a scale of one to five, with **one being not effective** and **five being very effective**.

	Response Average
Print advertising	3.03
Radio advertising	3.06
Outdoor advertising	2.79
TV advertising	3.26
Community event sponsorship	3.47
School outreach	4.08
Web site	3.73
Word of mouth	4.17
Endorsements	2.96
Positive articles in newspapers	4.15

8. What else would help you in marketing/promoting your library? Rate them in order of preference with **one being not effective** and **five being very effective**.

	Response Average
Training	3.66
Mentoring by a professional	3.34
Grants	3.87
In library displays (banners, table tents)	3.07
Printed promotional materials (posters, bookmarks, etc.)	3.43
Other promotional materials (buttons, etc)	2.94
Special promotional events	3.82
Tie in with summer reading efforts	3.44

9. What is the major problem facing libraries that should be addressed with the statewide marketing campaign? **Pick one.**

The public does not see libraries as relevant	20%
Differentiating library services and resources from the information available on the Internet and through bookstores	25%
General lack of knowledge about library services and resources	43%
Negative perceptions about libraries (access to porn, homeless people, not accessible, etc.)	6%
Other (please specify)	6%

10. How can this campaign best help to promote libraries? **Pick one.**

Provide libraries with the skills and materials to market and promote themselves	14%
Encourage residents of Washington State to support all libraries	10%
Encourage residents to use libraries	9%
Develop a value message that applies to all types of libraries, not just public libraries	20%
Build awareness for the resources and services available at libraries	46%
Other (please specify)	2%

11. Describe any children's programs and/or activities offered at your library. Please include target age group and time of year the program/activity is conducted.

SEE SURVEY FOR DETAIL

12. Marketing workshops will be available to library staff as a part of this campaign. What assistance would be useful to you? Please rate in order of importance, **with one being least important and five being most important.**

	Response Average
Strategic planning, how to develop a marketing plan	3.55
Market research, understanding your customers	3.75
Customer service	3.59
Marketing and technology	3.44
Tips for marketing your library	3.99
Raising money	3.54
Printed materials to use	3.38
Non-print materials to use	3.39
Individual guidance on your library's situation	3.84

13. Are you currently using any of American Library Association's or Public Library Association's promotional materials, such as the @ your library campaign?

Yes	39%
No	61%

14. How closely should Washington State's marketing effort be allied with ALA and PLA campaign efforts?

Very closely	17%
Somewhat closely	63%
Not at all	20%

15. Are there any other promotional, special events, training, or other efforts that Washington's library awareness campaign should take in consideration in its planning?

SEE SURVEY FOR DETAIL

16. Please let us know if you are affiliated with a(n):

Public library	54%
School library	2%
Academic library	23%
Tribal library	1%
Specialty library, such as health, law, or business	12%
Other (please specify)	7%

17. Are you a:

Library director	21%
Staff member	79%

18. Please tell us your zip code.

SEE SURVEY FOR DETAIL

Washington State Library
Brand Platform
August 2004

OVERVIEW

Brand objectives and benefits

Washington State Library Brand Objective:

A cohesive brand for all libraries in Washington State with the strategy, creative and messaging to project a positive and consistent identity that will influence the way in which the public perceives libraries.

Benefits of a strong Washington State Library brand:

- Facilitates loyalty, repeat patronage, positive word-of-mouth, and allegiance.
- Aids in the event of crisis, be it funding, political or public perception.
- Provides stronger employee cohesion and helps with recruiting.
- Acts as a foundation as libraries evolve in terms of services and offerings.
- Each touch point moves the brand forward.

TARGET AUDIENCES

A strategic profile of the target audiences; and their needs and attitudes in respect to libraries.

Households with school age children

Rationale:

- Households with school age children are the biggest users of libraries based on library card ownership.
- The library offers households with children a diverse array of benefits, both as a family unit, and as individual consumers. This lends itself to a multi-dimensional campaign with strong marketing messages on many levels.
- By targeting households with children, the campaign will foster “readers for life” by appealing to younger audiences. This gives the campaign influence over a longer timeframe.
- Households with school age children are most likely to have experience with, or cross-over awareness and a positive perception of, non-public libraries, such as academic, legal, and business libraries, and would be more receptive to the “complete” library story.
- Messaging directed at families has broad appeal – not only to a household unit, but also to grandparents and extended family members and caregivers.
- Family-focused messaging resonates cross-culturally, and irregardless of socio-economic status.
- A household/child-focused campaign is non-controversial. It will be more difficult to negatively portray it as a waste of taxpayer money.
- The target audience lends itself to compelling issue-related platform extensions. Literacy, early childhood education, and access to information are possible angles for media coverage.
- The positive earned media potential of PR efforts and media events that feature children is high, much more so than focusing on any other group.
- This target market lends itself to marketing and PR strategies that create synergies with sports teams, schools, and important community groups. They also align well with current ALA and PLA initiatives.

- Households with children are enormous media consumers. As such, this group lends itself to an integrated campaign utilizing multiple media tactics and vehicles. These efforts leverage each other and can create economic efficiencies across both big-and small-budget tactics.

Library Profile

- Majority of the target market owns a library card.
- More than half visited a library in the past year.
- Use libraries primarily to borrow books, but also consult librarians, borrow CDs, DVDs and videos, and use reference materials.
- Secondary use includes connecting to the Internet, attending children's activities and programs, and attending events and workshops.
- Are more likely to have a university degree, to be working, and have access to the Internet.

