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# Consortium Benefits: Using TV to Increase Library Consumption

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Consortium Benefits: Using TV to Increase Library Consumption

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Abstract

This experiment was performed to determine if factors exist between increasing the consumption of independent libraries through the use of television; and the consideration of cutting related advertisement expense through the cost-sharing benefit of consortium membership. This paper examines a historical report provided by the American Library Association (1949) on the use of television by public libraries. In conjunction, two other research studies are under examination on the subject of 1) consortium membership and benefits, and 2) whether the use of advertisement on cable television has a direct impact increasing consumption at a library.

Keywords: joint-marketing, libraries, cost-sharing, consortium membership, marketing libraries through television, consortium marketing benefits, regional TV advertisement, local TV advertisement, public libraries, and tv.

## CONSORTIUM BENEFITS: USING TV

### Consortium Benefits: Using TV to Increase Library Consumption

The use of television is one of the most expensive forms of advertisement. Libraries have a long history of television use consideration. According to the ALA, among today's existence is "a good handful of librarian-hosted TV talk shows from all across the country..." (American Library Association, 2013). Using television as a way to increase consumption is a powerful tool. As a public library branch, paying costs per telecast would lead to exorbitant expense. By choosing to share these related marketing costs within a consortium, independent libraries can maintain thriving marketing budgets. Collective public organizations can expand their campaign, reach broader demographics, and increase their number of patrons. TV marketing as a shared expense between public library consortium members can be beneficial to all branches involved.

### Literature Review

A literature review revealed that 1) a study has been conducted to determine if there is any correlation between the use of cable television advertisement and library book circulation, and 2) a policy-related report was written on the overall consideration of television use by the public library, and 3) the benefits of consortium membership. Each study's findings helped to determine whether television advertisement had a direct correlation on increasing library consumption and whether there are tangible marketing benefits related to consortium membership. The historical report provided information on evaluating the use of television in public libraries.

In the study by Auld, author of *Effect on public library circulation of advertising via cable television*, he hypothesized "that public library circulation of individual titles would be significantly greater when publicized via CATV than when not so publicized." His experiment involved advertising old public library material by using "low-intensity cablecast advertisements."

In *The Use of Television By the Public Library* (1949), a report was transcribed from a

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live forum conducted “to provide authoritative factual material for librarians and library trustees, and to make them aware of the potentialities of television for public libraries” (Auld, 1979, p. 3).

In *Library Consortia: The Big Picture* (2013), one learns about the history of consortium development from an academic standpoint. The section on consortia funding corroborates how cost savings are achieved through membership.

### **The Power of Television Marketing**

The television advertisement is ranked today as one of the leading competitive marketing tools in this nation. In this digital age, when YouTubers can make their video(s) go viral through the use of the internet, television remains highly effective in its ability to attract customers to loyal brands. According to the Bureau of Labor Statistics (2018), in 2017, individuals between the ages of “15 to 44” spent at least “two hours” watching daily television, while those “65 and over” utilized “four hours” or more hours per day being entertained (United States Department of Labor, 2018). (See Appendix A for a breakdown on the average hours per day one spends watching TV, all days of the week.)

Television is a powerful medium. Both broadcast and cable television programming have far-reaching impact in the homes of families, places of business, off-grid locations, maximum security sites, and hospice environments. Alongside television, viewers have seemingly endless options to add subscription-based services, along with countless streaming-based options of channel providers (Nielsen, 2017). These technological advances make the use of television advertisement a timely consideration for library consortiums.

The overall aim of using TV advertisement involves presenting one’s library goods, services, advocacy concerns to a broader audience. Through doing so, the hope is that exponential growth occurs over a period that expresses itself in increased utilization of a library’s person, place, or things:

**PERSON.** Increased inquiries directed to the reference staff. Improved circulation

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and check-out performance from clerks. Increased patron attendance during storytime, book discussions, and other programming.

**PLACE.** Increased telephone, email, and chatroom inquiries. Increased line formation before established open hours of operation. Increased utilization of meeting and study spaces, computer labs, YouMedia, 3D Printing, Wi-Fi, printing, and scanning equipment. Increased drop box collections and increased room bookings.

**THINGS.** Increased book checkouts, accessing of A-Z online resources, requests for a specific material, placement of shelf holds, daily newspapers, magazines, mobile hotspots, etc.

