

# **PUBLICITY SUMMARY**

## **COMMUNICATIONS DEPARTMENT**

July 2017

# Executive Summary (July)

## Public Relations

### Press Releases

SARTA Launch	sent 07/07/2017
Educator Fair	sent 07/19/2017
Eclipse Events	sent 07/21/2017
Hall of Fame Story	sent 07/28/2017

### Media Mentions

<a href="#">Print Media</a>	17 articles
<a href="#">Online Media</a>	23 articles
<a href="#">Broadcast Media</a>	3 interviews

### Other

Speaking Engagements	0 events
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## Marketing

### Paid Placements

Print Media	0 placements
Online Media	0 placements
<a href="#">Broadcast Media</a>	126 placements

### Out-of-Home Advertising

0

### Direct Mail & Distribution

<a href="#">Mobile Device SmartKit</a>	665 SmartKits
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## Digital Presence

### Social Media

<a href="#">Organic (Unpaid)</a>	86,060 reach
<a href="#">Paid Campaigns</a>	63,053 reach

### Online Platforms

<a href="#">Website</a>	41,432 visits   81,004 page views
<a href="#">Mobile App</a>	356 new downloads   2,203 active users

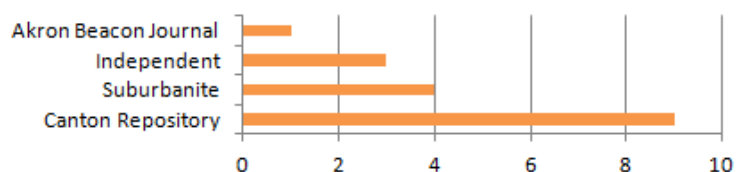
### Email Campaigns

<a href="#">All Patron</a>	65,582 emails
<a href="#">Targeted</a>	36,518 emails
<a href="#">New Cardholders</a>	3,023 emails

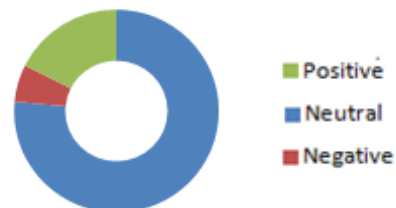
## PUBLIC RELATIONS

# Print Media Mentions

### Mentions by Publication



### Sentiment



#### Stark County calendar of events

...from Aug. 7-18. - Learn more about the upcoming solar eclipse with the **Stark County Library** from 6:30 to 7:30 p.m. at the...

Source: *The Suburbanite* 07/28/2017

#### Summit County calendar of events

...from Aug. 7-18. - Learn more about the upcoming solar eclipse with the **Stark County Library** from 6:30 to 7:30 p.m. at the...

Source: *The Suburbanite* 07/28/2017

#### Tales of survival stories inspire great courage

...the human will to survive and carry on. Librarian's Choice Library: **Stark County District Library, DeHoff Memorial Branch Library**, 216...

Source: *The Repository* - 07/23/2017

#### Jackson officials look to transform North Park with amphitheater, library

...off of Fulton Road. Part of the plan includes a building for a new **Jackson Township Branch Library** (the old building has...

Source: *The Suburbanite* - 07/21/2017

#### Raising awareness, sensitivity to the suffering of others

...those things many of us take for granted. Librarian's Choice Library: **Stark County District Library, Sandy Valley Branch**, 9754...

Source: *The Repository* - 07/16/2017

#### Homeowners, veterans can attend free legal info clinics

...information classes are set for 5 p.m. July 20 and 5 p.m. Aug. 3 at the **Stark County District Library**, 715 Market Ave....

Source: *The Independent* - 07/14/2017

Source: *The Repository* - 07/14/2017

### **Stark County library earns two awards for work with public**

... **Stark County District Library** has won awards in two categories for the 2017 PR Xchange Awards Competition, a...

*Source: The Repository - 07/13/2017*

### **SARTA to celebrate new BikeSmart hub**

...Stark Area Regional Transit Authority (SARTA) and the **Stark County District Library** will host **BikeSmart**...

*Source: The Independent - 07/11/2017*

### **THROUGH A CENTURY**

...Township was looking to cement a new identity with the opening of the **Stark County District Library** branch, three...

