Marketing Plan: Promoting Legal Resources

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Executive Summary:

Library Overview: The Willkie Community Public Library serves about 20,872 residents in Rochester, Indiana (Stats Indiana). Opened in 1921, this library continues to grow and meet the information needs of the community with two branches and 45 employees. The library is governed by a seven resident member board of trustees. Three members are appointed by the local school board, two by the county council, and two by the county commissioners. The trustees hire and oversee the library director, set library policies, and listen to citizen concerns and suggestions. Librarians report directly to the library director and the director reports to the trustees. The library is funded primarily by property tax collections with tax levies controlled by the state. The library budget is then approved by the Department of Local Government Finance (DLGF) and the county council and then signed by the trustees. The library is audited every two years by the State Board of Accounts. Effective in 2010, Indiana instituted a property tax cap of 1% for residential homes. Therefore, the library has been forced to trim its budget, freeze hiring, and save money wherever possible. Despite bleak economic and educational numbers in Fulton Count, the Willkie Community Public Library continues to provide materials, services, and programs such as the “Lunch and Law” campaign that offer help and hope to all of its citizens thus honoring its mission.

* Some elements of the Willkie Community Public Library’s description were inspired by the Fulton County Public Library in Rochester, Indiana.

Lunch & Law Campaign: Patrons in our community in the current economy can't afford attorneys. While the library would first advise patrons to use an attorney, many usually insist on doing it pro se meaning representing themselves. We get numerous patrons that come in looking for divorce, custody, living wills, and other legal information. Usually we hear, "well the courthouse said we could get any form at the library for free". Obviously this is not the case (custody is a good example). We can't give out legal advice but we can provide current referrals, resources, and databases and let the patrons make their own decisions. No advice would be exchanged, just a chance for the public to see what we have and what we DO NOT have at a public library (for instance a standard custody form). The Lunch and Law campaign would provide this opportunity while at the same time making patron’s feel like they belong in our library. In addition, staff would also participate so they are educated in our legal resources. After
completing our market research we will gather data and provide details in this comprehensive plan. Our goal is to not only educate our community about our legal resources but also do a training workshop served with lunch regarding our new legal Ebscohost Legal Information Learning Center database and the Indiana Self-Service Legal Center website. At the same time we hope to connect with our community and make them all feel welcome and entertain them with our Law Book Cart Drill Team. Included will be a brown bag lunch and drink, referral handouts, resource lists about law libraries with contact information, resource lists including Spanish resources, and post training evaluation forms. The target audience is low-income pro se patrons wanting to avoid attorney fees. This is definitely a need for mid-sized to small public libraries that aren't close to law libraries and it serves to achieve goals in our mission statement.

**Theoretical Foundation:**

An article by Betz, Brown, Barberi, and Langendorfer titled “Marketing library database services to end users: Peer-to-peer outreach using the Student Ambassador Program (SAm) which appeared in the *Serials Librarian* in 2009 applies to our campaign. In this project, a librarian and two graduate students worked together on increasing the usage of an abstract and citation database called Scopus at the University of Connecticut. At first the work of the librarian was time consuming but as the program went on the graduate students did most of the work dropping the cost in time to the librarian to 2 to 3 hours per week. The graduate students put in between 5 and 10 hours per week and taught over 500 students over 44 classes during 14 months. Therefore the extra training was extremely successful and included a training kit, handouts, PowerPoint presentations, user guides, and post training evaluation forms (253). This is an excellent example of how to promote legal database training and what should be included in this training.