Needs and desires

- Free/affordable ability to borrow books, CDs, DVDs, videos and computer software.
- Opportunity to consult with a librarian.
- Access to reference materials.
- A place to read newspapers, magazines.
- A place to connect to the Internet.
- Children's programs and activities such as story time, summer reading and homework help.
- Attend special program, activity or events.
- A wide variety of resources; *committee input* - quality and uniqueness not found through retail channels.
- *Committee input* - The ability to check out large quantities of materials.

Current perceptions

- Libraries are considered very important even by those who do not own a library card or visit the library.
- Women, more so than men, consider libraries to be "very important."
- Libraries are perceived as most important for access to information/knowledge and to books and literature.
- Common library descriptors include education/learning and information, followed by useful, necessary, knowledge, and accessibility/public.
- Library users (*committee input*):
 - Realize the value of libraries extends beyond being free/affordable.
 - Have satisfaction of being "in the know" about libraries.
 - Appreciate being able to check out lots of materials at a time.
 - Recognize that libraries have a better selection of quality and hard-to-find materials than retail outlets.
 - Take advantage of reading and story time programs.
 - Perceive libraries as a safe place for kids to meet to work on group projects.
- Library non-users (*committee input*):
 - View the Internet and bookstores as more valuable outlets for books and information.
 - Do not think the library has anything to offer them – are unaware of the range of services available onsite and online through their local libraries.
 - Perceive libraries as stuffy, stodgy, uninviting places.
 - Think libraries are complicated – it's hard to find what you're looking for.
 - May negatively associate libraries with the homeless population.
 - See libraries as places where children have access to or may be exposed to pornography.

- Are not aware that there are areas where kids can explore without having to worry about being quiet.

(Preceding information summarized from Washington State Library Attitude & Usage Survey, Washington Voters, @ your library: Attitudes Toward Public Libraries Survey, and Library Committee and Community surveys and input)

Internal: Library Community

Rationale

- Library staff need to be positioned as “brand champions” bringing the Washington State Library promise to life for consumers based on their knowledge, responsiveness, and friendly, personal service.
- As the primary brand champions, library staff buy-in is essential to carry out library-based and grassroots efforts.
- Clarification of the brand strategy and key messages to staff helps ensure frontline delivery of the Washington State brand promise.
- Library staff provide important input on the value and success of various initiatives that can be used to refine ongoing and subsequent tactics.
- Library staff local knowledge and expertise are vital for translating overarching statewide messages for local audiences.

Needs and desires

- Affiliation with an overarching awareness campaign that helps them communicate library benefits consistently.
- Knowledge and tools to tailor statewide campaign messages to their local audience needs. Top recommendations from the library community include:
 - Special promotional events
 - Marketing training
 - Tie-ins with summer reading efforts and National Library Week
 - Templates for printed promotional materials

Current perceptions

- Knowledge, access and affordability as the most important attributes
- Response/utilization of national campaigns, i.e. @your library, has been mixed
 - 61 percent not using ALA or PLA campaigns
 - 63 percent think that the statewide campaign should be somewhat aligned with national efforts

(Library Community Survey, July 2004)

Influencers: Media/editors, policymakers, funders, community and business leaders

Rationale

- A consistent stream of press releases and pitched stories to targeted media will help raise public awareness and esteem for Washington State libraries.
- By raising the profile of libraries as the cornerstones of dynamic, knowledgeable communities, and places of opportunity, the campaign can support favorable funding and policy decisions by positioning libraries as a relative bargain for taxpayers.

- Local community and business leaders provide a key role in bridging the gap between residents and local government and policymakers.

Needs and desires

- A persuasive platform with consistent messages about the value of libraries in their communities.

Current perceptions:

- Reflect those of their constituents.

ASSETS AND LIABILITIES

Organizational strengths and weaknesses.

Assets

- Libraries provide equal access to impartial information, regardless of income, age, culture, or religion.
- Libraries encourage literacy and enhance opportunities for self-determination, education and recreation.
- Library staff are information smart, highly trained, and ensure patrons have access to the information they need.
- Libraries are technologically current.
- Libraries are unique – patrons can access information in-person or online, with personal assistance from highly qualified staff without a transaction cost.
- Libraries operate on several levels - they are not defined by location or hours of operation.
- Libraries offer a broad range of dynamic services that meet the needs of the individuals and the communities they serve.
- Local libraries enhance communities and property values.
- Libraries provide exceptional ROI and are an amazing community investment in terms of low cost per taxpayer.

Liabilities

- Limited/changing location hours frustrate patrons. (*Note: Only significant detractor noted in WA State A&U survey*)
- Negative perceptions of libraries as stuffy and uninviting.
- Funding challenges, threat of cuts overshadows all library activities.
- Inconsistent brand image across libraries and library services hinders marketing efforts.
- Lack of awareness about the wide variety of resources and services available at libraries.
- Competition from book superstores and the Internet; limited success differentiating resources and services.
- Misperception that “free” library services have no real value.
- Misperception that libraries cost a lot of money for the ordinary taxpayer.
- Misperception of librarians as unhelpful and out-of-touch and that navigating libraries is difficult.
- Negative perceptions of libraries as places to visit due to homeless patrons, access to pornography, etc.

COMPETITION

Libraries have two primary competitors who have strong positioning in the public’s eye for providing access - in terms of convenience, comprehensiveness and the customer experience - to information, knowledge and entertainment.

Internet

Search engines such as Google provide 24/7 access to information quickly and conveniently. What consumers gain in access and search power, however, they lose in terms of ability to refine and articulate their informational needs. The limitations of the Internet are magnified when examined in the context of library resources and services, most particularly the role librarians play in helping patrons find specific information. In many instances the Internet can point customers in the direction of finding information, however, there is a transaction cost for access. This is particularly true for business and academic needs.

