
Marketing Minute

Welcome to **The Marketing Minute** presented by the OLC's [Marketing and Public Relations Division](#). We hope this regular email will make your life easier and your marketing spectacular.

One Minute Marketing Tip

The Library Marketing Show is a 5-minute video posted every week on [Angela Hursh's YouTube channel](#) where she answers questions and offers the latest news in libraries, marketing, and other relevant topics. Visit her website at [Super Library Marketing](#) where you will find [Seven Podcasts that Will Make You a Better Library Marketer](#).

[Creative Mornings](#) is a breakfast lecture series for the creative community. They're free, monthly events that feature a short talk followed by a Q+A session. CreativeMornings started in NYC in 2008 and has since grown to over 207 cities all over the world. The local chapters not only celebrate a city's creative talent, but also promote an open space to connect with like-minded people. CreativeMornings happen one Friday a month from 8:30 to 10 am. [Sign up to learn more](#).

Marketing Toolkit

The OLC's Marketing and Public Relations Division created a [marketing toolkit](#) to help you get started with the basic elements to build your library's brand and promote your library's programs and services.

This month, check out our reading list, [Five Books to Help Marketers Make Better Decisions](#). While not focused on libraries, the authors offer insightful tips for all marketers.

Don't see something that you love to use? [Email us your tips](#).

Coping During COVID-19

- [RawPixel](#) - Get free downloadable images
 - [Free Ivy League Courses Online](#) - Enroll in free online courses in a variety of disciplines from Ivy League universities.
 - [DAREBEE](#) - Select from hundreds of free workouts and filter for difficulty, exercise type, and other options.
 - [How Marketers are Working During the Pandemic](#) according to the American Marketing Association.
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Innovation Conference: Call for Programs

Do you have a great program idea that involves public relations or marketing? Programs are currently being accepted for the OLC's new [Innovation Conference: Take a Risk, Be Inspired, Tell Your Story](#) scheduled for later this summer on Aug. 19 at Bowling Green State University. The Marketing & PR Division Action Council will consider all programs submitted in advance for sponsorship. Just [send our division an email](#) with your proposed topic and synopsis.

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Openings on the Marketing and PR Division Action Council

Get involved in the greater Ohio Library community. We promise that you'll gain more by giving back to your library community — and besides it's fun to connect with others in your field. We need *you*.

The Marketing and Public Relations Division provides a forum for sharing and developing new ideas to engage the public, promote library services, and educate communities. Our Action Council includes a coordinator, vice coordinator, past coordinator, secretary, and four action council seats. If you are interested in serving on the Action Council, please email Nicole Fowles at nfowles@delawarelibrary.org.

LEARN MORE

Ohio Libraries Respond – Libraries Are Open Virtually

We love Ohio libraries. Read how Ohio's public libraries improvised and expanded services in the middle of the COVID-19 pandemic.

READ MORE

Get to Know Your Action Council Members

This month, get to know Margaret Simon. Margaret has been the Public Relations manager at the Shaker Heights Public Library since 1986 – you do the math! In addition to writing press releases, Margaret writes and edits the quarterly Library News for her city's *Shaker Life* magazine and creates a monthly newsletter using Constant Contact. She manages the Library's Art Gallery and created two successful "[Shaker Reads](#)" [letter art projects](#). As liaison to Friends of the Shaker Library, Margaret was responsible for colorfully wrapping the van Friends purchased for the library. She is currently working remotely, getting ready for a library renovation, and missing the library community.



Feel free to reach out to [Margaret](#) or any other members of the [Action Council](#). We're happy to help!

