



# 2016 Summer Library Program

## Activity Planning Checklist and Promotion Suggestions

Use this checklist to maximize media coverage of your 2016 Summer Library Program. Working with local media during the planning process of your Summer Library Program is a good way to enhance weekly activity coverage. These are only suggestions, and should not be construed as the only way to work with local media. If you already have a good relationship that is working, continue those efforts.

	Task	Completed
1.	Determine the weekly production schedule of your local newspaper and plan accordingly. Don't schedule photographic events such as performers, games, or activities at times when newspapers won't have photographers available.	
2.	Determine if the local newspaper accepts photos taken by the library, and whether they prefer color prints or digital photos. If they accept photos, see our document "Photographic Considerations When Planning Activities" for suggestions about taking photographs that newspaper are more likely to use.	
3.	If you're planning contests of any sort, be sure to invite the local newspaper editor/reporter or radio/TV on-air personalities to be judges, then plan according to their schedules. Their involvement will improve your chances of media coverage. Also work with local business and civic leaders, coaches, teachers, and other well-known local people to get their involvement.	
4.	As you schedule performers for the summer, consider the local TV/cable access channel schedule. Ask performers if they will allow cable access to videotape for rebroadcast on the local channel.	
5.	As you plan for newspaper photographers, and if you've received approval to videotape performers for rebroadcast on cable access, work with representatives from both to ensure the performance space is set up in a way that allows them to get good photos and footage. You want to ensure they can get photos/video of both performers and children together in one shot (not the face of the performer with the back of children's heads).	
6.	Plan your entire summer activity schedule and post it in the library, schools, churches, grocery and other stores, city hall, food pantry, day care centers, restaurants (especially fast food), municipal swimming pools, and other places parents and children frequent.	
7.	Work with the local newspaper, radio, and TV/cable access to get your weekly schedule publicized. Request PSAs from broadcast stations (use the CSLP PSAs).	
8.	As you plan your summer, consider having your friends group and other volunteers create a presence for the library at parades, concerts in the park, festivals, etc. Hand out coupons from a local business for a free something (ice-cream cone, bagel, 10% off a purchase, etc.). To collect, a child has to come to the library and check out a book or attend a Summer Library Program activity.	
9.	As you plan activities, give serious consideration to hosting some intergenerational events with a local nursing home or senior adult day care/assisted living facility. These partnerships will provide great opportunities for photos and are a potent outreach effort for the library.	
10.	As you plan your Summer Library Program activities, do so with an emphasis on activities that lend themselves to photos or video. Try to devise new activities that are more likely to attract the attention of local media. Running the same events year after year is a sure-fire way to be ignored by the media.	
11.	Work with the local municipal swimming pool to tie in with some of their promotional events. If they have special evening programs for families, make sure you have a Summer Library Program presence. Agree to help promote their activity through your program.	