



www.webjunction.org/explore-topics/advocacy.html • LOCAL LIBRARY AWARENESS CAMPAIGNS

LAUNCH PRESS RELEASE EXAMPLE (USING GEEK THE LIBRARY AS YOUR FRAMEWORK)

Getting the word out about the awareness campaign is critical—especially at launch. Create an official press release to announce your campaign and send it to all local media. Use the copy below as a guide.

Proposed copy:

It's Time to Get Your Geek On

[Name of library] launches 'Geek the Library' campaign to raise awareness about the importance of library funding support

[City, State] – *[Month, date, year]* – Residents of *[city]* may soon add a new verb to their vocabulary — 'geek.'

[Library name] is hosting a library awareness campaign called Geek the Library. The campaign highlights what people in the community are passionate about and how the library can support them, in an effort to heighten awareness about the critical funding issues public libraries face.

Geek the Library features material that introduces 'geek' as a verb, and encourages the public to talk about what they 'geek'—whether it's engineering, superheroes, or art. The campaign is designed to provoke conversation about the vital role that public libraries and librarians play in providing lifelong education, services, and programs that transform individuals and meet essential community needs.

The awareness campaign features *[Add what kind of advertising you are doing]* advertising, social networking elements, a website and local initiatives to draw attention to the need for increased library support. The campaign web site, www.geekthelibrary.org provides information about how people can get active and support their local library.

When the most recent economic recession hit, millions of Americans turned to their library for job skills training, employment search help, education support, and affordable entertainment. The increased demand for library services has not let up, which puts pressure on libraries that have flat or decreasing budgets while trying to meet a diverse range of essential needs. Widespread federal, state and local funding cuts are impacting library hours, programs and staffing in communities across the nation, as well as in *[your town]*.

While many people have very positive feelings about the library and recognize its essential role in the community, many do not know that libraries requires active support by community members to maintain sufficient funding levels.

[Insert quote from your library director.]

This awareness campaign hopes to start a conversation about library funding, to inspire more people to take personal responsibility for keeping the local public library vital in the community. The campaign will not support or oppose any candidate for public office, nor attempt to influence legislation.