

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

MARKETING

Treasures

ISSN 0895-1799

Vol. 6 No. 4 ■ March/April ■ 1993

The Video File: Interactive Multimedia Marketing For The Library

If you have been browsing any computer magazines lately you've probably seen articles on multimedia—using the computer to integrate video, sound, and words into three dimensional productions that run on personal computers. The advent of multimedia opens up a whole new world of transferring information. I predict that in the next few years, innovative librarians will be using multimedia to augment their information products. No more page after page of bibliographic listings. With multimedia software you can insert a window into the Word Perfect document containing the results of your custom research and include a short video of an expert talking about the topic. How about a short commentary about your research findings, special points that are better made in person. Let's take it a step further. Instead of writing your instructions on how to use the results of your research, you give pointers in person—in a short video that can be run in the custom research document. All your customer has to do is run the software, be it a word processing, spreadsheet, or database program.

Sounds amazing, doesn't it? But it's true. Go to a local Apple Macintosh dealership and ask to see a demonstration of QuickTime, Apple's multimedia software, and I bet you'll be as awestruck as I was the first time I saw it. This is the way information was meant to be transferred—totally integrated into a three dimensional presentation. And so I have devoted this issue of Marketing Treasures and the next to introducing you to multimedia, its basic video and computer concepts, and possible uses in library marketing programs. By the way, if any subscriber has already produced a multimedia program on either a PC or a Macintosh, I sure would like to hear from you! Chris Olson, Editor

What if you could welcome users to your information center—never leave your desk—yet give those clients who are hundreds—thousands!—of miles away an in-library experience? Would you? The technology—beyond video distribution and online personal computer searches—is here. And chances are that you will be developing it, shaping it to fit the exact needs of your library and its users.

As information service providers, many of us work on the cutting edge of computer innovation. You may customarily use your know-how to unknot computer technology in order to get to the information your clients need. The challenge—and opportunity—with multimedia technology is to expand your creative skills with new technologies so you can promote your library and instruct clients in what it has to offer. If you are hesitant to delve into this new area because it fails to enhance the range of information available to your clients, remember that the point of the video is to enhance the accessibility of that information. And if this seems too risky an enterprise with no guarantee of success, think of the popularity of both videos and computers. It is clear that interactive computer videos will one day be commonplace with even more applications than we now imagine.

Virtual Reality

Recent advances in computer software applications make libraries, with their existing computer stations and CD-ROMS, prime candidates as user and developers of interactive multimedia. With the new software, professional and nonprofessional programmers alike, and this includes librarians, can create products on CD-ROM or disk that provide instruction and information, and serve as marketing tools for the library and its services.

What's really exciting about the concept—in addition to its ready accessibility to project authors—is the user's ability to interact with computer-stored information, including the random retrieval of information and images—text, sound, photographs, music, animation, charts and graphs, even movies.

Through "virtual reality"—one of the most compelling aspects of the new multimedia technology—a company manager sitting at his or her own computer anyplace in the world can view your information center. Imagine the setting. The computer screen projects the beginning of your program with a map. Then you take the viewer on a trip down city streets to a panoramic view of the library building and its surroundings. In fact, the viewer will be able to "enter" your facility, via their computer, and navigate their own three

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Pearls of Wisdom

Are you tired of rigging stand-up signs with tape, glue, and a prayer? With self-stick easels, you won't ever again need to hold your breath when a slight breeze blows. Call Fidelity at 800/328-3034 and ask for their graphic arts catalog. You'll find all types of graphic supplies, including self-stick easels. The easels also make great stands for table-top presentations when there is no overhead projector.

Looking for a creative fund-raising idea? A literary basket auction proved bountiful for The Friends of Washoe County Library in Reno, NV, netting over \$10,000 the first year they tried this fundraiser. The sponsors of this event have put together a how-to-package which includes a video, explaining how to put together your own gala evening auction, which they call *A Tisket, A Tasket, A Literary Basket*. In short, baskets were selected, filled, and decorated based on a book-related theme. Steinbeck's *Cannery Row*, for example, was placed in a large lucite shell along with passes to an aquarium and a gift certificate for dinner at a seafood restaurant. The baskets were auctioned off during a special evening celebration, complete with music and refreshments. The how-to package costs \$30. Checks should be made payable to Friends of Washoe County Library, and sent to P.O. Box 2151, Reno, NV 89505.

