

MARKETING

Treasures

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

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Librarians and Information Services in the News

This month's feature cover article of *Electric Perspectives* (March-April 1992), entitled "Not Just Books," is a prime example of a well-executed public relations project that is yielding positive, image-enhancing visibility for librarians and information services in the public electric sector.

Let's back up. Several years ago, a group of librarians who practice in electric utility company libraries got together to network and to start the EEI (Edison Electric Institute) Library Services Committee. Three years ago a subcommittee began work on a public relations project that would benefit the image and visibility of its members.

The fruit of this effort has just been published as a 9-page feature cover article in one of the industry's top journals, *Electric Perspectives* published by the Edison Electric Institute. Circulated to more than 20,000 middle- and senior-level managers in electric utility companies around the country, *Electric Perspectives* is the perfect forum for reaching these decision-makers to encourage their active use and support of their company libraries.

So what is the article about? Author, Diana Westbrook, a freelance writer based in Richmond, VA, interviewed EEI Library Services Committee members to get background material that she artfully wove into a highly readable and credible article on the value of librarians and information services to the utility industry. The article includes examples of librarians addressing varied information requests, discussions on the impact of technology on information services, highlights of the information services offered by several Committee member libraries, thoughts about information service delivery by leading librarians in the utility industry, and more. Color photographs and call-outs breathe life into an article that points out "Libraries are not just books anymore, and librarians—your electric utility librarians—have paved the electronic pathways that allow you to get your hands on accurate information, fast. And there's more information out there than ever before."

This article is an excellent example of what public relations is all about. It doesn't promote or "sell" information services; instead it generates a positive image of how and

what libraries contribute to their organizations. The article uses examples to position librarians and information services as important resources, capable of making information and the latest technology work for the organization.

If there is any way that you can relate your information services or target market to the utilities industry—any excuse to hitch your wagon to this star—do it. Take advantage of the good words. Get copies and send them along with a cover letter to decision-makers in your organization. Write a synopsis of the article, and print it in your newsletter. Or attach a copy of the article to your newsletter with a cover letter explaining that librarians and information services are vital assets to all types of organizations and industries, (many people will find it interesting to learn that utility companies have libraries). Consider expanding your letter to include a fact or two about the library profession—how many professional librarians are there in the field, etc., You could also go through the article for quotes that you can use in your own materials.

If drawing a relationship between your information service and those in the utility industry is stretching it, then consider having an article written about your own library service, or join with several other librarians in your immediate geographical or subject area and commission an article. You can use the EEI article as a model or a starting point. To get your project going, identify the journal or magazine that you would like to publish the article, and make sure that they will publish the piece after it's written. The editor will probably provide manuscript guidelines for you to follow and may assist you in getting the article assigned and written.

An article like this one will do wonders for your library's visibility and your professional image. Take advantage of the opportunity and the path that has already been laid out.

For copies of "Not Just Books" (*Electric Perspectives*, March/April 1992, pp. 14-23), contact Ethel Tiberg, Manager, Library Services, Edison Electric Institute, 701 Pennsylvania Ave., N.W., Washington, DC, 20004-2696. (Tel. 202/508-5601)

Pearls of Wisdom

Exhibits, special offers, recognition programs, customer greetings, product introductions . . . these are just a few occasions in a marketing program when a button badge would add an extra level of visibility to your message. If you don't need hundreds of badges, the Badge-A-Minit hand press may be the low-cost answer to making small quantities of badges for your special promotion needs. For a descriptive color brochure showing badge-makers starting at \$24.95, write Badge-A-Minit, 348 North 30th Road, Box 800, LaSalle, IL 61301 or call 800/223-4103.

From badges to mouse pad promotions . . . your editor has had several clients look at mouse pads as visibility items, but unless you bought a quantity of pads, they were just too expensive. Now there's a source for nice-looking, well-made, low-cost mouse pads. Convergence Corporation offers 1 to 4 color pads from 7" x 10" to 10" x 14" in quantities of 500 to 50,000 that won't break your budget. For information contact Mickey Lanza at Convergence Corporation, 1308 Continental Drive, Abingdon, MD 21009 or 800/433-1782.

The recent issue of the *Law Library Journal* (Winter 1992, pp. 67-91) contains a well-written article by Kathy Shimcock-Vieweg entitled "How to Develop a Marketing Plan for a Law Firm Library." The article provides a good discussion of basic marketing principles in light of law library services and concludes with a marketing plan for a law library. Copies of the article can be ordered from the American Association of Law Libraries in Chicago, 312/939-4764.

