



Administrative Notes

Newsletter of the Federal Depository Library Program

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September 15, 2002

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2002 Minimum Technical Requirements Effective 1 October

In accordance with the schedule established to regularly increase workstation requirements, new minimum technical requirements for workstations in Federal depository libraries will go into effect October 1, 2002. These requirements were originally issued as the "2001 Recommended Specifications for Public Access Workstations in Federal Depository Libraries" in the June 15, 2001 Administrative Notes (v. 22, # 9).

All Federal depository libraries must meet the minimum technical requirements to keep pace with technological change in order to fulfill their Title 44 obligation to provide access to Government information products. The Library Programs Service (LPS) will continue to issue Recommended Specifications for Public Access Workstations in Federal Depository Libraries each spring to assist depository library staff in planning for new computer purchases.

As another step in the transition to an e-FDLP and in accordance with Depository Library Council recommendations from its spring 2000 meeting, a schedule was established to regularly increase workstation requirements. Fifteen months after issuance, recommended specifications will become minimum technical requirements. The requirements, the recommended specifications, and the schedule are all available from the FDLP Desktop at:

http://www.access.gpo.gov/su_docs/fdlp/computers

Any questions about the Minimum Technical Requirements or Recommended Specifications should be directed to Cynthia Etkin at <cetkin@gpo.gov>.

Depository Services Staff Can Help Libraries Reconsidering Depository Status

Libraries that are reconsidering depository status are encouraged to contact Depository Services and their regional depository librarian well in advance of any final decision. Once the decision has been made to drop out of the Federal Depository Library Program (FDLP), it often cannot be reversed. When contacted early in the decision making process, we can often help the library by clarifying issues or discussing areas of concern that have contributed to the library's review of its depository status. Often these perceived insurmountable barriers that will force the library to leave the program can be overcome.

For example, libraries sometimes feel they must leave the program due to a rating of noncompliance in one of the categories covered in a self-study or on-site inspection. Some libraries believe they are not selecting enough material to meet minimum standards. Other libraries believe that most of the Federal Government resources they need are

available on the Internet, and that a cost savings could be realized if depository status were dropped.

Most of these issues can be resolved in a way that allows the library to continue participating in the FDLP. If you have any questions about your library's participation in the Program, or wish to discuss issues or concerns that you or your library administration believe may require the library to leave the program, contact staff in Depository Services as early as possible at (202) 512-1119 or <askLPS@gpo.gov>.

The Depository Services Staff can also help libraries with questions about the self-study process, upcoming on-site inspections, passwords for the different services available through the FDLP, and assistance with questions dealing with processing of depository materials and collection maintenance.

New Microfiche Claim Procedure in Effect

Recently problems with claims for microfiche from Court Reproduction Services, Inc. (CRS) have come to light. Library Programs Service staff have worked with the GPO contracting officer and CRS to resolve these problems. CRS has made changes in its claims department that should dramatically reduce the incidence of non-receipt of claims.

In the event that future claims are not filled in a reasonable time (10 working days), depositories should submit a second claim

marked "2nd request" at the top. This will ensure expedited service.

As always, problems with shipments or claims should be brought to the attention of LPS personnel as soon as possible to prevent escalation of a problem. Microfiche concerns should be directed to Betty Jones at <bjones@GPO.gov>, and problems concerning other tangible shipments should be directed to James Mauldin at <jmauldin@gpo.gov>.

A letter to depositories from CRS is reproduced below. CRS is sending a copy of

the letter to all depositories.

Court Reproduction Services, Inc.
Arsenal Business Center Bldg 210-3
P.O. Box 5920 5301 Tacony Street
Philadelphia, Pa 19137
(215) 535-7790 Fax (215) 535-7808

Dear Librarian,

It has come to our attention that some libraries have not received microfiche even after submitting a claim. We are sorry if this is the case and have altered our claims department to hopefully eliminate this error from occurring in the future. Therefore, in the event that you do not receive a claim for items not received, please identify a second claim as a 2nd request by writing "2nd request" at the top of the claim form. These requests will even receive a higher priority than normal claims.

