Presented by
Andi Barnett
Public Relations Specialist

5 Steps to Promote Your Digital Collection Through Local Media for Free

Rakuten OverDrive®

What we'll cover

Why PR?

Step 1: Create your story.

Step 2: Distribute your story.

Step 3: Decide who takes it from here.

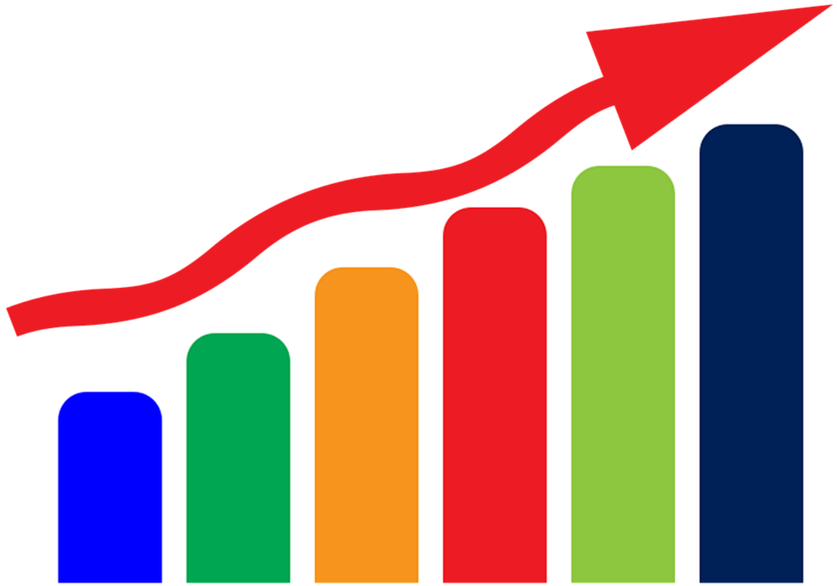
Step 4: Confirm when your story is running and amplify it on social media.

Step 5: Evaluate the results.

Why PR?

PR can:

- Generate awareness of digital/physical services
- Attract new users
- Increase circs
- Promote all aspects of the library
- Tie into library's strategic goals



Why PR?

WHAT DOES THIS MEAN FOR THE LIBRARY?

Increase in patrons served

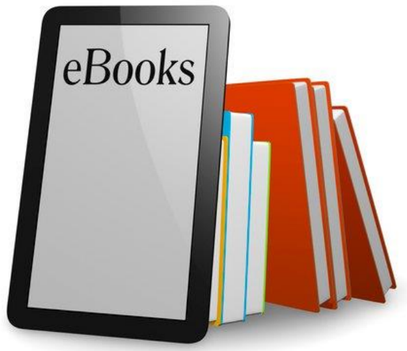
Increase in budget

Step 1: Create your story

Determine newsworthy item:

- Reaching a milestone
- Adding a new feature
- New initiative
- Any other ideas

Always include the general message that your library has ebooks and audiobooks available for free!



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Step 1: Create your story

Determine your audience to target your message

- Geographic location:
  - ✓ One city/town
  - ✓ Multiple cities
- Consider news outlets that cover:
  - ✓ Local/city/community news
  - ✓ Features/entertainment
  - ✓ General assignment
  - ✓ Special interest groups (Mommy bloggers for kids/teens/family topics)