If you're looking for a teaser for your promotional campaign or planning a game-filled library week celebration, blank jigsaw puzzles can prove the perfect prop. Adorned with your logo, slogan or promotion message, the puzzles can be broken apart and placed around the library scavenger hunt-style, or sent piece by piece to a client (with a special offer written on the completed puzzle). Two sources of blank puzzles: Demco, Inc. 800/356-1200 and Rubber Stamps of America 800/553-5031.

Published bimonthly by Chris Olson & Associates, 857 Twin Harbor Drive, Arnold, MD 21012, 410/647-6708, Fax 410/647-0415. Chris Olson, Managing Editor; Suzanne Peeke, Editor; Susan Borden and Marget Osburn, Principal Writers; Kate Deddens, Contributing Writer; Monica Williams and Marie Ruland, Graphic Artists. Copyright 1993 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 purpose of resale in clip art services or other publications, without written permission of the publisher, is strictly prohibited.

Annual subscription price (6 issues) \$64.00 U.S., \$69.00 Canada, \$66.00 Overseas. Subscription must be prepaid in U.S. dollars, payable to Chris Olson & Associates.

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.

In promotion as well as fashion, pins are hot accessories. *Marketing Treasures* has discovered a comprehensive catalog of reasonably priced, well-made, colorful pins. Skimming through its pages, we spotted computers, vocational symbols, U.S. stamps, a black history collection, and pins of the fifty states. Though these will make excellent client-appreciation giveaways, you'll be tempted to order a few for your own lapels. Call "The Pin Man" Appreciation and Public Relations at 918/587-2405.

If you're currently examining the world of promotion items, consider having your library logo cast in metal and made into a keychain, cuff link, or money clip. While it's a more expensive giveaway, a keychain stays with the client and can be a constant reminder of your services. Call Martguild Incorporated at 216/247-8978. By the way, if you order their 10-piece sample group and decide not to buy more, you'll still have ten unique prizes for your next library celebration.

Two important Swap & Shop entry submission deadlines are coming up in May:

May 1, ALA New Orleans conference. The Library Administration and Management Association Public Relations Section Swap & Shop "Best of Show Awards" competition seeks outstanding library public relations materials. Submission categories include annual reports, service/policy brochures, newsletters, and fund-raising materials. Contact Sarah Kelley at 502/564-7831. Look for the winning entries during the Swap & Shop on Sunday, June 27, from 11:00 a.m. to 1:30 p.m.

May 28, SLA Cincinnati conference. For the first time materials will be grouped into categories. Contact Corilee Christou at Mead Data Central, 9443 Springboro Pike, Dayton, OH 45401; Attn: Marketing Swap & Shop. The Swap & Shop will be held on Tuesday, June 8 from 1:30 to 5:00. And don't forget the SLA Conference Swap & Shop Poster Sessions. If you have marketing ideas, methods and information you'd like to share with other librarians in a poster session, call Barbara Fletcher at 713/676-3380.

Olson's Book of Library Clip Art, Volume 1 has just been released as EPS files on 3.5" PC and MAC disks. Subscribers were sent a brochure, but if you didn't get one, call the *Marketing Treasures* office, and we'll whisk one off to you.

ERRATA:

Vol. 6 No. 2, Nov/Dec 1992: In the Pearls of Wisdom Column, the phone number for 3 Strikes Custom Design was listed incorrectly. The correct number is 203/359-4559. Fax: 203/359-2187.

Vol. 6 No. 3, Jan/Feb 1993: In the Sparkling Reviews Column, the phone number for Debbie Norris was listed incorrectly. The correct number is 800/227-9597.