Source Cited:
Betz, Brie, Stephanie Willen Brown, Deb Barberi & Jeanne M. Langendorfer (2009): Marketing library database services to end users: Peer-to-peer outreach using the Student Ambassador Program (SAm), *The Serials Librarian*, 56:1-4, 250-254

https://resources.oncourse.iu.edu/access/content/user/anlamb/Filemanager_Public_Files/s604/betz.pdf

The Brannon article addresses just how important it is that patrons are educated about databases. First he noticed that the library staff was uncomfortable with databases (Brannon 43). The staff was not comfortable with the databases, their contents, or how to help someone use them (43). In addition these databases are costing the library money but often people are not aware of their benefits. Brannon suggests staff education should come first. After educating his staff, Brannon offered incentives like pizza parties to the branch with the most increase in database usage (45).

The next step was educating the public about the databases. He first looked at the library’s existing budget for any promotional materials or training money already in the budget (45). Next he went to the Friends of the Library group to see what they could do financially to help (45). He then looked at partnerships with the Chamber of Commerce. In addition, he was awarded a grant based on a proposed budget (45).

Once he had his funding figured out he looked at promotional materials by surveying students. The products the students liked were actually pens, pencils, and magnets (46). Advertisements then went into the newspaper, an email blast, and a message on their automated system. Then printed signs and promotional printed materials were put near the location relevant to the database in the stacks (48). They then took their promotional pens, pencils, and magnets to
the schools since students were their target audience. All this hard work paid off. Brannon states, “The extra commitment allows you to promote another wonderful, and very expensive, collection and to allow patrons to experience your library in new ways” (51). Overall, database usage went up, teamwork increased amongst staff members, it established the library as a lifelong learning center, and made new and strong partnerships with the community (52).

This comprehensive article can be applied to both the new legal Ebscohost Legal Information Learning Center database and the Indiana Self-Service Legal Center website. We can use this approach to train or staff first on the database, website, and resources. Then use his tips for finding money for promotional materials, the print materials, the lunches, and the giveaway items.

Source Cited:

The Mantell article interviewed Nancy Dowd, project lead of Library-Aware, a new service from NoveList, part of EBSCO Publishing (Mantell 29). She addresses the problems libraries are facing with budget and staff cuts and trying to find affordable ways to promote their services. Mantell writes, “The latest research indicates that in order for libraries to get the kind of support they need, ‘[T]heir community has to recognize them as an institution of transforming life,’ Dowd says” (29). Library-Aware is a new tool that libraries can use the program to go beyond flyers and brochures by making additional print materials, social media campaigns, media releases, and email blasts (29). It will also offer features that evaluate and measure how each of these different marketing mixes are meeting the library’s objectives (29). Mantell concludes, “Library-Aware will let users market themselves via Twitter and Facebook in the first version, and more social media platforms will be added, based on user feedback” (29). Our goal is to be a welcoming place for all that offers legal resources that may be useful in “transforming life”. In order to do that we need to take steps to push this marketing campaign so patrons know about our legal resources. Library-Aware fits into our existing model of reaching the public through social media, email blasts, and other public service announcements.

Source Cited:

**Market Audit and Research:**

In the market audit we will examine our strengths and weaknesses and specifically at price, place, and promotion. In the market research we will identify issues, gather data, and then make informed decisions.

**Analysis:**

WCPL and its 45 employees serve a clientele of all ages and many occupations with most jobs in the community coming from manufacturing, construction, and retail trade. Whites currently make up about 94% of the community while a growing Hispanic population now makes up 4.4% and African Americans 1% (Stats Indiana). Educational concerns and unemployment continue to be a challenge for the community. According to 2010 statistics, only 85% of residents have a high school diploma or higher and only 14% have a bachelor’s degree or higher (Stats Indiana).
In addition, unemployment has ranged from 9.4% to 13.1% (Bureau of Labor Statistics). Finally the median household income is only $40,856 (Stats Indiana). Therefore money is scarce and more and more patrons will turn to the library for legal information. WCPL prides itself on outreach and providing materials for the entire community including identify and meeting the needs of the underserved and low-income families. Currently the closest law library is at the University of Notre Dame. This is about an hour drive. However, this library is closed to the public on weekends. Where do people who can’t afford gas money, transportation, or an attorney go for legal help? The answer that best honors our mission is that they should come right here to our library and we’ll show them our resources and let them make their own decisions. Our friendly and knowledgeable staff will get them started. Our current marketing activities are to reach the underserved by providing progressive programming for our growing Hispanic population, gaming and fun nights for our teens, and legal, medical, and other governmental materials for those patrons who need information but don’t know where to start.