Book Superstores

Bookstores have become a cultural phenomenon, offering a highly valued customer experience that includes online and brick and mortar offerings, complete with community-specific events and programs. With a purely retail sales focus, however, bookstores are unable to compete with libraries for access to unique, out-of-date, or quality materials. Bookstores also differ highly in terms of the customer service value proposition, contrasting sales versus service focus. The knowledge and responsiveness of librarians, together with the breadth of materials they can connect consumers with, are key differentiators of the library vs. bookstore experience.

UNIQUENESS AND OPPORTUNITY

While the pervasiveness of the Internet, and the broad appeal of book superstores, have not diminished the “value” rating of libraries in the majority of studies, libraries are losing the battle for public mindshare as desirable outlets for information, knowledge and entertainment. Libraries’ unique attributes – equal access to a wealth of resources with no transaction cost, the services of a highly qualified, friendly and personal, information-savvy staff, and the combination of complementary online and brick and mortar outlets – serve individuals, communities and society in unique and compelling ways.

Goals

An integrated brand marketing and awareness campaign that will:

- Increase public knowledge of the wealth of services available through libraries.
- Increase public visits to library either physically or electronically.
- Increase knowledge of library services among people who have not traditionally used libraries.
- Increase use of library services among people who have not traditionally used libraries.

Strategic Focus

- Promote library resources and services in the context of how they help individuals reach their goals.
- Differentiate library resources and services from competitors (Internet and book superstores).
- Portray library resources and services as relevant to individuals and communities.

BRAND POSITIONING

Specifically what do the libraries of Washington state deliver? What are the functional, emotional and expressive benefits they create?

Libraries connect people with knowledge, and provide the opportunity for all residents to access information, services and resources that further their self-determination, goals and interests.

Proof Points

Functional *(see section XII for public library-specific benefits)*

- Provide services with no transaction cost – accessible to everyone regardless of socio-economic status
- Provide access without an agenda - unbiased information
- Variety/uniqueness of materials: Choice
- Knowledgeable, highly trained, extremely qualified staff
- Great value for taxpayers

Expressive

- Support personal aspirations
- Offer quality materials
- Establish readers for life; promote lifelong readers
- Improve quality of life for entire communities
- A true community asset
- Reflect the communities they serve

Emotional

- Wonder in the ability to check out a large quantity of materials
- Free/affordable – a bargain!
- Safe place to go, wholesome
- Comfortable, inviting and welcoming place
- Joy in discovering and exploring unique materials, a wide variety choices
- Satisfying self-led experience - Helps kids feel/form independence
- Personal connection – with a librarian

BRAND PERSONALITY: TONE AND MANNER

Words and simple phrases that most powerfully describe the Washington State Library personality. They set the tone for developing all communications, from key messages to marketing copy.

Library materials must deflect the misperception that libraries are out-of-touch, stodgy, uninviting places with limited access due to reduced hours and little to offer that cannot be found online or through bookstores.

The brand personality must demonstrate that individuals will want to “get to know” libraries as pleasant, knowledgeable, informative, eclectic (in the sense that you can find unique things you can’t get anywhere else) and inviting places to use and visit. A consumer-oriented approach must be result and action-oriented, and answer the question, “What can libraries do for me?” - “Libraries give me the X I need to do Y.” “I did X because I learned Y at the library.”

Libraries Are (Tangibles):

- Valuable
- Free/Affordable
- Helpful
- Welcoming
- Friendly
- Easy-to-use
- Comfortable
- Accessible
- Safe
- Up-to-date technology
- Appealing
- Convenient

Libraries Are (Intangibles):

- Gateways
- Paths
- Links
- Unlimited
- Smart
- Informed
- Open doors
- Make connections
- Build opportunities
- Something for everyone
- Sense of community

Libraries: Inspire, Enrich, Educate

People use libraries to: Imagine, Explore, Discover

Manner:

- Aspirational
- Unexpected
- Fun
- Unique
- Relevant

VALUE PROPOSITION

The ultimate promise of libraries of Washington State Library in terms of their unique value-creating features. The basis for all marketing materials and the tagline.

Libraries stand alone in their ability to serve the needs of all residents by providing equal access to a broad scope information, services and resources without a transaction cost and with the help of uniquely qualified personnel.

MESSAGES

These include overarching messages as well as specific takeaways for each target audience.

Overarching messages

- Libraries are exciting places filled with opportunity and possibility. Everyone can find reliable information, services and much more at their fingertips...all at the library.
- Libraries are unique in this information age. Information on nearly anything can be accessed in person and also online, with the help of librarians who can quickly help patrons zero-in on what they need.
- Libraries are special assets in each of their communities. Not only do they provide us with important information services but they act to “anchor” communities while providing a great value for us all as taxpayers.

Supporting messages

- Libraries are places for lifelong learning while sparking our imagination. They offer something for everyone from two to 92.
- Libraries have technology that transcends time and distance. I can access information from around the world easily. I can access the library online 24/7.
- Library staffs are incredibly helpful. If I need information and don't know how to go about finding it, a librarian is always there to help me.
- Libraries are more than just my community public library. Specialized, academic, state and tribal libraries are also amazing community resources.
- Libraries provide incredible places for exploration of the mind and the imagination. I can't imagine life without libraries!

