

THINK GLOBALLY ACT GLOBALLY
放眼全球 行诸全球

图书馆的公共关系 活动与价值彰显

Library Public Relation Activities and Their Values

Univ. of Illinois Library IMLS Grant Project
in partnership with Chinese American Librarians Association

伊利诺伊大学香槟厄本那校区图书馆
中国文化部-美国博物馆暨图书馆研究机构 共同资助项目

讲演要点

Presentation Outline

实例：

- 最初经历
 - 历史发展
 - 工作对象
 - 公关目的
 - 公关策略
- 公立图书馆的典范
列治文公立图书馆
 - 大学图书馆的实例
不列颠哥伦比亚大学图书馆

最初经历

- 被有效利用了

UW International Students Orientation

- 被充分教育了

WA State International Trade Convention

- 被强烈震撼了

SPL Director Elizabeth Stroup

- 被深深感动了

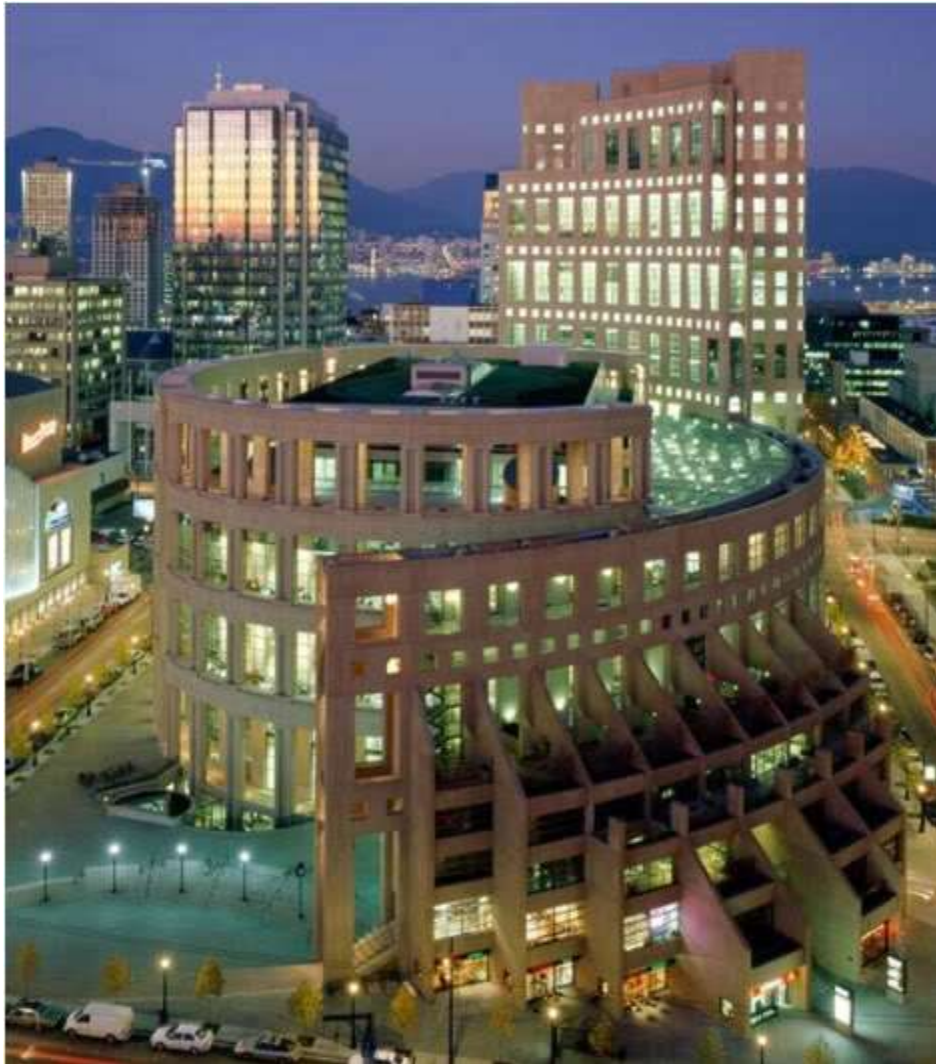
NYPL Astor Hall Inscription

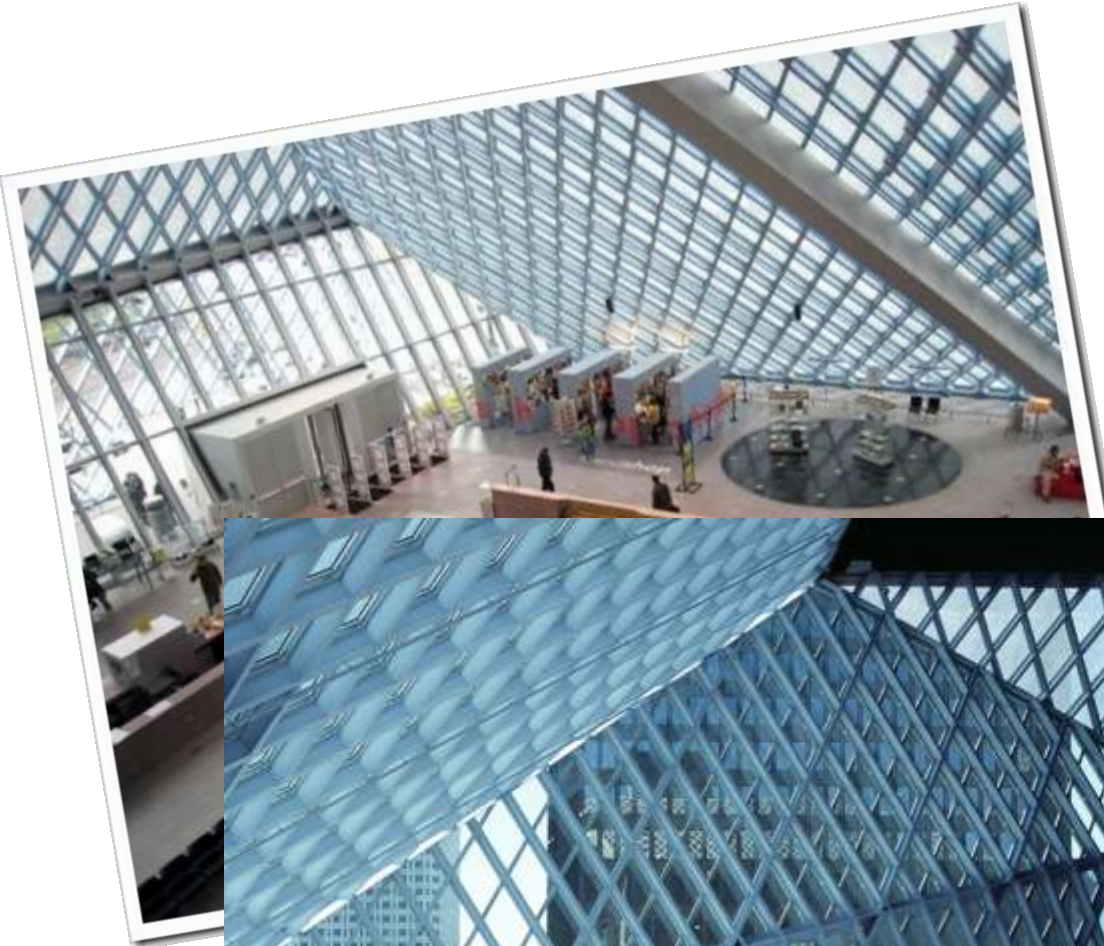


Old Seattle Public Library



Vancouver Public Library





纽约公立图书馆

NYPL



IN MEMORY MARTIN RADTKE 1883-1973 “I had little opportunity for formal education as a young man in Lithuania, and I am deeply indebted to The New York Public Library for the opportunity to educate myself. In appreciation, I have given the Library my estate with the wish that it be used so that others can have the same opportunity made available to me.”

Image from Libraries Unlimited



Keyword

Find books, music, movies and more

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NYC Budget Restores Almost All Library Funding



RECOMMEND



Tweet



EMAIL



PRINT



SHARE

The New York City budget for Fiscal Year 2012 was approved on Wednesday, June 29, and the City restored \$36.7 million of the proposed \$40 million cut for the New York Public Library. Below is a statement attributed to New York Public Library Public Relations Director Angela Montefinise about this restoration:

"When it comes to libraries, the real winners this budget season are New Yorkers. Thanks to a sizable restoration from the City, all of our 90 locations across the Bronx, Manhattan, and Staten Island will remain open, which means the people of New York will still have access to the critically important free services we offer that are being used now more than ever--computers and Internet, books, programs, classes, job search resources, and more. This budget also preserves a minimum of five-day service in our system, and allows us to avoid layoffs. We want to thank the people of New York for making their voices heard during a difficult budget season, and letting the City know how important libraries are to all. We also want to thank Mayor Bloomberg and the City Council for keeping libraries open."

