

For a library to be truly successful, it needs a variety of things. In terms of adult programming it needs both interesting and diverse topics, partnered with successful marketing so people know what is going on. The library must also work on outreach to various groups within the community. This can be done both in the promotion of events, but also simply by opening a dialog with the groups. The library can provide many services to groups in the community, outside of traditional programming. Below I discuss ways in which a public library can reach out to these groups. A three-month programming model follows this discussion.

Libraries have so much to offer their community today. More than ever they can promote themselves as a center for the community, in terms of meeting space, information gathering, programming, learning, etc. But promotion is key. So many libraries sit quietly by while the community around them knows nothing of what goes on inside the doors. A great way to start any library promotion is to utilize the resources provided by the American Library Association (ALA). ALA has a five-year plan to promote libraries across the nation. There are materials that libraries can use to “brand” the program. Also, the plan provides tips for reaching out to other groups in the community. Making contacts in the media is a great first step. Several public service announcements (PSAs) have been created singing the praises of the public library. Local stations should be encouraged to air these PSAs. Print media is equally important. There are many local papers in which a library could advertise or list its services for a minimal cost, or

even free. Ideally, there could be a brief monthly article in the community section, updating everyone on what is going on in the library. The news stations or papers could be encouraged to show their support, and in return the library will make sure their patrons know they helped the library out --- perhaps through listing them as a cosponsor for certain programming. While it would be great to get the media attention early in any marketing campaign, one might have to win over or influence other city departments or community organizations first.

The City of Cambridge has a wide array of offices that could benefit by partnering with the library. Whether this is simply serving as a place for information dispersal and retrieval – or better yet, a partner in programming. Groups and offices are always meeting – and often need a place to do so. This can continue to help make the library feel more and more like a true community center. The library could first research any topic that would come up – finding materials to both help a presentation, meeting or discussion, or simply to have for interested patrons afterwards.

There are also certain groups that simply need to be educated on just how much the library is being used. The school board often holds much power in a town. Demonstrating to this group, either through meeting or memo, just how much the public library is being used by both teachers and students is very important. A good marketing campaign provides statistics – just what are we doing, how are we doing it, and how could we do it better. This both recognizes the good work being done, and also shows that the library is a dynamic organization that wants to grow. Schools and teachers could also keep an open dialog with public librarians, letting them know what students are working on – what questions might come up. Also, if a librarian is made aware of the curriculum ahead of

time, resources may be able to be procured to aid both the students and the teachers. High school students and their parents would also be interested in learning about the resources the public library has for college exploration, as well as test prep. These materials are probably available at the student's school library as well, but they don't have access to their school library on evenings and weekends.

Another large force in the community is the Police and Fire Department. There are several things the library could do in coordination with these offices. In light of the fears and realities of terrorism, the public library could help build a resource page surrounding what to do in case of an attack. The time to find this information is now, when things are calm, not after something has happened. Librarians are experts at finding and organizing information. If the library lends a hand, both with professional and technical skills, the city would really see the value of the skills of librarians. The Police and Fire Departments may have this information, but is it easily accessible to the public? Could the library help by keeping paper copies of this material as well, in case during a crisis phone and electric lines were down? While it isn't the happiest of subjects, it is research and organization that needs to happen in each city given today's world. The public library could help with both and stand out as a necessity to the community.

The police or fire department could also hold a variety of public safety workshops in one of the meeting rooms in the library. There could be CPR classes, meetings to organize neighborhood watches, etc. The library could then have a selection of materials about these topics available for patrons to peruse and check out. The police could also do a program with parents and high school

students warning of the negative effects of drugs, alcohol, gang participation, etc. And again, the librarian would be there with books in hand – or even better, as an active participant in the program.

Reaching out to smaller community organizations or clubs can be a benefit for both the clubs and the libraries. If the library provides a meeting space it may get people into the library that don't normally visit. The more people in the door the more clear it becomes to people how necessary the library is to the community. Also, by encouraging other organizations to use the library, the organization benefits from having a higher profile. A small volunteer organization might not have much money to publicize, but if they can get on the general calendar of events, then maybe others will see them and take interest. Politicians can benefit by using the library for debates, discussions, or "office hours". Bring them into a more familiar and friendly place than city hall or the statehouse might seem. The library can also be a place to showcase local artists and musicians. Local businesses could also become involved by cosponsoring an event or by participating in programming. Senior citizens must always be thought of, particularly as they become a larger percentage of our community.

Below you will find a "modest, yet effective" three-month plan. I have not taken to listing everything mentioned above, and I have not mentioned everything below. I wanted to keep the plan something I thought a library could reasonably handle when starting out. As mentioned earlier, a spot would be found in some newspaper, regardless of size, to update the community on the goings on of the library. This would be in conjunction with a monthly newsletter that would be produced by the library covering services, events, special collections, etc. This newsletter would be sent out to the Mayor and City Council and other key players within the city, along

with interested patrons, and those who have donated to the library. This newsletter could be a very good place to thank whatever newspaper or radio station that has so graciously agreed to help promote the library. Along with the newsletter as a general PR tool, various email lists would also be a quick and easy way to keep people informed and reminded of events. Surveying library patrons could do this. They could be asked to mark areas where they would be interested hearing about library events, and then a database of these email addresses could be compiled. Also, while I do not mention it specifically, all these events would be on the libraries web page.

