

**Pierce County Library FYI Packet**  
**Link List**  
**July 8, 2015**

**Pierce County Library in the News**

- [Library card contest comes full circle for Puyallup teen](#) (The Puyallup Herald)
- [Pierce County Library Summer Reading](#) (Sounds Fun Mom) (Sponsored post)
- [Our Own Expressions](#) (Courier-Herald - See attached PDFs)
- [What Does Communications Do For The Library?](#) (Internal communications document - See attached PDF)

**Other Libraries**

- [Tacoma Public Library exhibits gives imperfect image of city](#) (The News Tribune)

**What's Happening**

- [New standards to be set for high school computer science training](#) (The News Tribune)
- [West Pierce Fire & Rescue to put levy request on Aug. 4 ballot](#) (The Suburban Times)
- [RallyPoint/6 connects veterans with education, opportunity](#) (The Suburban Times)

# Our own expressions from the Pierce County Library art and writing contest

**Katlyn Daniels**, Bonney Lake High School sophomore, placed second in the 9th and 10th grade art category with her colored pencil drawing, "Savannah Rose."

**Katherine Hunter**, A Glacier Middle School eighth grader, placed first in the 7th and 8th grade art category with her piece, "Your Bones."

**Katie Lasko**, Bonney Lake High School senior, placed first in the 11th and 12th grade art category for her colored pencil drawing, "Oh Honey."

If you placed in the Our Own Expressions competition and would like to submit your work to the Courier Herald, contact Ray Still at [rstill@courierherald.com](mailto:rstill@courierherald.com)

The Courier-Herald  
May 6<sup>th</sup>, 2015



The Courier-Herald  
May 6, 2015



## Our Own Expressions

**Claire DeFrancesco** placed first in the 9th and 10th grade art category for her pastel painting, "Landscape of my Soul." Claire is a sophomore at Bonney Lake High School. More than 672 pieces of art and writing were submitted for the contest, and will be available to see at 7 p.m. on May 27 at Pacific Lutheran University's Lagerquist Concert Hall. More artwork from area students who placed in the Pierce County Library Our Own Expressions writing and art contest on page 20.



# WHAT DOES COMMUNICATIONS DO FOR THE LIBRARY?

The Communications Department increases public awareness and library use by positioning Pierce County Library System to be the community's choice. Last year, Communications processed more than 1,000 graphics and writing projects for the library's 20 branches (typically 700 projects per year).

## MARKETING

Pierce County Reads  
Science to Go  
Scout  
Summer Reading - all ages  
Library logo wear  
Fairs/festivals  
Video/photography/photo archives

## ADVERTISING

Email marketing  
Newspaper ads  
Electronic ads  
Blog & media sites

## MEDIA RELATIONS

News releases/news coverage  
Event calendars

## GRAPHIC DESIGN FOR PRINT

Flyers/posters  
Brochures  
Bookmarks & booklists  
Newsletters  
Labels & forms  
Signs  
Letterhead & envelopes  
Business cards  
Displays  
Vehicle wraps  
Large format printing

## GRAPHIC DESIGN FOR WEB

Website ads  
StaffWeb images  
Social media  
Blog & media sites

## SIGNAGE

Interior wayfinding signs  
Exterior illuminated signs  
Named-area specialty signs  
Vinyl letters

## PRINTING

Offset and digital color printing  
Store inventory and delivery  
Cutting, folding, stapling

## WRITING SERVICES

Flyers/posters  
Brochures  
Newsletters  
Speeches  
Reports  
Foundation materials  
Web content  
Marketing campaigns

## SOCIAL MEDIA

Facebook  
Twitter  
YouTube

## COMMUNITY RELATIONS

Library vision and mission  
Communications plans  
Leadership communications  
Library Legislative Day

## INTERNAL COMMUNICATION

StaffWeb  
Staff email  
Staff surveys  
Employee engagement  
(in conjunction with Staff Experience)

## WHO DOES WHAT?

### Linda Farmer - Director of Communications

- Manages department
- Conducts and oversees internal and external communications for Library
- Develops and implements communications plans
- Conducts market research, media relations, and community relations

### Carol Sheehan - Graphic Production Supervisor

- Directs the production of the Library's design, print and sign projects.
- Supervises graphic designer(s) and print technician.
- Produces and installs system signage.
- Performs graphic design work.

### Vacant - Content Writer

- Researches, edits, writes and proofreads content for online and print communications.
- Writes text for flyers, brochures, news releases, listserv messages and Web.
- Posts content to websites and calendar events to news media.

### Cassie Creley - Communications Specialist

- Proofreads and writes copy
- Coordinates distribution of new materials, especially for campaigns
- Places advertisements and records media coverage
- Manages display checkout via Outlook
- Department administrative tasks

### Troy Turnley - Print Technician

- Operates printing presses, high speed digital press, and bindery equipment which print most Library materials
- Distributes printed/copied and store items to staff
- Performs cutting, folding, and other bindery
- Maintains and repairs equipment

### Lisa Knutsen - Graphic Designer

- Performs graphic design work
- Assists with design for Web
- Organizes and maintains Library photo catalog

### Sandy Bauslaugh - Office Assistant, Volunteer Services

- Processes volunteer applications
- Tracks volunteer hours  
(Position moving to Customer Experience - July 2015)