Multimedia *continued from page 1*

dimensional course, through your archives, perhaps stopping at your information desk to request directions or to get instruction on a reference search. Answers to their questions will be delivered in text on screen, or by a friendly librarian who, on video via the computer screen's movie window, will tell them what they need to know. From there the viewer will pass from room to room, stack to stack—if they choose—shifting their line of vision upward, outward, backwards, forward. Unlike a passive viewing of a library's preprogrammed message on a videotape, your client's computer walk-through will be a personally engaging, interactive experience that affords the opportunity to focus on, review, and absorb those things they find of greatest value. Databases can be examined, periodicals skimmed, and current clients interviewed about their experience in the library and with the library staff.

In a related scenario, an in-house client may request and receive computer-generated information that will allow them to learn more about research procedures, and the library's holdings and services. In addition to user-friendly commands, a computer screen could present a user-friendly librarian—or an animation—that instructs the client in the necessary steps to information-finding—identifying available resources, discovering where they are located, learning how to use them, and determining how often they are updated. Or as a client peruses a shelf stocked with periodicals, a helpful voice or a line of text might inform them of table of contents services and current awareness service options for periodicals that interest the viewer.

Who are other viewing candidates for these interactive, multimedia videos? How about representatives from funding sources, board members, and upper management? Sometimes those who spend the least time in the library have the most influence on its fate. An interactive video can increase their knowledge of the library while impressing them not only with the information it contains, but also through the sophistication of the form in which it is presented.

Again, what makes this interactive mix of text, sound, graphics, animation, and moving pictures possible is a number of interdependent software programs accessible enough for even the nonprofessional programmer to use. Which information centers will be utilizing these new capabilities, and which will not, will largely be a matter of imagination and resources. Whether it is your habit to study manuals, experiment on your own, call in experts or call in favors, it may be well worth your while to do what it takes to make them accessible to you.

Experts Say . . .

While 8 MB of RAM is recommended, experts say that even a slightly souped-up PC will run the latest software: a 20-MHz 386SX with 4 MB of RAM, VGA, and sound card—Windows with Multimedia Extensions, CD-ROM, and CD audio are suggested add ons. For Mac users, a Mac II or LC with at least 4 MB of RAM, the QuickTime System extension, a color graphics board, 32-bit Quick Draw, and System 6.0.7 or later, will do. To use your own video clips with either system, a camcorder or videotape deck, and a video-capture board are necessary.

One of the revolutionary aspects of the new technology is QuickTime, a software package (built into newer Macintoshes) that empowers any color Macintosh to play back a Macintosh-created project. However the need still exists for a cross platform video code equivalent to ASCII. While there's been a lot of discussion about interactive computer project creation software that will work equally well on either IBM PC-compatible or Macintosh personal computers, no truly viable means yet has been developed. Some programs (Spinnaker Plus, Authorware Professional, MacroMind, Course Builder) make these creations a possibility, but reviewers say they are labor-intensive, even for professionals. So for now, a project created on an IBM is not Macintosh compatible, and vice versa.

The Six-Step Production Program

Producing a multimedia project is similar to producing a regular video. The only difference is the medium. There are six steps to follow when considering a production effort: 1) planning and budgeting the project; 2) selecting software and hardware; 3) scripting, and identifying the video treatments; 4) making the video and sound recordings; 5) producing the computer-based project; and 6) distributing the final product.

Identifying your goals actually precedes all of the above. You must be clear about who your audience is and what your objectives are. Are they informational or promotional objectives? Exactly what do you want your finished project, or projects, to accomplish? Will the project be used to attract new users? How? By creating a sense of comfort with the physical facility, the staff, and their services? By acquainting users with the array of available materials and the ease of accessibility? Will your project be used to instruct clients on how best to use the library media center? How? Will it do so by going beyond computer-friendly commands

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that operate specific databases, to present information on how best to direct the search process, including demonstrations of online databases and hypertext files?