Hopefully this will never occur, but if the need arises, this will expedite the microfiche shipment to your library.

Thank you for your cooperation in this matter. If you have any questions or need assistance with any outstanding claims, please do not hesitate to contact Mrs. Linda Frazier at 215-535-7790. If you prefer, our fax number is 215-535-7808.

Sincerely,

Linda P. Frazier
Vice President of Operations

Ephemera on Needs and Offers Lists Should be Identified

The Needs and Offers List serves a valuable, two-fold function: it helps libraries do necessary weeding, and it helps depositories and other libraries fill gaps in their collections. The Needs and Offers List has traditionally been used for substantial titles of historical and research interest, runs of serials, etc. However, it can also be used for more ephemeral material, such as Park Service leaflets. It would be helpful to the receiving libraries if this material were identified in some way, i.e., by labeling it as a circular, pamphlet or flyer, or giving the number of pages.

Depository libraries should submit lists, or a URL that links to a list on their Web site, by e-mail or e-mail attachment, to William (Bill) Gordon, the list editor, at

<william_gordon@mail.und.nodak.edu>. Please use "GovDoc Exchange List" as the subject line. Lists are posted for 90 days, or less if the submitting library requests it. Please include contact information somewhere either at the top or bottom of the list, in addition to the e-mail message.

For more information, contact:

Bill Gordon/GovDocs
University of North Dakota
Chester Fritz Library
3051 University Avenue
Grand Forks, ND 58202-9000
701-777-4628
Fax: 701-777-4811
william_gordon@mail.und.nodak.edu

New Campaign to Promote the FDLP Now Underway

GPO has recently produced a new marketing plan featuring the theme "*U.S. Government Information: Make the Connection at a Federal Depository Library.*" GPO's new marketing strategy, developed to increase awareness of the FDLP among various constituencies, is the product of a GPO working group led by the Chief of the Program Awareness Office, with representation from the Library Programs Service (LPS) and the Office of Electronic Information Dissemination Services (EIDS).

GPO's efforts, while aimed primarily at the various constituencies in the library community (administrators, reference staff, and bibliographers), also reach out to the

faculty, business, students, government, and the general public.

In addition to developing new marketing materials for librarians to use, GPO has taken an active role in promoting the Federal Depository Library Program (FDLP). LPS contracted with the North American Precis Syndicate (NAPS) to provide information about the FDLP to daily and weekly newspapers and radio stations across the country. One- and two-column filler pieces and a radio spot were developed for distribution to these media outlets as Public Service Announcements. With the campaign still in its early stages, the pieces have already seen much use by the media with a wide-range of audiences.

During the first month, the radio spot was broadcast at least 188 times on 85 radio stations in 40 different states, which cumulatively serve 3,280,224 listeners. Of those broadcasts, 50% were in the top 50 markets and include the listening areas of New York, Chicago, Philadelphia, Boston, Detroit, Atlanta, Seattle, San Antonio, and Las Vegas. One hundred and twelve were in the top 100 markets. During the same time frame, the one-column ad that uses the new campaign graphic generated 276 known newspaper articles in 20 different states with

a readership of 10,000,576. This release has had 44 placements in the top 50 markets, 220 in the top 100 markets and 276 in the top 300 markets.

LPS is interested in knowing if you have seen these ads, heard the radio spot, or had patrons mention them. Please share this information with Cynthia Etkin at cetkin@gpo.gov. The text of these ads is available for you to download for local use from the FDLP Desktop at http://www.access.gpo.gov/su_docs/fdlp/pr.

Order Promotional Materials From the Web!

