



Dear Maryland Libraries' Staff,

On behalf of the Maryland Library Partnership and the Division of Library Development and Services, MSDE, we are pleased to present you with this Communications Resource Toolkit to support your local efforts to introduce My Maryland Public Libraries MPOWER Card during the week of April 10, 2005, National Library Week.

During this time, we'll officially launch My Maryland Public Libraries MPOWER Card through an integrated campaign designed to remind Marylanders of the great resources their local libraries provide, encourage them to sign up for their MPOWER Card, and put all Maryland public libraries at their fingertips through the use of a single card. Your local efforts are integral to our overall success. This Communications Resource Toolkit is designed to give you ideas for creating a local plan of action to let people in your area know about the MPOWER Card.

On these pages, you'll find all kinds of useful information to help you spread the word about the MPOWER Card, including information on how to generate local publicity and reach out to community partners.


We are proud to be the first state in the nation to offer a statewide library card, making it simple for patrons/customers to access their public libraries at any location that's convenient for them.

We look forward to working with you on the upcoming launch and thank you for your help in making the campaign for the My Maryland Public Libraries MPOWER Card a success.

Sincerely,

     
Scott Reinhart                  Pat Hofmann                  Christie Lassen                  Andrea Lewis

The Maryland Statewide Library Card Marketing Committee

  
Irene M. Padilla  
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Maryland Statewide Public Library Card  
Communications Resource Toolkit

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## I. INTRODUCTION

In April 2005, Maryland public libraries will launch My Maryland Public Libraries MPOWER Card, a special statewide public library card that can be used at any public library across the state.

Our primary goals for this project are to **reconnect Maryland residents with their public library and to raise awareness of public library service**, which is now made even easier through the MPOWER Card.

During April and the months that follow, there will be an integrated communications campaign to help create public awareness about the MPOWER Card and encourage library customers – or lapsed patrons – to come into a public library near their home, work or vacation destination to sign up for the new card.

The campaign will include the development of materials, such as public service announcements, fliers, posters, bookmarks and website content – as well as ideas for events and activities – to share with local promotional partners and community groups who can help you get the word out in your area.

While many of the specific campaign elements will be developed closer to the launch date, there are other areas that need some of your attention now to make them as successful as possible for you and for the overall program.

This toolkit is designed to help you with developing and implementing the campaign in your local market.

### **Who to Contact With Questions**

If you need assistance with the materials in this toolkit, please contact Andrea Lewis, Public Library Consultant, Division of Library Development and Services, at 410-767-0436 or e-mail her at [alewis@msde.state.md.us](mailto:alewis@msde.state.md.us).



## II. GETTING STARTED: KEY MESSAGES

Prior to beginning any communications effort, the first step is to determine what you want to communicate.

At the heart of a good communications effort are the key messages you want to get across about an issue or subject. We have developed several key messages for this campaign. We encourage you to consider using these in your outreach and to develop your own key messages for the local activities and events you plan for the MPOWER Card launch.

The messages below don't have to be used verbatim, but can help you think about how you talk about your programming, and how these general themes can be used to strengthen your own messages and the campaign.

Overall key messages are as follows:

- Marylanders love their public libraries and use them frequently. A new statewide library card called the MPOWER Card will make it even easier and more convenient to use the public libraries' many resources.
- Maryland public libraries put customers first, giving them the power and freedom to use any public library across the state through a single library card called the MPOWER Card that will be recognized and welcomed everywhere.
- Maryland public libraries know that people are busy – commuting to work, running errands and participating in family activities – so we give patrons access to everything they want at a time and place that's most convenient for them.
- The MPOWER Card is easy to get and easy to use, and puts all of the resources from Maryland's 174 public libraries at your fingertips. Customers can use the public library of their choice to get the materials and information they want or ask any library to request that items from another location be transferred to their local library for pickup.
- Like all services provided by Maryland public libraries, the MPOWER Card is free and Marylanders can pick one up at any public library branch they choose. Or they can bring in their current library card, which can also be used anywhere across the state.



### III. COMMUNITY OUTREACH

Community outreach is a crucial component of the campaign for My Maryland Public Libraries MPOWER Card as it enables you to directly involve and communicate with the general public while developing relationships through face-to-face meetings and grassroots marketing.

