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MARKETING Treasures

Ideas and Insights into Promoting Library & Information Services

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Videos Enhance Library Training Programs

Training should be an ongoing activity in your information center. Not only does training improve skills, it also renews commitment. With each training session, staff members renew their commitment to learning and growth. When the information center provides training, it renews its commitment both to improve as an organization and to encourage staff empowerment.

Outside training includes classes, seminars, and workshops. In-house training extends to talks from experts within the organization, group discussions and exercises, and the distribution and study of pertinent books and articles. In addition to these methods, a host of videotapes is now available for purchase or rental by managers to use in their own training, and to present to staff as part of an in-house training program.

In this article, we examine the use of videotapes in library training programs. We survey the different kinds of videotapes available, review video training approaches, and briefly describe eleven of the videotapes we've recently previewed.

Although upgrading library skills plays an important role in your training program, we will focus on videos that address marketing skills and issues. You'll find the addresses and phone numbers of videotape suppliers at the end of this article.

“When the information center provides training, it renews its commitment both to improve as an organization and to support staff empowerment.”

“A video’s style will influence your decision about its appropriateness for your staff. Some are polished, while others seem nearly homemade.”

Everything You Ever Wanted to Know: On Video

The selection of videos is vast. From “Better Business Writing” to “Self-Assertion for Women,” you can find a video to meet any need. The videos most useful for in-house library training fall into two main categories. The first, focuses on teaching a specific skill, or communicating a particular marketing concept. The second category presents a general vision of a marketing issue, and shows how to introduce it into workplace routines.

Both types of videos have their place in a library training program. When you think of training, you're probably thinking about the first type—videos that have something to teach. These videos make their point, illustrate it, analyze it, and review it. The second type of video trains not by teaching a skill or concept, but by making the case that a certain attitude is necessary, helpful, and beneficial. These videos come in handy when you are making fundamental changes in library procedures that need to be understood and supported by your staff. When you use the more general video, you might show it several times: once when you initiate the change, and a second time when resistance to the change develops. A third screening might work once the change is securely implemented, as a reminder of the philosophy behind the change, and to help staff absorb further alternatives for performing their work in this new manner.

A video's style will influence your decision about its appropriateness for your staff. Some

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Pearls of Wisdom

Impressive under pressure? Here's a unique way to let clients know: Take a size large 100% cotton t-shirt and compress it into a package about the size of two audio cassettes (2.5" x 4" x 1.5"). Once opened, the shirt (perhaps a touch on the wrinkled side) requires just a washing to return to its original state. 3 Strikes Custom Design compresses t-shirts under 30 tons of pressure into fascinating little shrink-wrapped bricks. The top and bottom of the package bear your slogan, logo, and promotional material. For a truly impressive t-shirt packed under more pressure than you'll ever want to experience in a normal working day, call 203/359-4559 or fax 203/359-2187.

Shore up customer service by learning when to say "sure." John R. Graham, of Graham Communications, points out the value of this simple word. For example, a client asks you to complete a particularly complex task in a fairly short period of time. When the request is made, you're not at all certain you can fulfill it. Customer service training demands two seemingly contradictory responses: a we-can-do-it attitude, and an understanding of the consequences of overpromising. So how do you tell the client that you need to give the project serious thought before you commit to a challenging deadline, without a projecting a negative attitude that suggests you're not interested? Use the word "sure." Not as in "Sure, we can do it," but as in "Sure, let me make a few calls and I'll give you a definite answer by 2:00." This "sure," while it doesn't commit you, expresses your enthusiasm and desire to help. The rest of the sentence alerts the client to the realities of the situation.

Maximize your desktop publishing capability by learning more about design. Consult the Desktop Design Series published by Ventana Press. Titles include **The Makeover Book**, **Newsletters From The Desktop**, **Looking Good in Print**, and **The Presentation Design Book**. Ventana's books are engagingly written and well laid out for easy reading and reference. Call for a publication catalog: 919/942-0220.

Less than sixty shopping days until the holidays! And you still haven't ordered your greeting cards? Believe it or not, there's still time to get into the holiday spirit. Call today for greeting card catalogs to help you spread joy this winter. Two sources we've discovered: Handshake, and Image Street,

preprinted paper companies. Order two boxes of holiday cards from Image Street and they'll throw in a holiday font cartridge, free of charge. Call Handshake: 800/634-2134 and Image Street: 800/462-4378.

