

# 2021 Promotional Materials: Information & Instructions



As part of revitalizing and relaunching the “Let’s Talk About It” (LTAI) program in 2021, the ICfL has updated the program’s promotional materials with a fresh new look. As part of this process we have updated the graphics on the theme materials. We have also created a series of eye-catching and interactive posters (see page 2 for details).

## Theme Materials

The following resources are available for each theme and can be located on our website. In order to save paper, provide flexibility, and streamline mailing, all materials will be provided electronically. Libraries should edit and print materials locally to suit their needs. <https://libraries.idaho.gov/ltaai/themes-books/>

- **Theme Essay** – The theme essay, usually written by a program scholar, provides an overview of the ideas, concepts, questions, and scope of the theme. This essay provides both libraries and visiting scholars a lens through which to choose, research, facilitate, and discuss the books available for the theme.
- **Book List/descriptions** – This document provides an overview and description of each book available for the theme. Libraries and scholars should use this document to research and select the books they would like to host or present. This document may be downloaded and edited as needed to create customized handouts or other program materials.
- **Discussion Questions** – This document provides questions designed to engage readers and to initiate interesting conversations. Some themes have a single set of questions that apply to all titles generally, while other themes have questions for each individual book. This document may be downloaded and edited as needed to create customized handouts or other program materials.
- **Brochure Template** – Libraries can update this template with the specific details for their program, including location, dates/times, and descriptions of the books they will be hosting. There is space on the back page of the brochure for any additional details the library wants to provide (such as registration requirements, etc). The brochure is designed to be printed front/back on one page of 8.5x11 paper, and folded in half. Place-holder text should be replaced with the library’s specific information or deleted.
- **Bookmark Template** – Libraries can update this template with specific details for their program, including location, dates/times, and the titles of the books they will be hosting. The template is designed to be printed front/back on 8.5x11 paper. Each sheet of paper includes four bookmarks.
- **Theme Graphics** – Various sizes of the theme graphic are available as .png files. These items are downloaded as a single zip file from the website and then extracted locally on your computer.

**A note on editing theme materials** – When updating LTAI-branded theme materials for local use, libraries are welcome to delete unnecessary text (i.e. descriptions of books that are not being used in their program), as well as make minor edits/deletions/changes to the text in order to fit it into a smaller space, such as the brochure. However, we ask that libraries do not make significant changes to any LTAI-branded theme text, as it has been developed for the program by our scholars and vetted to ensure accuracy, clarity, consistency, and tone. Libraries should contact the ICfL first if they would like to make significant changes to any theme content bearing the LTAI logo.



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## “Book-Cover” Posters

Have you ever noticed how a poster, flyer, or brochure catches your eye at first, but the more you see it around the office or around town, the more it recedes into the background and eventually you don't notice it anymore? The new 2021 LTAI posters have been designed to counteract this phenomenon while stoking curiosity and engagement about the program.

We have created a series of nine different posters, each designed to evoke a book cover from a different genre of book. The book-cover genres include classic literature, modern comedy, graphic novel, magical realism, mystery/horror, romance, sci-fi, spiritualism, and western. Each poster also provides dedicated space to write your library's specific information (we recommend a thin-point sharpie and someone with good penmanship).

The posters are designed to be used as a set and to play off one another. The more versions of the poster you hang up in your library and around town, the less likely people will be to tune them out. For example, a person might see the “Western” version of the poster at the post office and the “Sci Fi” version of the poster at the laundromat and the “Romance” version of the poster in the grocery store, hardware store, etc. They may begin to wonder what this “Let's Talk About It” program is all about! They may even begin to wonder how many different versions of the poster are around and if they can figure out what each of them represents!

### Promotional Idea

For additional fun, you can promote the program by setting up a book-cover scavenger hunt around town. Hang a different version of the poster in various businesses and locations. Give patrons a list of all nine genres and ask them to “collect” as many book covers as they can by writing down the location of each and turning their list in to win a prize. You may even come up with other fun ways to use these posters as well! If you do, we'd love to hear about them.

The ICfL will provide participating libraries with a set of professionally printed posters and will also make the posters available as high-resolution digital downloads if libraries would like to print additional copies on their own.

### Poster Resources:

Each participating library will receive a set of high-quality, professionally printed posters:

- 3 large (14x20)
- 9 medium (11x17) (complete set of all nine versions in this size)

Libraries can also download the following poster sizes as high-resolution PDFs from the “LTAI Librarian Resources” page on our website. <https://libraries.idaho.gov/ltai/ltai-librarian-resources/>

- 8.5 x 14 – This size poster can be printed on any standard office printer using “legal” sized paper.
- 11x17 – Some larger office printers are able to print on this size paper. Most professional printers can print this size easily.
- 14x20 – This largest size poster will most likely require custom printing. Smaller print shops may not be able to accommodate this size. The ICfL would be happy to refer you to the shop we use in Boise. Cost is about \$4/poster.

