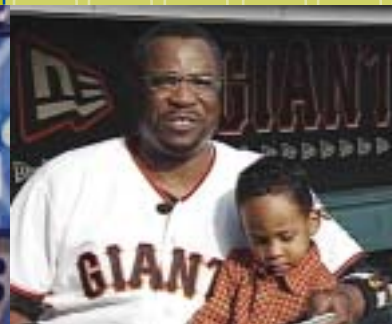


CALIFORNIA CAMPAIGN FOR LIBRARIES

Exceeding Expectations



A special thanks to our media partners for their support of the California Campaign for Libraries:

In Bakersfield:

KGET-TV 17/NBC, KABE-Univision 39, KKXX-FM, KRAB-FM, and Lamar Outdoor

In Fresno:

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In Los Angeles:

KNBC-TV, AdLink Cable Interconnect, KVEA-Telemundo, KIIS-FM and Viacom Outdoor

In Sacramento:

KCRA-TV 3/NBC, KUVS-Univision 19, Comcast Cable Television (formerly AT&T Media Services), KDND 107.9 FM and Viacom Outdoor

In San Francisco Bay Area:

KPIX-TV/CBS, Comcast Cable Television (formerly AT&T Media Services), KDTV-Univision, KZQZ-FM, 95.7 and Viacom Outdoor

In San Diego:

KGTV-Channel 10/ABC, Cox Cable Television, Time-Warner Cable Television, KBNT-Univision, KHTS-FM/93.3, Hispanic Broadcasting Corporation and Viacom Outdoor

For our Back-to-School Youth Campaigns:

CMC-TV (the California Music Channel) and Viacom Outdoor in San Jose; KGGI-FM 99.1 and Viacom Outdoor in Riverside/San Bernardino; and KKUU-FM in Palm Springs/Cathedral City

For our Farm Workers Campaign in Salinas and San Benito:

Entravision (KLOK-FM, KMBX-AM, KSES-AM/FM) and Viacom Outdoor

María Leticia Gómez, KDTV/KFSF-Univision News; Guy Dupuis, Bakersfield Condors; Bill Walton, Basketball Hall of Fame; Sarah Garner, KCRA 3 News; and Mark Drummond, LA Community Colleges Chancellor.

**THE
LIBRARY.**
Check It Out.



CALIFORNIA CAMPAIGN FOR LIBRARIES

Exceeding Expectations

In July 2001, the California State Library spearheaded a multiyear statewide campaign to promote the value of libraries, books and reading. The campaign leveraged a \$970,500 Library Services and Technology Act grant into a \$2,902,500 media campaign. Here's how they did it.

The California State Library embarked on an ambitious plan to promote libraries via a statewide multi-media campaign in 1997. The campaign was launched in July 2001, after two years of planning and field-testing in 1999 and 2000. When it concluded in March 2003, the California Campaign for Libraries had exceeded all expectations, including those of the campaign planners.

Thirty-three media companies embraced the campaign enthusiastically, providing free advertising, camera crews to shoot the TV spots, and news personalities as spokespersons. The campaign broadcast 8,907 TV and radio public service announcements featuring 122 spokespersons: authors, actors, network news anchors, TV show hosts, professional and amateur athletes (including several Olympic Gold Medalists), coaches, newspaper publishers, business and community leaders. Each and every one of them eagerly promoted the value of libraries, books and reading.

Using bilingual billboards, English and Spanish radio and television (network and cable), the California Campaign circulated around the state to California's five major media markets (Los Angeles, San Francisco Bay Area, San Diego, Sacramento and Fresno) and three secondary media markets (San Jose, Riverside/San Bernardino and Bakersfield). A campaign targeting farm workers and Spanish-speakers was also field-tested on the Monterey Peninsula.

Thirteen-week campaigns with the theme "*The Library. Check It Out.*" aired in: San Diego (3rd Quarter 2001); Los Angeles and San Francisco (1st Quarter 2002); San Jose, Riverside/San Bernardino and the Monterey Peninsula (3rd Quarter 2002); and Sacramento, Fresno and Bakersfield (1st Quarter 2003).

Media affidavits confirm that between July 2001 and March 2003, the California Campaign:

- Posted 200 bilingual billboards around the state
- Posted 70 bilingual bus shelters in San Francisco and San Diego
- Aired 1,710 public service announcements (PSAs) on network television
- Aired 4,981 PSAs on cable television
- Aired 527 PSAs on Spanish television
- Aired 1,320 teen radio PSAs
- Aired 369 Spanish radio PSAs
- Aired thousands (undocumented) of PSAs on cable access stations
- Produced 21 TV and radio events at libraries
- Leveraged a \$970,500 budget into a media campaign valued at over \$2,902,500.

Today, California Campaign PSAs continue to air on cable programming and cable access channels in California, thanks to our partnerships with local cable companies.

An idea is born

The idea for the California Campaign for Libraries emerged as the priority recommendation of a Sacramento gathering of California's library leaders in May 1997. The California State Library invited over one-hundred library leaders to participate in its "Convocation on Providing Library Services to California's 21st Century Population" with the goal of creating a vision of public library service. The purpose of the three days of meetings was to assess the state of library services and develop recommendations for new statewide programs.

During the Convocation's first day, fifteen participants delivered papers on major issues of public library service,

including: access; collection development and resource sharing; community collaboration and outreach; lifelong learning; promoting the value of libraries; staffing to serve the 21st Century; and technology. These presentations provided a framework for discussion and for drafting final recommendations.

Convocation participants broke into groups and drafted sixty-one recommendations. Participants identified thirty-three priorities from the original recommendations. Surprisingly, the number one priority recommendation focused on public awareness and stated:

"The State Library should take a leadership role to develop a statewide public relations campaign. This would include a grant to develop a 3-5 year plan of ongoing activities, and a millennium conference. The campaign should tap major metropolitan areas...and include messages that could be replicated locally."¹

What exactly prompted this new emphasis on library awareness is not clear, but several factors appeared to drive it. The first was a presentation by Regina Minudri, then Director Emerita of the Berkeley Public Library, on promoting the value of libraries. In her presentation, "Getting the Word Out," she said:

"If the public library of the 21st Century wants its message heard throughout the state, it is necessary to use mass media outlets. Statistics show that a majority of people get most of their information from television and radio...Entrée to mass media can be difficult for many libraries...Production of effective PSAs for TV and radio should be done by professionals...This takes money with a capital 'M.' A small- or medium-sized library does not usually have the resources needed to produce high quality messages...Consider the effect of the advertising campaigns in the last two years that touted the significance of smaller class size and the importance of the classroom teacher...Financial resources need to be found that will permit large-scale, professional promotion done on a statewide basis. Libraries have an important story to tell and need help in conveying

Ernie Bodai, M.D., Breast Health Center; Stefani Booroojian, KSEE 24 News; Phil Bronstein, *San Francisco Chronicle*; Buck Busfield, B Street Theatre; and Rick Dees, KIIS-FM Disc Jockey.





Nancy Dell and Pat O'Brien "Access Hollywood;" Alicia Lagano, Chrystal Grant and Alecia Elliot, NBC's "All About Us;" and Nick Backlund, Nissan Design America.

their messages to the public in a manner that makes the library inviting, attractive, useful and necessary. This can be done, so long as there is motivation, money and message.”²

Another factor was a guest speaker presentation by Dan Walters, political columnist for *The Sacramento Bee* and more than fifty other California newspapers. During the question and answer session at the end of his talk, he remarked that he questioned the relevancy of libraries today, especially with the rapid emergence of the Internet as an information source. While this perspective was not new, coming as it did from a leading California journalist made it much more difficult to swallow. If Dan Walters thought this, what must other Californians be thinking about the value of their libraries in the future?

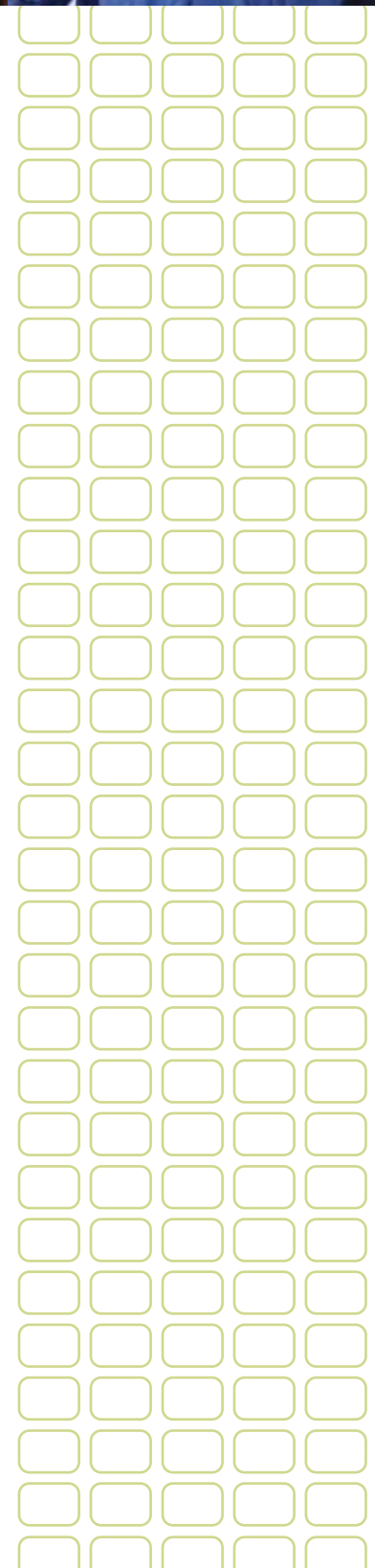
When faced with prioritizing the Convocation recommendations, participants seem to be reeling from the array of challenges they were facing. But one issue echoed in participants' minds. The perceived value of libraries would continue to decline until some effort was made to change that perspective. Thus was born the California Campaign for Libraries.

