

Resources for Marketing Family Reading Week

Marketing the Library Web-based Training for Public Libraries was commissioned by the Ohio Library Foundation in 2003 <http://www.olc.org/marketing/>. Section 4 on Promotion contains information on Image & Branding, Press Releases, Advertising & Direct Marketing, and more.

The **PR Coach** <http://www.theprcoach.com/do-it-yourself-pr/> includes helpful tips including how to amplify your press coverage and tips for writing a press release.

Tips for Writing Library Columns for your community.

<http://www.squidoo.com/library-columns>

“Tips for Library Marketing” presented by the Metropolitan Group which provides a full range of services for libraries, including fundraising, marketing and branding.

http://www.metgroup.com/assets/317_tipslibmarketing.pdf

Famous Library and Librarian Quotations including books and reading.

http://www.useful-information.info/quotations/library_quotes.html

Especially for school libraries:

PTA Take Your Family to School Week booklet contains family involvement event ideas and tips on building family-school partnerships.

<http://www.pwrnewmedia.com/2008/pta010808/originalfiles/TakeFamilySchoolMailer.pdf>

School Libraries Renewed by Ann M. Martin

<http://www.districtadministration.com/article/school-libraries-renewed>

Article has a great quote: “Since 1965, more than 60 studies have affirmed the link between school library media specialists and student achievement. Across the United States, research has shown that students in schools with strong school library programs learn more, get better grades, and score higher on standardized tests than their peers in schools without such programs.



IDAHO FAMILY READING WEEK
Sponsored by Read to Me, a program of the Idaho Commission for Libraries. libraries.idaho.gov/readtome

November 16-22, 2014