*Source: The Repository - 07/09/2017*

### **Humorous books can help you through any kind of day**

...story, this one is a guaranteed winner. Librarian's choice Library: **Stark County District Library, Jackson Township Branch**, 7186...

*Source: The Repository - 07/09/2017*

### **Crock, Maier named honorary chairmen of Harvest Ball**

...class of inductees into the Women's Hall of Fame. They are Janet Baker, **Stark County Library** Foundation Board; Janice...

*Source: The Repository - 07/09/2017*

### **LATEST CASTILLO BOOK INTRIGUING**

...at Massillon Public Library, 208 Lincoln Way E.; 2 p.m. Thursday at **Stark County District Library** Perry...

*Source: Akron Beacon Journal - 07/09/2017*

### **Demolition of Jackson library building under way**

...who drive regularly on Fulton Road past the Jackson Township Branch of the **Stark County District Library** have been able to watch the...

*Source: The Suburbanite - 07/07/2017*

### **Books that celebrate America's diversity, freedom**

...active role, and the danger of conforming. Librarian's Choice Library: **Stark County District Library, Lake Community Branch**, 565 Market...

*Source: The Repository - 07/02/2017*

**AT THE LIBRARY**

...more information, call 330-832-5037 or visit [www.massillonlibrary.org](http://www.massillonlibrary.org). **STARK COUNTY DISTRICT LIBRARY** 715 Market Ave...

*Source: The Independent - 07/01/2017*

**Old branch library could have been preserved**

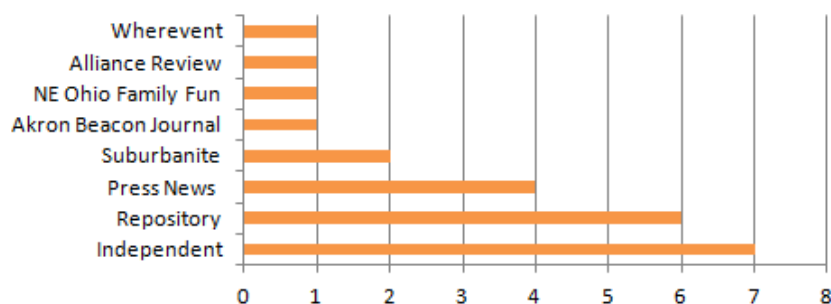
...article in The Canton Repository referred to demolition of the "old" **Jackson Township branch** of the **Stark County District Library**...

*Source: The Repository - 07/01/2017*

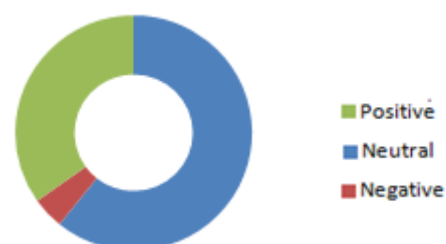
## PUBLIC RELATIONS

# Online Media Mentions

### Mentions by Publication



### Sentiment



#### [Stark Parks brings animals of Ohio to Sandy Valley Branch Library](#)

Stark Parks brings animals of Ohio to **Sandy Valley Branch** Library to present Animals in America. Perry brought Sheldon the Eastern Box Turtle, Mallory the Mallard Duck, Kessie...

Source: *The-press-news.com* - 07/28/2017

#### [Here's what's happening at area libraries](#)

... **STARK COUNTY DISTRICT LIBRARY** An eclipse of the sun will be visible in the United States for the first time in almost 40 years. To celebrate, the library is hosting activities...

Source: *The Independent Online* - 07/28/2017

#### [Summit County calendar of events](#)

...from Aug. 7-18. - Learn more about the upcoming solar eclipse with the **Stark County Library** from 6:30 to 7:30 p.m. at the...

Source: *The Suburbanite - Online* - 07/27/2017

#### [Stark County Library to host craft beer talk](#)

**Stark County Library** to host craft beer talk with author Paul Gaston and the Brewmaster from Royal Docks Brewing Company, Dave Sutula, at the Perry Sippo Branch on August 31 at 6 p.m...