As libraries offer fee-based services to folks outside their immediate organization and librarians turn into information

broker-entrepreneurs, direct mail promotion becomes a sales tool with promises of business profits. Constructing a direct mail piece, buying the right mail list, and timing the mailing are just some of the myriad elements that can spell success or failure for a mailing effort. For a handy quick reference wall-chart on how to prepare a direct mail promotion, write for the "How to Prepare a Direct Mail Brochure that SELLS" from Hugo Dunhill Mailing Lists, 630 Third Ave., New York, NY 10017 or call 800/223-6454. And as you ask for your chart, realize that you have just become a business lead for this mailing list company. Does it give you any ideas for your own promotion program? (Hint: How about a wall-chart that shows how to get the most from an information service like yours.)

Here's a resource that complements the chart book reviewed in this month's "Sparkling Reviews" column. Visual Horizons bills itself as the "source for hard-to-find presentation tools." Their catalog offers everything: slide duplication services, organizers, light boxes, projection screens, slide background designs, ready-made slide sets, and overheads. It's hard to imagine what can go into (onto) a slide until you get a copy of this catalog in your hands. The catalog also offers 3 free slides made from your computer files so you can sample their slide service. Contact Visual-Horizons at 180 Metro Park, Rochester, NY 14623 or 716/424-5300.

Have you ever wondered how sponsors locate the right events to sponsor—you know, golf matches, festivals, etc. The answer can be found in a hefty tome entitled "IEG Directory of Sponsorship Marketing." IEG (International Events Group, Inc.) publishes this directory listing 3,000 sports, festivals, and sponsorship opportunities by location, industry, and other subjects in various indexes, including an industry yellow pages. More than 1,300 agencies, suppliers, and services are listed too. Event listings include place and date, attendance, budget, and other profile data. If your library is looking for an event to sponsor to increase visibility among a target market, or if your organization's marketing department is looking for similar opportunities, this is the source book to turn to. The \$175 price tag might make you think twice, but as every information pro knows, if you had to ferret out this data yourself, it would cost ten times as much. For a descriptive brochure write IEG, 213 West Institute Place, Suite 303, Chicago, IL 60610 or call 312/944-1727.

Chris Olson & Associates will be exhibiting at the Special Libraries Association conference in San Francisco. Stop by booth # 903 and say hello!

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Back issues and samples are available at \$9.00 for U.S. and Canada. Overseas orders add \$1.50. Additional binders are available at \$4.50 each.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue price.

Starting with Volume 5, Number 1, issues reflect the months spanned by the number i.e., September-October, November-December, etc.

Updating Promotion Materials— the Lean Way

The promotion materials you created three years ago need to be updated now. Three years ago you had an ample budget to cover the cost of design and printing. This year funds are low, but you want to—you need to—update those materials to reflect the latest descriptions of your services and products. What can you do?

No need to abandon all hope. There are steps you can take to update your promotion materials inexpensively. First of all, get out your original artwork—the artwork that the printer used to produce your materials. Ask your printer or graphic designer if the artwork is good enough to use for another printing. Over the course of time all types of calamities can befall artwork, rendering it unusable, so check to be sure that everything is okay.

Let's assume the artwork is in good shape. Unless you can't tolerate the graphics another minute, plan on using the same graphics and layout in this new printing. Go over the headlines and body copy. Note where there should be changes and how they should be worded. Meet with your graphic designer, or the person who is responsible for the layout or artwork preparation, and review your changes. Chances are that, unless you have a major rewrite, the changes you want can be "stripped" into the existing artwork. Being able to strip in changes will save you time and money.

A word of caution. Make sure that the type being stripped into your existing artwork is generated by the same typesetting device that was used to generate the original. Each typesetting device sets type differently enough that you may be able to detect where the new type was placed after the materials have been printed. And don't even think about mixing type generated from a typesetting device with type generated from a desktop publishing package. Even if the type is output on a sophisticated computer, it will not look the same. If you can't have the changes generated on the same machine, you may want to have the entire job rerun so all the type matches. When in doubt, ask for advice from your printer or the person who handles the printing in your organization.

Forging ahead, your artwork is ready to go to press. Because you have gone through the effort of updating your materials, you should be sure the appearance reflects those changes. In other words, change the ink color, the paper color, or the paper texture to inexpensively change the appearance of your materials. This visual change will help people to recognize that the materials are new and should be consulted. A change in appearance will also help the library staff to know when

someone is referring to an older promotion piece, and it will prevent the staff from inadvertently handing out dated information. As a side benefit of changing the ink color you'll be able to observe how your customers react to the new versus the original color.

