



## Web-Based Library PR

by Ann Hill and Julieta Dias Fisher,  
Librarians at Washington Township H. S., Sewell, New Jersey



Julieta Dias Fisher and Ann Hill

Public relations is an important part of communicating a library's program to the community. If they are unaware of what you are doing or what your program entails, then they cannot and will not be supportive of your program. Therefore, it is important to publicize your library via newsletters, meetings and news blurbs. All of these library-marketing tools can be encapsulated into your homepage.

A homepage allows a librarian to be in many places at one time, simultaneously giving workshops, conducting meetings, interacting with students, faculty or the community - all with a click of the mouse. Having a homepage is also an asset for people who lead busy lives and do not have time to actually visit the library. The homepage enables them to peruse the library's databases, courses and web links at any time 24/7. By promoting your library's services, the homepage will be the first place that

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## Message from the PRESIDENT

**M**uch is happening this Spring as the NJLA year progresses. One Book NJ promises to be as exciting as our first year. Many libraries have already planned programs and we should all be proud of how much librarians and patrons in our state will learn about the Pinelands. It was a pleasure to have John McPhee attend our press conference, read selections from his book and answer questions.

Be sure to sign up as soon as possible for the Conference and encourage your co-workers to join you. Everyone can benefit from attending. So many members have spent so many hours planning programs and seeking presenters to bring you the best information possible. Now it's up to you to attend, learn and network! Don't forget to allow time to visit the exhibits...and we promise better parking!

In other NJLA business: the CIPA Statement and Unattended Children in Libraries Guidelines have been adopted by the Executive Board; a task force has been meeting to discuss options to the State Library's offer of filtering through the hubs and the Library community awaits the results of the Passaic Public Library's Board request for proposals to address the issues in the State Library's evaluation. That deadline is March 1.

Our new membership database has been designed to enhance membership records and the first challenge has been to obtain email addresses. Members have been reluctant to fill in this information and Section Presidents have been anxious to receive email addresses so they can eliminate costly mailings. If you are not receiving Executive Director Pat Tumulty's listserv messages, please forward your email address to [ptumulty@njla.org](mailto:ptumulty@njla.org)

Other activities I have attended as President include the New York Times Librarian of the Year Awards. It was a fine tribute and reception with recipients from all over the country. We were especially proud of our four NJ winners. Since the awards were held in December, several of us met in the City, visited the tree at Rockefeller Center, and stopped for drinks at the Algonquin Hotel. This was particularly appropriate for a group of librarians since it is known for the famous Round Table group of Vanity Fair writers (several of whom founded the New Yorker magazine) who met there in the 1920's. In January, Pat and Sue, from the NJLA office, and I saw a Devils' hockey game in the Verizon suite, along with several members of the NJ Reads Board.

See you at the Conference!

*Patricia Ann Hannon*

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### *Mission Statement of the New Jersey Libraries NEWSletter*

The New Jersey Libraries Newsletter is one of the official publications of the New Jersey Library Association and serves as a vehicle for communication of library issues and activities among the members of NJLA.

### *Editorial Statement of the New Jersey Libraries NEWSletter*

The New Jersey Libraries NEWSletter shall provide news of the New Jersey Library Association and information about statewide, regional and local library activities. News shall be as current as possible within the constraints of the publication schedule and the publication will serve as an archival record of significant and lasting library issues and topics. The New Jersey Libraries NEWSletter shall provide reports from officers, committees, roundtables, sections and other units of the NJ Library Association. It shall also publish reports on trends and practices in the library profession and articles on topics of interest to the New Jersey library community. Ephemeral issues and time-sensitive topics will be covered in the listserv or the Association website.

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## Looking FURTHER



### Books/Journals:

Baker, Sharon L. and Karen L. Wallace. The Responsive Public Library: How to Develop and Market a Winning Collection. Englewood, CO: Libraries Unlimited, 2002.

Block, Marylaine. "The Secret of Library Marketing: Make Yourself Indispensable". American Libraries 32.8 (2001) 48+.

