



**How Can We Use This Media Kit? (Everything accessible at <http://nlc.nebraska.gov/grants/InnovationStudios/Communications.aspx>)**

Congratulations on receiving the rotating Library Innovation Studio Makerspace equipment at your library. The *Nebraska Library Innovation Studios: Transforming Rural Communities* project is supported in part by the Nebraska Library Commission, partnering with the University of Nebraska—Lincoln Nebraska Innovation Studio, Nebraska Extension, and Regional Library Systems. The project is funded through a National Leadership Grant awarded by the Institute of Museum and Library Services (IMLS).

The Nebraska Library Commission put together this media kit to help you tell the “story” of how the Library Innovation Studio can be used to help community residents explore, collaborate, create, learn, and invent. The most important components of this message are:

- this equipment is available for everyone to use,
- training sessions and workshops will be held at the library for residents of all ages who would like to learn how to use the equipment in a hands-on learning environment,
- the Makerspace is expected to go beyond stimulating individual creativity and innovation to the exchange of ideas that facilitates entrepreneurship and local economic/community development,
- the community is invited to help plan for a permanent Makerspace and serve on the local Community Action Team and/or Training Team, and
- the use of this equipment and the training are free of charge (with the exception of consumables).

One way to get this message out to your library customers and potential customers is to have stories printed in the local newspapers and broadcast on area radio and TV stations. The Nebraska Library Commission has developed this media kit to provide some assistance in that effort. Tools and examples assembled here are intended as guidance. Feel free to change or adapt them in ways that make sense for your library and your community. Some of this information was originally developed by the Bill & Melinda Gates Foundation and published online in the *Staying Connected Toolkit*, and some was modified from the *Media Training Guide for Smart Investing@Your Library® Project Leaders*, a partnership between American Library Association and FINRA Investor Education Foundation.

Communication planning is essential to ensure that you make the best use of your time and reach your target audiences. In addition to planning traditional communication about the equipment and training, your communication plan should include holding special events such as Open Houses, Launch Events, Library Learning Activities, Outreach Visits, and Maker Showcases to attract customers and demonstrate the equipment. Communication efforts should also focus on recruiting volunteers to assist in planning for the makerspace, serving on the Community Action Team and Training Team, building Word-of-Mouth marketing, maintaining the equipment, and providing training. Be sure to use the Forum ([libinnovationstudio.slack.com](https://libinnovationstudio.slack.com)) to share your communication successes and to learn together.

## CONTACT INFORMATION

JoAnn McManus, Library Innovation Studios Project Manager, Nebraska Library Commission, 1200 N Street, Suite 120, Lincoln, NE 68508-2023, 402-471-4870, 800-307-2665, [joann.mcmanus@nebraska.gov](mailto:joann.mcmanus@nebraska.gov)

*This project was made possible in part by the Institute of Museum and Library Services [grant #LG-95-17-0046-17].*