Remember to change the inventory date on your materials. You should be placing a production date on your promotion materials to help identify the piece and when it was printed. Some organizations have their own inventory control system, and you should check with the publication control folks on how the number should be constructed or get a number assigned to your materials. Following the numbering system should permit you to have your materials controlled in the system, eliminating inventory and distribution headaches. (Your editor makes no promises, but you can at least try.) In any case, place a small inventory number or publication date in a corner or other inconspicuous location on the materials. At some future date you'll be glad you did.

Getting back to re-producing your promotion materials—if the artwork has been destroyed or lost, then you'll have to start from scratch. It won't be as expensive as the first time though, because you'll have copies of the old materials use as guides.

When having your promotion materials redone, keep the following tips in mind to reduce your printing costs.

- 1) Don't let any of the ink color "bleed" or run off any of the edges of the paper. As soon as printers see ink going to the edge of the paper, they automatically order a larger sheet of paper to accommodate your design. Printing presses can only imprint to within 1/4" of the edge of paper because the "gripper" that grabs the sheet of paper and pulls it into the press needs the edge for "grabbing." To get ink to the edge of a sheet of paper, printers use a larger sheet and extend the print area beyond the size dimensions of your materials, and then trim the printed sheet down to the final size that you specified. The paper thrown away after trimming is included in the printing costs.
- 2) Don't use an odd size or cut on your materials. Paper comes in standard sizes. Keeping your materials within the standard sizes, and the ink colors within 1/4" margin from all four edges of the paper, can save you money.
- 3) Don't use photographs or graphics that require screens. Printers have to take an extra step to prepare artwork with

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screened images. Unless you are generating artwork on a computer and are outputting the artwork directly to negatives (instead of paper camera-ready copy), stay away from photos and screened graphics. You'll shave a few dollars from your printing costs.

4) Check the price of the paper that you have specified for your materials. Paper prices vary widely, and many times a paper that is very close in texture and color can be substituted at a lower price. Another approach is to ask your printer to see samples of papers that are regularly used as "house papers," papers that the printer always has on hand for all types of jobs. These papers are usually "off brands" purchased at discount prices. There's nothing wrong with such paper. Also, most paper distributors clean out their floor inventory on a quarterly basis. Paper stock that didn't sell is usually discounted. Depending on the time of year, you might be able to take advantage of the price reduction, often as much as 25%.

After all is said and done, you should talk with your graphic designer and printer about ways to reduce the costs of re-printing your promotion materials. Your editor has mentioned a few here that may work, depending on your printer's resources. Of course, if you're setting out to print promotion materials for the first time, these cost-cutting tips can work for you too.

Sneak Previews

It seems that the organizers of the American Library Association, Public Relations Section Swap & Shop session started something when they arranged for libraries to share promotion ideas at annual ALA conferences. Your editor spread the idea to the Special Libraries Association Marketing Section back in the late 80s. With the dedicated help of adventuresome souls, what was once an idea has grown into a well-orchestrated, ticketed event shared in by more than 500 special librarians at the annual conference.

The enthusiasm for marketing seems to be spreading as other library associations organize their own versions of marketing swap & shops. This year the Medical Library Association (MLA) will have a poster session devoted to displaying unique library promotion materials. Scheduled for the annual conference in Washington, DC, on May 18th, more than 60 people, including librarians from London and Canada, will be proudly displaying their library guides, brochures, rolodex cards, magnets, posters, newsletters,

baseball caps (!) and more. Your editor plans to attend and write up the details in the next issue of *Marketing Treasures*, but if you're attending the conference, be sure to put this session on your list—it promises to be a good one.

The Special Libraries Association Swap & Shop is scheduled for Monday, June 8th, at the conference in San Francisco. It will offer poster sessions in addition to sample marketing material displays. Poster session organizer Barbara Fletcher has given your editor an inside scoop on what's planned for the sessions. As of April 16th, the following poster sessions have been identified:

"Marketing CD-ROM Products," Laurie Kamath, Dow Corning Corporation

"Tools for Marketing a One-Person Library," Debbie Hunt, Bissel & Karn/Greiner Inc.

"Marketing with the MAC," Judith Hesp, Scott Memorial Library, Thomas Jefferson University

"National Library Week Promotion," Katie Starr, Kodak Eastman Company

"The 4 Ps of Marketing: Product, Position, Price, and Promotion," Colleen Worlton, Advanced Information Management (Editor's note: Colleen will also address the fifth P of marketing, Public Relations.)

