Promoting the Federal Depository Library Program

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US Government Printing Office

Federal Depository Library Conference

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Past Promotional Efforts

- Nationally in the 1980s
  - Public Service Announcements
    - Radio
    - Television
- To support depository efforts
  - Posters
  - Brochures
  - Bookmarks
  - Decals
  - Stickers

New Promotional Efforts, 2001

- GPO's recognition of need
- October Depository Library Council recommendation
- Inter-organizational Committee
  - LPS
  - EIDS
  - Program Awareness
  - Documents Tech Support

Analysis of Current Environment

- Increased public use of Internet
- Continued unique benefits of FDLs
  - Expertise of Government information librarians
  - Free online access to find Federal information
  - Instruction and assistance in using online and traditional resources
  - Help using computers and other equipment
  - Access to selected fee-based Government Web sites

Assumptions

- FDLP is still a valuable program
- Continued shift to a more electronic FDLP
- Continued GPO/SuDocs budgetary pressures
- GPO to encourage depository librarians to promote their libraries
- Responsibilities of depository libraries and librarians change as the library environment changes
- Traditional depository eagle will continue to be used

Goal

Increase public awareness of depository library contributions and benefits in an online environment

Target Audiences

- General public

- Business

- Government

- Library community
  - Librarians
  - Library directors/administrators
  - Trustees

Objectives & Implementation

- Develop a campaign theme
- Develop and distribute:
    - Public Service Announcements
    - Materials for use by depositories
- Develop Web-based services
- Promote FDLP at conferences

Campaign Theme

"U.S. Government Information - Make the Connection at a Federal Depository Library"

Develop & Distribute

- Public Service Announcements: (broadcast, print & Internet)
  - NAPS
  - In-house print PSAs
- Materials for use by depositories:
  - Posters
  - Bookmarks
  - brochures

Develop Web-Based Services

- Interactive map to locate depository libraries

  http://www.gpo.gov/libraries

- Order form for promotional materials

  http://www.access.gpo.gov/su_docs/fdlp/pr/order.html

Promote FDLP at Conferences

- Portable display unit
- Posters, bookmarks, brochures

Promotion on the FDLP Desktop

http://www.access.gpo.gov/su_docs/fdlp/pr

- Marketing plan
- Order form
- PSAs
- Graphics
- Promotion ideas

We Need Your Help

- Feedback on our activities
- New ideas
- Keep promoting your depository
  - Order form for conference attendees
  - Web form for future orders

Contact

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