Public libraries, more now than ever, have the opportunity to create unique television formats specifically for the objective of increasing borrows. This include shows, commercials, product placement, teaching segments, endorsements, even reality programming. Presentations that include book discussions, author interviews, storytime, and top picks of the week have the power to engage watchers as well as draw patrons into their local libraries to find such advertised material. Utilizing commercial spots can also have a significant impact. Creating the right jingle with the right message can make an impression that lasts for a lifetime.

Another dominant consideration that would require a city, state, or national organization along with the government is the development of a television network for public library consortiums. Collectively, the creation of a dedicated television network would ensure the library's placement among society as a recognized cultural norm related to information access. Monetary support for such organizational endeavor could include grants, government funding, donations, sponsorship, and commercialism.

Programming options are endless towards supporting the joint mission and vision of regional consortium members, as well, as their stakeholders. Overall, the key to deciding what local type of format to launch would best be tackled through administrative consideration of

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one's strategic plan, goals, and objectives. Then, in the case of TV network consortium participation, independent branches would correlate their outcomes with the goals and visions of the station.

### **Historical Considerations of Implementation**

Ever since the advent of television, library officials began considering ways to combine its reach potential alongside the purpose of promoting library services. In the year 1948, there were 37 television channels distributed to a listening audience of 70,000,000, which was almost half of the entire population with frequencies capable of reaching the most crowded areas. Even then it was understood by library officials that where televisions were most infiltrated, "there is where the people have the most money to attract the advertiser's dollars" (The Library Public Relations Council, 1949, pp. 6). At that time, 600,000 TVs were manufactured being produced at the rate of 16,000 a week. It was believed that libraries would have increased reach potential through the use of television. Nonetheless, the collaboration between libraries and television networks would be a new undertaking for libraries. In a report, entitled *The Use of Television by The Public Library*, a live forum assembled to determine the then possibility of combining the use of TV and the public library. Each heading below represents a historical consideration:

**Technical aspects.** While introducing the fact that television at that time was a new form of communication, it was believed that television would have a significant effect on how one usually conducts social activities. Furthermore, the advent of the station would change the social tendencies of individuals in a way described as for better or worse. He then explains how one receives a tv signal; and how pictures are created (The Library Public Relations Council, 1949, pp. 6-8)

**Transmission of pictures.** The facilitator continues by explaining how images and sound are transmitted. He further describes how electricity and light produce components that create patterns on the picture tube resulting in different hues of light and darkness (The Library Public

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Relations Council, 1949, pp. 8-9)

**Electrical impulses.** The person continues with a technological explanation to help attendees visualize television broadcasting as a camera capable of infiltrating electrical impulses producing light and brightness. According to him, a complete picture is achieved when beams of electrons move in conjunction with beams from the transmitter and are controlled either by the bright or dark rays. He then explains the three different types of television programming: 1) live, 2) remote, and 3) recorded (The Library Public Relations Council, 1949, pp. 9-10).

**Audience limitations.** Next, a worker from NBC explains how filming audiences presents challenges based on how they would show up on the camera. Then he speaks on the collaborative potential for libraries and television. He states that the use of TV would be most effective when supporting library activity, and as supplementation for home viewing. He envisioned that in the design for new libraries, one should set aside a room to be used as a television studio. Thus, “a library can become a center for the training of leaders who can then develop community discussion groups built around television broadcasting” (The Library Public Relations Council, 1949, p. 10-11).

**The library’s duty.** The moderator continues by offering ways that libraries could “supplement the television viewing experiences” of patrons right in the comfort of their living rooms. He recommends that libraries should help to motivate patrons towards using an exclusive collection and reading list designed by librarians to coordinate with tv programming (The Library Public Relations Council, 1949, pp. 11-12).

**Organized listening.** The conversation continued by stating that if patrons are encouraged to correlate their viewing experience with the library’s support, it will produce prospective study and discussion. In contrast, it was noted that radio provided “haphazard, unguided listening alone” --- The moderator, however, visualized a more educational experience to be obtained through effective librarianship (The Library Public Relations Council,

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1949, p. 12).

**Education by radio.** In May 1948, one of NBC's departments posed a question to key universities to assist in utilizing the radio to create "systematic learning and training." It would involve at-home courses available through mail-in registration. At home sessions would include reading novels and study guides sent by the school, then the student would return a report on what they read and heard (The Library Public Relations Council, 1949, pp. 13-14).