The campaign provides an opportunity for you to reach out to groups you may not have been in touch with recently, or bring organizations you have a good working relationship with information for their members.

Since each community is different, what makes community outreach effective will differ from area to area. Below are some ideas for identifying possible audiences to target, steps to follow in putting together an outreach plan, and tools for implementation.

#### Identifying Key Audiences

Chances are you already collaborate with community groups that are stakeholders, library patrons and supporters. Consider now how you might get the word out about the MPOWER Card through organizations such as:

##### **Youth organizations**

- |                                  |                      |
|----------------------------------|----------------------|
| Boys and Girls Scouts / Campfire | Student body leaders |
| Boys and Girls Clubs             | Youth centers        |
| School service clubs             | Science clubs        |

##### **Parents' groups**

- |                                 |                           |
|---------------------------------|---------------------------|
| The PTA                         | Neighborhood Associations |
| Home / condo owner associations |                           |



**Community service groups**

Rotary Clubs	Kiwanis
Elks Lodge	Jaycees
Optimist Clubs	Lions Clubs

**Ethnic community groups**

Conexiones	The Urban League
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**Business Leaders**

Chambers of Commerce	Small-business leaders
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**Professional organizations and labor unions**

**Local neighborhood gathering places**

Athletic clubs	Art centers
Senior centers	Community centers
Recreational centers	

**Local businesses with community bulletin boards**

Coffee shops	Garages
Drugstores	Supermarkets and health food stores



### **Putting a Community Outreach Plan in Place**

For each of your target community groups, you can brainstorm appropriate programs and ways they might support the campaign. Then you can provide them with materials to help spread the word. The following are some ways that local groups may support your efforts:

- Inviting you to attend an event and speak about the MPOWER Card
- Participating in launch event activities and photo opportunities
- Serving as a third-party source for the media to interview about the MPOWER Card
- Including an article in their newsletter about the MPOWER Card
- Putting a link on their website to direct people to an information page about the MPOWER Card or to your website
- Putting campaign materials, such as posters, on display in their locations
- Offering special discounts to customers who show their MPOWER Card



## IV. MEDIA RELATIONS OVERVIEW

News coverage of your library's MPOWER Card launch is an effective way to reach the public and help educate them on how Maryland public libraries can help them access the information and resources they need and want. This guide has been developed to help you navigate the media, understand reporters' needs, and maximize control over how your library is portrayed in the media.

### What is Earned Media?

Articles you read in the newspaper and magazines, and the stories you see and hear on television and radio, are often the result of earned media efforts. Simply put, earned media, or "publicity," is news coverage that has not been paid for but rather is "earned" through an organization's efforts with reporters to gain news coverage. This type of news coverage is called earned media to distinguish it from "paid media" or advertising.

### How the Media Work

Reporters are driven by a few simple facts: deadlines, competition and the widespread community impact or controversy involved. In other words, reporters need to assess the "news value" of an event or activity before they can determine whether they will cover it.

They usually work on a deadline to write or produce the story they've been assigned. If the story is "breaking news," their deadline could be 15 minutes or several days, depending on the media outlet. If they are working on an in-depth "feature" story that isn't necessarily breaking news, they will typically have longer lead times and deadlines. Either way, they must have the information they need by their deadline in order to complete the story on time.

When reporters call, it's a good practice to respond right away and ask them what deadline they are working toward. If you can't get the information they need in time for a deadline, let them know immediately and try to suggest an alternative source of information from your library or suggest another organization if you cannot help them. Being helpful to the media is a way to establish a good relationship with them. If you are helpful, they will call on you again.



The media also tend to be competitive, working to get a story before their peers get it. Competition is unusually high within each type of media. For example, radio stations compete with other radio stations, newspapers with other newspapers, and TV stations with each other. Keep this in mind as you work with different reporters, and be aware that they are usually looking for a unique angle or exclusive content on a story.

It is a well-known fact that controversy and widespread impact sell papers, boost the numbers of radio listeners and increase TV viewership. There's an old saying in the news business: "If it bleeds, it leads." This refers to the propensity of the news media to start or lead the news with a story of violence or controversy. Unfortunately, the public's fondness for controversy can also lead to reporters playing up differences among groups or individuals. With this in mind, clearly identify the impact of your story, being aware of potentially controversial issues. Even stories that seem to be non-controversial at face value may take on controversial elements.

