

---

## 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.
- 

## 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.

LEARN MORE

---

## 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](mailto: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!