Step 1: Create your story

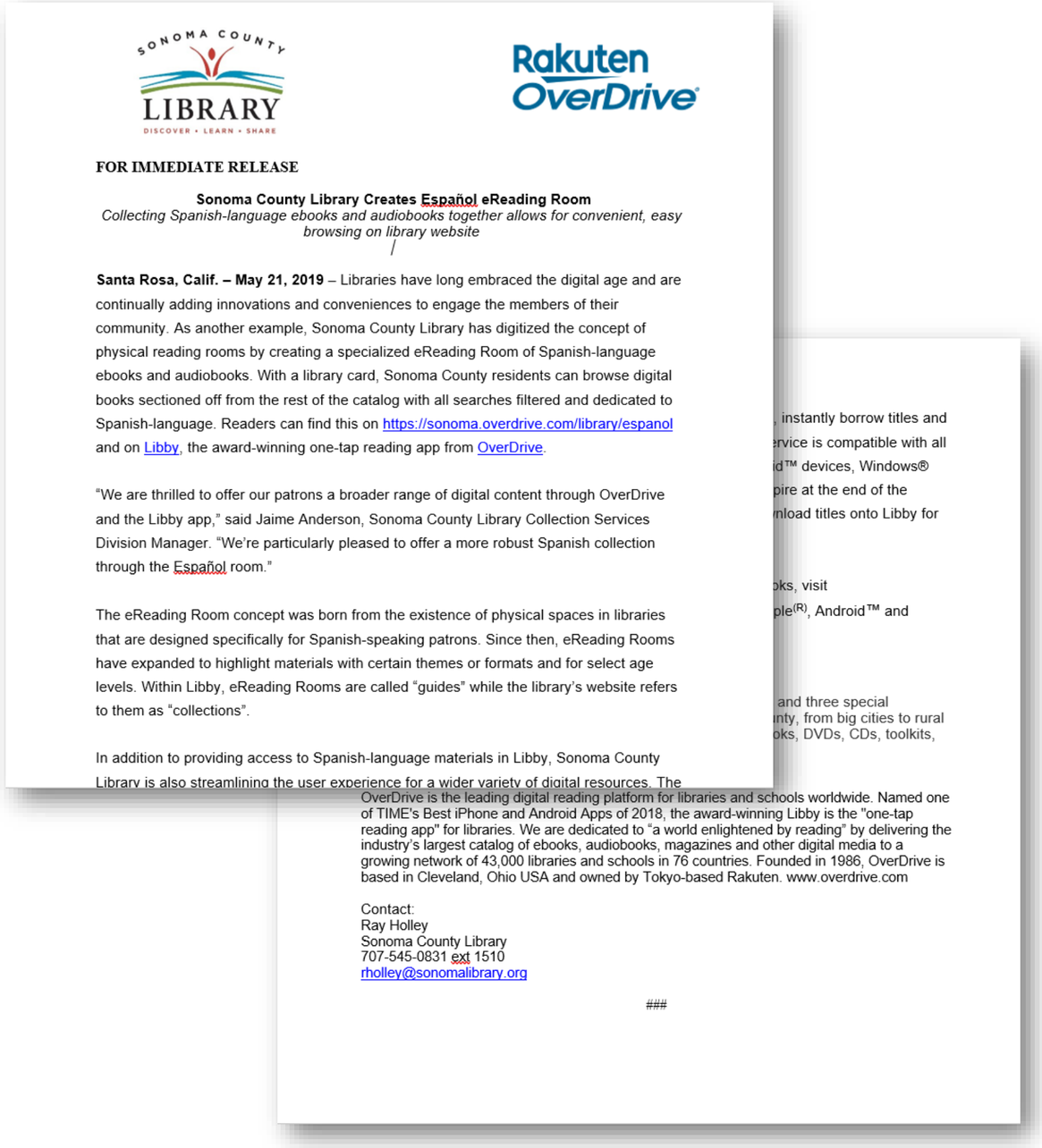
Write a press release

- Official statement or story delivered to the news media to provide information

- Only used for bigger stories
  - ✓ No more than one every 3-4 months

OR, create a media pitch

- Brief email, phone call, or letter outlining your news story to find out if the media contact is interested in running the story



FOR IMMEDIATE RELEASE

Sonoma County Library Creates Español eReading Room

Collecting Spanish-language ebooks and audiobooks together allows for convenient, easy browsing on library website

Santa Rosa, Calif. – May 21, 2019 – Libraries have long embraced the digital age and are continually adding innovations and conveniences to engage the members of their community. As another example, Sonoma County Library has digitized the concept of physical reading rooms by creating a specialized eReading Room of Spanish-language ebooks and audiobooks. With a library card, Sonoma County residents can browse digital books sectioned off from the rest of the catalog with all searches filtered and dedicated to Spanish-language. Readers can find this on https://sonoma.overdrive.com/library/espanol and on Libby, the award-winning one-tap reading app from OverDrive.

"We are thrilled to offer our patrons a broader range of digital content through OverDrive and the Libby app," said Jaime Anderson, Sonoma County Library Collection Services Division Manager. "We're particularly pleased to offer a more robust Spanish collection through the Español room."

The eReading Room concept was born from the existence of physical spaces in libraries that are designed specifically for Spanish-speaking patrons. Since then, eReading Rooms have expanded to highlight materials with certain themes or formats and for select age levels. Within Libby, eReading Rooms are called "guides" while the library's website refers to them as "collections".

In addition to providing access to Spanish-language materials in Libby, Sonoma County Library is also streamlining the user experience for a wider variety of digital resources. The

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OverDrive is the leading digital reading platform for libraries and schools worldwide. Named one of TIME's Best iPhone and Android Apps of 2018, the award-winning Libby is the "one-tap reading app" for libraries. We are dedicated to "a world enlightened by reading" by delivering the industry's largest catalog of ebooks, audiobooks, magazines and other digital media to a growing network of 43,000 libraries and schools in 76 countries. Founded in 1986, OverDrive is based in Cleveland, Ohio USA and owned by Tokyo-based Rakuten. www.overdrive.com

Contact:
Ray Holley
Sonoma County Library
707-545-0831 ext 1510
rholley@sonomalibrary.org

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Step 1: Create your story

Use the OverDrive-provided template for the press release or media pitch or create your own

Answer the 5 Ws:

- Who?
- What?
- Where?
- When?
- Why?

For media pitch emails (no press release included)

Hi (name),

My name is (your name) and I'm the (title/position) at (library name).

Our community will be interested to learn about/that (briefly describe your news) so we wanted to ask whether (news outlet name) is interested in covering this story? We'd love to help you spread the word about this news to your (readers/viewers/listeners) and can provide an interview opportunity with one of our library representatives if interested.

Please let me know!

