Archival advocacy and marketing: Changing the way we talk about special collections

Deborah Hakes
dhakes@georgialibraries.org
Director of Marketing and Communications
I’m not an expert on special collections, libraries, elections, human rights, immigration, etc, but I am an expert at framing these issues to engage different audiences.

Deborah Hakes
Georgia Public Library Service
Learning objectives

You will be able to:

- Identify potential audiences for your special collection
- Identify why your special collection may be of value to different audiences
- Understand ways to communicate that value when aren’t a marketer
Georgia Public Library Service empowers libraries to improve the lives of all Georgians.

We provide scalable library technology and services; staff training, consulting, and best practices; grant administration and more to create equity in library experience for patrons, no matter where they live.
Why don’t people care about your wonderful special collection?
Local funding for public libraries by state - 2018/IMLS

<table>
<thead>
<tr>
<th>State</th>
<th>Rank</th>
<th>Local operating revenue per capita</th>
<th>Other operating revenue per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>42</td>
<td>22.04</td>
<td></td>
</tr>
<tr>
<td>Texas</td>
<td>43</td>
<td>20.94</td>
<td></td>
</tr>
<tr>
<td>North Carolina</td>
<td>44</td>
<td>20.63</td>
<td></td>
</tr>
<tr>
<td>Alabama</td>
<td>45</td>
<td>20.10</td>
<td></td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>46</td>
<td>19.82</td>
<td></td>
</tr>
<tr>
<td>Tennessee</td>
<td>47</td>
<td>18.73</td>
<td></td>
</tr>
<tr>
<td>West Virginia</td>
<td>48</td>
<td>18.50</td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>49</td>
<td>14.93</td>
<td></td>
</tr>
<tr>
<td>Mississippi</td>
<td>50</td>
<td>12.75</td>
<td></td>
</tr>
</tbody>
</table>

#49 Georgia
What message do these send?

A B O U T U S

MISSION STATEMENT
Georgia Public Library Service: Empowering libraries to improve the lives of Georgians.

SERVICES & PROGRAMS

Georgia Public Library Information Network for Electronic Services (PALISades) is the public library automation and lending network for 228 public libraries associated in 142 counties. PALIS serves patrons in 119 Georgia counties, creating a statewide library system that provides access to shared library services and resources. PALIS automated library systems are available at participating libraries. Library cardholders can access these services beyond what is available on their local websites and enjoy the benefits of a shared collection of nearly 11.6 million books, audio, and video that can be borrowed from any library in the state.

Health Library Information Online (GALILEO) is a library information service that links all Georgia public libraries and their patrons to access valuable, reliable, and up-to-date health information. GALILEO is a service that can be accessed by public library patrons and staff through their local libraries. It provides information about physician, hospital, chiropractic, dental, optometry, and podiatric facilities. It also provides information for patients and caregivers about medical conditions and procedures. It is a comprehensive library of information on health and wellness topics.

Georgia Literati for Accessible Statewide Services (GALILEO) is a library information service that links all Georgia public libraries and their patrons to access valuable, reliable, and up-to-date health information. GALILEO is a service that can be accessed by public library patrons and staff through their local libraries. It provides information about physician, hospital, chiropractic, dental, optometry, and podiatric facilities. It also provides information for patients and caregivers about medical conditions and procedures. It is a comprehensive library of information on health and wellness topics.

Youth Services and Family Literacy
Georgia Literati for Accessible Statewide Services (GALILEO) is a library information service that links all Georgia public libraries and their patrons to access valuable, reliable, and up-to-date health information. GALILEO is a service that can be accessed by public library patrons and staff through their local libraries. It provides information about physician, hospital, chiropractic, dental, optometry, and podiatric facilities. It also provides information for patients and caregivers about medical conditions and procedures. It is a comprehensive library of information on health and wellness topics.

Georgia Literati for Accessible Statewide Services (GALILEO) is a library information service that links all Georgia public libraries and their patrons to access valuable, reliable, and up-to-date health information. GALILEO is a service that can be accessed by public library patrons and staff through their local libraries. It provides information about physician, hospital, chiropractic, dental, optometry, and podiatric facilities. It also provides information for patients and caregivers about medical conditions and procedures. It is a comprehensive library of information on health and wellness topics.

Professional Consulting, Training, and Facilities Support
Georgia Literati for Accessible Statewide Services (GALILEO) is a library information service that links all Georgia public libraries and their patrons to access valuable, reliable, and up-to-date health information. GALILEO is a service that can be accessed by public library patrons and staff through their local libraries. It provides information about physician, hospital, chiropractic, dental, optometry, and podiatric facilities. It also provides information for patients and caregivers about medical conditions and procedures. It is a comprehensive library of information on health and wellness topics.

BY THE NUMBERS — FY2015

General Information
Population — 10,122,212
Total library cardholders — 4,318,289
Percentage of population holding library cards — 42.6
Public library system — 63
Total library facilities, including bookmobiles — 403
Total paid library staff — 2,707
State-certified librarians — 577

Holdings
Books and serials — 16,519,660
Print subscriptions — 18,000
Audio (inc. downloadable) — 986,625
DVDS and video (inc. downloads) — 565,550
Electronic (inc. databases) — 404,785

Services and Activities
Total hours open — 851,270
Ranger visits — 29,555,086
Reference questions answered — 7,977,499
Total materials circulation — 37,312,547
Youth materials circulation — 16,014,604
Programs offered — 81,182
Attendance at programs — 2,335,000
Total public access internet connections — 8,935
Total user sessions of electronic resources, excluding videos — 11,626,980
Total electronic sessions used (estimated, based on 1300 tracking libraries) — 5,175,181
Average session duration — 7 minutes
Age of materials — Ranges between 50-100 years, with a minimum of 100 years

