



Delivering Value
to your Community
through your library's
ELECTRONIC RESOURCES





Kathy Dempsey
Author
The Accidental Library Marketer



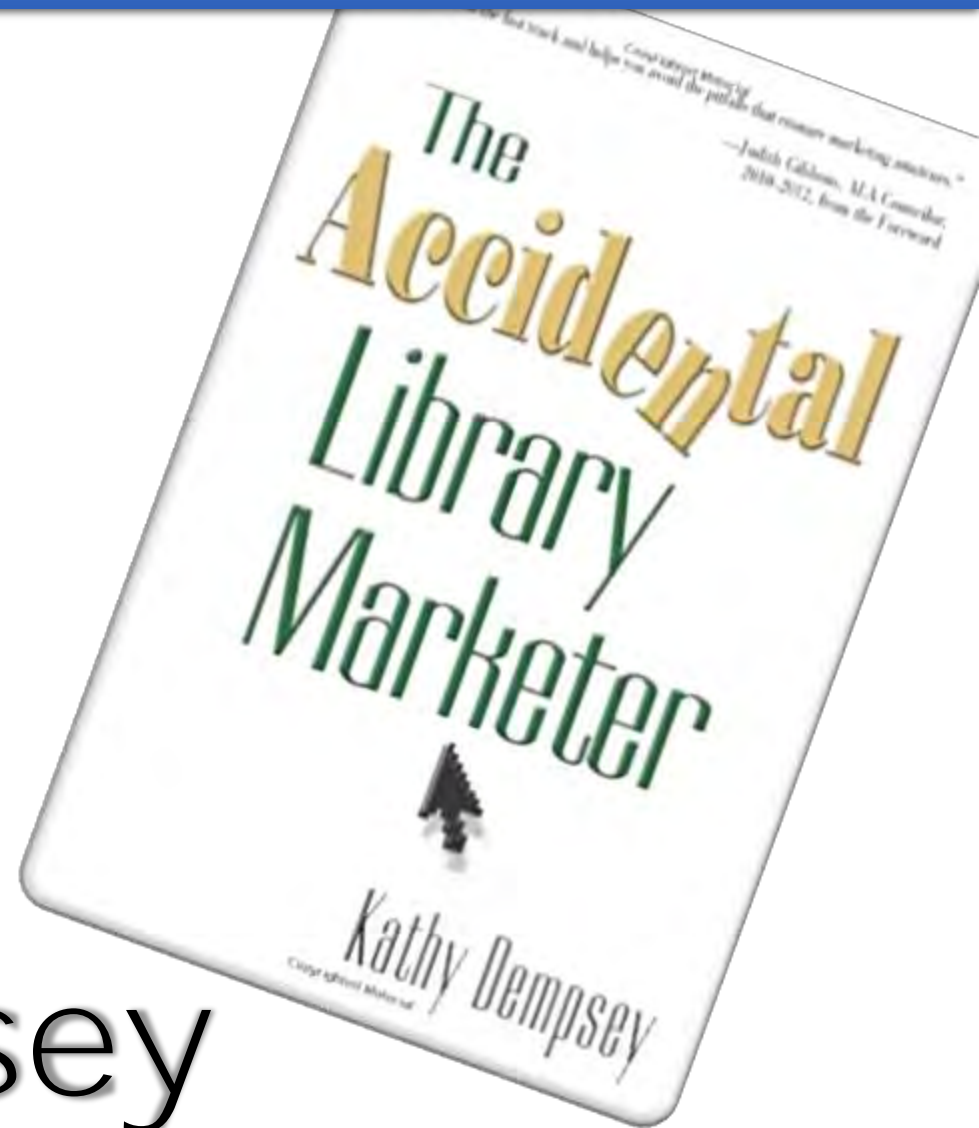
John Buehler
Chief Marketing Officer
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NewsBank



Kathy
Dempsey



Why Worry About Marketing?

- Curating great collections is vital. But what good does it do to have materials for people if you don't tell everyone they're available?
- This is why it's essential to spend some time, thought, and money to promote your collections.

**Why spend
thousands of \$\$\$\$
on collections,
and then spend \$000
to tell people
that you have them?**

Tips for Successfully Promoting Collections

**Do not
promote the items
you bought.**

**Instead,
promote the *benefits*
of the items
in the collection.**

Tell people how their lives can be better, easier, and more fun by taking advantage of items the library has secured for them.

Tips for Successfully Promoting Collections

Tell Stories!

- Instead of talking about items, tell stories.
- What benefits have others gotten?
- How does the library make people feel? How has it changed their lives? Has it helped them get jobs, pass tests, build confidence, find social comfort?
- <http://www.ilovelibraries.org/sh-are-your-story>

“When I was young, we couldn’t afford much. But, my library card was my key to the world.”

- John Goodman, Actor

Tips for Successfully Promoting Collections

**Do not
promote everything
to everyone,
in general terms.**

**Instead,
target your messages
carefully and purposefully.**

To get people's attention and increase the chances of them actually reading and remembering your messages, send different info only to the people who care about those items. This is "target marketing." Segmented email lists are the key.

Tips for Successfully Promoting Collections

What Not To Say:

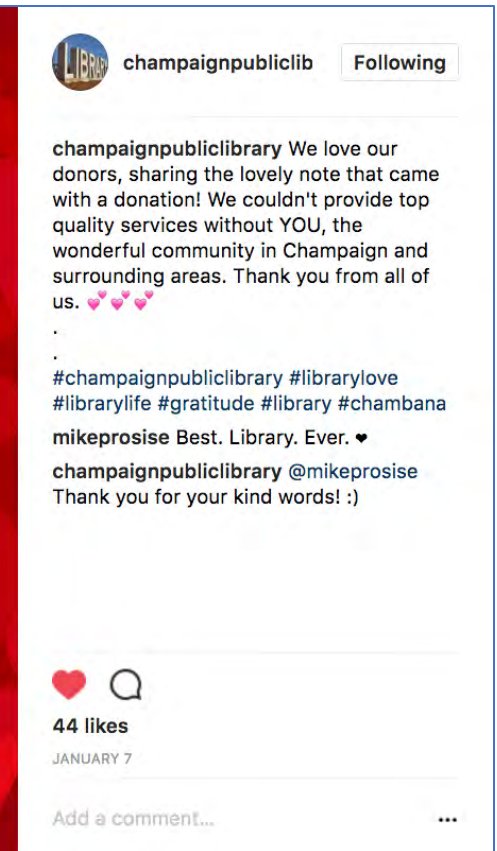
- “We’ve added 25 new novels and 14 new children’s books to our shelves!”
- “Come in and borrow our music CDs and movie DVDS.”
- “We have a collection of 58,000 titles.”

What You Should Say:

- “Bored? Stimulate your brain and your children’s brains with our new books!” (send to parents)
- “Want to hear some new music or see more movies without breaking the bank? Borrow them, free!” (send to Millennials + 25-55-y-o)
- We’ll help find a book you’ll love.

