

★ Texas State Library and Archives Commission ★



FY 2015 TSLAC Grant Communications

PRESENTED BY
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What we'll cover

- Promotion and publicity
- Benefactor acknowledgment
- Logo usage
- Press releases
- Social media
- Other resources

Promotion and Publicity

GETTING THE WORD OUT

What and why

- What?
 - Promotion — furthering the growth or development of a funded project/program
 - Publicity — sending a message about said funded project/program via official channels
- Why?
 - Agreed to promote grant-funded project in application
 - Want a successful program

Source: *The Accidental Library Marketer*, Kathy Dempsey, New Jersey: Information Today, 2009.

Audience

- Stakeholders
 - Funder/benefactor
 - Patrons
 - General public
 - Community
 - Governing body (i.e., city/county government, administration, board of directors)
 - Friends or advocacy group
- Others — media

Messaging

- Targeted to specific audiences
- Matched to desired media
- Convey the following information
 - Who
 - What
 - When
 - Where
 - Why

Media

- Print – flyers, brochures, newspaper articles, advertisements, press releases, course materials
- Electronic – web site, mobile apps, social media
- Signage – banners, displays, table cloths, uniforms
- Events – Media events (i.e., press conferences), public events (i.e., open houses, grand openings/kickoffs)

Acknowledgment of Benefactors

Acknowledgment of TSLAC and IMLS

- Contract requirement (Section VIII. E)
“All publicity relating to the grant award must include acknowledgment of the Institute of Museum and Library Services and the Texas State Library and Archives Commission.”

Examples

This project is made possible by a grant from the Institute of Museum and Library Services to the Texas State Library and Archives Commission under the provisions of the Library Services and Technology Act. (2015)

This project is made possible by a grant from the U.S. Institute of Museum and Library Services and Texas State Library and Archives Commission. (2015)

This program is funded (in part) by a grant from the U.S. Institute of Museum and Library Services and Texas State Library and Archives Commission. (2015)

Funded by the U.S. Institute of Museum and Library Services through a grant to the Texas State Library and Archives Commission. (2015)

This project is made possible by a grant from the U.S. Institute of Museum and Library Services (Texas State Library and Archives Commission). (2015)

Logo Usage



Do's and don'ts of using logos

- Do not alter the **color** of the logos.
- Do not alter the **position** of the logo components.



Do's and don'ts of using logos

- Do not alter the FONTS.
- Re-size the logos in the correct proportion.



Press Releases

Press releases

- For use with local media outlets
 - Radio, TV, news services
- Tailored for outlet audience

- TSLAC webinar - *Writing Good Press Releases and Working with the Media*
(<https://onlinetraining.tsl.texas.gov/course/index.php?categoryid=32:>)

Press releases

- TSLAC templates
 - Customizable for your grant circumstances
 - Library name and location
 - Program description
 - Quotes
 - Patron anecdotes
 - How public can participate
 - Different template for each grant program
 - OPTIONAL – can use all, some, or none of them

Social Media

SHARE YOUR "GRANT STORY"

Social media

- "Grant Story" to be shared on Facebook and/or Twitter by TSLAC
 - To highlight importance of the grant program
 - To promote your institution
- Submit
 - 1-2 photos of patrons engaged in grant project (.jpg or .png)
 - Short paragraph caption for each photo to include grant and year received, and name of the project
 - E-mail, Twitter, Flickr, or YouTube

Social media

- Your “Grant Story” submission
 - Shared as received based on
 - Appropriateness of photo
 - Adequacy of caption in describing what the photo captures
 - E-mail: *pio@tsl.texas.gov and ld@tsl.texas.gov*
 - Twitter: *@TSLAC #TexasLibraries*

Social media — Permissions

- Photo submissions
 - Give TSLAC permission to post them on any of our web/social media properties, with proper credit
 - Imply you have permission from patrons, staff, and others featured in photos to submit them to TSLAC
- TSLAC presence
 - www.facebook.com/tslac
 - www.twitter.com/tslac
 - www.flickr.com/tslac
 - www.youtube.com/tslac

Other Resources

TSLAC WEBINARS

- Writing Good Press Releases and Working with the Media
- The Accidental Library Marketer

<https://onlinetraining.tsl.texas.gov/course/index.php?categoryid=32>

LIBRARY SCIENCE COLLECTION (TSLAC)

<https://www.tsl.texas.gov/ld/lsc>

Next Steps

- **AT END OF GRANT PERIOD, SEND COPIES OF ALL PUBLICITY/PROMOTIONAL MATERIALS TO TSLAC**
- **DUE BY OCTOBER 31, 2015**

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