图书馆公关的历史发展

- 以个性化的信息服务为出发点

Started from personalized information services

- 格林先生的号召

“Personal Relations between Librarians and Readers”

“Promoting libraries to greater community”

- 一直是图书馆工作的重要组成部分

Has been important component of library work

- 相关奖项

John Cotton Dana Award, 1946

IFLA International Marketing Award, 2003

公关工作的对象

- 用户和公众
- 上级主管部门
- 其他社区组织和机构
- 各种媒体
- 工商企业
- 基金会

图书馆公关的目的

Purpose

面临竞争和挑战

寻求生命线

Facing competition and challenge,

Seeking lifelines

图书馆公关的目的： 树立业界的正面形象

营销 Marketing

- 使命 Mission
- 馆藏 Collection
- 服务 Services

发展 Development

- 扩建 Expansion
- 增加职位 New Position
- 新增项目 New Project

相关的组织模式

Organizational Models

- 图书馆之友

Friends of the Library

- 图书馆基金会

Library Foundation

- 发展部及其人员

Development Office

- 图书馆领导

Library Administrators

- 董事会

Trustee Board

- 图书馆工作人员

Library Staff

图书馆公关的策略

Strategies

- 宣传我们可以奉献的

Show people what we can offer

- 专人负责、各部门有机的合作

Designated and Integrate all internal levels

- 与相关的机构和个人建立并发展关系

Establish relationship with all stakeholders

- 拿出有说服力的故事

Tell compelling stories

Role Play

以加拿大不列颠哥伦比亚省 的两个图书馆为例:

列治文公共图书馆
不列颠哥伦比亚大学图书馆

Two Libraries in BC: RPL & UBC Libraries



列治文市

Richmond City

- 加拿大西海岸
大温哥华地区
- 亚裔人口近半
- 距美加边境**30分钟车程**



列治文市

- 既有“RICH”又似龙珠
- 居民寿命最长 最健康
- 图书馆是居民和社团的活动场所
- 图书馆有一流的公关活动



列治文公共图书馆

- 四个分馆、五十万藏书
- \$7,763,841加币的预算
- 服务本市的十九万人口
- 2010年借阅四百五十万次



- 全馆都重视公共关系
- 设有专门的公关负责人

Communications Officer

列治文图书馆在全国的排名

Among large Canadian libraries, RPL ranks

- 每人平均借阅率最高

First for number of items borrowed per capita (23.35)

- 每人平均到馆次数第二高

Second for number of library visits per capita (10.23)

- 每人为图书馆付出的费用第**15**位

Fifteenth for expenditures per capita (\$42.96)

(Source: Canadian Urban Libraries Council, July 2008)

- 长期与**50**多家不同语种的媒体合作

Work with over 50 media agencies in many different languages

Raphy Card Campaign



Richmond Public Library
Welcome to Your Library

Quick Links

SEARCH THIS SITE

GO

SITE MAP

HOME

MY LIBRARY ACCOUNT

FIND BOOKS

ONLINE RESOURCES

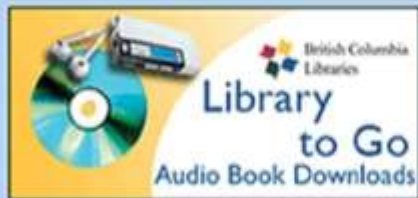
COMPUTERS AT RPL

WHAT'S ON

COMMUNITY



LIBRARY TO GO - E-AUDIO



Audio Books at Richmond Public Library

"Library to Go" is presented by British Columbia Libraries: Your Library Without Walls!