Hill, Ann and Julieta Dias Fischer. Tooting Your Own Horn: Web-Based Public Relations for the 21st Century Librarian, Worthington, Ohio: Linworth Publishing, 2002.

Karp, Rashelle S., ed. Powerful Public Relations: A How-To Guide for Libraries. Chicago: American Library Association, 2002.

\*\* Michaels, N and D Karpowicz, Off The Wall Marketing Ideas. Holbrook, MA: Adams Media Corp, 2000.

Sless, Judith A. Visible Librarian: Asserting Your Value with Marketing and Advocacy. Chicago: American Library Association, 2003.

### Websites:

"ALA@ your library campaign: The Campaign for America's Libraries". 6 September 2001. American Library Association. 12 February 2004 <https://cs.ala.org/@yourlibrary/tools.cfm>

PR materials, including sample press kits, quotable facts, downloadable logos, brochures, etc.

"Marketing for Libraries". Thomson/Gale. 12 February 2004. [http://www.galegroup.com/free\\_resources/marketing/index.htm](http://www.galegroup.com/free_resources/marketing/index.htm)  
Free marketing materials, including "Find Yourself in the Library" campaign, academic, law and hospital library graphics. Support materials provide basic guidelines for all aspects of marketing.

"Marketing: Letting the Community Know What You Do". Feb. 2004. Ohio State Library -Librarians' Tool Kit: 12 February 2004 [http://winslo.state.oh.us/services/LPD/tk\\_market.html](http://winslo.state.oh.us/services/LPD/tk_market.html)  
A good starting point - books and articles on marketing libraries.

Stephanie Stokes Design. "Library Media and PR". 2003. Library Media and PR. 12 February 2004 <http://ssdesign.com/librarypr/index.html>  
Excellent site, includes clip art, tips, articles, and a great toolbox.

\*\* "Library services." 27 November 2002. Sheffield University. 12 February 2004. <http://dis.shef.ac.uk/sheila/marketing/sources.htm>

\*\* recommendations of Richard Rinck  
*Note: all websites were active as of last proofing date.*

Webliography created by Donna Bachowski, Director, Edgewater PL, Edgewater, NJ 07020 [bachowski@mail.bccls.org](mailto:bachowski@mail.bccls.org)

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# Trading Spaces: Reinventing the Library Environment

by Kathy Schalk-Greene, Assistant Director, Mount Laurel Library

**A**re you using the best retail techniques to give your customers the convenience, materials and comfort they've asked for and expect in other environments?

Do you want to do it in your library without spending a fortune?

Inspired and coached by San Jose Public Library's "Merchant Librarian" Dave Genesy, the Mount Laurel Library staff has been revamping the library environment as part of the "Merchandising the Collection: Trading Spaces Demonstration Project".

The Trading Spaces project is the joint creation of South Jersey Regional Library Cooperative Executive Director, Karen Hyman and State Librarian, Norma Blake, who awarded \$15,000 to the SJRLC to implement the project. The Cooperative and the Mount Laurel Library (selected as the first New Jersey site for the use of visual merchandising



"The Teen Zone"

techniques in a public library), provided matching funds for a total renovation budget of \$45,000. The SJRLC brought Dave Genesy from California for consulting and training and the Mount Laurel Library took it from there – from concept to amazing results, in less than a year!

This extreme library makeover includes:

- An Internet Cafe and wireless network
- A new popular DVD collection
- New environments for young readers, families, teens and quiet study
- Popular collections attractively displayed on gondolas and slatwall throughout the library

Dave Genesy's other suggestions to Mount Laurel include:

- *Showcase popular materials as people enter the library.* Music CDs, DVDs, and a new books "Marketplace" are now the first things people will encounter at the library.
- *Use retail style display furniture.* New CD browsers and gondolas (free-standing bookshelves) promote easier display and browsing.