Now you can order FDLP promotional materials through the FDLP Desktop! Need depository decals for that new library door? Giving a presentation and need FDLP folders? Order posters and bookmarks with the new campaign theme, "Make the Connection at a Federal Depository Library." Other new items include brochures for GPO

Access, tracking legislation, tracking regulations, Ben's Guide to U.S. Government for Kids and a User's Guide to the U.S. Government Online Bookstore. Order online now from http://www.access.gpo.gov/su_docs/fdlp/pr/order.html.



U.S. Government Information

***Make the
Connection at a***

**FEDERAL
DEPOSITORY
LIBRARY**

www.gpo.gov/fdlp



A Service of the
U.S. Government Printing Office

Ideas Needed for Spring 2003 Council Program

Volunteers are needed to make presentations at the Spring Depository Library Council Meeting, being held April 6-9, 2003 in Reno, Nevada. The meeting will be held at the Peppermill Hotel Casino, 2707 South Virginia Street, Reno, NV 89502.

Depository librarians are invited to attend the council sessions or any of the programs held concurrently. Council members meet to discuss issues, while the concurrent programs provide updates on Federal agency information products, ideas on management and promotion of depository libraries, etc. Sessions are generally 75 to 90 minutes long,

and briefer presentations may be grouped into a single longer session.

LPS is seeking ideas for presentations dealing specifically with either Federal information resources or ways to improve depository collections and services in the libraries.

If you have any ideas, please contact Robin Haun-Mohamed, Chief, Depository Services, (202) 512-1119 or e-mail <rhaun-mohamed@gpo.gov>. The Spring Council agenda will be published in the January 2003 issue of Administrative Notes.

Register Now for the 2002 Federal Depository Library Conference and Fall Depository Library Council Meeting

All those expecting to participate in the 2002 Federal Depository Library Conference and Fall Depository Library Council meeting should be registered with LPS. An easy, quick online registration form is available at <http://www.access.gpo.gov/su_docs/fdlp/tools/02conreg.html>. Alternatively, the form below may be faxed or e-mailed.

The meeting hotel is the Holiday Inn Rosslyn at Key Bridge, 1900 North Fort Myer Drive, Arlington, Virginia 22209. A limited number of rooms are available at the \$150 (plus tax)

Government rate, per night. **This rate will be honored only through September 20, 2002.**

You can make reservations by calling 1-800-368-3408 or the hotel directly at 703-807-2000 and mention Code: DLC.

The conference and council meeting will be held October 20 through October 23, 2002, in Arlington, VA. The Conference is the largest gathering in the country designed specifically for depository library staff.

REGISTRATION FORM
**FALL DEPOSITORY LIBRARY COUNCIL MEETING
& FEDERAL DEPOSITORY LIBRARY CONFERENCE**
Arlington, VA - October 20-23, 2002

E-Mail or FAX to:

Ms. Robin Haun-Mohamed Email: rhaun-mohamed@gpo.gov Fax: (202) 512-1432
Library Programs Service (SLLD)
U.S. Government Printing Office
Washington, DC 20401

Name

Institution

Library/Office

Address

City/State/Zip Code

Telephone (include area code)

Fax

E-mail Address

GPO will seek to make accommodations for attendees with disabilities. Please specify needs when returning this registration. Further, if you have a medical condition, you may want to list someone to contact in case of an emergency.

Special Needs

Emergency Contact Name/Phone

Agenda

Federal Depository Library Conference and Depository Library Council Meeting Fall 2002

Sunday, October 20

Morning

- 8:30 Regional Meeting
- John Phillips, Oklahoma State University
 - Robin Haun-Mohamed, Library Programs Service (LPS)
- 10:00 Break
- 10:20 Regional Meeting
- 12:00 Lunch

Afternoon

- 1:30 Regional Meeting
- 3:00 Adjourn
- 4:00-5:00 Orientation for first-time attendees
- Cathy Hartman, Council Chair
 - Robin Haun-Mohamed, LPS