**Louisville library experiment.** After explaining this idea of Education by Radio, the facilitator proceeded by expounding on the role of the library in such an effort. Mainly, the library would provide the necessary books to assist students, as well as audio options for those unable to hear the broadcast from home. Due to program success, other classes were now being produced, including at-home music instruction. The experiment was intended to get other universities on board with creating curriculums to correspond with television broadcasting where patrons could study from home. Ultimately, he believed that this program could be transferred from the use of radio to television (The Library Public Relations Council, 1949, pp. 14-15).

**Performer's point of view.** Next, another spokesperson was asked to comment from a performer's point of view. His concerns had a lot to do with television rating consideration in contrast to the radio. Furthermore, he felt that educational programming should strictly be offered to those with either at-home viewing capacity or relied on library equipment for viewing. He thought it was the responsibility of the administration to ensure that programming of sound quality was made accessible (The Library Public Relations Council, 1949, pp. 15-16).

**Video present problems.** The facilitator continues by stressing the need for appropriate programming to avoid problems presented by video. He explained that through the medium of television, one could quickly become disillusioned. Therefore, to prevent such a possibility, he encourages library professionals to use discernment towards consideration of friendly materials. He then provides an example of how certain acquisitions can lead to disillusionment. He states

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that if one listened to voices for years over the radio, and now voices are matched with faces, this would cause young people, mainly, to be overly distracted (The Library Public Relations Council, 1949, pp. 16-17).

**Deception in pictures.** The speaker continues with describing one's own experience. How that he noticed after viewing a movie, that motion pictures would twist reality to produce a dramatic ending to generate increased ticket sales. He believed that deception was being used when filming professional use their creative power to manipulate viewpoints and perspectives. Overall, he did not want television to be used as a device to divide society, but rather, to create world harmony and closeness (The Library Public Relations Council, 1949, pp. 17-19).

**Making people happier.** Ultimately, this speaker wanted television to appeal in the homes of others as a joyous commodity. Then the meeting attendees expressed joy when they found out television was donated to the library. Nonetheless, it was shown that only a few of the current tv listings served the purpose of providing educational enlightenment. The moderator then lists the acceptable programs (The Library Public Relations Council, 1949, pp. 19-20).

**Programs for library users.** To the facilitator's dismay, such acceptable programming was aired during hours in which the library was closed. He felt that based upon a prevalent article at the time, not only should radio and film programming should be modified, but television as well. Children programs, according to him, provided the best use of TV. When children come to watch Howdy Doodie on TV, the librarians make sure that they check out books to support their learning.

On the other hand, when the drama is aired on tv, the librarians do not insist that the young viewers read the related author biographies, who's who, etc. Instead, they place the material where children can access them if they like. The moderator continues by stating that the library's set is in the children's room. However, more importantly, they needed a person to be in charge of TV programming, book selection, and marketing (The Library Public Relations

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Council, 1949, pp. 20-21).

**Library's story needs telling.** A librarian reveals an idea to dramatize, for instance, a homemaker who gets ink on her carpet, runs to the library to find a solution, then returns home to clean the spot effectively. Creatively, he suggests that there are countless ways to display the library's relevancy on camera. Furthermore, he states that the American Library Association has also provided ideas related to programming he intends to produce. Since teachers, during this time, was receiving much support, he felt that TV could be used in advocacy to express the lack of support among others given to librarians. Now that the library has held a television set over some time, according to the moderator, they have now had a chance to pilot its productivity. According to the facilitator, the television set has now become an integral learning experience for everyone (The Library Public Relations Council, 1949, p. 22-23).

**Cultural objectives.** A question was then posed to another committee member alongside the panel related to determining what cultural opportunities TV could presently support. The committee member responded that it was still early in the phase of adequately identifying the answer to such a question. However, it was stated that he would continue to experiment and explore future possibilities. He reported on one progression, including the first tv program to teach audiovisual aired during United Nations week. He commented on how the success of that program is leading to more experimentation related to fulfilling the library's educational objective (The Library Public Relations Council, 1949, pp. 23-24).

**Instantaneous reporting.** The moderator brought to consideration before the committee, how that TV can produce live visual options, whereas movies, newspapers, and radio fall short in that capacity. Notwithstanding, TV has different communication potential than other mediums. It is revolutionary to be able to get immediate details from a source such as a political event, where one can see firsthand the response of those involved (The Library Public Relations Council, 1949, pp. 24-25).

