

# Ideas INSPIRATION

from Demco

## Webinar

### 4 Simple Ways to Beef Up Your Library Marketing

**November 17, 2016**

**Start time:**

2:00 p.m. ET

1:00 p.m. CT

12:00 p.m. MT

11:00 a.m. PT

**End time:**

3:00 p.m. ET

2:00 p.m. CT

1:00 p.m. MT

12:00 p.m. PT

 #demcoideas

#### Presenter



**Angela Hursh**

Content Team Leader  
Public Library of Cincinnati and Hamilton County

[Angela.Hursh@cincinnatilibrary.org](mailto:Angela.Hursh@cincinnatilibrary.org)  
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#### Moderator



**Liz Bowie**

Content Strategy Manager  
Demco, Inc.

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FOUR SIMPLE WAYS TO

# BEEF UP

YOUR LIBRARY MARKETING



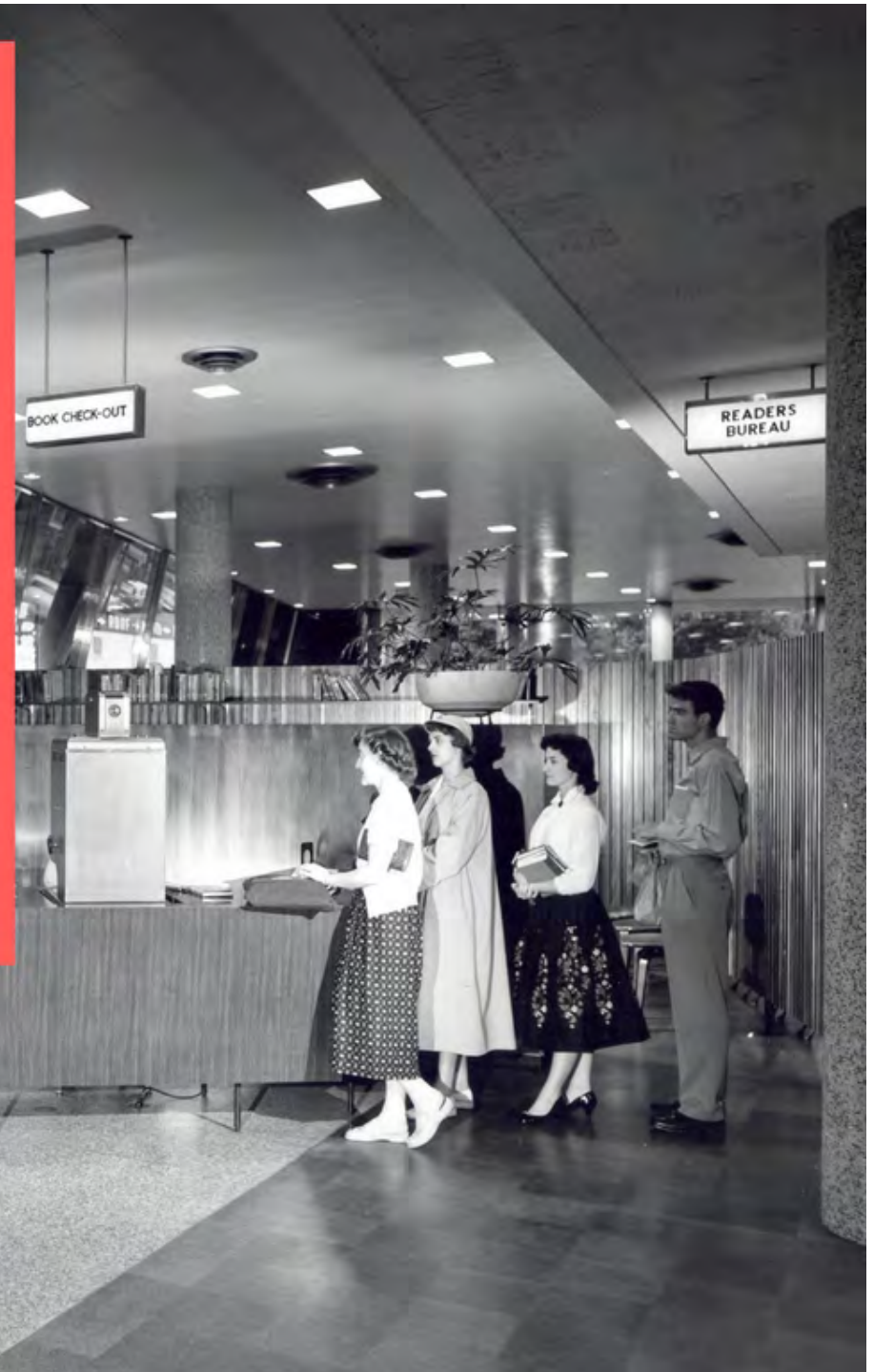


**Angela Hursh**

**Public Library of Cincinnati  
and Hamilton County**

**SuperLibraryMarketing.com**

**@Webmastergirl**







A scenic landscape of rolling hills and mountains under a cloudy sky. The foreground shows a grassy hillside with some rocky patches. In the distance, there are layers of mountains and a small town visible in a valley. The sky is filled with large, white clouds, and the sun is low on the horizon, creating a warm, golden light. The text 'Call to Arms' is overlaid in the center of the image.

# Call to **Arms**

#LibraryMarketing







A photograph of an elephant in a savanna setting, eating from a bundle of dry grass. The elephant is the central focus, with its trunk and tusks visible. The background consists of dry, yellowish-brown grass and several trees with sparse green foliage under a bright sky. The text "Change is Hard" is overlaid on the image, with "Change is" in white and "Hard" in orange.

Change is  
**Hard**

#LibraryMarketing



A close-up photograph of a hand holding a book. The book's spine is visible, showing the title 'THE CATCATCHER IN THE HAT' in gold lettering. The background is a soft, out-of-focus landscape with warm, golden light, suggesting a sunset or sunrise. The overall mood is nostalgic and literary.

Customers want  
**experiences**

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STEP ONE

# **CONTENT MARKETING**

Turn your blog or newsletter  
into a content marketing  
effort.

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**The average human being  
has an attention span  
of eight seconds.**



**#LibraryMarketing**



# TRANSIENT ATTENTION

Short-term response to a stimulus that temporarily attracts/distracts attention.

