

## Executive Summary

The Madison Library looks to reignite community engagement, increase attendance during regularly low-traffic hours, and grow awareness of library services. This Public Relations campaign focuses on a year-round, comprehensive approach that uses targeted mid-day events, community partnerships, seasonal reading challenges, newsletters, and social media engagement.

The campaign improves the Summer Reading Challenge (June-July 2027) while also introducing the brand new Winter Reading Challenge (December 2027-January 2028). Both are crafted to boost engagement with all ages through tiered prizes, themed challenges (“Sail Into Stories” for summer and “Snow Many Stories” for winter), and age-specific activities. Adding in the Retirees’ Retreat age group (65+), mid-day events will target low-traffic library hours to help grow participation in-person among college students, retirees, and the parents of young children.

Strategies to assist in this include social media campaigns to shine a spotlight on unknown resources, flyers to promote resources and events, partnerships with local businesses and the Imagination Library, and daily social media posts. Post-program/event surveys, social media metrics, and attendance tracking will be used to measure awareness, satisfaction, and engagement in evaluation.

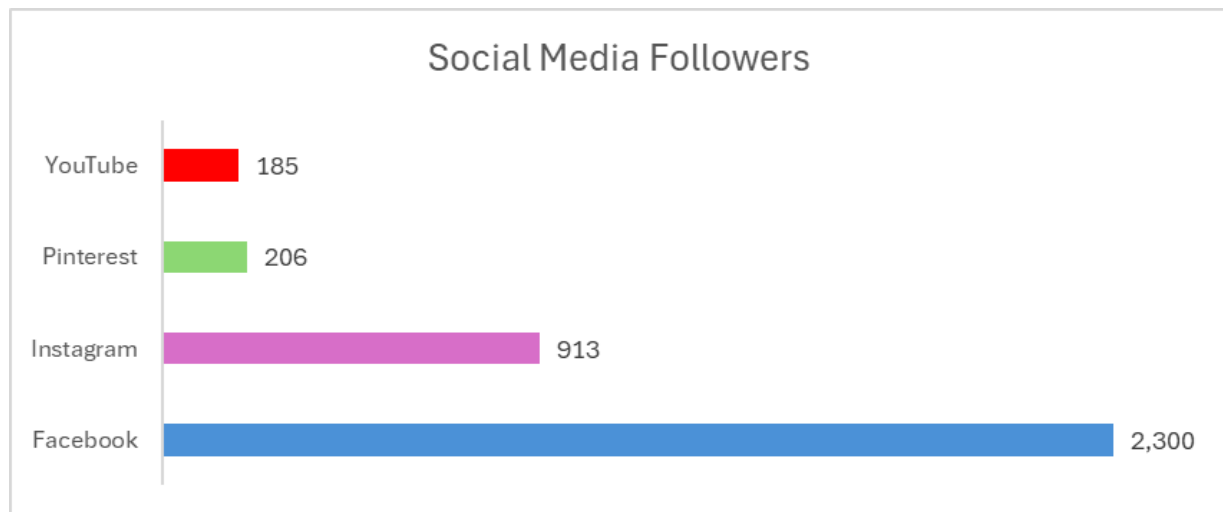
By way of this PR strategy, the Madison Library District can expect measurable growth in library attendance, literacy, program participation, and community awareness, while also creating an active library community and strengthening local business bonds.

## Client Overview

**Who We Are/Services:** The Madison Library District provides a plethora of public library services, including access to digital and physical resources (books, streaming services, movies, audiobooks, databases), age-specific reading groups, a seasonal reading challenge, storytimes, workshops, community events, literacy support, and computer labs.

### Current Situation

- *Summer Reading Program:* June to July 2026 is “Unearth a Story” themed. Participants complete page-based reading challenges at their own speed, with access to additional items like storytimes, craft programs, and weekly book clubs.
- *Program Attendance:* ? children participants and **1,200** adult participants
- *Attendance:* Fiscal year 24-25 had **149,377** patrons total, or **405** patrons daily



**Opportunity:** As of now, members of the community and library patrons are unaware of the range of resources that the Madison Library provides. This is contributing to lower foot traffic, especially during mid-day hours. With that being said, “Studies show that

community awareness campaigns combined with engaging program content can increase library visits by up to **15%** over a year (Public Library Association, 2023).” By recognizing and taking action on these issues, the library has the opportunity to change the current reality to one of a strengthened community and a centerpiece for education.