When the California Library Association met in Pasadena later that year, the State Library assembled a committee of library leaders to consider the feasibility of a statewide campaign promoting libraries. The group unanimously agreed that planning for the campaign should commence immediately and a campaign planning committee was formed.

While developing the campaign goal was easy – build awareness and support for libraries – launching the California Campaign was not. Despite the resounding vote of confidence for an awareness campaign, planning the campaign faced major obstacles.

And there were many obstacles. The state's enormous size required that the campaign reach at least five major media markets (San Diego, Los Angeles, San Francisco, Fresno, and Sacramento). California's diverse population, especially the state's rapidly growing Latino population, would require a bilingual approach. But the real challenge was how to fund a campaign that would cost at least a million dollars.

From a marketing point of view, promoting libraries to more than 37 million people spread across 158,869 square miles is no easy feat. Doing so requires much more than flyers and good public relations. Doing so in two languages is even harder. And Regina Minudri was right: it “takes money with a capital ‘M.’”



Setting the standard for campaign participation

Right from the start, the Glendale Public Library recognized that *"The Library. Check It Out."* was a campaign they could make their own. "It's clear and direct and it's really a call to action," says Chuck Wike, Glendale's public information officer. "What you look for in a campaign is to get people to come to the library. We decided if (the campaign is) out there, let's figure out a way to bring it into the library and make it ours."

One of the first things they did was to invite a hometown author with an international reputation to do one of the campaign's television spots. "Glendale is in the middle of LA County, but it's also home to the largest Armenian-speaking population outside of Armenia," Wike says. "We've had some programs with (author) Aram Saroyan, and he was happy to oblige.

That was a great fit for this community."

Disk jockey Rick Dees, another personality with regional appeal, added some real star power to the campaign. "We're part of the LA market and Rick Dees (of KIIS-FM) is everything in Southern California," Wike says. "He's the main guy in the morning. He's an icon. And we had Channel 4, the NBC affiliate. It looked like a win-win situation."

Glendale also found a sure way to involve their staff, Friends and volunteers. "We asked our Friends group to put up some funds to purchase t-shirts," Wike explains. "We tried as best we could to marry ourselves to (*The Library. Check It Out.*) brand. The staff was thrilled. We asked them to wear them on Wednesdays and during National Library Week. The staff is still wearing them. It was a chance to give ourselves a little identity without being overbearing."

While the TV spots were airing locally and radio and

billboards were broadcasting the message, Glendale was putting the increasingly recognizable logo on their publicity materials and on-line. Said Wike, "We put *"The Library. Check It Out."* logo on our monthly meeting (notices), children's program fliers, all the paper goods and the web site. We even included it in our PowerPoint presentations."

And they didn't stop there. The delivery van and bookmobile now display magnetic signs with the *"The Library. Check It Out."* logo.

Glendale is continuing to use a number of campaign components including the vehicle signs.

The TV spots are still airing on the local cable channel and the library is still ordering t-shirts. "We give t-shirts to volunteers who wear them when they go to the schools and read to about 2,000 kids a month, kindergarten through second grade. We don't sell the shirts yet. Our staff, Friends of the Library, and volunteers have them. It's been a good giveaway," adds Wike.

"There's no question that Glendale would happily participate in another campaign if the state ran one," Wike says. "I really hope they keep it going. There's no way we could afford any small percentage of this kind of publicity. We knew that some libraries did not make a big to-do about the campaign with t-shirts and sticking the logo on everything. That was fine with us. That meant when people saw the logo, they thought of Glendale Library. It was a good tie-in. It cost us relatively little and we got a lot out of it. They did a great job of leveraging money for the media buys. We would do this again in a heartbeat."



Linda Ellerbee, Author and Journalist; Luis Echegoyén, KDTV/KFSF-Univision News; Phil Frank, "Farley" Creator; Galen Gering, NBC's "Passions;" and Eric Hiljus, Oakland Athletics.





Dusty Baker, former manager of the San Francisco Giants; Steven Daniel and Scott Whyte, NBC's "City Guys;" and Phoebe Chongchua, KGTV News.

Monique le Conge, Director of the Benicia Public Library, says, "I think libraries and librarians have done a lot of PR, but not a lot of marketing – the kind that establishes a public image and develops the idea of the library in the marketplace. But more and more, we're going to have to start thinking that way because we are competing in the marketplace. This was a very important first step for California libraries. I think it's even more important for us to have a strong public image. People are more likely to support us if they know about us and what we do."

While California campaign consultants understood the media's effectiveness in building awareness, most library leaders involved in the planning process were skeptical of a media campaign. Campaign planners had vastly different degrees of marketing knowledge and savvy. While much of the planning process of setting a goal, objectives and target groups went smoothly, determining a course of action was a struggle. Getting a consensus on how to fund and implement this campaign seemed impossible.

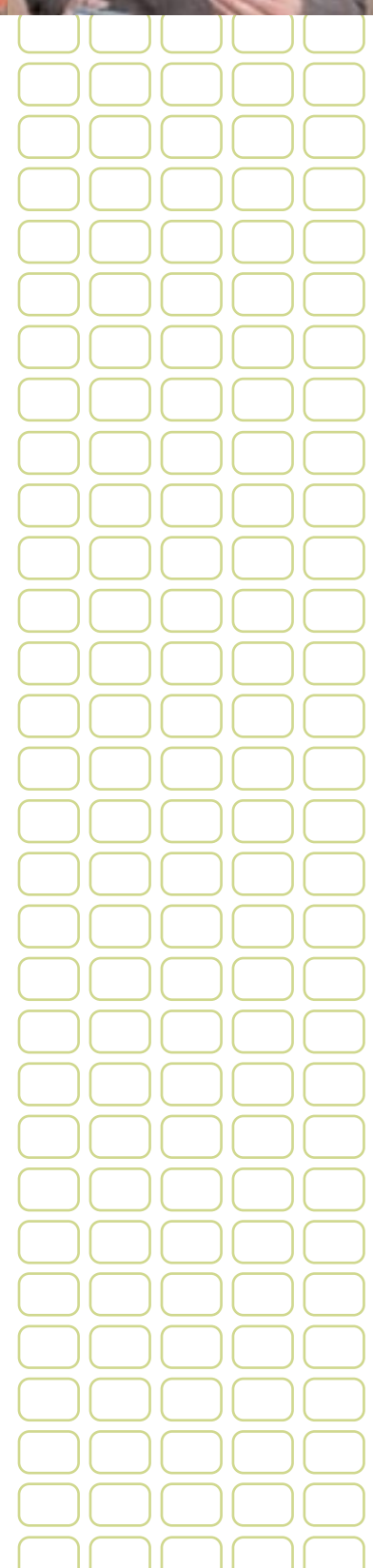
Discovering a successful strategy

Traditional marketing uses a variety of media to reach thousands of people with awareness messages every day. Today, 90 percent of U.S. households have at least one television; 40 percent have three or more TVs. The average American watches more than 4 hours of TV per day.³ TV advertising is effective because it is so pervasive. California Campaign market research shows that using combinations of media to build awareness can be even more effective.

Persuading library leaders that this media focused strategy was effective was a tough sell. The most obvious reason: many librarians (or at least library leaders) do not watch much television. Nor do many avid readers – the library's best customers. But this awareness campaign was about more than reaching regular patrons – it was focused on reaching non-users.

As defined by planners, the campaign goal was to build awareness of libraries, books and reading among 75 to 85 percent of California's thirty-seven million residents. As one marketing professional after another explained, the only way to accomplish that goal cost-effectively was with frequent and on-going media advertising.

Other California state agencies started to use media advertising to build awareness and change behavior more than a decade ago with the advent of the California Department of



Using radio to build the library's "coolness factor"

Cheerleaders, marching bands, radio disc jockeys, hot-dogs-on-a-stick and skateboards are just a few of the components that drew teens to California Campaign events at libraries. The campaign formed partnerships with radio stations to attract teens to libraries in Bakersfield, Fresno, Los Angeles, Riverside/San Bernardino, Sacramento, San Jose, and San Francisco. And when libraries added their own programming and activities, those events not only drew crowds, they also attracted teens who didn't usually visit the library.

There was, of course, something else that proved attractive to both teenage boys and girls—other teenage boys and girls.



What made Teen Day at the Chino Hills Branch of the San Bernardino County Library such a resounding success was the turnout of teens that weren't regular users. "It was one of the most successful teen events we've ever done," says Leonard Hernandez, Chino Hills' young adult specialist. "We have a lot of junior and high school students coming in after school to do their homework. But this event really drew teens that wouldn't normally come. KGGI came out and their presence added to the coolness factor for the teens." The radio station also held a drawing for a home computer at the September 21, 2002 event and announced it on-air the week before.



Hernandez estimates that 60 to 70 percent of the 2,000-plus crowd was made up of teens. "The cheerleader and dance squads (from Ayala High School) had 80 to 100 girls and they brought the Bulldog mascots," Hernandez says. "All those girls brought their friends,



who brought their friends and that attracted the guys." The (Townsend) Junior High Band was a big draw, too, because they brought their friends and parents. Once on site, the teenagers were drawn inside the



library by vendors such as TCBY (yogurt), Cold Stone Creamery (ice cream) and Hot Dog on a Stick. "They got a tour of the library without even knowing it," Hernandez says. About 120 library cards were issued that day.

Skateboarding was the main attraction at another teen event on the same day at the Cathedral City Branch Library (Riverside County Library Service). Although teenagers had used the library's parking lot to skateboard, many had never actually crossed the building threshold. Cathedral City librarian Joyce Debreczeni knew the library could attract a crowd by featuring skateboarding at their teen event. She also knew she'd have a sizeable showing because a favorite radio station for teens, Palm Springs' KKUU-FM, was playing host. Because the teens were always using the library's parking lot, despite Debreczeni's objections, the first thought was to hold a skateboard safety clinic.