**Environmental Scan (PEST method): Political**

Political factors make sure the library is complying with all state and federal laws regarding legal information. The staff needs to be trained that they are librarians not lawyers but they will be glad to demonstrate the materials we have. This should be reinforced by signs about our print materials and near the brand logo on our website. The same holds true for tax season and understanding what we can and cannot offer regarding tax policy.

Economic factors are a major factor as unemployment is high in our community and the increased costs of living will most likely increase the use of our legal resources as patrons cannot afford attorney’s fees or transportation to the nearest library or bookstore. We are one of the only affordable sources of legal information for many patrons.

Social factors definitely will affect the external microenvironment. People will need Quit Claim deeds, tenant contracts, living wills, divorce papers, and many other forms due to social influences in our community. In addition the fast growing Hispanic population will require that we offer legal resources and fact sheets in Spanish as well as English. We also must take advantage of the new local TV station that constantly posts news events in addition to our traditional newspaper messages.

Technological factors: WCPL has the currently has the capabilities to provide legal databases on our 9 public computers, 6 laptops, and access via our website including free wifi. This will limit barriers to access to legal information to all patrons. There are other coffee shops that offer free wifi but we also offer the extra facts sheets, reference guides, and print materials.

**SWOT Analysis**

WCPL has many strengths but one of the most notable is our 3 IT employees. Only 1 is full time but we have someone that can help with computer problems at all times the library is open. In addition we have excellent attendance at our children’s programing events. Also we have seen a dramatic rise in the number of e-book circulations. Our friendly staff is what makes our library a place people want to go. In regards to legal resources, our reference librarian has an MLS degree and also took several law librarianship classes in his master’s program. Therefore he understands what different resources are needed at a public library.
Our weaknesses include more staff training and workshops on all of our legal resources not just the new legal Ebscohost Legal Information Learning Center database and the Indiana Self-Service Legal Center website. Some of our staff is afraid of change and we need to offer workshops so they feel confident in helping patrons with all kinds of resources whether databases or print. Many of our databases have gotten tremendous positive feedback but the problem is that many patrons don’t know they exist or don’t know how to use them. This needs to change. In addition, with the Hispanic population growing at the current rate, we need to make sure to offer legal materials and resources in Spanish.

There are many opportunities for us to seize. We are seeing an increase in legal questions and an increase in low-income patrons and Hispanic patrons. These groups have to some degree been under served by not having enough information available or awareness about what we offer. Our databases are wonderful tools that need to be used more. We need to do a better job of getting the word out about these wonderful new tools and show our patrons how user friendly they are. Finally, we need to improve our adult programming in general. We need to do market audits and research and find out what adults want to know and learn about. One of these opportunities is our legal resources.

Threats include a decrease in male patrons as well as many of our more affluent population. Some patrons can download a book cheaper and faster on their own e-reader than use the library. While men often don’t think we have anything that would interest them. That is why we need to do a better job of promoting our car and sports sections, databases, and adult programing.

**Original Data:**

The most effective data regarding our legal resources should come from a quantitative (close ended) and qualitative (open-ended) survey. This survey should be handed out to anyone who comes in seeking any kind of legal question. We will explain that this brief 5 to 10 minute survey will be valuable to us in improving the awareness and quality of our legal resources. This survey will be given at the point of need. A pilot survey should be given out to staff first to make sure the questions are finding out what we what to know. Thus, these questions will increase the validity of the study. In addition, the reliability of the study will be improved by using the same quantitative questions and by using inter-coder reliability and coding scheme for the qualitative questions. Some questions might be as followed:

Quantitative Question Possibilities (Yes or No answers):

- Have you used the library before for legal information?
- Has the court house ever sent you here for legal information?
- Did you find the legal information you were looking for?
- Did you know we have a legal database designed for self-representation?
- Was the staff knowledgeable and helpful about your legal question?
- Were you offered print and electronic resources regarding the law?
- Did you know we have a website provided by the state about such legal matters as divorce?
- Did you know we have the entire Indiana Code (laws) online?
- Did our print legal resources meet your expectations?

