

MARKETING

Treasures

The newsletter that helps librarians market the services of their libraries and information centers.

ISSN 0895-1790

Vol. 2 No. 3 ■ January ■ 1989

Putting Your Best Foot Forward: Your Library's Visual Image

As librarians employ marketing and public relations techniques, they may increase their awareness of how and what their library communicates visually. A popular visual communications device is the logo, a graphic design that represents the library, its service reputation, and the products it offers. However, there is more to visual communications than a lonely logo design plopped anywhere on a brochure cover. The next two issues of *Marketing Treasures* will cover the components of a comprehensive visual communications program, including why such a program can be valuable to all libraries.

A library's visual communications program reflects the library's image. Image is an intangible but important communications element. Whether you intend to or not, your library leaves a visual impression with its audience. This impression is created by posters, newsletters, brochures, stationery, signs, etc. — a visual impression that leaves a lasting image in the mind of your audience.

Your library's image is often generated without any interaction with its actual service. Most people have their first contact with a library through a nonpersonal communication, such as an advertisement, handout, brochure, sign, or package. The visual images projected by these communications devices ARE the library to those who don't know any more about your library services than what they read and see. If your library projects a mediocre visual image, your audience's first impression of your library will place you at a disadvantage in dealing with them.

An important component of any visual communications program is the corporate identity system. By making the first impression and continuing impressions consistently positive, corporate identity systems have a positive effect on the overall image of an organization. The corporate identity system guides an organization in visually putting its "best foot forward". It specifies how

the logo and all visual communications elements are to be used and consistently represented.

The objective of a corporate identity system is to make the organization look as good as it really is. Virtually all Fortune 500 companies have planned corporate identity programs. Small businesses like libraries can benefit from a well-planned corporate identity, leading to growth and recognition. If you're wondering if your library could use a planned corporate identity system, take these two tests:

Test 1. Gather samples of everything that has your library's name on it — signs (both internal and external), stationery, bookmarks, invoices/notices, sign-up sheets, interlibrary loan requests, computer search folders, business cards, badges, handouts, brochures, newsletters, acquisition lists, announcements, posters, open-house invitations, book bags, overdue slips, notepaper, copyright signs, date due slips, new employee packages, overhead slides — everything that your library uses where your library's name is (or could be) included. Spread these items on a table. If everything doesn't look coordinated, you most likely need a planned identity program. (If you get mixed visual impressions from these items, think of the images your target audience must have of your services!)

Test 2. If your library has a logo, look at it critically. If it doesn't look as good as your library's services and product offerings, it's probably due for a change. Does it look like it was designed 10 years ago? Does it fit in with the present image of your library? You may want to consider a new design or an updating of your present design.

Some of you may be concerned because your organization has its own logo and you are not allowed to display a unique design, but a corporate identity system is more than a logo design. It encompasses the

Continued on page 6

Pearls of Wisdom

The deadline for entering this year's John Cotton Dana (JCD) Library Public Relations Awards Contest — February 1st — is rapidly approaching. To request an information packet, including entry forms, write to the Library Relations Department, The H. W. Wilson Company, 950 University Avenue, Bronx, NY 10452. Entries for the contest may reflect any one of the following time frames: Calendar year (January - December), School year (Fall - Spring), and a special project that ended in December.

By the way, members of the JCD Library PR Award Contest Judging Committee are interested in promoting the contest at state and regional library conferences. Contact Sandy Scherba at 313/632-5200 if your group would be interested in hearing the inside scoop.

The Denver Public Library (DPL) manages an internship program for M.B.A. students in which students complete marketing projects for a course grade. While the internship involves lots of hard work, it provides marketing research that the library might not otherwise be able to afford to purchase. To find out details, talk to DPL's Marketing & Development Director, Suzanne Walters. 303/571-2366.

Well-designed posters can be a very effective way of communicating with target audiences. For inspiration, you may want to get a copy of *25 Good Posters* by award-winning designer Peter Moon. The book

promotes Westvaco's printing paper, Celesta, and it's a beautiful reference tool on poster design. To order this free book, contact John Roe, Fine Papers Division, Westvaco, 299 Park Ave., New York, NY 10171 800/235-3782.

The American Library Association's (ALA) Library Administration and Management Association (LAMA) Public Relations Section (PRS) Education and Training Committee is proposing the establishment of a week-long institute on library public relations and marketing basics. The institute would be sponsored by LAMA/PRS and co-sponsored by accredited library schools. The proposal will be reviewed during the ALA mid-winter meeting.

