

OverDrive Getting Started Guide

Local PR @ Your Library

Use this checklist to get started with local public relations efforts at your public library.

1. WHAT'S THE NEWS?

- ☐ Determine what newsworthy item you'd like to share. Click below to see examples from other libraries:
 - [Reaching a milestone](#)
 - [Adding a new feature](#)
 - [New initiative](#)
 - [Hosting an upcoming event](#)



2. CREATE THE STORY

- ☐ Write a press release (an official statement or story delivered to the news media to provide information). Only create a press release for bigger stories and no more than one every 3-4 months.
 - **OR** -
- ☐ Create a media pitch (a brief letter, email, or phone call outlining your news story to find out if the media contact is interested in running the story).
 - **THEN** -
- ☐ Use the OverDrive-provided [template for the press release](#) or media pitch or create your own. Be sure to answer the 5 W's: who, what, where, when, why.
- ☐ Always include the general message that your library has ebooks and audiobooks available for free through the Libby app to create awareness in your community.

3. SEND TO THE MEDIA

- ☐ Create a press list by conducting Internet research or calling the news outlet's main line to find contacts for your local news outlets using the OverDrive-provided [media list template](#) as a guide.
 - TV stations: Find producer, assignment editor, news desk emails
 - Radio stations: Find producer and program director emails
 - Print and online: Find editor emails and local news/metro reporters
- ☐ Create an email with the press release or media pitch in the body of the email.
 - If sending a press release, start the email with OverDrive-provided [email copy](#) to include a personal note about what this news is and why you're sending it.
- ☐ Email each individual contact with their own separate email.
- ☐ Follow up and reply to each contact that did not respond one week after sending. This greatly increases the likelihood that they will cover the story.

- ★ **Tip!** Paste the press release into body of the email. Attaching it may cause the email to bounce back or not be read.
- ★ **Try this!** Email on Tuesdays, Wednesdays, or Thursdays, when the story is more likely to be picked up. Avoid Mondays and Fridays.
- ★ **Remember!** Personalized emails increase the chances of it being read. General emails sent in bulk tend to be ignored.

4. NOW WHAT?

- ☐ When the news outlet agrees to run a story, ask what date the story will run and if they can send you a link to the video, an aircheck (audio file of the on-air story or mentions), PDF of the page your story ran on, or a link to the online story.
- ☐ When the story runs, share it on your library's social media accounts.
- ☐ For more suggestions and best practices, contact your OverDrive Account Manager.