Key message takeaways: Households with school age children

- Emotional/Identification – “We love our local library – it gives my family access to information, services and resources we can't find anywhere else.” “I love to explore at the library. I always find something to spark my imagination.” It's a great place to go!”
- Ownership – “I need to take my kids to our library this week. They always discover books and materials and I can do some research on starting my own business. It really is one-stop shopping!”
- Awareness – “Wow, I didn't know I could reserve books online at my library. And I don't have to do it during business hours.”
- Word-of-mouth – “I need to tell my father about the library's book club for retirees.” “I'll suggest the library for the girls' next play date.”
- Mindset – “I support my local library. Our family is willing to continue funding at the current level to fund library services. We expect our community and business leaders to support libraries as well.” “I can't imagine a world without libraries!”
- Action – “I've got to get a library card!” “I want to go storytime at my library.” “We meet at the library after class when we need to work on group projects.” “I take my children to the library because we can check out lots of books, CDs and DVDs at once – it's a bargain!” “I research my family's history and travel destinations at the library.”

Key message takeaways: Library Staff

- The Washington State Library marketing initiative supports my needs to promote my library.

- I have the training, materials and messages to promote my library in my community.
- The library is a great place to work.
- I am valued for the role I play in making libraries a great resource in my community.

Key message takeaways: Influencers

- Libraries serve my constituents' needs.
- I support libraries because of the real value they provide our communities.
- My constituents expect me to support libraries.
- Libraries are an excellent use of public funds.

PUBLIC LIBRARY KEY FEATURES AND BENEFITS

Feature	Benefit	Positioning/Application
Ask a Librarian	Access via e-mail; online chat, or telephone	Maximize your search for information with the help of highly-skilled professionals without having to leave your home or office. The ultimate shortcut!
Online membership services	Manage your library account online – renew books, place holds, search the library catalogue, get interlibrary loans. Receive renewal reminders and know when you're books are available via e-mail.	Access library services 24/7 without having to set foot in a library. Spend only minutes in the library and get all the books, magazine, CDs, and DVDs you want!
Online media indexes	ProQuest – access journals and newspaper articles; includes many full-text. Articles can be sorted.	The place to start your search for information on any given topic. Articulate and refine your search in ways you can't accomplish on the Internet!
<p align="center">Community Activities & Events</p> <p>Adults</p> <ul style="list-style-type: none"> ▪ Book Clubs ▪ ESL classes ▪ Computer classes <p>Retirees</p> <ul style="list-style-type: none"> ▪ Senior outreach (TLC) ▪ Low vision services and large print materials ▪ Special interest: genealogy, travel, etc. 	<p align="center">Community Activities & Events</p> <p>Teens/School Age</p> <ul style="list-style-type: none"> ▪ Homework help, online and in person ▪ Special programs/authors ▪ Home schooling support ▪ Summer reading programs 	<p align="center">Community Activities & Events</p> <p>Toddlers & Preschool</p> <ul style="list-style-type: none"> ▪ Storytime ▪ Music ▪ Arts/Crafts activities ▪ Parenting resources

**Washington State Library
Creative Brief**

Prepared on: July 9, 2004

Last update: July 28, 2004

Approved by: Marketing subcommittee

Client: Washington State Library Marketing Committee

Contact: Karen Goettling

Project Team: GA Creative – Marlice Thurtle, Principal; Rebecca Songer, Project Manager; Cami Peloza, Senior Designer; Kim Yale, Market Research; Louise Guryan, Advertising and Media; Lee Keller, Public Relations

ASSIGNMENT DELIVERABLES

Washington State brand identity:

- Brand Identity
- Theme/Tagline
- Brand platform and key messages

Integrated outreach campaign to include paid and earned media components (to be finalized in approved plan):

- Newspaper ads
- Magazine ads
- Radio ads
- Online tactics
- Public relations outreach/media relations

Library Tool Kit - available via campaign website (to be finalized in approved plan):

- Resource website
- Small black and white print ad
- 11x17 poster for posting in local grocery stores, etc.
- Press release template
- NPR radio script
- Radio ad onto which libraries can tag their own information
- Key messages for use when developing marketing materials and interacting with media

BACKGROUND

The traditional role of the library as the primary destination at which to find information and access books and periodicals has eroded. Service offerings now face stiff competition from alternative sources such as book super stores and the Internet. At the same time the value of libraries in the communities they serve has not been well-articulated to the public resulting in a general lack of awareness of the scope and breadth of services offered by libraries, how they can impact individuals and how they continue to improve the quality of life. As a result, “Libraries aren’t considered central to the daily life of many people in society.”

In Washington State, the perception issues surrounding the role of libraries in today’s society are compounded by tough economic times, budget cuts, hour and staff reductions and the tax revolt that have deterred state library efforts to position themselves as relevant, valued community assets. Moreover, the American Library Association’s “@your library” campaign has been met with mixed reviews across the state library system, and the various state-supported

initiatives are not in alignment with one another. The end result is an inconsistent image of the Washington State Library system, its initiatives, programs and services across Washington communities.

GOALS

- Increase public knowledge of the wealth of services available through libraries.
- Increase public visits to library either physically or electronically.
- Increase knowledge of library services among people who have not traditionally used libraries.
- Increase use of library services among people who have not traditionally used libraries.

STRATEGIC FOCUS

- Promote library resources and services in the context of how they help individuals reach their goals.
- Differentiate library resources and services from competitors (Internet and bookstores).
- Portray library resources and services as relevant to individuals and communities.

