

To: OWLSnet Librarians  
From: InfoSoup PR Committee  
Date: July 1, 2008  
Re: Poster campaign for September 2008

The InfoSoup PR Committee has created a poster campaign to celebrate National Library Card Sign-Up Month in September, and we need your help to make it a success!

## The Plan

We are providing each OWLSnet library with a set of 8.5 x 11 full-color posters. **Place the posters out in your community** in coffee shops, grocery stores, beauty shops, stores, schools, churches, gas stations, courthouse, city hall, YMCAs or gyms - any place the public will notice them. Yes, you can post them in your library, too, but our hope is that they will go out to where people gather in your community to attract people who may not know about your library and InfoSoup.

When should the posters go out? By **September 1, 2008**.

How long should they stay up? Indefinitely, but at least for the month of September.

## Order More Posters

If you would like to order more posters, including a larger 11 x 17 size, please contact Bradd Hintz at OWLS (920-832-4607 or [bhintz@mail.owls.lib.wi.us](mailto:bhintz@mail.owls.lib.wi.us)). Let him know how many posters you would like, in what size, and which image. OWLSnet will cover printing costs, so there will be no charge to your library to order additional posters. If you want to print your own, pdfs of the posters will be provided on the InfoSoup Info page on OWLSnet.info at <http://www.owlsnet.info/infosoup/>.

**Order additional posters by July 31<sup>st</sup>**, so we can get them printed and delivered to you at the system meetings which take place mid-August.

## A Little Inspiration

To inspire you to be creative about where to hang posters in your communities, we will be awarding a prize (TBA) to the library with the most unique, unusual, or effective place a poster was hung. We'll share where posters were put up at the AAC meeting, and the winner will be selected at that time. So put your thinking caps on, be creative, and win that prize!

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## Timeline

- July 14: Posters and letter distributed to OWLSnet libraries
- July 31: Orders for additional posters are sent to Bradd at OWLS
- August 5: Additional posters are printed and distributed to OWLS and NFLS
- August 13: Poster orders are distributed to NFLS members at system meeting
- August 15: Poster orders are distributed to OWLS members at system meeting
- August 18-31: Posters are put up in OWLSnet communities
- September 19: Prize winner chosen at AAC meeting at OWLS

## Questions?

If you have any questions about this promotion, please contact Beth Carpenter at OWLS or Jamie Matczak at NFLS. Thanks for your help in making this campaign a success!

The InfoSoup PR Committee