

## Bulletin Board Advertising For Libraries

So how does your library's bulletin board look, right now? The one by the circulation desk or out in the hallway. What do you have on it? Book covers? A lonely piece of white paper with the latest library regulations? A couple of newspaper clippings from *The Wall Street Journal*?

It's a new year, and time to take advantage of the promotion opportunities bulletin boards offer to libraries. (And your editor doesn't mean elementary school bulletin boards!) Think of the bulletin board as an advertising device similar to the outdoor billboards that you see by the roadside. There *are* similarities. Like billboards, bulletin boards offer large flat spaces to display messages to people as they pass by.

Using a bulletin board effectively as an advertising device requires an understanding of two facts that influence the way boards should be designed. First, people are moving when they glance at the board. Second, the board is usually first seen at a distance. With these two characteristics in mind, the following guidelines will help you to create effective bulletin board designs.

**1. Use few words.** When readers are moving, they don't have time to study a complicated message. So keep the copy short. Design your message to give a quick impression, not details. The concept has to be simple to be understood at a glance — a single strong idea.

**2. Use bold art.** The artwork has to attract the attention of an audience that may not be deliberately looking for a message. Art and copy need to be well integrated. The layout should be simple, with a visual path that the eye can scan in a glance.

**3. Think in large proportions.** Sketching the design for a bulletin board on a small piece of paper and

then applying it to a 4'x6' board can produce surprises. You have to rethink your whole approach to size and scale when you design for a large flat space that will be seen from a distance. To help with size and scale, use this test to review the distance and size relationship of your layout before mounting it on the board. A 2"x4" layout sketch viewed from two feet away is the same scale as a 4'x9' board viewed from 150 feet.

**4. Use legible type.** Use a typeface that is big and bold. Ornamental typefaces are hard to read at a distance, so stick with Helvetica. Avoid using all capital letters. Words are easier to read when upper and lower case letters are used.

**5. Use bold color.** Color is important for its attention-getting power as well as for establishing associations with products and services. When using color combinations, think about the contrast you are creating. If the board is in dim light or a dark hallway, use bright colors.

**6. Message ideas.** Select one library service or product to highlight and promote such as: a current awareness service, library orientations, an electronic service, a database, a clipping service, or a telephone reference service. National Library Week is coming up in April. What about your industry's national observances? Use one of the clip-art themes from previous issues of *Marketing Treasures*. Whatever the message, remember to treat the board as one large billboard surface with a single message. Don't put up pieces of paper that require close reading. People will walk right by the board. (Additional details about the featured service can always be available in your library.)

**7. Materials.** Fabric is an inexpensive material to use for creating an overall background color on a

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## Pearls of Wisdom

Newsletter editors faced with having insufficient material for an issue should contact the IRS for a copy of their *Employee Clipsheet*. The *Clipsheet* is a compilation of short articles and facts about common tax questions. It is printed on camera-ready paper, so articles can be pasted right into place, or you can request the text on disk so it can go directly into your word processor. Contact Chip Goodwin at 301/962-3330, or write to Chip at The Internal Revenue Service, Department of the Treasury, Public Affairs Office, Room 635, 31 Hopkins Plaza, Baltimore, MD, 21201.

The Harvard Business School has released a series of video programs featuring several of the school's best-known faculty. Michael Porter discusses competitive strategies and Rosabeth Moss Kanter discusses the application of entrepreneurial principles and the post-entrepreneurial company. For information about the videos write to: Harvard Business School Video Series, Nathan/Tyler, 535 Boylston Street, 6th Floor, Boston, MA, 02116, or call 800/227-7703.

In an earlier issue of *Marketing Treasures* your editor presented the idea of offering business books on tape as a way to reach individuals always on the run. As an alternative to the complete book on tape, perhaps taped summaries lasting 45 minutes or less of best-selling business books would be appealing. To receive a set of sample tapes write to: The Fast Track, P.O. Box 51147, Boulder, CO, 80321.

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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 mailing date. Missing issues requested after this time will be supplied at the regular back-issue price.

The Marketing Treasures office may be reached via FAX. Dial 301/847-0415.

*Marketing Treasures* readers who put together high school programs may be interested in reviewing a copy of *Winning Ideas from Winning Schools: Recognizing Excellence* by Dawn Heller and Ann Montgomery. Programs that have won awards from the U.S. Dept. of Ed. are presented and discussed. Copies cost \$27.50 prepaid and can be ordered from ABC-CLIO, 130 Cremona, Box 1911, Santa Barbara, CA, 93116-1911 or call 800/422-2546.

