Contents

Preface		vii
1	Building a Foundation for Marketing Success Jeannie Allen—Kitsap Regional Library	1
2	Conversations: Building Relationships and Using Constituent Voice in Outreach Letha Kay Goger—University of California, Merced Library	17
3	Plano Public Library System: Building a Social Media Presence Brent Bloechle—Plano Public Library System	31
4	Creating Campus Buzz with Promotional Videos Heather A. Dalal, Paris Hannon, and Robert J. Lackie—Rider University Libraries	47
5	Promotion, Publicity, and Beyond: Using a Marketing Plan and Innovative Strategies to Reach Users in an Academic Health Science Center Library Mary E. Edwards, Hannah F. Norton, Michele R. Tennant, Nina	63
	C. Stoyan-Rosenzweig, and Matthew Daley—University of Florida Health Science Center Library	
6	Branding for Relevance: A Public Library's Continuing Campaign for Access Jessica Ford and Jim Staley—Mid-Continent Public Library	79
7	People Do Still Read E-mail!: E-mail Marketing as an Academic Library Outreach Tool Jamie Hazlitt—William H. Hannon Library, Loyola Marymount	93
	University	

8	Increasing Library Use: It's a Long Story	105
	Erica Thorsen—Albemarle High School Library	200
9	If You Build It, Will They Come?: Marketing a New Library Space Coleen Meyers-Martin and Lynn D. Lampert—Oviatt Library, California State University, Northridge	119
10	Marketing on a Shoestring: Publicity and Promotion in a Small Public Library Heather Nicholson—Coaldale Public Library	137
11	Library Programming: Methods for Creation, Collaboration, Delivery, and Outreach Amanda Piekart and Bonnie Lafazan—Berkeley College Library	153
12	"Flipping the Switch" for School Library Advocacy Sara Kelly Johns—School Librarian and Speaker/Consultant on School Library Advocacy	167
Ind	ex	183
About the Editors and the Contributors		
roodt the Editors and the Contributors		185