Evening

- 7:00-9:00 Depository Library Council Working Session

Monday, October 21

Morning

- 8:30 Plenary Session
- Welcome and Remarks
- Chief, Depository Services, LPS
 - Council Chair
 - Public Printer
- 10:00 Break
- 10:30 Plenary Session
- 11:30 GPO Question & Answer Session
- 12:00 Lunch

Afternoon

- 2:00 Council Working Session

- 2:00 Orientation for New Documents Librarians
- Thomas A. Downing, Cataloging Branch, LPS
 - Cornelius Greene, Depository Distribution Division, LPS
 - Laurie Hall, Program Analyst, LPS
 - Robin Haun-Mohamed, Depository Services, LPS
 - Betty Jones, Depository Administration Branch, LPS
 - James Mauldin, Depository Distribution Division, LPS
- 2:00 GPO Access Open Forum
- T.C. Evans, Electronic Information Dissemination Service (EIDS)
- 2:00 Agency Update
- FEMA's Multihazard Mapping Initiative: HazardMaps.gov
- Dr. Stephanie Hulina, Harvard Design & Mapping Co. Science.gov
 - Gail Hodge, CENDI
- 2:00 Tour: U.S. Senate Library
- 2:00 Tour: National Air & Space Museum Library
- 2:00 Tour: Dibner Library of the History of Science and Technology
- 3:15 Break
- 3:30 Council Working Session
- 3:30 Cataloging Issues: Online Resources
- Thomas A. Downing, LPS
 - Jim Noel, MARCIVE, Inc.
 - Rebecca Culbertson, University of California, San Diego
- 3:30 Depository Reference without Walls or Parking
- Joe Aufmuth, University of Florida
 - Gayle Christian, Georgia State University
 - Linda Johnson, University of New Hampshire
 - Sherry Mosley, Florida International University
 - Jan Swanbeck, University of Florida
 - Megan Waters, Florida International University
- 3:30 Agency Update
- STAT-USA
- Cheryl Brumm, STAT-USA
- Census
- Andrea Sevetson, Census Dept.
- National Agriculture Statistics Service
- 5:00 Adjourn

Tuesday, October 22

Morning

- 8:30 Council Working Session
- 8:30 Public Promotion: Outreach: It Doesn't Have to Overwhelm You!
 - Stephen M. Hayes, University of Notre Dame
GPO Resources Available for Libraries
 - Jim Cameron, Promotion & Advertising Branch, GPO
Showcasing Rare, Valuable, and Unusual Documents
 - Ann Marie Sanders, Library of Michigan
- 8:30 Finding Historical Documents on the Web
Technical Reports and Other Treasures
 - Tim Byrne, University of Colorado, Boulder
Discovering and Managing Older Online Docs: The University of Denver Experience
 - Chris Brown, University of Denver
- 8:30 Agency Update
Internal Revenue Service
 - Greg Carson, IRS
United States Patent and Trademark Office
 - Martha Crockett Sneed, USPTO
Social Security Administration
 - Margy LaFond, SSA
- 10:00 Break
- 10:30 Pursuing the Past: Genealogy Resources in Depository Libraries:
 - Carole Callard, Library of Michigan
 - Gay Carter, University of Houston—Clear Lake
- 10:30 CD-ROM Options—Not Dead Yet!
 - Amy West, University of Minnesota
 - Colleen Parmer, Bowling Green State University
 - Karen Nordgren, Emporia State University
- 10:30 Agency Update
Office of the Federal Register
 - Kevin Green, OFR
Business Law—Small Business Administration
 - Patricia Cavanaugh, SBA
- 10:30 Tour: Library Programs Service
- 12:00 Lunch
- ### Afternoon
- 2:00 Council Working Session
- 2:00 U.S. Congressional Serial Set and History:
Publishing the Serial Set
 - Aimee Quinn, University of Illinois, Chicago