A recent service industry study by Development Dimensions International (DDI) reveals a gap between the perceptions of customers and customer service employees about the importance and proficiency of customer service skills. Customers rated their experiences with employees low in the areas ranked to be the most important, such as customer sensitivity, follow-through, meeting customer needs, and making the customer feel important. Because the actions of library employees define a library's service by how they serve customers, it is important for library managers to know how customers perceive those service efforts. Take the time to phone a couple of library customers today and ask them, "How did we do?" For a copy of the DDI study, contact DDI, P.O. Box 13379, Pittsburgh, PA, 15243-0379, or call 412/257-0600.

When preparing a presentation that includes visuals, remember to present one idea per visual, use only six words per line, use only six lines per visual, and use a sans serif font, such as Helvetica or Optima, for the text. If your presentation includes graphs, make sure you select the graphic device that best depicts your data. Use a line graph to show trends, a bar graph to compare quantities, a pie chart to compare parts of a whole, and a scattergram to relate groups of data.

When designing your newsletter, visually organize your page with horizontal or vertical lines called rules. Rules will help anchor the text so that it doesn't appear to "fly off" the page.

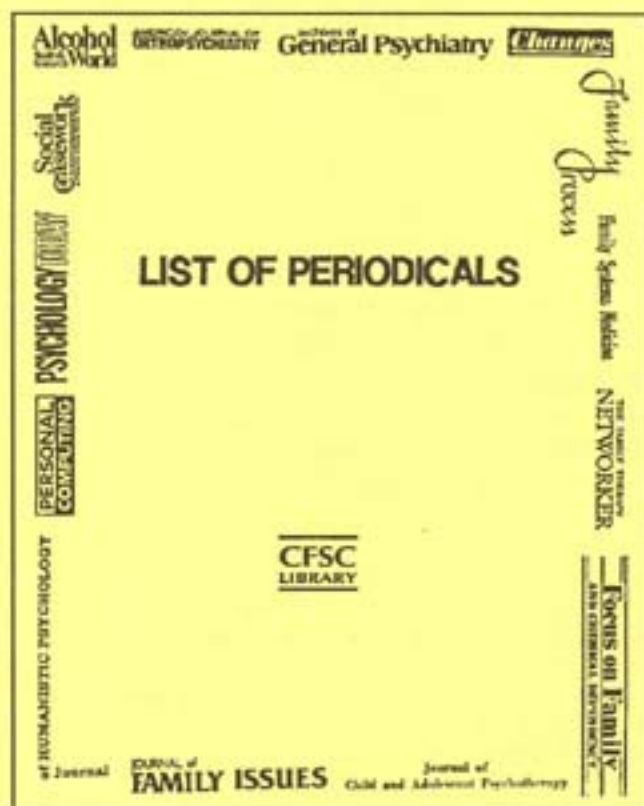
The waiting period for receiving *Sample Promotion Notebooks* is becoming reasonable again. If you would like to borrow a notebook, just write us a note.

## Make-Over

### List of Periodicals of the California Family Study Center Library

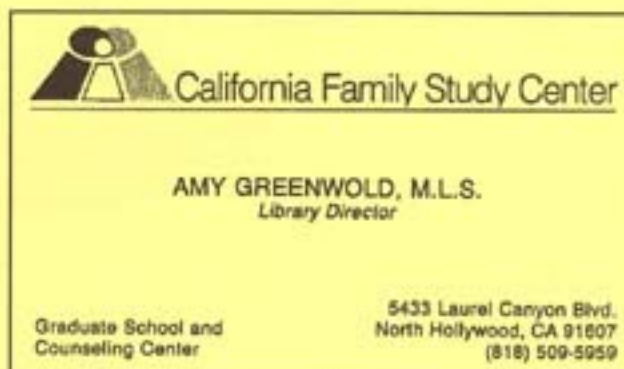
Amy Greenwold, Library Director of the California Family Study Center (CFSC) Library in North Hollywood, submitted her library's *List of Periodicals* for a *Marketing Treasures* Make-Over. The library serves graduate school students at the Center and offers a periodical collection of approximately 100 titles. The List is made available to students as a guide to periodical titles offered by the library.

The make-over candidate that we received was photocopied on bright red paper. The cover, Amy notes, is produced with signmaking software, and magazine mastheads are pasted along the border. The list of titles inside is produced from the library's online catalog, Datatrek. The library has just obtained Pagemaker and intends to use this software to produce future library promotion materials.



List before make-over.