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**Teaching music by video.** The moderator then speaks on the television's educational and programming goals. Beyond the idea of teaching basic music classes on air, the ultimate goal is recording, which would allow other cities the ability to utilize recorded sessions through rebroadcasting. He then mentions how "that is an expensive process which we could not afford for libraries alone" (The Library Public Relations Council, 1949, p. 26). "But having done it on the network, additional prints we can make relatively cheap for libraries throughout the country" (The Library Public Relations Council, 1949, p. 26). The moderator then poses a question to one of the committee members about developmental goals. Then he responds that he would like to see more training potential provided by the television so that viewers can learn from home. Furthermore, that TV has a way of pointing out societal problems, yet, it is the best medium for helping society figure out the answers (The Library Public Relations Council, 1949, pp. 25-26).

**Recognizing the library's importance.** The question was posed by a librarian as to whether television realizes that the library represents a system of 3,500,000 people strong? With that being the case, it would perhaps be to television's advantage if they reached out to libraries to form an alliance. By this, libraries could support the efforts of television programming by at the very least, offer a place to host discussion groups. Then vice-versa, television could be used to support the mission efforts of libraries. Overall, the possibility of television stations recognizing the importance of libraries was considered (The Library Public Relations Council, 1949, pp. 26-27).

**Advisory agency favored.** Another committee member responded by saying that forming such an alliance would be a good idea. He stated that networks would be glad to support programming, especially that of a documentary nature. He says, "if the libraries---through a central agency---could advise with the networks, it would be good."<sup>28</sup> He expresses, through a type of consortia effort, this would be a successful undertaking (The Library Public Relations Council, 1949, pp. 28-30).

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**Advanced notices urged.** Another librarian representative urgently seeks support in obtaining advance press releases of the week's programming before airing. She mentions how at the end of a program, it is said for viewers to ask their librarian for these and other books related to the subject. However, due to receiving the notice on the same day the show airs, one cannot adequately prepare for the requests made by the listening audience. In response, an attendee mentioned how networks would not mind sending press releases to a central office well in advance of airing (The Library Public Relations Council, 1949, pp. 30-31).

**Tying books to life.** A discussion begins surrounding how librarians try to appeal to the public by correlating books to one's everyday experience. Also, the discussion continued on how much effort goes into getting the programming lined up every week to be added to the newspaper's event lineup. That perhaps, such task should be handled by the public relations department, which would provide time to focus on building the book collection related to such programming (The Library Public Relations Council, 1949, p. 31-32).

**Community programs.** The facilitator then makes a comparison between broadcast and local cable networks. He states that "there will be certain local programs of strictly community interest...and in that kind of program the libraries can participate" (The Library Public Relations Council, 1949, pp. 32-33). He then emphasizes how people like to be involved in the community, including enjoying tv watching. Therefore, some programming should center around discussion groups which will get people who do not generally watch tv involved. Furthermore, consideration of a new name that would be all-inclusive was discussed (The Library Public Relations Council, 1949, pp. 32-33).

**The "good life" in Montclair.** One of the attendees, a librarian from Montclair New Jersey, reflected on a program led there. Generally, the committee prepared for events after they were scheduled. The subject during the first year was whether the good life is attainable in Montclair. The second year, the discussion was based on mental health and a good life. The

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latter topic resulted in anxieties being revealed among the members of the program committee, it was related to not feeling connected with the subject matter. As a result, books were sought out, but to no interest. Finally, a film was shown; however, it was limited because it only displayed the upside of mental health. It was felt by the committee head that the negative side should also be reflected in the discussion (The Library Public Relations Council, 1949, p. 34).

**A stimulus to reading.** The mental health topic then sprang into a lively conversation. People did not realize what they knew on the subject. Members of the group were then stimulated to seek out more information and inquired as to where they could obtain the material. Such turnout revealed something to the planners. That is, television is the same way. When viewers hear about something that sparks their interest, the first thing they want to do is seek out where they can obtain the information they just heard. This is an opportunity described as one for the public relation committee to use the TV as a creative means of supply and demand. The forum concluded (The Library Public Relations Council, 1949, p. 35).

### **Increasing Book Consumption**

The use of television marketing can impact the number of books consumed by patrons. Using TV advertisement to announce book signings, release dates, and consortium-sponsored events is a way to promote a consortium member's offerings, both local and regional. Utilizing opportunities for product placement is another way to motivate individuals to seek out holdings from a participating branch. For local notoriety, name-dropping a particular branch location aside from its consortium participation can garner community publicity.

Creating educational shows with live teaching components brings particular attention when hosting libraries. Promoting the learning of new skills can have a high impact on helping selections of individual books and events. Theme-based shows on the subject of cooking, music performance, arts & crafts, automotive mechanics, starting a new business, workforce development (typing, computer, resume writing) can also be a drawing card when correlating

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study with materials found within a consortium's database.

