

Public Relations Marketing: Profile Raising

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1. through **SERVICE DELIVERY**
2. by **WEB DEVELOPMENT**
3. by **PRINT PRODUCTS**
4. by **EXHIBITIONS**
5. acting as a **“CULTURAL HUB”**
6. through **EDUCATION AND ACCESS**
7. by association with **CULTURAL ACTIVITIES**
8. through **PROFESSIONAL ACTIVITIES**
9. through **PRESS AND MEDIA COVERAGE**

1. PROFILE RAISING THROUGH SERVICE DELIVERY

1. Primary
 - Reading Rooms
 - Inquiries in person and by external users
 - Admission procedures
2. Secondary
 - Facilities management
 - Buildings

2. PROFILE RAISING THROUGH WEB DEVELOPMENT

1. Main Site
 - Core Information
 - Added-value databases
 - Links
2. Subsidiary Sites
 - Churchill Educational web site
 - Pont
 - Scotland pages
 - First World War

3. PROFILE RAISING BY PRINT PRODUCTS

1. Primary – News about collections and activities
 - Annual Report: Gives details of progress and activities during the year
 - Folio: The collections newsletter provides articles about the diversity and excellence of the National Library of Scotland’s collections. It is published twice a year
 - Quarto: The general newsletter is designed to communicate the news and activities in the Library, new acquisitions, staff changes and events. It is published twice a year
 - SSL Inform: The specialized newsletter for science and business users

2. Secondary – Information about the National Library of Scotland
Corporate identity (letters, press releases, notices, etc.)
Leaflets produced to guide users
3. Publications
Based on the National Library of Scotland’s historical collections, modern collections

4. PROFILE RAISING BY EXHIBITIONS

1. Exhibitions
Churchill – the Evidence: The 1999 summer exhibition which attracted 25,000 visitors
Scotland’s Pages: The 2000 summer exhibition of treasures from the national collections
The White Stuff: The National Library of Scotland also takes a wide range of “popular” magazines and comics as this display from the exhibition “Back Numbers” shows
2. Traveling Displays
“The Darien Adventure”: The traveling display at its launch in the head office of the Royal Bank of Scotland in 1999

5. PROFILE RAISING ACTING AS “CULTURAL HUB”

1. Awards portfolio
Elizabeth Soutar Bookbinding Competition
Robert Louis Stevenson Memorial Award: This award provides a 2-month residency for a writer at an international arts center at Grez-sur-Loing near Paris
NLS/Saltire Research Book of the Year Award
Callum Macdonald Memorial Award: This award recognizes the value of publishing poetry in small pamphlets
2. Projects
Project Pont
3. NLS Events
The Write Stuff series: A weekly series of talks, events and book launches to accompany the 2001 summer exhibition *The Write Stuff*.
Italian publishing seminar
D’Annunzio seminar
Pont Seminar

6. PROFILE RAISING THROUGH EDUCATION AND ACCESS

1. Programs designed for school students
Events held in conjunction with exhibitions
Liaison with teachers
2. Programs targeted at non-traditional library users

7. PROFILE RAISING BY ASSOCIATION WITH CULTURAL ACTIVITIES

1. Doors Open Day
Participation in a city-wide, heavily promoted annual event inviting the public to view buildings or parts of buildings normally closed to the general public
2. International Science Festival
Visits and other events designed to complement the official program of Edinburgh's annual Science Festival

8. PROFILE RAISING THROUGH PROFESSIONAL ACTIVITIES

1. Scottish Library Association Conference
Participation of staff in the annual conference; exhibiting at the conference
2. IFLA
Encouraging staff involvement in professional activities of IFLA

9. PROFILE RAISING THROUGH PRESS AND MEDIA COVERAGE

1. Building contacts with press and media journalists
2. Coordinating press releases for maximum impact
3. Proposing topics for feature writers