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# **SELECTIVE SUSTAINED ATTENTION**

Focusing on a particular object  
for an extended period of time.

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**CONTENT**

**MARKETING**



[ContentMarketingInstitute.com](http://ContentMarketingInstitute.com)

**Ideas**   
INSPIRATION  
from Demco 



# TELL A STORY, SHARE INFO

without directly promoting a  
product or service.

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## Main Library Commemorates King Records' 70<sup>th</sup> Anniversary

In September 1943, singer-musicians Grandpa Jones and Merle Travis made the first recording for Cincinnati's King Records, which was founded by record producer Syd Nathan. King Records' list of artists went on to include James Brown, Steve Lawrence, Bob Braun, Trini Lopez, Minnie Pearl, Mickey Rooney, Hank Ballard, Freddie King, Betty Clonney, the Standley Brothers, and Cowboy Copas.

This year also marks the 60<sup>th</sup> anniversary of R&B vocalist Otis Williams' first recording for King Records. Williams, a Walnut Hills native, was attending Withrow High School when he was signed to King Records in 1953.

Several special events and programs are being held around the city in September to mark King Records' anniversary, including the following ones at the Main Library.

### KING RECORDS AUTHOR VISITS



Join author Susan Whitall at 3:30 p.m. **Saturday, September 7**, in the Genealogy & Local History program space on the third floor of the Main Library. She'll talk about the amazing music and tragic life of King Records artist Little

Willie John. In her book *Little Willie John: A Fast Life, Mysterious Death and the Birth of Soul*, Whitall traces John's meteoric climb to the top of the music charts after bursting onto the scene in 1955 as a 17-year-old with a huge, Blues-drenched voice. Arguably one of the greatest voices in music, Little Willie John went on to have 15 hit singles on the Rhythm and Blues chart, with considerable cross-over success in Pop. He was inducted into the Rock and Roll Hall of Fame in 1996.



*Cincinnati Magazine* Senior Editor R.J. Smith leads a discussion on one of the greatest music icons of the 20<sup>th</sup> century, James Brown, at 3:30 p.m. **Saturday, September 14**, in the Genealogy & Local History program space on the third floor of the Main Library.