Thanks,
(Your name)

(Library logo)

FOR IMMEDIATE RELEASE

[Library name] **Creates [eReading Room Name] eReading Room**
Collecting [eReading room name] ebooks and audiobooks together allows for convenient, easy browsing on library website

(City, State) – Month Day, Year – Libraries have long embraced the digital age and are continually adding innovations and conveniences to service the members of their community. As another example, [Library name] has digitized the concept of physical reading rooms by creating a specialized eReading Room of [eReading room name] ebooks and audiobooks. With a library card, [city name] residents can browse digital books sectioned off from the rest of the catalog with all searches filtered and dedicated to *[eReading room name]*. Readers can find this on [library website URL] and on Libby, the award-winning one-tap reading app from OverDrive.

[Quote from Library staff member (excitement about the service, benefits seen by staff/patrons, etc.)]

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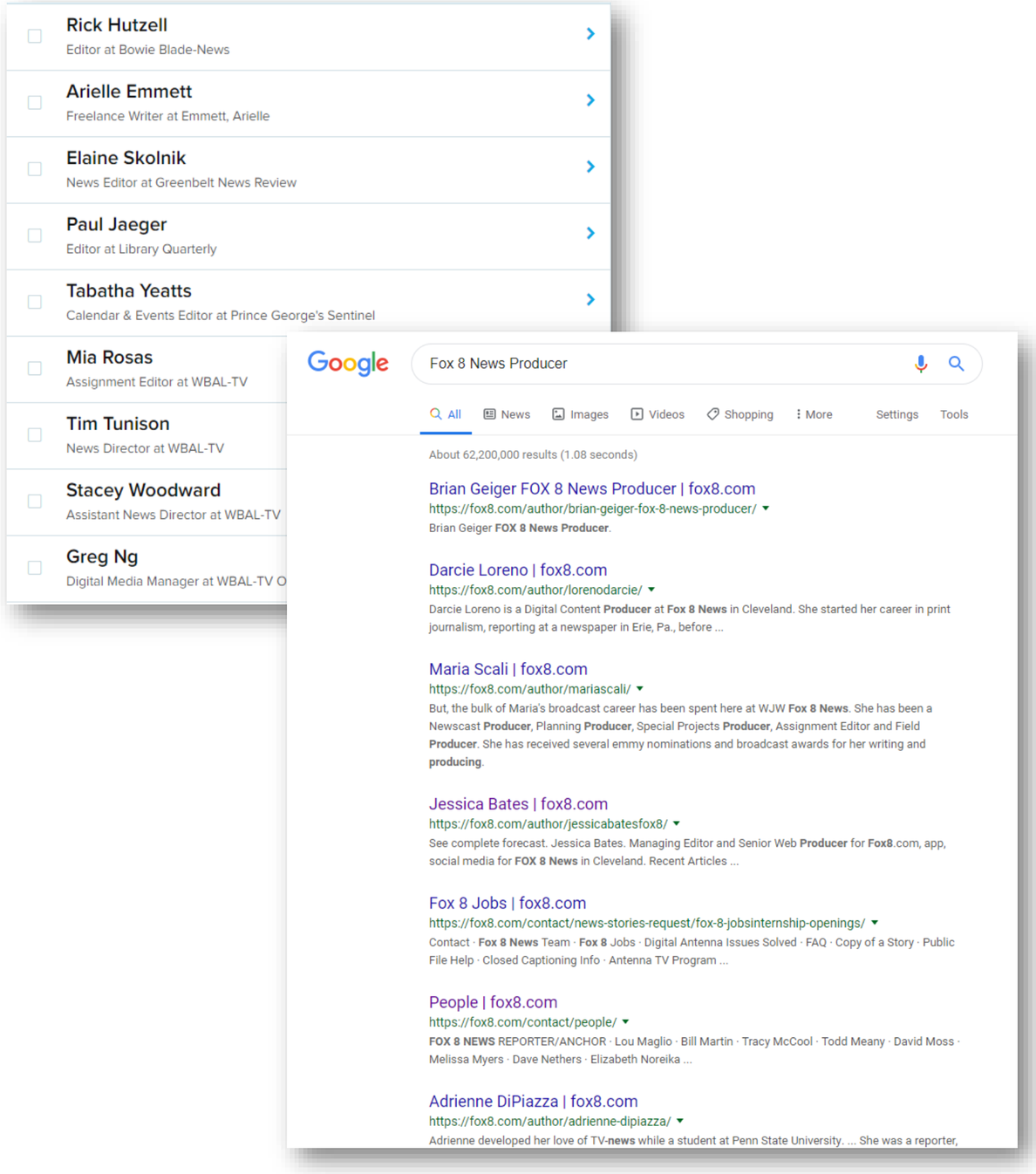
Step 2: Distribute your story

Create a press list

- Keep in mind the audience determined in step 1
- Conduct Internet research or call each news outlet's main line to find contacts
  - ✓ **TV**: Producer, assignment editor, news desk
  - ✓ **Radio**: Producer, program director
  - ✓ **Print/online**: Editor, local news/metro reporters