### **MANAGING MEDIA OUTREACH**

You can follow this simple outline for reaching out to and identifying key media. Below is a general overview of the process, with more specific detail about each of these steps.

#### **Identifying the Story**

The first step is identifying the story. In creating a newsworthy story and message, consider the timeliness, widespread impact on your community, uniqueness, human interest and relevance to other current issues in the news. In telling the My Maryland Public Libraries MPOWER Card story, think about ways to link the messages to issues your community cares about or topics that have been in the news recently.

The media (especially television media) like to cover events that give reporters access to many individuals and to visual elements that tell the story. As you plan the My Maryland Public Libraries MPOWER Card launch, think about the events you have in the works for National Library Week or even consider planning a special event that will both engage the community in the excitement of the MPOWER Card and entice the media.



Some ideas to consider include:

- Inviting local officials to be the first in line outside your library to sign up for the MPOWER Card on the first day it is available.
- Hosting a card “Trade-in” day during which families or community groups are invited to come in to get their new card. Maybe you can work with a local sponsor to provide giveaway items or incentives to the first 50 or 100 people to sign up for the new card.
- Creating a storytelling event with a group of pre-K students and inviting the media to come see these young patrons get their MPOWER Card.
- Hosting a contest for the “best preserved” library card that is traded in and the “worst preserved” card, as well.

### **Building Relationships With Local Media/Creating a Media List**

- If you have not done so already, develop a relationship with local media by introducing yourself, preferably in person, to key reporters who cover libraries, education or community issues. Reach out to reporters who have covered similar issues, or contact the TV/radio station or newspaper directly and ask who might be covering libraries.
- Develop a targeted media list for your community, in order to effectively reach the media with your story ideas.
- In addition to the major TV, newspaper and radio media, remember to include community, business and ethnic newspapers and newsletters, along with college newspapers.
- To confirm your list and research additional media options, check your own library for directories of media outlets. The titles of some media directories include Bacon’s, Burrelle’s and The Media Directory: MD, DC, Northern VA and Delaware. In these directories, you will find contact names, addresses, phone and fax numbers, website and e-mail addresses, and tips on the best ways to reach reporters (phone vs. e-mail). Be sure to note reporters who cover libraries, education, metro issues as the key contacts for your media list.
- Use the Internet to check your local media’s websites to gather additional information about relevant reporters.



- After you have developed a list of media you want to target, including as much information as you could find regarding reporters' names and contact information, call each media outlet to verify that the information you have is accurate and that the reporters you have on your list still cover related issues. You may discover a new reporter covering these issues, as media rotate areas of coverage or "beats" frequently.
- Consider creating the media list using software such as Excel or Access to make it easy to update and manage. Your media list will need to be updated periodically to ensure that the correct reporters are receiving your information.

## **GIVING INTERVIEWS**

### **Identifying a Spokesperson**

As you plan your media outreach efforts, identify and select one or more spokespersons. This person might be the library director, a board member, or another person who is comfortable (and preferably experienced) in speaking to the media. Be sure this person has access to the key messages and is prepared in advance of the interview with some background material on the reporter or media outlet, as well as any special points you would like to be made during the interview.

### **Preparing for Interviews**

- Prepare and practice the key messages you want to get across in the interview. For the My Maryland Public Libraries MPOWER Card campaign, we want all of our messages to focus on the tremendous access Marylanders now have, thanks to the MPOWER Card, as well as the great resource libraries provide to all citizens.
- Your goal is to control interviews as much as possible and be sure that your key messages are communicated. Anticipate difficult questions and how you will answer them in a way that brings you back to your key messages.
- Select no more than three key messages you want to communicate and focus on getting those points across.



- Don't be tempted to guess or speculate. If you do not know the answer to a question, offer to get back to the reporter with the requested information.
- You can ask the reporter to repeat back your quote if you're concerned about clarity, but typically you will not be allowed to review the story prior to publication or broadcast.