Use Social Media Effectively

- Seek out “library love” on your social sites.
- Read “Bringing Out the Library Love” by Evelyn C. Shapiro, Marketing Library Services, Nov/Dec 2017. www.MarketingLibraryServices.com
- Have contests; post trivia questions; be fun.
- Make social media more about the followers, less about the library.



In-House Promotion

- When books are made into movies, set up displays.
- Promote resources that relate to current events / local news.
- Promote databases and ebooks in the stacks to catch patrons as they browse or as they're seeking things in a certain section / topic.
- Promote databases on your home screens in-house and in your program guides.
- Avoid library lingo.



External Promotion

- Tie social media promotions to the weather for digital offerings.
- You can buy ads on the bottom of The Weather Channel app and arrange for them to appear only during certain weather forecasts / conditions.
(www.infotoday.com/mls/jul16/Interviews-With-Marketing-Masters--Trenton-Smiley-Brings-Marketing-MBA-to-Libraries.shtml)
- Bad weather = good timing for reminding people about your online services and downloadable materials (esp. in rural areas).
- Build relationships and ask weather personalities to mention the library!



Secret Weapon

Place your promotional messages where the people are:



Your library has the answers, right? With Libre Ads, **you show up first** in local Google searches:

Tulsalibrary.org | Tulsa City-County Library | Get a Library Card Online

Ad www.tulsalibrary.org/ (918) 558-1761

2-minute online application. Instant access to ebooks, audiobooks, and more. Free Wi-Fi. Public Computers. Meeting Rooms. Printing & Copying. Scanning & Faxing. Services: Free Online Classes, Education Apps, eBooks...

Locations and Hours

Find a library near you
See hours and services

Get a Library Card

Online application, 5 mins or less
Residents, commuters, and students

Online Learning

Learn a new skill or language
Unlimited access to 6000+ courses

Summer Reading

Family fun, all summer long
Events, challenges, and prizes

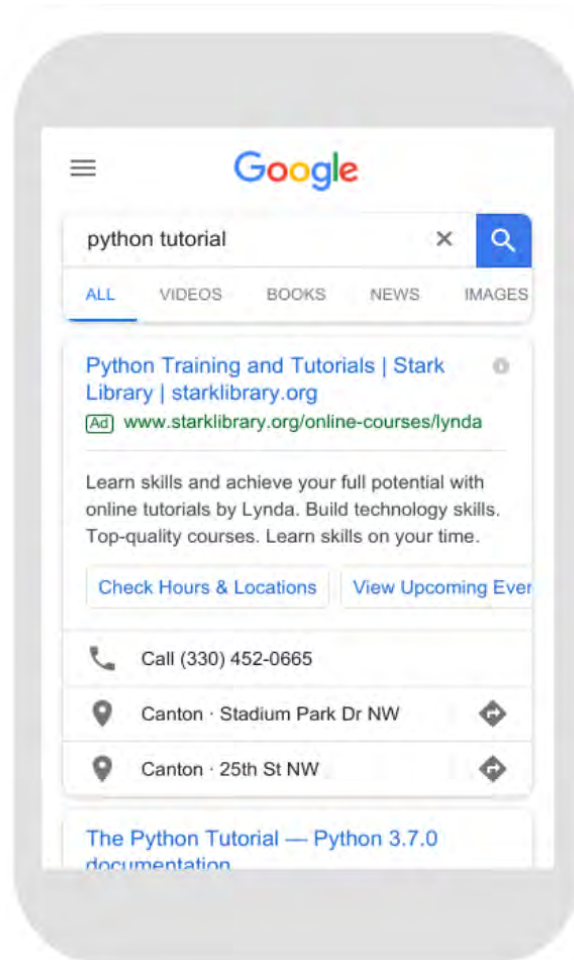
search: 'good summer reading'

You show up first.

Advertising? We don't have enough room in our budget for that.

Okay, but Google offers [Ad Grants](#) to non-profits (that's you) of **\$10,000 a month in advertising credit**. We'll help you apply — for free. Then, you can manage the grant yourself, or sign up with us. The grant is yours, and the advertising itself is free; you pay *us* to help you use it *effectively*.

Advertise to Appear in Google Results!



- Google Ads has a special program for nonprofits.
- **You can qualify to get \$10,000 / month in FREE ads!**
- Most people start searches on Google; almost none begin on your library's website.
- Appear at searchers' point of need.
- This shows that you're tech-savvy.

How to Get Free Ads on Google: Koios Leads the Way (www.koios.co)

+ HOW MUCH VALUE DOES \$10K/MONTH IN CREDIT GET ME?

+ HOW WOULD THIS WORK FOR MATERIALS?

+ HOW WOULD THIS WORK FOR PROGRAMS?

+ HOW WOULD THIS WORK FOR DATABASES?

Koios will check your website for high-quality, resource-specific landing pages. If you don't have these yet, we'll create a special area on your website and publish them for you. After that, the Koios team will research search trends in your area and set up campaigns that match local Google searches to relevant databases. This way, when someone searches "learn spanish" your language learning database shows up first

Successfully Promoting Collections: Key Points

- Talk about benefits, not about the collections themselves.
- Use stories for content marketing.
- Social media is sort of free, but it costs staff time.
- Spend some money! If you put \$100,000 into collections per year, then spending \$1,000 on promotion is only 1% of your collections budget.
- Put your promotions where the people already are -- Google, social media platforms, specific apps -- to reach people at their point of need.
- Send specific, targeted messages to different segments of your audience.
- Check out the sites & articles recommended in this session.
- Sketch out a plan to make the most of your efforts.



