

To: OWLSnet Librarians

From: InfoSoup PR Committee

Date: Friday, December 8, 2006

Re: January InfoSoup and OverDrive Promotion

In an effort to promote InfoSoup and its features, the InfoSoup Public Relations Committee has planned an OverDrive promotion for January 2007.

The Promotion

Members of the general public will have an opportunity to win a **free** MP3 player each week during the month of January. As you know, MP3 players can be used to play digital audiobooks downloaded from OverDrive. It is our goal that the contest will result in new OverDrive users, as well as continuing to promote the use of InfoSoup. In order for patrons to have a chance to win an MP3 player, they will have to register on the InfoSoup MP3 Giveaway page (<http://info.infosoup.org/mp3giveaway.asp>), where the rules of the contest are posted with a link to the entry form. Patrons must have an InfoSoup or OWLSnet library card in good standing to enter. If patrons who want to register *do not* have an InfoSoup card, they will be directed to their local library to obtain one.

A winner will be randomly drawn each week during the month of January (5th, 12th, 19th, 26th, 31st). Winners will be contacted and their names posted (first name and first letter of last name with home library location) on the InfoSoup website. You will be notified if one of the winners is a patron of your library. We are still working out how the mp3 players will be delivered to the winners, so we'll keep you posted on that.

Where do you come in?

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

- **Posters** to hang in your library and in your community. High-traffic areas might include your teen spaces, internet stations, main doors, circulation desk, etc. It would also be a great idea to post one near your audiobook collection. Extra copies of the poster will be available online if you are interested in printing more.
- **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!) An MS Word version of the release is available online for you to download and customize (see Key web links).
- **Copy of the registration form**, which patrons will need to complete online in order to be eligible to win.

Timeline:

Friday, Dec. 8 and Monday, Dec. 9: Materials distributed to OWLSnet libraries
Friday, Dec. 15: Press release to be distributed by libraries to local media and area schools.
Monday, Jan. 1, 2007: Contest begins!
Friday, Jan. 5, 2007: First winner drawn
Friday, Jan. 12, 2007: Second winner drawn
Friday, Jan. 19, 2007: Third winner drawn
Friday, Jan. 26, 2007: Fourth winner drawn
Friday, Jan. 31, 2007: Fifth winner drawn; contest ends

Key web links:

InfoSoup PR page: <http://www.owlsweb.info/owlsweb/infosoup/>
PDF of poster: <http://www.owlsweb.info/owlsweb/infosoup/pr/mp3poster.pdf>
MS Word copy of media release:
<http://www.owlsweb.info/owlsweb/infosoup/pr/overdriverrelease.doc>
Contest Rules with picture of mp3 player: <http://info.infosoup.org/mp3giveaway.asp>
Registration form: <http://info.infosoup.org/mp3entry.asp>

To Keep in Mind:

- ✓ Feel free to post this promotion on your library site/blog on **January 1st**.
- ✓ Additional 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 be familiar with the rules. Patrons are asked to only register one time in order to have a chance at winning. OWLSnet member library and system staff members, boards, and their immediate family members are not eligible to win.
- ✓ We will be working on how the players will be delivered and how we might be able to take pictures of the winners to be used in library newsletters and on our web sites. We'll work on a permission form for photos, and will be in touch with more details soon.

Have fun with this promotion! Who doesn't like to win free stuff? We understand this is a crazy time of year, but this promotion should inadvertently drive more patrons to **your** website and into **your** library!

If you have any questions about this promotion, please contact Beth Carpenter or Rick Krumwiede at OWLS or Jamie Matczak at NFLS.

Happy Holidays!

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