"Let Harvard Graphics Market Your Library," Brent Mai, Brown & Root, Inc.

"Marketing Your IRC," Michelle Marcoulier, Brown & Root, Inc.

"Tools and Tricks of the Design Trade: Using Clip Art," Chris Olson, Chris Olson & Associates

Spots are still open for anyone interested in conducting a poster session. Call Barbara at the Information Resource Center, Brown & Root, Inc., 713/676-8988, or fax her a message on 713/676-5715.

As we have done in previous years, we will be compiling a three-ring notebook of all the promotion materials shown during the Swap & Shop session. *Marketing Treasures* subscribers will be invited to borrow the notebook as soon as it is ready. Watch for an announcement in the July/August issue of *Marketing Treasures*.

Worth Its Weight in Gold

This issue of *Marketing Treasures* includes your new Cut & Paste Clip-Art sheet. The sheet presents original artwork in camera-ready form. If you would like previously published clip-art sheets, ask for the Cut & Paste Clip-Art Order Form. It shows all the clip-art sheets that have appeared in *Marketing Treasures*.

Information Collage. This will make a nice graphic in your newsletter, or, if you enlarge it, you could use it on a cover sheet. If you want to soften it, put a piece of tissue paper over the graphic before you photocopy or scan it.

You're in for a Shock! You can use this graphic to illustrate either good news, such as "the library offers you more than just books," or bad news, such as "due to budget reductions, the library will close each day at 5 p.m., effective immediately."

What to look for in an Information Service.

Where to find it. You can use these two headings together or as single headlines. Use the first heading to lead into a list of information services and products that you offer, or list the attributes of your library such as friendly and knowledgeable staff members. Think of it as a list of criteria for a good information service. This approach will not only create visibility for your services, it will also educate your target market on what to expect from your library. Make sure your list uses descriptions that mean something to the target audience—no library jargon allowed. You can use the second headline at the end of the list. Add your library name, location, and phone numbers as the punchline.

Crowd of People. This graphic is perfect for a promotion campaign that focuses on people who do not use your library services. Consider enlarging the illustration to 11" x 17" size, add color highlights with markers, and position your headline across the top and your body copy at the bottom (use a two-column format). Have color copies run for attractive posters, or use a smaller version of your layout as an ad in your newsletter. This graphic also lends itself to a "We Missed You!" message on a flyer or card after a library briefing or tour.

Database Corner, Service Spotlight, Information Sunrise, Book/Newspaper images. Use these graphics to enhance your newsletters, brochures, or bookmarks. If you don't issue a newsletter, consider developing a series of information sheets on databases, using the "Database Corner," and on various library services with the "Service Spotlight" graphic.

Editor's Note: *Marketing Treasures* originally came with sheets of library clip art and this column provided ideas on how to use the graphics. The clip art images from *Marketing Treasures* are now available from www.LibraryClipArt.com.

Promotion Gems

The April 1992 issue of the *One-Person Library: A Newsletter for Librarians and Management* was devoted almost entirely to marketing library services. The issue includes the results of the newsletter's first *FaxFacts* poll that queried readers on how they market their libraries. If you're interested in finding out how and what kind of marketing one-person libraries are conducting, this article may enlighten you. Single copies of the issue may be purchased at \$10 by writing OPL Resources Ltd., Murray Hill Station, PO Box 948, New York, NY 10156 or by calling 212/683-6285.

Reading the article caused your editor to consider the current state of marketing efforts in all sizes of libraries during these times of economic cutbacks. It's true that organizations typically reduce promotion activities when the budget has to be trimmed—in spite of all historical evidence that points out that maintaining a high marketing program profile during lean times will result in increased sales during prosperous times. Likewise, libraries enduring budget and staff cuts tend to put their marketing programs on hold. Their justification is that an aggressive marketing program could spell disaster if the staff becomes unable to meet generated demand. So the best approach during lean times is to keep the brochures in the closet and ride out the storm—or so the thinking goes.

But no one has ever limited marketing to promotion! Every smart marketer knows that marketing is not just "selling." Marketing is a combination—a mix—of activities and elements that together yield a total marketing program. If your library is witnessing lean times and you have put your marketing program on hold, think again. Okay, so you don't want to increase your business; then *rethink* your marketing program objectives. Instead of a sales promotion objective, implement a coordinated visibility or image program aimed at keeping the library's image strong and unified throughout this lean period. You want to keep the library in front of people—not to sell them more services—but to let them know you still exist and that you are still a professional, reliable information service, even with the reduced staff and budget. You want people to remember your information services when times get better—and they will get better!

