

How to Use This *Local Library Action Kit*

Librarians have been saying for years that public libraries are a bargain. Now they've got the numbers to prove it.

This *Local Library Action Kit* has been designed to help you tell the story of a remarkable "Taxpayer-Return-on-Investment (ROI) in Pennsylvania Public Libraries" study conducted by the University of North Carolina's School of Information and Library Science.

The following materials are found in this kit and will make it easy to share the study in your own community:

- a. Introduction letter from Dr. Gerald L. Zahorchak, Secretary, Pennsylvania Department of Education
- b. News release that was sent statewide about the study
- c. Executive brochure (1 copy; others available through your District Library Center)
- d. Consumer brochure (1 copy; others available through your District Library Center)
- e. Frequently asked questions and answers
- f. Suggested talking points to use when talking with the media, your board or others in your community
- g. Sample article for library newsletters
- h. Sample opinion editorial for newspapers
- i. Sample letters to the editor (4)
- j. Powerpoint presentation, allowing for customization for your own library and local community data
- k. CD that includes items d-k above, as well as a PDF version of a consumer brochure

Additionally, a limited supply of the two enclosed brochures will be available through your District Library Center. One is an executive brochure that you can use with key community leaders and municipal leaders that might have an impact on your local funding sources. The other is a smaller consumer brochure that you can place in your library, as well as distribute at community presentations such as Rotary, Kiwanis and others (referred to above and available in PDF format on the CD).

How you can help

- Put an article in your library newsletter about the study (see sample on CD).
- Use the sample opinion editorial (op ed) as a guide to write your own to your local newspaper. Be sure to follow your newspaper's guidelines for these submissions. Most newspapers print this information on the editorial pages or post guidelines on their Web sites.
- Share the sample letters to the editor with those in your library or your Friends of the Library organization; see if some can use the samples to write their own letters to the editor. Be sure to follow your newspaper's guidelines for these letters.
- Share key materials such as the brochures with your board of directors, funders and other key influentials involved with your library.
- Ask community organizations such as Rotary, Kiwanis and other civic groups if you can share the study through a speaking engagement using the powerpoint presentation; note that it is customizable at the end for information about your own library and data for your community.
- Print additional copies of the consumer brochure (available in PDF format on the CD) to have available in your library and for group presentations in your community.
- Refer others to the complete study available at www.statelibrary.state.pa.us.