Download and listen to best selling and classic audio books 24/7 on your PC, laptop, PDA or MP3 player at home, in the office or anywhere in the world. Your library without walls is always open!

[Learn more...](#)

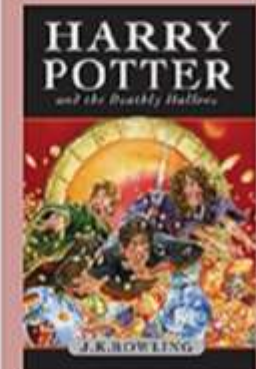
RALPHY AROUND THE WORLD



"The Queen (a.k.a. Carolyn Sadowska) has a Ralphy Card. Do you?"

HARRY POTTER

What Do You Think?



The last Harry Potter book is finally out. Tell us what you think of the book. Are you happy with the ending?

[See what others think!](#)

RPL Card Number

Phone Number

Remember me: ☐ [\(read me first\)](#)

[Login Help](#) [LOGIN](#)



Bookless Again

Field of Thirteen by Dick Francis, the Grand Poobah of mystery, is just about the only Francis mystery novel I haven't read. So when my summer vacation started a couple of weeks ago, I promptly picked it up. Even though it's not a really new book (1998), I figured it's worth a try. What I learned was this: his older books are better. ... [more >](#)

TODAY'S HOURS:

[Brighthouse](#) 9:00am - 9:30pm

[Cambie](#) 11:00am - 7:00pm

[Ironwood](#) 10:00am - 10:00pm

[Steveston](#) 10:00am - 9:00pm

Go Anywhere · Learn Anything · Read Every Day



Your Library – The Portal to Infinite Possibilities!

吸引众多读者、获得两项大奖



国际图联2008年国际营销奖

International Marketing Award | IFLA



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Management and Marketing

About this group

News

Events

Publications

*** 9th IFLA International Marketing Award**

Conferences

Projects

Standing Committee

Mailing Lists

Minutes of Meetings

9th IFLA International Marketing Award



*Second Place 2008 Winner:
Ralph 'Round' Card
Campaign!*

*Sponsored by
Emerald Group Publishing
Ltd.*

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Internet

2008 John Cotton Dana Public Relations Award

“列治文公共图书馆通过独特的活动在学龄儿童中宣传图书馆，而这个宣传活动的亮点就是圆形的、专为孩子们设计的Ralphy卡。”



Ralphy Around the World Photo Contest



活动成功的因素

Elements of Success



少年读者以馆为家

Pajama Night in the Library

互帮互学



当冬奥盛事来临

Winter Olympics Time



图书馆与社区同乐

Cheering in the Library



食品代替罚款

Food for Fines



数不清的合作伙伴

Endless Partners

- Significant donors and sponsors included: ACI Advanced Cards International Corporation who provided speakers for the Employment Trends Seminar; Arthritis Society of Canada;
- Asian Heritage Month Society that helped present the Asian Heritage Month celebrations;
- BC Safety Council;
- Consulate General of the People's Republic of China in Vancouver;
- Family Place;
- Financial Literacy Council; Human Resources Development Canada;
- ICBC;
- The most esteemed individual donor Mr. Kwok-Chu Lee (also known as Master Lam Chun); McDonald's Restaurants;
- Minoru Place Seniors Centre; Richmond Art Gallery;
- Richmond Caregiver's Support Association;
- Richmond Chamber of Commerce;
- Teen Council and Friends of the Library who partnered with RPL in the Chinese New Year celebrations;
- Royal Bank;
- Simon Fraser University;
- Sino United Publishing (Canada) Ltd., which held the first Chinese Book Exhibit in Richmond; SUCCESS, who helped organize the New Immigrant Orientation Programs, income tax seminars and public education workshops;
- TD Canada Trust;
- TD Waterhouse; Vancouver
- Coastal Health Authority; Vancouver Maritime Museum; and Yves Veggie Cuisine...

.....

出色的服务吸引捐助机构主动上门

Excellent Services Attracted Many Donations



银行也来送钱

Bank for the Library



喜闻乐见的活动和乐于捐助的华人

Popular Programs and Well-Known Chinese Donor



图书馆内部的分工

Integrated PR Work at RPL

- 董事会与馆长积极倡导
- 馆长从市政府寻求支持、设立相关职位、决定经费和处理危机
- 各部门将活动和宣传计划交给公关主任
- 公关主任联系广播、电视和报纸、期刊等媒体发布信息
- 网络和青少年部加强网络公关
- 各部门协调合作
- 任何工作人员都代表本馆形象

不列颠哥伦比亚大学图书馆

UBC Libraries



- 成立于1908年
- 两个主校区
- 诺贝尔奖得主

- 共有**22**个分支的图书馆服务于来自**140**个国家的**54000**名学生并支持教授们的教学和科研



各司其职参与公关

All Staff Public Relations

Professionals:

- 学科馆员联系教授、学生以及本专业的协会
- 各分馆与相对应的院、系紧密合作
- 承担与社区和相关政府、企业及社会机构的联络
- 设有三个专门联络和服务社区的馆员职位

Two Special Units:

- 通讯部
负责与馆内各部门、校内各院系以及对外媒体的沟通
- 图书馆发展部
负责募捐工作
- 以上两个部门和全校相对应的部门合作

馆长同时在领导国际图联

Library Director is also Leading IFLA



- 上任后的三个工作重点之一就是公关
- 提升图书馆在全校的曝光率
- 鼓励馆员参与教授们的科研课题
- 鼓励文化融合、外联相关单位和个人
- 在当地、国内和国际上提升本馆地位

