

Madison Avenue to Main Street

Introducing the CLA Communication
Toolkit for Public Libraries



Today we will...

- Share the knowledge and expertise of the PR Committee who assembled this toolkit
- Give you an overview of the toolkit contents and take you through a live demo of each section to better understand how to use it



Introduction

- Introduce you to the Toolkit 1.0
- CLA PR Committee Speakers:
 - John Alita, San Bruno Public Library
 - Michael Beener, Yorba Linda Public Library
 - Julie Warren, Palm Springs Public Library



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- Getting Started
- Communications
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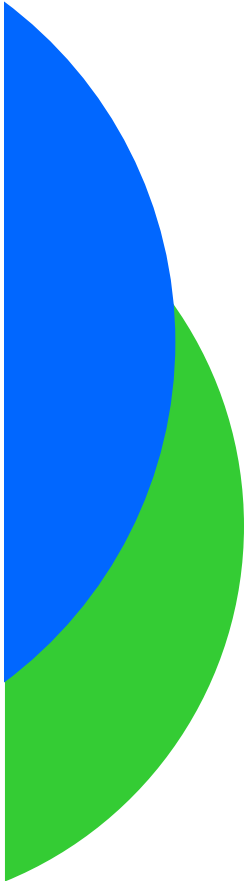
Communications

- Target Audience – Who Is Your Audience?



Public Relations

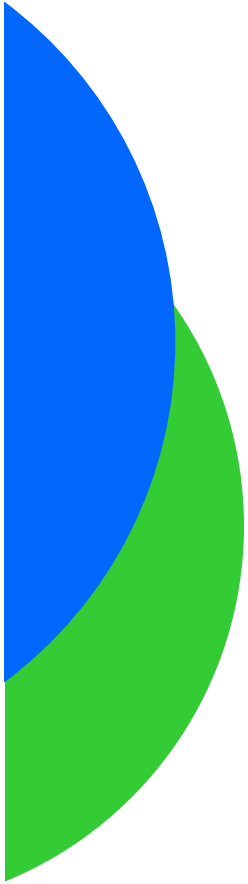
- Elements of A Press Release



Fun & Games

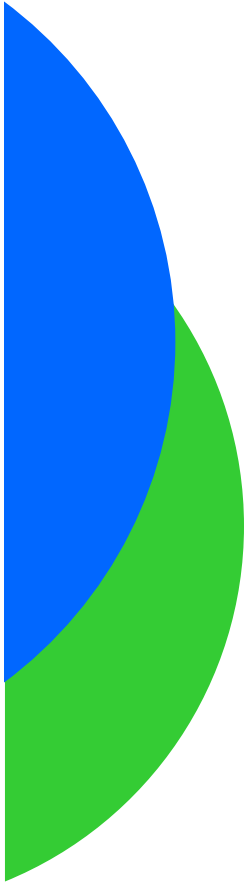
Let's Win A Prize

Do you know this logo?



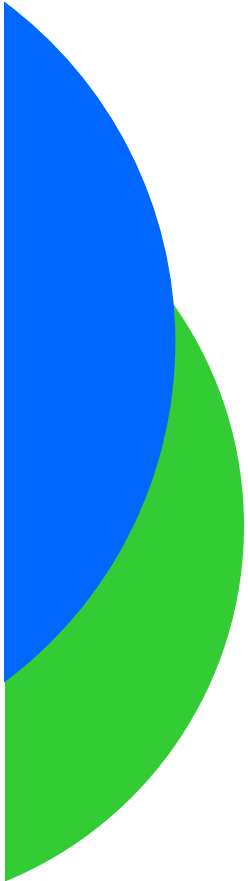
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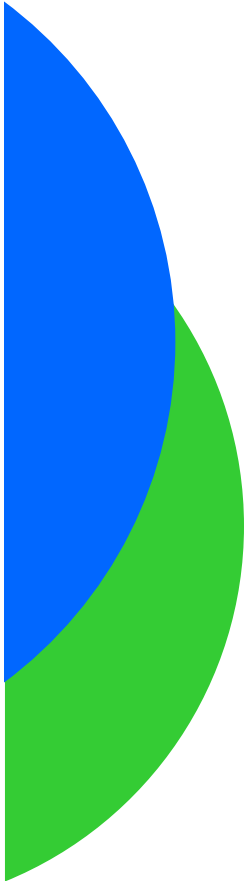
Branding

- Branding Math:
Consistency = Stability
Stability = Longevity



Marketing

- It All Starts With Planning
Creating A Marketing Plan



Fun & Games

Let's Win A Prize

Can you finish these slogans?



Fun & Games

Let's Win A Prize

The best part of waking up _____

Hey, how 'bout a nice _____

If you've got the time _____



Advertising

- Wyoming Campaign



Design

- Good Design Is Good Business
- Design For Non-Designers



Technology

- Social Networking As A Marketing Tool



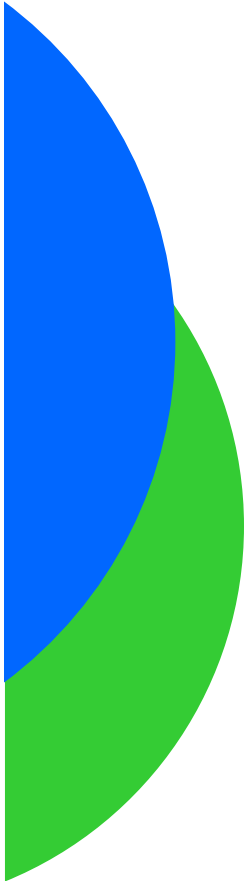
Resources

- Show & Tell

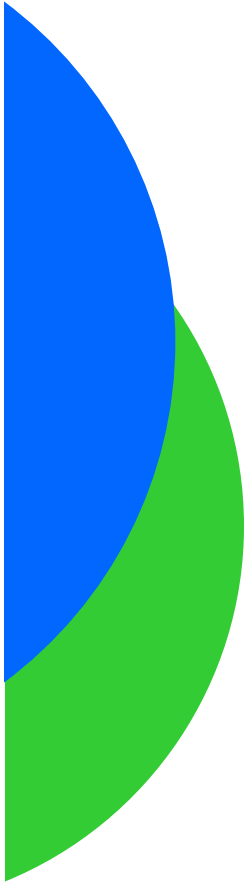


Next Steps

- After the Conference the Toolkit will be available online on the CLA Web site.
- Updates will be done periodically, possibly quarterly but for sure annually
- Please give us Feedback throughout the year as you use the toolkit



Any Questions ?



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