Qualitative Question Possibilities:

- What could be improved with our legal resources?
• What could been made more clear regarding the location of our legal resources?
• Explain your overall experience with using our legal databases?
• Do you feel the community knows we have legal resources? Please explain?

**Market Segmentation:**

It is quite clear that the Fulton County is in need of adequate legal resources for low-income patrons. Reference reports show that the increase in legal questions or those related to the law have nearly doubled in the last year. Since unemployment is so high in Fulton County, many patrons want to avoid paying for an attorney. While we cannot be lawyers, we can be librarians and provide for this market with choices offering legal materials in an array of formats including websites, referrals, databases, print materials, and a positive attitude that will offer hope to a struggling community. If we cannot find the resource they need we can get it through ILL or call one of the law libraries and seek assistance. What we *cannot* do is tell already struggling patrons that “we can’t answer any law questions; they’ll have to Google it themselves”. Many of these patrons just want someone to listen to them and once they see our library is prepared to offer help through resources in any way possible we just may turn a visitor into a lifelong patron.

**Service Identification:**

Two new services would be the new legal Ebscohost Legal Information Learning Center database and the Indiana Self-Service Legal Center website. While everyone is not eligible for a library card because they live outside the property district, EVERYONE with a valid ID can get on the public computers. Therefore ALL patrons have access to these wonderful resources. For example, someone is going through a divorce. Our staff can show them the Indiana Self-Service Legal Center Forms website. The patron can read the information of the different forms and make their own decisions and then enter their information. Once they’ve answered all the questions on the website, it automatically fills that information in on the form. All the patron has to do is print the forms, pay for their prints at the Circulation Desk, and head to the court house. There is also an icon to both databases on the desktop of the public computers, laptops, and our website. In addition, even without a library card everyone is welcome to use our print legal resources “in house”. This is affordable, convenient, and hassle free service that directly meets the needs and wants of the low-income market segment for legal services.

On the Boston Consulting Group (BCG) matrix method I would describe these legal resources as cash cows. They offer comprehensive information at an affordable cost (one is free) and they will offer growing return once people and staff know more about them. If the library were to purchase all this material in print it would be extremely expensive. These databases are easy to maintain and the more patrons learn about them the more they will be used.

**Mission, Goals, Objectives, Actions, and Budget:**

**Mission Statement of WCPL:** The mission of the Willkie Community Public Library is to recognize and meet the information needs of all members of our community and to inspire the love of literacy, learning, and community involvement. We strive to provide a comprehensive array of reading materials in many formats, free access to the latest technology, outstanding service and progressive programming that stimulate thought and creative expression. We provide
open access to our materials and special collections and ensure that our friendly service and hard work are a reflection of the community we proudly support.

Lunch & Law directly honors this mission by providing the latest technology and materials to help ALL of our citizens. Through this program we hope to not only educate our community about our legal resources but create a bond between the library and the community.

Goals: The main goal is to bring awareness to the community about several key points. First, despite what the court houses says, the library does not have a standard form for every legal situation. Second, while we can’t give out legal advice, we can offer the latest in legal print materials, legal database resources, referrals and fact sheets that will greatly help those in need with their legal questions. Basically, we are not lawyers but we make people aware of legal resources and let them make their own decisions.