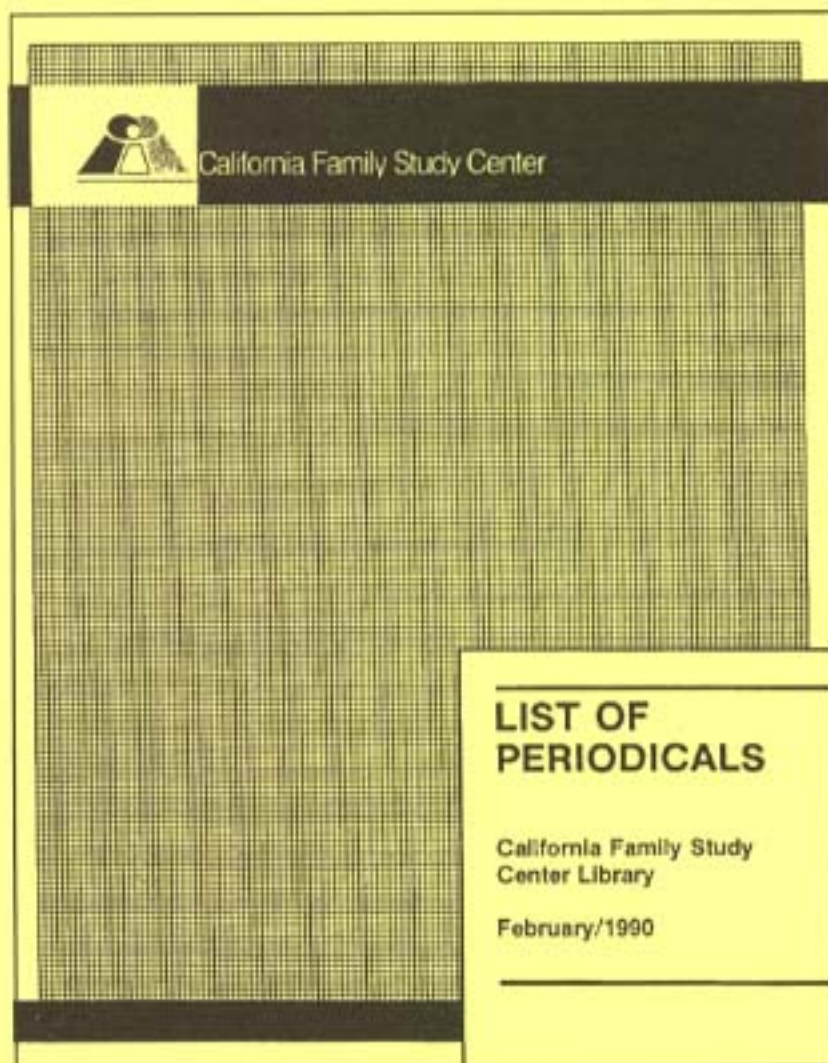
Amy's List of Periodicals was selected because your *Marketing Treasures* editor has seen a number of libraries put magazine mastheads and logos onto promotion pieces and product packaging — none very successfully. The primary problem with this design approach is that it is very busy. The eye has difficulty focusing on the important information, namely the title of the piece and its source — the library. In addition, by using other logos the library misses the opportunity to establish its own visual identity!



While Amy's library does not have its own logo, the Center does. The *Marketing Treasures* graphic designer and editor found the logo on Amy's business card. It's looks nice and is appealing in black and white, an important consideration because printing will be limited to photocopying. We also felt the typeface used by the Center for its name was clean and easy to read. What was needed however, was a new design treatment to update the logo.

The new cover design for the *List of Periodicals* shows how we visually linked the library to the Center by using the latter's logo, gave the Center's logo a new design treatment that will be unique to the Library, and replaced the magazine logo border with an overall grid pattern to form the basis of a common visual design for other library materials. The beauty of the new design is that it is visually compatible with the Center's logo. This allows Amy to use the Center's stationery as cover sheets and have all the materials look harmonious. *Continued on page 4*

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List of Periodicals after make-over.

Notice that we have left a small blank margin around the entire edge of the design. Because this will be photocopied, we had to consider how the photocopier would place the image on the paper. Our experience has shown that many photocopiers reduce the image by 2%, leaving a small blank margin around the perimeter of copy. Because we didn't want the photocopier to affect the design, we incorporated a blank space around the grid design. If Amy's photocopier cuts off the image, it won't affect the grid, and the lines will remain crisp and clean.

While our make-over efforts concentrated on graphic design, the following are other suggestions for Amy

to consider. First, you'll notice that we put the date on the cover, and spelled out the complete proper name of the library. By not including the date, the library risks the possibility that students might not use the latest listing. While the proper name of the library is long, it should appear on the cover. Because the inside cover of the list is currently blank, Amy has the perfect opportunity to include a few words about how best to use the periodicals list, how to request journal articles, what the photocopying policies entail — maybe even a copyright notice — and how frequently the List is published. She could also promote other services or products offered by the library.