And speaking of Image Street...if the selection of preprinted papers makes you yawn, a browse through their catalog will wake you up. Their designs are the best and most original we've seen in a long time. Their innovations include an imprinting service, photograph labels, and a preferred customer card that offers bargains for travelers, long distance phone savings, and overnight shipping discounts.

Staging a library display anytime soon? If so, we suggest you use the opportunity to save a few soles. For a promotion item that many will appreciate and few will forget, simply stamp your name, logo, and phone number onto sets of insoles. You'll not only save some soles (and calves and knees) at the display, you'll also be long remembered for your unique and helpful giveaway.

Make your flyers soar! Keep these basic principles in mind when designing flyers: Remember that you have between one and three seconds to get your readers attention. Make sure your visual image matches your message. Include a call to action—your flyer's very **raison d'être**. Use a vertical layout to promote action and alertness. These tips come from the book **Flyers That Work**, by Sophia Tarila. To get your own copy, call First Editions: 602/282-9574. ■

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Annual subscription rate (6 issues) \$54 U.S., \$59 Canada, \$66 Overseas. A subscription includes 3 printed sheets of original library clip art per year. This clip art is also available on 3.5" PC & Mac computer disks as a separate subscription. Newsletter subscriber rate \$24 U.S., clip art on disk only rate \$36. Prepayment required in U.S. dollars to Chris Olson & Associates. MasterCard & Visa accepted.

Back issues and samples are available. Contact our office for latest prices. Additional binders available at \$4.50 each. Promotional copies available for conferences & meetings. Call for details.

Missing issues must be reported within 3 months of issue date. Missing issues requested after this time will be supplied at the regular back-issue rate.

Clip art used in this issue: pages 1, 4, 7. Libraries Through the Seasons, Olson's Library Clip Art, Vol 3, Fall; page 2, ClickArt Incredible 2000 Image Pak; page 6, Marketing Treasures Clip Art, Vol 7, no 2.



Golden Nuggets

Add Value to Library Service with Speed and Efficiency

(This article is reprinted with permission from the September 15, 1994 issue of Corporate Library Update. Written by Susan DiMattia, it offers valuable points and reminders your editors wanted to share with you.)

Review and analyze everything you do before you automate it, an author admonished many years ago, otherwise, after completion of the automation project, you will find yourself able to “accomplish the unnecessary with amazing speed and efficiency.” Although the specifics of the source are long forgotten, the concept has remained. It is an alert to one of the major potential pitfalls facing librarians of all types, but particularly special librarians.

As a group, the majority of special librarians are bright, dedicated, enthusiastic, and eager to serve. The temptation is to do all sorts of interesting things, providing a multitude of what sound like vital, creative services, because we are **ABLE** to do them and because they rise above the sometime tedium of everyday library routine. The key to effective, value-added library service, however, is providing service and information that clients **WANT** and perceive they **NEED**, regardless of what professional instincts tell us they should want.

In time-honored marketing tradition, we can, and must, attempt to sell them a concept of outstanding information service. Over time, each information professional assuredly will make inroads to varying degrees. In the short term, as the old adage says, “You can lead a horse to water, but you can’t make it drink.”

Discouraged? Don’t be. Frazzled by the time constraints of having to do more with less? Time out! Taking time to do some informal listening or more formal opinion gathering may eliminate a time-consuming service or procedure which proves to be of little or no value to the intended audience. The time and resources saved may allow the addition of that creative “brainstorm” project or service you have been itching to try, or may free time to enhance existing services which users indicate are valuable to them.

No ego-involvement allowed here. If users tell you they never had, or no longer have, use for your favorite service or personal in-

novation, dump it and find a new favorite. Survival skills don’t make much allowance for personal feelings. The purse-string holders in an organization want to see evidence of cost-effective library service. The daily users of information want accurate and complete information, packaged to their preference, delivered “just in time.” They enjoy being asked about their needs and preferences, but after expressing their opinions, they expect to see that their opinions have been acted on.

Focus groups; questionnaires; needs assessment projects; evaluation sheets attached to every item, or occasional items, delivered by the library; and informal conversations in the hall or over lunch are all valuable in gathering user and nonuser opinions. Be certain to listen as opinions are expressed. Follow up to clarify those that aren’t crystal clear. Notify individual clients as their proposed changes are implemented. Say thank you to everyone who participates in the process. And just as soon as you finish one round of evaluation of library services, begin planning the next round. User needs and opinions change daily, weekly, monthly, as the demands in their environments shift. Keep up with the pace, but don’t waste your breath accomplishing the unnecessary with amazing speed and efficiency.