Smith's recent biography of Brown, *The One*, is the definitive look at Brown's complicated life. Smith will present his fascinating findings on James Brown's life as a Civil Rights activist, an entrepreneur, and the most innovative musician of our time. A dazzling showman, Brown played 350 shows a year at his peak and had more than 40 *Billboard* hits. The Godfather of Soul recorded for 15 years for King Records, where he redefined Funk, Soul, R&B and Pop. Brown was inducted into the Rock and Roll Hall of Fame in 1986.

### KING RECORDS MUSIC PROGRAMS



The Popular Library has a special King Records theme for its program series "Listen to This," held on Wednesdays in the Popular Library Reading Lounge at

7:00 p.m. On **Wednesday, September 11**, the featured album will be "James Brown Live at the Apollo," which was released 50 years ago in 1963 by King Records. On **Wednesday, September 25**, the album "This is Otis Williams and the Charms," released in 1958, will be featured.

For more information about the King Records program, call (513) 369-6905.

## Jazz of the Month Club Concerts

Groove to the sounds of live jazz in the atrium of the Main Library during Jazz of the Month concerts at 2:00 p.m. on Saturdays. This program is sponsored by jazz artist and educator Jamey Aebersold.

### September 14

*Cohesion Jazz Ensemble*

Jim Anderson, bass  
Bobby Scott, drums  
Jeremy Long, tenor saxophone  
Terry Twitty, trombone  
Rusty Burge, vibes

### October 19

*Chris Barrick Quartet*  
Chris Barrick, vibes  
Ben Walkenhauer, tenor saxophone  
Peter Gemus, bass  
Tom Buckley, drums

### November 16

*Jamey Aebersold Quartet*

Jamey Aebersold, alto saxophone  
Phil DeGreg, piano  
Tyrone Wheeler, bass  
Jonathan Higgins, drums

### December 7

*Holiday Jazz Concert*  
Steve Schmidt  
Quartet featuring Steve Schmidt, piano

## OneCityOneSymphony

CINCINNATI SYMPHONY ORCHESTRA

### ONE CITY, ONE SYMPHONY PROGRAM RETURNS THIS FALL

In a community-wide initiative described by sold-out audiences as "fascinating," "moving," and "soaring," new Music Director Louis Langrée and your Cincinnati Symphony Orchestra are proud to reprise One City, One Symphony. We'll again bring our community together in a remarkable shared experience to explore the themes of fate and redemption, first in a series of listening parties throughout





A Publication of the Public Library of Cincinnati and Hamilton County

# LibraryLinks

Fall 2016 • Volume 23 • Issue 4

## THE GRAND LIBRARY ADVENTURE!

A Madeira man and his son set out to visit all **41** Library locations in one day!

*Find out how they did it on page 6.*



**Celebrate with us at a Cincinnati Reds game and at the opening of the Cincinnati Streetcar!**  
*Get details on page 3 and 4.*



**The Library makes a MONSTER book purchase.**  
*See what we added to our collection on page 9.*



## The Grand Library Adventure

### A Madeira man and his young son set out to visit all 41 Library locations in one day!



A visit to just one of our 41 Library locations can be a magical experience — so imagine visiting all 41 of those locations in the same day! That's exactly what Dan Miller and his 10-year-old son, Joel, recently did as part of a personal challenge to visit the entire Library system and check out a book from each location.

"I've always enjoyed these types of route optimization plans and seeing how fast I can visit different places," said Miller, who must often use the Madeira Branch Library.

Some of his other interesting timed adventures include visiting all 65 counties in Ohio in 24 hours, visiting all 67 counties in the six New England states in 28 hours, jumping in all five of the Great Lakes in nine hours, and riding his bike the full length of every street in Madeira for a total of about 50 miles in under five hours.

Miller started thinking about tackling the 41 Library visits several years ago. He originally considered trying it on his bike, but changed his mind when his son decided to join in on the fun.

The Public Library of Cincinnati and Hamilton County is one of the largest library systems in the country, consisting of the Main Library in downtown Cincinnati and 40 additional locations stretching to some of the farthest corners of the county including Harrison, Loveland, and Anderson Township.