We hope our make-over comments have helped you, Amy. Thank you for sharing your design challenge with *Marketing Treasures* readers.

If you would like to have your promotion materials considered for an upcoming *Marketing Treasures Make-Over*, mail them to Make-Over, c/o *Marketing Treasures*. We

can't make-over all submissions, but we will try to select examples that will be helpful to many of our readers. Please note that we can make-over only finished printed pieces. Sketches, rough drawings, and unfinished pieces will not be considered for make-overs.

Many thanks to all those readers who completed and returned the November *Marketing Treasures*' Quick Newsletter Survey. And a special thanks to those of you who sent in copies of your newsletters - electronic and paper. They were very interesting to review. Your ideas will be shared with other readers in future issues of *Marketing Treasures*, and your newsletters will be included in the *Sample Promotion Notebooks*. For those of you who queried "What are you up to?", stay tuned. If you didn't complete the survey, there's still time to send it in.

## Worth Its Weight in Gold

Conference program committees for the major library associations are hard at work putting together this year's conference programs. Your *Marketing Treasures* editor got an inside look at what to expect at this year's Special Libraries Association (SLA) and Medical Library Association (MLA) conferences.

The SLA conference in Pittsburgh promises several interesting marketing programs. On Tuesday, June 12, the Marketing Section of the Library Management Division will hold its popular Swap and Shop. This year's session will offer a bag full of sample promotion goodies as well as informative poster sessions. To volunteer or submit materials contact Sharon LaRosa at 617/871-6288 or write her at P.O. Box 2286, Abington, MA, 02351.

Librarians who are considering charging for their information services might want to attend the SLA session entitled "Developing a Fee-Based Information Service". On Monday morning, June 11, Joan Gervino, Alice Warner, Karen Neloms, and your *Marketing Treasures* editor will discuss various aspects of implementing a fee-based service. Moderator Larry Himmelfarb has lined up a dynamic panel that should offer lots of useful information.

Tuesday, June 12, will be the debut of the Occasional Players Theatre (OPT). The audience will participate in a four-scene, improvisational performance based on management/marketing problems common to special libraries.

Mimi Drake is putting the finishing touches on a Wednesday program entitled "Numbers for the Boss: Investment, Budget, Value". Don King and Kaycee Hale are tentatively scheduled to speak on communicating the operational value of library services to the "boss".

On Wednesday, June 13th will be the program "Creatively Positioning Yourself and Your Library for the 21st Century".

The MLA conference in Detroit will address the topic "Fee for Service" in one of its small-group sessions on Monday, May 21st. Two continuing education seminars look interesting: "Planning and Marketing Information Services" on Friday, May 18th, and "You DO Judge a Book by Its Cover! Desktop Publishing for the Library" on Saturday, May 19th.

Future issues of *Marketing Treasures* will offer sneak previews of the other library conferences as details become available.

## Promotion Gems

National Library Week (NLW) is April 22-28th this year, and there's a wealth of promotion kits.

The theme for the American Library Association's promotion is

"Reach for a Star - Ask a Librarian".

The colors are blue, purple, and yellow. Self-stick note pads, t-shirts, pencils, posters, and buttons are available from

ALA Graphics, 50 East Huron Street, Chicago, IL, 60611, or call 800/545-2433. Ask for the ALA Graphics Catalog.



The Special Libraries Association is offering a Program and Publicity Kit designed for special librarians. The theme "The Power of Information at Your Fingertips" is illustrated in a four-color poster. The kit comes with a booklet that offers ideas for NLW observances in special library settings. The

kit is free, the poster is \$12. Contact Mary Zimmermann, SLA, 1700 18th Street, N.W., Wash., D.C., 20009, or call 202/234-4700.

Hospital librarians can observe NLW with the new American Hospital Association poster kit "Put Information to Work for Your Hospital: Contact Your Hospital Librarian". Write to the AHA Resource Center, AHA, 840 North Lake Shore Drive, Chicago, IL, 60611, or call 800/AHA-2626.



## Sparkling Reviews

*Statistics for Library Decision Making: A Handbook.* Peter Hemon et. al., Ablex Publishing, Norwood, NJ, 1989. ISBN 0-89391-605-6.

Many librarians are not crazy about working with complicated statistics and research techniques. It's even less fun to read about them. But here is a book that makes learning about statistics and research techniques an interesting and informative process.