Minimally, inter-library television streaming can assist local patrons in obtaining news-related information, bibliographic instruction, events, and promotions. For those libraries that have added an outreach component to their mission, television marketing can support doing so in ways as no others can. TV news can keep all patrons, especially inmates, the elderly, and homebound abreast of services and updates related to the catalog.

### **Expenses**

Although the costs of National TV marketing are the most expensive out of all other forms, including 1) radio, 2) magazines, 3) newspapers, 4) direct mail, 5) telemarketing, 6) search engine optimization, 7) pay per click search engine marketing, 8) email marketing, and 9) content marketing --- according to CNBC (2016), it is still the most effective form of advertisement. In comparison, the cost to run a 30-second national tv advertisement can cost upwards of approx. \$342,000 (FX, 2018). (See Appendix C for the cost of advertising nationally based on each medium.) As becoming a member of a regional library consortium, pooling one's economic resources together for a televised marketing mission can afford member institutions the luxury of television advertisement and programming.

In comparison, by using one's local cable network, one being often located in every demographic, prices are drastically reduced. For example, in Chicago, CANTV is an independent non-profit organization that runs a network of five local television stations (CAN TV, 2018). Since 1983, they provide free access (studio use, editing equipment, bulletin announcements, digital access) to the general public in exchange for an annual fee of \$100 per organization. This fee is inclusive of equipment training, 13 live or recorded shows per season, and announcements through the community calendar. Also, the presentations are uploaded to YouTube, providing libraries digital viewing beyond the scope of the TV screen. As a local branch, this is an affordable option. Through consortium membership, expenses are typically divided in the

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following ways:

**Equal sharing of costs.** “This is most common when the participants are somewhat homogenous in terms of budget, size or levels of participation in the group” (Machovec, 2013, p. 205).

**Pro-rating assessments.** “Based on one or more metrics such as materials budget, areas of programmatic participation, student body, FTE counts, Carnegie classification, etc. It is not uncommon for a consortium to have a fixed component and variable components so that costs can be balanced between smaller and larger libraries in an acceptable manner” (Machovec, 2013, p. 205).

**Fixed membership fees.** “This is particularly successful when dealing with a wide range of participating libraries so that all library types can afford to be a member and pay according to how much the consortium provides on their behalf” (Machovec, 2013, p. 205).

**Benefits of Cost Sharing.** Most commonly, consortia join together to benefit from each other’s resources related to acquisitions, technological expansion, collaborative influence, and ideas towards improving patron services (Machovec, 2013, p. 200). Although independent libraries often market the brand of a consortium, they usually work independently to increase local notoriety, circulation, and sponsorship. Costs and resource sharing are the most significant benefit in why one chooses to join. The idea of patron libraries coming together to share resources and save money is not new. During the latter part of the 20<sup>th</sup> century, academic library environments emphasized “inter-library loan, collaborative collection development, shared cataloging and the introduction of shared integrated library systems” (Machovec, 2013, p. 199). Then, as a result of the rising demand for digital compliance, consortia development arose to make it affordable for separate libraries to collectively enter into the digital age. In today’s economy, joining a consortium is necessary for library organizations to fulfill their patrons’ need while maintaining fiscal success as an independent library.

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In the case of television marketing, consortium members can benefit in many ways. The most apparent being financially. However, those involved can also help through the sharing of ideas, creative workshopping, brainstorming, workforce, shared connections and resources, training and expertise, and the avoidance of reinventing the wheel. Perhaps, some have experience in marketing that can take the lead on individual projects and form committees where others rally around to support. Projects could involve one's assistance towards the creative components of television production. However, some would be more effective when supporting the administrative side of things. Tasks, for instance that involve writing grants, seeking funding, and making specific legal and regulatory protocols are being followed.

### **Reaching Broader Demographics**

“The global reach of television has the potential to make a positive impact on people's lives...for instance, TV programs can help people learn foreign languages and adapt to new cultures” (Hillstrom, 2007, pp. 219, 224). It is for reasons such as this that PBS the Public Broadcasting System is the only US network federally endorsed by the government. Their programming is approved by the United States as being appropriately demonstrative of America's ideals related to culture, politics, education, and society.