## Issues/Objectives/Goals

### Key Issues:

- Low patron awareness of library programs and resources
- Decreased library usage, particularly mid-day & mid-week
- Untapped potential in the school districts for literacy and reading programs

### Goals & Objectives

1. *Increase reading program participation by **10%** within the next fiscal year.*
  - a. Achieved through improved prizes, increased promotion, and adding a Winter Reading Challenge (December - January).
2. *Increase in-person library usage during 8 am- 3 pm by **10%** within 6 months.*
  - a. Achieved through new age-specific events with extra targeting towards retirees, college students, and parents of young children.
3. *Increase awareness of library events by **10%** over the next year.*
  - a. Achieved through newsletters, blog posts, community partnerships, social media campaigns, and targeted events.
4. *Measurement:* Achieved through post-surveys for success, awareness, and attendance metrics, as well as analysis of social media engagement analytics.

### Expected Outcomes:

- Increased awareness and engagement with library programs and resources
- Greater attendance during low-traffic hours
- Participation improvement in the current and new seasonal reading challenges
- Growth in literacy, particularly among children and youth.

## Research

### Audience Behavior Seasonally

- *Summer:* Programs available during summer months need to be portable and flexible, as families are often traveling or in overnight camps. Programs often work best when utilizing interactive activities, crafts, and simple tracking systems.
- *Winter:* Programs available during the winter months do not need that same portability or flexibility, as the cold creates a more captive audience. People want activities to do from the comfort of their homes, which often ends up as reading.

### Target Audience Insights

- *Parents & Young Children:* Consistent attendance and show the most interest in programs that promote literacy on a routine basis.
- *Tweens & Teens:* Prefer hands-on and social activities, liking a challenge or competition. With age, they need flexible scheduling to increase participation.
- *Adults & Retirees:* Most interested in easily accessible and betterment programs. Retirees are most active during mid-day hours, our low-traffic times, making them the perfect demographic to target.

**Social Media Underutilization:** The library has platforms that could reach new demographics uniquely, but are not as with their YouTube channel, which has been inactive for 2+ years

- *Followers: Instagram: 913, Facebook: 2.3k, YouTube: 185, & Pinterest: 206*

### **Program Incentives**

- Research shows that a tiered prize system significantly increases motivation and library return visits. High-value prizes are the most effective for teens and adults, while small, frequent rewards work best for children and families.

## **Strategic Plan**

### **Core Strategies**

- *Reading Challenges:* Summer June-July 2027 “Sail Into Stories,” & Winter December 2027-January 2028 “Snow Many Stories.”
- *Kick-Off Events:* The first day of each reading challenge will feature an event consisting of a special guest reading (e.g., a firefighter, cop, teacher), a movie watch party, and a themed craft.
- *Partnerships:* Local businesses, schools, University, and the Imagination Library.
- *Social Media Engagement:* We will be launching a social media series for the month of January, highlighting aspects of the library such as resources & news.

### **Tactics**

- Newsletters, blog posts, and event flyers for online and in-library promotion
- Social media graphics for posts on Instagram, Pinterest, Facebook, and YouTube
- Programs led by staff and volunteers (possibly interns or college students)

## Timeline

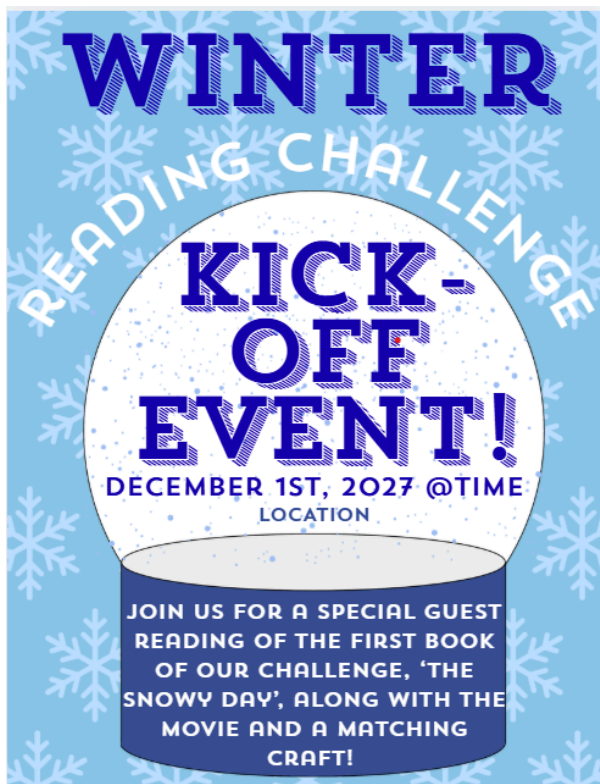
- *Summer Reading Prep*: March-May 2027 & Winter Reading Prep: September-November 2027, consisting of challenge design, recruitment of guest readers, and various decision-making (prizes, kick-off events, and activities).
- *Evaluation*: Post-event surveys conducted in August & February to then be analyzed for attendance tracking, metrics, and social media engagement.
- *Social Media Series*: January 1, 2027 - January 31, 2027, consisting of daily posts as outlined in the social calendar.