Never let it be said that library current awareness services are boring. Consider this dramatic description: "The Technical Library can help you keep up with the news. Like Argus, the hundred-eyed guardian of Io, the Library will watch out for magazine articles, announcements, books, and other items of interest to you." Submitted by Jeanette Glynn of the Bank of America as seen in her company's newsletter in an article describing library services.

Varnishing is a printing process that can give an elegant touch to a printed piece. Dull or gloss varnish can be added to printing inks or it can be applied on top of other inks. It's especially dramatic when gloss varnish is used on a color surrounded by flat black ink — it really makes the glossy color "jump" off the page. To learn more about how varnish is used as a design tool write to The Idea Exchange and Promotional Service, S.D. Warren, 225 Franklin St., Boston, MA 02110.

Librarians practicing in special environments will be pleased to know that this year's graphics for National Library Week theme — "Ask A Professional. Ask Your Librarian." — will look at home in any library setting. Campaign materials are available from the ALA Graphics Office. A complete kit of four posters, bookmarks, and campaign book costs \$25. Items can also be purchased individually. Contact ALA Graphics 800/545-2433 or 312/944-6780.

Turn-on your colleagues to *Marketing Treasures* and get a free subscription yourself! Write to us at 857 Twin Harbor Drive, Arnold, MD 21012 for details.

Published bimonthly by Chris Olson & Associates, 857 Twin Harbor Drive, Arnold, MD 21012, 301/647-4708. Copyright 1989 by Christine A. Olson. All rights reserved. No part of the text of this publication may be reproduced in any form, by microfilm, photocopy, or otherwise, or incorporated into any information retrieval system, without the written permission of the copyright owner. Use and reproduction of Cut & Paste Art is limited to subscribers only. Reproducing any portion of Marketing Treasures Cut & Paste Art for the purposes of resale in clip art services or other publications, without written permission of the publisher, is strictly prohibited.

Annual subscription Price (6 issues) \$45.00 U.S. & Canada. Foreign add \$15.00. Subscriptions must be prepaid in U.S. dollars, payable to Chris Olson & Associates.

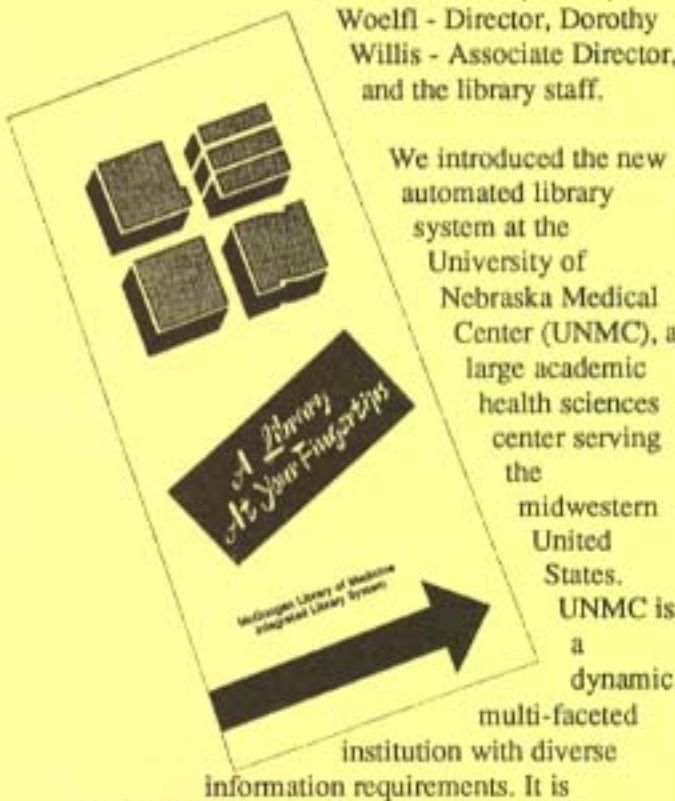
Back issues and Samples are \$7.50 for U.S. and Canada. Foreign orders add \$1.75.

Missing issues: Please report the nonreceipt of an issue within 30 days of normal receiving date. Missing issues requested after this time will be supplied at the regular back-issue price.