John Buehler

Chief Marketing Officer

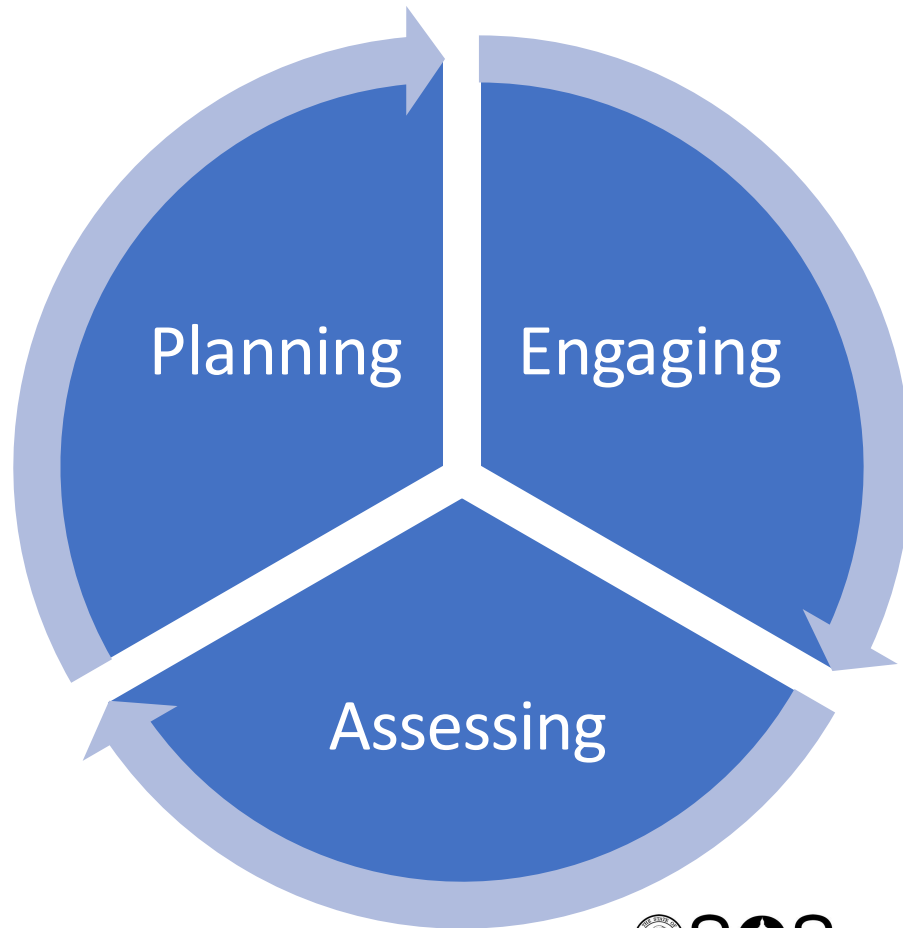


Getting Started

**"A goal without a plan
is just a wish."**

- Antoine de Saint-Exupery
Author, Le Petit Prince

An ongoing process



**“Marketing makes
your Patrons
smarter.”**

Planning – Set the Stage

Set a Goal

- Know what you are trying to achieve

Determine a Target Audience

- Which user group are you trying to reach
- Understand how you are delivering value to them

Develop your Strategy

- What approaches will help you achieve your goal
- Will guide your tactics and measurement
- Keep it simple

Select Tactics

- What will be most impactful to your audience
- Where, when, how can you reach them

Define measurements

- How will you know if you're successful

Engaging – Implementing your plan

Putting your Plan into action!

Key Considerations

- Timing
- Staff Involvement
- Messaging and Creative
- Final Tactics
- The Little (*but really important*) Things

**"Marketing your
electronic resources
can change your
library"**

Assessing – “Lather, Rinse and Repeat”

Assessing the impact and looking for improvement

- Were the measurement goals achieved?
 - The "best" measures?
 - Other measures to consider?
- What worked and what can be improved?
 - Seek feedback – internally and externally
- Communicate and share the outcomes
 - Success or failure!
 - Build momentum for the next project

Cross Promotion Case Study



Delaware County District Library has come together as a system to commemorate those who fought in WWI. Through book discussions, local history walks, and expert speakers, we hope to pay tribute to a generation.

Goal	Leverage the WWI Centennial to engage the community with local library branches
Strategy	Integrate WWI Centennial into library programming
Tactics	Speaker Events Book Club Social Media In-Library Promotion

The screenshot shows the Delaware County District Library website. At the top, there is a navigation bar with "My Account" and a search box. The search box contains the text "SEARCH" and a "GO" button. Below the search box, there are three radio button options: "Books, movies & more", "Magazines & journals", and "Website". The main navigation bar includes "Events", "Research", "Services", "eBooks", "Locations", "Children", "Teens", and "Adults". The "Adults" tab is selected.

Adult Events

- 12.18 Board of Trustees Meeting
- 12.18 Powell Cookbook Club
- 12.18 Creative Writing
- 12.18 Delaware Toastmasters Club
- 12.19 Unwrap a Book
- 12.19 ESOL Class
- 12.19 Binge Watch & Talk
- 12.20 Unwrap a Book
- 12.20 Gift Making Workshop
- 12.21 Unwrap a Book

[View Full Calendar](#)

NEW AT THE LIBRARY FOR ADULTS

CIRCE

DCDL REMEMBERS
World War One - 100-year Anniversary

Home » Adults » WWI Centennial - DCDL Remembers

Delaware County District Library has come together as a system to commemorate those who fought in WWI. Through book discussions, local history walks, and expert speakers, we hope to pay tribute to a generation.

Speakers:

- WWI on the Ohio Home Front, Susan Talbot-Stanway
- The End of the War, Dr. Mark Gingerich

Local History Walk

Book Clubs:

- Angels in the Gloom
- Birdsong
- The Daughters of Mars
- The Unknowns
- A Casualty of War
- Readers' Choice (Powell and Orange)

Main Page for WWI Centennial

<https://www.delawarelibrary.org/content/wwi-centennial-dcdl-remembers>

Local History Night: WWI 100 Year Anniversary

Brush up on your WWI history by reading news articles about the key events and battles of the Great War. Research events like these in our [NewsBank resource](#), available to you, any time.

- [Archduke Assassination \(June 1914\)](#)
- [Battle of Marne \(September 1914\)](#)
- [Battle of Ypres \(October 1914\)](#)
- [Lusitania Sinking \(1915\)](#)
- [Battle of Verdun \(1916\)](#)
- [Selective Service Act \(1917\)](#)
- [Zimmerman Telegraph \(1917\)](#)
- [Armistice \(1918\)](#)

WWI on the Ohio Home Front

Read firsthand accounts from Ohioans who participated in WWI and the influence of their participation. These articles and more are available to you, any time, in our [NewsBank resource](#).

- [Letters from WWI](#)
- [WWI Erupted: Intrepid U.S. Ambassador and His Wife Were America's First Responders in Paris](#)
- [Blue Star Service Traces its Origins to WWI](#)

Highlight relevant content from your library's electronic resources



My Account

SEARCH

- Books, movies & more
- Magazines & journals
- Website

GO

Events Research Services eBooks Locations Children Teens Adults

Teen Events

- 12.19 Unwrap a Book
- 12.20 Unwrap a Book
- 12.20 Gift Making Workshop
- 12.21 Unwrap a Book
- 12.22 Unwrap a Book
- 12.23 Unwrap a Book
- 12.24 Christmas Eve - Library Closed
- 12.25 Christmas Day - Library Closed
- 12.26 Unwrap a Book
- 12.31 New Year's Eve - Closed at 5

View Full Calendar

Adult Events

- 12.18 Board of Trustees Meeting
- 12.18 Powell Cookbook Club
- 12.18 Creative Writing
- 12.18 Delaware Toastmasters Club
- 12.19 Unwrap a Book
- 12.19 ESOL Class
- 12.19 Binge Watch & Talk
- 12.20 Unwrap a Book

Home » Local History Night: WWI 100 Year Anniversary

View Repeats

Adult/Teen Program



Mark P. Gingerich, the James S. Britton Professor of European History at the Ohio Wesleyan University has lived, traveled, and studied in the United States, Europe, and the Middle East. Gingerich specializes in the era of the World Wars and will be speaking at the Ostrander Branch on the subject of the Armistice of World War I.