Promotion Gems

Research Methods to Gather Customer Information

As Susan DiMattia notes in “Add Value to Library Service with Speed and Efficiency,” learning what customers want enables you to provide the services they value. Library surveys have traditionally given customers a voice, but library managers now find that a combination of “listening posts” works best to obtain a full picture of customer needs and wants. Don’t forget to include the following points when developing your marketing research plan.

Customer compliments present a good starting point for gaining information. Note and record them, but don’t rely on compliments alone to identify successful elements of the library. A “friends of the library” committee provides a more systematic method for track-

“The key to effective, value-added library service, however, is providing service and information that clients WANT and perceive they NEED, regardless of what professional instincts tell us they should want.”

“Library surveys have traditionally given customers a voice, but library managers now find that a combination of ‘listening posts’ works best...”

Inside Treasure

Behind the Scenes of the Marketing Treasures Makeover.

As promised in our last issue, we have given **Marketing Treasures** a complete makeover—from layout to content, we have reviewed all aspects of **Marketing Treasures** with an eye towards the future and an ear toward what our subscribers want. What you have in your hands is the result of our labors. In looking at this “rejuvenated” **Marketing Treasures**, we thought it presented a unique learning opportunity to readers who currently produce or plan to produce a library newsletter. So we share with you how we did it and why.

Content

When I started publishing **Marketing Treasures** eight years ago, marketing and communications was a relatively new topic to most librarians. Most library schools didn't cover the topic in their courses, making seminars and workshops the best place to learn about marketing. The regular column, The Crystal Ball, attempted to list such learning opportunities for our readers. I have noted in our conversations with readers over the years that the need for knowing what and where marketing-related seminars are scheduled has diminished. Couple that observation with the fact that it's difficult to find out about library marketing workshops until it's too late, and I decided that space in **Marketing Treasures** could be put to better use. Beginning with this issue The Crystal Ball is replaced with our new column, “Treasure Tips.” Here you will find quick design pointers—color, typefaces, layout concerns—tips we hope will make things a little easier for your promotion efforts.

Another content change is the length of our articles. The old **Marketing Treasures** layout predetermined the length of columns and articles. There were times when we felt constrained under the layout; when we wanted to write more but the layout wasn't flexible enough; when adding graphics cheated us of editorial space; when adding an extra page for an in-depth article seemed to make the newsletter less inviting. Having an extra page became an important issue. Readers told us that they wanted library-specific articles—law librarians want to read about marketing in law firms, public librarians want articles on public library marketing issues, corporate librarians want... well, you get the picture. Everyone wants a

newsletter tailored to their specific needs. What to do? Well for starters, we needed to add a page to **Marketing Treasures**, and that darn two column layout got in the way.

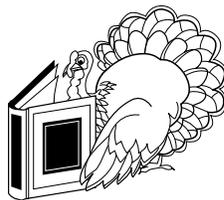
So we started from scratch. Out came the samples, the newsletter design books, our list of what we wanted to see in the new **Marketing Treasures**. After a long gestation period, (which is why this issue is late!) I sat down one afternoon and after ten hours of trial and error, designed the newsletter you have in your hands.

The Grid

First came the foundation grid which dictated the number of columns, margins, and gutters. I decided on a five column grid because it provides flexible white space and enough inside margin to accommodate the three-hole punch without making the body copy look off-center. This grid divides the page into five equal columns.

Putting text into five columns makes for very short line lengths, and since I wasn't willing to use a small typeface, I needed to combine columns to permit longer line lengths so the sentences wouldn't be so chopped up. Because I wanted to use pull quotes (quotations “pulled” from the articles and highlighted) and clip art, I needed to have a column of white space set aside in the layout. Usually an outside or inside column is selected for this purpose, but I had an example of a newsletter that used the middle column for the “white space column.” I liked the concept, so I decided to adopt it.

Now I had a newsletter layout that would be easy to scan. Printing eight pages when we needed to would be easy and readability wouldn't be sacrificed. The layout easily accommodates different article lengths. Except for the column, Pearls of Wisdom, which is still on page two, other articles can vary in length and columns can start anywhere on a page.



What about the nameplate? I didn't want to change the design, but I did want to change the treatment. I couldn't run it on the side because of the three-hole punch. Making it small enough to fit into one corner made the front page look off balance, even with the contents listing on the opposite side. This is a tough

“The old Marketing Treasures layout predetermined the length of columns and articles.”