### **Other Interviewing Tips**

- Agree on ground rules for interviews beforehand, including the length of the interview and the range of topics to be covered.
- Do not say anything "off the record."
- Be relaxed and cordial.
- Use short and succinct sentences in your answers.
- Avoid using slang, jargon or acronyms.
- Do not let a reporter put words in your mouth. If he or she repeats your comment back in a paraphrased fashion and it is incorrect, repeat the answer in your own words.
- Use concrete, not abstract words. Use anecdotes and examples to make your point.
- Support your statements with facts, figures or quotes from experts.
- Do not underestimate or overestimate the reporter's skills – always provide the facts and documentation necessary to tell the story you want to tell. Offer to provide more detail or background as necessary.
- Never say "no comment." Either answer the question or explain why you can't.
- Offer to continue to be a source for the reporter for upcoming stories.

### **CREATING MEDIA MATERIALS**

To communicate your story, create media materials that will give reporters the key facts and contact information for the My Maryland Public Libraries MPOWER Card campaign and local activities during National Library Week. These materials include media alerts, news releases and FAQs (see example in the following pages). These items, compiled into a folder with



other background materials, such as a flier or poster for the Maryland library MPOWER Card and other information that helps tell your story, can make up a complete “media kit.”

### **Writing and Sending a Media Alert**

When you are hosting an event that may garner media coverage, send a media alert to give reporters a “heads up” on the upcoming activity so that they can plan their schedule and begin necessary research for the story. A news release would then typically follow on the day before or day of the actual event.

A media alert is a one-page document alerting the media of an upcoming activity, event or campaign. The media alert should be faxed or e-mailed to your targeted media list one to two weeks prior to your event (see attached media alert sample). It’s best not to send an alert or news release on a Monday or Friday, as these are typically the busiest days for the media. Follow up with a call to key reporters to let them know that you have sent them the media alert, discuss the announcement with them, answer any immediate questions, and find out if they will be attending.

In developing a media alert, focus on the what, when, why and where of your event or activity. Follow the descriptions outlined below:

**What:** Brief description (one or two paragraphs) of what you want your audience to know. Clearly state why this story is relevant to your community and important for the reporter to cover. Again, consider the widespread impact on your community, the timeliness, and the human interest angles when developing the “what” section.

**When:** Date and time of event or activity.

**Why:** Brief background regarding why you are organizing this event and why your audience should care. Include your key messages here.

**Where:** Where the event or activity will be held. Be specific – include an address, as well as information on parking.

**More Info:** Include a phone number and website (if available) where the media and public can find out more about your organization and the event or activity you are presenting. Be sure to



include a “day of the event” phone number that gives the media a number to call, such as a cell phone, if they become lost on the way to the event.

**Calendar Listings:** To have your information placed on community calendars, change “Media Alert” to “Calendar Listing” on the document heading and fax the listing to your targeted media list, to the attention of the calendar listing person. Ask these people to place the listing in their community calendar section and on their website (if applicable). The calendar listing **should not go to the reporters** on your media list. Call the general number of your media outlets to find out who should receive calendar listings.

### Writing a News Release

A well-written, timely news release can be the key to triggering a news story and gaining earned media. The news release should convey detailed information that tells the audience what they need to know and why it’s important.

Periodically, the media may print a news release as is, and many will pull quotes directly from the release to use in their story. Other media, however, will use the news release as background information to consider while developing a story.

Here are some tips to help you write your release:

- **Start with the most important details first.** Reporters receive lots of news releases and may not take the time to read an entire release. Your headline should briefly summarize the release. All of the key information a reporter needs to know – who, what, where, when, why – should be in the opening paragraph.
- **Keep it short.** Ideally, a news release should not exceed two pages. Use 1.5 line spacing for the body of the release, as it is easier to read. Use short sentences and paragraphs.
- **Watch your language.** The press release should not contain technical words or jargon. Be careful not to use acronyms that may not be familiar to every reporter. If you must use technical words or acronyms, explain them in the release.



- **Consistent formatting is important.** The press release should be written on your library's letterhead and should include contact information for the person who will be able to best answer reporters' questions. If the release is more than one page, type "-more-" at the center of the bottom of all pages except the last one, which will have "####" to signify the end of the release (see sample).
- **Proofread.** Verify that all names, titles, facts and spellings are accurate.
- **Just the facts.** Write factually. Save opinions or editorial comments for quotes to be used within the release.
- **Quote good sources.** If possible, include quotes from key, recognized authorities. Opinions and editorial comments can be expressed in a quote. Remember, your library is a source – include quotes from your library director and attribute them to that person. After all, libraries are information resources and librarians are information experts!