## Reading Challenge Outlines

1. *Summer (June 1st, 2027 - July 31st, 2027)*
  - a. *Theme*: Sail Into Stories
    - i. *Message*: Every story is an adventure; it shows how far your imagination can take you.
  - b. *Prizes*: Partner with local businesses to improve prizes, thus increasing participation
  - c. *Calendar & Newsletter Synopsis*: Each year, from June through July, we host a Summer Reading Program. This year's 2027 Summer Reading Theme is "Sail Into Stories." All participants complete reading challenges at their own pace. We have weekly book clubs, story times, & craft programs. We also decorate the library with images inspired by all forms of art!
2. *Winter (December 1st, 2027 - January 31st, 2028)*
  - a. *Theme*: Snow Many Stories

- i. **Message:** Each story is unique, just like a snowflake and just like you.
- b. **Prizes:** Partner with local businesses to improve prizes, thus increasing participation
- c. **Calendar & Newsletter Synopsis:** This year, from December through January, we are hosting a Winter Reading Challenge. This 2027 Winter Reading Theme is “Snow Many Stories.” All participants will complete reading challenges at their own pace. We will have weekly book clubs, story times, & craft programs. We will also decorate the library with images inspired by all forms of art!

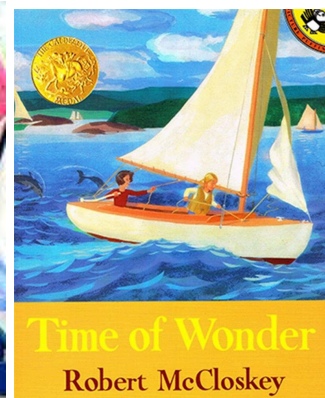
**Event Flyers:**



## Kick-Off Event Outlines

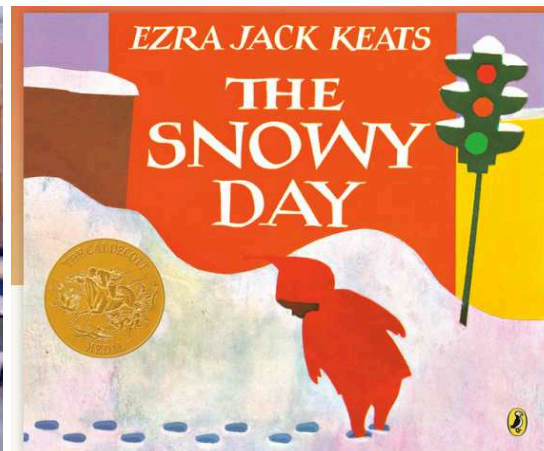
### 1. Summer (June 1st, 2027)

- a. The first book of the challenge will be read by a public figure, followed by a watch party of the book and a corresponding craft.
  - i. *Public Figure*: Cop, Firefighter, etc.
  - ii. *Movie*: Time of Wonder (13mins)
  - iii. *Craft*: Paper Boats (Materials: Paper)
- b. *Calendar Synopsis*: To jumpstart our Summer Reading Challenge, we invite families to join us at our “Sail Into Stories” Kick-Off Event! Our summer adventure will begin with a special reading of ‘Time of Wonder’ by special guest INSERT, DESCRIPTION. We will then enjoy a short watch party of the film adaptation and a paper boat craft. Come join us in the summer fun!
- c. *Newsletter Book Synopsis*: The story follows two sisters as they share a summer of magic on an island in Maine. It shows the simple joys that come from exploration, such as swimming and sailing, to watching a storm



