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| TO: | Member Library Directors |
| FROM: | Josh Cohen |
| DATE: | February 13, 2008 |
| RE: | Newsletter Service |

Background

Providing a regular newsletter to your community is a vital component for increasing your library's visibility in the community. Routine communication with your community is a key element in providing quality library service while also demonstrating your responsiveness and accountability to the public. A newsletter is a great way to promote library services, increase database use and publicize the events that the library is offering to the community. It shows everyone that the library is a dynamic and active place.

However, many libraries – especially small libraries – have struggled to produce a newsletter on a regular basis. As per the recommendation of the MHLS Marketing & Program Advisory Committee, MHLS is offering a quarterly newsletter service to interested member libraries.

Issue

This quarterly newsletter for your patrons will be customized to your library and be delivered to you as an electronic file, a flexible format that will allow you to distribute it through your web site, via email or to make print copies for mailing.

There is an annual fee of \$300 charged for the electronic file / shooting copy. The first edition will be launched in Spring 2008.

The newsletter will be two pages of information that include promotion of library services (online catalog features, databases included in HOME**ACCESS**, etc.), library trends, and search tips. There are two areas of the newsletter for your specific content: information about your upcoming events and/or your digital photos and an optional Directors' Column. There will be specific deadlines for this material to be sent to us in order for it to be included. Printing & distribution are the library's responsibility, or can be contracted through MHLS for an additional charge.

Action

Interested libraries should return the form below by delivery or FAX to 845.454.5940.

Deadline

March 14, 2008

To: Peggy Winn, MHLS
Deadline March 14, 2008

Library name: _____

Yes, our library wants to subscribe to the MHLS Newsletter Service.

Contact person at the library: _____

Email where they can be reached: _____