



MARKETING KIT

The Washington State Library Statewide Database Licensing Project (SDL) is entering its final year as a pilot project. Up to now, it has been funded in part by the Institute of Museum and Library Services (IMLS) as a Library Services and Technology Act (LSTA) initiative. Considerable effort has been expended establishing accounts, setting up authentication and remote access, and providing training. Now we are focusing on another aspect of providing online databases -- marketing this service to your community. We hope that you will find the enclosed materials helpful in doing just that.

Contents

Printed documents are also available on the SDL web site: <http://www.statelib.wa.gov/sdl>.

- SDL Promotional Video and Handout
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- Sound Bites: Talking Points
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- Suggestions for conducting an online database demonstration
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Suggestions for using this Marketing Kit

SDL Promotional Video

This short video provides an overview of the Statewide Database Licensing Project including the strengths of group purchasing, the availability of powerful databases throughout all areas of Washington, twenty-four hours, seven days a week (24/7) availability through remote access, and more. The video features enthusiastic spokespeople and interesting background shots.

We hope you will find the video useful in introducing the databases to your employees, trustees, and community. Why not show the video to key community leaders, your legislators, or your local media reporters and follow up with a personalized demonstration of the databases?

A reproducible handout is included. You may customize this to meet your needs. Use this to introduce the video before you show it. Testing showed that some individuals will not "catch on" to what SDL is until the middle of the video.

Statewide Database Licensing Project Questions & Answers

The Q&A document provides background information on the Statewide Database Licensing Project. Hopefully, this material will be useful in preparing presentations, trainings, demonstrations, and media coverage. Provide this information to your employees and governing board.

Sound Bites: Talking Points

Be prepared to meet the media. They will be looking for pithy tidbits for their news reports or articles. We hope these easy-to-memorize talking points will give you confidence in meeting the media. You may also want to include these in library publications or presentations to civic clubs.

Sample Press Release

Provide your local paper, radio or television station with information that they can easily transpose into news stories. Customize the sample press releases to fit your needs. However, please retain the statement regarding partial funding from the Institute of Museum and Library Services. It is part of our obligation in receiving LSTA funds for SDL.

Sample Newspaper Article

The sample news article should be customized for your reader audience. Add your own quotes or those of key people from your library board, library staff, or community. (Compose the quotes but be sure to get permission to use their names.) "Populating" your article with quotes from key people will make your article more appealing and will keep your reader's attention. Examples are provided in square brackets.

Suggestions for Conducting an Online Database Demonstration

Do you want key community individuals to really know what the databases are like? (Go from "yah, yah" to "this really rocks" knowledge!) Bring them in for a hands-on demonstration. Here are some tips.

ProQuest Online Information Booklet

This information booklet will help you and your staff increase skills in database searching. It may also provide a starting point for preparing for a demonstration or a training session. Additional information on searching the ProQuest database is available on the State Library's web site at <http://www.statelib.wa.gov/training/tutorial.cfm>.

SDL bookmarks

Everyone loves a freebie. Please use these to promote the SDL databases.