Event Page

<https://www.delawarelibrary.org/content/local-history-night-wwi-100-year-anniversary>

12/21 Unwrap a Book

[View Full Calendar](#)

Ostrander Branch

12/20 Ostrander Family Time
12/22 Ostrander Morning Book Club
12/24 Christmas Eve - Library Closed
12/25 Christmas Day - Library Closed
12/31 New Year's Eve - Closed at 5
01/01 New Year's Day - Closed
01/02 Ostrander Morning Book Club
01/05 Ostrander LEGO Club

[View Full Calendar](#)

Want to learn more about the Great War? Take a look at some of these articles, provided by NewsBank.

Local History Night: WWI 100 Year Anniversary

Brush up on your WWI history by reading news articles about the key events and battles of the Great War. Research events like these in our [NewsBank resource](#), available to you, any time.

- [Archduke Assassination \(June 1914\)](#)
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- [Battle of Verdun \(1916\)](#)
- [Selective Service Act \(1917\)](#)
- [Zimmerman Telegraph \(1917\)](#)
- [Armistice \(1918\)](#)

Local History Night: The End of the War

Interested to read more about Armistice Day? These articles and more are available to you, any time, in our [NewsBank resource](#).

- [Remembering Armistice Day](#)
- [Why Do the British Wear a Poppy on Remembrance Day?](#)
- [The Reverent History of Armistice Day](#)

Location:

[Ostrander Branch](#)

[Share / Save](#) [f](#) [t](#) [+](#)

[Printer-friendly version](#)

[See full calendar](#)

Another opportunity to highlight relevant content from your library's electronic resources

Social Media

https://www.facebook.com/delawarelibrary/posts/2788818037810986?_tn_=-R



Delaware County District Library
November 7 · 🌐

Ohio Wesleyan University professor Mark Gingerich will be speaking at the Ostrander Branch Library tomorrow evening about the end of WWI as we continue our commemoration of the armistice. Join us tomorrow at 7 PM to learn more.



DELAWARELIBRARY.ORG
Local History Night: WWI 100 Year Anniversary | Delaware County District Library

👍 6 1 Share

Traditional Media

Remembering events, veterans of World War I



October 27, 2018 | Delaware Gazette, The (OH)

Author: Nicole Fowles Glad You Asked | Section: news top-stories

506 Words | Readability: Lexile: 1340, grade level(s): >12

November 11, 2018, marks 100 years since the end of the Great War. Through book discussions, local history walks, and expert speakers, the **Delaware County District Library** is working to pay tribute to a generation over the next few weeks.

Today, Oct. 27, a local history walk will take place, beginning at the Ostrander Branch at 1 p.m. and making its way through the Bokes Creek Cemetery. Ostrander Branch Manager and local historian Harla Lawson will teach some histories of the area and feature veterans of World War I on the same walk for all ages.

Handout

- Library and NewsBank worked together to create
- Handed out at speaker events
- Available at the reference desk



Explore the first global conflict.

Following today's program you can continue your historical journey by searching NewsBank's comprehensive news archives for articles about World War I. Develop a deeper understanding of this tumultuous period in history by...

- Reading local perspectives from WWI in our newly available *Columbus Dispatch* archive
- Delving deeper into the key events and battles such as the Battle of Marne
- Learning about the origins of the Blue Star Service and other traditions
- Exploring global perspectives on the Great War
- And much more!

To get started, access the Local History Night program page found at <http://bit.ly/DCLURemembers> and click on the NewsBank Resource link or any of the article links found at the bottom of the page.

Black History Month

- Add links to relevant articles on web pages or registration confirmation pages
- During the event, point out e-resources that provide information on that topic
- Create a handout that can be used during the event and at the reference desk
- Print a relevant article and distribute it at an event

How can information from your library's electronic resources enhance the events and programs you already have planned for Black History Month?

This time of year

- January is a great time to hold classes to teach folks how to use whatever hot new tech they've gotten as holiday gifts.
- For senior citizens, take the classes to them: Travel to senior centers and care homes.
- Better yet: Post short video instructions on how to download ebooks from the library's website. Share the videos everywhere!
- Promote the benefits: "You don't even have to go out in the cold to use library materials!"



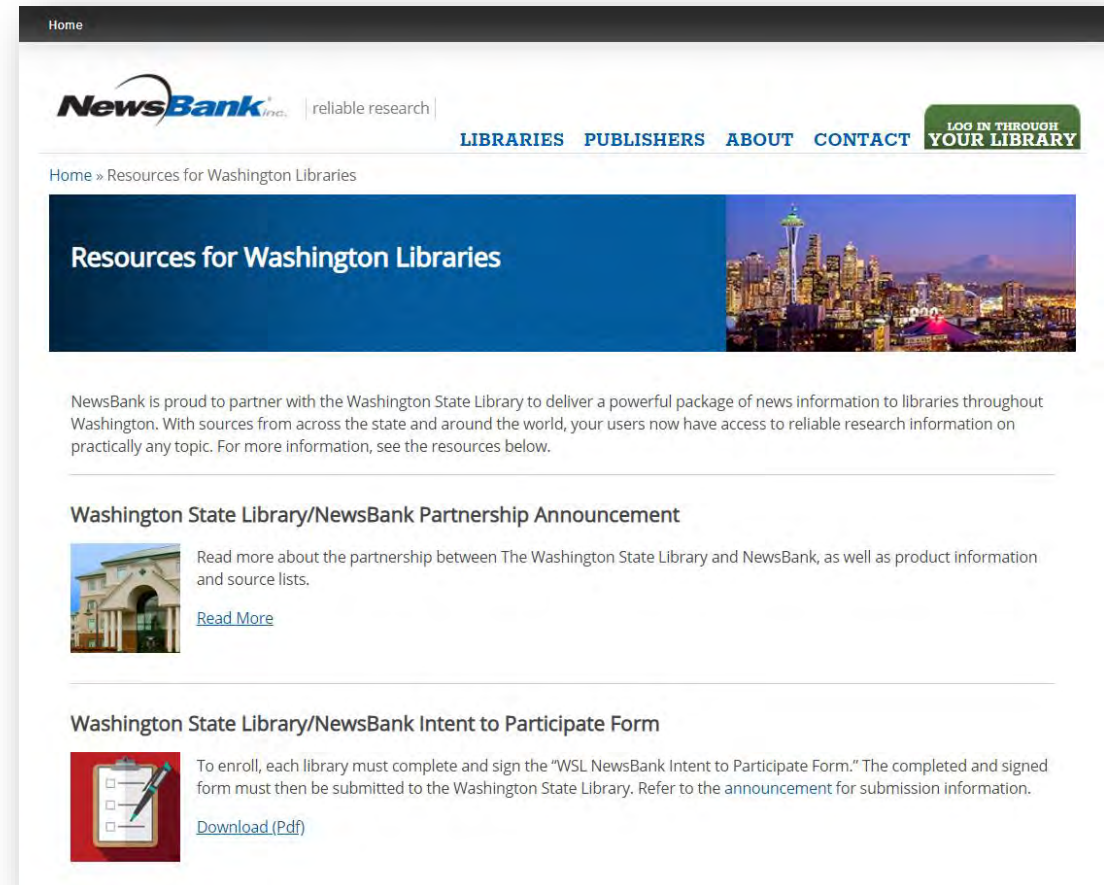
Maximizing your investment

- Not only patrons who benefit
- How can you, as a librarian, leverage electronic resources in your daily work?
 - Answering reference questions
 - Help book clubs build context around their discussions
 - Stay current on issues of importance to your community and patrons
 - Inform your events or program calendar
 - Tie into your computer classes – two birds, one stone!
- Renovating or closing your physical building?
 - Electronic resources are available 24x7, keep patrons engaged

How can we help you succeed?