TARGET AUDIENCES

- Households with school age children (Adults 25-54 with at least one child in the house)
- Library staff
- Influencers, such as policy, funding and community decision makers

PROFILE

Primary Target Audience Demographics: Media usage

- Heavy users of magazines
- Heavy users of the Internet
- Moderate users of newspapers
- Moderate users of radio
- Moderate users of outdoor
- Light users of television

Psychographics and Motivation

- Consider libraries very important even by those who do not own a library card or visit the library.
- Women, more so than men, consider libraries to be “very important.”
- Libraries are perceived as most important for access to information/knowledge and to books and literature.
- Common library descriptors include education/learning and information, followed by useful, necessary, knowledge, and accessibility/public.
- Are more likely to have a university degree, to be working, and have access to the Internet.
- Households with children turn to libraries for (*committee input*):
 - Free/affordable access to information and books
 - Children’s programs and activities such as story time, summer reading and homework help
 - Choice in materials; quality and uniqueness not found through retail channels
 - The ability to check out large quantities of materials

COMPETITION

- Internet; search engines such as Google
- Book super stores such as Barnes & Noble
- Other leisure time pursuits – television, video games, sports, etc.

POSITIONING

Libraries connect people with knowledge, and provide the opportunity for all residents to access information, services and resources that further their self-determination, goals and interests.

VALUE PROPOSITION

Libraries stand alone in their ability to serve the needs of all residents by providing equal access to a broad scope information, services and resources without a transaction cost and with the help of uniquely qualified personnel.

BOTTOM-LINE

- ACCESS TO SERVICES
- BREADTH OF MATERIALS
- EXPERTISE OF STAFF

PROOF POINTS (BENEFITS)

- Provide services with no transaction cost – accessible to everyone irregardless of socio-economic status
- Variety/uniqueness of materials: Choice
- Knowledgeable, highly trained, extremely qualified staff
- Great value on the dollar for taxpayers
- Knowledgeable, highly trained, friendly staff
- Convenient – manage library account online

POINTS OF DIFFERENTIATION

- No transaction cost, “free”
- Open 24/7 through online presence
- Information “without borders” online and onsite outlets working together, across geographies
- Not a retail model – ability to find unique, out-of-date, specialized materials
- In every community - accessible
- Technologically current

PERSONALITY/TONE AND MANNER

Library materials must deflect the misperception that libraries are out-of-touch, stodgy, uninviting places with limited access due to reduced hours and little to offer that cannot be found online or through bookstores.

Personality/tone – Must demonstrate that individuals will want to “get to know” libraries as pleasant, knowledgeable, informative, eclectic (in the sense that you can find unique things you can’t get anywhere else) and inviting places to use and visit.

Manner – Must answer the question, “What can libraries do for me?” Result and action-oriented. “Libraries give me the X I need to do Y.” “I did X because I learned Y at the library.” A consumer-oriented approach that demonstrates relevancy.

Libraries Are (Tangibles):

- Valuable
- Free/Affordable
- Helpful
- Welcoming
- Friendly
- Easy-to-use
- Comfortable
- Accessible
- Safe
- Up-to-date technology
- Appealing
- Convenient

Libraries Are (Intangibles):

- Gateways
- Paths
- Links
- Unlimited
- Smart
- Informed
- Open doors
- Make connections
- Build opportunities
- Something for everyone
- Sense of community

Libraries: Inspire, Enrich, Educate

People use libraries to: Imagine, Explore, Discover

Manner:

- Aspirational
- Unexpected
- Fun
- Unique
- Relevant

DESIRED RESPONSE

Increased knowledge, preference and use of libraries and their services.

**Washington State Library
Media Plan
Revised December 2004**

MEDIA OBJECTIVES

- Increase awareness of Libraries and Library services throughout the State of Washington
- Define and prioritize target audience segments
- Coordinate and structure media to integrate with PR, events and local library activities

TARGET AUDIENCE

- Target Audience Definition
 - To balance the ability to reach the most residents and stay within a limited budget, priority has been given to audience segments that currently show the most usage of libraries and library services.
 - Research (MRI Research) shows that the segment of the population that uses the library the most is Adults 25-49 with at least one school age child in the house.
 - While the plan targets this primary audience, campaign creative components will address a broad range of the population.
- Media Usage (MRI Research)
 - The primary target audience has the following media usage characteristics:
 - Heavy users of Magazines
 - Heavy users of the Internet
 - Moderate users of Newspapers
 - Moderate users of Radio
 - Moderate users of Outdoor
 - Light users of Television

GEOGRAPHY

The total universe of Adults 25-49 with one child under 18 in the household:

- | | |
|--------------|---------|
| ▪ Seattle | 565,630 |
| ▪ Spokane | 121,100 |
| ▪ Tri-Cities | 53,482 |
| ▪ Yakima | 28,424 |

Using the four major metros within the state (above) will provide the best media coverage for the entire state. (See Map) With the MSAs providing the center of the “media circle” local media will be added as needed to ensure reach to the entire state.

BUDGET

\$313,175 Total Gross Working Media Budget

- Original Budget \$294,000 (Total Gross Working Media Budget)
- In December 2004 an additional \$19,175 was added to the budget in order to achieve two major objectives:
 - Increase reach and frequency in the Tri-Cities area in major newspapers.
 - Increase reach and frequency in major suburbs of the Seattle Market including Tacoma, Olympia, Bremerton and Everett.

MEDIA STRATEGIES

- Establish the library message through broad reach and consistent message delivery.
- Coordinate closely with PR and local library events.
- Create the WSL Radio Network by identifying the 2-3 most important stations within each MSA and schedule them consistently throughout the campaign year.
- Invest in local newspapers that carry editorial geared to families and local concerns.
- Explore opportunities for online efforts both statewide and locally.