Profile

The University of Nebraska Medical Center McGooogan Library Introduces LEON, Its Integrated Library System.

"Congratulations! Your Library has been selected as a winner . . ." read the letter from the 1988 John Cotton Dana Public Relations Award Judging Committee. Here's the inside story of how the McGooogan Library of Medicine introduced its new integrated library system and won the John Cotton Dana Public Relations Award, as told by Nancy Woelfl - Director, Dorothy Willis - Associate Director, and the library staff.



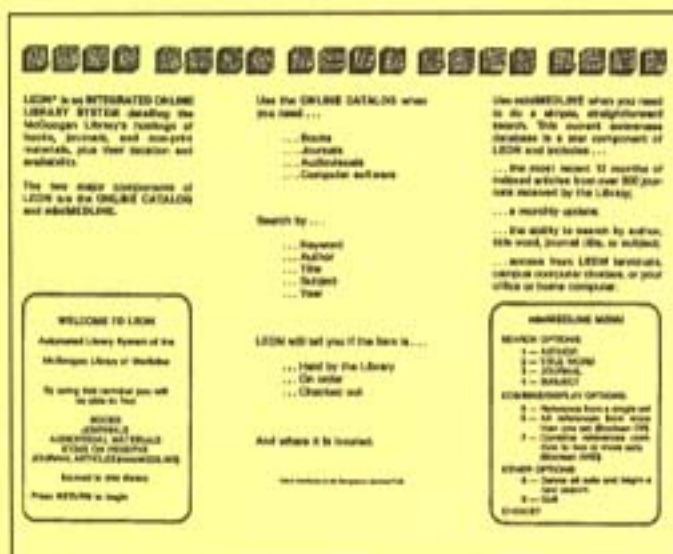
We introduced the new automated library system at the University of Nebraska Medical Center (UNMC), a large academic health sciences center serving the midwestern United States. UNMC is a dynamic, multi-faceted institution with diverse information requirements. It is

composed of seven educational units, three research institutes, and a 412-bed hospital. Our goal was to elicit maximum acceptance of our planned integrated library system, LEON, among these diverse constituencies and from the McGooogan Library staff.

We segmented our target markets so publicity efforts could be tailored to the individual needs of each market segment. In priority order of importance, those groups included: 1. library faculty and staff, 2. UNMC faculty, 3) UNMC staff and students, and 4) off-site constituencies.

Because we had a limited budget, we planned activities to give us the greatest possible exposure for the dollars spent. The task force chose cost-effective promotional materials and activities that would make a substantial impact both in the library and throughout the campus.

The committee elected to use non-educational and non-technical communications for the campaign. Promotional materials and activities included a videotape, brochure, logo, newsletter, speaker's bureau, other printed materials, and various special events.



LEON is an INTEGRATED ONLINE LIBRARY SYSTEM handling the McGooogan Library's holdings of books, journals, and computer materials, plus their location and availability.

The new major components of LEON are the ONLINE CATALOG and WEBBROWSE.

Use the ONLINE CATALOG when you need . . .

- Books
- Journals
- Fulltextbooks
- Computer software

Use WEBBROWSE when you need to do a subject, straightforward search. This current component of LEON and includes . . .

- The most recent 12 months of indexed articles from over 500 journals selected by the Library.
- A monthly update.
- The ability to search by author, title word, journal title, or subject.
- Access from LEON terminals, campus computer clusters, or your office or home computer.

Search by . . .

- Keyword
- Author
- Title
- Subject
- Year

LEON will tell you if the book is . . .

- Held by the Library
- On order
- Checked out

And where it is located.

WELCOME TO LEON

Advanced Library System of the McGooogan Library of Medicine

To using the terminal you will be able to find:

- BOOKS
- JOURNALS
- ARTICLES, and FULLTEXT
- Click for detailed information: ARTICLES/BOOKS/JOURNALS

Access to the Service From ARTICLES to begin

SERVICES OFFERED

- 1 - CATALOG
- 2 - FULLTEXT
- 3 - JOURNALS
- 4 - BROWSE

COMPUTER/CLUSTER OFFERINGS

- 5 - Journals from a single set
- 6 - All information from one set
- 7 - Complete reference work sets in text or cross sets (demonstrated)

WEBBROWSE OFFERING

- 8 - Search of sets and single set search
- 9 - Full

CONTACT

Library literature indicates that open communications with staff members are beneficial during the implementation of new technologies. To facilitate staff acceptance of LEON, we developed a weekly in-house newsletter, and used bulletin boards, special information sessions, and a "bug box" for noting problems with LEON.