So the library invited local businesses, community leaders and members of a local skateboard park committee to come and give an update on a proposed skateboard park.

The Desert Sun newspaper published photos of the skateboarders and the local television station put the event on the evening news, "It was great," Debreczeni says, "The kids really enjoyed themselves. They really wanted the event to work. And where there are teenage boys, there are teenage girls. We had about 150 people in all—20 to 40 adults, 20 to 30 onlookers and about 100 kids. We had a couple of City Council people, too. They were very interested."

Debreczeni reports that the kids still try to skateboard in the parking lot, but now when she asks them not to, she finds them more accepting. "They've even offered to let me try their skateboards," she says with a soft chuckle.





Kevin Cordi, Storyteller; California State University–Bakersfield Roadrunners Women’s Basketball Team; and Dr. Phil McGraw, Host of “Dr. Phil.”

Health and Human Services’ “anti-smoking” campaign. In recent years the price tag for a statewide media campaign in California can range from \$1.2 million (the Safely Surrendered Baby Campaign) to \$26 million (the aforementioned anti-smoking campaign).

aying for the campaign presented a seemingly insurmountable obstacle. Planners consulted cutting-edge marketers, including Burson-Marsteller and Deen & Black (now Ogilvy Public Relations Worldwide) for advice. Their response: interview foundation executives to explore their interest in funding the campaign.

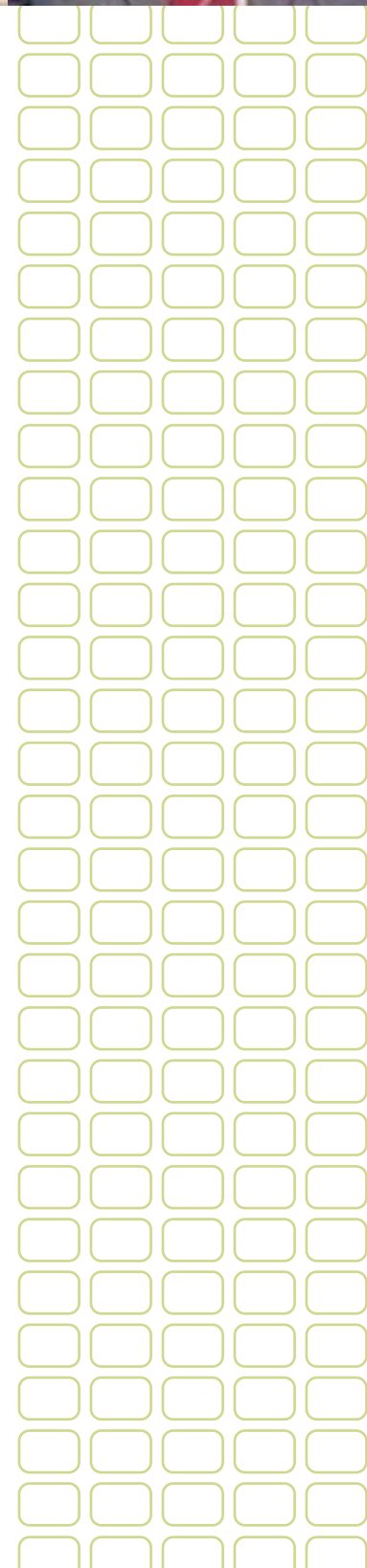
Executive interviews with California’s leading foundations yielded little encouragement. With a couple of exceptions who offered very limited support, most foundation executives said they would not fund a project limited strictly to marketing or public awareness, despite their “love for libraries.”⁴

Worse yet, some foundation executives expressed concern “that libraries were becoming ‘relics’ or were being perceived that way.” Others said they thought libraries would continue to be needed but “that the public perceives them to be passé.” Foundation executives said they thought “it was urgent for libraries to reposition themselves strategically and show the public how important they are.” As one foundation executive noted, “To me, the lack of marketing in libraries has always been one of their main problems.”⁵

Campaign planners were not encouraged. Where would they find the money to launch an awareness campaign that would have real impact?

The turning point was an article in *Library Hotline* about a North Carolina public library that had leveraged \$30,000 from their Friends into a media campaign valued at over one million dollars. That library was the Public Library of Charlotte and Mecklenburg County, known for its innovative excellence under Director Bob Cannon. Cannon and his marketing team were eager to meet with California’s campaign planners to share the strategy for their campaign, “*The Library. Check It Out.*”

In August 1998, campaign planners met with Cannon, Dick Pahle, Charlotte’s development director, and Joe Burroughs, Specialized Media Services Marketing & Promotions. The library’s advertising strategy was simple: Partner with broadcast and outdoor media to leverage their media buy to several times its dollar value. Using the \$30,000 provided by the library’s Friends, Cannon and Burroughs called on Charlotte’s business leaders to secure advertising sponsorships. Sponsors could choose from an array of packages (from \$500 to \$50,000), and



California Campaign Budget

Purchased media	\$715,500
Production fees	75,000
Project support	180,000
.....	
Total of LSTA funds spent*	\$970,500
.....	
VALUE ADDED:	
Donated media time	\$1,706,000
Value of donated celebrity fees	86,000
Value of donated camera-crews	60,000
Value of TV and radio events	225,000
Value of web sites and links	110,000
Plus purchased media	715,500
.....	
Total campaign value	\$2,902,500
*spent over three fiscal years.	

each would be featured in a public service announcement promoting libraries. With the support of the business community and the media, Charlotte’s first media campaign exceeded one million dollars in media advertising.

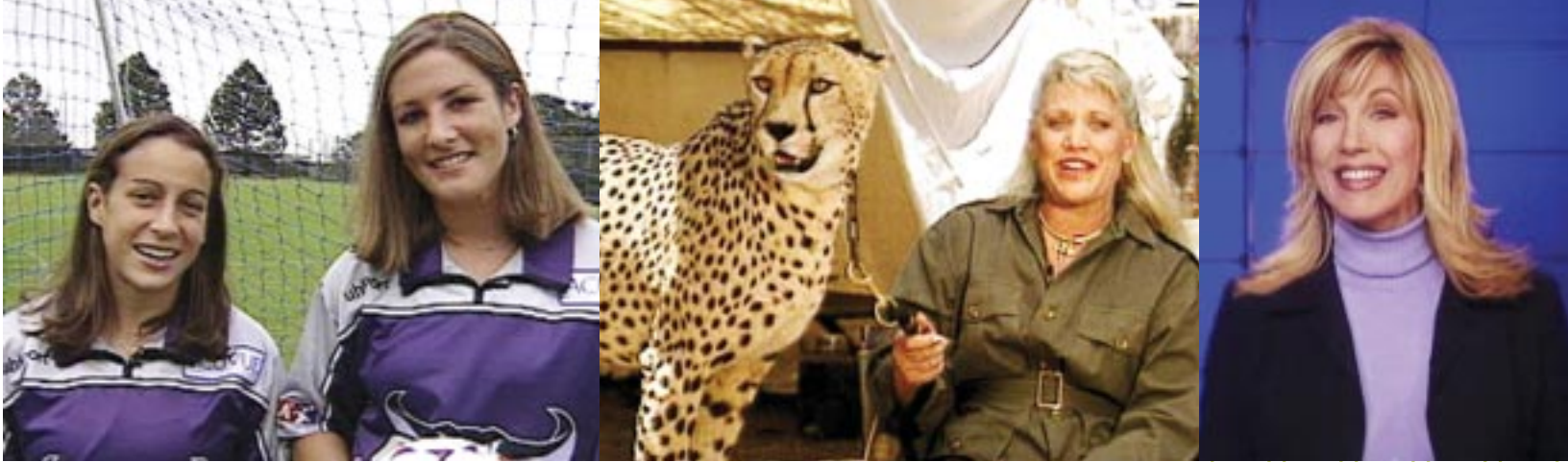
Despite Cannon’s enthusiasm for “*The Library. Check It Out.*” campaign, California’s campaign planners remained skeptical. A campaign enlisting California businesses as underwriters raised a brand new funding issue: library turf. As one library director confided, “There’s no way we’re going to see library directors willingly share their funding contacts and sources.” With 179 public library jurisdictions in California, turf wars over sponsors and underwriters seemed inevitable.

To help gauge California’s “readiness” for a library awareness campaign, campaign planners decided to survey California residents regarding their perceptions toward public libraries. In May 1999, the Metropolitan Cooperative Library System (MCLS) issued an RFP to 20 market research firms, receiving proposals from four. MCLS contracted with META Information Services to provide both qualitative and quantitative research to measure the public’s perceptions of libraries.⁶

As planning continued into a second year, Dr. Kevin Starr, California State Librarian, announced he would provide funding to MCLS to field test “*The Library. Check It Out.*” campaign strategy, using Library Services and Technology Act funding instead of business underwriters. A market research company would evaluate the field-test campaign’s impact and decisions on the feasibility of a statewide awareness campaign would be made then. The location for the first field-test using television only: San Diego, California’s third largest media market.

Trevor Hoffman, San Diego Padres; Maney & Lukas, The End KDND-FM Morning Show; Jerry Kennealy, Author; Rosellen Kershaw, Friends of the Fresno Library; and Larry Lee, *The Sacramento Observer*.





Megan Horvath and Christina Bell, Bay Area Cyberrays; Joan Embery, Wildlife Experts; and Leeza Gibbons, “Extra.”

Field-testing the campaign to measure impact

Preparations for the field test began when campaign planners approached Anna Tatár, director of the San Diego Public Library, in 1999. They asked her to help test the performance of “*The Library. Check It Out.*” campaign pioneered by the Public Library of Charlotte and Mecklenburg County and their consultant, Specialized Media Services Marketing & Promotions (SMSM&P).