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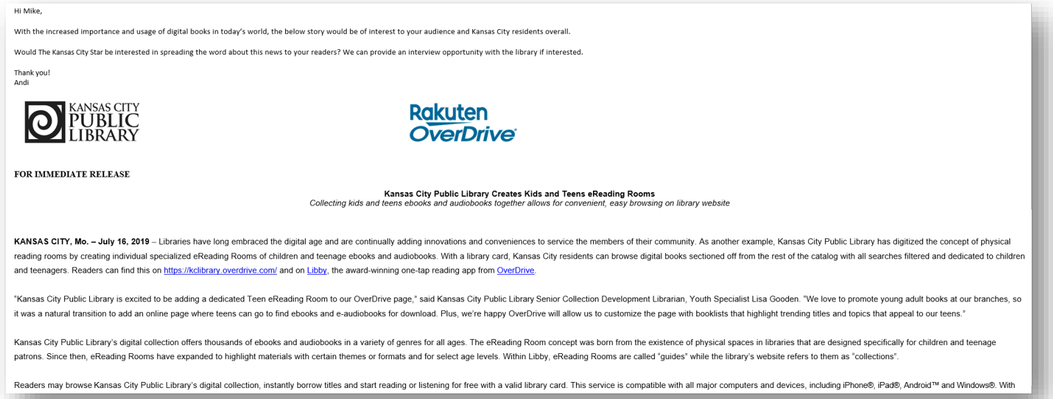
Step 2: Distribute your story

Create an email with the press release or media pitch in the body

- Attaching a document may cause the email to bounce back/not be read
- If sending a press release, include a note about what this news is and why you're sending it



Hi Mike,

With the increased importance and usage of digital books in today's world, the below story would be of interest to your audience and Kansas City residents overall.

Would The Kansas City Star be interested in spreading the word about this news to your readers? We can provide an interview opportunity with the library if interested.

Thank you!
Andi

KANSAS CITY PUBLIC LIBRARY

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FOR IMMEDIATE RELEASE

Kansas City Public Library Creates Kids and Teens eReading Rooms
Collecting kids and teens ebooks and audiobooks together allows for convenient, easy browsing on library website

KANSAS CITY, Mo. – July 16, 2019 – Libraries have long embraced the digital age and are continually adding innovations and conveniences to service the members of their community. As another example, Kansas City Public Library has digitized the concept of physical reading rooms by creating individual specialized eReading Rooms of children and teenage ebooks and audiobooks. With a library card, Kansas City residents can browse digital books sectioned off from the rest of the catalog with all searches filtered and dedicated to children and teenagers. Readers can find this on https://kclibrary.overdrive.com/ and on Libby, the award-winning one-tap reading app from OverDrive.

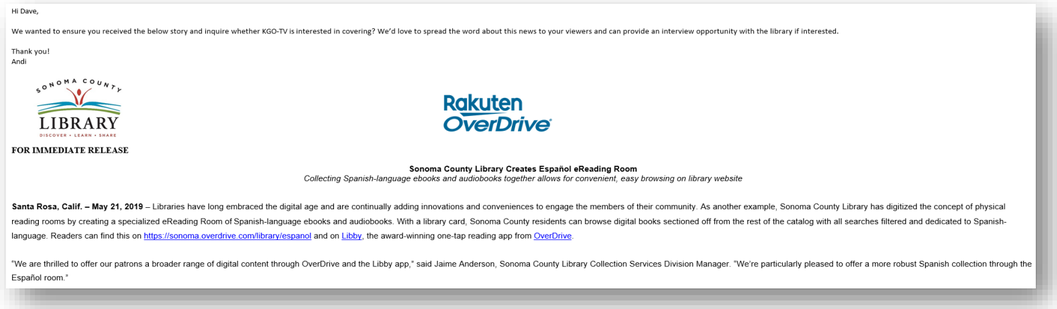
"Kansas City Public Library is excited to be adding a dedicated Teen eReading Room to our OverDrive page," said Kansas City Public Library Senior Collection Development Librarian, Youth Specialist Lisa Gooden. "We love to promote young adult books at our branches, so it was a natural transition to add an online page where teens can go to find ebooks and e-audiobooks for download. Plus, we're happy OverDrive will allow us to customize the page with booklists that highlight trending titles and topics that appeal to our teens."

Kansas City Public Library's digital collection offers thousands of ebooks and audiobooks in a variety of genres for all ages. The eReading Room concept was born from the existence of physical spaces in libraries that are designed specifically for children and teenage patrons. Since then, eReading Rooms have expanded to highlight materials with certain themes or formats and for select age levels. Within Libby, eReading Rooms are called "guides" while the library's website refers to them as "collections".

Readers may browse Kansas City Public Library's digital collection, instantly borrow titles and start reading or listening for free with a valid library card. This service is compatible with all major computers and devices, including iPhone®, iPad®, Android™ and Windows®. With

Email each individual contact separately

- Personalized emails increase the chances of being read (bulk emails often ignored)
- Send Tuesdays, Wednesdays, or Thursdays;
  Avoid Mondays and Fridays



Hi Dave,

We wanted to ensure you received the below story and inquire whether KGO-TV is interested in covering? We'd love to spread the word about this news to your viewers and can provide an interview opportunity with the library if interested.