The pair used a free online mapping service to plan out the best route to visit all the locations in one day. They chose to start at the Harrison Branch Library on a Saturday, which meant they had eight hours to get all the visits in before the last Library location closed for the day.

Miller runs a travel site, PointsWithACrow.com, which helps families, especially larger ones, travel free or inexpensively using airline miles, hotel points, and credit card rewards. He's accustomed to strategically planning trips and knows preparation is key.



"We spent some time the night before driving to some of the libraries over on the West Side that we weren't as familiar with just to check out the route over there."

However, despite their best planning, the pair still ran into a few unexpected detours the next day when they decided to officially start the trip.

"Our first surprise was on our first leg of driving after we had checked out a book at Harrison on our way to the Miami Township Branch," Miller explained. "Kilby Road was closed for construction, so we had to detour around on I-74 and OH-125, which cost us about 10 minutes. We also made three or four other wrong turns, such as going too far up Hamilton Ave. and missing the Mt. Healthy standard branch."

During the Library stops, Miller and his son checked out one of the books from the Henry Foster series at each location. They also made a point to snap a "kicks" photo outside each location along with their family mascot, Mario, who has traveled all around the world with them. Miller posted the Library photos on social media using the hashtag: #allibraries.

"A couple of our favorite stops included our home branch of Madeira where we met up with the rest of our family for some encouragement and a much-needed phone charge," said Miller. "Also, the last stop in Anderson Township was a good one because we were able to finally relax."



Dan and Joel's Library journey took a grand total of 7 hours and 24 minutes to complete. Miller says because of the tight schedule, he and his son weren't able to spend much time at each stop, but said staff seemed happy and excited to hear what they were doing. He liked what he saw and hopes to revisit some of the locations soon — when time is more on his side.

"There's a lot of really cool architecture that I wish I had time to visit," he said, "Maybe another day."

Photo Credit: PointsWithACrow.com

## MakerSpace empowers educators, students



Educators work tirelessly to improve and inspire their students. Katherine Meyer, a facilitator at Warren Welling for All Change, conducts a course at three local high schools encouraging girls to express themselves through the written word. At the conclusion of the school year, students get their work—poems, narratives, fiction, or essays—published in a book.

While the book was previously published through Amazon in conversation with a Library staff member helped Meyer realize that the Express Book Machine at the Main Library would simplify the process. When Meyer came to the MakerSpace, she



Edin Techman Mike Meyer and Katherine Meyer with the Express Book Machine in the Main Library MakerSpace.

was not only impressed by the Book Machine, but also by all the other equipment the MakerSpace has to offer. "The MakerSpace is a great resource," said Meyer. "The staff here is really wonderful."

Meyer printed 60 books to distribute to the girls with the assistance of Edin Technician Mike Metz. "They were so happy," said Meyer. "Just to see their faces and for them to know their work is in a book is just loving."

To learn more about the MakerSpace, visit [CincinnatiLibrary.org/MakerSpace](http://CincinnatiLibrary.org/MakerSpace).





Tell your story  
on your terms

#LibraryMarketing

# ASK LIBRARY WORKERS

to be on the lookout  
for great story ideas.

#LibraryMarketing





**CROWD**

**SOURCING**



# Social Media



Twitter



LinkedIn



Facebook



Tumblr



Pinterest



T



# The Grand Library Adventure

## A Madeira man and his young son set out to visit all 41 Library locations in one day!



A visit to just one of our 41 Library locations can be a magical experience — so imagine visiting all 41 of those locations in the same day! That's exactly what Dan Miller and his 11-year-old son, Isael, recently did as part of a personal challenge to visit the entire Library system and check out a book from each location.

"I've always enjoyed these types of route optimization plans and seeing how fast I can visit different places," said Miller, who most often uses the Madeira Branch Library.

Some of his other interesting timed adventures include visiting all 88 counties in Ohio in 24 hours, visiting all 67 counties in the six New England states in 28 hours, jumping in all five of the Great Lakes in nine hours, and riding his bike the full length of every street in Madeira for a total of about 50 miles in under five hours.

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# CHECK THE CALENDAR

for library-related events.