Action: Timeline of campaign

- December 2012 - Marketing campaign group selected/ campaign organized
- December 2012 - February 2013 conduct surveys on legal resources
- December 2012 - Start creating and designing marketing/ promotional materials
- End of December 2012 - Approve/ print marketing/promotional materials, press kit
- January 2012 - Make arrangements to speak at local Kiwanis/Optimist Clubs
- January 2012 - Begin word of mouth promotions of the event
- January 2012 - Meet with the WCPL Friends of the Library and finalize prices and amounts for food and supplies with local grocery store partner.
- January 2012 - Assemble Law Library Cart Drill Team! Arrange practice schedule
- End of January 2012 - Have press kit online and promotional materials ready
- February 2012 - Send out personalized press releases to local media, Rochester Sentinel, Shopping Guide News, Channel 4 TV
- February 20, 2013 - Library closed: hold training to day about all basic legal resources and databases plus the upcoming event.
- End of February, 2013- finalize Law Library Cart Drill Team performance
- End of February, 2013 - all promotional materials up in the library and ready on the website
- March, 2013 - Final promotional push, daily TV, newspaper, radio show publicity, online press kit, Facebook, Twitter, and word of mouth accompanying the library’s promotional materials
- End of March, 2013 - Tweets and post on Twitter and Facebook
Friday, March 13, 2013 - Email blast about event to WCPL patrons

March 15, 2013 - Pick up all supplies from grocery

Saturday, March 16, 2013 - 12:00 - 2:00 First Annual “Lunch & Law” event

Tuesday, April 2, 2013 - Evaluate the program as a team; Go over post-event surveys

Roles and responsibilities:

- Marketing campaign team of 3 to 5 employees
- Design/ print marketing materials - John D. (Reference)
- Survey design and implementation - John D., and assistant (Reference)
- Personalized press releases to local media John D. and assistant (Reference)
- Website, Library-Aware, logo with links, social media, online tool kit - April, Zach, Josh (IT)
- Outreach Kiwanis/ Optimist/Friends/Grocery partner - Becky (Library Director ) or John (Reference)
- Legal Resources Staff Training - John D. (Reference)
- E-mail blast - April (IT Manager)
- Library Cart Drill Team - Elizabeth (Circulation)
- Food Cooks and Servers (Volunteers from all staff)
- Final evaluation - Original campaign team plus feedback from staff
Budget:

<table>
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<tr>
<th>Service &amp; Supply Costs</th>
<th>Amount</th>
<th>Cost with Resources Included</th>
<th>Cost of Campaign Materials Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indiana Self-Service Legal Center</td>
<td>As needed</td>
<td>$0.00</td>
<td>Reference Budget</td>
</tr>
<tr>
<td>Legal Information Learning Center database</td>
<td>Plus remote access</td>
<td>$1,763</td>
<td>Reference Budget</td>
</tr>
<tr>
<td>Annual Print Legal Resources</td>
<td>As needed</td>
<td>$500.00</td>
<td>Reference Budget</td>
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<tr>
<td>Online Toolkit</td>
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<td>$25.00</td>
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<tr>
<td>Food/Drinks/Cups etc… (Friends Group)</td>
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<tr>
<td>Flyers, Bookmarks, Posters, Surveys, etc…</td>
<td>As needed</td>
<td>$100.00</td>
<td>$100.00</td>
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<td><strong>Total</strong></td>
<td></td>
<td><strong>$2,688.00</strong></td>
<td><strong>$425.00</strong></td>
</tr>
</tbody>
</table>

*Note: The Indiana Self-Service Legal Center website is free, the Ebscohost Legal Information database and Annual Print Legal Resources will come out of the Adult Services (Reference) Budget. The WCPL Friends of the Library will pay a discounted rate from our partner grocery store for the food supplies, drinks, plates, and napkins.

Communication: The Marketing Mix:

We must use a marketing mix to make sure that the campaign in reinforced many ways around the community. This will happen through promotion, message, consistent use of the brand and slogan, logo, social media, public relations, and advertising.