### **Sending a News Release**

- Send the news release to arrive on the day of your announcement. You should plan to send the release by fax or e-mail or hand deliver it if you have a small list of contacts and they are located nearby. In many cases, you will have already been in contact with reporters. Often, written alerts and news releases will simply serve to provide background, quotes and contact information.
- A word about U.S. Mail since September 11, 2001: Many media outlets – even smaller ones – will not accept mail onsite and instead send it to an off-site processing center for inspection, which impedes timely arrival to the reporter.
- When sending an e-mail version of a news release, be sure to cut and paste it into the body of your e-mail. Most media outlets now filter out e-mail attachments due to computer viruses.

FOR IMMEDIATE RELEASE

Date

Media Contact:

Name:

Organization:

Phone number:

E-mail:

**(Name of library) Kicks Off the My Maryland Public Libraries  
MPOWER Card During Special (describe event)**

**What:** *(Name of organization) will host (description of the event) to kick off the launch of the MPOWER Card.*

**When:** *Date and time of event or activity.*

**Where:** *Where the event or activity will be held. Be specific, include an address and parking information.*

**Why:** Maryland public libraries know that people are busy – commuting to work, running errands and participating in family activities – so they are launching the MPOWER Card to give customers access to everything they want at a time and place that’s most convenient for them. Maryland is the first state in the country to provide its residents with a single card they can use at any public library in the state.

**More Info:** *Include a phone number and website (if available) where the media and public can find our more information about your library and the event or activity you are presenting. Include day of event contact (name) and (cell phone number).*

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## FOR IMMEDIATE RELEASE

Date

Media Contact:

Name:

Organization:

Phone number:

E-mail:

**(Library name/location) Kicks Off My Maryland Public Libraries  
MPOWER Card Campaign With  
(event name or brief description of event)**

*Maryland public libraries are the first in the country to adopt  
a universal library card.*

**(City)**—(Name of Library) today introduced My Maryland Public Libraries MPOWER Card with an event at the (DATE, TIME, LOCATION). *Provide more details about the event, including name of event, high-profile attendees, or results from the day, such as the number of library cards traded in for new MPOWER Cards.*

*Now include a short quote directly related to the day, such as: "The response in (name of community) was overwhelming. People lined up outside to get their new cards and the phones have been busy with people wanting to know how to get their MPOWER Card," said (name of library director or other appropriate spokesperson).*

In this paragraph, you could share more details about the event or even list upcoming opportunities for people to get their MPOWER Card, such as: Library patrons or any Maryland resident with a valid government-issued identification card may sign up for a card at the (location) Monday through Friday (from \_\_\_ a.m. to \_\_\_ p.m.), on Saturdays (from \_\_\_ a.m. to \_\_\_ p.m.) and on Sundays (from \_\_\_ a.m. to \_\_\_ p.m.).

*The next paragraph sets the context for the event and shows its connection to the statewide effort. Here's a sample you may use or adapt:*

The *(name of event)* was part of the campaign launch of the My Maryland Public Libraries MPOWER Card, designed to inform Maryland residents about the increased convenience of and access to Maryland public libraries provided by use of the new library card.

-more-

Maryland residents now can use the MPOWER Card to access any of the state's 174 public libraries. Customers need only obtain an MPOWER Card from the library of their choice and then present it at the checkout at any public library to borrow books or reserve materials from any library.

*The next paragraph might include a "big picture" quote from a library official about the impact of this card, such as:*

"Libraries are the cornerstones of democracy, free and accessible to all. The challenge today is that people are extremely busy, so we have made it even easier for people to access everything they want from the library at the place that's most convenient for them – whether it's their neighborhood or office, or even hundreds of miles from home. The MPOWER Card makes library access simple and easy for all," says *(Name/Title of state-level library official)*.

