

News Research 101

Marketing and Relationship-Building

Why is this important?

- # To attract new users
 - # To maintain current users
 - # To keep management informed about what the library is doing
 - # To promote the library's value to the organization
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Getting Users in the Door

- # Tours
 - # Training
 - # Special Promotions
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Face Time

- # increase visibility (literally!)
 - # researchers in the newsrooms
 - # attend any and all meetings
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Be Proactive

- # Don't wait!
 - # Get in the loop
 - # Use mass communication wisely
 - # Being proactive is important – now more than ever
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Do Great Work!

