

X-Change Minutes
May 16, 2005
Downtown Library

Attendance: Ernestine Clark, Geri Price, Priscilla Doss, Debbie Robertus, Stacy Schrank, Kay Bauman, Pauline Rodriguez, Jeanne Devlin, Randy Wayland, Ann Aliotta, Denyveta Davis, Ric Rea, Lloyd Lovely, Janet Brooks, Barbara Beasley, Lori Kane, Karen Marriott, Donna Morris, Karen Bays, Phil Tolbert, Debra Spindle, Todd Olberding, Rosemary Czarski, Mary Patton, Jim Welch

Welcome and Announcements - Donna Morris

She reported that she has been busy answering questions from the media/press about library access policies. The Public Services Committee took no action at its last meeting; therefore it will go as a report to the Commission meeting which will take place on Thursday, May 19th. Donna stated that television and other forms of media have been providing balanced coverage. For those concerned about reduction of state aid (ODL), it will have no impact on our funds. We currently get about \$350,000 from state aid, which is close to just 2%.

Donna had a question/answer session with supervisors. Department staff would like to be kept in the loop regarding any important news releases/articles that pertain to library issues. Possibly having articles e-mailed and/or placed on the Intranet would be beneficial to all staff.

Open Discussion – Kay Bauman

Kay announced that in the 2005-06 budget, there will be a new position, Building Manager. This position will be supported by a half-time technology assistant. It has not been decided who these positions will be reporting to. The job description is currently being worked on.

Training Presentation – Stacy Schrank

Stacy introduced two members of the National Alliance for the Mentally Ill who presented, “In Our Own Voice.”

Summer Reading Publicity – Jeanne Devlin

Jeanne handed out a three-month media plan for this year’s summer reading event. Marketing will be promoting summer reading with banners individually tailored to each library, calendars, t-shirts, ads, post-it notes on the Sunday Oklahoman, etc. Radio spots will be teen-oriented. The television spots, for the children’s summer reading program, will run on various Cox Cable channels, including its BET channel, and the Hispanic channel, Telemundo. Jeanne then ran the spot that will be shown on television for this year’s summer at the library.

The next X-Change meeting will be on
Monday, August 15, 2005 at the Belle Isle Library
from 2:00 – 4:30.



Rev: 5/16/05

NA = not applicable
X = running

METROPOLITAN LIBRARY SYSTEM

2005 Summer at the Library Media Plan

MAY 2005

MEDIUM	RUN DATE	MAY 1-8	MAY 9-15	MAY 16-22	MAY 23-29	MAY 30-JUN 5
Banner (Outside) 17 Libraries (DN's interior?)	May 30 - July 30	NA	NA	NA	NA	X
Calendar of Events (MLS) June Calendar July Calendar	mid-May, June, July May 21 - June 20 June 21 - July 20	NA	NA	X X NA	X X NA	X X NA
Metro Library Magazine (Summer)	July 11 - Sept. 20	NA	NA	NA	NA	NA
Newspaper <i>Metro Family</i> <i>Oklahoma Gazette</i> <i>Sunday Oklahoman (Post-It / Front Cover)</i> 2 Zones / Subs, Newstands, Early Ed. Newstds	May, June, July May 1-31, June 1-30 May 25-31, June 1-7, July May 28-29	X X NA NA	X X NA NA	X X NA NA	X X X X	X X X X
Radio (Teen) KMGL / KOMA / WILD Promo Ads Purchased Ads	mid-May, June, e-July TBD TBD TBD	NA	NA	X X X X	X X X X	NA
Television (Cable) Cox Cable Promo Ads (500 spots) Purchased Ads (3 mill impressions) Telemundo (Spanish)	mid-May, June, e-July mid-May - e-July mid-May - e-July mid-May - e-July June	NA	NA	X X X X NA	X X X X NA	X NA X X X

*AD Executive out til next week; will finalize then. ** Can't go to press til July 1 (new fiscal year); printer gets 7 biz days.



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JUNE 2005

MEDIUM	RUN DATE	JUN 1-5	JUN 6-12	JUN 13-19	JUN 20-26	JUN 27-JUL 3
Banner (Outside) 17 Libraries (DN's interior)	May 30 - July 31	X	X	X	X	X
Calendar of Events (MLS)	mid-May, June, July	X	X	X	X	X
June Calendar	May 21 - June 20	X	X	X	NA	NA
July Calendar	June 21 - July 20	NA	NA	NA	X	X
Metro Library Magazine (Summer)	July 11 - Sept. 20	NA	NA	NA	NA	NA
Newspaper	May, June, July	X	X	X	X	X
Metro Family (monthly)	May 1-31, June 1-30, July 1-31	X	X	X	X	X
Oklahoma Gazette (weekly)	May 25-31, June 1-7, July 6-12	X	X	NA	NA	NA
Sunday Oklahoman (Post-It / Sun Front Cover)	May 28-29	NA	NA	NA	NA	NA
2 Zones / Subs, Newstds, Early Ed Newstds						
Radio (Teen)	mid-May, June, e-July	X	X	X	X	NA
WILD / KMGL / KOMA*	TBD	X	X	X	X	NA
Promo Ads	TBD	X	X	X	X	NA
Purchased Ads	TBD	X	X	X	X	NA
Television (Cable)	mid-May, June, e-July	X	X	X	X	X
Cox Cable	mid-May - e-July	X	NA	X	NA	NA
Promo Ads (500)	mid-May - e-July	X	X	X	X	NA
Purchased Ads (3 mil impressions)	mid-May - e-July	X	NA	X	NA	NA
Telemundo (Spanish)	June	X	X	X	X	X

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JULY 2005

MEDIUM	RUN DATE	JUL 1-3	JUL 4-10	JUL 11-17	JUL 18-24	JUL 25-31
Banner (Outside) 17 Libraries (DN's interior)	May 30 - July 31	X	X	X	X	X
Calendar of Events (MLS)	mid-May, June, July	X	X	X	X	NA
June Calendar	May 21 - June 20	NA	NA	NA	NA	NA
July Calendar	June 21 - July 20	X	X	X	X	NA
Metro Library Magazine (Summer)	July 11 - on	NA	NA	X	X	X
Newspaper	May, June, July	X	X	X	X	X
Metro Family (monthly)	May 1-31, June 1-30, July 1-31	X	X	X	X	X
Oklahoma Gazette (weekly)	May 25, Jun 1, Jul 6-12, Jul 13-19	NA	X	X	X	NA
Sunday Oklahoman (Post-It / Sun Front Cover)	May 28-29	NA	NA	NA	NA	NA
Radio (Teen)	mid-May, June, e-July	NA	X	NA	NA	NA
WILD / KMGL / KOMA*	TBD	NA	X	NA	NA	NA
Promo Ads	TBD	NA	X	NA	NA	NA
Purchased Ads	TBD	NA	X	NA	NA	NA
Television (Cable)	mid-May, June, e-July	NA	X	NA	NA	NA
Cox Cable	mid-May - e-July	NA	X	NA	NA	NA
Promo Ads (500)	mid-May - e-July	NA	X	NA	NA	NA
Purchased Ads (3 mil impressions)	mid-May - e-July	NA	X	NA	NA	NA
Telemundo (Spanish)	June	X	X	NA	NA	NA

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