

Newsletter and program timeline | Lincolnwood Library | Questions? Please see the Head of Marketing.

Generally, the Newsletter and program timeline begins six weeks before the start date of the newsletter cycle. For example, if the Newsletter starts on November 1, the timeline to make it happen starts roughly September 15. Please note that these dates are subject to change if we are ahead of (or behind) schedule and may be impacted by holidays.

Two-month cycle timeline

7 weeks out

Graphics Associate will begin initial layout (clearing a new document, updating constants)

All program information due for the 2-hour program summit via a word document. Managers and staff members will meet to review program statistics, edit descriptions/titles, and assign publicity levels*. Select library services will be chosen for targeted promotions during the cycle as well.

All non-programming copy/images are due to Marketing (i.e. letter from the director).

Beginning of 6 weeks out Graphics Associate will design the newsletter followed begin designing marketing materials (per assigned publicity above). The Head of Marketing will ensure funds are available in the library's non-profit bulk mail permit account (USPS permit No. 212).

6 weeks out

Departments will review any edits and return to Marketing with suggestions until approved

Admin Assistant and Marketing department will enter all programs into Communico. Staff and patron calendars/room setup sheets will be done now, too, by Marketing.

End of 6 weeks out A proof of the newsletter is routed to all department heads for review time in each department. Please do not make copies of the newsletter during this time. Please use the following colors for suggesting edits: **Green Youth & Teen Services**; **Red Information Services**; **Blue Director, Head of Operations, and Head of Access Services**. The Head of Marketing will alert the printer to expect a file soon.

5 weeks out

Head of Marketing will send to the printer.

Marketing staff will approve a digital proof

4-5 weeks out

Head of Marketing (or Marketing staff member) will approve a physical proof. Marketing will post the Newsletter online.

1-2 weeks out

Newsletter will hit mailboxes.

*Publicity levels include:

High: Program has a low turnout expectation or comes with a high price tag. Major core program change or introduction. Generally, only up to three programs per age group will be considered "high level priority".

Medium: Something at a new time; a new staff-led program; low budget. Publicity may include a poster, social media mention, takeaway, shelf talker, or book display, etc.

Low: Our most popular programs that will always fill up. Only publicity is in newsletter and events calendars.

Programming submission template

Department programs. Please categorize (i.e. please group all technology classes or storytimes)

Program Title Remember, if your program title stood alone without a description would it make sense?

Subtitle If applicable

Program Date(s) and time Day, date, and time. (i.e. Fri, Oct 31 | 2–4pm)

Short Description 40 words or less. Talk to a member of the Marketing Department for help condensing. Remember, Communico only allows 200 characters in the short description.

Frequency Does this program repeat? i.e. Weekly, 2nd Thursdays, etc.

Presented by Who is presenting the program? Even staff members should be listed. **This may appear in the newsletter under certain circumstances.**

Contact Who is the primary contact? If no sole person, please list the department.

Program location What meeting room? If offsite, please list the location. **This may appear in the newsletter under certain circumstances.**

Event Type Book Discussion, Storytime, Technology, etc.

Ages Any age or grades parameters? Are caregivers required?

Search Tags Patrons can search for words that may not be in the description, type, or title.

Registration/Drop-in Registration, Library Card required, Drop-in, Series, etc.

Registration end date Does your program's registration need to end prior to the start of your program? If so, when? **This may appear in the newsletter under certain circumstances.**

Capacity How many attendees can attend? If supplies are limited, please say so. **This may appear in the newsletter under certain circumstances.**

Enable waitlist Yes or no

Room Setup: How should the program space be setup? Please reference a recurring program if possible.

Marketing request: Please note any special requests or initial priority of publicity (high, medium, low). Remember, if everything is high priority, nothing is high priority. Only a maximum of 3 programs per department will be considered for high priority status.

Bold= Library Event Calendar and Newsletter

Regular=Only Library Event Calendar

Types of Publicity (working)

Print

22x28 poster

11x17 (vertical)

8.5x11 (vertical)

Four up takeaways

Newsletter

Chicago Jewish Home Newspaper (events) Contact: Amy Snow

Senior Connections (events) SN50andBetter@yahoo.com by the 15th of the month prior to event

Lincolnwood Review (press release-local Chicago Tribune)

Village Newsletter

Special Mailings

Digital

Cyclone Slider (website home page)

Announcement box (home page)

Communico Broadcasts

eNewsletter

Social Media Posts

Facebook

Instagram

Social Media Events (live 1 month prior to event)

Facebook

Next Door

Oakleys

Local Channel 6

Metromix (feeds into Tribune)

SD-74 Tuesday Newsday

Skokie Patch

Locations around town:

Parks and Rec

Senior Living Communities

Starbucks (Touhy and Kostner)

Niles West Library or High School Community Bulletin Board

SD-74 Schools

Purple = standard for most "medium" events