## 2. Winter Event (December 1st, 2027)

- a. The first book of the challenge will be read by a public figure, followed by a watch party of the book and a corresponding craft.
  - i. *Public Figure*: Cop, Firefighter, etc.
  - ii. *Movie*: The Snowy Day (40mins)
  - iii. *Craft*: Paper Snowflakes (Materials: paper, scissors)
  
- b. *Calendar Synopsis*: To start our Winter Reading Challenge with a BANG, we invite families to join us at our “Snow Many Stories” Kick-Off Event! Our winter wonderland adventure will start with a special reading of ‘The Snowy Day’ by special guest INSERT, DESCRIPTION. We will then enjoy the short film adaptation and create our own paper snowflakes. Come join us in the winter fun!
  
- c. *Newsletter Book Synopsis*: This story follows a young boy, Peter, as he learns about the magic of a snowy day. We enter his imagination and see his new adventure as he does, watching him make footprints and more.



## Mid-Day Events (January 2027)

*Introduction Social Media caption:* We're excited to introduce a new lineup of weekly events for the month of January. Each will be specifically tailored to an age group with an overarching theme, weekly theme, book, and activity. Visit our website or call for more details. Without further ado, here is our week 1 lineup:



### 1. *Book Babies (1-9 months old)*

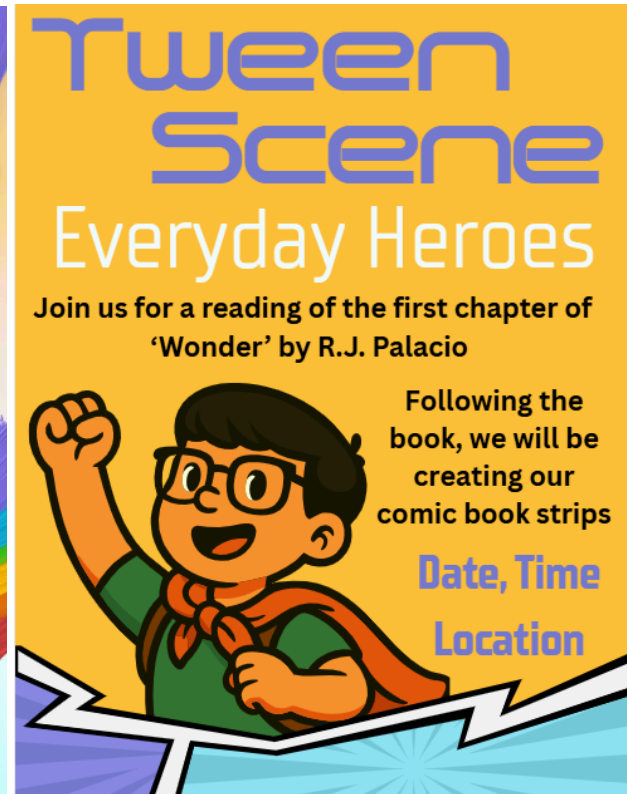
- a. *Theme:* Feeling Through the World
- b. *Book:* 'Never Touch a Porcupine' by Rosie Greening
- c. *Activities:* Sensory Items
- d. *Calendar Synopsis:* For our Book Babies ages 1-9 months old, 'Feeling the World Through Stories, ' is a sensory series focused on experiencing the new aspects of the world through our senses. This first week will

include a reading of 'Never Touch a Porcupine', written by Rosie Greening, and various sensory items for our book babies to explore while they listen.

- e. *Newsletter Book Synopsis:* This is a touch-and-feel book that uses rhymes and animals to create an engaging sensory experience for little readers. They can feel different textures while learning about other animals, but they should “never touch!” The feelings and colors make it perfect for our 1-9-month-old readers.
2. *Toddler Time (10-23 months)*
    - a. *Theme:* Walking Through The World
    - b. *Book:* 'Oh, The Places You'll Go!' by Dr. Seuss
    - c. *Activities:* Balloons
    - d. *Calendar Synopsis:* For our Toddler Time kids ages 10-23 months old, we have the 'Walking Through The World' Exploration Series. This is the stage toddlers often start to explore the world on their own two legs, so we want to show them all of their exploration opportunities with our first book, 'Oh The Places You'll Go!', written by Dr. Seuss. There will also be balloons available for the children to play with after the reading, as the book uses a hot air balloon as transportation.
    - e. *Newsletter Book Synopsis:* This book uses repetitive rhymes in classic Dr. Seuss fashion to teach growing readers to continue and try new things when challenges come their way. Emphasizing imagination and courage is exactly what we want for our 10-23-month-old readers.



