

# Why Libraries Matter

## Promotional Campaign

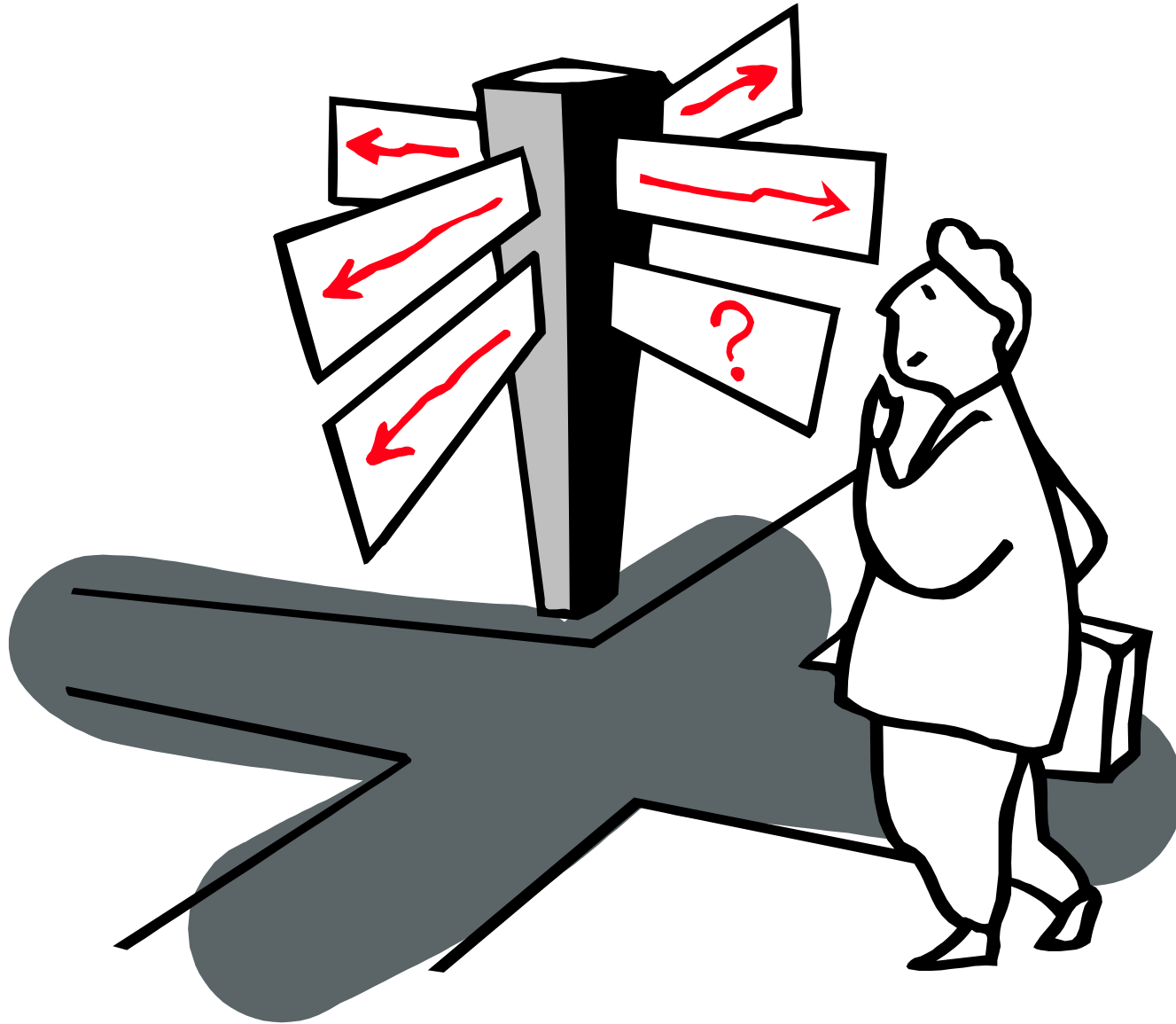


Presenter: Harry Tuchmayer, NHCPL Director

# The Crisis



# Identify the Goal



# Translate Your Goal Into Their Concern

## Libraries Matter



# Clearly Identify The Consumer Of The Message



# Settle On The Message

## Why Libraries Matter

### Get The Facts About Your Library



New Hanover County Public Libraries have served as a resource for residents of New Hanover County and neighboring counties for over 100 years.

- ♦ **Operating budget of less than \$3.5 million**
- ♦ **42 full-time equivalent employees**
- ♦ **254 volunteers**
- ♦ **Collection of 402,621 items**
- ♦ **12 meeting rooms**
- ♦ **133 public access computers**
- ♦ **First class NC/Genealogy collection**
- ♦ **Main Library, Law Library, and 3 branches to serve a population of 194,000**

NHCPL has served as an efficient County agency and given tax payers the most for their money during good and bad economic times.

