



Activity Planning Checklist & Promotion Suggestions

Note: This checklist is intended to help maximize media coverage of your library programs. Working with local media during the planning process of your programs can pay significant dividends in terms of weekly activity coverage. These are only suggestions, and should in no way be construed as the only way to work with your media. If you already have a good relationship that is working, continue those efforts.

	Task	Completed
1.	Determine the weekly production schedules of your local media and plan accordingly. Don't schedule photographic events such as performers, games, or activities at times when newspapers or TV stations won't have reporters/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 the document "Photographic Considerations When Planning Activities" for suggestions for taking photographs the newspaper will use.	
3.	If you're planning an event with 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 plan the schedule of performers/presenters, consider the local TV/cable access channel schedule. Many programs may lend themselves to broadcast in the community, so ask performers/presenters if they will allow their programs to be videotaped for rebroadcast on the local channel.	
4a.	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/presenters and patrons together in one shot (not the face of the performer with the back of patrons' heads).	
5.	Plan out your yearly schedule as thoroughly as possible and get it posted in the library, schools, churches, grocery and other stores, city hall, food pantry, day care centers, restaurants (especially fast food establishments when the programs involve children), municipal swimming pool, and other places patrons meet.	
5a.	Work with the local newspaper, radio, and TV/cable access to get your weekly schedule publicized	
6.	As you plan your schedule, 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 patron has to come to the library and check out a book or attend a program activity. These sorts of efforts are particularly effective with children's programming.	
7.	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.	
8.	As you plan your program activities, especially those for children, do so with an emphasis on activities that lend themselves to photos or video. Suggestions are outside games that let kids be active, get dirty or create things, or programs that take the library to the community.	
9.	Work with the local municipal swimming pool or other recreational programs to tie in with some of their promotional events. If they have special evening programs for families, make sure you have a library presence. Agree to help promote their activity through your program.	