

# **Report of the Librarian Marketing Department July 2017**

The Boopsie app I've been working on will be released to patrons in August. We're working out some last minute bugs to make sure that it's ready to go with minimal to no issues.

The Select Reads brochure has been released – now I plan to work on the accompanying video to post on KPL Connect.

I will be presenting at "The Difference is You" support staff conference. My presentation is called "Unleash Your Inner Marketer" and covers ways that every staff member can promote their library's programs and services. I am also looking at creating a webinar for Evergreen Indiana libraries on how to promote themselves.

We have had some in-depth stories printed lately in the News-Sun. Dennis Nartker put together a piece on declining circulations and what libraries are doing about it. It ran 7-2-17. He also did a column about Rambling Rocks and how it has exploded in popularity. It's run date was 7-6-17. For both, I created full-information news releases to submit to him. He didn't run them in their entirety, of course, but I did make them available on our website.

This month wraps up The Cortex Make and Give projects. We've made outdoor cat houses, paracord dog collars and dog toys. All will be donated at the end of the summer to the Humane Society of Noble County. The no-sew blankets will be donated to local nursing homes as lap blankets.