- *Install slatwall for vertical display.*

Use it on walls to spotlight special collections, on shelves ends to draw people to the stacks, and to define new spaces, like a teen area featuring floor to ceiling slatwall and clear acrylic shelves.



The new "Living Room"

Re-purpose existing shelving to create new areas. New "rooms" in the library can be created by reassembling shelving to redefine space. A "Living Room" now offers a great outdoor view, comfortable seating and the magazine collection.

- *Create comfortable areas throughout the library.* An Internet Café was created by combining public Internet terminals, upholstered chairs and vending machines in the center of the library. A "Family Room" mixes low shelves, lots of slatwall to display picture books, and sofas for children and caregivers to snuggle up and read in a redefined children's area.

These are things Mount Laurel did as part of the Trading Spaces project that you might try at your library:

- ✓ **Listen to your customers**  
Ask ... "What would an amazing library look like to you"?
- ✓ **Listen to your staff**  
Let all staff (and interested volunteers) loose in the library with paper and pencils. Their mission: walk through the library as if they were first-time customers. What makes it easy (or difficult) to find their way around? What changes would they like to see in the space to make working with the public easier? Record and distribute all responses.
- ✓ **Get outside help**  
Whether an outside consultant or local colleague, others often see new opportunities or approaches in your library.
- ✓ **Take "before" pictures**  
It's a quick and easy way to start seeing your library with new eyes.

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✓ **Expand your idea of display**

A large, new books "Marketplace," with eight freestanding bookshelf gondolas now holds current items for 12-24 months. Pull popular nonfiction areas like Computers, Home and Garden, and Colleges and Careers from the stacks and highlight these on special shelving.

✓ **Look for unexpected opportunities**

A drug chain store that went out-of-business was the source for several high-style rolling wire fixtures at bargain prices for added pizzazz to the library makeover.

Mount Laurel Library staff learned that merchandising is not an isolated activity - it impacts on everything from collection development, to where and how staff offer customer assistance.

Response from the public and the press has been tremendous! The Courier-Post reports that the preface of a future book might well read, "Once upon a time, public libraries didn't have Internet cafes or halogen lighting..."

*Kathy Schalk-Greene heads the team for the Trading Spaces project. Team members include Joan Bernstein, Becky Boydston, Eileen Gallagher, Kathy Kasprzyk, Angel Kuntz, C.L. Quillen-Cornwall and Lisa Whitley.*

# Around THE STATE

## *Super Librarian Campaign Update*

*Susan Kaplan, Cheryl O'Connor, and Arlene Sahraie-  
Marketing Steering Committee*

The Marketing Steering Committee of the Super Librarian campaign is thrilled to report the endorsements and sponsorships of: HSLANJ (Health Sciences Library Association of NJ); SLA - the New Jersey Chapter; SLA—the Princeton/Trenton Chapter; and, VALE (Virtual Academic Library Environment of NJ). These sponsors have brought \$16,000 into this year's marketing budget.

- Time Warner in northern NJ aired the Super Librarian spot 61 times on varied channels for FREE - a value of over \$9,000!!!
- The State Library purchased four life-size standup figures of the Super Librarian for use at library events. The standup figures are available for reservation and pickup at Camden County Library and the offices of INFOLINK, Central Jersey Regional Library Cooperative, and Highlands Regional Library Cooperative. Guidelines for access and use are on the Super Librarian website: <http://www.njlibraries.org>

- INFOLINK supported the revamping of the Super Librarian website, particularly in the "Resources for Librarians" section. All 2nd level pages have been redesigned and new pages for "Success Stories", "Super Librarian Library Cards" and "How to Request the Super Librarian Standee" have been created. The campaign website averages almost 10,000 visitors each month.

- Susan Kaplan has provided an overview of this campaign to a colleague who is writing a marketing book for ALA. Cheryl O'Connor and Susan are scheduled to discuss the planning and implementation of the campaign in a May 11 program in New York City for members of the Library Public Relations Council (LPRC).