Source: *Akron Beacon Journal Online* - 07/27/2017

#### [Family Friendly Weekend Events July 28-30, 2017](#)

...Ave., Sheffield, OH 44054 Cost: FREE Build a Family Fort at **Lake Community Branch** Library Haven't had a chance to...

Source: *Northeast Ohio Family Fun* - [Nikki Doyle](#) - 07/26/2017

### [Kendal A. Rautzhan: Tales of survival stories inspire great courage](#)

...the human will to survive and carry on. Librarian's Choice Library: **Stark County District Library, DeHoff Memorial Branch Library**, 216...

Source: *Repository Online* - 07/25/2017

### [Stark County Library News](#)

**Stark County Library East Canton Branch** 330-488-1501 Women's Memoir Club, Tuesday, July 25, 11 a.m. until noon. Women's Memoir Everyone has a story to tell...

Source: *The press-news.com* - 07/21/2017 and 07/14/2017

### [Jackson officials look to transform North Park with amphitheater, library](#)

...off of Fulton Road. Part of the plan includes a building for a new **Jackson Township Branch** Library (the old building has been...

Source: *The Suburbanite - Online* - 07/18/201

### [Veterans clinic, homeowner information sessions offered](#)

...information classes are set for 5 p.m. July 20 and 5 p.m. Aug. 3 at the **Stark County District Library**, 715 Market Ave....

Source: *The Independent Online* - 07/13/2017

### [Stark library earns two awards](#)

... **Stark County District Library** has won awards in two categories for the 2017 PR Xchange Awards, a nationwide marketing competition showcasing innovative outreach materials...

Source: *The Independent Online* - 07/12/2017

### [Best-selling author Linda Castillo has two local library visits on Thursday](#)

...New York Times bestselling author Linda Castillo will be visiting two **Stark County District Library** branches on Thursday to...

Source: *The Independent Online* - 07/12/2017

Source: *Repository Online* - 07/12/2017

### [Around Town: Crock, Maier to help chair Mercy Service League's Harvest Ball](#)

...class of inductees into the Women's Hall of Fame. They are Janet Baker, **Stark County Library** Foundation Board; Janice...

Source: *Repository Online* - 07/11/2017

### [Kendal A. Rautzhan: Humorous books can help you through any kind of day](#)

...the story, this one is a guaranteed winner. Librarian's choice Library: **Stark County District Library, Jackson Township Branch**, 7186...

Source: *Repository Online* - 07/11/2017

### [District library, SARTA to celebrate new BikeSmart hub](#)

...SARTA to celebrate new BikeSmart hub Published: July 10, 2017 3:00 AM **Stark County District Library** and the Stark Area Regional...

*Source: Alliance Review Online - 07/10/2017*

### [Movie in the Park: RUDY](#)

...700 acres. Activities your blanket and join **Stark County District Library** and Canton Parks for a screening of the inspirational blockbuster hit Rudy...

*Source: Wherevent - 07/08/2017*

### [Here's what's happening at the library](#)

...register, call 330-832-9831 ext 312. or visit [www.massillonlibrary.org](http://www.massillonlibrary.org). **STARK COUNTY DISTRICT LIBRARY** 715 Market Ave....

*Source: The Independent Online - 07/07/2017*

### [Stark County Library wins National Library Marketing Competition](#)

**Stark County Library** wins National Library Marketing Competition Published: July 7, 2017 10:00 AM **Stark** County...

*Source: The-press-news.com - 07/07/2017*

### [Kendal Rautzhan: Books that celebrate America's diversity and freedom](#)

...thought, discussion, and hopefully, action. Librarian's Choice Library: **Stark County District Library, Lake Community** Branch, 565 Market...

*Source: Repository Online - 07/02/2017*

### [Letter to the Editor: Old branch library could have been preserved](#)

...article in The Canton Repository referred to demolition of the "old" **Jackson Township branch** of the **Stark** County...

*Source: Repository Online - 07/01/2017*

### [Here's what's happening at the library](#)

...mystery author Linda Castillo from 2 to 3 p.m. July 13 at **Perry Sippo Branch**, 5710 12th St. NW, Perry Township...

