

BC Library Trustees' Assoc.

From: BC Library Trustees' Assoc. [admin@bclta.org]
Sent: Thursday, October 19, 2006 5:18 PM
To: BCLTA - Library Board Chairs (lib-bd-chairs@interchange.ubc.ca); BCLTA-Liaisons (bclta-liaisons@interchange.ubc.ca)
Subject: AskAway - October Update - Official Launch and Press Release

To: Library Board Chairs and BCLTA Liaisons

Please see the note below announcing the official launch of provincial Askaway service, including the official Press Release.

Regards,
 Maureen Black
 Executive Director, BC Library Trustees' Association

----- Original Message -----

From: "Michele Pye" <michepye@vpl.ca>
 To: <bcla-list@moon.bcpl.gov.bc.ca>
 Cc: "Virtual Reference Committee (PLSB)"
 Sent: Tuesday, October 17, 2006 9:43 AM
 Subject: AskAway - October Update

AskAway - October Update

IS IT OFFICIAL? YES!

This morning, at the Dialogue with Government Symposium in Victoria, Ministers Shirley Bond (Education) and Murray Coell (Advanced Education) officially launched AskAway. The Public Affairs Bureau issued a news release on the Canadian newswire
 <http://www2.news.gov.bc.ca/news_releases_2005-2009/2006EDU0107-001236.htm>.

AskAway will also be featured in an article in five provincial newspapers as part of an insert focused on promoting library services. Look for the insert in the Saturday October 21st editions of the Vancouver Sun, Prince George Citizen, Kamloops Daily News and Victoria Times Colonist and the Monday October 23rd edition of the Kelowna Daily Courier.

Building on the momentum, we will issue kits to libraries in the next two weeks. The kits include press releases, letters, camera-ready ads, etc. for use at the local level. For example, West Vancouver Memorial Library, North Vancouver District Library and North Vancouver City Library will be joining forces to buy an ad in the North Shore News.

You can also expect promotional materials for users soon, including posters, bookmarks, and t-shirts for prizes. Bookmarks and posters will include spots for your local library information, and will come in 4 public library versions aimed at 4 specific target markets (parents, seniors, students, and small business users) and 1 post-secondary library version aimed at post-secondary students.

Key to promoting AskAway is linking to the service on your library website. If you haven't already, please contact Philip Hall <philhall@vpl.ca>

or

604-331-4123> (public libraries) or Sunni Nishimura <sunnin@eln.bc.ca> (post-secondary libraries) to set up a link. In the meantime, you can direct users to askaway.org

WHAT ARE THE HOURS?

Public Libraries:

- * Sunday through Thursday, 10 am - 10 pm
- * Friday and Saturday, 10 am - 5 pm

Post-Secondary Libraries:

- * Sunday through Thursday, 11am - 9 pm
- * Friday and Saturday, 11 am - 5pm

STILL HAVE QUESTIONS?

Public Libraries:

For general information, contact:

- Deb Hutchison <604-925-7443 or dhutchison@westvanlib.org>
- Michele Pye <604-331-4058 or michepye@vpl.ca>

For scheduling, training or setting up a link on your website, contact:

- Philip Hall <604-331-4123 or philhall@vpl.ca>

Post-Secondary Libraries:

- Sunni Nishimura <604-268-6937 or sunnin@eln.bc.ca>