*This next paragraph gives more details about how the card works:*

Maryland public libraries have a long history of lending materials to patrons throughout the state. The MPOWER Card makes this process even easier through Web-based technology that will allow any Maryland public library to scan a patron's card, recognize the cardholder and complete the checkout or materials reservation process. The technology upgrade to all public library branches was made in March and staff have been trained to use the new system. "This will be a seamless process for our patrons and we expect them to have a consistent experience whether they are checking out books near their home in Prince George's County, their office in Baltimore or while vacationing in Ocean City," explained Scott Reinhart, who oversaw the technology upgrade as chair of the Maryland Statewide Library Card Committee.

*The final paragraph should include your boilerplate information, the information that you use at the bottom of news releases or other materials to list your library's name, location, hours and website address.*

###



### **Follow-up Calls to Pitch the Story and Follow Up After Coverage**

Personal calls after sending a media alert or news release are critical to communicating your story and getting a reporter's attention. When you call a reporter, first verify that it is a good time to talk, ask if he or she has received the information, and share information that was not included in the news release – more of your unique and timely message. It is important to create a two-way dialogue with the reporter and offer to schedule interviews, meetings or provide additional information.

If a reporter has done a good job on a story, a written thank-you note or quick phone call is appropriate. If coverage was not factual, you should call to discuss the facts.



## **V. FREQUENTLY ASKED QUESTIONS (FAQS)**

Include this information in your press kits and consider using it for your library newsletter, brochure or online posting, etc.

### **When will the card be available?**

It will be available starting April 10, 2005.

### **How much does the card cost?**

The card has no additional cost for public library users.

### **If I already have a library card, do I need to get the MPOWER Card?**

Not necessarily. You may continue to use your current card and, if you wish, you may request that we “upgrade” it during your next visit. The new card will enable you to register easily with any public library across the state. We think you’ll like the card. It comes with a smaller snap-off version to keep on your keychain.

### **Who is eligible for the MPOWER Card and what do I need to apply?**

Anyone who lives or owns property in Maryland is eligible for a free MPOWER Card. Identification must include the applicant's name, signature and current address.

### **How do I get the MPOWER Card?**

Simply stop in to your local public library and ask for the MPOWER Card. For a list of libraries in your area or near your work, please visit <http://www.sailor.lib.md.us/> and click on “Access Maryland Public Libraries.”



**Where can I use the MPOWER Card?**

Everywhere. The card will be recognized and welcomed at every public library across the state.

**Who is paying for all these new cards? My taxes?**

The MPOWER Card is being supported by Maryland's public libraries. The project is made possible through the Maryland Library Partnership with funding provided by the Institute for Museum and Library Services LSTA grant funds, and through the Maryland State Department of Education's Division of Library Development and Services. LSTA aims to provide state libraries funds to support information access through technology and information empowerment through special services.



## VI. GLOSSARY OF MEDIA TERMS

**Angle:** what approach the reporter takes in writing the story – includes timeliness, controversy, cost, community impact, etc.

**Backgrounder:** a document or conversation that provides vital facts and history of an organization or issue.

**Breaking News:** a story that is relevant due to its timeliness, such as a fire, election results, or a public health issue.

**Editorial:** expression of opinion, as opposed to a news article, which presents facts without opinion; appears on the editorial page, separate from news stories.

**Editorial Board:** editorial page staff that sets a newspaper's editorial tone and takes a stand on issues.

**Embargo:** any restriction placed on when specific information may be used by the media, often stating the desired date and time of release.

**Feature:** current article, but not hard news, and not necessarily leading with the most important fact first.

**Lead:** beginning of news story; generally includes who, what, where, why, when and how.

**Media Alert:** also referred to as news advisory or tip sheet; a brief summary of the basic facts surrounding an event, often used when time is short, or the occasion does not warrant a full news release or printed invitation, or to invite the media to attend an event.



**Media Kit:** organized package of information that includes background information on general topics or special events.

**News:** information that is new, unusual, unexpected, controversial, of widespread significance or interest to an audience of a publication, radio or TV program, etc.

**News Release:** also referred to as a press release; most common written form of public relations used to announce news and information.

**Op-Ed:** opinion and column page opposite a newspaper editorial page.

**Pitch Letter:** letter to journalist or editor introducing a story idea or other salient information.

**Sidebar:** feature appearing in conjunction with a news article, giving interest, details or historical aspects of a story.