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design element to work with—the trailing “s” swoop is awkward. I finally settled on putting the nameplate across the page with the contents listing running across the top. You can see how I’ve used the five column grid lines to define the contents listing space. The box in the left-hand grid column makes a convenient spot to highlight an interesting graphic or a special message.

Typefaces

The old **Marketing Treasures** used Times Roman for the body copy and Helvetica for the column heads. Eight years ago this typeface combination was “safe” and there weren’t a lot of typefaces to choose from in the early days of desktop publishing. That was then, and this is now. I wanted a clean, easy-to-read type for the body copy, headlines that were friendly, and pull quotes that added visual interest without fighting with the other two typefaces.

To keep the open look I established with the layout grid, I decided I would use a sans-serif typeface—a typeface that didn’t have little tails off the letters. For readers with an Adobe type spec book handy, I tried Avenir, Frutiger, Formata, Syntax, Popple-Laudatio, and Folio. Each had their pros and cons, too wide, too narrow, too distinctive, too boring. I finally settled on Folio. It has clean lines without being severe, and looked good in both large and small type. It was especially readable in the column widths defined by my layout grid. I refined the type’s kerning (letter closeness) and leading (space between lines) to maximize the amount of text we could print without sacrificing readability.

A friendly typeface for the headlines came easily (something went right the first time!). I had used the typeface, Italia, on other promotion materials and liked its casual serifs. When I tried it with the body copy typeface Folio, it looked good—the two typefaces complement each other. For the pull quotes I selected the italic face of Slimbach with its distinctive, not-overly decorative, open look.

Using these typefaces, I defined and created the stylesheets for each of the different type elements that **Marketing Treasures** contains—column heads, subtitles, article titles, running titles, body copy, continuation statements, pull quotes, contents listings, and masthead.

■
The best reference book for newsletter production is: Newsletters from the Desktop, 2nd edition. Written by Joe Grossman with David Doty. Ventana Press, 1994. \$24.95 ISBN: 1-56604-1333.

Color

Since the beginning **Marketing Treasures** has always been printed on yellow paper with red and black inks. Using the yellow paper was a way to get another color into the newsletter without spending money on another ink color. I selected yellow because it catches the eye and, coupled with the red ink, establishes a strong visual image. And besides, the colors made it easier to find the newsletter in a stack of white papers.

Over the years the use of color in paper and inks has become commonplace. Look at your desk and you’ll see a wide variety of colors—yellow just doesn’t stand out as it once did. The cost of printing color has dropped and the selection of paper color and textures has expanded. Taking this into consideration and the fact that I wanted the new **Marketing Treasures** to project a new, updated image, I decided to change both paper and ink colors.

I have selected a cream color, matte coated paper; it has a smoother finish than the yellow paper, and holds the inks better (inks will not spread permitting a crisp imprint). The cream color will be easier on the eye than yellow too. For ink colors I have softened the black to a dark gray (PMS 433 from the Pantone Matching System) and the red has been taken to the cooler side of the color wheel with Pantone Rubine Red.

It occurred to me that we could change the ink colors of each newsletter so readers can see different color combinations. Changing colors would also facilitate identifying different newsletter issues. The flip side to these benefits is that **Marketing Treasures** risks losing its color identity. My decision is to periodically change the colors to illustrate a color concept, but the new dark gray and rubine red will be our flagship colors.

And there you have it. A complete makeover of **Marketing Treasures**. I’d be interested in knowing what you think. Is the new layout easier to scan? Do you like the expanded pagination? How do you like the new typefaces...the new colors...the new paper? What marketing topics do you want covered in future issues? Let me know what you think. Or if you have questions about how I did something, feel free to ask. ■

Chris Olson

Videos...continued from page 1

are polished, while others seem nearly home-made. Some use humor, others lecture you with a decidedly angry air. Some talk at you, others capitalize on video's opportunities for dramatization. If you worry that a straight lecture video will put your staff to sleep, you'll be pleasantly surprised. The energetic, dynamic speakers in videos by SkillPath and CareerTrack can hold your attention for hours at a time.

Of the videos that use film techniques, the most helpful act out situations twice. Usually they show the wrong way to handle a situation, followed by the right way. A company that carries this off quite well, Video Arts, focuses on humor to make its films more appealing. Another successful producer, Crisp, has excellent actors who make the scenes realistic, and therefore more applicable to real-life situations.