Visit the Resource Center:

<https://www.newsbank.com/resources-washington-libraries>



How can we help you succeed?

- **Visibility**

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- Place web buttons on your home page, Online or Database pages and other research resource areas

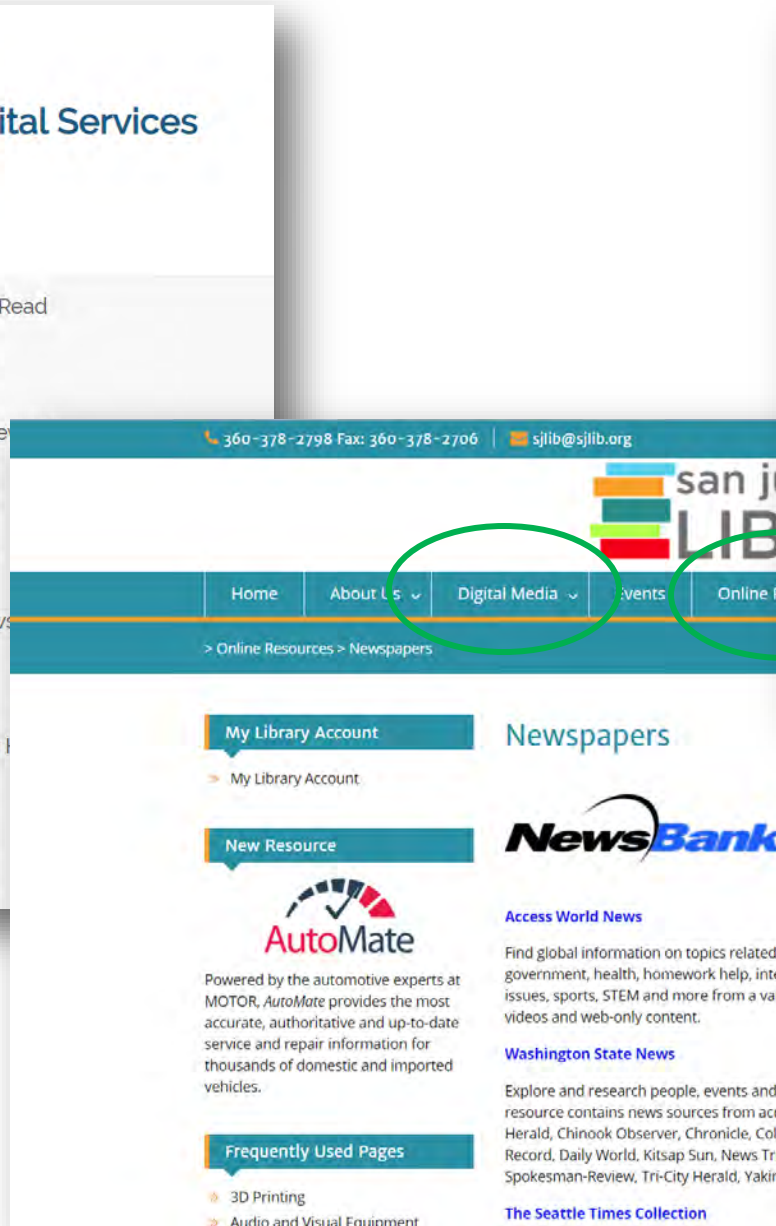
Delivering Value To Your Community Through Your Library's Electronic Resources



Explore Our Digital Services

I want to...

- Find My Next Great Read
- Boost My Business
- Get Help With Home
- Prepare For a Test
- Start a New Career
- Find Product Reviews
- Fix My Car
- Research My Family
- Find An Article
- Learn A Language



San Juan LIBRARY


Home About Us Digital Media Events Online Resources

> Online Resources > Newspapers

My Library Account

> My Library Account

New Resource




Powered by the automotive experts at MOTOR, AutoMate provides the most accurate, authoritative and up-to-date service and repair information for thousands of domestic and imported vehicles.

