



# Marketing & Outreach for Your Collection

*Below is a brief list of core sources to consider when exploring marketing, outreach, and promotional activities for Federal depository collections and services.*

## **Federal Depository Library Program (FDLP) Sources**

### **FDLP Academy Training Repository—Outreach/Marketing/Promotion**

<https://www.fdlp.gov/training-tags/122>

Offers webinars and webcasts including those under the subject tag, “outreach/marketing/promotion,” that are created to enhance government information knowledge; presented by GPO, other Federal agencies, and the FDLP community.

### **FDLP—Promotion**

<https://www.fdlp.gov/promotion>

Contains information on promoting Federal depository libraries in your community; includes links to specific types of promotional efforts such as “Anniversary Celebrations” and “Website Wednesdays.”

### **FDLP Depository Operation Training Series—Promotion, Responsibilities, and Trends**

<https://fdlp.gov/training/fdlp-depository-operation-training-series>

Offers recorded webcasts on managing depository collections in compliance with the *Legal Requirements & Program Regulations of the FDLP*.

### **The Essential FDLP**

<https://fdlp.gov/about/the-essential-fdlp>

Provides a collection of inspirational stories, testimonials, and short videos about the importance, value, and vital nature of the FDLP and Government information. See also the 1996 publication from the Depository Library Council, *Fulfilling Madison’s Vision: The Federal Depository Library Program*.

[https://permanent.access.gpo.gov/converted\\_content/gpo7351/GP32M26.pdf](https://permanent.access.gpo.gov/converted_content/gpo7351/GP32M26.pdf)

### **FDLP Resource Guides**

<https://libguides.fdlp.gov/>

Provides information about the Federal Government and FDLP operations and services; includes a variety of promotional topics such as the “Constitution” and “Education.”

## Government Documents Round Table (GODORT) Sources

### Help! I'm an Accidental Government Information Librarian Webinar Series

<https://www.ala.org/rt/godort/HelpWebinars>

Offers a series of webinars designed to help improve services by increasing the familiarity with government information resources.

### GODORT LibGuides

<https://godort.libguides.com/>

Provides information about the Federal Government and FDLP operations, services and collections; includes a variety of promotional topics such as “Exhibits and Displays” and “Constitution Day Celebrations Guide.”

### GODORT Friday Chats

<https://godort.libguides.com/fridaychats>

Allows participants to informally meet and talk about a variety of discussion topics and issues in government information; typically scheduled twice a month for the GODORT community and friends.

A popular government without popular information, or the means of acquiring it, is but a Prologue to a Farce or a Tragedy; or, perhaps, both. Knowledge will forever govern ignorance; and a people who mean to be their own Governors, must arm themselves with the power which knowledge gives.

—James Madison letter to W.T. Barry, August 4, 1822<sup>1,2</sup>

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<sup>1</sup> Depository Library Council. *Fulfilling Madison's Vision: The Federal Depository Library Program*. (Washington, D.C.: G.P.O., 1996).

<sup>2</sup> Barry, W.T, and James Madison. *James Madison to W.T. Barry, August 4*. August 4, 1822. Manuscript/Mixed Material. <https://www.loc.gov/item/mjm018999/>.