**Target Audience:** selected group of people who share similar needs and conditions, such as income, age, gender, education, ethnicity or geography, and who best represent the most likely potential recipients of an organization's message.

**Trade Publication:** publication that focuses on a specific profession or industry.



## VII. APPENDICES

**Appendix A** Putting Together a Planning Committee

**Appendix B** Campaign Planning Worksheet

**Appendix C** Campaign Evaluation Form

# Appendix A

## PUTTING TOGETHER A PLANNING COMMITTEE

If you need additional resources to help you execute a campaign, consider developing a team to assist you. The team can help boost the success of the campaign in your community. In developing a My Maryland Public Libraries MPOWER Card committee, you may want to:

- Brainstorm areas of expertise you'll need to execute the plan (e.g., business leaders, community leaders, elected officials, public relations professionals, advertising agencies, local printers, etc.)
- Create a local committee to help in executing the MPOWER Card campaign in your community by reaching out to key community members who work in the areas of expertise you require.
- Invite a member of your board to become a liaison with this new committee.
- Provide appropriate background information and materials to interested committee members.
- Once you have a committee drafted, schedule a startup meeting. This first meeting will serve to set assignments to committee members and create the work plan and timeline. Follow-up meetings can then be held for updates and networking in implementing the plan.
- Set regular meeting times for the committee with action steps for each meeting.
- Keep the committee updated on progress and developments.

## Appendix B

### CAMPAIGN PLANNING WORKSHEET

You may want to use this worksheet as a tool to create your My Maryland Public Libraries MPOWER Card plan and timelines.

What are we doing?	Who is involved?	Who is responsible?	When does it happen?	How much does it cost?
<b>Earned Media</b> <ul style="list-style-type: none"> <li>• Identify the stories</li> <li>• Create a media list</li> <li>• Build relationships with local media</li> <li>• Create materials</li> <li>• Distribute information</li> <li>• Pitch the story</li> <li>• Follow up after coverage</li> <li>• File and archive media coverage</li> </ul>				
<b>Community Outreach Campaign</b> <ul style="list-style-type: none"> <li>• Identify key audiences</li> <li>• Seek potential partners</li> <li>• Develop an outreach plan (define activities and timelines)</li> <li>• Develop materials</li> <li>• Distribute materials</li> <li>• Implement plan</li> <li>• Report on community outreach results</li> </ul>				
<b>Advertising Campaign</b> <ul style="list-style-type: none"> <li>• Research, identify and prioritize the local media</li> <li>• Contact the media for ad placement</li> <li>• Follow up with media (letter or proposal)</li> <li>• Meet in person (finalize partnership, negotiate rotation schedule)</li> <li>• Monitor schedule</li> <li>• Report on exposure</li> <li>• File and archive ads</li> </ul>				

## **Appendix C**

### **CAMPAIGN EVALUATION FORM**

An overall evaluation of the My Maryland Public Libraries MPOWER Card campaign is being conducted so we can tell how well the effort succeeded and learn lessons we can apply to future efforts.

One of the most important vehicles we have for monitoring the impact and success of the My Maryland Public Libraries MPOWER Card campaign is gathering updates and feedback from local libraries. At the end of your launch effort, we ask that you take 15 minutes to fill out the following campaign evaluation and send it to us.

## **Evaluation of My Maryland Public Libraries MPOWER Card Campaign Launch**

Please complete the following and fax it to the attention of Andrea Lewis at 410-333-2507  
by June 30, 2005:

**Name of library:** \_\_\_\_\_

**Description of activities/events:** \_\_\_\_\_

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**Media coverage:** (Please list key media placements or support and attach copies of clips if available.)

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**Community support/sponsors:** (Please list the community groups or sponsors who helped you  
promote the Maryland Libraries MPOWER Card.)

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**Results:** (Include number of cards distributed, attendees at events, etc.)

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**Evaluation:** (Please indicate how successful you believe the local launch was and what the challenges were, too.)

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**Feedback:** (Please describe suggestions for what could improve local campaign implementation.)

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**Patron Surveys:** Do you have existing or planned patron surveys through which you would be willing to include/ask questions about the MPOWER CARD? If so, what are they and what times of year do they occur?

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