#LibraryMarketing






A black and white photograph of a newspaper reading room. Several men wearing hats are standing at long wooden tables, looking at large newspapers. The tables are numbered 1, 2, 3, and 4. A sign on the table in the foreground reads "WARNING" and "REVIEWS". The text "Don't Pitch, Tell Stories" is overlaid in large orange and white letters.

# Don't Pitch, Tell Stories

#LibraryMarketing



STEP TWO

# **REDUCE PROMOTIONS**

to increase the effectiveness of your marketing.

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# STOP TRYING

to do everything and  
be everywhere.

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# Define goals and success

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# PROGRAM STANDARDS

are a big help.

#LibraryMarketing

Right message  
in front of the right people.





# LESS PROGRAMMING

but more quality  
programming.

#LibraryMarketing

STEP THREE

# MARKET YOUR COLLECTION

because it's what cardholders  
want and where your  
library spends budget.

#LIBRARYMARKETING



**PEW RESEARCH CENTER  
PUBLISHED SEPTEMBER, 2015**

**66% OF LIBRARY USERS  
BORROW BOOKS**

**17% OF LIBRARY USERS  
ATTEND A CLASS, PROGRAM  
OR LECTURE**

**#LIBRARYMARKETING**

**6.5 MILLION VISITORS**

**426,000 PROGRAM ATTENDEES**  
**(8% OF VISITORS)**

**18 MILLION ITEMS CIRCULATED**

**620,000 TOTAL CARDHOLDERS**

**29 ITEMS PER CARDHOLDERS**

**#LIBRARYMARKETING**



**\$275,000 versus**

**\$8.6 million!**







# TARGETED EMAILS

are the best way to  
market your collection.

#LibraryMarketing

See all the [new books for kids](#) anytime on our website!

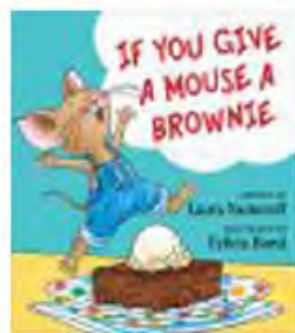


**Check out these new books for kids!**



**Fuzzy Furry Hat**

**For all ages.** A lonely bear who lives in a magical tree provides shelter for countless animals in his fuzzy, furry hat as they all withstand a deluge and become forever friends.



**If You Give a Mouse a Brownie**

**For ages 4-8.** Mouse is back in this ninth picture book in the beloved #1 *New York Times* bestselling series! If you give a mouse a brownie, he's going to ask for some ice cream to go with it. When you give him the ice cream, he'll probably ask you for a spoon. He'll start drumming on the table. Drumming will get him so excited he'll want to start a band.



Where do  
I start?

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STEP FOUR

# **MAKE SOCIAL MEDIA WORK**

especially organic  
posts.

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# WHAT IS GOING ON?

Are you starting conversations?

Are your posts shared?

Are your posts generating clicks?

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# FOLLOW COMPETITORS

See what bookstores and libraries  
of similar size are doing right... and wrong.

#LibraryMarketing



# WHERE IS BENEFIT?

Which platforms are the  
best use of your resources?

#LibraryMarketing

# CREATE STRATEGY

Write it down and  
hold yourselves accountable.

#LibraryMarketing

# The Snapchat Story



#LIBRARYMARKETING



An aerial photograph of a winding river flowing through a dense, vibrant green forest. The river's path is irregular and meandering, creating a fluid shape that mirrors the text overlay. The surrounding landscape is a mix of deep green trees and lighter green grassy areas, with the river acting as a central, flowing element.