图书馆出版物

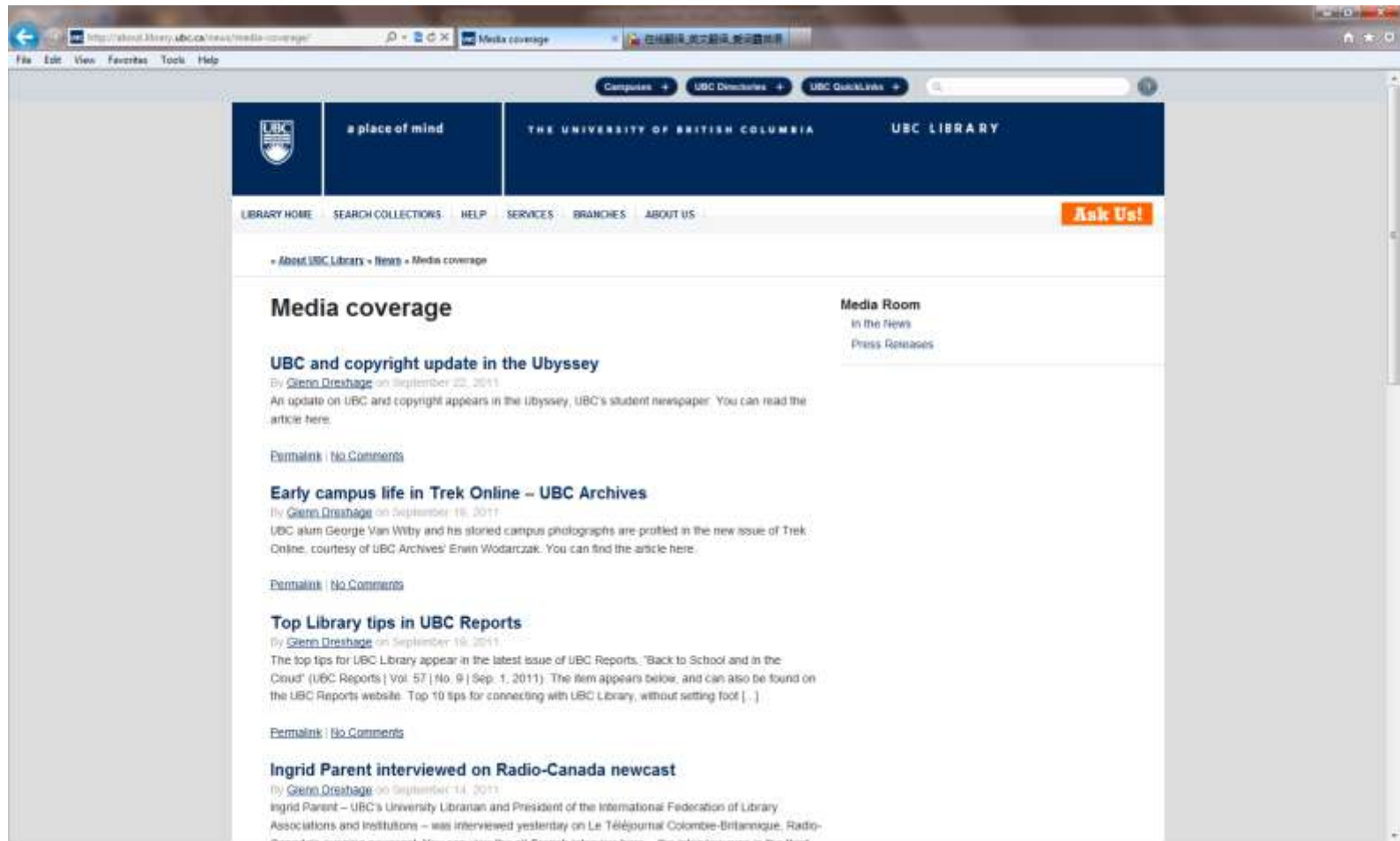
Publications

- 《图书馆之友》
Friends
- 《关联》
Connections
- 《洞察》
Insight
- 《聚焦图书馆》
LibFOCUS
- 《理事会报告》
Reports to Senate