Thank you!
Andi

SONOMA COUNTY LIBRARY
DISCOVER · LEARN · SHARE

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FOR IMMEDIATE RELEASE

Sonoma County Library Creates Español eReading Room
Collecting Spanish-language ebooks and audiobooks together allows for convenient, easy browsing on library website

Santa Rosa, Calif. – May 21, 2019 – Libraries have long embraced the digital age and are continually adding innovations and conveniences to engage the members of their community. As another example, Sonoma County Library has digitized the concept of physical reading rooms by creating a specialized eReading Room of Spanish-language ebooks and audiobooks. With a library card, Sonoma County residents can browse digital books sectioned off from the rest of the catalog with all searches filtered and dedicated to Spanish-language. Readers can find this on https://sonoma.overdrive.com/library/espanol and on Libby, the award-winning one-tap reading app from OverDrive.

"We are thrilled to offer our patrons a broader range of digital content through OverDrive and the Libby app," said Jaime Anderson, Sonoma County Library Collection Services Division Manager. "We're particularly pleased to offer a more robust Spanish collection through the Español room."

- Follow up to each contact that did not respond one week after sending

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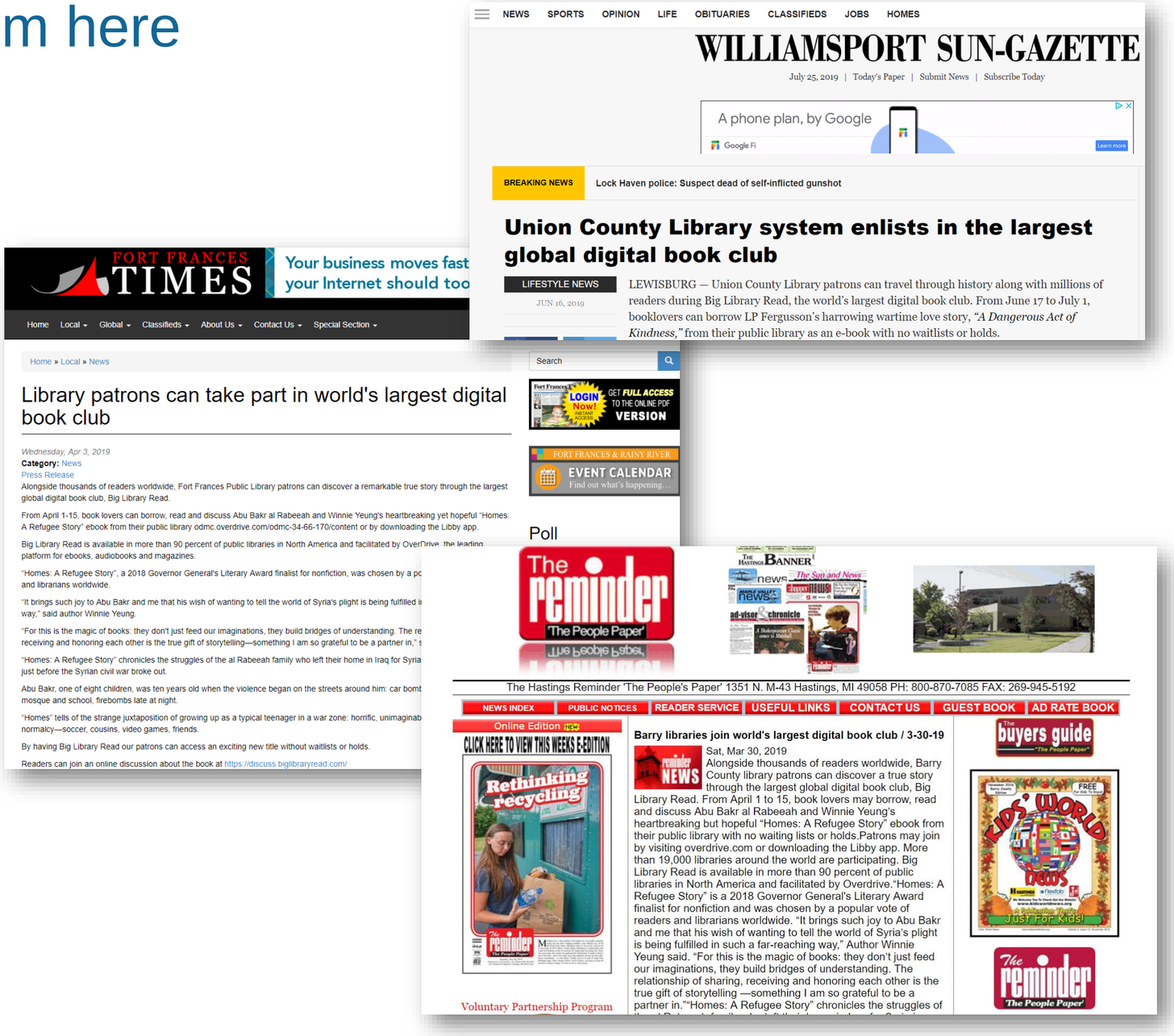
Step 3: Decide who takes it from here