Social media  
**is fluid.**

#LibraryMarketing



# You Can Do It!



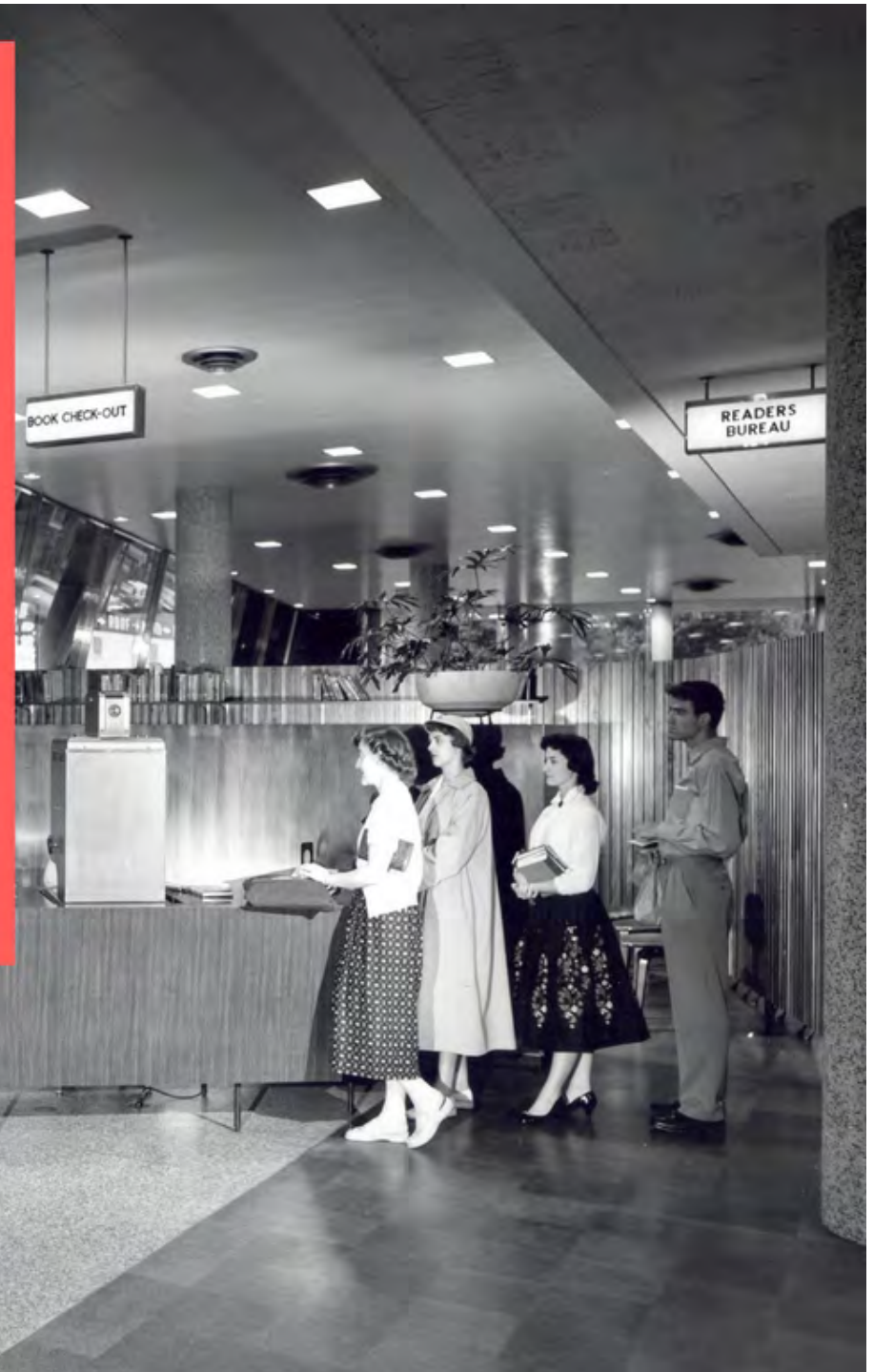
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**Angela Hursh**

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**@Webmastergirl**





# Ideas + INSPIRATION

from Demco

## Webinar

Thank You for Attending!

### Presenter



**Angela Hursh**  
Content Team Leader  
Public Library of Cincinnati and Hamilton County

[Angela.Hursh@cincinnatiandhamilton.org](mailto:Angela.Hursh@cincinnatiandhamilton.org)  
[@webmastergirl](#)

### Moderator



**Liz Bowie**  
Content Strategy Manager  
Demco, Inc.

[lizb@demco.com](mailto:lizb@demco.com)

## Upcoming



**Transform Your Children's Library into  
an Interactive STEAM Learning Environment**

**February 8, 2017**

**2:00 p.m. ET / 1:00 p.m. CT**

*Presented by: Amparo Leyman Pino, Assistant Director  
Family Engagement Institute at Foothill College*