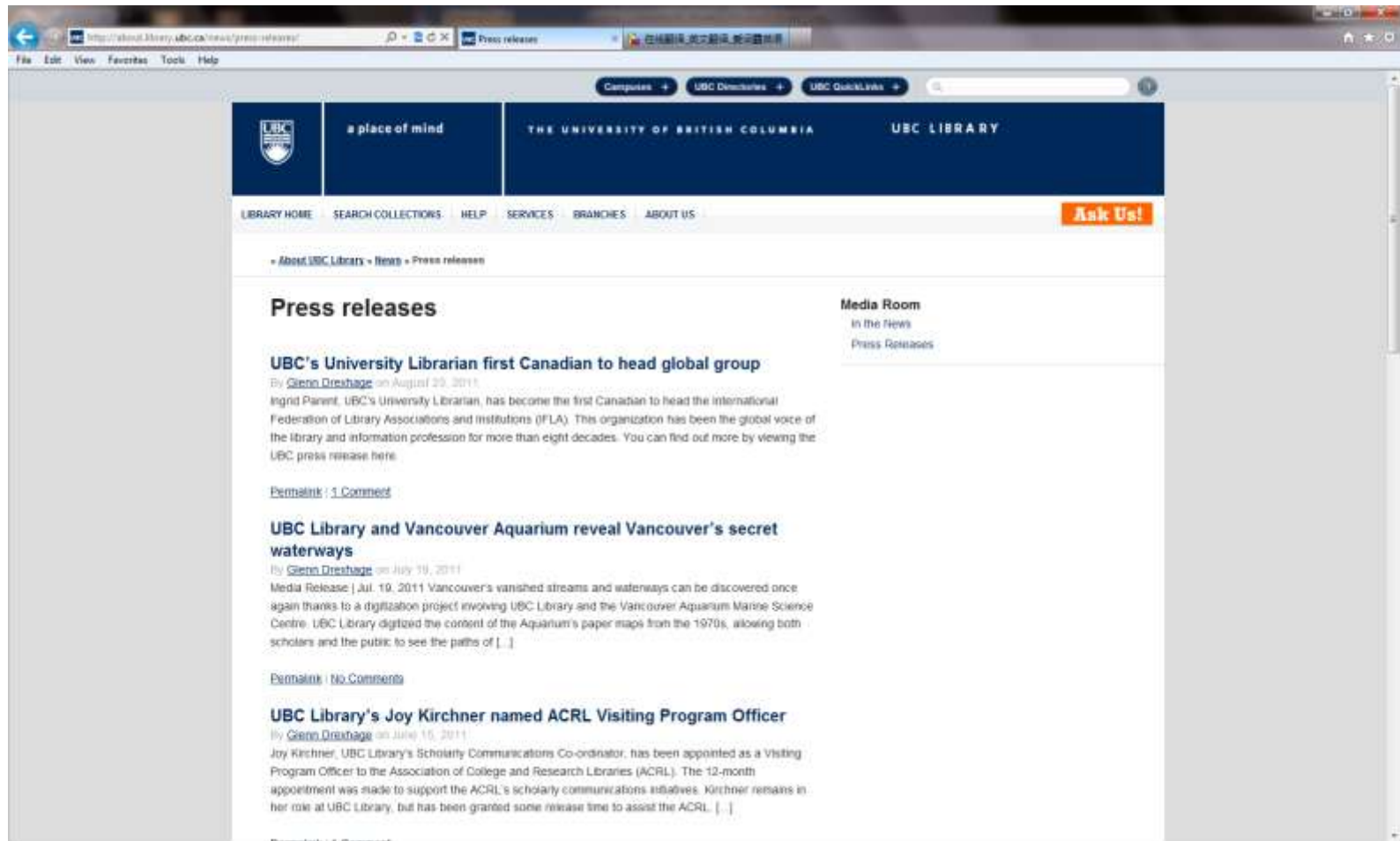
大量媒体报道

Plenty of exposure in the News



主动发布消息

News Release



与社区合作

Community Engagement

作为知名公立学府的图书馆有义务服务社区,促进全省经济、文化和社会的发展, 以及国际交流。合作对象:

- 学术社区、学会、执业协会
- 当地居民、企业、政府和社会机构
- 巴伯学习中心工作重点就是与社区合作

学习中心

The Learning Centre



Principal Donor: Dr. Barber

主捐款人：巴伯

UBC and External Program partners:

- First Nations Technology Council
- Vancouver Public Library
- SFU Continuing Health Education, Continuing Studies
- UBC Student Development
- Centre for Teaching, Learning and Technology (UBC)
- School of Library, Archival, and Information Studies (UBC)
- Writing Centre (UBC)
- Math Tutoring (UBC)
- First Nations House of Learning (UBC)
- Continuing Studies (UBC)





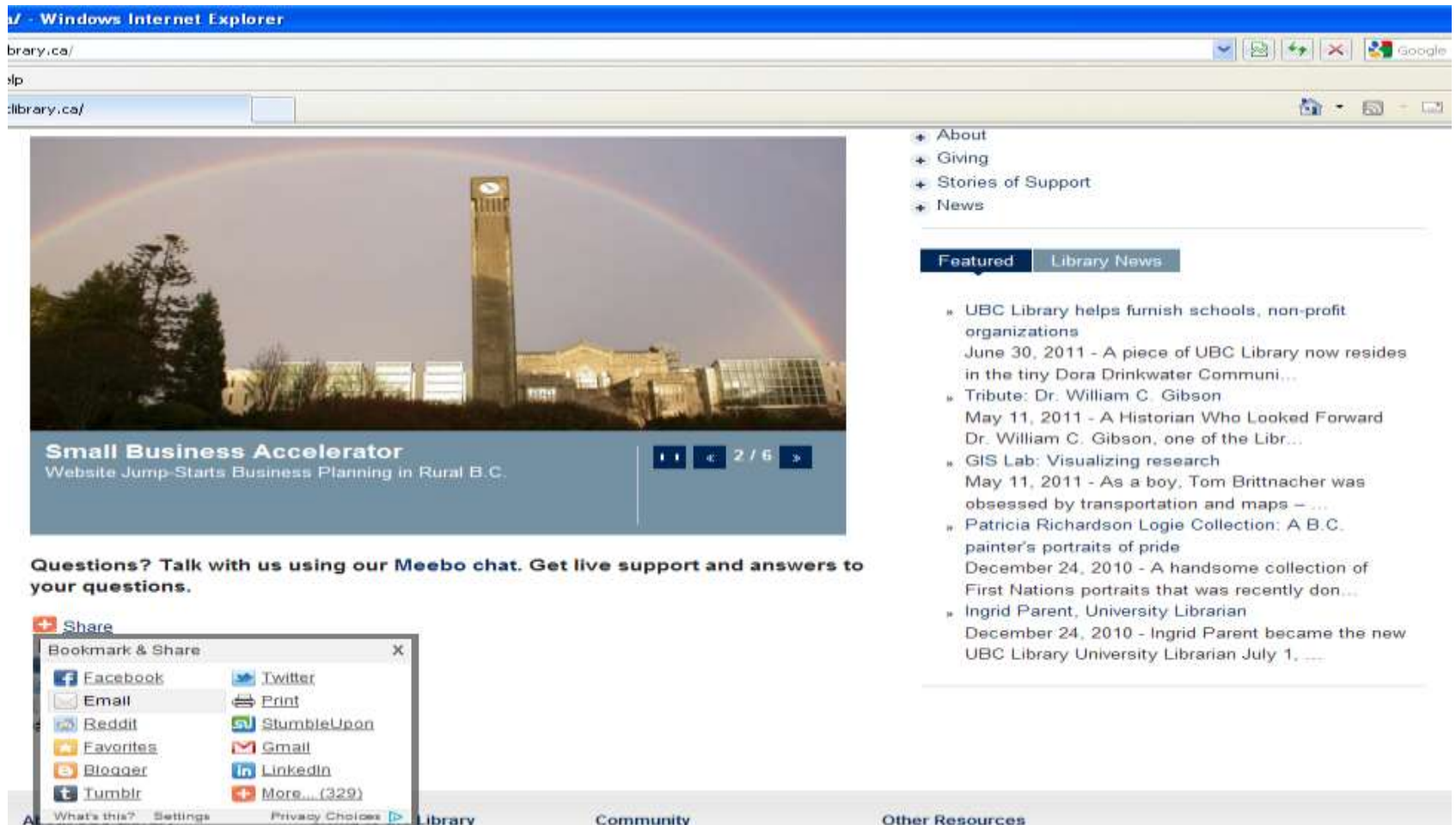
虚拟空间里的公关

Windows Internet Explorer

brary.ca/

lp

library.ca/



Small Business Accelerator
Website Jump-Starts Business Planning in Rural B.C.

2 / 6

Questions? Talk with us using our Meebo chat. Get live support and answers to your questions.