The newsletter, *Lines on LEON*, improved interdepartmental communications by involving staff at all levels and in all departments. Bulletin boards displayed graphics and pert charts visually describing the progress of various LEON bench marks.

Continued on page 4

Marketing Treasures can now be reached via FAX. To send us messages dial 301/647-0415.

Profile Continued from page 3

Group meetings also were used as communication tools. We scheduled all-staff meetings to explain the incoming system and answer questions about implementation. To help ensure that outgoing information about LEON was accurate and timely, the publicity task force scheduled regular meetings with system experts from the library and computer services.

As implementation approached, mechanisms for reporting quirks in the system were required. The solution, a "bug box" where system problems were reported, defused frustration by providing a means to share problems with others on the staff.

When implementation finally arrived, we deviated from our planned approach by sponsoring a surprise party for the library staff. Complete with non-alcoholic champagne, confetti, flowers, balloons, and door prizes, the "Let's Launch LEON" party was a real boost to morale.

Our external constituencies were divided into three segments: 1. faculty, 2) staff and students, and 3) off-site users. Since off-site customers would not be able to use the system until later, their needs were not addressed during this publicity campaign.

We felt that positive reactions to LEON would likely stem from faculty perceptions. We addressed faculty needs by forming a speaker's bureau, consisting of volunteers from the library. We scheduled presentations during the regular meetings of the 33 individual faculty or senior administrative groups on campus. Presentation materials included an outline, handouts, a list of anticipated questions and answers that was updated daily, and a brief, entertaining, and informative videotape on LEON.

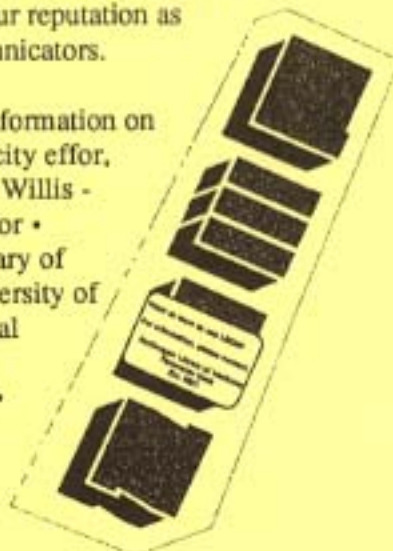
Library Introduces LEON — 'A library at your fingertips'

We addressed staff and students in a more general fashion. We ran news articles in three campus publications. One of these was a four-part series accompanied by pictures and artwork, including the LEON logo. Catchy headlines — "A Library At Your Fingertips", "LEON Lets Your Fingers Do The Walking" — ensured that articles in the series would receive maximum readership. We also offered "Lunch 'n' Learn" lecture/demos for all interested Medical Center personnel. We designed a brochure for general distribution and placed unique table tents on cafeteria tables during the first week LEON was available. Finally, LEON's initial "appearance" was heralded by bunches of helium balloons that, complete with ribboned streamers, we attached to all of the LEON terminals scattered throughout the library.

We believe that our adherence to the marketing model of target marketing was a key factor in the acceptance of LEON. Segmenting our market enabled us to maximize our publicity efforts to create an impact among identified market segments.

The library as a whole continues to benefit from the process used for publicizing LEON. The system brought librarians out of the library and into faculty meetings. In the process, we enhanced our already-established reputation for innovation and confirmed our reputation as excellent communicators.

For additional information on the LEON publicity effort, contact Dorothy Willis - Associate Director • McGoogan Library of Medicine • University of Nebraska Medical Center • 42nd & Dewey Avenue • Omaha, NE 68105-1065 • 402/559-4326.



Worth Its Weight in Gold

Conference program committees for the Special Libraries Association (SLA), the American Library Association (ALA), and other professional groups are planning a number of marketing programs. Your *Marketing Treasures* editor got a peek of what's in store for folks the attending 1989 annual conferences this summer.

The SLA conference program will offer a several marketing programs. On Monday, June 12, the Marketing Section of the Library Management Division will be holding its Swap and Shop. Last year's session was such a success that an encore was in order. Of course, for it to be successful, people have to provide materials for "shopping" and poster sessions for "swapping". Contact Liz Bibby 404/888-8263.