- 2:00 E-Competencies and Development of Standards
New Jersey Library Association
- Janie L. Hassard Hermann, Princeton Public Library
- American Association of Law Libraries
- Timothy L. Coggins, University of Richmond School of Law
- ALA-GODORT
- Sherry DeDecker, University of California, Santa Barbara
 - Amy West, University of Minnesota
- 2:00 The Good, the Bad, and the Ugly: When Remote Storage is Your Only Option
- William Sudduth, University of South Carolina, Columbia
 - Ann Miller, Duke University
- 2:00 Tour: U.S. Senate Library
- 2:00 Tour: Dibner Library of the History of Science and Technology
- 2:00 Tour: Department of Justice Library
- 3:15 Break
- 3:30 Council Working Session
- 3:30 How to Use Searching Tools
Adobe Acrobat and Searching Techniques
- Leslie Greenberg, GPO
- Documents Data Miner 2
- Nan Myers, Wichita State University
- 3:30 Using Census Data—Local Product Development
- Sharon Morris, Johns Hopkins University
 - Michael Furlough, GEOSTAT: Geospatial & Statistical Data Center, University of Virginia
- 3:30 Government Sites for Kids
- Mary Goetzinger, Federal Consumer Information Center
 - Jim Veatch, LibraryHQ
 - Barbie Selby, University of Virginia, Arthur J. Morris Law Library
 - T.C. Evans, EIDS

Evening

7:00 to 9:00 Council Working Session

Wednesday, October 23

Morning

- 8:30 Council Working Session
- 8:30 Designing Government Documents Training Programs
Creating Subject Specific Modules for Reference Librarians
- Suhasini Kumar, University of Toledo
- Library Instruction: A Peer Tutoring Model
- Kathleen Keating, University of New Mexico

- 8:30 Academic and Public Libraries Working Together
- Mark McCullough, Minnesota State University-Mankato & Traverse des Sioux Library System
 - Sue Kendall, San Jose State University
- 8:30 Agency Update
- EDPubs
- Judy Craig, Department of Education
Centers for Disease Control and Prevention
 - Mamie J. Bell, CDCP
Department of Housing and Urban Development
 - Letha Strothers, HUD
- 10:00 Break
- 10:30 Council Working Session
- 10:30 Everything You Wanted to Know About Weeding
- Weeding: the Basics
- Kathryn C. Millis, DePauw University
Weeding in Multi-Library Systems
 - Lou Malcomb, Indiana University, Bloomington
- 10:30 Agency Update
- Federal Trade Commission
- Carolyn Shanoff, FTC
Consumer Product Safety Commission
 - Elaine Tyrrell, CPSC
Food and Drug Administration
 - Nichelle Cherry, FDA
- 12:00 Lunch
- Afternoon**
- 2:00 Plenary Session
- 3:30 Adjourn

Readers Exchange

Marketing the Library

Patrick J. McGuckin

Manager, Library Communications
Illinois State Library
Springfield, IL 62701

Preface

Our libraries engage in numerous activities and perform worthwhile services that are of interest to and that benefit the community at large. Public support for our libraries is enhanced when the public is made aware of these services and activities.

It is imperative that the library community understands how to present their positive achievements to the patrons they serve. This presentation is designed to educate you about easy and effective ways by which you can market and promote your library's services to patrons and potential users.

Getting Started

Preparing a media list

Most of what the public learns about libraries comes from the media--radio, television, newspapers and the Internet. Therefore, it's important for you to know who your local media are, and how to make them aware of what's going on at your library.

That requires the preparation of a media list. The easiest way to find out who your local media are is to go to the Yellow pages of your telephone directory. Media outlets might include some or all of the following:

Commercial television stations

Cable television stations

Radio stations

Daily newspapers

Weekly newspapers

Monthly newspapers

College newspapers

Shoppers

Senior citizen newspapers

African American or other

ethnic/religious newspapers

Magazines

Wire services

Newsletters

Business/professional publications

For your media list, include the following:

Name of media outlet

Address

City, State, Zip

Contact person (Editor, News Director, Assignment Editor, Community Affairs Director)

Phone

Fax

E-mail

Webpage (if applicable)

You'll use this media list each time you want to notify the media of something newsworthy that's happening at your library. It's a good idea to update your media list once a year.

