



# Federal Depository Library Program Promotion Plan

April 2002

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## **Purpose**

The purpose of the Federal Depository Library Program (FDLP) is to provide the public with free permanent access to Federal publications of public interest and educational value, regardless of format, in a timely manner. This is achieved through the operation of a network of geographically dispersed libraries that contain collections of Federal publications and provide services to assist the public in using this material; through the provision of cataloging and locator services; and through the FDLP Electronic Collection.

## **Background**

Established by Congress in 1813, the FDLP is often referred to as "America's first freedom of information program." The FDLP is based on the principle that citizens should have free, unimpeded, local access to official information produced by their Government.

The public's right to know is ensured by Federal depository libraries as they provide access to and assistance with Government information products in an impartial environment. Depository libraries include academic libraries, public libraries, academic law libraries and community college libraries, as well as state, court and federal libraries. By design, they are located in nearly every congressional district throughout the U.S. and its territories.

Technological innovations and changing Federal agency publishing practices have created a new online Government information environment. This environment has enlarged the user community beyond the walls of the libraries in the FDLP. Coinciding with these changes, Congress has mandated that Library Programs Service (LPS) provide information online, maintain locator services and transform the FDLP into an electronic FDLP (e-FDLP).

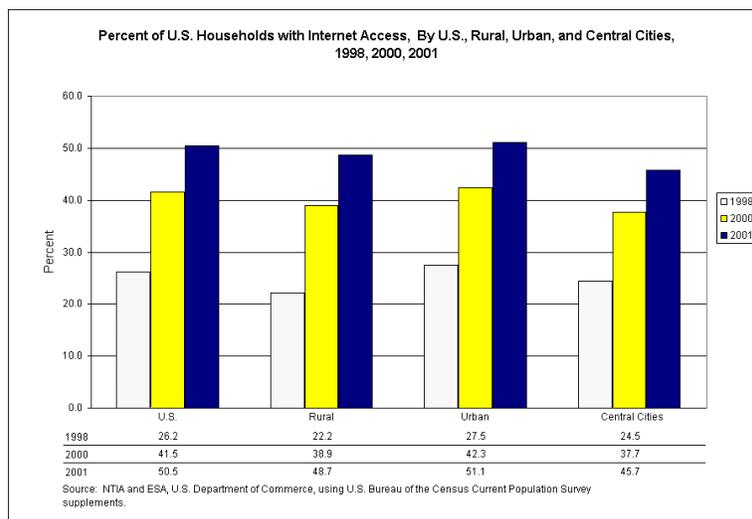
Today the increased availability of U.S. Government information via the Internet, and a consequent reduction in the number of print publications distributed by the FDLP, poses new challenges for the program. In this environment, it is crucial to the future of the FDLP that both the library community and the public at large understand and appreciate its value as an information resource and point of service for everyone.

## Competitive Environment

The Internet and the World Wide Web are sometimes viewed as the major competition to Federal depository libraries. As the Web increases in size and more Government information is available online and with the increase in Internet use and Internet users, depository librarians are facing new challenges to reach remote patrons and potential library users.

### Internet Use:

- Internet use in the U.S. is growing at a rate of 2 million new users per month<sup>1</sup>
- 72.3% of Americans went online in 2001, an increase from 66.9% in 2000<sup>2</sup>
- Use of Internet has spread from work to home<sup>3</sup>
- More than half of all U.S. Households have Internet access<sup>4</sup>
- Primary reason for people beginning to use Internet is to find information quickly<sup>5</sup>
- Use of Government sites is increasing<sup>6</sup>
- Internet important tool for everyday life<sup>7</sup>
- Trend for users to favor direct navigation and bookmarks (site branding)<sup>8</sup>