Share

Bookmark & Share

Facebook Twitter Email Print Reddit StumbleUpon Favorites Gmail Blogger LinkedIn Tumblr More... (329)

What's this? Settings Privacy Choices Library Community Other Resources

- About
- Giving
- Stories of Support
- News

Featured Library News

- UBC Library helps furnish schools, non-profit organizations
June 30, 2011 - A piece of UBC Library now resides in the tiny Dora Drinkwater Communi...
- Tribute: Dr. William C. Gibson
May 11, 2011 - A Historian Who Looked Forward
Dr. William C. Gibson, one of the Libr...
- GIS Lab: Visualizing research
May 11, 2011 - As a boy, Tom Brittnacher was obsessed by transportation and maps - ...
- Patricia Richardson Logie Collection: A B.C. painter's portraits of pride
December 24, 2010 - A handsome collection of First Nations portraits that was recently don...
- Ingrid Parent, University Librarian
December 24, 2010 - Ingrid Parent became the new UBC Library University Librarian July 1, ...

支持网络教学

Involved in Online Teaching

- Library Instruction Videos
- WebCT Vista
- Wimba Classroom
- Webcast



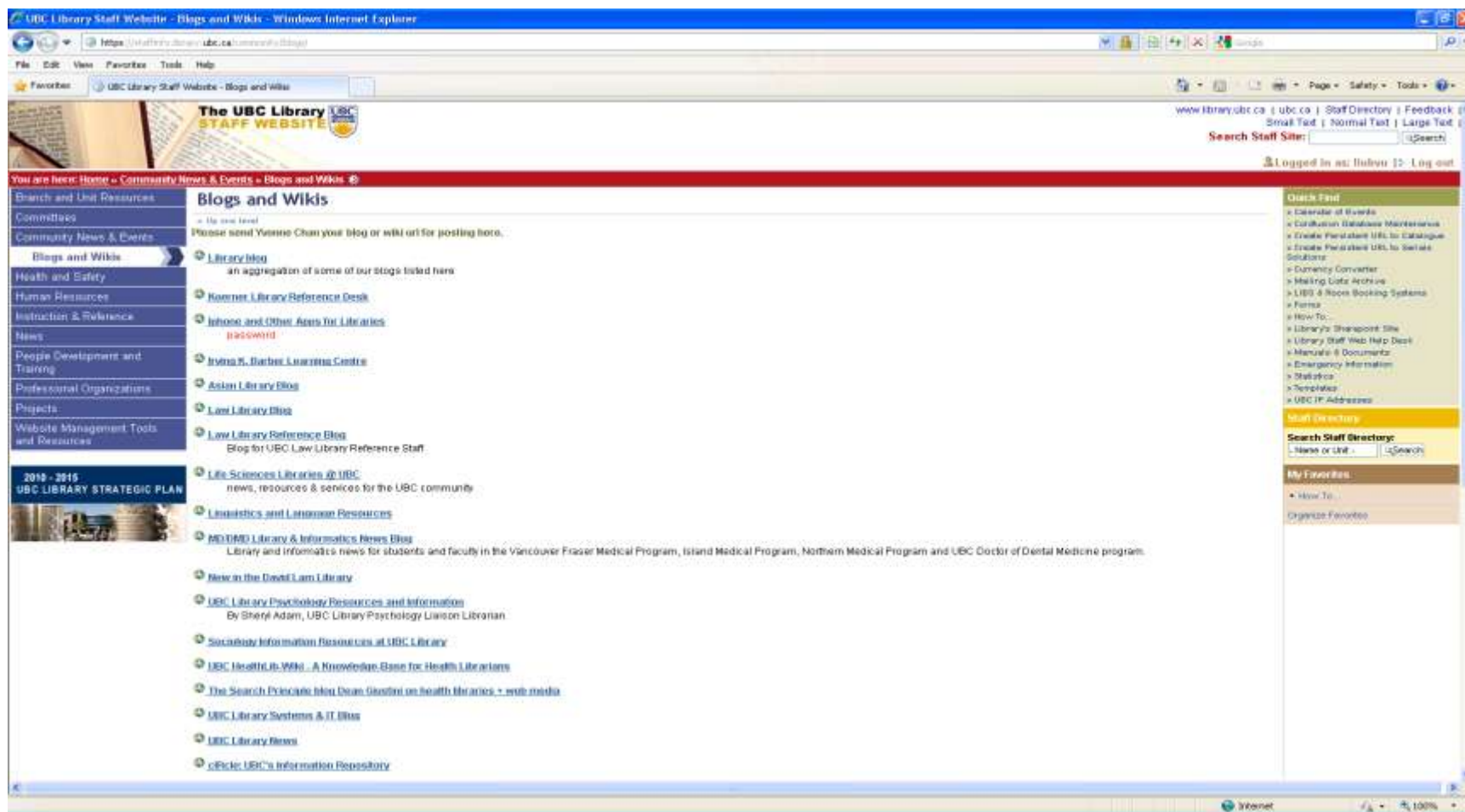
Introduction to UBC Library's Services Portal

From: UBC | Aug 8, 2011 | 150 views

This brief tutorial highlights key features of the services portal.