This is the book to have on hand when you design your next research survey. The authors do an excellent job of explaining basic statistical processes in the context of library management. All the examples use situations found in all types of libraries, and there are plenty of diagrams and tables to illustrate statistical concepts.

The text proceeds in a logical progression that parallels the research process, and includes chapters on: microcomputer statistical packages, statistical inference and hypothesis testing, different statistical tests, correlations, and variance, regression, and factor-analysis techniques. There's a whole chapter

on statistical applications in libraries, and another on how to present the research results.

What makes this book so appealing is its ability to simplify statistics and the research process. Because all the examples use typical library statistical situations, librarians should find it easy to apply the same statistical processes to their own library research needs. There's a very good bibliography included for those who want additional reading, and the book's concepts are well indexed. This book is definitely one to have in your personal library management collection.

### Bulletin Board *Continued from page 1*

bulletin board. It's easy to replace, and the color and pattern selection is endless. Velcro hooks will adhere to textured fabrics. Colored sheets of paper can be used, but be sure that none of the sheets are faded, and use the smallest pin possible to attach the paper to the board. If you feature a database, request advertising display materials from your vendor.

## The Crystal Ball

February 17 "Information Entrepreneurship". One-day workshop led by Alice Warner. Sponsored by the Special Libraries Section in Saskatoon, Saskatchewan. Contact: Florence Duesterbeck 309/787-2988.

February 19 "KCPL ... A User-Friendly Service". Presentation by Kaycee Hale at the Kansas City Public Library. Contact: Pat Mulsoff 816/221-2695.

February 21 "Marketing Plans & Budgets". Sponsored by the Metropolitan Washington Chapter of the American Marketing Association at Tysons Corner, Virginia. Contact: Mickey Finn 703/393-2900.

March 1-2 New Products Marketing Conference. Sponsored by the American Marketing Association at the Marriott Marquis in New York City. Contact: 312/648-0536.

March 7 "Writing Effective Advertising & Sales Literature". One-day seminar sponsored by the Business & Professional Research Institute in Minneapolis. Contact: 802/757-2391.

March 8 "De-Mystifying Marketing Strategies". Seminar led by Chris Olson. Sponsored by the Philadelphia Chapter of SLA in Philadelphia. Contact: Barbara Chung 215/270-6407.

March 11-13 Customer Satisfaction Research Conference. Sponsored by the American Marketing Association at the Marriott Crystal Gateway in Arlington, Virginia. Contact: 312/648-0536.

March 19-20 "Succeed or Survive: A Case for Image Making". One of three talks by Kaycee Hale at the Central Pennsylvania Health Sciences Library Association meeting in Lancaster. Contact: Beth Evits 717/771-2492.

March 21-23 "Market Position". One of the workshops being offered by the Public Library Association at their Very Best Workshops II in Chicago. Contact: 800/545-2433.

March 22 "Image Empowerment: Myth or Magic?" Presentation by Kaycee Hale at the South Carolina Association of School Librarians meeting in Columbia, South Carolina. Contact: Linda Bartone 803/739-4070.

March 22-23 "Harmony in a Time of Change: Finding Common Ground". Conference for academic and special librarians in Syracuse, New York. Topics include creativity in the profession, and public relations in libraries. Contact: Jean Currie 607/273-9106.

March 25-30 Services Marketing Institute. Sponsored by the American Marketing Association at Arizona State University in Tempe. Contact: 312/648-0536.

March 30 "Mainstreaming the Special Library". Seminar led by Alice Warner in Toronto, Canada. Also April 20 in Boston. Focuses on positioning, money, and marketing. Contact: Joy Learner 202/234-4700.

April 18 "Report on the Image Task Force". Presentation by Kaycee Hale at the Wisconsin Chapter of the Special Libraries Association in Milwaukee. Contact: Darlene Waterstreet 414/964-2377.

April 23 "The Good, the Bad, and the Ugly: Developing Library Promotion Materials". Slide presentation by Chris Olson at the dinner meeting of the Law Library Association of Greater New York. Details forthcoming. Contact: Chris Fisher 212/558-3715.

April 26 "Marketing Yourself: Your Professional Image" and "Marketing Your Library: Your Public Image". Presentations by Kaycee Hale at the Southern California Chapter of the Special Libraries Association in Los Angeles. Contact: Ann Shea 213/245-5388.

April 26 "Market Your Library: Outreach and Public Relations". Speakers include Ann Talcott, Sue Fontaine, and a panel of six contributors. Sponsored by the Museum Chapter of the New York City Chapter of the Special Libraries Association at Queens College. Contact: Sandra Pitt 212/769-5908.