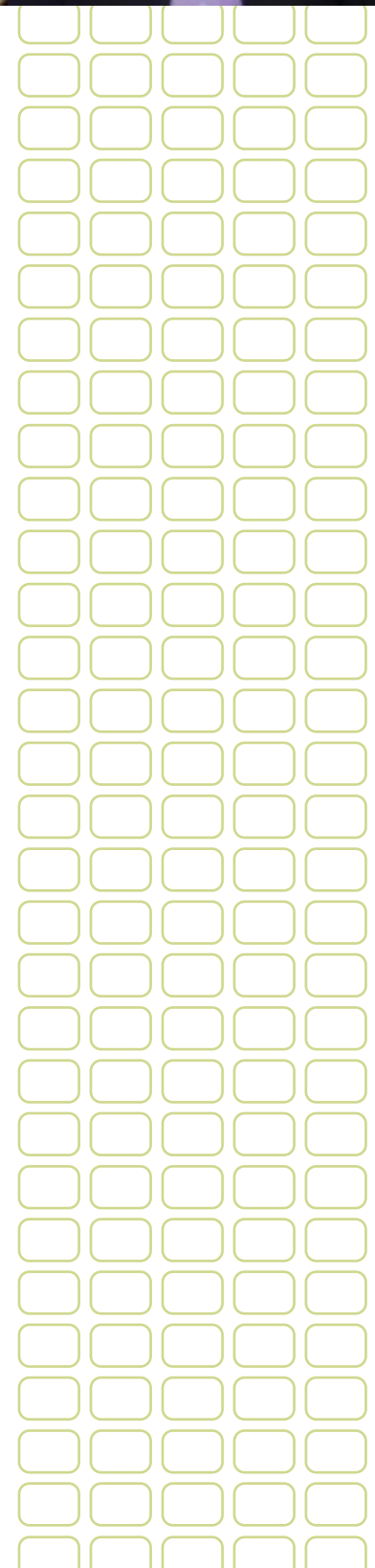
Says Tatár, “I jumped at this opportunity because I knew we could never do this alone. I knew it was important to get the library message out there.” Tatár hoped “*The Library. Check It Out.*” television campaign would boost the number of library cardholders and attendance at library programs. She looked forward to building media partnerships and recruiting local library supporters as campaign spokespersons. She hoped that the campaign would bolster public support and build awareness. Formal evaluation of the test campaign’s impact would exceed her hopes and expectations.

For the San Diego test campaign, \$50,000 in Library Services and Technology Act funds was used to leverage an estimated \$350,000 worth of television exposure. Campaign media partners included KGTV-Channel 10/ABC, Cox Cable San Diego, Time Warner Cable San Diego and KBNT-Univision, a Spanish-language television station.

To launch the field test, SMSM&P’s managing partner, Joe Burroughs, invited proposals from San Diego’s media firms. He then analyzed their proposals and made recommendations for TV advertising buys based on the time slots and advertising frequencies that each network and cable TV outlet proposed. He also wrote the scripts and supervised filming of the PSAs.

More than a dozen San Diego community leaders enthusiastically agreed to act as spokespersons in the 15-second public service announcements (PSAs). Tatár and her staff recruited local people they wanted to appear on behalf of the library. “This was one of the things that was so exciting about the partnership,” says Tatár.

One of the people she called upon was Drew Schlosberg, community relations director at the *San Diego Union-Tribune*. As a member of the San Diego Literacy Council and past president of the San Diego Reading Association, Schlosberg says he tried hard to think of a reason people wouldn’t want to partner with the library. “When Anna called me and mentioned the PSAs they were doing, and explained that they would be compelling



Taking the library to farm workers in the fields

The nearly one million seasonal farm workers who pick California's fruit and vegetables work at over 36,000 farm job sites. What they pick accounts for more than half the nation's food supply. Farm workers are also among California's poorest workers in one of the most hazardous jobs in the U.S. (second only to construction).

So when Julia Orozco, director of Salinas Public Library, and Jo Wahdan, county librarian at San Benito County Free Library, requested the California Campaign do a field-test targeting farm workers and Spanish-speakers, campaign planners felt compelled to do so. When it comes to library service, California's farm workers and their families are perhaps the most under-served population in the state.

Barriers to farm workers' use of the library include language literacy, mistrust of many institutions, and a lack of awareness of libraries and what they offer. According to Orozco, "Public libraries as we know them in the United States are not a common concept in Mexico, which is where many of the farm workers in our community come from."

To reach farm workers, campaign consultants used bilingual billboards and Spanish-language radio and radio events at libraries to entice farm workers and Spanish-speakers. Says Orozco, "It was very meaningful to pick the medium that we know would reach them. Farm workers have their radios playing while they're picking, while they're driving. From my perspective, Spanish radio is the medium to use. We had special events at the library with the radio station and they were broadcasting, 'Come on by. Find out what the library can do for you.' In an hour's time, the reach was tremendous."

The campaign partnered with a Spanish-language radio company, Entravision Communications (KLOK

99.5 FM, KSES 107.1 FM, and KMBX 700 AM) and Viacom Outdoor. The same bilingual billboards used elsewhere in the campaign were posted with one change – the Spanish campaign logo appeared before the English one, making it clear that the focus was on Spanish-speaking farm workers and residents.

Staff from San Benito County Free Library and Salinas Public Library also made visits with the radio stations to farm workers in the fields in Watsonville, Gonzalez and King City. Carlos Munoz, who handles San Benito's bookmobile service and outreach, made some of those visits. Wahdan says, "He said it was festive, the radio station catered lunch and although the farm workers were in their work clothes and (looked) tired, they listened. Carlos said, 'Boy, I had a wonderful experience. It felt good.' I think (the campaign) is a positive thing, a great thing, a wonderful way for the library to reach out to our ethnic community."

Adds Orozco, "The cost of a campaign like this is a challenge. But when you look at serving the community, there's no way you should ever stop building awareness. If you're going to serve the community, that means serving everyone. We can't stop building awareness until everyone in California has a library card."



Jane Mitchell, COX Channel 4 Sports; Michael Morgan, Oakland East Bay Symphony; Troy Murphey, Golden State Warriors; Fred Roggin, KNBC Sports; and Aram Saroyan, Author.





Janet Evans, Olympic Gold Medalist; Shedrack Anderson III, NBC’s “Just Deal;” and Lina Fat, Chef and Author.

messages straight from the heart, I knew right away I wanted to be involved. For so many people, reading is the lifeblood of success.”

All the spokespersons in the San Diego PSAs talked about the importance of libraries, books and reading. Jack O’Brien of the Old Globe Theatre talked about how reading opens minds to the “limitless possibilities of life.” Jim Dawe of the Library of California talked about the “magic” of becoming absorbed in a book. Former basketball star Bill Walton said reading gives children “a giant step into the future.” In addition to local celebrities, three PSAs featured national names – Linda Ellerbee, TV journalist Jack Perkins, and Luis Valdez, playwright and filmmaker.

Tatár knew that having community leaders speak up for the library would have tremendous value in boosting the library’s visibility and support. “We realized that people would be more aware of the library and that what our community leaders were saying (about the library) would have great influence.”

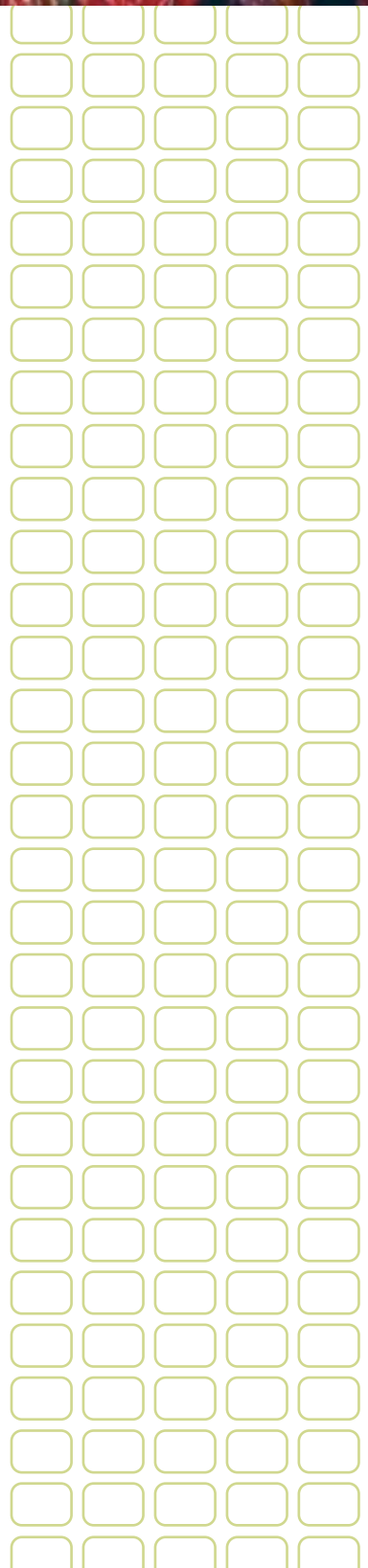
The campaign also caught the attention of city leaders. “Some on the City Council were very impressed about the way we could leverage the ad dollars,” says Tatár. “One public information officer (for the city) said he couldn’t believe it.

“What surprised me most was that leaders were eager to be spokespersons and they did it so naturally,” says Tatár. “They really sold the value of the library and they did it with such heartfelt enthusiasm. It was truly one of the most positive things that has happened to me in my career, both personally and professionally.”

But what kind of impact did this television-only field-test have on library awareness in San Diego? According to a formal research study of the effectiveness of the campaign by META Information Services of Sacramento, the PSAs hit the mark. The research report noted that “nearly six in ten (survey) respondents were aware of the campaign...with 90 percent indicating they felt it would be effective in attracting more people to visit libraries.”⁷

Responding to META evaluation results, Tatár adds, “The research proves that investing in media advertising can impact library awareness.”

While encouraged by the field test evaluation, campaign planners wanted further proof that “*The Library. Check It Out.*” campaign strategy was the way to go. They also wanted to test the use of additional types of media beyond network and cable advertising. So a second expanded campaign field-test was set in motion.



