

December 2001

Dear Librarian and other Friends of SDL:

Enclosed please find a marketing kit and promotional video for the Statewide Database Licensing Project (SDL). The SDL Administrative Committee conceived the kit and video as a means of assisting you in marketing the ProQuest and e-Library Elementary databases to your community.

It is our hope that you will use the resources provided in this kit to inform your governing board, your employees, and your community about SDL. If you offer your customers remote access to the ProQuest and e-Library Elementary databases you are providing 24-hour library service! Through SDL you may reach customers who otherwise perceive little need for traditional library services.

Admittedly, the materials provided in this mailing are generic. Not everyone receiving this mailing will use them in the same way. Some libraries, for example, have Public Relations Officers who are skilled in preparing press releases. SDL participants vary greatly - librarians from public libraries, private, community and technical college libraries, K-12 schools, medical and tribal libraries. No single package can meet everyone's needs and interests and trying to customize mailings for each audience would be infeasible. So, I hope you will accept this mailing in the spirit in which it was intended.

We are excited the video and kit are now complete and available. You may have heard we are in the process of moving to a new location. Please come and visit us during WLA Legislative Day, January 30, 2002.

If I can be of service, please contact me. Thank you.

Sincerely,

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