The Marketing Section also will sponsor a program on Wednesday afternoon, June 14, entitled "Marketing Through Electronic Information Channels". A panel of three speakers will speak on their experience promoting library services through electronic mail systems.

Your *Marketing Treasures* editor will moderate a panel discussion at the SLA conference on Tuesday afternoon, June 13th. Entitled "Insider Stories: How Librarians Are Pricing Their Information Services", the program will feature three librarians who will review how they set prices for their libraries' services and products, how they charge customers, and the accounting considerations involved in making a pricing strategy successful.

The ALA conference in Dallas this summer promises several interesting marketing programs. The ALA Public Relations Section will hold its annual Swap and Shop at the Dallas conference. This year's theme is "The Best Little Swap & Shop in Texas". Contact Chris Gibson 312/459-4100.

Kaycee Hale will speak at the The National Library Week Committee meeting on June 26th, at the ALA conference. Kaycee will address marketing and the image of librarians.

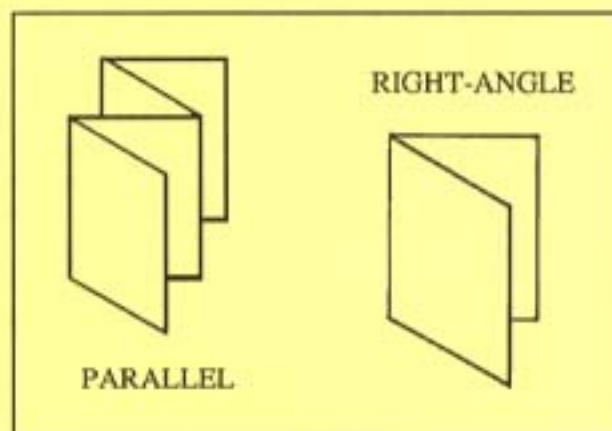
The National Library Week Committee will sponsor its annual PR Assembly at the ALA conference. On Sunday, June 25th, all the sections and divisions of ALA involved in public relations activities will get together to "network". Contact Dean Burgess, Chair of the National Library Week Committee, at 804/393-8501.

The ALA Public Library Association (PLA) Marketing Committee will sponsor "What's Hot, What's Not: Using the Product Life-Cycle to Know When to Add or Drop Library Services". Four speakers will address the topic on the morning of June 27th.

Charlaine Ezell will discuss aspects of public speaking in her talk, "A Fate Worse Than Death", at the Medical Library Association conference on May 20th.

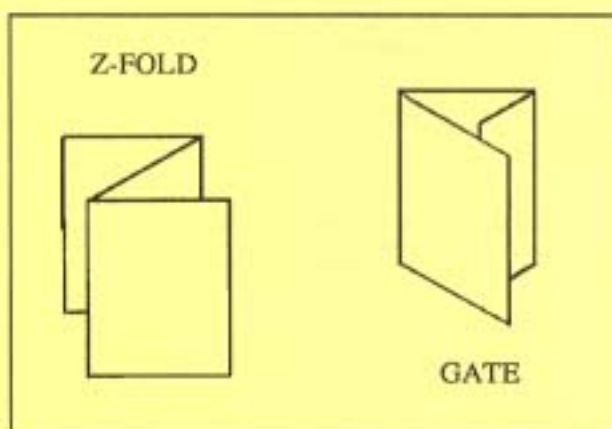
Promotion Gems

A major consideration in developing a brochure design is its fold pattern. To present information in an unusual and exciting way, a creative fold can turn ordinary text into an interesting brochure. There are two common patterns for folding a sheet of paper: parallel and right-angle.



A parallel fold is one that runs parallel to a previous fold. Business letters use parallel folds. A right-angle fold is one that is perpendicular to a previous fold. A familiar example is a formal invitation, where you open the invitation and have to turn it to open it again. Right-angle folds are also known as "French Folds".

By combining parallel and right-angle folds, you can fold a piece of paper in a variety of ways to achieve different effects. Here are two folds to consider for your next brochure:



Sparkling Reviews

"The Library Newsletter: Is It For You?", by Sylverna Ford, *College & Research Libraries News*, November 1988 (49:10), pp.678-682.

The library literature is conspicuously void of good articles on library newsletters — the process and behind-the-scenes considerations. This article presents the guidelines Ms. Ford developed for producing, *Resources*, the newsletter of the Carnegie Mellon University Libraries.