September Events and Planning

Date	Time	Meeting Room	Event	Targeted Audience	Ideas for Publicity
Monday, Sept 2	Library Closed on Labor Day				
Thursday, Sept 5	11 AM-12 PM	Cambridge Room	Senior Adults Book Discussion	Senior Citizens	Posting flyers at local Senior Centers, and City Hall. Seniors can sign up for postcard reminders.

	7-8 PM	Rindge Room	Local Politician's Office Hours: Come and discuss any issues or questions you have	All interested citizens.	This brings the somewhat scary world of politicians into the friendly library. Postings at City Hall, and in local newspaper
Monday, Sept 9	7:30-9:30 PM	Cambridge Room	Cambridge Arts Council	Arts Council – monthly meeting	N/A
Wednesday, Sept 11	9:30-11:30 AM	Cambridge Room	Garden Club Meeting	Garden Club members and those interested in joining	This group could do well to have an email list of interested people, as well as posting meeting notices in local garden centers or community gardens.
	7-9 PM	Rindge Room	Evening of Remembrance: Through poetry, song, and dance	Anyone touched by the events of Sept 11 th , 2001	Small banner on homepage. Coordinated through City offices as they plan events for the day.
Monday, Sept 16	5:30-6:30 PM	Cambridge Room	Preparing for College: A Guide for Parents and Students	College bound high school students and their parents.	Get the word out to high school teachers and counselors. Formulate email list of interested students and parents. Posting on H.S. events board.

Wednesday, Sept 18	7 PM	Rindge Room	League of Women Voters Board	League's monthly meeting	N/A
	7:30-9:30 PM	Cambridge Room	Cambridge Soccer Association	Association's monthly meeting	N/A
Saturday, Sept 21	10 AM-12 PM	Cambridge Room	Garden Club Workshop: Composting – Why worms are your friends...	All interested gardeners	This group could do well to have an email list of interested people, as well as posting workshop notices in local garden centers or community gardens.
Monday, Sept 23	7:30 – 9:00 PM	Cambridge Room	Adult Bookgroup	All book lovers.	Email list, flyers with monthly book selection, posting in bookstores and Adult Ed. centers
Wednesday, Sept 25	11 AM-7 PM	Rindge Room	Register to Vote! Now is your chance to register before the November election!	Unregistered voters	Flyers, coordination with local political groups who are also trying to get people registered, signs outside the library the day of that people can see walking by.

Monday, Sept 30	7:30-9:30 PM	Rindge Room	Photography Basics: How to take the picture you've always wanted to take (please bring your camera with you)	Aspiring photographers and anyone with interest.	Post flyers in local camera shops, perhaps cosponsoring with one. Post in Adult Ed. centers and local high school.
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October Events and Planning

Date	Time	Meeting Room	Event	Targeted Audience	Ideas for Publicity
Wednesday, Oct 2	Library Closed on Labor Day				
Thursday, Oct 3	11AM-12PM	Cambridge Room	Senior Adults Book Discussion	Senior Citizens	Posting flyers at local Senior Centers, and City Hall. Seniors can sign up for postcard reminders.
	7-8 PM	Rindge Room	Local Politician's Office Hours: Come and discuss any issues or questions you have	Adults	This brings the somewhat scary world of politicians into the friendly library. Postings at City Hall, and in local newspaper

Saturday, Oct 5	12-3 PM	Cambridge Room	Service Organizations Volunteer Drive – Come find out about a variety of volunteer options in your community. Current volunteers and coordinators will be on hand to answer your questions. Make a difference in your community today!	Adults	
Monday, Oct 7	7:30-9:30 PM	Cambridge Room	Cambridge Arts Council – Open Meeting	Quarterly open meeting of the Arts Council. All interested citizens invited.	Arts Council will do main publicity for their open meetings. Library will make sure notices are posted along with monthly exhibits in the libraries main reading room.
Wednesday, Oct 9	9:30-11:30 AM	Cambridge Room	Garden Club Meeting	Garden Club members and those interested in joining	This group could do well to have an email list of interested people, as well as posting meeting notices in local garden centers or community gardens.