Frequently Used Pages

- 3D Printing
- Audio and Visual Equipment

Newspapers



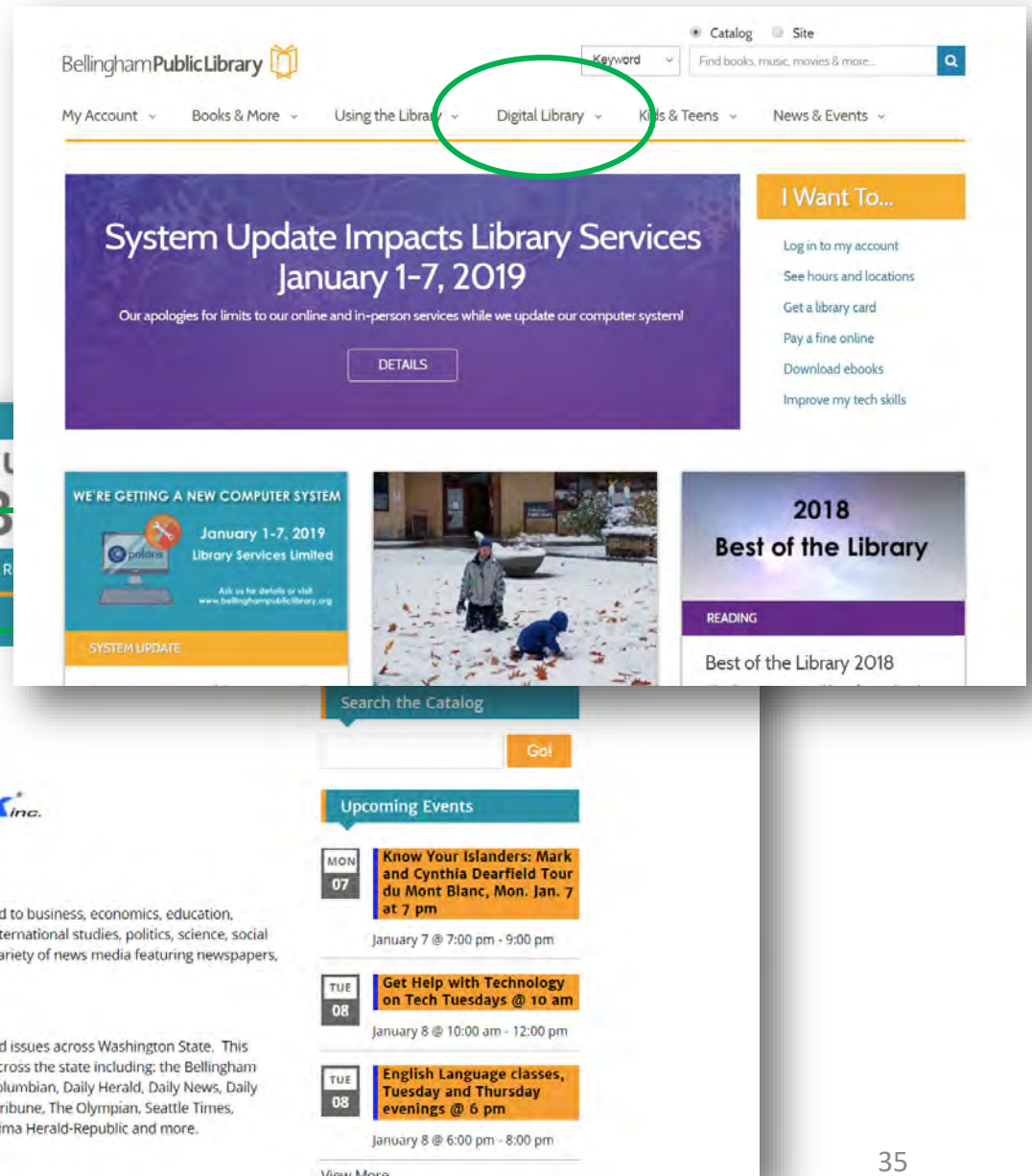
Access World News

Find global information on topics related to business, economics, education, government, health, homework help, international studies, politics, science, social issues, sports, STEM and more from a variety of news media featuring newspapers, videos and web-only content.

Washington State News

Explore and research people, events and issues across Washington State. This resource contains news sources from across the state including: the Bellingham Herald, Chinook Observer, Chronicle, Columbian, Daily Herald, Daily News, Daily Record, Daily World, Kitsap Sun, News Tribune, The Olympian, Seattle Times, Spokesman-Review, Tri-City Herald, Yakima Herald-Republic and more.

The Seattle Times Collection



BellinghamPublicLibrary

Keyword Find books, music, movies & more...

My Account Books & More Using the Library Digital Library Kids & Teens News & Events

System Update Impacts Library Services January 1-7, 2019

Our apologies for limits to our online and in-person services while we update our computer system!

DETAILS

I Want To...

- Log in to my account
- See hours and locations
- Get a library card
- Pay a fine online
- Download ebooks
- Improve my tech skills

WE'RE GETTING A NEW COMPUTER SYSTEM

January 1-7, 2019
Library Services Limited

Ask us for details or visit www.bellinghampubliclibrary.org

2018 Best of the Library

READING

Best of the Library 2018

Search the Catalog

Go!

Upcoming Events

MON 07	Know Your Islanders: Mark and Cynthia Dearfield Tour du Mont Blanc, Mon. Jan. 7 at 7 pm
January 7 @ 7:00 pm - 9:00 pm	
TUE 08	Get Help with Technology on Tech Tuesdays @ 10 am
January 8 @ 10:00 am - 12:00 pm	
TUE 08	English Language classes, Tuesday and Thursday evenings @ 6 pm
January 8 @ 6:00 pm - 8:00 pm	

View More

Delivering Value To Your Community Through Your Library's Electronic Resources

Lopez Island Library

Artwork courtesy of Roy E. Hughes

HOME • CATALOG/MY ACCOUNT • PROGRAMS • **THE DIGITAL HUB** • SERVICES • ABOUT US •

COMMUNITY LINKS • LOVE YOUR LIBRARY • MEETING ROOM CALENDAR

Featured Library Services

Library Card
Getting a library card at NOLS is easy! The library offers several types of cards. Sign-up today.

BookMatch
Looking for your next read? Use BookMatch to request reading suggestions from staff.

Kellogg Collection
Bert Kellogg donated a collection of over 5,000 photos and negatives to the North Olympic Library System.

Online Resources
From Ancestry.com to Consumer Reports, NOLS offers dozens of online resources for free!

Latest News

BOOK BINGO

HAPPY

Get a library card!

Log In / My Account

SNO-ISLE LIBRARIES

Search Catalog by Keyword

Go to Catalog Saved Searches Advanced Search

Home We suggest Using the library Online library Community Business Youth Events Locations Ask Us, Tell Us

kanopy THOUGHTFUL ENTERTAINMENT

Digital media eBooks & audiobooks Video Digital magazines Reference eBooks

Classes & events ESL Talk Time Edmonds Library - Fri, Jan 04, 10:00 AM - 11:30 AM MakeDo Challenge - Build a fort! Monroe Library - Fri, Jan 04, 1:00 PM - 2:00 PM Winter Break. Take a Break from Winter Break Mill Creek Library - Fri, Jan 04, 2:00 PM - 3:00 PM Curiosity Academy: Save Herman the Worm!

Library news Readers bring local author Kelly Jones' books to more children Superheroes, super new videos and more coming to the library collection Donor helps bring 'Prime Time' to Oak Harbor students and families Pause in service scheduled to 'refresh'

How can we help you succeed?

- **Visibility**

- Product descriptions and web buttons are available to help build community awareness
- Place web buttons on your home page, Online or Database pages and other research resource areas

- **Awareness**

- Social media and other communications vehicles are effective in building awareness and use of your new resources
- Leverage NewsBank's social media kits with ready-to-go social media posts and other ideas to spread the word!



Social Media



Bookmark

A graphic advertisement for NewsBank's search service. It features a globe made of various national flags. To the right of the globe, the text reads: "A Quicker, Easier Way to Search", "Current and archived information from this newspaper can be found online!", and "Visit www.tuzzy.org".

Shelf Talker

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- **Webinars and Tutorial videos**

- NewsBank Overview Webinar recordings
- “How to” videos for tips and sharing with Patrons

What patrons are interested in

Search data shows library patrons in Washington State are looking for information on:

- Climate change
- Cybersecurity
- Death penalty
- Dementia
- Depression
- Fake news
- Gun control
- Marijuana legalization
- Video game violence

Consider these topics
for future library programs

Delivering Value To Your Community Through Your Library's Electronic Resources

Suggested Topics



Business and
Economics



Careers



Criminal Justice



Education



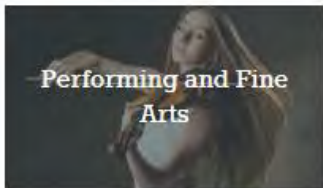
Environment Studies



Health



International Studies



Performing and Fine
Arts



Political Science



Religion



Science



Social Issues



Sports



STEM



Technology

Quick Links

 [Special Reports](#)

 [Hot Topics](#)

[USA Source Locator Map](#)

[USA](#)

[Acceda Noticias](#)

[Access Broadcast
Transcripts](#)

[Access Business News](#)

[Access International News](#)

[Access Military, Gov,
Defense](#)

[Access Newswires](#)

[America's News Magazines](#)

[World](#)

Delivering Value To Your Community Through Your Library's Electronic Resources

The screenshot displays a library website interface. At the top, there are three large image-based buttons labeled "Education", "Environment Studies", and "Health". To the right of these are three blue buttons: "USA", "Acceda Noticias", and "Access Broadcast". Below the top navigation is a grid of 12 "Suggested Topics" represented by small images: Business and Economics, Careers, Criminal Justice, Education, Environment Studies, Health, International Studies, Performing and Fine Arts, Political Science, Religion, Science, and Social Issues. Below the grid is a vertical sidebar with blue buttons for "USA", "Acceda", "Acceso", "Acceso", "Acceso", "Acceso", "Acceso", "Acceso", "Acceso", "Acceso", "Acceso", "Acceso". The main content area is a grid of four columns of health-related links, each under a category heading.