Activity continues with the Super Librarian campaign. The Steering Committee has met with Richard Rinck at the INFOLINK Office to review the timetable in the Marketing Plan and to brainstorm regarding activities in 2004. We expect to schedule a meeting of our statewide marketing committee very soon. We hope 2004 will be even more productive and positive.



# NEWS from NJLA

## SECTIONS, ROUNDTABLES, COMMITTEES

### **PUBLICATIONS SUBCOMMITTEE**

NJLA has a whole new look on the Web. On November 17, visitors to <http://www.njla.org> were greeted with a redesigned web site. The homepage is now a guide to all activities of the organization. A few clicks bring you information about NJLA officers, staff, sections and committees; honors and awards; NJLA publications, statements, personnel and salary guidelines; professional links and lots more. Still to come are: a press kit, ongoing legislative updates, online registrations, member directories and direct maintenance of unit web pages.

Web designer Ranjna Das of Burlington County Library has worked with the Web Team of the Publications Subcommittee to produce the new site. Meagan Toohey (Ocean County PL) led the Web Team of Debbie Dennis (Moorestown PL) and Steve Garwood (Infolink).



*Web Designer Ranjna Das*

### **YA SECTION**

Are you a dues-paying member of the YA Section but have never attended a meeting? Are you a new YA or Youth Services librarian or in library school with an interest in working with young people? Have you just been assigned to work with teens, but have never done so before? Are you looking to create or expand services and collections for teens in your library? If you fit into any of these categories, then it is time to attend a YA Section meeting! Our May 14 meeting at Metuchen Public Library (coffee, 9:30 AM – meeting, 10:00 AM) is a wrap-up of the previous year and is the perfect opportunity to meet colleagues from across the state and get a good idea of what we do and why. We will be having a potluck lunch after the meeting (so bring your favorite dish). We look forward to seeing you there!

For further information, contact: Kimberly Paone, Teen Services Librarian, Elizabeth Public Library [KPaone@elizpl.org](mailto:KPaone@elizpl.org) (908) 354-6060, ext. 7237 or fax to (908) 354-5845.

### **SPECIAL POPULATIONS SECTION**

The SPS is gaining strength! Our December meeting had a lively discussion on the focus of the Section, groups to target and future projects. We plan to develop a Peer-to-Peer and Model Program Directory in 2004. Also, SPS will be participating in the statewide Diversity Conference to be held in late October 2004.

The next meeting of the section will be at the Dunellen PL on Thursday, March 18 at 10:00 AM, followed by a tour of the library's Disability Resource Center.

Great News! The Section will also have a program at Annual Conference, "Reaching Older Adults: Top Ten Ways!" on Wednesday, April 21 at 2:00 PM.

For more information about getting involved with SPS, please contact Allan M. Kleiman, at the Westfield Memorial Library, [amkleiman@aol.com](mailto:amkleiman@aol.com) 908-789-4090.

### **CHILDREN'S SERVICES SECTION**

A Performer's Showcase will be held on May 6, 2004, 9:30 AM - 3:30 PM at the Monmouth County Library.

Don't miss this popular program which will showcase 12 new performers including two MC's - David Jack, award-winning musical performer from Sesame Street, and Youth Stages performers. Other talents are Karen Buckley (turtle singer), Nape's Puppets, Will Shaw, comic juggler, and Kit's Kaboodle! Registration information will be forthcoming from NJLA. Contact: Gerry McMahan, [gmcMahon98@yahoo.com](mailto:gmcMahon98@yahoo.com) Franklin Lakes PL, (201) 891-2224, ext. 24

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## GARDEN STATE BOOK AWARDS

The luncheon speaker for the Garden State Book Awards at the NJLA Conference is Jennifer Armstrong, the author of many fine books for young adults – Fire-Us Trilogy, The Dreams of Mairhe Mehan and Shipwreck at the Bottom of the World: The Extraordinary Story of Shackleton.

Mark Buehner, illustrator for the 2004 Summer Reading Club program, "Discover New Trails at Your Library," will make a presentation at the Conference. Mr. Buehner has also illustrated many children's books, including, Taxi Dog, My Life with a Wave and Fanny's Dream.

