



*ICYMI - Anchorage Public Library is awesome!

*In Case You Missed It

LIBRARY MARKETING : HOW APL SHARES #907LIBRARYLOVE

ALSO INSIDE: LIBRARY
RECVES PRESTIGIOUS JOHN
COTTON DANA AWARD

LIBRARY IMPACT REPORT
SUMMER 2022

As libraries evolve from pillars of shhh and books, to vibrant, engaged centers of information, education, and community, the need for strategic marketing and public relations has become clear. Libraries can have the most robust collections and the most engaging programs, but if no one knows about them how can you find success?

After implementing a more deliberate focus on marketing and communications in 2018, Anchorage Public Library has seen direct results in increased support from Library Champions, bumps in library resource and materials use, creative library card campaigns, and improved connection with the community.

Since 2019, the Anchorage Library Foundation has been supporting APL marketing efforts with an annual marketing grant. These funds make marketing possible, where operational funds fall short. Successful projects include radio personality endorsements with 101.3 KGOT, KASH Country 107.5, 650 KENI, Magic 98.9, and KBEAR 104.1, digital and social media advertising, APL branded promotional items, signage and more.



continued on next page

Library Marketing, Cont.

Most library staff didn't get into the business of libraries to be marketers, but under the direction of their Community Relations Coordinator, Misty Rose Nesvick, APL has thrived as the staff learns that marketing can be as easy as recommending a great book from the Alaska Collection or hopping on the latest Bookstagram trend. Now firing on all cylinders for marketing and communications, APL has gained statewide and national attention for the campaigns it's producing. Watch for even more #907LibraryLove coming to your inbox, social media feed, streaming radio service, or maybe even via skywriting (*maybe*) soon.

Anchorage Public Library Wins National Award

Anchorage Public Library joined the ranks of award-winning marketers when it was one of only 8 libraries to win the coveted John Cotton Dana Award for the promotion of *Books Get Our Vote*; a youth services program that combined literacy and voter education. Marketing for this program spanned from physical media to videos and social media, giving APL the chance to stretch its public relations wings with every tool in the box.

The JCD Award is provided in conjunction with the H.W. Wilson Foundation; Core, a division of the American Library Association; and EBSCO, and it honors outstanding library public relations campaigns with a cash award from the H.W. Wilson Foundation. APL walked among giants as our winning class included library greats Chicago Public Library and LA County Library. APL will be using the \$10,000 grant award for a future campaign promoting youth services and literacy.



Detach and mail to: Anchorage Library Foundation/Friends of the Library: PO Box 244714, Anchorage, AK 99524

YES! I want to help the Anchorage Public Library build community.

Name: _____ City: _____
Address: _____ State: _____ Zip: _____
Email: _____ Phone: _____



I'd like to support the Library's immediate needs for materials and programs with a gift in the amount of \$_____.

Make check payable to: **Friends of the Library**



I'd like to support the long-term growth of the Library and new library initiatives with a gift in the amount of \$_____.

Make check payable to: **Anchorage Library Foundation**

I do NOT want a 2023 Library Champion Card

Please keep my name anonymous in recognition materials.

Please send me information on The Next Chapter Society.

Investments and Future Projects

Library Highlights – You made this possible!

- Summer Discovery – The best way to make sure kids can be ready for the start of school in the fall is to just read! They can read whatever they want and have fun. This summer APL has many awesome programs for kids and adults! Full list available here: <http://bit.ly/AKSummerDiscovery22>
- APL kicked off Summer Discovery with Reading Rendezvous on May 14th with over 3,000 people on the Loussac Lawn. It's going to be a great summer, Alaska!
- Mobile Library – APL received a grant from the Alaska State Library to retrofit a Ford Sprinter van into a mobile library. Everything has been ordered and we're just waiting on the van to arrive. Look forward to more information about this amazing new outreach opportunity.
- Library Community Resource Coordinators – The CRC team applied for and received a grant from the Alaska Community Foundation to help with outreach. They're creating *Net to Ladder* backpacks full of supplies to help at risk individuals get back on their feet as they prepare to re-enter the workforce.

Free concert on the Loussac Lawn from the Air National Guard band of the South on May 26th.



anchoragelibrary Following ...

Krambambuli Puppet Theatre presents

THE GRUFFALO

6 likes

anchoragelibrary In June-ish, #KrambambuliPuppets presents "The Gruffalo,"a tale told with string marionettes.

June 1, 4 PM-Muldoon Library
June 2, 3 PM-Mountain View Library
June 8, 3 PM-Girdwood Library
June 21, 3 PM-Loussac Library
July 7, 12 PM-Chugiak-Eagle River Library

We love our LIBRARY system! Specifically the youth section. There is such a variety of books and topics and resources. We especially appreciate the quantity and quality of "everyday books" that represent kids and families and cultures and religions from all over the world. Also, we LOVE OUR librarians! They are always so helpful (and often very fun). – **Library Patron**

Margaret Burke did an awesome job of helping me get the book I wanted to read. She went beyond "duties" and personally got "Out of the Wilderness" for me after my on hold book was not the one I thought I had reserved. – **Library Patron**

Anchorage Public Library (Z. J. Loussac Library) added an event.

Ed · 🌐

TEEN LIFE SKILLS:
Intro to First Aid and CPR

THU, JUN 16 AT 3 PM

Teen Life Skills: Intro to First Aid and CPR

INTERESTED

You like Anchorage Public Library (Z. J. Lo...

leepost Cuddy Family Midtown Park Follow ...

24 likes

leepost All the fun at the @anchoragelibrary Reading Rendezvous and @anchoragefolkfestival with special guests #spenaudeville #907librarylove

May 14



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ANCHORAGE, AK 99524

LIBRARY IMPACT REPORT • SUMMER 2022

Downtown Library Project Update

The idea of opening a Downtown Library branch was brought to life by a generous bequest from Janet and John Goetz, long-time downtown residents who had a vision to establish a walkable library to serve the diverse needs of downtown residents, workers and visitors. When Janet passed at the age of 99 she left her estate to the Anchorage Library Foundation via a trust for a downtown library.

The Anchorage Library Foundation and the Municipality of Anchorage are collaborating to explore options for opening a Downtown Library branch. The Municipality has created a Downtown Library Committee - including MOA employees, an Anchorage Library Foundation board member, and a

consultant for the Municipality - to determine the best way forward for this exciting project. Some of the issues the Committee will be examining are location, design, and additional funding for maintenance and staffing of the library.

The Foundation is hopeful that it will receive a \$2.5 million grant from the State of Alaska to help offset the costs of opening, maintaining, and staffing the library.

One interesting location the Committee is looking at for the downtown library branch is the Historic Old City Hall, on the corner of 4th Ave and F St, next to Peratrovich Park. This location is in the heart of downtown Anchorage and could help revitalize the downtown community that has been hit so hard by the COVID pandemic. A downtown library could be attractive to downtown Anchorage residents, workers, and visitors who could enjoy Anchorage's history as well as all the resources the Library offers.



Janet Goetz, undated photo