Suggested Topics

- Business and Economics
- Careers
- Criminal Justice
- Education
- Environment Studies
- Health
- International Studies
- Performing and Fine Arts
- Political Science
- Religion
- Science
- Social Issues
- Sports
- STEM
- Technology

Navigation Buttons: USA, Acceda Noticias, Access Broadcast

Health Resources Grid:

Diseases and Conditions	Fitness and Wellness	Medical Research	Sports Medicine
ADHD	Benefits of Exercise	Clinical Research	Kinesiology (Kinetics)
Allergies	Benefits of Weight Lifting	Immunology	Physical Therapy and Rehabilitation
Alternative Medicine	Fitness Trackers	Stem Cell Research	Sports Concussions
Alzheimer's Disease	Genetics	Tissue Engineering	Sports Injuries
Asthma	Meditation	Mental Health	Training
Autism	Physical Fitness	Bipolar Disorder	
Autism Spectrum Disorder	Yoga	Dementia	
Cancer	Medical Care	Depression	
Cerebral Palsy	Acupuncture	Obsessive-Compulsive Disorder (OCD)	
COPD	Anesthesia Use	Personality Disorder	
Diabetes	Antibiotics	Phobias	
Drug And Alcohol Use	Cholesterol Screening	PTSD	
Ebola	Disability Benefits	Schizophrenia	
Emphysema	EKGs	Stress and Anxiety	
Epilepsy	Elder Care	Trauma	
HIV/AIDS	Health Care Reform	Nutrition	
Migraine Headaches	Health Insurance	Celiac Disease	
Norovirus	Hospice Care	Diet	
Preventative Medicine	Hospitals	Eating Disorders	
Sleep Disorders	Medical Boards	Fast Food	
Smoking Effects	Medical Fraud	Food Allergies	
Swine Flu	Medical Malpractice	Food Pyramid	
Zika Virus	Medical Marijuana	Food Science	
Drug Abuse	Medicare and Medicaid	Food Studies	
Bath Salts	Nursing Homes	Food System	
Cocaine	Nursing Procedures	Genetically Modified Food	
Ecstasy	Physical Therapy	Gluten Free Benefits	
Heroin	Prosthetics	Obesity	
LSD	Telemedicine	Organic Food	
Marijuana	Vaccinations and Immunizations		
Methamphetamine			

Delivering Value To Your Community Through Your Library's Electronic Resources

Suggested Topics

Quick Links

Special Reports

Hot Topics

USA Source Locator Map

USA

Access Notices

Access Broadcast

Business and Economics

Careers

Criminal Justice

Education

Environment Studies

Health

International Studies

Religion

Sports

Diseases and Conditions

ADHD

Allergies

Alternative Medicine

Alzheimer's Disease

Asthma

Autism

Autism Spectrum Disorder

Cancer

Cerebral Palsy

COVID

Diabetes

Drug And Alcohol Use

Ebola

Emphysema

Fibrosis

HIV/AIDS

Migraine Headaches

Nerve Pain

Preventative Medicine

Sleep Disorders

Smoking Effects

Suicidal Thoughts

Typhoid

Drug Abuse

Bath Salts

Cocaine

Katany

Heroin

LSD

Marijuana

Methamphetamine

Fitness and Wellness

Benefits of Exercise

Benefits of Weight Lifting

Fitness Trackers

Genetics

Medifast

Physical Fitness

Yoga

Medical Care

Anaprep

Anaesthesia Use

Amblyopia

Cholesterol Screening

Disability Benefits

EKGs

Elder Care

Health Care Reform

Health Insurance

Hospice Care

Hospitals

Medical Boards

Medical Fraud

Medical Malpractice

Medical Marijuana

Medicare and Medicaid

Nursing Homes

Nursing Procedures

Physical Therapy

Prosthetics

Telomerase

Vaccinations and Immunizations

Medical Research

Clinical Research

Immunology

Stem Cell Research

Tissue Engineering

Mental Health

Bipolar Disorder

Dementia

Depression

Obsessive Compulsive Disorder (OCD)

Personality Disorder

Phobias

PTSD

Schizophrenia

Stress and Anxiety

Trauma

Nutrition

Celiac Disease

Diet

Eating Disorders

Fast Food

Food Allergies

Food Pyramid

Food Science

Food Shuttles

Food System

Genetically Modified Food

Gluten Free Benefits

Obesity

Organic Food

Sports Medicine

Kinesiology (Exercise)

Physical Therapy and Rehabilitation

Sports Concussions

Sports Injuries

Training

New Search A-Z Source List Session Folder

Share Feedback

NewsBank

telemedicine

Headline

Search

AND More than 100 Word Count Clear All

Basic Search

Suggested Topics / Health / Telemedicine

9,962 Results Save Search Create Alert

Sort by

Best Match

Newest

Oldest

Source type

Audio (2)

Blog (24)

College/University Newspaper (27)

Journal (290)

Magazine (247)

Newsletter (3)

Newspaper (3,651)

NewsWire (3,362)

Transcript (14)

Video (4)

Web-Only Source (2,337)

More Options

Custom Dates

Select Articles 1 - 20

West Virginia professor completes study on telemedicine

January 4, 2019 Associated Press State Wire: West Virginia (WV)

... satisfaction with care after surgery through telemedicine ... school says telemedicine allows health care providers to use a computer ... In the telemedicine group scored better on physical function, mental ... MORGANTOWN, W.Va. (AP) — A medical professor at West Virginia Uni

Preview

Telemedicine beneficial option for many

January 4, 2019 Morning Call, The (Allentown, PA) Page 14A

... another resolution - put the telehealth (telemedicine) bill back on the table, pass it by both Senate ... that have telehealth. In 1962, "The jets ons" had telemedicine ... In a recent letter to the editor, the listing of eight New Year's resolution

Preview

Telemedicine may improve patient satisfaction, quality of life

January 3, 2019 Register-Herald, The (Beckley, WV) Wendy Holdren The Register-Herald

... by a West Virginia University professor suggests telemedicine may improve patients' satisfaction with ... telemedicine, a healthcare provider can use a computer, ... patients received tablets with Enform — a telemedicine app developed by TeleMed 2020 Inc. — that ...

Preview

Video Results More Videos

AU first to offer telemedicine appointments f...

SC Department of Mental Health expands teleme...

'Telemedicine' allows a doctor's appointment ...

SC prison agency seeks to improve inmate care...

Contacts for Washington State Libraries

Your NewsBank team is committed to providing the support you need to succeed. We look forward to working with you!