	1:30-3:30 PM	Rindge Room	Blood Pressure Clinic	Anyone wanting to get their blood pressure checked and pick up information regarding blood pressure.	Post flyers at Senior Centers, City Hall, listing in local paper.
Monday, Oct 14	Library Closed for Columbus Day				
Thursday, October 17	7 PM	Rindge Room	League of Women Voters Board	League's monthly meeting	N/A
	7:30-9:30 PM	Cambridge Room	Cambridge Soccer Association	Association's monthly meeting	N/A
Friday, October 18	3 – 4 PM	Cambridge Room	Garden Club Workshop: Winterizing Your Garden	All interested gardeners	This group could do well to have an email list of interested people, as well as posting workshop notices in local garden centers or community gardens.
Monday, October 21	7:30 – 9:00 PM	Cambridge Room	Adult Bookgroup	All book lovers.	Email list, flyers with monthly book selection, posting in bookstores and Adult Ed. centers

Saturday, Oct 26	10:00 AM- 3:00 PM	Cambridge Room	Annual Booksale to benefit the Library	Bookworms and people starting their holiday shopping early	Booksales are great at bringing lots of people in. This would definitely be a great event for a newspaper ad, along with flyers inside the library, as well as in coffee shops and other places booklovers go.
Tuesday, Oct 29	7:00 PM – 9:30 PM	Rindge Room	Staff Art Show: Join us for wine and cheese while we view the wonderful art the library staff has produced over the last year.	Everyone	Flyers, email lists, contacting the Arts Council (since they meet in the library) to help promote this to their contacts in the art world. Ad in the paper would be great as would serve the purpose of informing but also raise staff moral that it is being given such importance.

November Events and Planning

Date	Time	Meeting Room	Event	Targeted Audience	Publicity Ideas
Saturday, Nov 2	1 -3 PM	Cambridge Room	Resume Workshop: Learn the how-to's of resume building. Bring your samples if you have them.	Adults looking to improve their resumes	Flyers posted at local career centers, unemployment office.
Monday, Nov 4	11 AM-1 PM	Rindge Room	What's on the Ballot? A discussion of local and statewide issues that voters will see at the polls.	Anyone of voting age	Flyers posted at City Hall, this would be a great thing to have listed in the paper. Email lists.
	7:30-9:30 PM	Cambridge Room	Cambridge Arts Council	Monthly meeting of the Council	N/A
Tuesday, Nov 5	7:30-8:30 PM	Rindge Room	Democracy in Action: We will take a look at what happens during a day at the polls – from how the votes are counted to what happens when problems arise. We will watch the returns and see what they means for our community.	Adults/Teens	This continues on with the voting theme. Same publicity as above, though newspaper not as important. Could post flyers near polling stations.

Thursday, Nov 7	11AM-12PM	Cambridge Room	Senior Adults Book Discussion	Senior Citizens	Posting flyers at local Senior Centers, and City Hall. Seniors can sign up for postcard reminders.
	7-8 PM	Rindge Room	Local Politician's Office Hours	All interested citizens.	This brings the somewhat scary world of politicians into the friendly library. Postings at City Hall, and in local newspaper
Monday, Nov 11	Library Closed in Observance of Veterans Day				

<p>Tuesday, Nov 12</p>	<p>7 - 8 PM</p>	<p>Rindge Room</p>	<p>Neighborhood Watches: What you need to know to get one started in your neighborhood. (The Cambridge Police will lead this session).</p>		<p>This would be an ideal one to circulate flyers within the community. Newspaper ads good, general email lists, and having police help with marketing.</p>
<p>Wednesday, Nov 13</p>	<p>9:30 AM-11:30 PM</p>	<p>Cambridge Room</p>	<p>Garden Club Meeting</p>	<p>Garden Club members and those interested in joining</p>	<p>This group could do well to have an email list of interested people, as well as posting meeting notices in local garden centers or community gardens.</p>

	7 – 9 PM	Rindge Room	Open House/Library Forum: Meet the Library Director and the Board of Trustees – here is your chance to tell them what you think of our library! Refreshments provided!	Interested residents	Letter of invitation should go out to patrons who have made donations to the library, general email lists, Mayor and City Council should also be invited. And perhaps convince a news camera to be there too!
Saturday, Nov 16	9:30 AM-12:30 PM	Cambridge Room	Genealogy Workshop: Find those Roots!	Adults	This could be listed on local genealogy sites (there are many), normal flyers, this would be a great one to build an email list for. Perhaps posting something at the courthouse or other holder of public records.

Monday, Nov 18	7:30 – 9:00 PM	Cambridge Room	Adult Bookgroup	All book lovers.	Email list, flyers with monthly book selection, posting in bookstores and Adult Ed. centers
Wednesday, Nov 20	7 PM	Rindge Room	League of Women Voters Board	League's monthly meeting	N/A
	7:30-9:30 PM	Cambridge Room	Cambridge Soccer Association	Association's monthly meeting	N/A
Thursday, Nov 21	6:30-8 PM	Rindge Room	Tips and Tricks of Business Plan Writing	Adults interested in starting up their own business	Flyers posted at local career centers, email list, contact local business associations.
Friday, Nov 22	3-4 PM	Cambridge Room	Garden Club Workshop: All About Orchids!	All interested gardeners	This group could do well to have an email list of interested people, as well as posting workshop notices in local garden centers or community gardens.

Thursday,
Nov 28

THANKSGIVING - LIBRARY CLOSED