MAIL: Georgia Public Library Service, PO Box 700, Atlanta, GA 30301-0700
PHONE: 404-228-5500
FAX: 404-228-5503
STATEWIDE LIBRARY SERVICES, GEORGIA DEPARTMENT OF COMMUNITY HEALTH/DEPARTMENT OF DISABILITY SERVICES
www.georgialibraries.org

www.georgialibraries.org
Empowering libraries to improve the lives of all Georgians

Annual Funding in Georgia for Public Library Services, July 2016-June 2015

Local — $12,594,114
State — $32,309,990
Total Funding — $144,818,014

GEORGIA PUBLIC LIBRARY SERVICES, GEORGIA DEPARTMENT OF COMMUNITY HEALTH/DEPARTMENT OF DISABILITY SERVICES
www.georgialibraries.org

Local Funding — $12,594,114
State Funding — $32,309,990
Total Funding — $144,818,014

GEORGIA PUBLIC LIBRARY SERVICES, GEORGIA DEPARTMENT OF COMMUNITY HEALTH/DEPARTMENT OF DISABILITY SERVICES
www.georgialibraries.org
Intentional messaging

Georgia public libraries are the heart of their local community; they are innovative places that help people achieve their goals at any stage of life.

With your library card, you can learn new job skills, go to storytime, research for your next school assignment, learn a language, get free admission to great places across Georgia and much more.

Find your local library at GeorgiaLibraries.org.
“Libraries exist to help people succeed during every phase of their lives.”

- Julie Walker, Georgia state librarian
“We help hardworking people overcome challenges to achieve their American Dream.”

- George Giannoumous, library volunteer
"From this library, you cannot say: 'I do not have internet. I do not have a computer. I do not have access to information.' Because from this library, you have everything."

-Miguel Vicente, South Georgia Regional Library director
Public library archives and special collections:

- What’s the value?
- Who should care?
- Speak your audience’s language.
- Put your content where your audience gets their info.
Public library archives and special collections:

- What’s your goal?
- Then consider ways to communicate.
  - Social media
  - Press release...earned media
  - Video
  - Etc
A New Archive Digitizes More Than a Century of Black American Funeral Programs

A chronicle of lives lived from before the Civil War to today.

BY MATTHEW TAUB • JUNE 24, 2020

Telling your story: earned media
Earned media tips

- Don’t just send a press release.
- Research key journalists covering your issue.
- Reach out personally.
- Be brief and to the point: Why should they care/cover this? Why does it matter?
Digitized oral histories from Cairo, Georgia, share early 20th century African American experiences

A newly digitized oral history collection held by the Boddenbery Memorial Library in Cairo, Georgia, offers a wealth of information and stories about the African American experience there during the early 20th century.

The interviews were originally recorded on cassette tapes and cover topics including rural agriculture, the local economy, education, midwifery, traditional medicine, and church life.

The collection, titled "They Endure: A Chronicle of Courage," includes over 80 interviews recorded in 1981 and 50 digitized slides of African American churches and cemeteries in Grady County. Digitized collection materials are available online through the Digital Library of Georgia at dlgs.org.

In one interview, Mrs. Susie Scott discusses her role as a church historian and shares information on the historical beginnings of her congregation, located near Whigton, Georgia.

"During the latter days of slavery, they [the enslaved people] would just run out there somewhere where they thought they could be free," she said. "So, they would establish a church there on the 20th and there is the first church was a log church," she said.

Each of the interviews brings forth personal memories and recollections about life in Grady County.

"A lot of women just needed someone to hold their hand and tell them it would be all right," she said. "I got out of it, it most was helping women."

Other interviews include prominent community figures, educators, doctors, ministers, and citizens. While each of these stories is different, they portray the community’s resilience and endurance through social support networks.

"They Endure: A Chronicle of Courage," includes over 80 interviews recorded in 1981-82 and 50 digitized slides of African American churches and cemeteries in Grady County. Digitized collection materials are available online through the Digital Library of Georgia at dlgs.org.

"One of the greatest things is that we were able to preserve these stories for future generations."

The interviews were recorded by Dr. Robert Hall and Frank Rakestraw as a part of a grant from Georgia Humanities. The project emphasized community participation, and interviews were encouraged to submit copies of photographs, documents, and collectibles to the Boddenbery Memorial Library. "One of the greatest things is that we were able to preserve these stories for future generations."
Telling your story: Social media

"Postcards are important for all types of historical research. As a genealogist, I use postcards to help me picture the world in which my ancestors lived."

Check out our newly digitized collection of historical postcards: georgialibraries.org/digitized-post...
#GeorgiaLibraries
Telling your story: To your peers
Review of tips:

Earned media
- Don’t just send a press release.
- Research journalists covering your issue.
- Reach out personally.
- Be brief and to the point: Why should they care/cover this? Why does it matter?

Storytelling
- You don’t have to go deep - find an interesting anecdote. You already know the collection!
- Find a good image.
- Use a compelling quote.
- Take your story to where your audience gets their information.
- Tell the story using plain language.

Social media
- Pull out a fact, an interesting image, a good quote.
- Look for the “why does this matter?” angle.
- Canva can help.
- Think through audience

Share with peers
- What does the publication typically feature?
- Why is your collection impressive/important?
- Remember deadlines.
Questions?

Deborah Hakes
dhakes@georgialibraries.org