### Internet/WWW Growth:

- 147,344,723 hosts in January 2002 compared with 29,670,000 in January 1998 and 72,398,092 in January 2000<sup>9</sup>
- Google indexes 3 billion Web pages (December 2001)<sup>10</sup>
- Public Web estimated at 3.1 million sites (June 2001)<sup>11</sup>
- Documents on the Web doubled in last 18 months to over 3 billion<sup>12</sup>
- Traffic on the US backbone more than doubled between January 2001 and January 2002 (55+ petabytes/month)<sup>13</sup>

### Unique Benefits of Federal Depository Libraries:

In reality, librarians do not view the Internet as competition. Rather, they have embraced the Internet and use it as a tool to enhance access to resources and services. While

maintaining traditional collections and services, the Internet has added to the benefits of using a Federal depository library:

- Expertise of a Government information librarian
- Free online access to find Federal Government information
- Instruction and assistance with using online and traditional library resources
- Help with using computers and other equipment to find information
- Access to selected fee-based Government Web sites

## **Assumptions**

In developing a marketing and promotion plan for the FDLP, the following assumptions have been used:

- In the fast changing Government publishing environment, the FDLP continues to be a valuable information dissemination program.
- There will be a continued shift to a more electronic FDLP, as documented in "Report To The Congress, A Study To Identify Measures Necessary For A Successful Transition To A More Electronic Federal Depository Library Program", 1996 and "Managing The FDLP Electronic Collection: A Policy and Planning Document", 1998.
- The Government Printing Office, the Superintendent of Documents and the FDLP will continue to function under the same budgetary pressures that have been prevalent during the past five years. Staff should not anticipate increased budget for marketing and promotion.
- GPO will encourage depository librarians to play a more active role in promoting their libraries and how they meet the needs of their local community.
- As libraries undergo change, so too will the responsibilities of depository coordinators and the nature of depository libraries and collections.
- The traditional depository eagle logo will continue to be used on all promotional materials.

## **Goal**

The goal of this plan is to increase public awareness of the unique contributions and benefits of Federal depository libraries, particularly in a period of increased availability of Government information online. Target audiences include the general public, business, government, and the library community (librarians, library directors and administrators, trustees).

## Objectives

- Develop a promotional campaign theme to reach the program's many constituencies.
- Develop and distribute a variety of promotional materials, including:
  - Broadcast Public Service Announcements (PSAs) and radio scripts
  - Print PSAs
  - Internet PSAs
  - Print and electronic news releases
  - Interactive map of the United States to help the public locate the depository library closest to them
- Promote the FDLP through active participation in library and other professional associations by:
  - Making presentations at meetings and workshops
  - Writing articles for library publications and Web sites
  - Exhibiting at conferences
- Promote the active involvement of depository librarians to foster awareness of their collections and the services they provide in their communities

## Implementation Strategies

The theme of this campaign is *U.S. Government Information – Make the Connection at a Federal Depository Library*. The focus will be on free access to the public, the quantity and variety of Government information available in print and electronic formats in depository libraries and the services provided by depository librarians in finding this information. Artwork developed to convey this theme will be used in all illustrated promotional pieces.

The following will be used to disseminate the campaign's message:

- Develop print public service announcements (PSAs) based on the campaign for use in newspapers and magazines. These PSAs can include space for the name and address of a local depository library.
- Air broadcast PSAs, including radio scripts
- Distribute advertorials and feature stories distributed via the Internet, fax broadcast, and in print to media outlets nationwide through one or more media distribution services
- Encourage major media outlets to do their own feature articles with the following topic angles:

- Permanent public access to Federal government information in electronic formats
- Transition of Federal depository libraries from traditional repositories of government documents to Internet information centers
- Virtual depository collections
- Revise existing promotional materials and develop collateral materials featuring the new promotional theme to promote the FDLP, for use by depository librarians, including:
  - Bookmarks
  - Brochures
  - News releases
  - Posters
  - Reproducible PSA art and copy
  - Screen saver/power saver
  - Mouse pad
- Add promotional pieces for *GPO Access* to the list of materials distributed to depository librarians
- Foster the use of all of these materials through marketing programs at biannual Depository Council meetings and the annual Interagency Depository Seminar
- Purchase a new portable display unit featuring the promotional theme for the FDLP to use at conferences and meetings nationwide
- Provide copies of these materials to GPO bookstores and congressional offices

## **Evaluation and Review**

Results of promotional efforts will be reviewed biannually and the promotion plan revised accordingly.