To begin the planning process you need to establish your objectives, and to promote enthusiasm for your project, the entire library staff should be at least minimally involved. Ask staffers which new media reference products should be promoted; which online databases or hypertext files are the most fascinating, far-reaching, or exact; which areas of the library are underutilized due to a lack of client awareness. Ask staffers what they believe to be the most distinguished or significant offerings of the library, why they feel the clients are satisfied by library services or what they themselves like most about the library and serving clients. The comments you receive will generate workable ideas, clarify needs, and objectives, and bring to light possible components of the project (i.e., testimonials and demonstrations). An important side benefit of involving staff in the initial planning steps, is the creation of a spirit of cooperation required to move your project forward. And making your staff think about what a great place the information center is, then tossing these ideas around—like kudos—should be a great morale booster.

Once you've established your objectives, you need to outline how your multimedia project is to look in its final form. This part of the planning process requires homework on your part to find out what can be done (just about anything), what you would like to see, and then what you can afford. As usual, the planning and budget process are all tied together, but here are some questions to ask.

What additional software and/or hardware will you require? Can you use someone else's equipment? Which parts of the project will require professional help: a professional writer, cameraperson, graphic designer or illustrator, or computer programmer and producer or consultant? Do you use video clips and art images from stock files or do you create your own segments? Do you budget your project in phases? For example, preproduction one year, production and distribution the next. Can you shift the project cost of multimedia training workshops to staff development costs? How many copies, and in what form, will be needed for distribution of your final product?

To help you with the assemblage of a multimedia project, the next issue of *Marketing Treasures* will continue to outline production considerations for an interactive, multimedia production, and ideas on how to make this exciting new technology work for your library's marketing program.

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*.

Jazz It Up At the Library. Hosting a National Library Week celebration? Here's the invitation. And, with Bill Clinton in the White House, this image comes with a four year lifespan guarantee.

The Thinker. Perfect for announcements of new technologies or training sessions, this attention-grabbing graphic merges old and new, classical and high-tech.

Looking for Information? This image depicts the familiar "needle in the haystack" image which would go well above a list of available database searches or as part of a general "You'll Find It In The Library" promotion. And with hayfever season just around the corner, you might point out that the library, unlike a haystack, is nothing to sneeze about.

Capital "L" With Flowers. A little something for adorning your springtime library bulletins, bookmarks, stationary, memo pad, routing slips—even overdue notices.

Rowboat. With the caption, "Call if you need help," this graphic is appropriate for a library phone list or a general reminder of library services. Place it with the caption in the company newsletter, and all you need to add is your extension and the headline "The Library" to make your point well and humorously.

We've Got You Covered. This graphic is perfect for spring. Other captions you might use with it include "April Showers" and "A Flood of Information."

Your Power Source. Just right for a "Knowledge Is Power" campaign. The racier among us might suggest that clients "Get turned on at the library."

National Library Week. Use this graphic as a headline, on a button, or to adorn every letter and memo you send out from now through the end of April.

Stop Spinning Your Wheels Everyone's got a little "rat race" going on now and then, so position your library as the oasis of sanity with this image.

Promotion Gems

National Library Week, the promotional event of the year, is fast approaching. It will be celebrated April 18-24, so information service providers have little time left to prepare for the annual observance. This year's theme is "Librarians Change Lives," and librarians should bear in mind, when the week is over and they are packing away their materials, that the theme will be the same next year, so all promotional materials made or purchased will have double the normal shelf life.

The American Library Association has promotional items available to accompany the public awareness theme.

Graphic artist John Massey designed a smiling face logo with a library "L" disguised as a nose, and it appears on posters, bookmarks, T-shirts etc., in bright orange, blue, purple, and green. A campaign booklet is also available containing ideas for press releases, clip art, and other promotional tools. For more information, call 800/545-2433 or 312/944-6780.



On Legislative Day, a yearly event falling on the Tuesday of National Library Week, delegates from libraries nationwide meet in Washington, DC to draw Congressional attention to library issues. This year's date is April 20th. For information, contact the ALA Washington Office, Box 54, 110 Maryland Avenue NE, Washington, DC 20002.

