



## Marketing Minute

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

### One Minute Marketing Tip

In addition to COVID-19, the issues of racism, equity and inclusion have come to the forefront in 2020. As marketers we're all aware that we need to use more diverse representations in our marketing, but it can be a struggle to find them, especially copyright-free and for free or low-cost. Here are two sites we've found through the Totally Uncorked on Marketing Newsletter (see our online Toolkit for details on that!):

- [Nappy.co](#) (and yes, that is without an "m" on the end!) – Beautiful photos of people of color.
- [Genderphotos.vice.com](#) – Stock photo library featuring images of trans and non-binary models that go beyond the clichés.

### Marketing Toolkit

It doesn't matter how large or small the library is — you need to call attention to your library, your services, and your worth to your community!

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

This month, check out some of our [favorite free marketing resources](#) (including the Totally Uncorked on Marketing Newsletter). Don't see something that you love to use? [Email us your tips](#).

### Upcoming OLC Marketing Educational Opportunities

## **Marketing and PR Division Zoom Meeting**

September 29, 12-1 p.m.

Join your fellow Division members for a virtual discussion of topics and challenges that we're all facing and dealing with right now. Learn from other Ohio library marketing and PR professionals and share your expertise with them! [Register for the free Zoom session.](#)

## **Message Dissemination During a Crisis Webinar: How Columbus Metropolitan Library Dealt With the Pandemic – and More!**

October 8, 2-3 p.m.

Gregg Dodd, Director of Marketing for the Columbus Metropolitan Library, will share practical strategies that will help you implement a crisis communication plan and explain how to navigate the complexities of message dissemination during any crisis. Learn more and register on the [OLC website](#).

## **Upcoming Library Celebrations**

National Weeks and Months celebrating an effort or cause can be a great marketing tie-in for your library. Here are a few examples for this fall:

- September is **National Library Card Sign Up Month!** Are you marketing your library cards? It's not too late! The American Library Association (ALA) has created a [library-themed bingo card](#) full of activities that can be done throughout September. Libraries Transform also offers other media and graphics featuring DC's Wonder Woman. They're available on the [Libraries Transform website](#). You must register for the site, but the promotional tools are free.
- **National Adult Education and Family Literacy Week** (September 20-26) raises awareness about the need for and value of adult education and family literacy. Its goal is to leverage resources that support access to basic education programs for the 36 million U.S. adults with low literacy skills. Use the promotional toolkit found at the [National Coalition for Literacy website](#).
- **Banned Books Week** is September 27-October 3. This year's theme is "Censorship is a Dead End. Find Your Freedom to Read." Find information and promotional tools at [bannedbooksweek.org](#).

## **Voter Registration and the Census**

- National Voter Registration Day is September 22. The 2020 General Election is less than two months away. Last month, the OLC and the

Ohio Secretary of State's Office held a webinar to talk about the voter registration responsibilities of public libraries. A recording can be accessed on the [OLC website](#).

- The U.S. Census Bureau counting ends on September 30. For resources and sample messages for the final push check the [OLC website](#).

## Get to Know Your Action Council Members

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.



This month get to know Elaine Willis, Past Coordinator. Elaine is the Public Relations Associate at Westlake Porter Public Library (WPPL), where she has worked since 1997. She has seen the library through several successful levy campaigns, a building project (and subsequent renovations) and the library's 125<sup>th</sup> Anniversary. Elaine has also represented WPPL at countless community events. An avid reader and lifelong library user and supporter, Elaine found her niche when she moved from the non-profit world to the library world!

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



Ohio Library Council | 495 Metro Place South, Suite 350, Dublin, OH 43017

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