SCHEDULING STRATEGIES AND TACTICS

- Launch with a large media impact in September at the crucial “Back-to-School” timeframe.
- Go dark in paid media and continue with PR and online from October through December, to avoid holiday clutter/vacation time and conserve budget.
- Provide another burst of paid media January through March for the entire 1st quarter as affordable.
- Stagger paid media the rest of the campaign (e.g. dark in April / active in May and June
 - Maintains message delivery
 - Permits review of plan and results mid-way
 - Allows time to fine-tune and adjust the schedule in order to get better efficiencies
 - Introduce new creative executions and programs

SPENDING GOALS

RADIO – Provides the largest reach and the most local flexibility for the lowest out of pocket costs. Our WSL custom radio network will carry the majority of the weight of the program –Our goal was to spend 47% of the budget in radio. The actual achieved percentage is 52%.

PRINT - Based on history and research the most important source of information reaching our target audience is print. A combination of magazines (widely utilized by our target) and local newspapers will help us reach the audience within an “environment of authority” in a timely (newspaper) and valued (magazine) manner. Our goal was 43%, and we are now at 44% with the increased funding.

ONLINE - Research leads us to recommend testing online media towards this audience. 10% was the goal, we have actually decreased this budget to 4% of budget. E-mail newsletters and e-mail school notices are important to the audience and will carry a message that will be immediately helpful to parents:

- Library location / hours / services
- Access to online library resources
- Security (make the library your home page)

CREATIVE

Magazines

- Full page, 4-color with bleed

Newspapers

- Quarter page, Black & White display ads
- Small (3.5" x 6") space ads in Pink Section and Entertainments sections

Online

- Standard Banner (460 x 80) with live link
- Logo and live links for radio web sites
- E-mail Blasts
 - 10,000 names to parents in Eastern Washington
 - Membership list of Washington Teachers Association - TBD
 - School librarians e-mail list - TBD

RECOMMENDED MEDIA MIX

Radio - Largest Reach

RFP's were sent to the top three ranking commercial stations in each market as well as the public radio station in each market (ranking against target audience measured by Qualitap, TapScan Radio Research (Also used Strata NuMath, Scarborough Ratings Data)

Submissions were then evaluated against three major criteria:

- Ranking against the target market
- Cost per point as measured by proposal against cost per point goals. Cost per point goals were set at 20% below market average.

Market	Average CPP 2004	CPP Goal
Seattle	\$230	\$220
Spokane	\$19	\$18
Yakima	\$16	\$15
Tri-Cities	\$16	\$15

- Subjective analysis of value-add offers from each station and how it mapped to WSL goals (i.e. web-based and community events given priority).

Stations Considered, Rankings (See Station Ranking on Radio Workbook for details), and Recommended Stations (appear in bold)

Market	Station	Final Rank Within Market
Seattle	KMPS - FM	1
	KIRO - AM	3
	KUBE-FM	4
	KUOW - FM	2
	KPLU - FM	5 (only 3rd station affordable)
Spokane	KEZE-FM	1
	KKZX-FM	3
	KCDA-FM	4
	KPBX-FM	2
Yakima	KATS-FM	1
	KFFM-FM	3
	KXDD-FM	2
	NW Public Radio (also serves Tri-Cities)	Ranked in Tri-Cities
Tri-Cities	KONA-AM&FM	1
	KEYW-FM	3
	KXRS - FM	4
	NW Public Radio (also serves Yakima)	2

- Total Radio Spending: \$162,693 Gross

Newspapers – Most Community Involvement

The primary purpose of the newspaper initiative is to reach as many households in the suburban markets of Seattle, Spokane, Yakima and the Tri-Cities area. Combination of daily and community weekly newspapers are necessary to reach households that are both informed and involved in their communities.

Note: In December 2004, extra budget was used to add the following, important newspapers to the schedule:

- Increased creative unit in Tacoma News Tribune
- Everett Herald
- Bremerton Sun
- Olympian
- Tri-Cities Herald

The following newspapers and groups were considered as part of the original plan:

- Seattle times / Post Intelligencer – placements in Friday “Ticket” entertainment publication going to Snohomish, East and South Zones only
- King County Journal – serving the eastern suburbs of Seattle
- Yakima Herald Republic – serving the greater Yakima area
- Spokane Spokesman Review – serving the greater Spokane area
- Tri-City Herald – serving the Pasco / Kennewick / Richland area
 - This paper had been dropped from the original plan because:
 - More coverage was needed in the Tacoma / south King County area

- Tri-Cities Herald would not participate in the discounted network that was compiled for the Washington State Libraries
 - This paper was added back into the newspaper mix (see first bullet above) when more budget became available
- Reporter Newspaper Group – weekly group serving the Seattle Suburbs
- Enterprise Newspaper group – weekly group serving the North Seattle suburbs
- Washington Statewide Small Space Network – a network of 74 weekly newspapers published throughout the state
- Spokane Valley News-Herald – weekly publication in Spokane County
- Cheney Free Press – weekly publication in Spokane County
- Davenport Times – weekly publication in Spokane County
- Deer Park Tribune – weekly publication in Spokane County
- Grandview Herald – weekly publication in Yakima County
- Sunnyside News-Sun – Monday-Friday publication in Yakima county
- Review Independent – weekly publication in Yakima County
- Prosser Record Bulletin – weekly publication in Benton County
- Waitsburg Times – weekly publication in the Tri-Cities area

Scheduling in key dailies and geographically adjacent weeklies supplemented with statewide network – (Flowchart and newspaper details attached)

- 1/4-page display ad provides strong visibility in the key dailies and key weeklies serving core cities and surrounding suburbs.
- Additional small space ads (2 columns x 6”) provide placement at least once a month in the Seattle entertainment publication “Ticket” serving the North, East and South Seattle suburbs.
- The WA State Small-Space Display network places ads in 74 different weekly newspapers at approximately 75-80% discount based on a statewide full network.