You handle:

- Using one of OverDrive's templates
  - ✓ Available on Resource Center
  - ✓ Ask your Account Manager
- Creating the press list
- Distributing and following up



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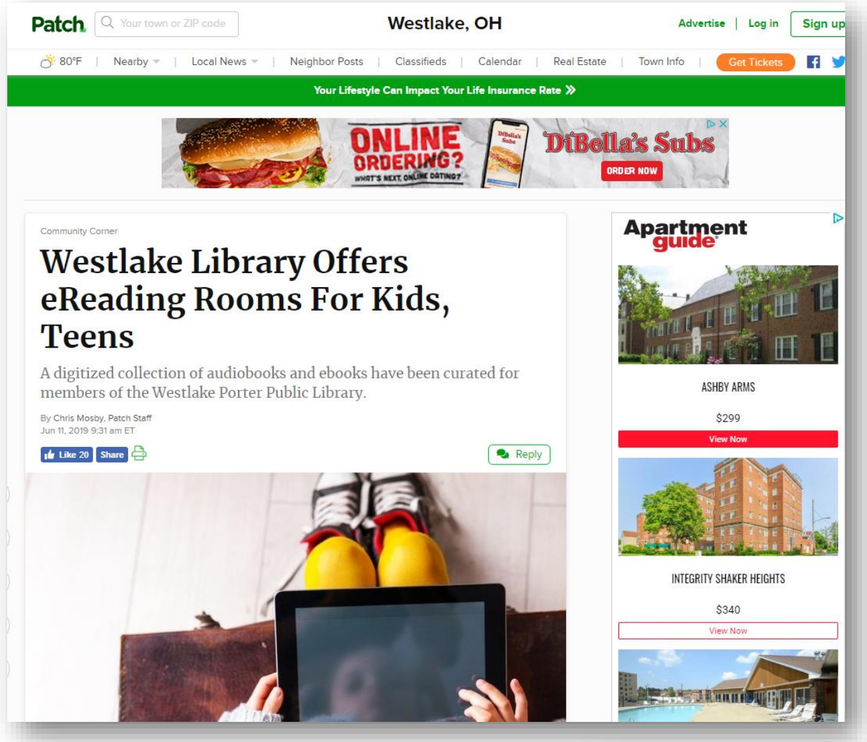
Step 3: Decide who takes it from here

OverDrive's **PR team** handles:

- Assigning dedicated PR Specialist
- Creating press release and media list
- Conducting outreach and sending coverage when secured
- Customizing process

No partner too big or too small!



Patch Westlake, OH

Community Corner

Westlake Library Offers eReading Rooms For Kids, Teens

A digitized collection of audiobooks and ebooks have been curated for members of the Westlake Porter Public Library.

By Chris Mosby, Patch Staff
Jun 11, 2019 9:31 am ET

Apartment guide

ASHBY ARMS $299 View Now

INTEGRITY SHAKER HEIGHTS $340 View Now

6 | LOCAL NEWS | MORNINGJOURNAL.COM WEDNESDAY, JUNE 19, 2019

WESTLAKE

Westlake Porter Library creates eReading rooms

Staff report

Westlake Porter Public Library, 27333 Center Ridge Road in Westlake, has digitized the concept of physical reading rooms by creating specialized eReading Rooms of children and teenage ebooks and audiobooks.

With a library card, Ohio residents can browse digital books sectioned off from the rest of the catalog with all searches filtered and dedicated to children and teenagers, according to a news release.

Readers can find this on https://westlake.overdrive.com/ and on Libby, the award-winning one-tap reading app from OverDrive, the release said.

"The eReading Rooms for kids and teens are a perfect way for kids to explore our digital book options while parents know the content is appropriate," said Rebecca Shook, youth services manager at Westlake Porter Library.

"Libby has the same features and is a great option on-the-go, especially for those summer car trips.

"We're so excited for you to check these out next time you're looking for a book."

Westlake Porter Library's digital collection offers thousands of ebooks and audiobooks in a variety of genres for all ages, according to the release.

The eReading Room concept was born from the existence of physical spaces in libraries that are designed specifically for children and teenage patrons.

Since then, eReading Rooms have expanded to highlight materials with certain themes or formats and for select age levels, the release said.

Within Libby, eReading Rooms are called "guides" while the library's website refers to them as "collections."

Ohio readers who don't have a Westlake Porter Library card can receive an Instant Digital Card for free in less than 30 seconds and access the library's entire collection of ebooks and audiobooks, according to the release.