Spokespersons

John Alston, KCRA 3 News
Shedrack Anderson III, NBC's "Just Deal"
Juan Aramubla, Community Leader
Xochitl Arellano, Univision's "Voz Y Voto"
Nick Backlund, Nissan Design America
Dusty Baker, Former Manager,
San Francisco Giants
Imelota Basarta,
California State University – Fresno
David Bejarano, Chief of Police,
San Diego Police Department
Christina Bell, Bay Area Cyberrays
Ernie Bodai, M.D., Breast Health Center
Danny Bonaduce, "The Other Half"
Stefani Booroojian, KSEE 24 News
Phil Bronstein, San Francisco Chronicle
Willie Brown, Mayor of San Francisco
Alice Bulos, Community Leader
Buck Busfield, B Street Theatre
California State University–Bakersfield
Roadrunners Women's Basketball Team
Kelly Carr, KSEE 24 Sports
Phoebe Chongchua, KGTV News
Dick Clark, "The Other Half"
Fritz Coleman, KNBC Weather
Kevin Cordi, Storyteller
Marco Polo Cortes, President, San Diego
Hispanic Chamber of Commerce
Vernon Crowder, Library Supporter
Steven Daniel, NBC's "City Guys"
Jim Dawe, Library of California
Rick Dees, KIIS-FM Disc Jockey
Nancy Dell, "Access Hollywood"
Ray Dezember, Businessman
Mai Do, KGET 17 News
Mark Drummond, LA Community
Colleges Chancellor
Guy Dupuis, Bakersfield Condors
Henry Ellard, Fresno State University
Linda Ellerbee, Author and Journalist
Alecia Elliot, NBC's "All About Us"
Joan Embery, Wildlife Expert
Luis Echegoyén,
KDTV/KFSF-Univision News
Janet Evans, Olympic Gold Medalist
Lina Fat, Chef and Author
Phil Frank, "Farley" Creator
Venancio Gaona, El Concilio de Fresno, Inc.

Sarah Garner, KCRA 3 News
Audrey Geisel, Widow of "Dr. Seuss"
Galen Gering, NBC's "Passions"
Leeza Gibbons, "Extra"
María Leticia Gómez,
KDTV/KFSF-Univision News
"Pat the Hat" Goodrich
Chrystal Grant, NBC's "All About Us"
Mohinder Singh Grewal,
Punjabi library collection advisor
Juan Felipe Herrera, Author and Storyteller
Eric Hiljus, Oakland Athletics
Trevor Hoffman, San Diego Padres
Megan Horvath, Bay Area Cyberrays (soccer)
Kevin Johnson, St. HOPE Corporation
Christopher Jorgens, NBC's "Skate"
John Kallenberg, Fresno County Librarian
Bob Keller, The Eagle KSEG-FM
Jerry Kennealy, Author
Rosellen Kershaw,
Friends of the Fresno Library
Alicia Lagano, NBC's "All About Us"
Jason Laney, KSEE 24 Weather
Larry Lee, The Sacramento Observer
Ananda Lewis, "The Ananda Lewis Show"
Lupita Lomeli, Univision TV Personality
Mario Lopez, "The Other Half"
Tony López, KDTV/KFSF-Univision News
Shannon MacMillan, San Diego Spirit
Maney & Lukas, The End
KDND-FM Morning Show
Robin Mangarin, KGET 17 News
Beth Marney, KFSN 30 News
George Martin,
Bakersfield Business Conference
Dr. Phil McGraw, Host of "Dr. Phil"
Jane Mitchell, COX Channel 4 Sports
Samantha Mohr, KPIX Eyewitness Weather
Jose Montoya, Sacramento Poet Laureate
Michael Morgan,
Oakland East Bay Symphony
Keith Moyer, The Fresno Bee
Paul Moyer, KNBC News
Troy Murphey, Golden State Warriors
Jerome Navarra,
Jerome's Furniture Warehouse
Dave Nichols, Pacific Bell
Jack O'Brien, The Old Globe Theatre

Pat O'Brien, "Access Hollywood"
The Ordone Family, Chula Vista Public Library,
East Lake Branch
Bubba Paris, Former San Francisco 49er
Danny Parra,
Hispanic Chamber of Commerce
Jack Perkins, TV Journalist
Dan Pessano, Good Company Players
Margaret Porter-Troupe,
The Porter-Troupe Gallery
Rick Quan, KPIX Weather
Edgardo Quijano,
KDTV/KFSF-Univision News
Clem Renzie, Sculptor
Sarah Reyes, Community Leader
Claudia Rodriguez, KBNT-Univision News
Rich Rodriguez, KSEE 24 News
Rick Rodriguez, Sacramento Rivercats
Fred Roggin, KNBC Sports
Gregg Rolie, Rock and Roll Hall of Fame
Aram Saroyan, Author
Kevin St. Pierre,
Bakersfield Condors (hockey)
Drew Schlosberg, San Diego Union-Tribune
Jim Scot, KGET 17 News
Tommie Smith, Olympic Gold Medalist
Kristen Storms, NBC's "Days of Our Lives"
Gloria Stuart, Actress, "Titanic"
Kim Johnston Ulrich, NBC's "Passions"
Luis Valdez, Playwright and Filmmaker
Ricardo Vela, KBNT-Univision News
Ben H. Vue,
Valley Small Business Development
Bill Walton, Basketball Hall of Fame
Joseph Waumbaugh, Author
Scott Whyte, NBC's "City Guys"
Marcellus Wiley, San Diego Chargers
Rev. Cecil Williams,
Glide Memorial Church
Colleen Williams, KNBC News
Kevin Wilson, Teen Council Representative
Blair Wingo, NBC's "Skate"
Matt Wise, Anaheim Angels
Margie Wright, California State
University-Fresno Softball Coach
Kristi Yamaguchi, Figure Skating Champion
Michael York, Actor
Gaylen Young, KGET 17 News



Jose Montoya, Sacramento Poet Laureate; Mario Lopez, Danny Bonaduce and Dick Clark, “The Other Half;” and Margaret Porter-Troupe, The Porter-Troupe Gallery.

Field testing in Fresno yields an even bigger impact

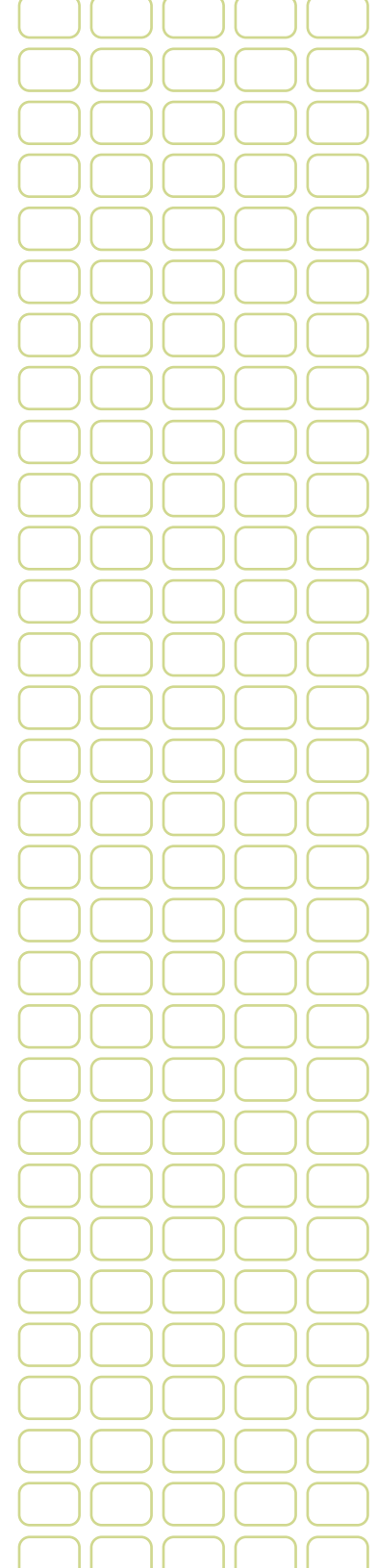
In March 2000 John Kallenberg, then Fresno County Librarian, approached California State Library campaign planners about another field-test of the campaign in Fresno. He understood the benefits of marketing and the Fresno County Library had much to market – more staff, longer hours, new services and programs, and 175 new public access computers. Kallenberg felt the campaign’s impact would benefit the library and demonstrate, once and for all, the viability of “*The Library. Check It Out.*” strategy. He just didn’t know how much impact it would have.

According to Shelly Keller, California Campaign manager and marketing consultant to the California State Library. “We were fairly certain that expanding the campaign to include radio and outdoor media would enhance the campaign’s impact. Fresno offered a promising market for an expanded field test. Thanks to voter passage of Measure B in Fresno in 1998, the Fresno County Library had expanded their hours, staff, collection and programs and that gave us plenty of reasons to market the library. But it was really John Kallenberg’s enthusiasm for the campaign that clinched the deal.”

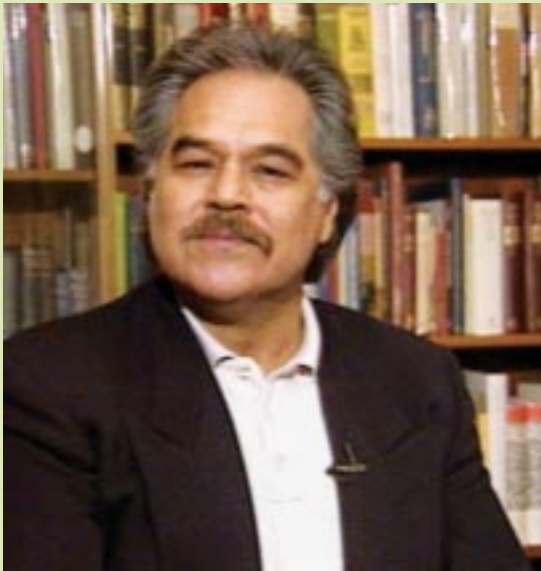
Advertising – at least public service advertising – to promote libraries is not exactly a new concept. For years, public libraries have relied on public service announcements on local TV and radio to market their programs and services. In the 1980s when the Federal Communications Commission (FCC) eliminated the public service requirements from radio and television licensing agreements, things began to change. Just as more nonprofit organizations were requesting donated advertising to promote their services, the FCC no longer required TV and radio stations to provide it.