Newspaper Spending: As of December 2004, this is now \$94,139

Magazines – High Value

Our target audience identifies themselves as heavy users of magazines. One of the primary strengths of magazine advertising is that it surrounds an ad in an “environment of authority.” If parents trust a publication and continue to subscribe to it, the WSL message is enhanced by the proximity of valued editorial.

Recommended Publications (see attached for publication details):

- Seattle’s Child – 3 insertions
- Puget Sound Parent – 3 insertions
- NW Parent Publishing Summer Learning Supplement – 1 insertion
- MNI Family Network – selective binding in Washington State Only – 3 insertions in each
- Child
- Family Fun

- Parenting
- Parents

Scheduling

- Flight magazine insertions to appear between flights of radio and newspaper
- Start in January issues when parents are looking for indoor activities
- Use the Summer Learning Supplement to inform parents of coming events and opportunities at the various libraries during the summer vacation (comes out in March)

Magazine Spending

- NW Parent Publishing: \$21,820
 - The Northwest Parent Publishing Summer Learning Supplement was added in order to increase the frequency to the important magazine reading audience as well as to reinforce the WSL as a good place for families during the summer, non-school months.
- MNI: \$23,029
- Total Magazines = \$ \$44,849

Online - The Mix

Our online marketing consists of several different types of ads in many different types of venues. Most of the online placements are given to us as merchandising by radio stations. A few are paid.

Merchandised (free)

- Links, logo listing, banner varies per radio station on schedule
- Story Times or local Library Hours listed on calendar for Seattle's Child and Puget Sound Parent

Paid

- Web-link discount (87% discount) on KPLU Seattle
- Monthly banner on top of the Main Page of Puget Sound Parent and Seattle's Child
- Email blast to Eastern Washington – As part of the online mix, we recommend testing an email blast to parents of children that we have identified in the eastern part of the state. Our recommendation is based on the fact that there are no magazines that we can find that address parents with school age children in Eastern Washington. Most of our magazines' circulation is based in Western Washington and that part is very well covered.
 - This is a compiled list of parents with school age children. The list is opt-in and sourced through Time, Inc., the publisher of MNI.
 - There are 135,230 linked email and postal names of adults age 25-54 with children under the age of 18 living in the household in the State of Washington.
 - We recommend starting with a small set of names (10,000) in Eastern Washington and evaluate response from this test. If the test is successful and we see an increase in inquiries about the library, we will roll out the email to balance of names in the remainder of the state.
 - Test 10,000 email addresses @ \$85 (includes transmission) = \$850

- o Balance of email addresses: 125,230 @\$85/M = \$10,644.55

A request has been made to the Washington State Teachers Association asking for permission to use their membership email list to communicate directly with the teachers: either to send them information or ask them to distribute information to their students to take home (library schedules, telephone number for homework help, email address to ask the librarian a question). This will form the start of our viral marketing program. If there is a centralized way to get a list of school librarians, this might a better way to start this off.

Further online research will continue as we make contact with individual schools, organizations and media. \$10,000 will be held aside for this effort.

Scheduling

- In order to get the maximum benefit from links and banners, it is recommended that they appear at the same time as the sister property paid advertising (radio and/or magazine).
- Email should go out when there is something special to announce or if we can provide some, addresses, and story time hours in Spokane).

Online Spending: \$28,820.55

PLAN SUMMARY – OVERALL

Media Type	Total Spending	% of Total Budget	Spending Goals
RADIO	\$162,693	52%	47%
PRINT	\$138,988	44%	43%
- Newspaper	\$94,139		
- Magazine	\$44,849		
ONLINE	\$11,495	4	10%
- Banners (included in the print and radio spending)			
- Logo & Links (merchandised)			
- E-mail blast			
TOTAL	\$313,176	100%	100%

PLAN SUMMARY – SPENDING GOALS VS. ACTUAL PERCENT OF BUDGET

Our spending goals were not quite met because of a discrepancy in the radio rates. Radio rates in Spokane have increased dramatically this year. We had predicted an average of \$20 per rating point in the market. Our goal was 20% below that at \$18 per point and we came in at \$33.

Radio Market	Cost Per Point Goal	Actual Achieved
Seattle	\$220	\$139
Spokane	\$18	\$33

Yakima	\$15	\$14
Tri-Cities	\$15	\$18

In order to adjust to these higher rates in Spokane, we adjusted out budget in newspaper.

The Libraries of Washington State

Public Relations Plan

Revised, November 2004

OBJECTIVE

After a successful launch of both the advertising and public outreach aspects of the marketing program, this plan outlines the specific public relations tactics that will be undertaken for the balance of the campaign.

The focus will be on creating positive perceptions about libraries and ultimately driving action by current and prospective library patrons. Supporting tactics will generate awareness and build brand esteem for the Washington State Libraries across the general public.

GOALS

The goals of the public relations campaign are:

- Leverage the advertising campaign and dollars through primarily earned media.
- Increase public knowledge of the wealth of services available through libraries.
- Increase public visits to library either physically or electronically.
- Increase knowledge and use of library services among people who have not traditionally used libraries.

