

Federal Depository Library Program Promotion Plan

Executive Summary

April 2002

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. The FDLP is based on the principle that citizens should have free, unimpeded, local access to official information produced by their Government.

Technological innovations and changing Federal agency publishing practices have created a new online Government information environment. 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.

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, etc.). The objectives include:

- Development of a promotional campaign theme to reach the program's many constituencies
- Development and distribution of a variety of promotional materials
- Promotion of the FDLP through active participation in library associations
- Promotion of the active involvement of depository librarians to foster awareness of their collections and the services they provide in their communities

The theme of this campaign will be ***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. The campaign will use print and broadcast public service announcements, news releases and feature articles, and a variety of promotional materials to publicize the campaign. Depository librarians, GPO bookstores and congressional offices will also use the promotional materials. The results of promotional efforts will be reviewed biannually and the promotion plan revised accordingly.