Colleges & Universities

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Public Libraries

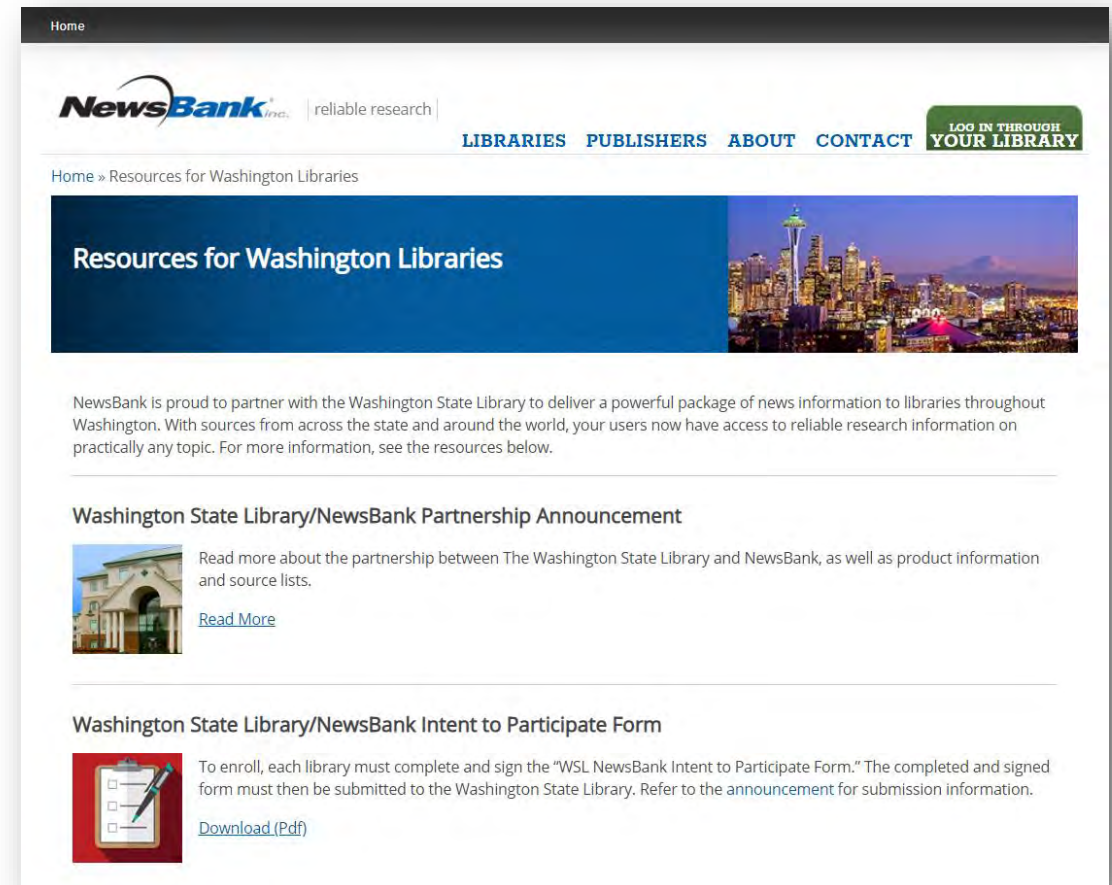
Jonathan Schmidt

800.762.8182 x 9076

jschmidt@newsbank.com

Washington State Library/ NewsBank Partnership

1. Visit the Resource Center:
[https://www.newsbank.com/
resources-washington-libraries](https://www.newsbank.com/resources-washington-libraries)
2. Find more information from
Washington State Library:
<https://www.sos.wa.gov/library>
including the intent to participate form



The screenshot shows the NewsBank website interface. At the top, there is a navigation bar with the NewsBank logo and the tagline "reliable research". The main navigation menu includes "LIBRARIES", "PUBLISHERS", "ABOUT", "CONTACT", and a "LOG IN THROUGH YOUR LIBRARY" button. Below the navigation, the page title is "Home » Resources for Washington Libraries". The main content area features a blue header with the text "Resources for Washington Libraries" and a background image of a city skyline at night. Below this, there is a paragraph of text: "NewsBank is proud to partner with the Washington State Library to deliver a powerful package of news information to libraries throughout Washington. With sources from across the state and around the world, your users now have access to reliable research information on practically any topic. For more information, see the resources below." The page lists two resources: "Washington State Library/NewsBank Partnership Announcement" with a small image of a library building and a "Read More" link, and "Washington State Library/NewsBank Intent to Participate Form" with a small image of a clipboard and a "Download (Pdf)" link.



ALA Seattle Special Reception

- Sunday, January 27
- Sheraton Grande Seattle
- Stop by: 1:00 - 3:00 p.m.
- Cindy Aden,
Washington State Librarian

Questions?

Thank you!

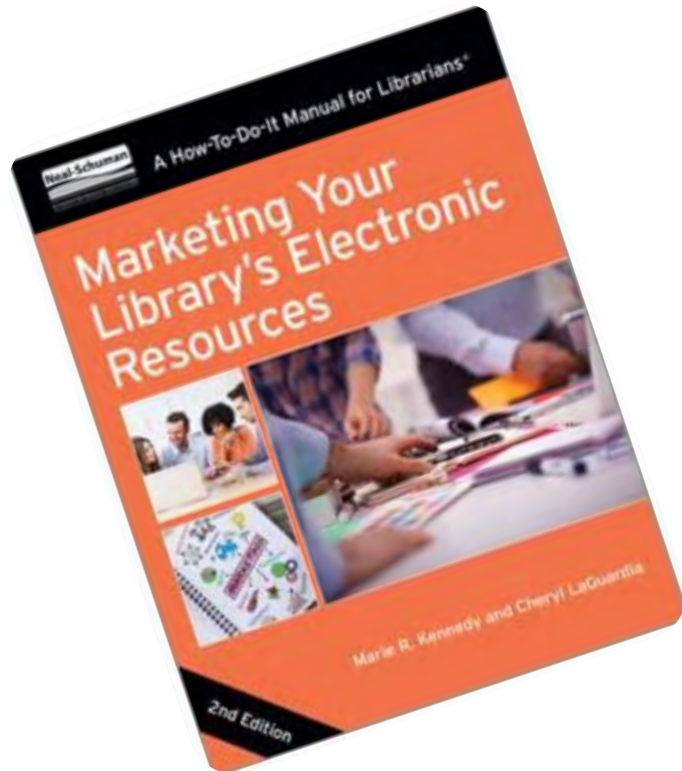
Please email inforequest@newsbank.com with any additional questions

Follow us on social media [@NewsBank](#)

Connect with Kathy Dempsey

Kathy@LibrariesAreEssential.com

Resources



“Telling ‘Libraries Transform’ Stories to Celebrate National Library Week,” by Doug Cataldo. *Marketing Library Services*, Nov/Dec 2017.



The Librarian's Nitty-Gritty Guide to Content Marketing, by Laura Solomon. ALA, 2016.