*Source: The Independent Online - 07/01/2017*

### [SARTA to celebrate new BikeSmart hub](#)

Staff report CANTON Stark Area Regional Transit Authority (SARTA) and the **Stark County District Library** will host...

*Source: The Independent Online - 07/01/2017*



**PUBLIC RELATIONS**

## Broadcast Media

**WHBC (10 minute interview).....07/13/2017**

Jen Walencik discussed the upcoming BikeSmart Block Party in collaboration with SARTA.

**Mix 94.1 (15-20 minute interview).....07/13/2017**

Krisiti Cox (SARTA), Audrea Amstutz (Canton Parks and Rec), Jared Shive (Stark Parks), and Jen Walencik discussed BikeSmart, the partnership, the BikeSmart Block Party and the BikeSmart Challenge on the Jon Stewart show.

**WNPQ (30 minute interview on Our Community).....07/24/2017**

Marianna DiGiacomo and Jen Walencik discussed museum passes, passports, eclipse events, BikeSmart, the Hall of Fame story time, One Book, mobile services and literacy with Suzie Thomas on Our Community.

MARKETING

# Broadcast Media Advertising

## Start Smart Early Literacy TV Spots

These bite-sized learning moments for caregivers began airing Monday June 26<sup>th</sup> during the children’s weekday educational programming on Western Reserve PBS, to build up the library as an authority and free resource for literacy resources. Four different 15-second spots are currently airing and additional concepts will be added to the rotation next month.

Eight spots airing six times per day M-F, 7/3-7/31

126 placements

**NEW: Repeat Yourself**



**NEW: Sequencing**



**NEW: What Comes Next?**



**NEW: Read and Point**



View all Start Smart TV spots at [YouTube.com/StarkLibrary](https://www.youtube.com/StarkLibrary)

## MARKETING

# Direct Mail & Direct Distribution

## Mobile Device SmartKits

The Mobile Device SmartKit features the Library's digital and mobile tech offerings including e-collection apps, tech help services (the new helpline phone number and 1-on-1 appointments), classes, wireless hotspots and wireless printing, and also includes a pen/stylus and microfiber wipe.

Distributed at branches and events

665



# Social Media

## Facebook Followers

11,151 Page Followers

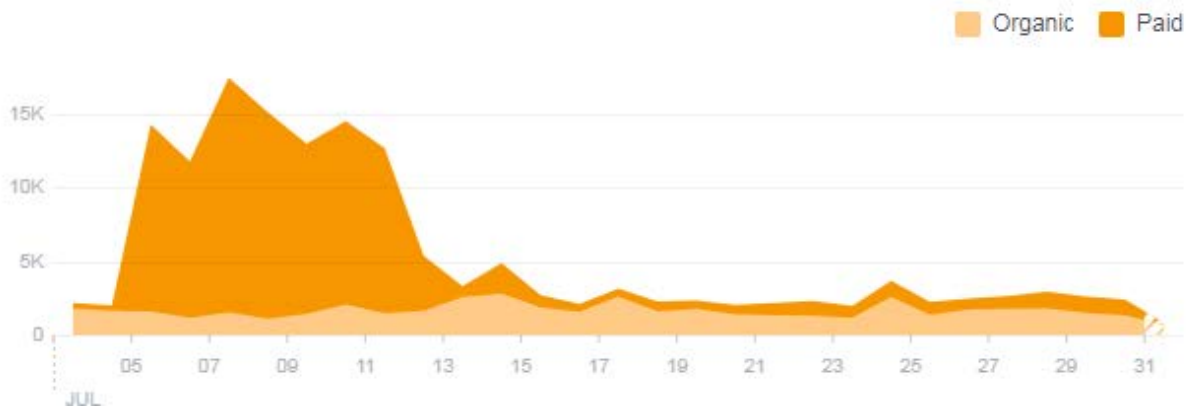


## Facebook Reach and Engagement

Reach is similar to views on a website: it refers to the number times library posts were seen.

Engagements are when viewers interact by liking, commenting, or sharing a post. Organic is unpaid.

Monthly Reach (organic)	86,060
Monthly Engagements (organic)	3,138



# Paid Social Media Campaigns

63,053 Reach | 1,054 Results

## Mobile App Downloads (Facebook, Instagram, and Ad Network Websites/Apps)

Objective was to increase awareness and foster downloads of the new SCDL Mobile app.