Writing A News Release/Media Advisory

A news release or media advisory should be a document, generally no longer than two pages, typed and double-spaced, that informs the media of a significant event you want the media and the public to know about. It should be copied on library letterhead clearly identifying it as a news release or media advisory. It should list a contact person

reporters may call for further information. When writing a news release or media advisory, the first paragraph should sum up everything you wish to convey, focusing on: WHO, WHAT, WHEN, WHERE, WHY, HOW.

Here is a sample media advisory:

FOR IMMEDIATE RELEASE
May 1,2002

For further information:
Kathy Smith 217-555-1234

MEDIA ADVISORY

SPRINGFIELD, Illinois--Members of the Springfield Public Library Board will hold a news conference on Tuesday, May 21st, 2002 at 10 a.m. to discuss a proposed library expansion project. The news conference will be held in the 1st floor Conference Room of the main Library at 123 West Main Street.

###

Media advisories should be sent out as far ahead of the event as possible. Follow-up phone calls should be made the day before

the event to remind the media of the event being held.

SAMPLE NEWS RELEASE

{NEWS RELEASE LETTERHEAD)

FOR IMMEDIATE RELEASE
May 21,2002

For further information:
Kathy Smith 217-555-1234

SPRINGFIELD PUBLIC LIBRARY BOARD UNVEILS LIBRARY EXPANSION PROJECT

SPRINGFIELD, Illinois--The Springfield Public Library Board today announced plans to add a 3,000 square foot addition to its main downtown facility, insisting the new space is badly needed to meet the growing demands of library patrons.

Library Board President John Smith said construction would hopefully begin early next year on the \$1 million addition. Smith said the new addition will include increased space for books and periodicals, a large conference room, children's reading room, Internet room with 12 new terminals, and an expanded work room for library staff.

"We have clearly outgrown our existing facility, and we desperately need this new addition to meet the demands of our ever-growing library population," Smith said. "The main downtown facility was constructed in 1947. This will be the first addition made to the structure. We have the space for the expansion at the eastern end of the building. Most importantly, we can pay for the expansion with existing funds and a grant from the Illinois State Library's Live

and Learn Construction Grant program. Taxpayers will not be asked to pay increased property taxes for this improvement.

"This new addition will allow us to meet the ever-changing educational and entertainment needs of patrons as we move into the 21st century."

LIBRARY add 1

Smith said the Library will provide \$750,000 of the cost of expansion, and the state of Illinois will provide \$250,000. Becker and Gair Associates, a Springfield architectural firm, has been hired to design the addition. Smith said he hopes construction on the new addition will be completed by October, 2003.

###

Preparing For A News Conference

You've sent out your media advisory and prepared your news release. What else contributes to a successful news conference?

--It's not a bad idea to have a "mock" press conference ahead of time, especially if the subject to be discussed is controversial. Try to anticipate the questions that might be asked by members of the media so that you're not caught off guard. Have staff members act as "reporters" and question the person(s) who will be speaking at the event. Have a prepared statement, a speech of sorts, for the main speaker to read that will drive home all of your points before taking questions from reporters.

--Visual aids will improve your presentation. Charts, graphs, banners, etc.

--Reporters love free food! Depending on the time of day, arrange for refreshments--maybe bagels, coffee and juice for a morning news conference, cookies and punch for an afternoon event.

Once a year, host all of your local media at a "press breakfast." This is an informal affair where you get to know your media representatives on a more personal basis. You may choose to announce news at the event as well. After everyone's finished eating, the formal news conference would

begin. A good time to have such an event might be early in the year, where you could announce the library's goals for the coming year.

