

Survivor Tree Seedling Planted in Bethany

Congratulations to **Daniel Fields**, BE librarian, for putting together a program that was so successful, he managed a publicity quadruple whammy. The program was the planting of an elm seedling from the Survivor Tree by library customers. It took place on Saturday, May 17, 2008.

The Survivor Tree is an American elm that grows on the grounds of the Oklahoma City National Memorial. The tree is a gift to the library from Rahe Oldham who has made it his mission to gather seed and nurture offspring of this notable tree.

The whammies came when two television stations and two newspapers covered the event.

"We had Channel 25 and Channel 5 come out," Daniel said. "*The Oklahoman* sent a photographer and *The Bethany Tribune* ran the news release on the Thursday prior to the event.

"I saw the spot on channel 5. They wanted to talk to a parent and they picked my wife since our son was helping with the planting. She appeared on camera along with some scenes of the planting. This ran twice on the early Saturday evening news.

"Channel 25 also ran a story on their 9 pm newscast. One of our former pages at Bethany works for Channel 25 and he told me he edited the piece on the tree planting."

When Marketing sends out press releases, we have no control over whether or not the information will be publicized by the media, but Daniel has proven that if the program is strong enough, the media will pay attention.