Using the Videos

As we reviewed video tapes for this article, we realized that not all videos and training situations are created equal. Here are some thoughts on how you can integrate videos into your library training programs.

■ Most in-house training follows a viewing-and-discussion format. Videos that don't address interpersonal relations (such as "8 Steps to Better Business Writing") usually don't need follow-up discussions and can be viewed by staff members on an individual basis. If appropriate, a review session can be held with the individuals who viewed the video so that questions and concerns can be voiced.

■ Many tapes come with workbooks. These are particularly useful when staff members watch independently because they focus viewers' attention. If staff members take videos home for viewing, consider creating a work-sheet for tapes that have no accompanying workbook. Or, even if the video has a workbook, you may want to augment it with materials from your own library.

■ If you can gather your whole staff for the screening, consider holding half your discussion before you show the video. This allows staff to air thoughts and prejudices, and makes post-viewing discussion more relevant to current practices and attitudes. Some tapes have preprogrammed stopping points to initiate discussion. Think about introducing

"If you discover a videotape that meshes well with your library's practices and philosophies, make that tape part of new employee training."

stopping points in tapes that lack this format.

■ Consider assigning a staff member to run the training session. Delegating this responsibility not only saves you time, it gives the person you appoint an investment in the success of the program, and the chance to think hard about the principles explored in the tape.

■ If you discover a videotape that meshes well with your library's practices and philosophies, make that tape part of new employee training. Before they watch, brief new hires on situations common to your library that the tape will address. This way, they will have concrete examples in mind while they view the video. Afterwards, a discussion with you and a staff member working on or near their level will make the viewing even more beneficial.

When you use videos for in-house training, you save money on outside trainers and time traveling to and from training sessions. You gain the opportunity to educate your entire staff together, and you win the chance for everyone to participate in discussions. And since there are so many videos available on topics related to marketing, this may be an excellent medium for introducing or reinforcing marketing concepts with the library staff.



Capsule Reviews

Video Arts: **The Customer is Always Dwight**—This video communicates the concepts of internal customers and process management.

Video Arts: **The Dreaded Appraisal**—This tape is aimed more at appraisers than staff, but a joint viewing would encourage a sense of staff investment in appraisals.

ALA Video: **Is the Customer Always Right?**—This describes strategies for satisfying customers when you are caught between an unreasonable customer and the rules and policies of your organization.

ALA Video: **The Heart of a Library**—Customer service gets top billing in this video directed towards public libraries.

ALA Video: **Marketing A Planned Approach**—This video presents basic marketing principles. It would provide motivation for a library staff needing a spark.

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SkillPath: Eight Steps To Better Business Writing—

This is an excellent presentation, giving general and specific instruction so forcefully even if you took no notes, you would walk away a better business writer.

CareerTrack: How to Interview and Hire the Right People—A comprehensive video that will help managers hire employees that best fit into their libraries and their marketing plans.

CareerTrack: How to Deal with Difficult People—This video does not shy away from a darker truth of customer service: You will have troublesome customers and you will have to satisfy them.

CareerTrack: How to Give Exceptional Customer Service—The title says it all. Show this tape to your entire staff. Make it a permanent part of new employee training. It's basic, but not elementary.

Crisp Publications: Motivating at Work—This video is excellent for anyone with managerial responsibilities.

Crisp Publications: Telephone Courtesy and Customer Service—This video takes a serious look at a skill we often take for granted: talking on the phone. ■

■ **Research**...continued from page 3

ing library performance. If a formal "friends" committee seems inappropriate, consider identifying a consumer panel. This can be a list of frequent library users you call upon to ask their opinions about library products, services, and performance.

While enjoying customer compliments, don't ignore customer complaints, which usually offer more information than compliments. A complimenting customer says, "your service was speedy." A complainer says, "I got it fast, but the pages were smeared and the staff's attitude was unfriendly. Both remarks tell you that clients appreciate speed, but the compliment won't expose the areas where you need to improve.

Lost customers present another source of useful complaints. Talking to them can give you a picture of your library's weaknesses. Af-

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ALA Video:
800/441 TAPE

CareerTrack:
800/334-1018

Crisp Publications:
800/442-7477

Great Performance:
800/433-3803

SkillPath:
800/873-7545

Video Arts:
800/553-0091

■

ter all, their problems were important enough to stand in the way of their using your services. Swallow your pride, get on the phone, and ask how you can improve your library.