全馆有大量的博客和维基



利用微博快速交换信息

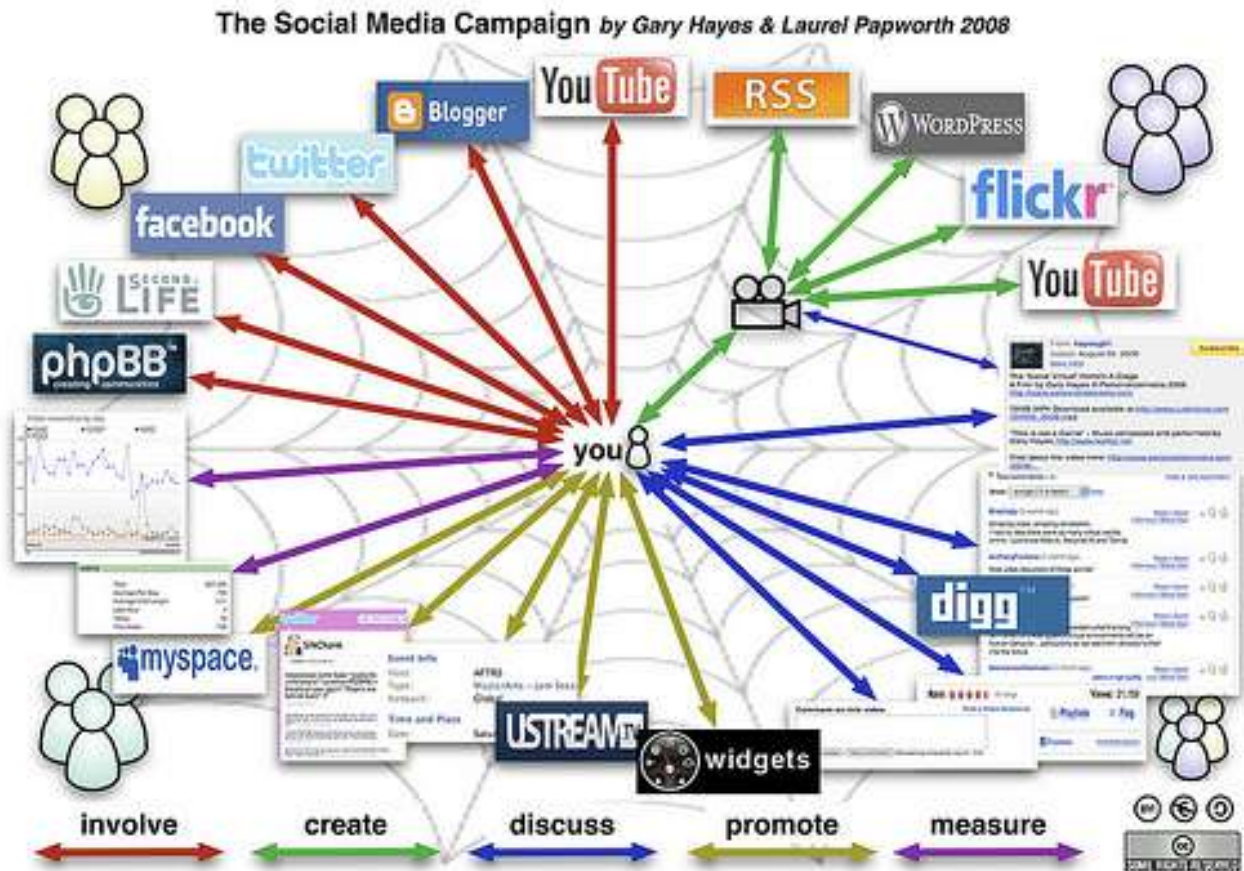
Twitter for Quick Information Exchange



利用社交网络工具

Social Web Tools

联系更多的用户



脸书的滚雪球效应

Snowball Effect in Facebook



博客联接着全球的同行和用户

Use Blog to Reach Out

The screenshot shows a web browser window displaying the 'Chinese Canadian Library Weblog'. The browser's address bar shows the URL 'http://blogs.ubc.ca/chinese/2011/09/03/crazy-september/'. The page has a dark header with the title 'Chinese Canadian Library Weblog' and its Chinese equivalent '加华图书馆博客'. Below the header is a large banner image of red maple leaves. The main content area features a post titled 'Crazy September' by Jing Liu, dated September 28th, 2011. The post discusses the busy orientation and instruction season, mentions meeting with Prof. Nappi, and talks about streamlining acquisitions. To the left of the main post is a sidebar with a calendar for September 2011 and a list of categories such as 'Awards, Grants & Scholarships', 'Children's Literature', and 'Life'. To the right of the main post is another sidebar containing a profile picture of Jing Liu, a search bar, a blogroll, and a 'TAO CLOUD' section.

Chinese Canadian Library Weblog 加华图书馆博客

Home

September 2011
M T W T F S S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30
+ Aug
+ Oct

CATEGORIES

- Awards, Grants & Scholarships (4)
- Children's Literature (11)
- Events (24)
- Experience (31)
- Instructions (2)
- Librarians in China (11)
- Life (23)
- National Library of China (4)
- News & Announcement (35)
- Professional Development (28)
- Readings (17)
- Recent Career Postings (25)
- Reference Questions (11)
- Summer Institute for Chinese Studies Librarianship (25)
- Tech Trends (10)

Crazy September
by Jing Liu ~ September 28th, 2011. Filed under: [Innocuous](#).

It's nice to see new students comming in. I enjoy this orientation and instruction season, but can't believe how busy this year is. Many new courses, including Manchu Studies. Will meet with Prof. Nappi on how to support her Manchu Seminars. Yest is coming for the Wat Memorial Lecture.

Still trying to streamline the acqulstrion and save our time with vendors' help. The Three-year branch project deserves some energy as well.

Loyal students Noa and Anna have kindly offered their experience and comments on our Library to the video. Thanks to Jodie's help, the research guides have been updated.

What's really worth mentioning here is both Hye-Jin and Jodie got job offers. I am proud of our GAAs. (This post was written before my accident)

