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