

## **Chautauqua-Cattaraugus Library System**

The Chautauqua-Cattaraugus Library System increases awareness and promotes circulation of its downloadable audio books by reaching out to the public and to its 36 member libraries.

*Publicity outreach to the public relies on:*

- Seeking event-specific publicity about training classes from local radio, television, and newspaper outlets
- Placing educational news about audio books (such as starting the service, setting records, and announcing innovations) in the local media
- Booking appearances by library staff members at community events for in-person marketing

*Publicity outreach to member libraries consists of:*

- Informing the system's libraries about audio books through fliers, a list-serv and bi-monthly newsletter
- Offering training for staff members

Parts 2, 3, and 4 of our application offer details about classes, news, and appearances for the public, while Parts 5 and 6 give examples of communication and training directed toward member libraries.

In our experience, the best way to increase the amount of titles circulating is to enlarge the user base, and all of the efforts described in Parts 2-6 are designed to achieve this goal.

### **Part 2: Publicity through classes for the public**

Staff members travel throughout the Chautauqua-Cattaraugus Library System's two-county service area to present information about OverDrive to the public at member libraries.

Many classes also take place in a training lab shared by System Headquarters and James Prendergast Library, the System's largest library in its biggest city. At each OverDrive class in Jamestown, staff members ask a few of the people attending to pose for pictures to promote future classes. Readers of local newspapers looking for people they know in the photographs find out about the next set of classes and how to participate. The pictures also appear on the local newspapers' Web sites.

### **Part 3: Publicity through news for the public**

Ever since the OverDrive service debuted in April 2007, the Chautauqua-Cattaraugus Library System has provided educational news stories to the local media about downloadable audio books. Topics have included launching the service, achieving new circulation records, and introducing innovations such as flexible due dates and star ratings. Attached are samples of these new stories.

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## **Part 4: Publicity through public appearances**

Recent public appearances by staff members to promote OverDrive have included:

**Radio interviews** - One this spring occurred during a morning-long "remote broadcast" on location at the library to promote its annual book sale. Another took place during a Saturday morning breakfast party broadcast from a local restaurant to promote the library's annual run for literacy. In both cases, the radio host wanted to discuss other news about the library in addition to the single event being promoted. This presented an opportunity to describe the digital audio books as a popular new library service.

**Tables at community events** - Prendergast Library's assistant director recently participated in an information fair for seniors set up in the local shopping mall. The library table included handouts about OverDrive (see attached samples of class fliers, business cards, and new titles list) and electronic messages (see attached samples) about downloadable books.

**School appearances** - Staff members from Prendergast Library's Children's Room have been visiting local schools as part of a two-year project funded by a family literacy grant. They also handed out fliers, business cards and lists of new titles and set up the electronic message board as part of their display about what the library has to offer.

## **Part 5: Publicity through training for member libraries**

Training for member libraries has increased the ability of staff members to promote digital audio books to the public, and it has attracted new users from among the staff.

## **Part 6: Publicity for member libraries**

Member libraries have been informed about OverDrive through newsletter articles and fliers. They have also been invited to provide input about new materials through surveys.

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