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## LAUNCH PRESS RELEASE EXAMPLE (USING 'PASSION' AS YOUR FRAMEWORK)

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

*[City, State] – [Month, date, year]*

### **Proposed copy:**

It's Time to Share Your Passions

*[Library name]* is launching a library awareness campaign to heighten awareness about the critical funding issues public libraries face. The campaign features local educational material, and encourages the public to talk about what they enjoy whether it's engineering, superheroes or art. The campaign illustrates the fact that everyone is passionate about something—and that the library supports them all.

The campaign, designed to provoke conversation about the vital role that public libraries and librarians play in today's information-rich environment, 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. *[Insert reference to library webpage for more information]*

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.