## **Schedule of Implementation**

Internal approval by the Director, Library Programs Service and the Superintendent of Documents should occur in early April 2002. The plan will then be finalized and presented to members of the Depository Library Council at the Council's meeting in Mobile, Alabama, April 21-24, 2002. Meanwhile, work will proceed on the development of copy and artwork for promotional pieces.

## End Notes

<sup>1</sup>Commerce Dept. National Telecommunications & Information Administration, *A Nation Online: How Americans Are Expanding Their Use of the Internet*, Executive Summary, February 2002 <<http://www.ntia.doc.gov/ntiahome/dn/index.html>> (March 6, 2002).

<sup>2</sup>UCLA. Center for Communication Policy, *The UCLA Internet Report 2001 -- "Surveying the Digital Future,"* p. 17, November 2001 <<http://www.ccp.ucla.edu/pdf/UCLA-Internet-Report-2001.pdf>> (March 6, 2002).

<sup>3</sup>Commerce Dept. National Telecommunications & Information Administration, *A Nation Online: How Americans Are Expanding Their Use of the Internet*, Executive Summary, February 2002 <<http://www.ntia.doc.gov/ntiahome/dn/index.html>> (March 6, 2002).

<sup>4</sup>Ibid.

<sup>5</sup>UCLA. Center for Communication Policy, *The UCLA Internet Report 2001 -- "Surveying the Digital Future,"* p. 19, November 2001 <<http://www.ccp.ucla.edu/pdf/UCLA-Internet-Report-2001.pdf>> (March 6, 2002).

<sup>6</sup>Horrigan, John B. and Lee Rainie, *Getting Serious Online: As Americans Gain Experience, They Use the Web More at Work, Write Emails with More Significant Content, Perform More Online Transactions, and Pursue More Serious Activities,* p.17, March 3, 2002 <<http://www.pewinternet.org/reports/toc.asp?Report=55>> [Report of the Pew Internet & American Life Project] (March 6, 2002).

<sup>7</sup>Ibid., p. 2.

<sup>8</sup>StatMarket, "Branding on the Web Takes Hold as Web "Surfing" Steadily Declines, According to WebSideStory's StatMarket," *StatMarket: Featured Statistic*, February 13, 2002, <[http://statmarket.com/cgi-bin/sm.cgi?sm&feature&week\\_stat](http://statmarket.com/cgi-bin/sm.cgi?sm&feature&week_stat)> (March 6, 2002).

<sup>9</sup>Internet Software Consortium, " Number of Hosts advertised in the DNS," *Internet Domain Survey, January 2002,* <<http://www.isc.org/ds/WWW-200201/index.html>> *Internet Domain Survey, January 2000,* <<http://www.isc.org/ds/WWW-200001/index.html>> *Internet Domain Survey, January 1998,* <<http://www.isc.org/ds/WWW-9801/index.html>> (March 6, 2002). Hosts are defined as IP addresses with an assigned name.

<sup>10</sup>Google, Inc., "Google Offers Immediate Access to 3 Billion Web Documents," *Google Press Release*, December 11, 2001, <<http://www.google.com/press/pressrel/3billion.html>> (March 6, 2002).

<sup>11</sup>OCLC, Inc., "OCLC researchers find slowdown in web growth," *New Release*, October 4, 2001, <<http://www.oclc.org/oclc/press/20011004a.shtm>> (March 6, 2002).

<sup>12</sup>Marsan, Carolyn Duffy, "Is the Internet shrinking? Nonsense!" *Network World Fusion*, January 28, 2002, <<http://www.nwfusion.com/news/2002/0128notshrinking.html>> (March 6, 2002).

<sup>13</sup>Ibid.