

# Curl Up with a Classic

## 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](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](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>



Sponsored by Read to Me, a program of the Idaho Commission for Libraries. [libraries.idaho.gov/readtome](http://libraries.idaho.gov/readtome)

Idaho Family Reading Week  
November 15-21, 2015

