



A GUIDE TO

Public Information Services

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View prairielakes.info for the most
up to date list of services.

Main Office

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Waterford, WI 53185
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Satellite Office

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Public Relations

As an organization committed to serving the community, public relations may already be your specialty.

PLLS can provide information on many aspects of public relations and can directly assist with several.

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

Public Relations Society of America

Common Requests

- Press releases
- Marketing communications
- Media relations
- Social media

Limitations

At this time, PLLS is unable to assist with:

- Crisis communications planning
- Internal communications planning
- Donor relations communications
- Content creation
- Library event planning
- Multimedia
- Reputation management
- Speech writing & presentations



Website Services

Think about your website as your 24/7 digital branch. Does the awesome patron experience you've worked hard to create in your building extend to your website? If not, it's time for an upgrade – PLLS may be able to help.

Website Development, Hosting, & Staff Training

Website design and rebuild services are available subject to system capacity and/or grant funds. PLLS constructs sites on the WordPress platform, hosts sites locally, and performs weekly backups. Upon the completion of a rebuild by PLLS, library staff will be trained on how to update and maintain their new website.

PLLS will empower each library, whose site the system builds and hosts, to add content, perform routine updates, and other functions as desired by the library.

Complimentary & Billable Web Services

The system recognizes each library's capacity to maintain its website varies from organization to organization. With this in mind, each library will begin the calendar year with eight hours of dedicated website assistance from PLLS' staff. Hours will not carry over from one year to the next. Work in excess of eight-hour allowance will be billed at the current PLLS Local IT Rate (\$45 per hour as of 2/16/2022).

Examples of ways to expend web allowances:

- Adding/uploading content
- Additional library staff training
- Creating site-specific web content
- Altering the site's infrastructure (+/- a page, menu changes)
- Minor site refreshments
- Assistance subscribing to general site analytic reports for annual reporting

Limitations

PLLS is unable to offer members specialized web programming, app development, search engine optimization (SEO), other specialty web services, or to support third-party websites (those constructed or hosted by non-PLLS entities). For information, see our Tech Policies.



Introduction

Prairie Lakes Library System provides design and marketing services to help member libraries build brands, promote services, and gain community support.

Graphic Design

Graphic design is not just an art, it's a visual communication strategy to engage an audience and convey information.

Together, we will develop outstanding pieces showcasing concise text, supporting images, and thoughtful design to express your message and brand.

Common Requests

- Program guides
- Posters
- Rack cards
- Advertisements
- Brochures
- Bookmarks
- Reading trackers
- Social media posts
- Web graphics (*See Website Services*)
- SHARE catalog banners & email graphics

The Process

1. Submit a request using this Google Form: <https://forms.gle/kFUXccuLXsrCsZkG8>.
2. We'll follow up for more details or get to work on the request.
3. We'll send you a draft. You review and proof the draft. Then email us your feedback and revisions, or final approval. If revisions are requested, repeat steps 2-3.
4. After you give us final approval, we output the project according to your specifications - final files, prints, etc.



Marketing

Marketing is all about communicating your value in order to exchange your services for the patrons' benefit.

PLLS' Public Information Coordinator is available to help members with a variety of marketing-related issues from guiding the development of a marketing plan to planning a multi-platform campaign. The coordinator can help members decide on the right marketing mix for their project.

"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

American Marketing Association



Marketing Mix – The 4 Ps

- 1. Product:** What are we offering—ideas, goods, services, or a combination?
- 2. Price:** What's it going to cost someone to engage—must have a library card, free to anyone, by donation, fee or fine (or the possibility of these), time, travel, etc.
- 3. Place (or distribution):** Where can they get what we're "selling"—online, in the building, at a community partner, in a display, curbside, in the mail, etc.
- 4. Promotion:** What tactics are we going to use to get people to do what we're asking? Flyers, emails, banners, direct mail, catalog graphic, social media, etc.

Marketing Services Offered

- Marketing plan help
- Style guide & template assistance
- Press release writing
- Social media strategy help
- Email newsletter initial setup assistance
- Graphic & web design (*See Website Services*)

Printing

High-quality printed materials make a lasting impression in today's digital-heavy world.

PLLS is able to print some projects in-house and is experienced with working with outside vendors.

In-house Capabilities

No-Cost Printing & Products

- White copy paper (20 lb) 8.5x11 (letter), 8.5x14 (legal), and 11x17 (ledger/tabloid)
- White card stock (65 lb) 8.5x11 (letter), 8.5x14 (legal), and 11x17 (ledger/tabloid)
- A limited supply of 8.5x11 colored paper remnants is available while supplies last

At Your Cost

- Specialty paper 8.5x11 (letter), 8.5x14 (legal), and 11x17 (ledger/tabloid)
Purchase the paper of your choice and route it to the Milton office. Please check with PLLS prior to purchasing unusual paper to confirm the printer can handle it.

Third-party Capabilities

At Your Cost

PLLS can create artwork to any vendor's specifications. We can provide these files to you or coordinate directly with vendor on your behalf.

Printing & Products

- Large format printing
- Large quantity
- Specialty paper or swag
- Spot colors, foils, & varnishes
- Engraving, embossing

Bindery Options

- Collate, laminate, fold
- Cut, die cut, perforate, punch
- Bind: spiral, stitch, pad, staple

Common Folds