This year the National Library Week Committee is inaugurating a tradition of wearing blue ribbons during National Library Week to call attention to library funding shortfalls. (Librarians who would like to take an even more active role in this issue are invited to meet with other librarians in Washington, DC to make their concerns known on Legislative Day.)

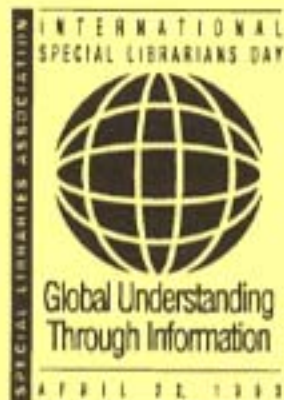
And the following day, April 21, libraries of every type and size are asked to participate in "The Great American Read Aloud/Night of a Thousand Stars." Libraries across the country invite celebrities and guests to read aloud from their favorite books in what the ALA is billing as the biggest pro-literacy event ever.

Also celebrating National Library Week is the American Association of Law Libraries. Its theme, "Law Libraries: The Next Generation" stresses the high-tech aspect of libraries that many potential users are not aware of. It also, we

imagine, catches the eye of any Star Trek fan who spots the theme. To get the message before everyone's eyes, AALL is offering sticky note pads with the theme and logo printed on them. Send your prepaid order (pads are \$1.00 a piece) to AALL, Dept.77-6021, Chicago, IL 60678-6021.

Falling on April 22 is International Special Librarian's Day, with the theme "Global Understanding Through Information," stressing world cooperation among information professionals.

SLA promotion items for International Special Librarians Day are very professional looking. This year's logo is the world globe. The colors are white (the background), red (the side bar), and blue (the globe and type).



The materials are also impressive: smart looking 4 1/2" square ceramic coasters; 11" X 4" laminated cardboard posters that can hang or be propped up on a table, memo pads of fifty sheets each, T-shirts, and sleek rectangular promotion buttons. All, of course, carry the logo.

SLA also sponsors a competition for Special Recognition for Excellence in Public Relations during National Library Week, International Special Librarians Day. The winner receives a certificate of recognition on June 9 during the SLA conference in Cincinnati. The deadline for nominations is May 14. Self-nominations are accepted. Call SLA Public Relations at 202/234-4700 for entry forms.

And, not to be left out of the festivities, the Medical Library Association is selling bookmarks, buttons, posters, stickers, and brochures featuring several themes, including "The Key To Health Information" and "Dr. Smart." Call MLA at 312/419-9094 for information and an order form.



Sparkling Reviews

Practical Marketing Research. New, updated edition. Jeffrey L. Pope. AMACOM Books, New York, NY. 1993. ISBN: 0-8144-5086-5. \$32.95.

Practical Marketing Research is directed towards anyone interested in conducting marketing research or hiring someone to conduct research. This updated version can serve as a solid reference and instructional reservoir for a range of information in this field, from the basic principles of marketing to the more complex techniques of statistical analysis.

Author Jeffrey L. Pope focuses on actual marketing situations and problems, basing his approach on his knowledge of thousands of research projects. A marketing professional, Pope knows whereof he speaks. His own client list includes such big-gun firms as Apple, 3M, Proctor & Gamble, and Coca-Cola.

The book's 325 pages are divided into six parts, plus a glossary of marketing terms and an index. Part One, a general introduction, discusses the history of marketing research and outlines the principles of research strategy

and planning. The second part presents detailed information about the types of interviews (personal, telephone, and mail) and the pros and cons of each type.

Part Three outlines the basic steps involved in a research project. The fourth part is devoted to marketing problems and their solutions. Part Five discusses the tools needed for a marketing research project, which include sampling, statistical and analytical techniques. In Part Six, Pope discusses how to be a savvy client if you hire someone else to do your marketing research. The book wraps up with a discussion of the ethics involved in research.