**Kids Corner**  
**Understanding Our Emotions**  
 Join us for a  
 reading of 'I am a  
 Rainbow'  
 Following the reading, we will learn  
 the matching 'I am a Rainbow' song!  
 Signup assistance for  
 the Imagination  
 Library program will  
 be provided.  
**Date, Time, Location**



**Tween  
 Scene**  
**Everyday Heroes**  
 Join us for a reading of the first chapter of  
 'Wonder' by R.J. Palacio  
 Following the  
 book, we will be  
 creating our  
 comic book strips  
**Date, Time  
 Location**

3. *Kid's Corner (2-8 years old)*

- a. *Theme:* Understanding our Emotions
- b. *Book:* 'I am a Rainbow' by Dolly Parton
- c. *Activities:* Register for the Imagination Library program and learn the song
- d. *Calendar Synopsis:* For our Kids Corner, ages 2-8 years old, we have the 'Understanding Our Emotions' Emotional Intelligence Series. This series aims to help children understand their feelings and learn how to regulate them. This first week's reading will be 'I am a Rainbow', written by Dolly Parton, followed by a sing-along of the matching song and sign-up assistance for the Dolly Parton Imagination Library program.

- e. *Newsletter Book Synopsis:* Dolly Parton is most well-known for her country singing talents, but she also writes children's books, one being this week's focus. Her book teaches children to express and understand their emotions through the colors of the rainbow. They come to know the importance of each emotion and the shades that they may come in throughout their lives and in various situations.
4. *Tween Scene (9-11)*
- a. *Theme:* Everyday Heroes
  - b. *Book:* Wonder by R.J. Palacio
  - c. *Activities:* Create Your Own Hero Comic Strip
  - d. *Calendar Synopsis:* For our Tween Scene, ages 9-11 years old, we have the 'Everyday Heroes' series, where our readers can learn about resilience and empathy through the book 'Wonder' by R.J. Palacio. After reading the first chapter together, readers will also be able to create their own hero-themed comic strip, bringing life to the book's themes.
  - e. *Newsletter Book Synopsis:* Auggie Pullman is a boy with a facial deformity, and his story as he begins his first year at school. He and his classmates struggle to adapt to their differences but learn to be kind and courageous. The story emphasizes understanding others' points of view as well as the chain reaction caused by standing up for others.



**TEEN ZONE**  
Finding your voice

Join us for a reading of the first chapter of 'Ghost' by Jason Reynolds and a goal-setting session

**DATE, TIME, LOCATION**

**ADULT ARENA**  
BOOK-TO-MOVIE ADAPTATIONS  
**BOOK CLUB**

Join us in discussing the newest Hunger Games book-to-movie adaptation, 'Sunrise on the Reaping.'

Having read the original trilogy is not required but is highly recommended to understand the symbolism & themes in this book.

**DATE, TIME, & LOCATION**

5. *Teen Zone (12-17)*

- a. *Theme:* Finding Your Voice
- b. *Book:* 'Ghost' by Jason Reynolds
- c. *Activities:* Run Toward/Run From Reflection
- d. *Calendar Synopsis:* For our Teen Zone, ages 12-17, we have the "Finding Your Voice" series, where our participants can explore themes of identity and personal growth through the book 'Ghost' by Jason Reynolds. They will then do a Run Toward/Run From reflection activity following a group reading of the book's first chapter.
- e. *Newsletter Book Synopsis:* Castle "Ghost" Cranshaw realizes his talent for running after joining the middle school track team, but also that dealing

with his past doesn't come as easily. The story uses humor and honesty to teach the importance of facing your fears and finding your voice in difficult times.

