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# “Marketing Music Library Services through Video Infomercial and Resource Guides (poster session)”

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*Marketing Music Library Services through Video  
 Infomercial and Resource Guides: A Case Study from the  
 University of Tennessee George F. DeVine Music Library*

**Abstract:**

To raise awareness of the variety of library services and resources offered, demonstrating their relevancy to the current age, two librarians from the University of Tennessee created a library infomercial / visual resource guide targeting the Music Library's primary users. In the form of a 7 ½ minute video, this resource guide was shown to the music faculty, staff and students at their annual Fall Convocation.

This poster session explores the impetus for engaging in such a marketing initiative, the planning process, production of the video, and delivery. Additionally, a survey designed to assess this project was created and distributed to music students and faculty attending convocation. Out of 86 total respondents, 75 found the video entertaining, and 83 found it informative. Furthermore, the survey gauged levels of awareness among music students and faculty of library resources and services prior to and after watching the video. The results from the survey were rather enlightening.

Ideally, the information contained in this poster session can be applied to similar marketing initiatives by other libraries.

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*Who We Are and What We Do: Raising Awareness*

*Resources for Performers...*



*Highly Trained Staff*



*...Music Scholars...*

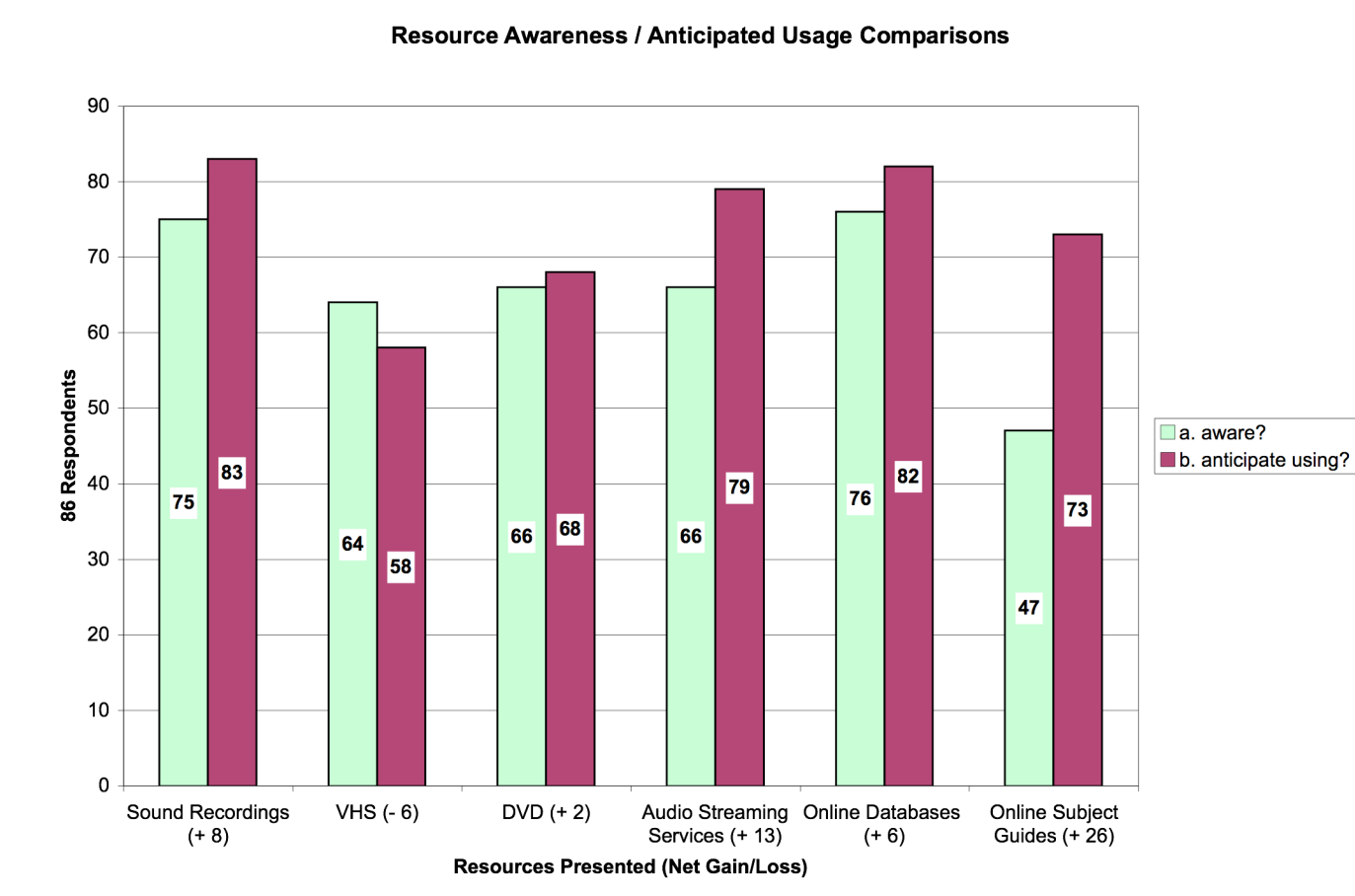
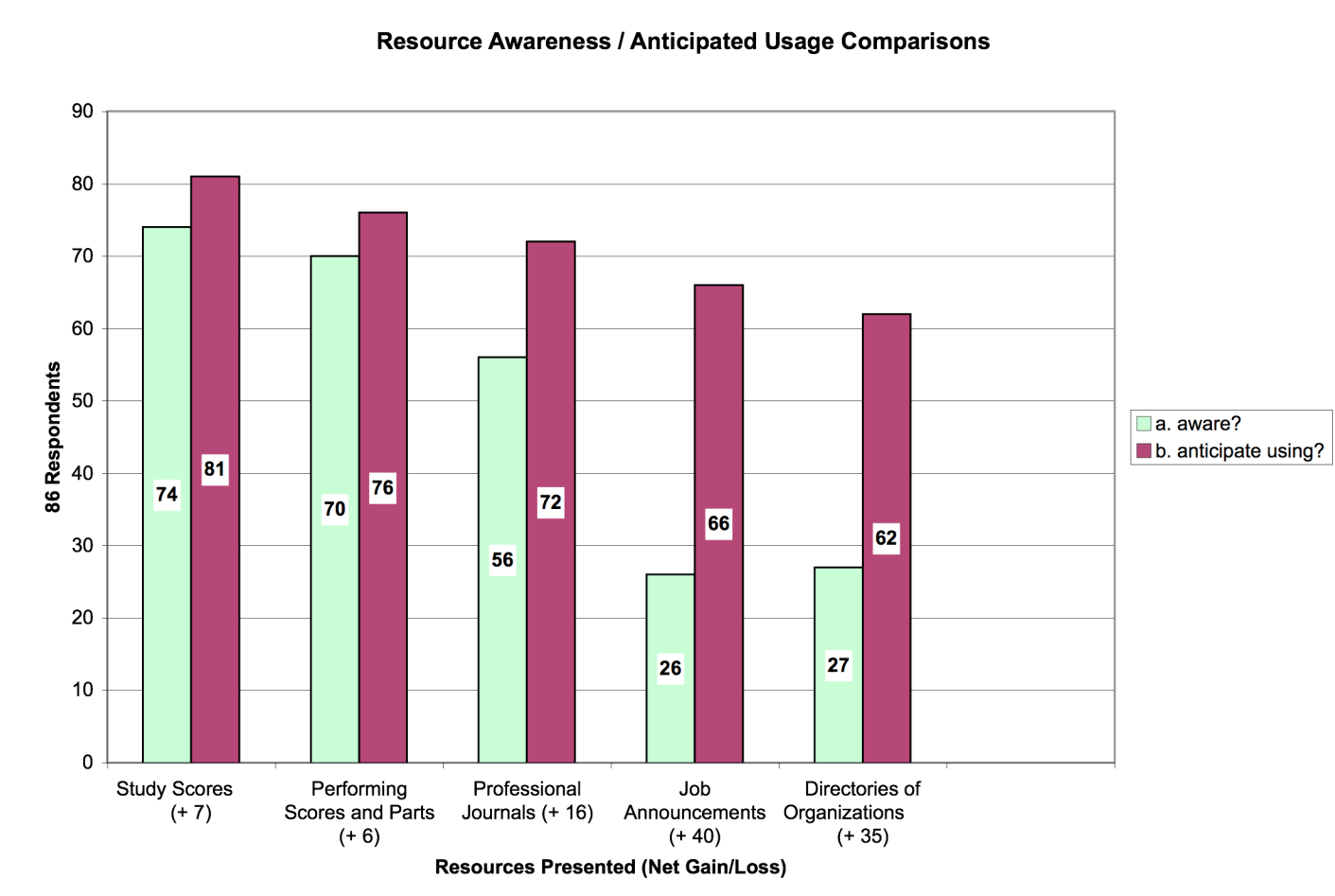
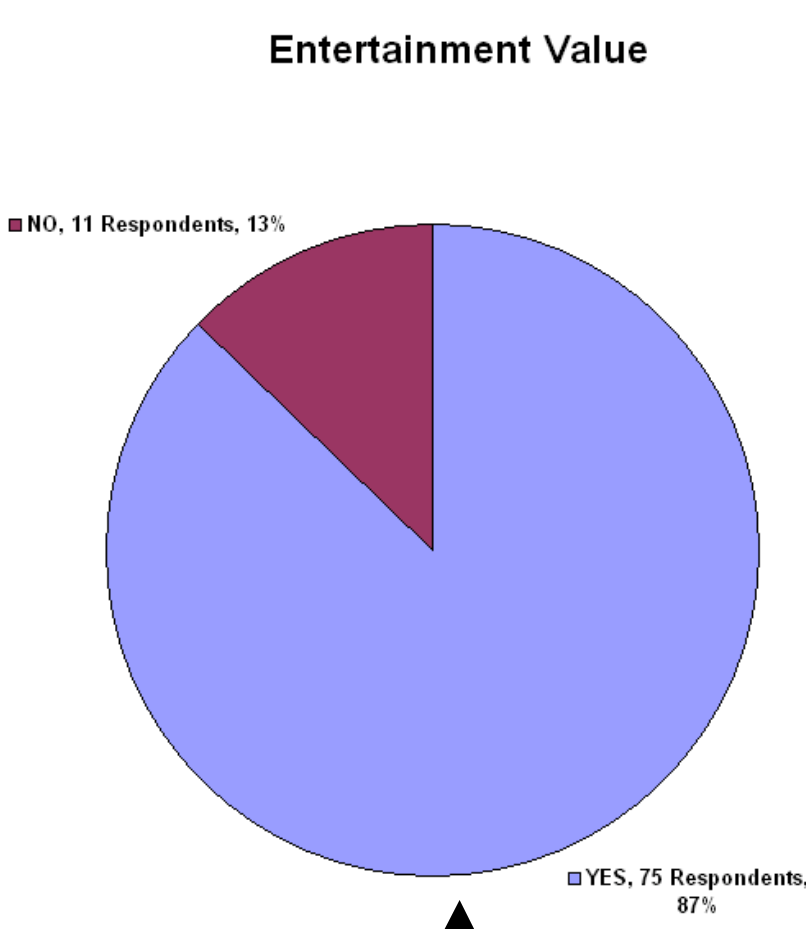
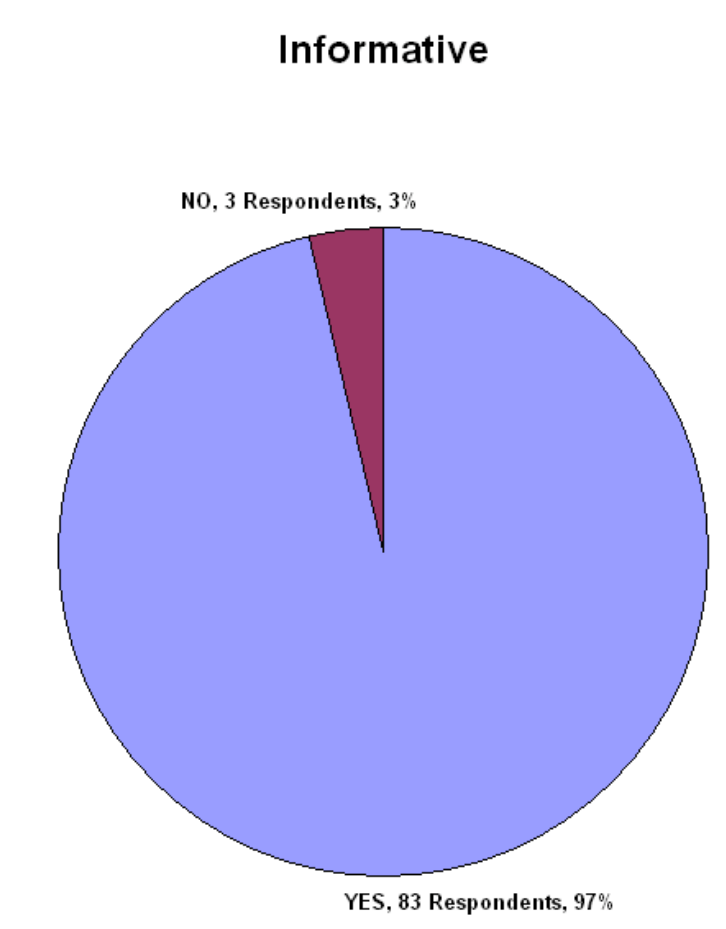


*...Job Seekers...*

**Ask Us About the Four Steps to Creating the  
 George F. DeVine Music Library Databases Video  
 Infomercial and Resource Guide**

- Planning – defining objectives, taking inventory of resources, creating timeline
- Creating – developing script, casting, videotaping, editing
- Presenting – identifying the venue
- Evaluating – collecting feedback, preparing cost-benefit analysis

*... and much more!!!*



*Was It Worth It?*