Practical Marketing Research is extremely well organized and presented. In nontechnical language, Pope reveals the marketing research process from start to finish, addressing pertinent concerns, from how to formulate the right questions for a questionnaire to how to computerize data processing and analysis.

We recommend the book highly. It will provide an invaluable education and reference source, for any librarian, from the novice marketer to the pro.

The Crystal Ball

April 3 "Marketing Your Services." The program for the meeting of the Texas Chapter of the Special Libraries Association in Dallas. Contact: 713/756-2416.

April 19 "Producing, Designing, Editing, & Writing Newsletters." A one-day seminar offered by The Newsletter Factory near the Bridgewater Mall in New Jersey. Contact: 404/955-2002.

April 21-23 "Public Relations: Strategies for Success." A three-day course sponsored by the American Management Association in New York. Contact: 518/891-0065.

April 26-29 "Fundamentals of Marketing: Modern Concepts and Practices." A four-day course sponsored by the American Management Association in Boston. Contact: 518/891-0065.

April 29-30 "Questionnaire Design and Use Workshop." A two-day workshop offered by Anderson, Niebuhr & Associates, Inc. in Bloomington, MN. Contact: 800/678-5577.

May 2-5 "Managing Communications for the Changing Marketplace." A four-day program offered by the Kellogg Graduate School of Management in Evanston, IL. Contact: 708/866-1900.

May 4-6 National Online Meeting & IOLS '93 in New York. Seminars of interest: "Maximizing Customer Satisfaction" led by Arlene Farber Sirkin. "Evaluating Libraries and Information Services" led by Jose-Marie Griffiths. "The Information Broker's Seminar: How To Make Money as an Information Broker" led by Sue Ruggie. "Marketing Planning for Libraries: How to Maximize Your Marketing Resources" led by Arlene Farber Sirkin. "Quality Management: Taking a Service-Oriented Approach to Developing Value-Added Information Products" led by Barbie E. Keiser. Contact: 609/654-6265.

May 7 "Succeed or Survive: A Case For Image Making." A one-day seminar sponsored by the Quebec Library Association. Contact: 514/489-5301.

May 9-12 "3rd Congress on Customer Satisfaction." A 4-day conference sponsored by the American Marketing Association in San Francisco. Contact: (fax) 312/648-9713.

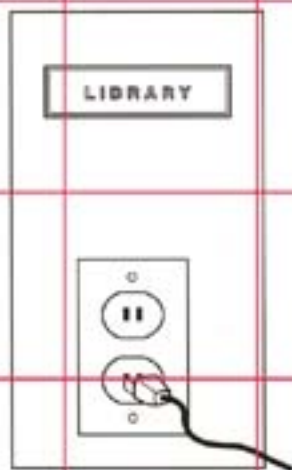
May 11 "Producing, Designing, Editing, & Writing Newsletters." A one-day seminar offered by The Newsletter Factory in Cleveland. Contact: 404/955-2002.

June 7-11 "Strategic Marketing Planning." A five-day seminar offered by The Michigan Business School in Ann Arbor. Contact: 313/763-1000.

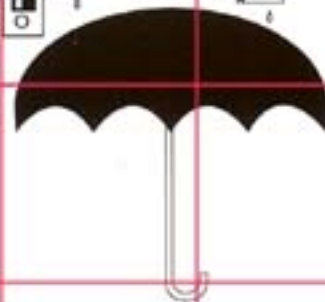
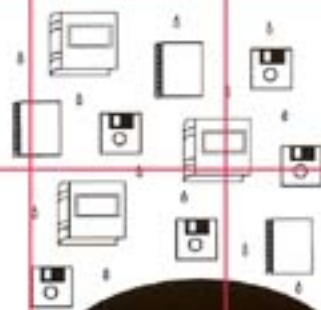
June 26 "Librarian, Empower Thyself." A one-day program sponsored by the American Library Association Federal Librarians Round Table during the ALA Annual Conference in New Orleans. Contact: 202/647-3002.



Looking For Information?



YOUR POWER SOURCE



We've Got You Covered.

*National
Library Week*