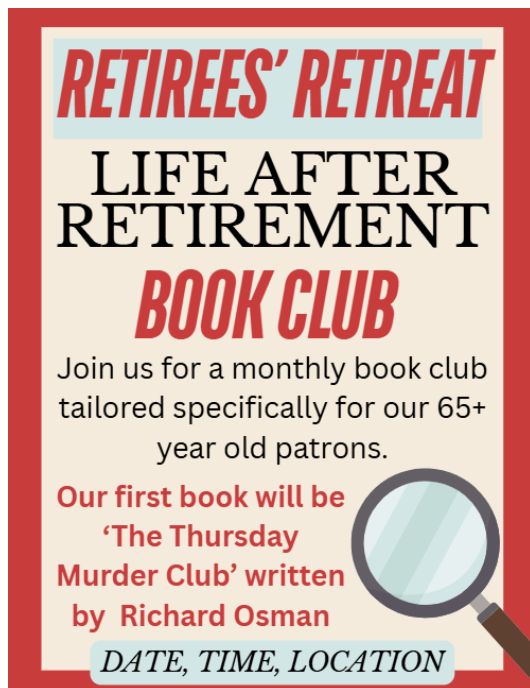
6. *Adult Arena (18-64 years old)*

- a. *Theme:* Book to Movie Adaptations
- b. *Book:* 'Sunrise on the Reaping' by Suzanne Collins
- c. *Activities:* Book club discussion (4-6 chapters a month = 5 mo.)
- d. *Calendar Synopsis:* For our Adult Arena, ages 18-64 years old, we have the 'Book-To-Movie Adaptation' Book Club Series. Books and movies are great ways to connect with others, so why not combine them into one weekly event! Our first book will be 'Sunrise on the Reaping', written by Suzanne Collins, releasing in theaters 11/20/26. This will be a less-frequent event, meeting once a month to discuss the book, reading 4-6 chapters between meetings.
- e. *Newsletter Book Synopsis:* A prequel to the original Hunger Games trilogy, this story follows the tributes of the 50th Hunger Games in the second Quarter Quell. It uses action and emotion mixed with political symbolism to create a new world within the already established popular universe.

7. *Retirees' Retreat (65+ years old)*

- a. *Theme:* Life After Retirement
- b. *Book:* 'The Thursday Murder Club' by Richard Osman
- c. *Activities:* Book Club discussion (30 SHORT chapters a month = 4 mo.)

- d. *Calendar Synopsis:* For our Retirees' Retreat, ages 65+ years old, we have the 'Life After Retirement' Book Club Series. It can be difficult to adjust and make friends after retirement, so this book club is here to make it a little bit easier. This will be a less-frequent event, meeting once a month to discuss the book and possibly watch the movie after finishing.
- e. *Newsletter Book Synopsis:* This book follows a group of four unlikely friends as they meet weekly to solve cold cases in their retirement village, this is until a local case falls into their laps. Witt and humor, along with charming characters, are used to tell a story of friendship and purpose, no matter your age.



**RETIREES' RETREAT**  
**LIFE AFTER RETIREMENT**  
**BOOK CLUB**

Join us for a monthly book club tailored specifically for our 65+ year old patrons.

Our first book will be 'The Thursday Murder Club' written by Richard Osman

DATE, TIME, LOCATION

### Flyers

Help promote events, catching the interest of patrons as they visit the library or scroll social media. An interesting visual is more easily remembered than words.

### Social Calendar

The social calendar will ensure that patrons know about library resources, daily events, library news, and other pertinent or extra

information worth sharing. We hope that this posting schedule will bring more engagement to our social media channels, especially those with little prior use.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Daily Reminder	Daily Reminder	Daily Reminder	Daily Reminder	Daily Reminder	
	Book of the Week	Library News	Word of the Day	Resource Awareness	Movie Night Ideas	

January 1st, 2027

1. *Introduce new events on all platforms*

- a. *Caption:* Hi everyone! We want to introduce a new lineup of events starting this month. They will be specifically tailored to each age group with an overarching theme, weekly theme, book, and activity. Visit our website for more details or reach out if you have questions. Without further ado, here is our lineup:

2. *Introduce new weekly highlights:*

- a. Instagram & Facebook Stories
- b. *Caption:* Hi everyone! This month, the Madison Library has decided to start a new series on our social media to highlight books, words, and movies, plus library news & resources... Continue to explain each day's highlighted topic.

## Monday

- 1. *Events of the day reminder*
- 2. *Book of the week:* Library Staff will pick one book for each age group to highlight and recommend to library patrons.

### Tuesdays

1. *Events of the day reminder*
2. *Library News*: Staff will share any library news applicable to patrons, such as new rules, challenges, staff, hours, etc.

### Wednesday

1. *Events of the day reminder*
2. *Word of the Day*: Staff will pick one word for each age group to explain and challenge library patrons to use throughout their week.

### Thursday

1. *Events of the day reminder*
2. *Resource Awareness*: Staff will pick a resource that the library provides to highlight and teach library patrons about.