Reach	46,251
Engagements	1080
Results (Clicks to Website)	790

## Museum Passes Engagement (Facebook and Ad Network Websites/Apps)

Objective was to increase awareness of our Museum Passes program.

Reach	9,352
Results (Engagements)	73

## Increase Followers (Facebook, Instagram, and Ad Network Websites/Apps)

Objective was to reach new cardholders encouraging them to follow our Facebook page. Experience has shown that our followers engage more readily with further ad campaigns than the general population.

Reach	7,450
Results (Page Likes)	191

**Suggested App**

**Stark County District Library**  
Sponsored · 🌐

Now the place where everything is free can be wherever you are... isn't that smart!

**Download the new Stark Library mobile app!** [Download](#)

👍❤️ Bridgett A Gray and 6 others

👍 Like    💬 Comment    ➦ Share

**Suggested Page**

**Stark County District Library**  
Sponsored

Stream your favorite tunes from your phone or tablet for free, 24/7 with our online...

**Stark County District Library**  
Library  
11,250 people like this. [Like Page](#)

# Website

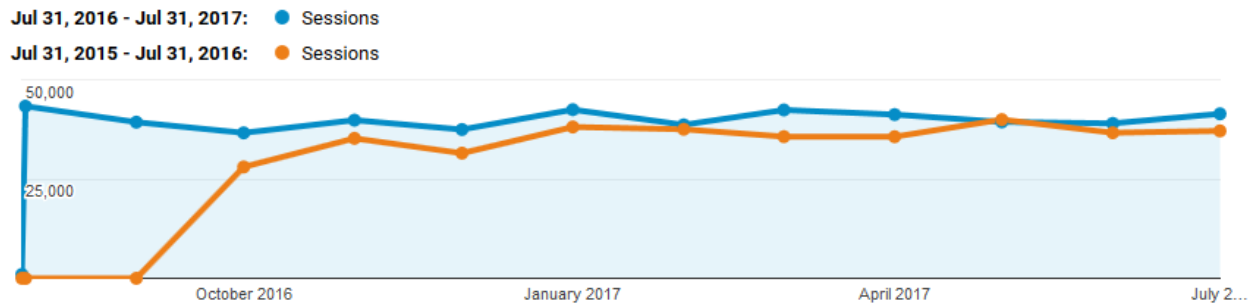
## Key Stats (*non-catalog views*)

Sessions (Visits)	41,432 ((↑6.2%YOY)
Page Views	81,004 (↑2.0% YOY)
Pages/session	1.96 (↓3.9% YOY)
Average Session Duration	2m05s (↑17.6% YOY)

## Visitors Per Month

Current vs Previous Year

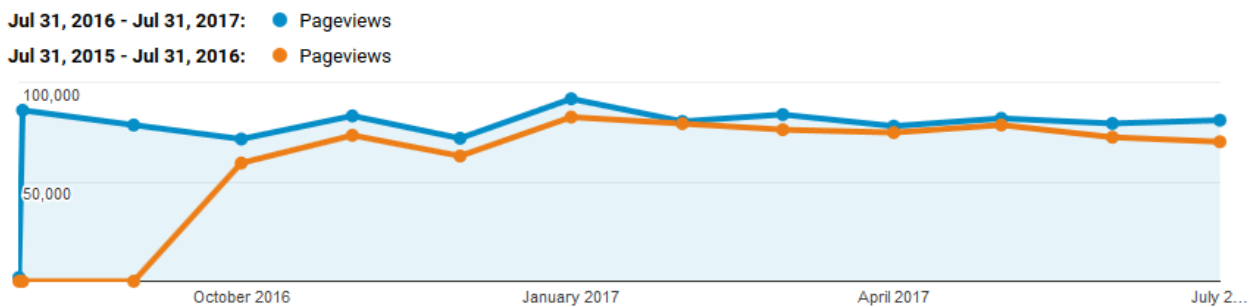
Note: tracking method was changed in 2015, so previous year comparisons aren't available prior to October 2015.