Promotion:

The campaign’s integrated marketing communication (IMC) is the overall picture we want to present in our marketing mix. For our market segment we are going to pound the pavement first with flyers (Appendix A) to show that we have legal resources and help at WCPL. Flyers will be posted in Laundromats, grocery stores, Goodwill Stores, Family Dollar Stores, Dollar General Stores, Wall-Mart, the court house, and all over the library plus any other places visible to our market segment. These flyers will promote our BIG incentive which is a FREE lunch at the library meeting room called “Lunch & Law: Our legal resources. Your legal decisions”. We will have brown bag lunches for all participants which will contain either a hot dog or hamburger, chips, and either soda, water, or coffee plus dessert. After the lunch we entertain with our comedic Law Book Cart Drill Team performance. Then we will explain the vast amount of legal resources we offer but also what we do not have (such as standard custody forms and why). Our librarians and staff will then show all participants our new Ebscohost Legal Information Learning Center database and the Indiana Self-Service Legal Center website on the large projection screen. We will answer questions and also make sure that everyone gets contact information to law libraries, references for legal help, and patrons will be shown our print section in the non-fiction collection containing legal resources. Upon leaving the lunch we will ask them
to answer a quick exit poll about the effectiveness of the program saying “You’ve been served!” (Appendix C). The product will be the free lunch and learning programs and the service will be our legal resources. The price will be largely paid by the local WCPL Friends of the Library and local donations. The annual legal database and print materials will come out of the Adult Services budget in an amount approved by the director and board. The place will be at the meeting room of the Willkie Community Public Library. Promotions will come in an array of forms which will be covered next.

**Message:**

The central message is that WCPL is on the cutting edge of legal resources for the benefit of all. We cannot give out legal advice but we can make everyone aware that we can help by having such a wonderful array of legal resources at their disposal so they can make informed legal decisions. We will use the AIDA model for our message.

We will start with awareness. Flyers, posters, banners, bookmarks, business cards, magnets, WCPL website links, Facebook coverage, as well as free personalized public service announcements posted daily in the “Talk of the Town” in the Rochester Sentinel and listed in the Shopping Guide News. We will also use the local TV advertising channel which is available at no charge and also mention it on our weekly library half hour radio program. In addition we will post the logo on the website that links them to more information and a press kit.

**Interest and desire** will be impacted by the wide range of promotional materials. For example, signs at the court house will save patrons a lot of time and misinformation. In addition, the newspaper, radio, TV, and flyers will bombard the community about the event in addition to the social media features through our website. They may also be attracted to the WCPL LAW Cart Drill Team which will present some of our print materials in a fun and entertaining way!

Finally, action will be generated by the free food, fun, and also the information. However, who doesn’t like a free meal? This event will get people together to share a meal, a story, be entertained, and learn about our legal resources.
Organizational Standards for “Lunch and Law” Logo at WCPL:

Branding:

Name: Lunch & Law

The Logo:  
The logo is our identity and separates the Willkie Community Public Library from other libraries. Our consistent use of this professional looking logo and brand will reflect our commitment to the community we proudly support. The Logo should be present on all posters, flyers, letterhead, book bags, and other promotional materials as well as all digital and social media sources especially the main page of our website. The logo should use the official colors of forest green Pantone 554 C for the outline oval and Lunch & Law lettering with a black outline only around the lettering. The oval background should be a legal tan Pantone 7506 C. The slogan should be black Pantone 426 C. The gavel can vary but should be a darker than the sack lunch and a medium brown around Pantone 722 C. The sack lunch also may vary slightly but should be a lighter tan than the gavel for contrast. The sack lunch should be approximately Pantone 721 C. The logo should come from an authorized digital source thus preventing pixilation and ensuring the image is clear and professional in appearance.