--Make sure you have enough copies of your news release and any attachments (charts, graphs, fact sheets, etc.) You may wish to include these items in an attractive folder.

--Have one of your staff tape the news conference, with either an audio or video tape recorder. Critique the event by reviewing the tapes.

--Use a podium for anyone speaking at the event.

--Provide an easel if you wish to highlight charts or graphs.

--Though most camera crews have their own lights, make sure the event is held in a room with suitable lighting if the event is being held indoors.

--Make sure there is enough seating for speakers, guests and reporters.

--Send a thank you note to reporters who attended thanking them for their coverage and inviting them to contact you if they ever have questions about the library.

Television

--Commercial television stations all have **community affairs directors** and televised **community calendars**. Make certain the community affairs director is on your media list, and keep them apprised of events going on at your library.

--Cable television systems have what are known as **public access channels**. These are channels on which any member of the public can have their own television program, usually running 15 or 30 minutes. This would be the perfect outlet for a monthly show about what's going on at your library.

--Some television stations still provide **commentary**, usually 60 second pieces read by the station manager. Viewers may provide rebuttals to any commentary. If a commentary relates to anything you're doing at the library, you may provide a rebuttal.

--Most commercial television stations have **morning or noon newscasts** that include interview segments about upcoming community events. Contact the program director about promoting an important library event.

--Television stations do "live" **remotes** on occasion, such as during newscasts. If you've got a major event at your library, suggest to the assignment editor that they do a remote from your event.

Radio

--Most radio stations have local listener **call-in programs**. Contact the station manager or news director about appearing on such programs to promote important library events or to discuss timely issues. For example, with Internet filtering being a controversial topic nowadays, perhaps local radio may be interested in doing a segment on how your

local library is responding to filtering concerns.

--Radio and television stations air what are known as **public service announcements** (PSA's). These are 10-, 30- and 60-second segments used by stations to fill unpurchased airtime. PSA's are good ways to promote library events. Here's a sample 30-second PSA:

"Reading together is one of the greatest gifts a parent can give a child. I'm Kathy Smith, head librarian at the Springfield Public Library. The Springfield Public Library is proud to be participating in Family Reading Night, Thursday November 20th. Family Reading Night is sponsored every year by Secretary of State and State Librarian Jesse White to encourage families to read together. Please set aside some time on the evening of November 20th to read to your kids. To find out more about Family Reading Night, call me, Kathy Smith, at the Springfield Public Library, 555-1234."

--Like television, radio stations do live "**remotes**", especially during popular morning programs. See if your local radio station may be interested in doing a live remote from your library, especially during a major event such as a Book Fair.

Newspapers

--Many newspapers have **Sunday Book Sections** or **Arts Sections**. Send the editors of those sections information about important events going on at your library.

--Write letters to the editor about issues affecting your library (filtering, obscenity standards, referenda, etc.) Make sure you identify yourself as an employee of your library.

--Offer to write a guest editorial or column about an important subject.

--If you can afford it, consider purchasing advertisements (this applies to all media) to publicize a major library event.

Mark Your Calendar!

There are so many "special" days and events during the course of the year that provide wonderful opportunities to market your library. Set up special book displays or provide special programs, and notify the media about what you are doing so that the public will want to stop by and have a look. These "special" days might include:

Martin Luther King Jr. Birthday
Super Bowl Sunday
Black History Month
Lincoln's Birthday
Valentine's Day
President's Day
St. Patrick's Day
Easter
Passover
Earth Day
April 15th (Tax Day)
Mother's Day
Armed Forces Day
Memorial Day
Flag Day
Father's Day
4th of July
Labor Day
Columbus Day
Baseball World Series
Halloween
Election Day
Veterans Day
Thanksgiving
Hanukah
Christmas
Banned Books Month
Summer Reading Programs

Birthdays of Significant Authors
(Hemingway, etc.)
Family Reading Night

Miscellaneous

--Don't turn down invitations to attend things like Business After Hours, Kiwanis Club events, or other social events where you can talk about your library. Make sure you have business cards or something to give people who ask about the library.