A 2002 Kaiser Family Foundation study of TV public service advertising⁸ confirmed what most marketing professionals knew: Networks donate an average of 15 seconds per hour for public services ads (.4 percent of total airtime), and 43 percent of those ads air between midnight and 6 a.m. According to Drew Altman, president of the Kaiser Foundation, “Whether you think the time donated to PSAs is a lot or a little to expect from the television industry, it’s definitely an uphill struggle to reach the public and have an impact with the amount of time available.”

The report says that some high-profile campaigns, like anti-drugs or anti-smoking, have taken to simply buying advertising time from the networks. Thirty-five percent of ads with



SAMPLE TV SCRIPT



As a playwright and filmmaker, I know the importance of learning to read at an early age. Good readers are more creative, more curious and more confident in school. All it takes is a little imagination and a library card. The Library. Check It Out.

~Luis Valdez, Playwright and Filmmaker

K. Kristen Storms, NBC's "Days of Our Lives;" Gloria Stuart, Actress, "Titanic;" Tommie Smith, Olympic Gold Medalist; Kim Johnston Ulrich, NBC's "Passions;" and Ricardo Vela, KBNT-Univision News.



a public service message on TV stations are paid for. The study also reveals that in a survey of 513 public service directors at television stations across the country, one in three said they were more likely to donate airtime to groups that buy ads.

Says Keller, "In studying the feasibility of the campaign, we looked at campaigns conducted by other state agencies and organizations – the CHP, Health and Human Services, California Teachers Association, Mothers Against Drunk Drivers. We even studied the 'got milk?' and 'It's the Cheese' campaigns. Every one of the campaign spokespersons said the same thing: you have to spend money on the media and then leverage it."

She adds, "When we discovered the media partnership strategy that Joe Burroughs and SMSM&P came up with, it was a real epiphany for me. The biggest obstacle to getting the California campaign off the ground has always been the cost. Approaching the media as clients who also wanted to partner enabled us to leverage our media buy to three or four times its value and more. It makes for very cost-effective marketing."

Planning for the Fresno field-test campaign began in July 2000, with outreach to media in September. Burroughs invited all the Fresno media to meet with him and discuss the planned media buys. Rather than spread the \$65,000 media budget around to every TV and radio station, Burroughs explained that there would be one network TV partner and one or two radio partners. He invited proposals from each media firm with details on the number of PSAs they would add to the media buy if they were chosen.

Burroughs leveraged the \$65,000 LSTA grant into more than \$325,000 in media exposure for the Fresno field-test campaign. Fresno's media partners included: KFSN/Channel 30/ABC; Channel 21/Univision (Spanish network TV); AT&T Media Services (cable TV); KOQO, KRNC and KOOR (Spanish radio); KBOS-FM (teen radio); and Viacom Outdoor (billboard and mall kiosks).

The library chose spokespersons with an eye towards reflecting Fresno's diversity. Twenty PSAs were produced in Spanish and English, each with a slightly different



Audrey Geisel, Widow of “Dr. Seuss;” Edgardo Quijano, KDTV/KFSF-Univision News; and Rick Quan, KPIX Weather.

message and using the common theme of “*The Library. Check It Out.*” Using different spokespersons and messages kept the campaign fresh throughout the 13-week run. The campaign’s impact came from the messengers – local residents from many walks of life, offering testimonials on the value of the library, books and reading.

“Evaluating the Fresno field-test campaign was the acid test,” says Keller. “We approached these campaign field-tests scientifically. We knew we had to see real results, real impact to justify using federal Library Services and Technology Act funds. Evaluating the campaign was crucial, especially if the California State Library was going to grant funds to take the campaign statewide. Formal evaluation of the field tests confirmed that media advertising impacts both library awareness and usage.”

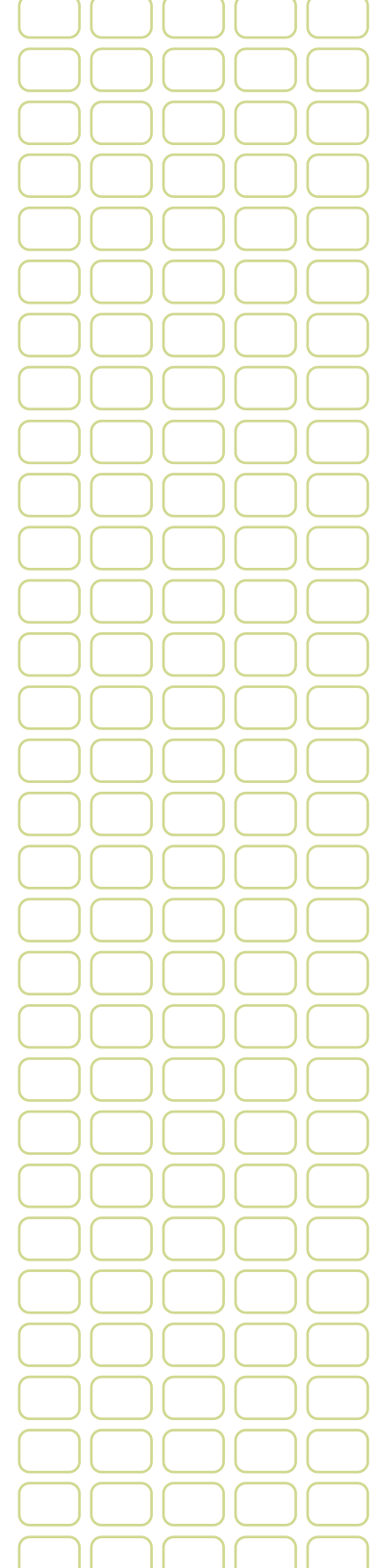
Kallenberg tracked library statistics, comparing them to the previous year, while META Information Services conducted a statistically valid telephone survey of more than 400 Fresno area residents. The numbers were beyond anyone’s expectations:

- Circulation of library materials was up more than 13 percent for the highest circulation in any quarter in Fresno County Library’s history;
- New borrowers increased by 32 percent;
- More than 87,000 people visited the library’s relatively new web site (promoted on all the billboards); and
- Use of online subscription InfoTrac was up over 10 percent.

The META Research Report, “California State Library: Awareness of the Fresno Media Campaign” contained even more good news:

- A majority of survey respondents (84 percent) were aware of at least some aspect of the campaign;
- Approximately six in ten respondents who were aware of the campaign rated it as “good” or “excellent” in terms of making people more aware of the value of reading and of public libraries; and
- An even larger proportion, approximately nine in 10, felt the campaign would be effective in attracting more people to visit public libraries.

But the media campaign’s impact on the library and the Fresno community went beyond numbers alone.

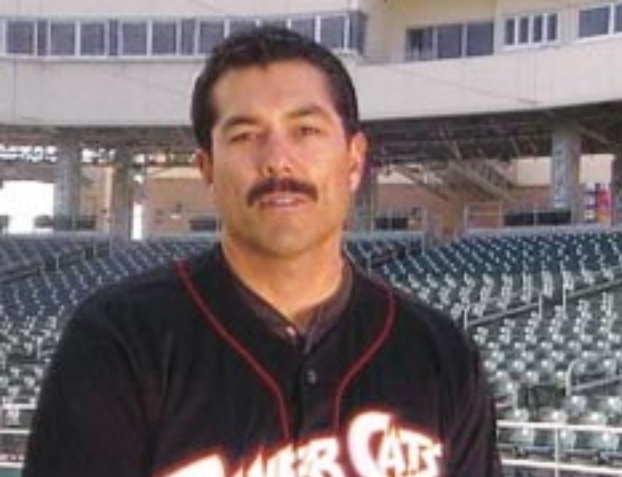


What we learned

1. Everybody loves libraries! Libraries enjoy more public trust than nearly any institution in the U.S. Take advantage of that and build awareness of what your library offers.
2. If you're going to promote libraries in a media campaign, promote libraries in general. People don't distinguish between public, academic, school and special libraries.
3. The 21st Century demands library marketing—not just library PR. Libraries have been doing PR for years. Today's libraries need to commit dollars and resources to real-world marketing because libraries compete in the marketplace.
4. Advertising works at building awareness. Television, radio and outdoor media reach thousands of non-users.
5. Using a combination of media—radio and billboards, or television and transit advertising—produces greater awareness than using just one type of media.
6. Field-test and evaluate your campaign. This allows you to adjust messages or strategies. Use what works!
7. Market researchers can tell you how many people hear or see your advertising messages and how many remember them.
8. You have to spend money to leverage money. Marketing is NOT free. Once you purchase media, that media firm can provide many promotional opportunities including links to their web sites, celebrity spokespersons, events at libraries and a commitment for public service advertising placement.
9. When your audience includes a large non-English speaking population, commit to and pay for a bilingual campaign in print and broadcast media.
10. Radio connects teens to libraries and enhances the library's "coolness" factor.
11. Take the library to where your audience works. The Farm Workers Campaign combined bilingual billboards, Spanish radio and library visits to workers in the fields.
12. Use one campaign theme and a combination of messages to keep the campaign fresh. Keep both the theme and the messages simple and don't hesitate to repeat messages. Advertising has impact because of the frequency and repetition of messages.
13. Using spokespeople and testimonials makes the campaign more credible. People find endorsements more persuasive and believable. You want your campaign messages to be believed.
14. Take the advice of external marketing and media experts. You can keep your opinions, but recognize that they do not qualify as experience or expertise. Seek out and follow the advice of professionals you trust.
15. Think of the bigger picture. Many libraries are covered by one media market so media campaigns can benefit every library, large and small, within the media's reach.
16. Embrace a campaign when one lands in your area. The library leaders who did, witnessed real marketing impact at their libraries.
17. Work with what you have and make it better.