Slogan: Our legal resources. Your legal decisions. This slogan should appear as part of the logo on all printed and digital materials in Arial Black Narrow font (not Bold)

The Typography: 
Only the first letter of each word in the title should be capitalized and the “&” symbol used rather than “and”. The words “Lunch & Law” should use an Arial Black font. Only the first letter
of each sentence of the slogan should be capitalized. Arial Bold Narrow font should be used for the slogan (not Bold). The logo may also be printed in black and white for large quantities of printed materials.

**Web and New Media:**
Only authorized digital files should be used on the website. The website should be clear on the following web browsers: Microsoft Internet Explorer (version 7 or later); Firefox; Google Chrome; Opera version 7, and Safari.

**Color:** The following Pantone colors should be used as closely as possible: 1) Forest green Pantone 7506 C for the oval outline and title with black outlining the title only. The oval background should be a legal tan Pantone 7506 C. The slogan should be black Pantone 426 C. The gavel can vary but should be a darker than the sack lunch and a medium brown around Pantone 722 C. The sack lunch also may vary slightly but should be a lighter tan than the gavel for contrast. The sack lunch should be approximately Pantone 721 C.

**Movement and Animation:** The logo may include animation in a web banner or video program. However, the movement and animation must not be distracting and should use the authorized logo and be approved by the library director.

**Public Relations:**
WCPL will rely heavily on Word of Mouth Market (W0MM); in addition to social media and even elevator speeches. Our circulation staff will tell everyone about our Lunch & Law Program. In addition, our director or Adult Service Librarian will speak with groups such as Kiwanis and the Optimist Club of Fulton County to help get the word out by brochures and word of mouth. We also will train our staff to know the details of our Lunch & Law event and our legal resources. This way no matter who they run into in the store or restaurant they can describe our event and follow it up the next time they see that friend again. Finally our social media will reinforce our commitment to the community we proudly support as stated in our mission statement. The Lunch & Law logo on the website link will connect more patrons to information. Our goal is that everyone feels welcome and a part of our library. This event is just one step in that process. Patrons may come in for a free lunch and find out about all our new and exciting materials and programing.

**Publicity:**
Since our market segment is low-income patrons we are going to push traditional publicity materials such as Flyers (Appendix A), posters (Appendix B), banners, bookmarks (Appendix C), post-event survey “You’ve been served!” cards (Appendix D), WCPL website links, as well as free public service announcements and personalized press releases posted daily in the “Talk of the Town” in the Rochester Sentinel and listed in the Shopping Guide News. We will also use the local TV advertising channel which is available at no charge and also mention it on our weekly library half hour radio program. Flyers and other materials will be posted in Lauンドromats, grocery stores, Goodwill Stores, Family Dollar Stores, Dollar General Stores, Wall-Mart, the
court house, and all over the library plus any other places visible to our market segment. Banners will be at every check-out station, posters will be on both sides of each entrance with QR codes, and circulation bookmarks, magnets, and word of mouth will add to our publicity. In addition we will meet with local clubs such as Kiwanis to spread the word. We will make sure to have our “Lunch & Law” logo and links on our website for more information. We will use Facebook and Twitter as well with constant updates and daily tweets and posts the week of the event.

Advertising:

Since our publicity materials can be designed “in house” and we have gotten support from many local clubs especially financial contributions from the WCPL Friends of the Library, we probably will not spend much money on paid advertising. We can get exposure across town, word of mouth, local TV, 2 newspapers, and our own publicity in the library for a minimal cost. Since the budget is tight, we think we can promote a great event with limited funding.

Advocacy:

This marketing campaign has three main objectives: 1) Show the value of WCPL and its resources; 2) promote community involvement with the library; and 3) educate the public on what legal information we have but also what we do not have. However we will no longer shy away from legal questions or tell patrons they are on their own. We can provide referrals to law libraries, provide print resources, and our legal databases. This campaign will show that the public that we care about them and that we are willing to go the extra mile to help when other public libraries would shut the door on them. If patrons, especially low-come patrons, have legal issues they are probably hurting enough, we can show kindness and compassion and do all we legally can to provide resources or find someone to help them. In the long run, they win and the library wins too as we gain new patrons by our extra efforts.