## Page Views Per Month

Current vs Previous Year

Note: tracking method was changed in 2015, so previous year comparisons aren't available prior to October 2015.



## DIGITAL PRESENCE

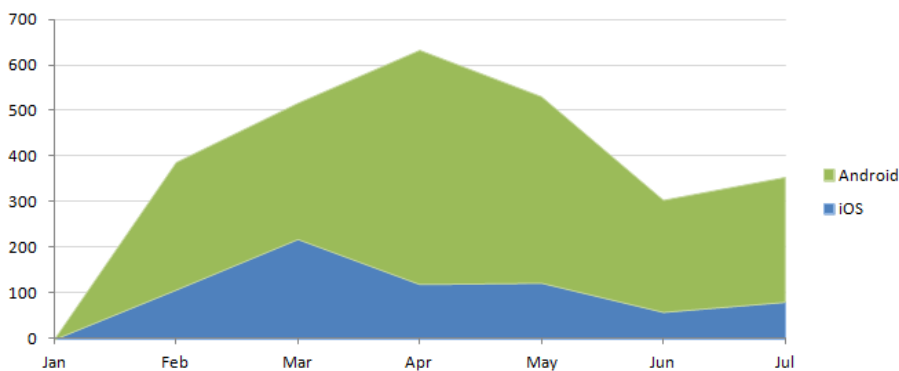
# Mobile App

Our new mobile app, advertised as “the Smart Store in your pocket”, launched February 15<sup>th</sup> and is available to download on the Apple or Google app stores. The app gives users another choice to search materials, manage holds and renewals, and register for events. Features like scanning ISBN barcodes, suggesting a purchase, and a virtual card for checking out at our express checks boost convenience too.

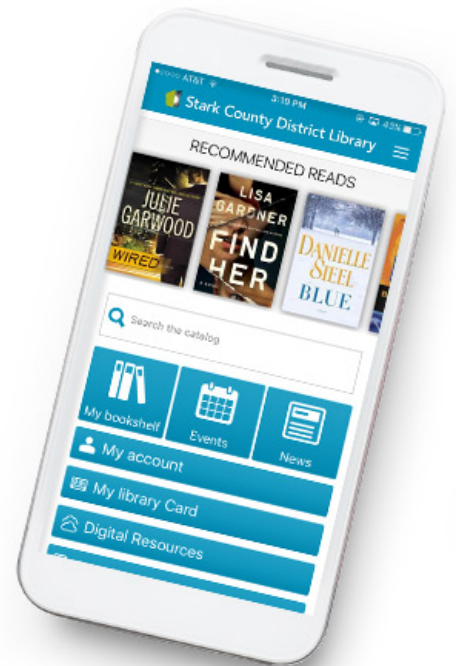
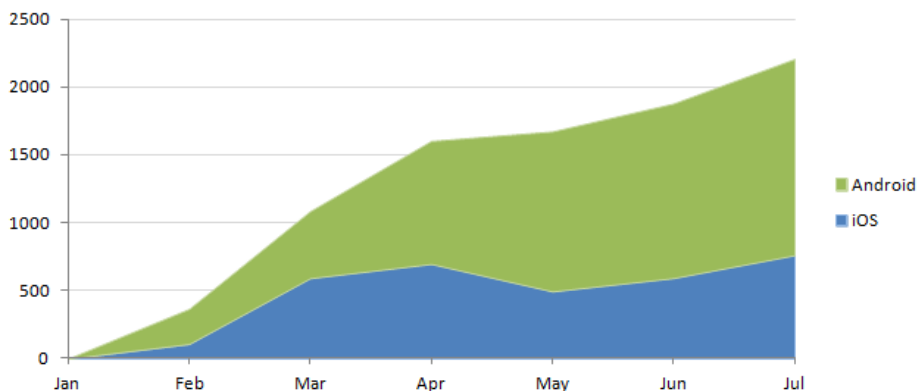
## Key Stats

Total Installs	2738
New Downloads	356
Active Users this month	2203

### New Download Rate/Mo



### Total Active Users



## DIGITAL PRESENCE

# Email Campaigns

## All Patron: “Do-It-Yourself Resources, Museum Passes, Passports...”

Newsletter of events and services sent to all patrons every month.

