



**Library Programs:
How to Organize and Market**

Why Do Adult Programs in Your Library?

Tends to bring more people into the library

Encourages people to become regular library users

Encourages interest in reading

May serve specialized needs or groups in community

Makes people aware of library resources

Promotes cultural and educational interests in community

Provides forum for community to come together

Oklahoma  Oklahoma

A Statewide Reading and Discussion Program to Celebrate Oklahoma's Centennial

www.okreadsok.org

What to Do When

Three months in advance

- Set the date and time for the program –
 - no community calendar conflicts that will reduce attendance
- Search for and choose a presenter
 - discuss fees
 - confirm date and time
 - request biographical information and photo for publicity
 - send publicity information to presenter
- Arrange location / seating / lighting / etc.
- Check collection for related materials – if necessary, order materials

Three to four weeks before program

- Prepare booklists, bookmarks, displays
- Confirm with speaker three weeks prior to program
 - and again the day before
 - and, if necessary the day of the program
- Publicity and more publicity

Day of program

- Set up room
- Make sure programs / agenda is prepared
- Sign in sheet (if necessary)

Following the program

- Thank speaker
- Take down room setup (if necessary)
- Review evaluations
- Write pertinent thank you notes
- Complete program evaluation form



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Marketing Your Program

Outlets or resources for publicity

- Local newspaper – who's the contact
- Local radio stations – who's the contact
- Local television stations – who's the contact
- Flyers and posters – where to place

Information should include

- What the program is about / what is going to occur
- Who the presenter is
 - Who is s/he; what does s/he do; what organization does s/he represent
 - Any quotes or background information
- Where the program will take place
- When the program will take place
 - Day / date / time
- Why is the library doing this event
 - How will people be affected by this event
 - Who benefits and why
- Who the sponsors are
- If registration is necessary

Things to consider

- Make sure there isn't too much information and graphics on signs, posters, etc. and that it is legible, easy to read and accurate
- Create bookmarks with program information included
- Create newspaper and radio press releases
- Arrange to promote programs at community events and civic organizations
- Send out information to Friends of the Library mailing list
- Post on your library's website and list on your community's electronic bulletin board
- Know your target audience – target your media source as well and match your audience to the media source that will best convey your message
- Be consistent and have your facts straight
- Photographs and color posters attract the most attention
- Be sure to take posters and flyers down after program



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Ideas for Book Displays

Ideas for book displays can come from:

- Book jackets
- Window displays in stores
- Current events & culture – movies, music, etc.
- Nature/ Pets /Animals
- Award-winning books
- Good reads / stories
- Holidays / seasons
- Pictures from newspapers or magazines
- Sports / Hobbies
- Interests of the local community
- Travel
- Life events – school, weddings, buying a house, home finances, etc.

Steps to a good display:

- Decide on a theme
 - One theme or idea that will tie the display together
 - Think up a title that attracts attention
- Decide where you will put the display
 - On a wall, bulletin board, table, shelf, etc.
 - How big do you want the display to be?
- Draw a preliminary plan
 - Experiment with different layouts to find the most appealing and eye-catching
 - Figure out what props you're going to need
- Assemble the necessary tools or props
 - What will you use as a backdrop?
 - Props (for example, a hoe for a gardening display, travel posters for travel books, or team mascots for a going back to school display)
 - Tools to assemble the display – paper, fabric, tape, paste, markers, etc.
- Do the artwork (or find someone who can)
 - Letter the sign
 - Draw the artwork, cut out pictures, or assemble photos
 - Do you need something built – who will build it?
- After the display
 - Can you save the materials for future displays?
 - Are there unused items that can be used for future displays?

From: *Off the Wall: The Art of Book Display* by Alan Heath. Littleton, CO; Libraries Unlimited, Inc. 1987.



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Adult Programming Ideas

General Ideas:

- National and state holidays and national, state and local events can be a good beginning for programs both in and outside of the library.
- Ethnic celebrations and holidays are also an excellent choice for programs.
- Significant state or local birthdays and celebrations – upcoming Oklahoma Centennial!
- Let's Talk About It Oklahoma!
- Oklahoma Arts Council productions
- Programs that coincide with the month in which they are celebrated – i.e. February/Black History Month

Ideas for Specific Groups:

- ESL programs
- Automotive maintenance for women
- Line dancing for Seniors
- Bringing your garden to life
- Books Sandwiched In (lunch hour book discussion groups)
- Murder In the Stacks (a “murder” occurs and guests solve the crime with various clues)
- Basic Computer Troubleshooting / Internet classes
- Desktop Publishing classes
- Creating Webpages
- Film Festival
- Patent Search tutorial
- Architecture and design
- Sign Language
- Woodcarving
- Astrology
- Parenting
- Ceramics
- Jewelry making
- Beginning cooking classes for men
- Book discussion groups
- First Aid
- Makeup and Makeover
- Poetry Nights
- Quilting / Crocheting / Embroidery / Painting / Drawing
- Genealogy
- Music – classical / folk / etc.
- Travel Tips
- Creative writing
- Wellness workshop
- Money Management
- Landscaping
- Digital photography
- Handwriting analysis
- Job hunting
- Getting your home ready to sell
- Resume writing
- Scrap Booking
- Aromatherapy
- Storytelling



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