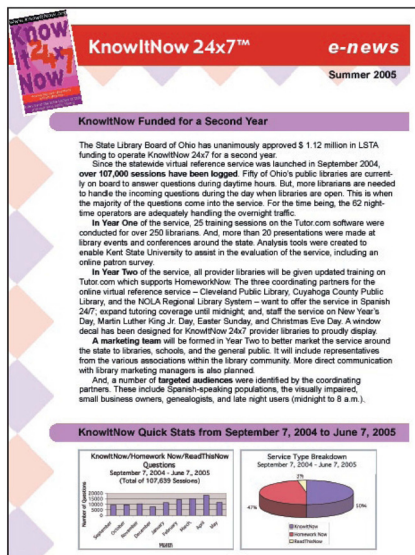


CASE STUDY

CUYAHOGA COUNTY PUBLIC LIBRARY

KnowItNow 24x7 Campaign



Client Situation:

The State Library of Ohio wanted to develop and market a statewide version of the *KnowItNow 24x7* service, a chance for all Ohioans- students, businesses and people everywhere- to talk to librarians online any time of the day or night. The objective was to create awareness of and traffic for the new *KnowItNow 24x7* virtual reference service, which is made available free to all Ohio residents and staffed 24 hours a day, seven days a week.

Tactics:

Stevens Strategic Communications created community relations, public relations, advertising and print materials for the 250 libraries across the state so they could promote the service to their areas and localize coverage. A press conference occurred at a Columbus library site. SSC worked closely with the Cuyahoga County Public Library in conjunction with the State Library of Ohio and other Ohio library contacts during July and August for a kickoff date in September, the day after Labor Day. SSC prepared invitations, media advisories, press releases, media kits and banners. The firm played a key role in planning and implementation of the kickoff as well as ongoing advertising efforts which included Internet, print, radio, and television media and direct mail.

Results:

There were 66 media and dignitaries who attended the press conference the day of the kickoff. Four television networks, three print media were in attendance and that resulted in media coverage across the state, particularly through network affiliates. More than 55 media outlets requested and used press materials. From its start, the State Library of Ohio's program has been ranked "number one" in The United States. In its first month, the new service answered 2,500 online questions. Months later, the service answered more than 284,000 online questions, making *KnowItNow* the busiest virtual reference service in the world.

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