So don't eliminate your marketing program. Redirect your objectives towards strengthening your image in your logo, stationery, newsletter, signs, address labels, cover sheets, product packaging—even how you answer the phone and how the library looks. Remember, marketing isn't limited to selling.

Sparkling Reviews

Say It With Charts: The Executive's Guide to Successful Presentations in the 1990s. Gene Zelazny. Second Edition, Business One Irwin, Homewood, IL, 1991. ISBN: 1-55623-447-3. \$34.95.

The author's 30 years of experience as Director of Visual Communication for McKinsey & Company serves him well in this excellent book on creating charts. Whether you need guidance on making charts for overhead transparencies or 35mm slides, or charts that work well in written documents, this book will help take the mystery out of preparing clear and meaningful visuals.

The book's step-by-step approach starts with determining the message—the specific point that you want to make. This decision helps you to focus on exactly what you want to communicate to your audience. The next step, identify the comparison, takes your message and interprets it into one of five different kinds of comparisons, defined by the author as component, item, time series, frequency distribu-

tion, and correlation. Each type of comparison is explained, and clues to help determine which comparison mode complements your message are provided.

Once the type of comparison message has been identified, you proceed to the third and final step—selecting the most appropriate chart for the message. This step constitutes the meat of the book, with over 100 pages devoted to well-illustrated discussions on matching the type of comparison message to five basic chart formats: pie, bar, column, line, and dot. The last 30 pages are devoted to 35mm slides, and color plates of actual slides illustrate tips on creating a memorable slide presentation.

Advances in computer graphics have made it possible to create overhead transparencies and 35mm slides for your presentation without consulting the art department. Cluttered and undecipherable slides lurk in your future unless you are prepared. For starters, read this book.

The Crystal Ball

April 30 "Adding Value to Information: Opportunities for the Library Professional." A one-day workshop sponsored by the Baltimore Chapter of the Special Libraries Association in Catonsville, MD. Contact: Nancy Reger 410/584-3255.

May 5 "Effective Image Management." A full-day presentation by Kaycee Hale at the Michigan Library Association Leadership Academy. Contact: Marianne Gessner 517/694-6681.

May 10 "Law Libraries in the Mainstream." A one-day seminar by Alice Warner in Saskatchewan, Canada. Sponsored by the Canadian Association of Law Librarians. Contact: Michael McGuire 306/569-8047.

May 11-12 "Customer Satisfaction: Management Strategies and Tactics." A two-day seminar sponsored by the University of Chicago in Chicago. Contact: 312/702-1724.

May 17-20 "Second Congress on Customer Satisfaction." An American Marketing Association conference with a hands-on orientation

and special sessions on "Service, Disney Style" and "Management, Disney Style." In Lake Buena Vista, FL. Contact: 800/343-4439 or 312/648-0536.

May 27 "Creating Effective Brochures." A 6-hour workshop offered by Editorial Experts in Alexandria, VA. Contact: 703/683-0683.

May 27 "Money & Marketing & The Information Facility." A one-day seminar by Alice Warner at the midyear meeting of the American Society for Information Science in Albuquerque, NM. Contact: Dick Hill 301/495-0900.

June 5-7 "Marketing and Public Relations." A workshop taught by Arlene Sirkin for the Special Libraries Association Middle Management Institute in San Francisco, CA. Contact: 202/234-4700.

June 9-11 "Research for Results: A Complete Overview of the Marketing Research Process." A two-day seminar sponsored by The George Washington University in Leesburg, VA. Contact: 202/994-5200.

June 15-19 "Product Management: Analysis, Planning, Decision Making." A four-day seminar sponsored by the University of Chicago in Chicago. Contact: 312/702-1724.

June 22 "Desktop Design: Fundamentals of Design for Desktop Publishing." A one-day seminar by Promotional Perspectives in Somerset, NJ. Contact: 313/994-0007.

June 28 "Humor in Leadership—A Necessary Ingredient to Success." A presentation by Kaycee Hale sponsored by the Library Administration and Management Association at the American Library Association Conference in San Francisco, CA. Contact: Sue Stroyan 309/353-4110.

July 15-16 "Planning and Marketing Information Services." A two-day seminar led by Darlene Weingand at the University of Wisconsin-Madison School of Library and Information Studies in Madison, WI. Contact: Jane Pearlmutter, 608/262-6398.

AUDIO
archives
DIRECTORIES
Statistics
Software
AV reports
information

**You're in for
a Shock!**



**What to look for in an
Information Service.**

Where to find it.

GO Database
RNER



Service Spotlight