The Garden State Book Awards will be included in a new book by Beverly Obert and Patty Barr entitled, Directory of State Book Awards, which lists children's book awards. For more information, contact: Susan Fichtelberg, sfichtel@lmaxac.org @ theWoodbridge Public Library, (732) 634-4450, ext. 225

## ANNOUNCEMENT: 2004 SUMMER READING CLUB NEWS

Visit the website, <http://www.njsummerreading.org> to register for one of the eight regional workshops to be held in March. All registrations are online only. The program is sponsored by NJLA and the NJ State Library.

## WINNERS OF NJLA WEB SURVEY CONTEST ANNOUNCED

Mary Beth Fine (Atlantic County Library), Chris Pitts (Kean University) and Laurie Bowden (Burlington County Library) are winners of the contest sponsored by the NJLA Publications Sub-Committee. NJLA members were asked to look at the new NJLA website and provide their comments. Winners will receive a \$25 voucher, good for an NJLA program or workshop. Congratulations!



# Letter from the EXECUTIVE DIRECTOR

## Sounds of Progress

We could almost hear the sound of construction equipment in the background, as an intrepid group of librarians, trustees and exhibitors braved the weather to participate at the NJLA Buildings Symposium and Expo at Caldwell College on February 6th. Although the weather was not perfect, feedback from participants and exhibitors confirmed that it was a wonderful event! Our special thanks for organizing this terrific event go to Lynn Randall, Director of Caldwell College Library, who chaired the Building Fair Committee and Cindy Czesak, Director of the Paterson Public Library, who organized the programs at the Symposium.

Symposium programs covered a broad range of topics and provided an overview of the many important issues connected with library construction and renovation. Topics included - working with an architect, merchandising your library, moving your library, managing capital campaigns and making a great library, just to name a few.

Twenty-two exhibitors (fundraising experts, architects, interior designers and representatives from equipment, carpeting and moving companies) met with participants and discussed their products and services.

The Building Symposium provided a wonderful opportunity for people to gather, discuss and learn some of the secrets of creating inviting library environments for patrons and staff.

Twenty-first century library services will require expanding, upgrading and renovating every library in New Jersey. Unfortunately, many libraries in New Jersey were built at the turn of the last century and cannot easily be transformed into the community learning centers we need. The first State Construction Grant program caused a library renaissance in New Jersey, with over sixty projects scheduled to be completed within the next several years. Currently, legislation has been introduced in Trenton to provide another round of construction funds, but, given the difficult fiscal conditions in the state, we are uncertain whether the Legislature and the Governor will approve funding. However, even if this funding is not immediately available, many librarians and trustees are currently working in their communities to make important changes that can transform their library's physical space - new carpets, elevators for the disabled, or redesigning Children's areas.

NJLA is planning to offer the Building Symposium again in the Fall of 2005 – so plan to be there!

Pat Tumulty

# Developing a Marketing Plan

by Richard Rinck, Vice-President Marketing, Parker and Partners

Putting together a marketing plan can seem like an overwhelming task, especially when you're staring at a blank piece of paper. Your library has so much to offer to so many. How do you get your arms around that kind of task? Where do you even begin? Break it down into bite-sized pieces and take it one swallow at a time.

When you're promoting the library, emulate businesses that sell goods and services. Think in terms of the consumer purchase process and craft your marketing campaign in a way that drives prospects up these steps.



Richard Rinck

Begin by segmenting your target market with an eye toward both demographic and psychographic profiles. Simply, demographics describe who the target is and psychographics describe how they think and what they like.