### Friday

1. *Events of the day reminder*
2. *Movie Night Ideas*: Staff will pick from their collection one movie for each rating level (G, PG, PG-13, & R) to highlight & recommend to library patrons for a weekend movie night.

## Blog Entries

*January Programs*: We are excited to announce a brand-new lineup of weekly and monthly events tailored to each age group for January 2027. From our littlest book baby patrons to our most seasoned Retirees' Retreat readers, each event has been carefully

designed with an overarching theme, weekly theme, featured book, and activity to show people of all ages the fun and adventure that reading can be.

No matter your life experience, Madison Library will have an event perfect for you. Here is a sneak peek of what is to come in January:

1. *Book Babies (1-9 months)*: Feeling Through the World with Never Touch a Porcupine, a sensory play event to help our youngest readers experience the new world around them through their senses.
2. *Toddler Time (10-23 months)*: Walking Through the World with Oh, The Places You'll Go! and a balloon activity to show toddlers how to imagine and explore.
3. *Kids Corner (2-8 years)*: Understanding Our Emotions with I Am a Rainbow, a storytime, sing-along, and craft time focused on helping kids learn about and express their emotions.
4. *Tween Scene (9-11 years)*: Everyday Heroes with Wonder, an exploration of normal people being kind and brave while also creating their own comic strips.
5. *Teen Zone (12-17 years)*: Finding Your Voice with Ghost, a goal reflection story with a Run Toward/Run From reflection activity.
6. *Adult Arena (18-64 years)*: Book-to-Movie Adaptations with Sunrise on the Reaping, a monthly book club-type discussion.
7. *Retirees' Retreat (65+ years)*: Life After Retirement with The Thursday Murder Club, a monthly book club-type discussion.

Visit the Madison Library website to see the full January calendar, learn more about our activities/books, and sign up for events. Let's make January 2027 the first month of an amazing year and a life of reading!

*January Social Media Series:* This January marks the launch of a new social media series designed to keep the library connected with its patrons and keep them informed about library activities. Each week, library staff will spotlight books, words, movies, library news, and resources for patrons of all ages. We want to provide people with an easy and accessible way to explore our programs and discover all the resources our amazing library has to offer. Here is how it will work every week:

Every day will include a reminder of that day's events and then a special highlight.

1. Mondays will feature a *Book of the Week* recommendation for each age group
2. Tuesday will feature *Library News*, where we will share new programs, hour changes, or anything else pertinent to our patrons' library experience.
3. Wednesday will feature a *Word of the Day*, expanding our readers' vocabularies.
4. Thursday will feature a *library resource* with a brief explanation or tutorial.
5. Friday will feature a *movie night recommendation* for each rating (G, PG, etc.)

Stay tuned for our first posts, and let us know your thoughts on the series!

*Summer Reading Challenge:* The sun is shining, and school is out, so that means it is time for one of our favorite yearly traditions, THE SUMMER READING CHALLENGE!!! It doesn't matter if you are a brand-new reader or have been reading for years; this program is for everyone to dive into new adventures and learn about new things.

The program runs from June 1st to July 31st, with participants able to track their pages, complete fun activities, and win prizes throughout. We want EVERYONE to join in on the fun, whether you are at home, the pool, on vacation, or even on a plane!

#### How it Works

- Sign up online or at a library service desk
- Use a paper log or the Beanstack app to track your pages
- Earn a Summer Reading Challenge prize by completing the challenge and an extra entry into the BIG GRAND prize drawing!

Join us for a summer jam-packed with new experiences, reading, and fun! Stay on the lookout for more information about the program, including mini-activities, seasonal events, and crafts. Help us make this summer a summer of reading!!!

*Winter Reading Challenge:* Winter is the perfect time to cozy up with a good book, and our Winter Reading Challenge is here to help with that! ANYONE can participate, whether you are an avid or occasional reader.

The program runs from January 1st to January 31st, with participants able to track their pages, complete fun activities, and win prizes throughout. You get to choose what to read: Mystery, fantasy, graphic novels, biographies, dystopian, anything at all!