– Shelly Keller, California Campaign Manager





Rick Rodriguez, Sacramento River Cats; Christopher Jorgens and Blair Wingo, NBC's "Skate;" and Colleen Williams, KNBC News.

According to Kallenberg, "The campaign increased awareness of the library, use of the library and good will for the library. It was good for our media partners and spokespersons because it enhanced their community image."

He adds, "Once we began planning the field test in Fresno, the creative juices began to flow between all our staff, all the consultants working on the campaign, all our media partners. We started discovering new ways of doing things. No one partner controlled the results. Everyone brought some new thinking to the campaign. It was a collective approach, and the campaign became much more than the sum of its parts."

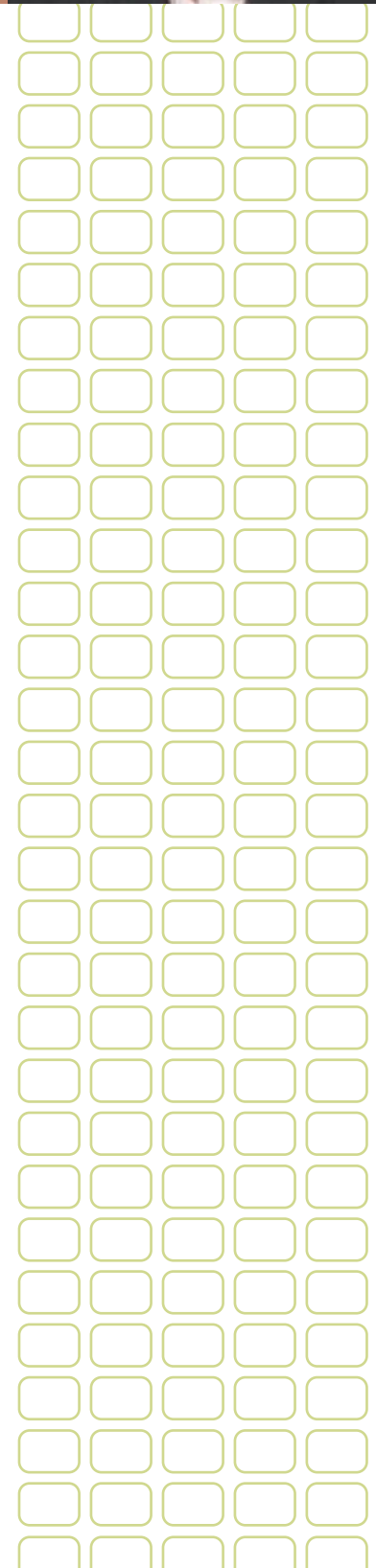
Roberta Barton, public information officer for the Fresno County Library, was hired in the midst of the field-test campaign. Barton affirms, "This campaign kept the library at the top of people's minds and brought them through our doors. It truly helped people realize our potential as a community resource. The real winners are the patrons."

The real impact of the Fresno field-test was to come in March 2001. State Librarian Dr. Kevin Starr announced at the Public Library Directors' Forum:

"We've tested 'The Library. Check It Out.' campaign in San Diego and Fresno. I'm convinced of this campaign's potential for success in California, and I am committing the State Library to take the campaign statewide in July 2001 and to continue it over the next two years. We'll roll out the campaign around the state, media market by media market, and build on the success we've enjoyed so far."

Launching the California Campaign

With Dr. Starr's announcement of the campaign launch statewide, campaign planners tackled the issues of budget and timeline to prepare a Request for Proposal (RFP) for a contractor to implement the campaign. The State Library allocated between \$900,000 and one million dollars in Library Services and Technology Act grant funds (roughly two percent of California's LSTA budget over three fiscal years) for the campaign. Metropolitan Cooperative Library System (MCLS) issued the RFP in March 2001, distributing it to over 20 marketing, advertising and public relations firms doing business in California.



MCLS received four proposals that were reviewed and scored by a committee of library professionals. Proposals were submitted by: Industrial Strength Advertising of Woodland Hills, CA; Ogilvy Public Relations Worldwide, Sacramento, CA; Specialized Media Services Marketing & Promotions (SMSM&P) of Charlotte, NC; and Staton & Hughes of San Francisco. An evaluation committee scored the proposal from SMSM&P the highest and MCLS issued a contract to launch the campaign.

While the need for the campaign focused on public libraries, the California Campaign messages focused on libraries in general, thereby benefiting all types of libraries. SMSM&P proposed several strategies that would pay off enormously. The first was to schedule media market campaigns for the 1st and 3rd quarters because media partners would be able to donate more airtime, allowing the campaign contractor to leverage the media buys more successfully. SMSM&P also recommended network and cable TV as a good way to reach the general population, while Spanish TV and radio would reach Hispanics, and radio would reach teens cost-effectively. Adding bilingual outdoor advertising (billboards and transit shelters) would increase the overall reach in each market.

Burroughs proposed launching 13-week multi-media campaigns in California's six largest media markets. San Diego's campaign aired in 3rd Quarter 2001; Los Angeles and San Francisco media market campaigns aired during the 1st Quarter of 2002; and Sacramento, Fresno and Bakersfield media markets aired in 1st Quarter of 2003.

The campaign used radio and bilingual billboards to reach California's teen audience in the San Jose and Riverside/San Bernardino media markets during the 3rd Quarter of 2002 (see page 6). Teen radio was also part of the campaigns in San Diego, Los Angeles, San Francisco,

Bakersfield, Fresno and Sacramento. SMSM&P also used bilingual billboards to reach the 700,000 residents of the 13-county North State area (a geographic area the size of Ohio). On the Monterey Peninsula, the campaign targeted farm workers with Spanish-language radio, bilingual billboards and library visits to workers in the fields (see page 10).

Advisory committees of library professionals were set up in each media market to help Burroughs identify spokespersons and locations for shooting the television PSAs. These committees also helped set up library web sites (promoted on billboards) that provided a gateway to public library home pages in each market. Bookmarks were printed with the campaign timeline and funding sources and distributed to California's 179 public library jurisdictions.

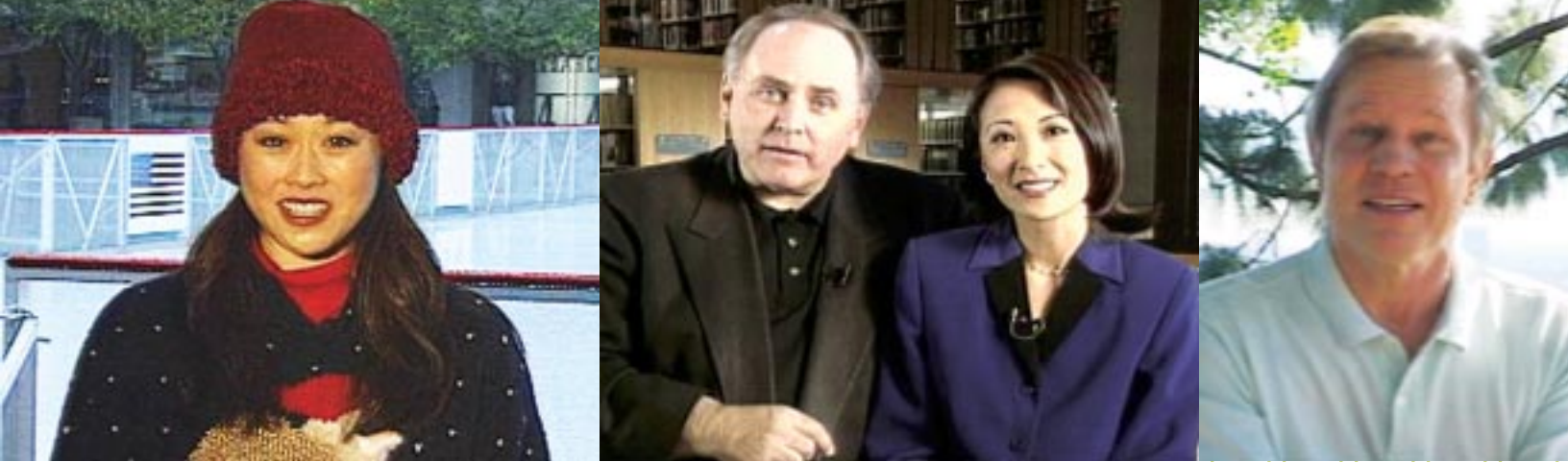
Over the course of the campaign, Burroughs invited proposals from the media in each market and forged partnerships that would leverage the campaign media buy to over four times its value. This partnership strategy would produce nearly \$1,706,000 in free television, radio and outdoor advertising. Media partners also provided spokespersons and posted "*The Library. Check It Out.*" logo on their web sites. Radio stations staged events at libraries and sponsored contests, providing computers, high school dances and concert tickets as prizes to encourage teens to sign up for their library cards.

This "market-by-market strategy" yielded numerous benefits. The strategy enabled the campaign to be customized in each market, with each media partner bringing their own ideas for promotional opportunities. The strategy also produced a mix of spokespersons that reflected each city and included a mix of community leaders and national celebrities. As a campaign slogan, "*The Library. Check It Out.*" provided the perfect umbrella for the different messages about libraries, books and reading.

The California Campaign engaged three major networks – ABC in San Diego, CBS in San Francisco, and NBC in Los Angeles, Sacramento, Fresno and Bakersfield. Skycastle Entertainment delivered eighteen television stars

Ben H. Vue, Valley Small Business Development; Joseph Waumbaugh, Author; Marcellus Wiley, San Diego Chargers; Samantha Mohr, KPIX Eyewitness Weather; and Matt Wise, Anaheim Angels.