To see how the distinction works in action, it might be helpful to use an example. Many libraries have special programs directed at helping mothers introduce reading to their young children. The ideal demographic profile of individuals likely to be interested in such a program might be married women between the ages of 25-40. The psychographic profile would include those who consider their children's education to be a critical part of their parental responsibility. Developing tactics to reach the target is a lot easier and cost-effective when we begin narrowing down the segment descriptions

Consider the strategic message that would compel each of those segments to change their attitudes and ultimately their behavior. For some segments, you'll need to start by building awareness – let them know you exist. Others know about the library, but they need exposure to programs or specific services that get them to take action. And don't forget to leverage your frequent patrons by giving them opportunities to become advocates. Word-of-mouth advertising simply cannot be purchased.

Finally, design tactics that will send those marketing messages to the various audiences in ways that support their movement up these steps. For those not familiar with libraries or how library services can benefit them (Awareness and Interest Steps), deliver the message through print advertising, signage, teaser direct mail postcards, community event sponsorships, and even public relations tactics like press releases and story-pitching. Stories that have broad

readership appeal, a few catchy sound-bites, and a fresh and unusual spin very often make their way into the newspaper – especially after friendly follow-up calls to the right editor.

For those consumers who already have a general idea of what the library offers, focus on tactics that can strengthen their appreciation of the benefits (Understanding and Acceptance Steps). Describe specific programs or new materials and services that will encourage people to see the library's relevance in their lives. Even though the message will be different, many of the tactics described above will also be appropriate for this task. In addition, include activities that provide your prospects with a deeper "education." Speaking engagements at community or business association meetings and industry trade shows or conferences permit the kind of direct, face-to-face contact that motivates people to action. Although it is passive rather than active, placing additional pages on your website that describe specific programs or events will also deepen understanding. Think of these pages as a type of electronic brochure. But remember, to be effective, you'll need other tactics that drive people to that page of your site.

Your frequent patrons are on the Conviction and Enthusiasm Steps. They know what making use of library services can do for them and for others. You'll want to think about how you can leverage their satisfaction and loyalty. Develop programs and services that inspire patrons to bring others into the fold. Ask your satisfied customers for testimonials. Ask them to describe how the library has changed their lives and publish their stories in newsletters and on your website for others to read and imitate. People like to look at pictures of those giving testimonials, so if your budget permits, get a digital camera and be sure to have them sign a photography permission slip. Ask them about promotional opportunities at their of employment where you can distribute your marketing messages to their fellow employees and to their customers.

Moving audience segments up the steps will require more than just solid programs and effective promotional tactics. It will also require a positive customer experience. Marketing experts typically refer to it as "fulfilling the brand promise" and, while it certainly is a topic that command an entire article, remember that the sustainability of your marketing plan depends on the library staff. A cooperative attitude by knowledgeable employees is critical to your success.

You have a vision for your library and its ability to support the community. But remember, a dream without a realistic plan usually becomes a nightmare. Promoting libraries

## Developing a Marketing Plan...continued from page 8

starts with sound planning. Breaking down that marketing plan helps you focus on the fundamentals: driving prospects and customers up the steps by carefully defining your target segments; developing compelling messages that motivate them to action; and implementing cost-effective tactics that reach those segments by determining what they read, what they listen to, and what they watch.

Richard Rinck is Vice President, Marketing for Parker & Partners, the marketing company responsible for designing and implementing the NJ State Library's statewide campaign. Visit their website: <http://www.parkerandpartners.com> for more information.

# Successful Marketing Initiative

by Irene Goldberg, Director of the Monroe Township PL, Monroe, NJ

A \$5,000 grant from the Karma Foundation enabled library staff to work with Library Communications Strategies Inc. consultants to: assess library services currently offered to Monroe Township families, develop a plan to more efficiently and effectively communicate existing services, and to expand upon those services to meet the needs of their target population.

What a phenomenal return for a \$5,000 investment! The grant enabled us to bring in the "experts," and provided us with the ammunition we needed to communicate the community's wishes to our Township Mayor and Council.

A survey was distributed to parents via preschool program attendees at the Library and through selected grades in all the Monroe Township Schools. Teachers were invited to respond as well.

Results of the survey clearly indicated which current library services were not known to a large number of respondents, and which services needed to be developed.