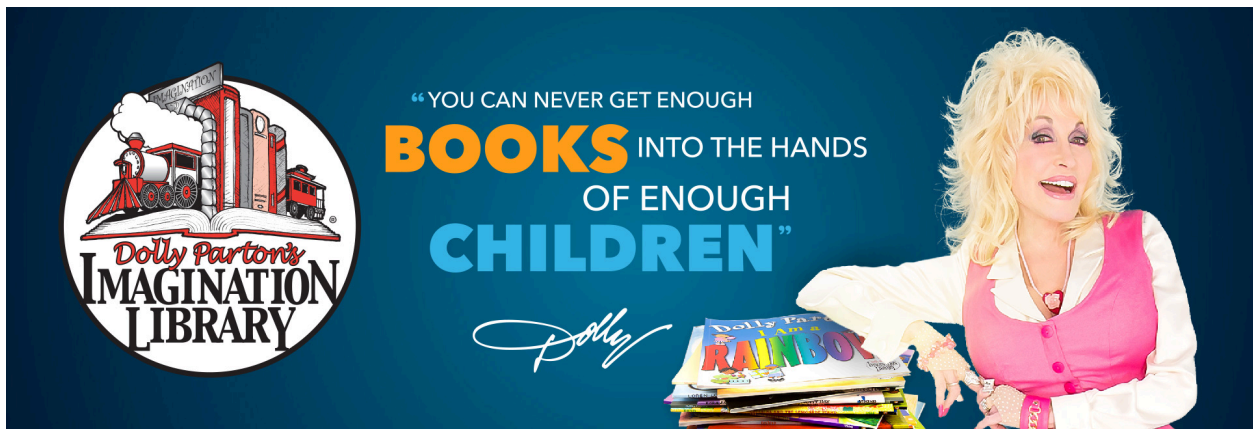
#### How it Works

- Sign up online or at a library service desk
- Use a paper log or the Beanstack app to track your pages
- Earn a Winter Reading Challenge prize by completing the challenge and an extra entry into the BIG GRAND prize drawing!

Join us this winter season as we experience all types of stories just in the palm of our hands. Keep an eye out for more updates about the program, including crafts, mini-activities, and seasonal events. Let's make this a holiday season, a season of reading!!!!

**Partnerships**

1. The Imagination Library:
  - a. Assist in growing early childhood literacy efforts while providing free and easily accessible books to young children.



2. Local Businesses to Sponsor Prizes in return for advertising
  - a. Increase prize quality with a higher budget while also increasing community engagement/support for library programs.
3. Interns and/or BYU classes to help plan/run/analyze the reading programs
  - a. Exchange work for real-world experience as they help with planning, running, and analyzing reading program details.

## Evaluation

Determining the success of our outreach and reading program efforts, qualitative and quantitative methods will be best. These methods provide valuable insights for future programs, ensuring that they meet the community's needs.

- *Social Media Metrics*: engagement, reach, click-through to event pages, likes, shares, follows, saves, and comments.
- Beanstack log participation and prize redemption
- Surveys to learn patron satisfaction and awareness post-programs/events
- Attendance tracking during low-traffic hours

### Post-Surveys

- After the January events and the seasonal reading programs (including their kick-off events), patrons will be distributed a survey to provide feedback on their experiences. These will help the library make data-driven decisions in the future to improve programs in ways that patrons will appreciate and support.

### January Events

*(includes kick-off event)*



### Seasonal Reading Program & Kick-off Events

*(swap wording for the winter program)*



Here is an example question from the Reading program survey:

What motivated you to participate in the program? (Select all that apply)

- Interest in reading
- Activities/crafts
- Prizes
- Family Involvement
- School encouragement
- Previous participation
- Other

## Expected Findings

In the application of this PR campaign, the Madison Library District can anticipate these four measurable outcomes:

1. *Growth in community awareness of library resources and services*
  - a. Coordinated flyers, social media campaigns, and newsletters will aid patrons in library awareness and improve library recognition as a place for education.
2. *Higher seasonal reading program engagement and participation*
  - a. The introduction of age-specific events, tiered prizes, and themed challenges will increase motivation for patrons to participate in the seasonal reading challenges.
3. *Stronger relationships with local businesses and organizations*

- a. Collaborating with local businesses for outreach and prizes will foster strong partnerships in supporting the library while being beneficial for both the business and the library.
4. *Improved library attendance during low-traffic hours*
- a. Using age-specific mid-day events to target specific audiences will increase patrons during the low-traffic hours as well as overall foot traffic and patron engagement.

Overall, these results will support the library as it strives to achieve its goals of increased participation, enhanced community visibility, and a more engaged library community.