Sent	65,582	
Opened	14,202	(21.6%) % of emails that were opened.
Clicks	1,296	(9%) % of opened emails where a link was clicked.

## New Cardholder Email Series

Seven welcome emails are sent to new patrons across a 12 week period, introducing them to many of the unexpected services the library offers.

Sent	3,023	
Opened	798	(26%)
Clicks	152	(19%)

## Targeted Email Series: Collections Promotion

This set of targeted emails is designed to promote new and featured collection items to subsets of our patrons based on their circulation habits. These emails target the Page Turners, Bedtime Stories, Double Feature, and Audiophiles clusters.

Sent	6,069	
Opened	2,371	(39%)
Clicks	270	(11.4%)

## Targeted Email: “Summer Reading”

An email series sent to parents to encourage continued Summer Reading participation and check-ins.

Sent	2,285	
Opened	1,191	(52%)
Clicks	40	(3.4%)

Stark County District Library

### Get Started on your Summer Fix-It List!

If you're a DIY-er, you'll love these handy resources to help get your project done. From Radon detectors, electricity use monitors, and car diagnostic code readers to Consumer Reports magazines and Chilton's car repair manuals, we have everything you need to get started—plus, they're all free with your library card!

**FREE DIY Resources**

New! Borrow a Museum Pass  
Borrow with your Library card

New BikeSmart Locations  
North Branch and SARTA hub

1 Example of "All Patron" Email promotion

Stark County District Library

### New York Times Bestsellers

Tap the covers to learn more and reserve your copy!

JULIE GARWOOD WIRED

Mary Alice Monroe Beach House for Rent

JANET EVANOVICH DANGEROUS MINDS

DON WINSLOW

Miss Carlo

2 Example of collection promotion to Page Turners



## Targeted Email: Linda Castillo

An email to Lake and Perry Sippo patrons inviting them to meet bestselling author Linda Castillo at their respective branches.

Sent	16,639	
Opened	4,116	(25%)
Clicks	223	(5.4%)

## Targeted Email: HOF Story Time

An email to children and parents inviting them to the Hall Of Fame Story Time at Main Library.

Sent	4,778	
Opened	1,695	(35%)
Clicks	87	(5%)

## Targeted Email: Eclipse Events

An email to children and parents inviting them to our Solar Eclipse events and notifying them of glasses availability.

Sent	4,204	
Opened	2,017	(48%)
Clicks	308	(15%)

## Targeted Email: Educator Fair

An email to educator cardholders inviting them to the Educator Fair at Main Library.

Sent	2,543	
Opened	1,454	(57%)
Clicks	150	(10%)



Stark County District Library



**Meet Bestselling Mystery Author Linda Castillo**  
July 13 | Perry Sippo and Lake Branches

New York Times bestselling author Linda Castillo will discuss and sign her newest book *Down a Dark Road* - an Amish mystery thriller set in Holmes County, Ohio. Books will be available for purchase.

[View Linda Castillo Events](#)

3 Example of Linda Castillo event promotion



Stark County District Library



**Pro Football Hall of Fame Kick-Off**  
Friday, August 4th | 2 - 3pm | Main Library  
In Partnership with the Pro Football Hall of Fame

Get in to the Hall of Fame spirit with an afternoon of football fun and activities, along with a reading by Gold Jacket Andre Reed from the Buffalo Bills!

Registration is requested for this free event.

[View Pro Football Hall of Fame Kick-Off](#)

4 Example of Hall Of Fame event promotion



Stark County District Library

**2017 Solar Eclipse**  
Fun Events For All Ages  
July 25 - August 21

Did you know there will be a total solar eclipse on August 21st this year?! It's been 38 years since the last one in the United States, so you won't want to miss it!

Discover what causes this awe-inspiring, rare phenomenon and how to safely view it at our six fun and education events across Stark County.

[View Eclipse Events](#)

**Stay Safe with FREE Solar Eclipse Glasses**  
Did you know that you need special glasses to safely view a solar eclipse? Stop by the library to pick up your free pair of tinted viewing glasses in any...

5 Example of Solar Eclipse event promotion