

To: OWLSnet Librarians

From: InfoSoup PR Committee

Date: August 29, 2007

Re: Help Celebrate National Library Card Sign-Up Month!

As you know, September is National Library Card Sign-Up Month, and the InfoSoup PR Committee is encouraging you and your patrons to help us celebrate!

### **The Promotion**

We are inviting you and your patrons to help celebrate National Library Card Sign-Up Month by showing us how they use their library and/or InfoSoup! During the month of September, users (and library personnel) are invited to submit photos of themselves and their friends or family using their favorite public library or InfoSoup. Selected photos will be shared on an InfoSoup page on Flickr.

For photo submission ideas we suggest patrons consider where they use InfoSoup; what they can do or get with their InfoSoup cards; and where they use InfoSoup. From home? At the library? A café? Somewhere else? We also ask them to consider what their favorite thing to do at their library is.

Anyone can submit a photo or photos, as long as they have an InfoSoup (or Appleton Public Library or OWLSnet) library card in "good standing."

### **Where do you come in?**

We need your help in getting the word out about this fun promotion! We've included some materials to get you familiar with it, and everything will also be posted online (see Key web links). Included in this email are:

➤ **Posters**

Copies of the poster are available online if you are interested in printing some to post in your library and around your community.

➤ **Media release** to be sent to your local newspaper and area schools.

Please use your library letterhead and insert the correct contact information. (After all, you know your local media better than we do!)

### **Helpful web links:**

Participation information: <http://info.infosoup.org/signupmonth.asp> (link to this on your web sites!)

InfoSoup PR page: <http://www.owlsnet.info/infosoup/>

PDFs of posters: <http://www.owlsnet.info/infosoup/pr/9-07-poster.pdf> and

<http://www.owlsnet.info/infosoup/pr/9-07-poster2.pdf>

MS Word copy of media release: <http://www.owlsnet.info/infosoup/pr/signupmonth9-07.doc>

**Keep in Mind:**

- ✓ Feel free to post this promotion on your library site/blog on **September 1<sup>st</sup>**.
- ✓ Posters can be printed at your library and hung at your local stores, post office, churches, etc.
- ✓ Please inform your staff about the promotion and encourage them to submit photos of their own! ANYONE can submit photos.
- ✓ We know your time is limited, but we are only asking you to help us get out a press release and hang up the posters. You can create a photo to submit, especially using your huge InfoSoup card, but that is optional.
- ✓ Have fun! Won't it be great to see how much people enjoy your library and/or InfoSoup?

**We apologize for the late release of this information!** We know you're all very busy, and we appreciate your participation. If you have any questions about this promotion, please contact Beth Carpenter or Rick Krumwiede at OWLS or Jamie Matczak at NFLS.

Happy Labor Day!

InfoSoup PR Committee: Beth Carpenter, Penny Habeck, Rick Krumwiede, Michael Kenney, Jamie Matczak, Colleen Rortvedt, Elizabeth Timmins