Kristi Yamaguchi, Figure Skating Champion; Gaylen Young and Mai Do, KGET 17 News; and Michael York, Actor.

of NBC programs to be spokespersons. Spanish-language networks Univision and Telemundo also provided on-air personalities who acted as spokespersons in the PSAs.

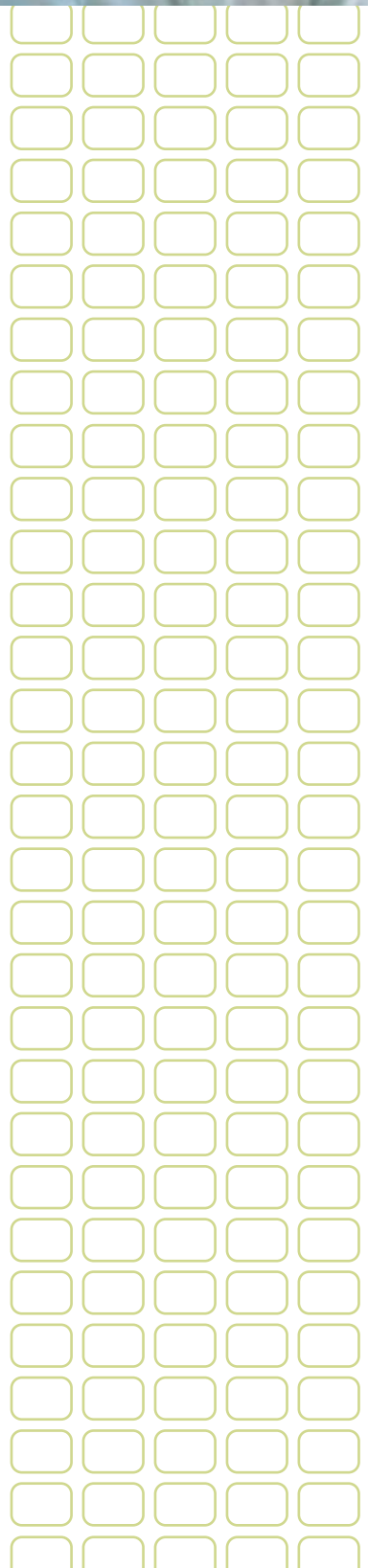
The success of the campaign is the result of the total commitment of media partners who bore many of the costs of the campaign, including much of the advertising. Media affidavits show that the California Campaign for Libraries was able to reach: 85 percent of all television households; 90 percent of all cable TV households; 80 percent of Hispanic households; and 85 percent of teens 12-17.

Anecdotal evidence suggests the campaign's impact on libraries ranged widely from market to market. San Diego Public Library saw an increase in their budget of 47 percent after the campaign. County of Los Angeles Public Library experienced across the board increases in circulation and new library cards issued. San Bernardino County Public Library's Chino Hills Branch hosted 2,000 people – many of them teens – at a Saturday morning radio event at their library. When libraries made the campaign their own, they reaped rewards.

One library that embraced the campaign was Glendale Public Library. Nestled between Los Angeles, Pasadena and Burbank, the library serves Glendale's 199,000 residents. According to Chuck Wike, the library's public information officer, "Our library director saw this as an opportunity to jump on a fabulous local campaign with a lot of support behind it. It was an easy campaign to be part of (see page 4).

Success never comes without challenges and the California Campaign had its share. One of the biggest was getting cooperative buy-in and participation from the very libraries the campaign was promoting. While the media embraced the campaign wholeheartedly, some library directors did not. Another challenge was the general lack of media and marketing knowledge among library leaders. Says Monique le Conge of Benicia Public Library, "I think one of the biggest challenges is educating the library community about why this is something everybody should be doing. I think it's hard to get libraries and librarians trained about the necessity of using media to reach non-users, especially in a state as large and diverse as California."

Nancy Mahr, public information officer for the County of Los Angeles Public Library, adds, "This campaign brought us access to the media. All the media people who came to our meetings about the campaign got an exposure to the library they didn't have before. It was just like holding mini press conferences on the value of the library. We were able to talk



about what libraries do and the programs we have and what we wanted to do with this campaign. As a result, we're getting more media attention. I've learned that just going to the media and asking for free time isn't going to work anymore."

While the California Campaign built awareness for all libraries in the state, it did much more. It raised library staff morale. It revealed wide support for libraries, books and reading among California's media giants. It brought teens, farm workers, and other under-served populations into the library, many for the first time.

Most importantly, the California Campaign for Libraries exceeded all expectations of success: with 122 spokespersons, 33 media partners (see inside front cover), 270 bilingual billboards and transit shelters, 7,218 television PSAs, 1,689 radio PSAs, and a \$970,500 budget leveraged to a \$2,902,500 campaign. The California Campaign for Libraries demonstrated what corporate America has known for years – media advertising gets results.

Despite its official completion, the California Campaign appears to have taken on a life of its own. In February 2003, Kern County Library announced its participation in a federally funded Temporary Assistance for Needy Families grant that has allowed that library to extend their campaign into the 2nd Quarter of 2003 with a focus on the library as a source for job and health information.

Further evidence of the campaign's afterlife can be found in San Luis Obispo where City/County Librarian Brian Reynolds – with his Library Foundation's support – is working with Joe Burroughs to get local business underwriters to continue "The Library. Check It Out." campaign in 3rd Quarter 2003.

Says Reynolds, "The day that the Charlotte-Mecklenburg County Library staff made a presentation about 'The Library. Check It Out.' campaign at the Public Library Directors' Forum in March 2001, I became a believer. I am even more passionate about this today."

What the California Campaign experience adds up to is this: libraries need to take to the airwaves if they want to

build awareness and reach non-users. The days of "doing PR and fliers" are over. Using a testimonial approach to promote libraries, books and reading increases awareness of the library's value to the community and community decision-makers. The California Campaign demonstrates how library marketing, when done well in collaboration with professionals, can reach non-users and achieve real impact. The California Campaign also illustrates that with a media campaign, all libraries benefit.

Anna Tatár has had the benefit of two media campaigns in her library's media market (the field test in 1999 and the campaign in 2001). She says, "This campaign has impacted San Diego Public Library way beyond my expectations. 'The Library. Check It Out.' media strategy really works and the benefits keep coming. We've seen increased library usage. We've seen a 47 percent increase in our budget. We have new community contacts that continue to pay off. I've learned that building awareness is really the most important thing you can do. You can never have too much library awareness."

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- 1 Shelly G. Keller, editor, *Convocation on Providing Public Library Service to California's 21st Century Population*, Convocation Proceedings, (Sacramento, CA) California State Library, July 1997, p. 84.
- 2 *Ibid.*, pp. 41-42.
- 3 Margaret Talbot, "Turned On, Tuned Out," *The New York Times Sunday Magazine*, 16 February 2003, p. 9.
- 4 Kathryn Covier Hannah, *Fund Development Feasibility Study: Report of Research and Interviews for a Statewide Library Public Awareness Campaign* (Sacramento, CA, California Library Association/California State Library, 2000), pp. 5-6 (unpublished).
- 5 *Ibid.*, p. 10.
- 6 META Information Services Research Report, *Metropolitan Cooperative Library System: Public Perception of Public Libraries* (Sacramento, CA, 1999). (Accessible on the web at www.library.ca.gov/assets/acrobat/METAreport09-99.pdf)
- 7 META Information Services Research Report, *Awareness of San Diego Media Test Campaign* (Sacramento, CA, 2000), p. 2.
- 8 Henry J. Kaiser Family Foundation, *Shouting to be Heard: Public Service Advertising in a New Media Age* (Menlo Park, CA, 2002). (Accessible on the web at www.kff.org/content/2002/20020221a/)
- 9 META Information Services Research Report, *Awareness of the Fresno Media Campaign* (Sacramento, CA, 2001), pp. 2-3.

Thanks to the following librarians and library staff for helping to make the California Campaign for Libraries a success:

Jeanne Amos and staff, El Dorado County Public Library

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Barbara Bowie, Riverside County Library Service

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Linda Crowe, Peninsula Library System

Kristie Coons, Kern County Public Library

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Patti Diaz and staff, San Bernardino County Library's

Chino Hills Branch

Joyce Debreczeni and staff, Riverside County Library Service's

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Kazusa Faurbo, San Joaquin Valley Library System

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Leonard Hernandez, San Bernardino County Library

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John Kallenberg and staff, Fresno County Public Library

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Kings County Library staff

Gary Kurutz, California State Library

Monique le Conge, Benicia Public Library

Brian Lewis and staff, Tulare County Free Library

Jane Light and staff, San Jose Public Library

Steve MacGregor, Metropolitan Cooperative Library System

Nancy Mahr, County of Los Angeles Public Library

Gail MacPartland, Peninsula Library System

Laura Mitchell, Escondido Public Library

Susan Negreen, California Library Association

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Tiffany Lucas, KHS-FM, Los Angeles

Matt Lundbeck, Comcast Cable Television, Sacramento

Stephanie MacKean, Comcast Cable Television, Sacramento

Gerald McLean, KPIX-TV, San Francisco

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San Diego Padres

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CALIFORNIA CAMPAIGN FOR LIBRARIES

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Being an NBA player was exciting. Now, one of my biggest thrills is seeing kids put the full-court press on their favorite books. Nothing compares with the look on their faces as they get lost in a story. The Library. Check it out.

-Kevin Johnson, St. HOPE Corporation

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THE LIBRARY. *Check It Out.*



Joan Embery, Wildlife Expert; Rick Rodriguez, Sacramento River Cats; Dr. Phil McGraw, Host of "Dr. Phil;" Kristi Yamaguchi, Figure Skating Champion; Leeza Gibbons, "Extra;" and Dusty Baker, Former Manager, San Francisco Giants.