Internal Marketing:

It is vital that everyone is on board and that the staff is fully aware and educated about this campaign. The board, staff, and all involved will be shown a PowerPoint Presentation about the increased number of legal questions, especially among low-income families and screen captures of our legal databases. The staff training day on February 20, 2013 will cover all the resources including the databases and the time table for the day of the event. In addition, the break room will have weekly signs with any adjustments that will be reinforced at our monthly staff meetings. The free food, the Law Book Cart Drill Team, and the knowledge learned will help our staff connect to each other and to the community and have a lot of fun in the process.

Evaluation:

This campaign will be evaluated for its effectiveness in 6 different ways. However, maybe most rewarding will be the smiling faces and interaction between our staff and our community. First we will count how many people attended the Saturday, March 16 inaugural event. Second we will look at the number of “hits” to the new legal Ebscohost Legal Information Learning Center
database and the Indiana Self-Service Legal Center website monthly. Third, we will track circulation statistics and “in-house” use of all print legal resources and compare these statistics to last year’s numbers for each month. Fourth, we will tally all legal related questions we receive. Fifth, our campaign team on Tuesday, April 2, 2013 will use the data we have, results of the post-event survey, and staff recommendations to make adjustments to keep the marketing cycle and momentum moving forward. Should we change anything? Was it affordable? Did it help educate the public about our legal resources? Did we have enough staff? These types of questions will all be asked and answered to make improvements for next year.

**Reflection:**

This marketing campaign is design specifically for those who cannot afford an attorney and are tired of going to public libraries and being told, “We can’t answer legal questions!” Yes, that is true, we cannot answer legal questions but we can provide the most current and cutting edge legal resources at an affordable price and let them make their own legal decisions. Instead of the patron going away angry, they go away with information and a sense of belonging to the library. Our staff will no longer be afraid of legal questions and the court house will no longer be a problem because no matter what they tell a patron we will be prepared with resources, fact sheets, and referrals. It’s all about our positive “can do” attitude. This campaign will help welcome in the community and educate them on all our legal resources. Everyone wins in this situation. Anxiety turns into confidence, and confidence turns into a successful relationship, and that is exactly what our mission is all about: helping ALL people.
Bibliography:

Betz, Brie, Stephanie Willen Brown, Deb Barberi & Jeanne M. Langendorfer (2009): Marketing library database services to end users: Peer-to-peer outreach using the Student Ambassador Program (SAm), *The Serials Librarian*, 56:1-4, 250-254. [https://resources.oncourse.iu.edu/access/content/user/anlamb/Filemanager_Public_Files/s604/betz.pdf](https://resources.oncourse.iu.edu/access/content/user/anlamb/Filemanager_Public_Files/s604/betz.pdf)


Appendix A: Lunch & Law Flyer

Eat: FREE food
Laugh: Book Cart Drill Team!
Learn: Law Resources

Saturday, March 16, 2013
Willkie Community Public Library
12:00 – 2:00pm
320 West 7th Street, Rochester, IN 46975
Phone: 574-223-2713
www.willkiepl.lib.in.us
Appendix B: Lunch & Law 18”x24” Poster
Appendix C: Bookmark

FREE food
FUN
Information
Sat., March 16,
Willkie Community Public Library
12:00 – 2:00pm
www.willkiepl.lib.in.us

Don’t miss the
Law Book Cart
Drill Team!

Front

Back
"You've been served!"
No subpoena, just food, fun, and information!

(Circle your answer)

Did you enjoy the food?      Yes  No
Did you enjoy the book cart drill team?  Yes  No
Did you learn about our legal resources? Yes  No
Would you come back to this event? Why or why not?

Appendix D: Post-Event Survey