Surveys reach a broad section of your target market, but they limit the range of subjects. When you rely on surveys, you run the risk of omitting important subjects that have yet to come to your attention. To make your survey more significant, use a focus group in your pre-survey research. Gather a cross-section of your organization and ask them to discuss several aspects of your library. Though it's fine to attend your focus group, have an outside person lead the session. Sit behind the scenes to let participants speak freely. Limit the session time to one or two hours; you'll have an easier time recruiting participants. Record the session on videotape if you can. If not, take notes and use a tape for backup and clarification.

Information gatherers examine every corner of the library for clues. If your answering machine amasses messages during the hour after closing, consider extending your hours. If one section of your library always looks like a storm just hit, you know where users seek information. Don't forget to follow your paper trail. Records of use, routing lists, detailed time sheets, and your collection of frequently asked reference questions all tell a tale that can help you understand client needs.

Focusing on the input of lost customers tells you one story. Analyzing compliments tells another. A survey informs you of the spectrum of perceptions about library issues. A focus group alerts you to library problems and opportunities. This information helps you develop a fuller picture of your library and its customers to help you allocate resources, devise new products and services, reach out to the under-served, and serve your current customers better. ■

"Focusing on the input of lost customers tells you one story. Analyzing compliments tells another."



Sparkling Reviews

The Creative Communicator: 399 Tools to Communicate Commitment Without Boring People to Death! Barbara A. Glanz, Kaset International, Business One Irwin, Homewood IL. 1993. ISBN: 1-55623-832-0.

Communicating commitment these days demands creativity to impress skeptical customers. Successful creative communication not only assures the client of commitment, it reminds the organization of the importance of its promise. When you agree to a “thirty minutes or free” policy, you’re well aware that every customer will be looking at his watch while he waits for delivery.

The Creative Communicator delivers on the promise of its subtitle. Each chapter begins with an obligatory but clear introductory section. Each chapter ends with “action pages” to help you sketch out your plans. But this is really an idea treasury masquerading as a comprehensive book about creativity, communication, and commitment. And oh, what a treasure of 399 communication ideas. Among the them you’ll find:

- a hospital emergency room sporting the marquee, “If you are not seen by a professional in 15 minutes, your visit is free.”

- an airline that lets frequent flyers interview prospective flight attendants. This helps the airline make better hiring choices, alerts attendants about airline priorities before they’re hired, and communicates commitment to customers in an unusual and meaningful way.

While the examples in this book are from a wide range of industries, it doesn’t mean that this book isn’t for librarians—far from it! It can be liberating to see the simple, often corny actions that large, well established companies take to communicate their commitment. Among the companies cited are American Express, Nationwide Insurance, The Virginia Department of Motor Vehicles, and Stouffer Concourse Hotels. Many librarians have a deep (and to some degree well-founded) fear of corniness, so it is good to see examples of large, serious corporations discarding that fear in exchange for a loyal customer base. Try it—you may be pleasantly surprised at the results! ■

“...this is really an idea treasury masquerading as a comprehensive book...and oh, what a treasure of 399 communication ideas!”

Treasure Tips: Initial Caps

A few years ago **Marketing Treasures** featured an article on initial caps and how to create your own. Those were the days when typographers were so busy establishing digital versions of classic typefaces for computer users, that there wasn’t any interest in developing or selling decorative type elements. Today there are plenty of companies developing new typefaces and type elements. A familiar name in the computer typeface industry, Adobe Systems, has just released a nice package of initial caps that we thought you might be interested in using in your promotion materials.



Initial caps usually replace the first letter of the first word in a sentence, a paragraph, or a story. You can place the initial cap in the margin of the text, and let the text flow vertically down, like this. These are called adjacent caps. Or you can...



Line-up the initial cap above the line of text. These are known as raised caps. Or you can...



Wrap the text around the initial cap. These are called drop caps. You can also incorporate fancy letter



Initial cap designs come in different decorative styles. We like the Adobe collection because you can change the colors in a drawing program such as Adobe Illustrator. In the next set of initial caps, all from the same family, we have applied color differently to each letter so you can see the various looks that can be



For more information about this collection of initial caps, contact Adobe Systems at 800/833-6687 or 408/986-6555. The collection is called “Adobe Collector’s Edition: Initial Caps 1,2 and 3. It comes in both MAC and PC formats. Initial caps used in this article, starting at the top: Nabel, Gothic, Lubna, Romant, and Spring. ■