**All This For ONLY 1.5%  
of Your Tax Dollars**

**Four Convenient Locations Throughout New Hanover  
County to Better Serve You**



### Here are a few FY 2008/2009 statistics at a glance:

1,320,468	Items Checked Out
69,400	Database Searches
851,064	Library Visits
360,908	Questions Answered
157,717	Public Computer Uses
87,533	Meeting Room Attendees
300,699	Library's Web Page Visits
69,400	Use of NC Live Databases
157,717	Number of Internet Sessions
70,089	Number of Reserves Placed Online
36,218	Adult & Juvenile Program Attendees

**Want to learn more about what your local  
public library can do for you?**

**Go online to [www.nhclibrary.org](http://www.nhclibrary.org)  
call (910) 798-6309  
or stop by the Reference Desk**

### Did You Know NHC Public Libraries Provide...



#### Free Story Time!

Spark Your Child's Imagination.



#### Free Information & Entertainment

Books, Music, Movies, Magazines, and more



#### Free Community Programs

For Adults, Children & Teens



#### Free Online Access

Computer Labs & Wi-Fi Connection



#### Free Meeting Rooms

Accommodating Groups Ranging from  
5 to 210 People



#### Get Techie For Free

Playaways, Downloadable Books,  
Electronic Databases



#### Homeschoolers, Students & Teachers

Free Access to K-12 resources & online  
homework help

# Identify Those Things (Programs, Activities, Statistics) That Best Highlight The Message



**Free Story Time!**  
Spark Your Child's  
Imagination.



**Free Information  
& Entertainment**  
Books, Music, Movies,  
Magazines, and more



**Free Community  
Programs**  
For Adults, Children  
& Teens



**Free Online Access**  
Computer Labs &  
Wi-Fi Connections



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**Free Meeting Rooms**  
Accommodating  
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**Get Techie For Free**  
Playaways  
Downloadable Books  
Electronic Databases

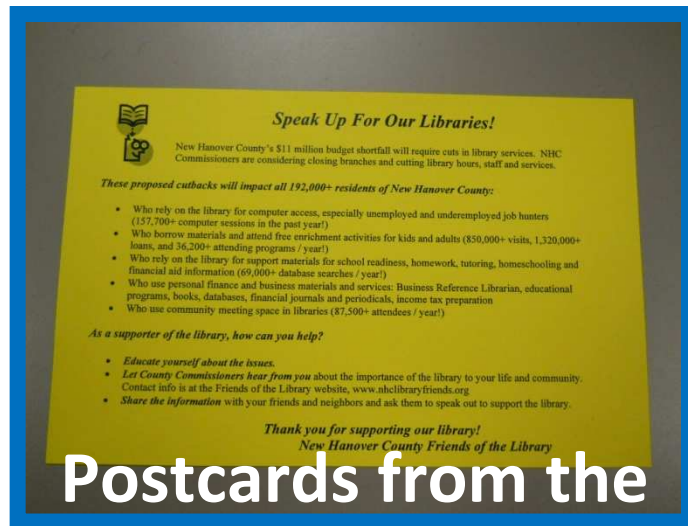


**Homeschoolers, Student  
& Teachers**  
Access to K-12 resources  
& online homework help

# Promotional Pieces



Large Display Pieces



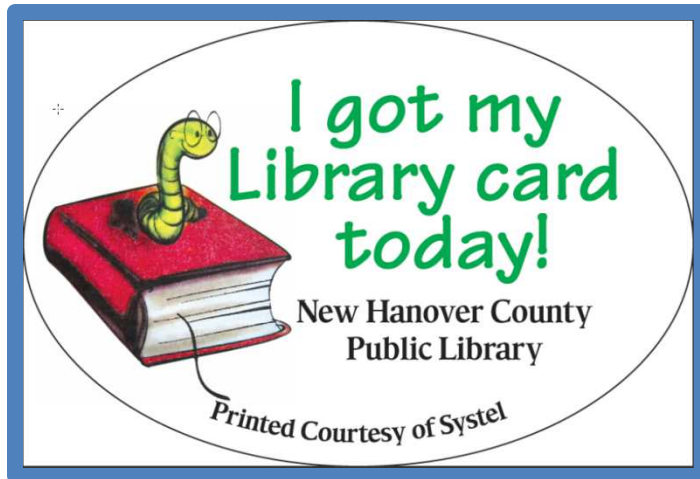
Postcards from the Friends of the Library



Bookmarks



# Promotional Pieces



**Stickers**



**Thank You**

# Going Beyond Your 4 Walls

Home > Agencies & Departments > Library



### Message from the Director

Title

- Be a Friend of the Library this Fall
- Summer Reading
- Why Libraries Matter

1 - 3

### Our Vision & Mission Statement

### Our Vision and Commitment to


...to provide an exciting destination wh  
and the information and technology re

What's your Library worth to you?  
*Click below*



## Library Value Calculator

http://newhanovernc.swagit.com/?refid=05182010-14 - New Hanover County - Quality of Life Thank - Win...



newhanovercounty

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Quality of Life Thank You

**Quality of Life Thank You**  
Thank you for supporting quality of life services in New Hanover County.

Duration: 3 min. 15 sec. Powered by Swagit.com © 2010

NHC Library YouTube Videos

### National Gaming Day 2010



YouTube

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