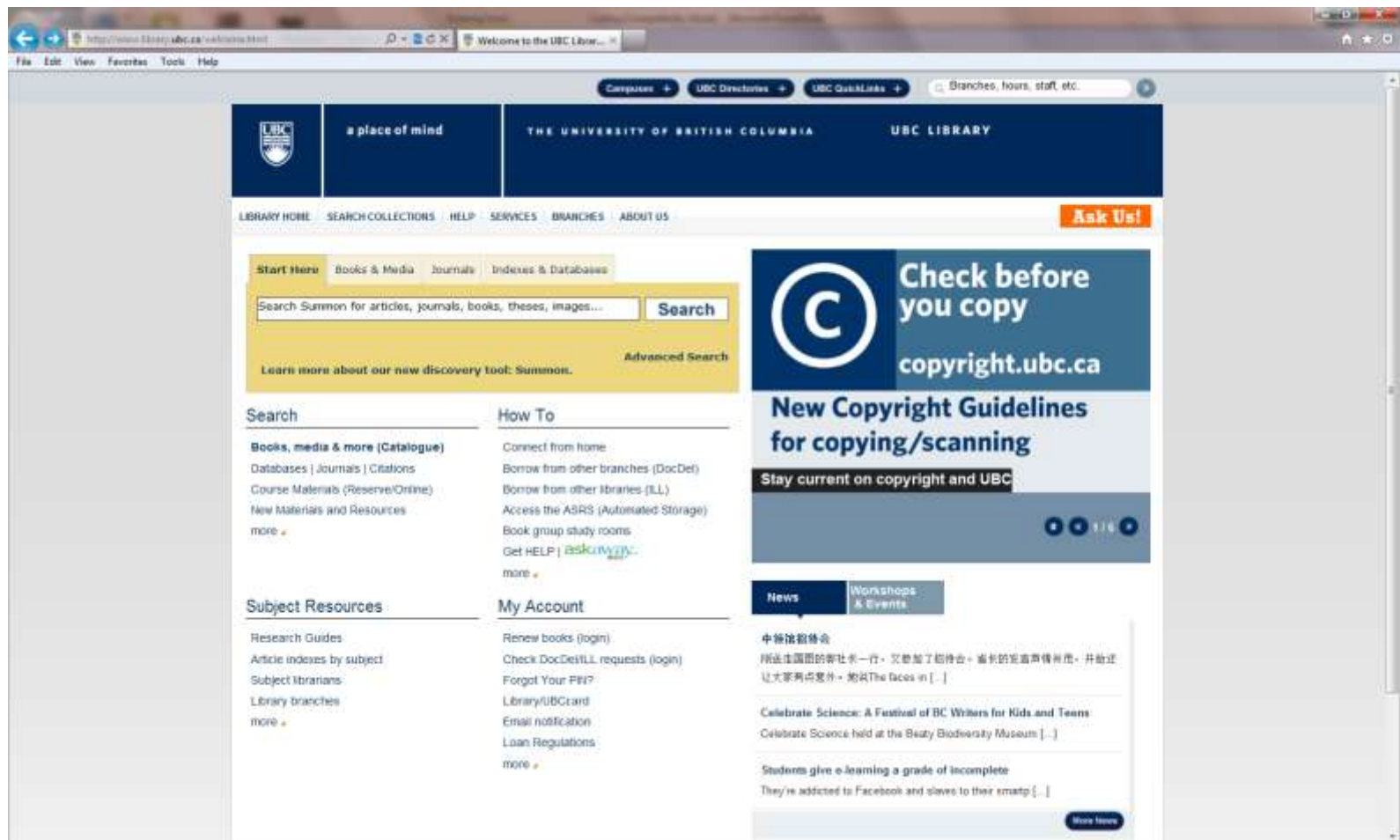
< Sleep Over and First-class Home

1 Response to **Crazy September**

JING LIU
Asian Library, UBC
jing.liu@ubc.ca
SEARCH
BLOGROLL
书总未露面的BLOG:
竹风阁主
TAO CLOUD
AAS Conference ACRL career
CEAL

中文写的博客链接到了全馆主页

Chinese Post on the UBC Libraries' Homepage



中文研究馆员的公关

Chinese Studies Librarian's PR



以中国研究的教授和学生为工作重点

直接参与研究项目

Participate in Research Projects



中文研究馆员外联工作

Chinese Studies Librarian's Outreach

- 揭示本馆特藏吸引数字化合作者
- 为中文媒体撰写专栏深入华人社区
- 拍摄枫华博览专辑展示馆员工作的内涵
- 参与民间社团活动

中文研究馆员外联工作

- 与发展部合作吸引捐献者
- 与中领馆合作密切争取资源支持
- 积极参与专业协会活动搭建全球网络

帮助同胞学生入行发展

Mentor of Chinese MLS Candidates



全校有上千名中国留学生

Promote Service among International Students



非核心用户对亚洲馆的介绍兴趣盎然。从他们一入校就能发现图书馆的服务有多周到！理科研究生们的传统文化和文学修养令我赞叹！亚洲馆不仅能提供专业支持，还有大量的母语信息资源。

国内学者被请进来

Scholars & Librarians from China



一年接待200多人次



与校内其他部门合作

Working with other departments

余华客座

Wat Memorial Lecture



新生家长辅导

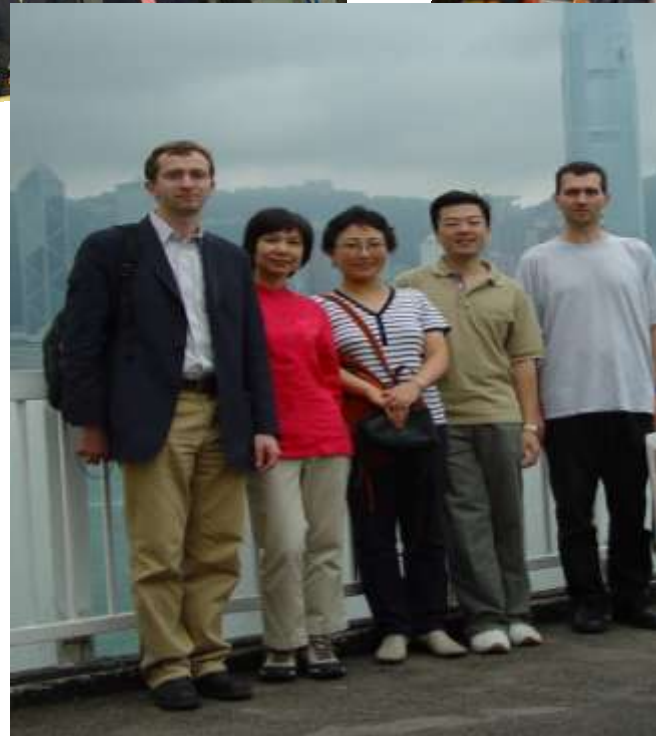
赢得学生领袖的支持

Gaining Support from Student Leaders



参加大中华的学术交流

Engaged in Academic Exchange in the Greater China



回国培训

Training Programs in China



回国捐赠



Present at IFLA Satellite Meeting



总结

Conclusion

- 营销观念应融入每个馆的日常工作
- 公共关系需通过所有员工维系和发展
- 公关项目既需要快速效应也要长期规划甚至几届人的努力
- 营销、募捐、品牌建立是馆长职责的要素
- 图书馆的社会地位则靠全行业争取

鸣谢

Acknowledgement

- Richmond Public Library

Chief Librarian: Greg Buss

Communications Officer: Shelley Civikin

Multicultural Librarian: Wendy Jiang

- UBC Libraries

Director of the Learning Centre: Simon Neame

THINK GLOBALLY ACT GLOBALLY
放眼全球 行诸全球

感谢聆听 欢迎提问/建议

jing.liu@ubc.ca



The Institute of Museum and Library Services is the primary source of federal support for the nation's 122,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas.