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Start a Revolution: Stop Acting Like a Library

Ben Bizzle, Maria Flora

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#1147741 in Books Ben Bizzle Maria Flora 2014-12-19 Original language: English PDF # 1 9.02 x .44 x 5.981, .60 #File Name: 0838912672208 pages Start a Revolution Stop Acting Like a Library | File size: 25.Mb

Ben Bizzle, Maria Flora : Start a Revolution: Stop Acting Like a Library before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start a Revolution: Stop Acting Like a Library:

3 of 4 people found the following review helpful. Great Book! By Tamara I attended a workshop presented by Ben Bizzle and gained some valuable information about marketing libraries. The book includes what he talked about and much more. If you're having difficulty publicizing your library and need help and advice, I recommend this book.

But this is how we've always done it! Objections to taking a fresh tack are about as common as budget shortfalls, and the two are more closely related than you might think. At the Craighead County Jonesboro Public Library in Arkansas, Bizzle and his colleagues defied common practices by using creative risk-taking in marketing and outreach to transform their library into a dynamic institution that continues to grow and thrive. Here they recount their story, sharing techniques for success alongside a provocative marketing philosophy that will spur libraries to move beyond their comfort zone. Focusing on creative ways to pull patrons in rather than just push the library out, this book steers libraries towards defining their brand, explaining why it is crucial to meeting the needs of their users and potential users. Offers strategies for getting stakeholders on board and engaged, including how to address budgeting concerns. Demonstrates the importance of the library's website as the digital main branch of the library, with guidance for creating and promoting it. Details the systematic marketing campaign undertaken at the Craighead County Jonesboro Public Library, encompassing both traditional and new media channels such as billboards, posters, newspapers, TV and radio, and mobile technology. Takes the mystery out of how to use social media platforms as public awareness tools, complete with detailed strategies and step-by-step instructions. Shows how to pull it all together into a manageable campaign through strong leadership and teamwork. By the time readers have finished this book, they'll have a roadmap for revolution at their own institution.

"There is a lot of food for thought in this book. The chapters are detailed and offer real-life examples, and each chapter ends with summary points so readers can refer back and review the highlights ... this book offers good, enthusiastic advice, backed up by experience." --VOYA Magazine "Humor plays a big part in the author's marketing strategy, and he provides examples of how his tactics have reached new users ... Highly recommended and especially useful for public libraries, but all libraries will find the marketing strategies for public awareness and support of programs valuable." --Library Journal "Without doubt, marketing is the toughest job for us modest librarians. If we can't all hire our own Ben Bizzles, we can purchase this book and milk its wisdom until we need to buy another copy to replace the one we have worn out." --Catholic Library World

About the Author Ben Bizzle is the director of technology at Craighead County Jonesboro Public Library in Jonesboro, Arkansas. He is a 2013 Library Journal Marketing Mover Shaker and part of Craighead County Jonesboro Public Library's 2013 John Cotton Dana Award-winning creative team. He is also a national speaker, library marketing consultant, and the founder of Library Market. Prior to joining the library team, he spent seven years as a technologist in the health care industry, eventually becoming the director of information technology, responsible for the technology infrastructure for four hospitals in Arkansas, Alabama, and Georgia. Since joining Craighead County Jonesboro Public Library in 2008, he has focused on virtualizing library resources and extending the library's reach beyond the library itself. He has developed a number of cost-effective ways to enhance the patron experience and increase community awareness of the value of public libraries.

Maria Flora is an award-winning journalist and writer who resides in Brookland, Arkansas, with her husband, also a writer, and their two Australian Shepherds. She has raised two children, including a librarian.