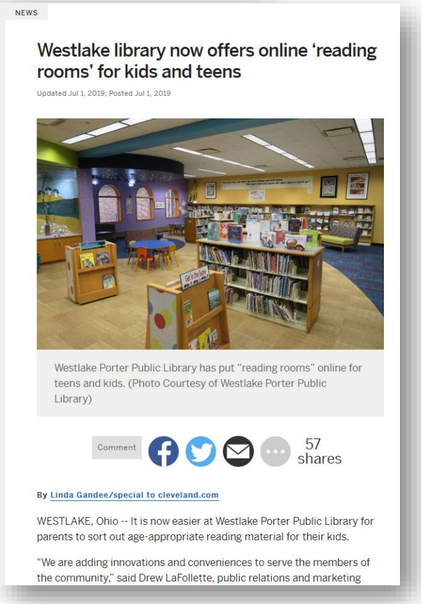
By simply downloading the Libby app and providing their name and cell phone number, readers may browse Westlake Porter Library's digital collection, instantly borrow titles and start reading or listening for free.

This service is compatible with all major computers and devices, including iPhone, iPad, Android devices, Windows tablets and Kindle for U.S. libraries, the release said.

All titles automatically will expire at the end of the lending period and there are no late fees.

Readers also can download titles onto Libby for offline use, according to the release.

To explore the library's eReading rooms of ebooks and audiobooks, visit https://westlake.overdrive.com/ or download Libby today from Apple, Android and Windows app stores.



NEWS

Westlake library now offers online 'reading rooms' for kids and teens

Updated Jul 1, 2019; Posted Jul 1, 2019

Westlake Porter Public Library has put "reading rooms" online for teens and kids. (Photo Courtesy of Westlake Porter Public Library)

Comment 57 shares

By Linda Gandee/special to cleveland.com

WESTLAKE, Ohio -- It is now easier at Westlake Porter Public Library for parents to sort out age-appropriate reading material for their kids.

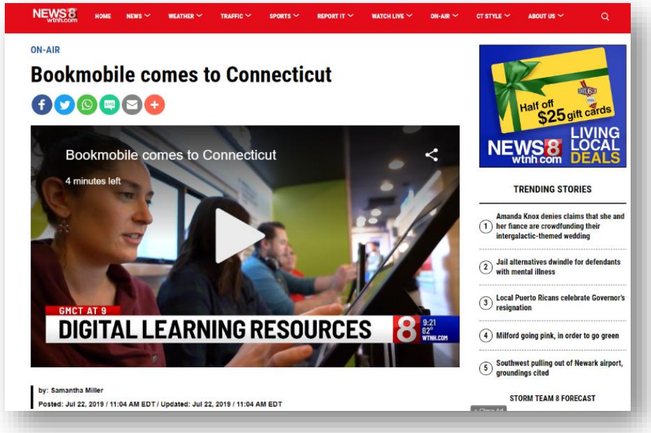
"We are adding innovations and conveniences to serve the members of the community," said Drew LaFollette, public relations and marketing

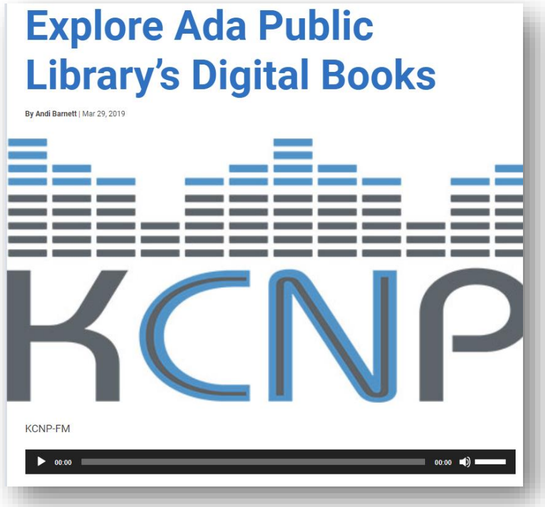
Rakuten OverDrive

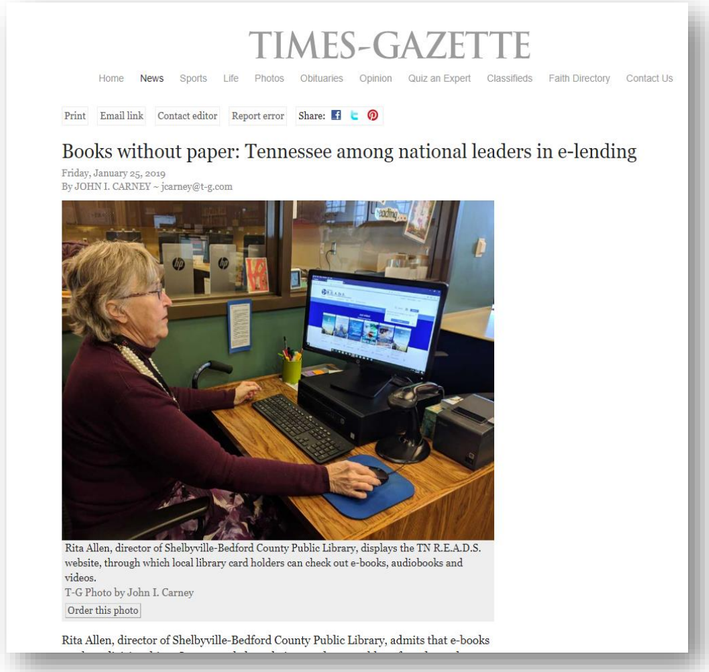
Step 4: Confirm when story is running; amplify on social media