STRATEGY

In order to achieve maximum results and leverage the positive attributes of the libraries of Washington State, the public relations strategy will fall primarily under the following key areas:

- *Media Relations:* Media outreach efforts will primarily focus on specific media pitches of interesting stories that will resonate across a wide range of media. Templates, key media messages, and how-to's for local media relations and community events will also be included in the marketing toolkit for use by library staff.
- *Public Service Campaign:* As a non-profit entity, the Washington State Libraries are in a unique position to engage media partners and additional spokespersons across the state to create high-quality public service announcements to air on both television and radio. We will secure the additional spokespersons, media partners and produce and place these spots.
- *Media Events:* A critical component to building favorable opinions regarding our libraries across Washington State would include special events either with local radio stations and promotional partners or those already planned.

TARGET AUDIENCE

Public relations initiatives will target the same audiences as the overall marketing campaign, including:

- Households with school age children (Adults 25-49 with at least one child in the house)
- Library staff
- Influencers, such as policy, funding and community decision makers

TACTICAL PLAN

Public Service Campaign and Spokespeople

As with any public relations campaign, specifically if the goal is a shift in public opinion, establishing credibility through a third party can often generate immediate results. One of the key ways to use these spokespeople is through a focused public service campaign. Spokespersons will be used to deliver “the message” through this campaign and we will seek a media “partner” in each market and produce high-quality public service announcements for both television and radio focusing on the positive aspects “the new library of the Century.” Spokespeople can also be used for news story pitches. Those already secured include:

- Patti Payne, local broadcast personality
- Susan Hutchison, local broadcast personality
- J.A. Jance, local author, who was instrumental in the kickoff
- Secretary of State Sam Reed, administering this program and also instrumental in the kickoff

Suggestions have also been made by the marketing subcommittee including Bill Gates, Sr. We will continue to pursue him and others as well in order to finalize a set of appropriate spokespeople for use with the PSA campaign, etc.

Media Relations

This tactic is the cornerstone of the public relations program and will primarily include targeted media pitches of interesting stories that will resonate across a wide range of media statewide. We will take the lead on pitching these stories in markets across the state including those that didn't have benefit of the advertising campaign. However, this tactic in particular will require the help of the marketing subcommittee to uncover the interesting stories that exist across all our libraries. Please be thinking of great people to feature in stories or interesting tidbits that exist inside your library.

In addition, we will create and/or refine the press kit used for the kickoff including a backgrounder, fact sheet, press releases, key media messages, thought starters and how-to's for local media relations and community events, writing and distribution of press releases, additional story development ideas for when the campaign is over, etc.

Possible Story Topics

- The 21st Century Library and/or Librarian
- Online Membership Services, Online Media Indexes
- “ALL ACCESS” - Cross-Cultural Efforts, Socio-Economic Efforts
- Men vs. Women – differences in library perspective and usage

- “Entertainment” vs. “Educational” – explore the role of the library in times of diminished free time
- Libraries as Safe Places
- “Quiet” vs. “Exploring” – contrast the perceptions of libraries vs. the dynamic places they are today
- Literacy for the 21st Century
- Multi-Cultural Needs Served at Community Libraries
- A special librarian
- High-tech aspects of the new Seattle Library
- A homeless teen who found a new life checking out books

Media Training

We’ll work to incorporate a media training session for librarians into the Marketing Workshops that are currently being scheduled. This will ensure that the marketing subcommittee and others who are trained understand more thoroughly what makes a great news story and will be ready to help uncover those and then act as a spokesperson if necessary.

Media Events

One of the most effective strategies for both engaging an audience and generating editorial is hosting a promotional and/or media event, primarily in local media markets. We will work with local radio stations to look for opportunities to host live remote broadcasts from outside a local library and other creative ideas for publicity. Another potential program is to develop a “story time” to broadcast on a number of local radio stations. We will also look for publicity opportunities for those events already planned such as the upcoming Governor's Reading Challenge that will take place on December 8th in Olympia. In addition we will pursue the feasibility of a statewide Library Week, to be proclaimed in the State of Washington.

Internal Communications

Without the support of our library “brand champions,” or librarians themselves, the effectiveness of a solid PR campaign can be diminished. By providing a library toolkit on the campaign website, librarians can customize templates for special events, news releases, announcements, library hours and a local boilerplate.

TIMELINE

August

- Internal brand work
- Identify spokespersons
- Preparation for roll-out begins
- Draft PR plan
- Identify prospective promotional partnerships
- Prep for rollout event
- Explore topics for editorial campaign

September

- Final preparations for kick off event
- PR plan refinement
- Secure spokespersons for kick off event
- Finalize kickoff event
- Continue exploring topics for editorial campaign

October

- Kick off event for Library campaign
- Finalize topics for editorial campaign
- Begin to solicit and secure media and community partners
- Begin preparations for Washington State Library Month – Proclamations from Governor and Mayors throughout Washington State (Seattle, Tacoma, Spokane, Everett) – Local Events w/Kids, Main Event in Olympia w/Governor Locke

November

- Elections
- Refine events and PR calendar for winter and spring
- Build story/editorial calendar
- Finalize PR component for marketing workshops and toolkit

December

- Holidays
- Governor's Reading Challenge Winner announced

January 2005

- Story pitching
- Event management
- Media training

February

- Preparation for Spring editorial campaign
- Story pitching

March

- Spring editorial campaign
- Story pitching

April

- National Library Week – Partnership with Communities In Schools of Washington
- Spring Editorial Campaign

May

- Spring Editorial Campaign

June

- PR Outreach with possible baseball tie-in
- Story pitching continues

July

- PR Outreach with possible Baseball Tie In
- Story pitching continues

August

- Campaign wraps

September

- Evaluation and Summary