Even before the Marketing Plan was finalized, the Mayor was using sound bites from the survey results in his Mayor's column and speeches. We walked into a meeting

with the Mayor to discuss the survey results and walked out with a Bookmobile and Sunday hours. Our 2003 budget request, with significant increases in staffing, materials and printing dollars was funded with minimal reductions.

The consultants then worked with key Library staff to develop a Marketing Plan for 2003/2004. The Library's web presence was a high priority. The webpage was totally redesigned and a new URL was selected: <http://www.monroetwplibrary.org>

Not specific to the survey, but a service Mayor Pucci desired, was the institution of Bookmobile service, and this serendipitously fulfilled a major component of the Marketing Plan—increased Library visibility in the community. This visibility was also accomplished by Library Staff and/or Bookmobile presence at the Country Fair, OctoberFest and the Woodland-Mill Lake PTA Fair and 20 directional signs to the Library were placed at key intersections in Monroe. An attractive Library brochure and welcome packet for new borrowers was developed and Library users are being reregistered with a key chain/wallet Library card.

Our Marketing Plan has given us the glimmer to truly shine!

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# One Book New Jersey 2004

One Book New Jersey 2004 is off to a terrific start! A press conference, held on January 21st at the Princeton Public Library, announced the program. Participating in the press conference were: John McPhee, author of The Pine Barrens, the OBNJ 2004 Main Selection; Carleton Montgomery, Executive Director of the Pinelands Preservation Alliance, who spoke about the New Jersey Pinelands; Carol Plum-Ucci, author of The Body of Christopher Creed, the OBNJ 2004 Young Adult Selection and Judith Byron Schachner, the illustrator of How the Cat Swallowed Thunder, the OBNJ 2004 selection for young children. Because of Winn-Dixie by Kate DiCamillo is the middle school readers' selection.

We had great press coverage, with articles appearing in The Star Ledger and the Times of Trenton.

The link for The Star Ledger story is: <http://www.nj.com/living/ledger/index.ssf?/base/living-2/107475455588910.xml> and the Trenton Times story is: <http://www.nj.com/news/times>

All public libraries will receive posters, bookmarks and copies of the books. Check <http://www.onebooknewjersey.org> for more information and to post activities on the site.

Thanks for organizing this wonderful event go to: Dan Weiss, Director of the Fanwood Public Library and the OBNJ Chair; Meg Koloya, Director of the Scotch Plains PL and NJLA PR Chair and Stephen Maynard, OBNJ Program Manager.



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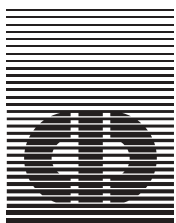
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# BCCLS: Marketing Your Collection

by Robert White,  
Executive Director, BCCLS

The best way to have a great circulating adult book collection is to hire staff who are readers. Even though we're an administrative office, my secretary reads more than 150 titles a year, and 95% of them are reviewed in Kirkus. Her specialty is crime and mystery and you can see Pat's Picks in the BCCLSVisor section of our website: <http://www.bccls.org>

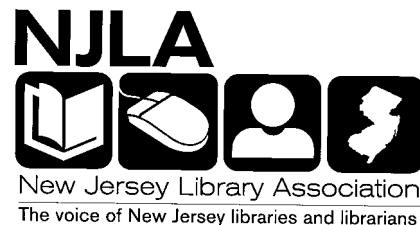
One of our libraries pastes reviews in the books, and several provide space for patron comments for potential readers. The addition of book covers and reviews to our website two years ago really enhances these. The vast majority of book clubs for adults concentrate on fiction, and because multiple copies are usually available in our consortium, these book club needs are easily supplied without additional purchases.

## ANNUAL CONFERENCE - LIBRARIES @YOUR SERVICE

The 2004 NJLA Conference, will feature an outstanding array of speakers, programs, and vendor displays. Plan to see your colleagues Monday, April 19-Wednesday, April 21 at the East Brunswick Hilton.

Get more information at:  
<http://www.njla.org/conference/2004>

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