When the news outlet agrees to run a story:

- Ask what date the story will run/if they can send you:
  - ✓ Video link
  - ✓ Aircheck (audio file of the on-air story or mentions)
  - ✓ PDF of the page on which your story ran
  - ✓ Link to the online story



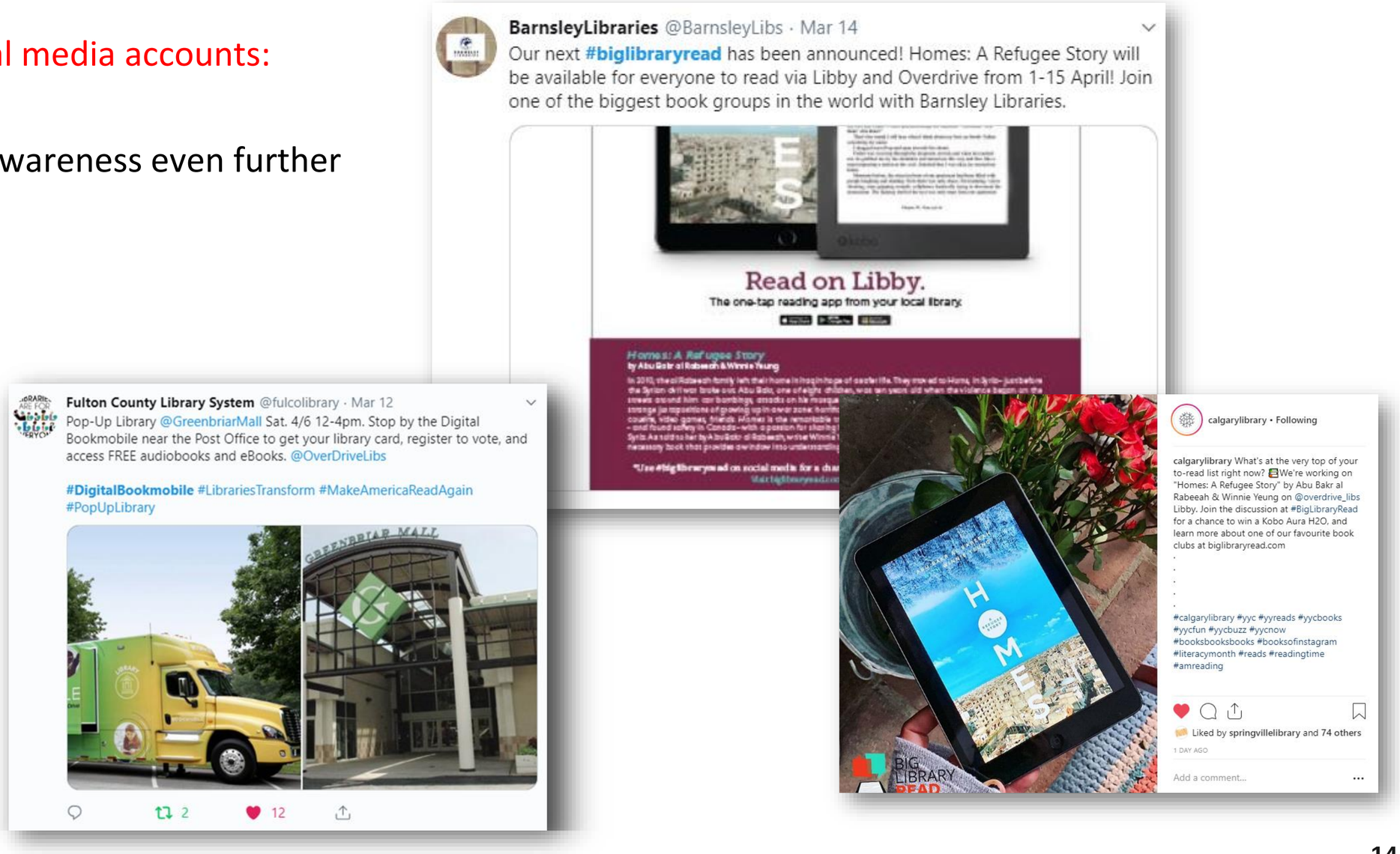




Step 4: Confirm when story is running; amplify on social media

Sharing on library social media accounts:

- Extends coverage/awareness even further
  - ✓ Facebook
  - ✓ Twitter
  - ✓ Instagram



Step 5: Evaluate the results

To evaluate effectiveness:

- Ask yourself: did we hit goals (secure stories in places you wanted to)?

- Track how many stories were secured
  - ✓ Can purchase program such as Cision to specifically identify impressions/audiences if your director requires more advanced reporting (requires $)

Share with your colleagues and your supervisor

THANK YOU

Rakuten OverDrive®