February 2008

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

Alan H. Wallace  
*University of Tennessee - Knoxville*, awallac5@utk.edu

M Nathalie Hristov  
*University of Tennessee - Knoxville*

Follow this and additional works at: [https://trace.tennessee.edu/utk_libfpubs](https://trace.tennessee.edu/utk_libfpubs)

Part of the [Library and Information Science Commons](https://trace.tennessee.edu/)

**Recommended Citation**

[https://trace.tennessee.edu/utk_libfpubs/44](https://trace.tennessee.edu/utk_libfpubs/44)

This Presentation is brought to you for free and open access by the Other Library Materials (Newsletters, Reports, Etc.) at TRACE: Tennessee Research and Creative Exchange. It has been accepted for inclusion in Other Library Publications and Works by an authorized administrator of TRACE: Tennessee Research and Creative Exchange. For more information, please contact [trace@utk.edu](mailto:trace@utk.edu).
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 7½ 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.

M. Nathalie Hristov  
Music Librarian  
University of Tennessee

Alan H. Wallace  
Education Librarian  
University of Tennessee

Who We Are and What We Do: Raising Awareness

Resources for Performers...

Highly Trained Staff

Ask Us About the Four Steps to Creating the George F. DeVine Music Library 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

Was It Worth It?

...Job Seekers...

...Music Scholars...

... and much more!!!