While the article is short, it is packed with all the right questions. What is the purpose of the newsletter? Who is the audience? What will be its image? Its style? After reviewing these communications concerns, Ms. Ford considers the practical concerns of cost, layout and design, product, distribution, staffing, and quality control.

If you're considering issuing a newsletter or currently publish one, this article may reveal new insights. The working guidelines and specifications for *Resources*, along with a recent copy of the newsletter, are available upon request. To obtain them send \$4.00 (check or money order) to *Resources* Editor, Hunt Library, Carnegie Mellon University, Administrative Services, Pittsburgh, PA 15213-3890.

Visual Image Continued from page 1

overall image projected by all visual communications. Although a logo design frequently forms the base of this image, a coordinated "look" should be pursued in the use of ink colors, paper textures and colors, typefaces, and secondary graphic elements, such as rules, color bars, circles, triangles, etc.

Once you have decided that you need a corporate identity system — and before you call a consultant or the company public relations department — consider the following:

1. Define your business. In what direction is your library moving?
2. Understand your library's current image with its present customers, prospective clients, and staff members. Do you want to change this? What do you want your new image to be?
3. Define your library's goals and strategies.
4. Identify the items and opportunities that can be used to reflect your library's visual image.

Being able to discuss these four elements when developing your identity system will help to get your library's corporate identity system started in the right direction. The next issue of *Marketing Treasures* will review the components of an identity system.

The Crystal Ball

January 27 - 29 "Marketing and Public Relations". Led by Chris Olson for the Special Libraries Association Middle Management Institute in San Francisco. Contact: Kathy Wayne 202/234-4700.

January 31 "Past & Present Clients: Your Most Neglected Source of New Business". Sponsored by the Metropolitan Washington Chapter of the American Marketing Association at the Key Bridge Marriott. Contact: Cathryn Deney 202/775-0333.

February 10 "Marketing Management for Libraries". Led by Chris Olson and sponsored by the Florida Chapter of Special Libraries Association in West Palm Beach. Contact: Pam Williams 904/392-0417.

February 12 - 19 "Marketing - The Source of Innovation" sponsored by the American Marketing Association (AMA) as the theme for Marketing Week. Most local AMA chapters conduct events to observe the week. Contact: AMA 312/648-0536.

February 13 - 14 "Planning and Marketing Information Services". Led by Darlene Weingard at the University of Wisconsin-Madison School of Library & Information Studies in Madison. Contact: Jane Pealimuter 608/262-6368.

February 17 "Doing It Better: Quality and Innovation in Marketing". Annual marketing conference sponsored by the American Marketing Association St. Louis chapter. Contact: Mike Flynn 314/342-8810.

February 27 "Lady and the Tiger: Public Relations for Libraries". Led by Charlene Ezell and sponsored by the South Central Library System in Hutchinson, Kansas. Contact: Paul Hawkins 316/683-5441.

March 4 - 6 "Entrepreneurship," "Intrapreneurship," and "Mainstreaming the Library". Three mini-workshops led by Alice Warner for the Alaska Library Association in Homer, Alaska. Contact: Kitty Farham 907/564-5383.

March 8 - 9 "Planning & Developing New Products & Markets". Sponsored by the American Management Association in San Francisco. Contact: Harry Salant 515/991-0065.

March 15 "Marketing Tips for The Information Center Professionals". Led by Corilee Christou and sponsored by the New Jersey Chapter of the Special Libraries Association in Central, New Jersey. Contact: Mary Henry 201/648-5105.

March 30 - 31 "Getting the Very Best: Public Relations for Public Libraries". One of seven Public Library Association Spring cluster workshops scheduled for Chicago. Contact: Pamela Brown 301/296-6120.

March 31 "Marketing Strategies for Libraries in the Information Age". Led by Chris Olson and sponsored by the Pacific Northwest Chapter of Special Libraries Association in Seattle. Contact: Kay Derfeld 206/543-7484.

April 19 "Design of Promotion Materials". Led by Chris Olson and sponsored by the Georgia Health Sciences Library Association in Augusta. Contact: Jeff McCann 404/721-5491.

April 28 "Managing Meetings". Led by Charlene Ezell and sponsored by the Mountain Plains and Montana Library Associations in Billings, Montana. Contact: Georgie Lomax 406/756-5688.