

Handout #4

The Eight Ps (Promotion)

Advantages and Disadvantages of Media Selection

1. Paid advertising	Ads in television, radio, Internet, magazines, newspapers, direct mailings, telemarketing	Costly, not good readers, impersonal, massive, will need long campaigns
2. Publicity	Press releases, weekly columns, local radio and TV	Free, local, good if targeted to the Spanish/bilingual media
3. Public relations	In large systems use the office of public relations, outreach, or public service	Invite Latino media to become part of your community partners or even your CLO
4. Public service	Public television and public radio, community boards, and local government announcements	Not often enough, partner with local government and utility companies
5. Printed materials	Brochures, flyers, posters, calendars, even a bilingual newsletter	Direct, inexpensive Use graphics and colors Post printed flyers with pictures and comments of past events on your bilingual website
6. Promotional items	Budget for promotional items, make your own	Very successful with Latinos, seek your more powerful community partners to help
7. Personal networking/ word-of-mouth	Talk with enthusiasm and convincingly about your library for Latinos, learn techniques	Personal, one-on-one, targeted. Overcome language barrier with tools (cheat cards, games, Spanglish!)
8. Popular media	Hip hop song, contest for bilingual cartoons, display of drawings about bilingual storytime, videos, etc.	“I love my Library” experience, especially for youngsters, empower the community