

## ***PUBLICIZING YOUR PROGRAM***

### *HAPPENINGS*

Using the monthly *Happenings* is the best way to publicize your program. It is mailed to all members of MLA each month, and lists all the upcoming programs and events.

*Happenings* is also used as a universal registration form for all MLA programs in the upcoming months. Members use one form to register for whatever programs they plan to attend, and send the forms and their checks directly to the MLA office. Take full advantage of this registration format by getting your information in as soon as possible.

The essential information needed for *Happenings* is included on the PAF. You may also want to include some additional information, such as a fuller program description, information about meals, assignments, etc. If you include this information on the original form that you submit to PDP your job is finished. If you want to add the information later, keep a copy of the form you submitted to PDP. Then you can send that copy, with the added information, to the MLA office later. If you do this, please check the box stating that the form is a re-submission of *Happenings* and include the new date. Be sure that you get it in by the *Happenings* deadline.

The deadline is the 1<sup>st</sup> of the month before the mailing is sent. For example, October 1 is the deadline for the November issue. This is a firm deadline, so make sure your copy is sent to the MLA office in plenty of time. It's a good idea to get your information in as soon as you have all the details – about 3-4 months prior to your program.

The Conference Committee coordinates publicity for the annual conference program. It is usually not necessary to publicize conference programs individually in *Happenings*.

When you are planning your program finances, budget \$25.00 for the *Happenings* mailing. It will be charged to your division/interest group program budget.

### THE *CRAB*

The *Crab* is the quarterly newsletter of the Maryland Library Association. It is mailed to all members. An article or press release in the *Crab* is an excellent way to publicize your programs.

*Crab* deadlines for the fiscal year will be distributed by the *Crab* Co-Editors.

The long lead time required for the *Crab* means that you may not be able to use it to publicize your program if you don't have all the planning elements in place by the deadline. Yet another reason to plan as far ahead as possible.

MLA WEBSITE ([www.mdlib.org](http://www.mdlib.org))

The *Happenings* online is updated monthly and includes information on programs. There are links to the division/interest group pages and registration is available online.

All MLA programs and events are listed in the Maryland Library Events Calendar found on the MLA Website. The calendar is a multi organizational listing of events and is accessed by the library community statewide. Your programs are listed here as well as in the *Happenings* calendar on the Web upon receipt of the PAF with complete information for the *Happenings*.

#### MARYLIB

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#### OTHER PUBLICITY

Advertise your program in as many sources as you can think of. Consider notifying library systems for their in-house newsletters. "Talk it up" with your own co-workers. If you are co-sponsoring your program, both groups should brainstorm ways to make the program known to the most people.

Each division/interest group can, once a year, send a mailing through the MLA office to their division/interest group members. This is an excellent way to publicize your program, but it should not be the only way. Most division/interest group programs have appeal to MLA members in all divisions/interest groups. Don't limit the scope of potential attendees.