--People love free things and "handouts." If you can afford it, market your library on pencils, bookmarks, matchbooks, nail files, magnets, business card cases, rulers, etc.

--Get a Web page! Take a class to learn how to design a Web page, or hire someone to design a Web page for your library. See if you can link your Web page to other sites (like the local Chamber of Commerce, for example).

--Stay in touch with your local lawmakers (City council, State lawmakers, etc.) Put them on your mailing list, and keep them apprised of what you're doing.

--If you can afford it, send out a monthly or quarterly library newsletter. You can write and design it on a computer.

Hard And Fast Rules For Dealing With The Media

1. Don't lie--it will hurt your credibility.
2. Return telephone calls immediately.
3. Think before you speak--don't ad-lib.
4. It's important that errors not be left to stand. Correct a reporter's mistake, but keep your cool.

5. Don't do or say things you don't want to read about on the front page or see on the news.
6. Be polite, helpful, courteous and open. Do not be rude, obstructionist and closed.
7. Assume that every conversation you have with a reporter is on the record unless otherwise stated and clearly understood.
8. Be proactive.
9. "No comment" can be interpreted that you have something to hide.

Patrick J. McGuckin
Manager, Library Communications

Illinois State Library
300 South 2nd Street
Springfield, IL 62701
Phone 217-558-4029
Fax 217- 782-8261
e-mail pmcguckin@ilsos.net

Patrick McGuckin joined the Illinois State Library as Manager of Communications in September, 2000. Prior to that he served for 17 years as a Communications and Research specialist and Assistant Press Secretary for the Illinois Senate Democratic Caucus. He worked as a State Capitol reporter for an Illinois radio network for four years before entering government. Pat has a Bachelor of Science degree in Radio-Television from Southern Illinois University at Carbondale and a Master of Arts degree in Public Affairs Reporting from Sangamon State University (now the University of Illinois at Springfield.)

Readers Exchange

Depository Promotion: Flag Display and Program

Produced by: Susan Schlaeger,
Montebello Lead Reference Librarian
contributions by Patricia Winiecki,
Montebello Government Services Librarian
Montebello Public Library
Montebello, CA
June - September 2002



Display Case: *Read About the United States Flag*

Contents:

D 214.9/2:F 59	Our Flag, United States Marine Corps, 1971
SI 1.28:21	Thirteen-Star Flags: Keys to Identification, 1973
Y 1.1/3:105-13	<i>Our Flag</i> , 1998
Y 1.1/7:100-247	<i>Our Flag</i> , 1989
Y 11.1/7:107-145	<i>Our Flag</i> , 2001
[929.92]	<i>Flag Manual</i> , United States Marine Corps, 1971

- [Pamphlet] *USS Arizona Memorial*, National Parks Service, U.S.
Department of the Interior
- [Certificate & Flag] Certificate of Flag Presentation with U.S. Flag: Kathleen J.
Billings, National Park Service, Superintendent, USS
Arizona Memorial
- [Commercial Publications] *All Flags Flying* (C. Bishop)
Flags of Our Fathers (J. Bradley)
Saga of the American Flag (C. DeBarr)
So Proudly We Hail (F. William)
Long May She Wave (K. Hinrichs)
National Flag (W. Johnson)
The Stars and Stripes (B. Mastai)
Star-Spangled Banner (M. Sedeen)

Brochure: Bibliography of Titles and Flag Etiquette

This display case was created in conjunction with a featured Montebello Library Program, "Long May She Wave." Guest speaker

Charles Kissel traced the history of the American Flag, displaying thirty-five flags to the delight of twenty-five people.

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