Although each member of a library consortium has separate mission statements and visions parallel to one's unique climate, all libraries are engrained in US history and culture as being integral to information retrieval. Through shared marketing budgets, libraries can spread their mission beyond one's community to others that can appreciate one's offerings. Also, to reach those who can benefit from information coming directly into their home, or to one who is awake during awkward telecasting moments.

Adding marketing services to consortiums is just another benefit to increasing the value of membership. The use of a television advertisement is a way to reveal to the public the benefits offered at one's public library. There are often many members belonging to a consortium who do

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not work together as a joint unit to market standard services. TV marketing as a shared expense between public library consortium members, however, can be beneficial to all branches involved.

### **Conclusions**

Using television as a means for marketing the value of libraries is foreseeable. The goal of consortium-funded television marketing would be a new undertaking and is not currently considered an advertised benefit of most consortium memberships. History states that there are many considerations when considering the use of television by public libraries. Public libraries greatly benefit as members of a consortium without the added benefit of joint marketing efforts. Television broadcast marketing is the most expensive, yet, one of the most effective marketing tools of this age. Broadcast television would be more cost-productive when divvied between members of a large consortium. Local cable television is an affordable advertising option for independent library branches. Library advertising can be formatted in various programmatic ways. TV can be used to increase library consumption. There are no guarantees that a library will achieve expected success by joining a consortium to reduce overhead towards television marketing expense. There are many factors involved related to obtaining paramount success. TV marketing as a shared expense between public library consortium members can be beneficial to all branches involved.

In Auld's study on the *Effect on public library circulation of advertising via cable television* (1979), the results did not reveal any substantial noticeable changes when compared to the rate at which these materials were initially being circulated. It was therefore determined that the use of "low-intensity cablecast advertisement for older public library titles" did not effectively produce an increase in consumption.

In the report, *The Use of Television By the Public Library* (1949), such publication does provide significant and positive historical basis towards potential success when choosing to correlate libraries with television services. In *Library Consortia: The Big Picture* (2013), the

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qualitative adequately proves that “participation in the group provides more value than the direct money spent” (Machovec, 2013, p. 205)

### **Discussion**

In 2013, Machovec discussed how there are many consortia engaged in an ongoing effort to assess the value of consortia membership offered to libraries, to prove if there is more to gain as a member or by remaining independent. It is important to note that according to the ALA, today, there is a remnant of libraries that utilize TV for author interviews and other formats. Notwithstanding, further studies still need to be performed on the current potential of the library and television-use.

**Limitations of these studies.** This study could have benefitted from locating resources related to the history and benefits of belonging to a public library consortium, and an allocation for marketing expense when sought in the Chicago Public library’s budget for the year 2019.

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**Appendix A**

Average hours per day spent watching TV, all days of week

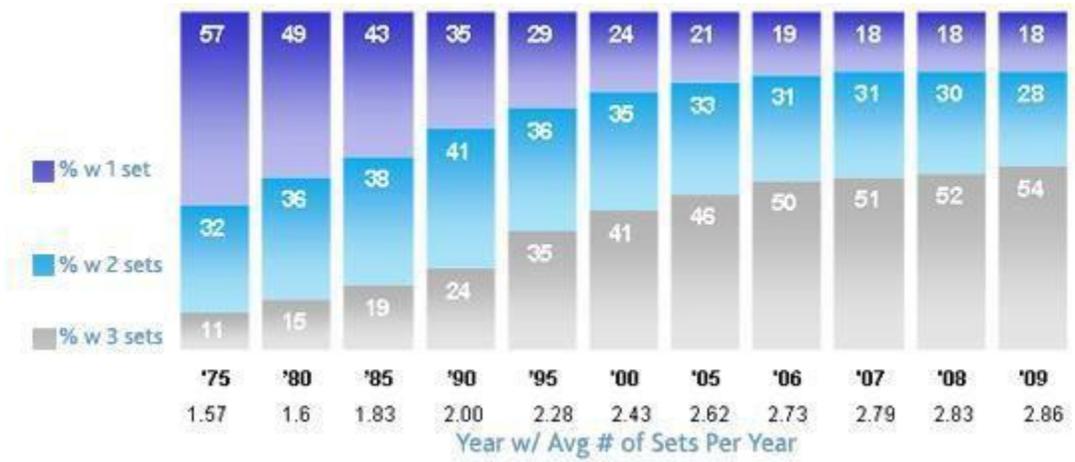
| <b>Characteristic</b>                        | <b>Watching TV</b> |
|--|--------------------|
| <b>Sex</b>                                   |                    |
| Men  | 2.95               |
| Women  | 2.59               |
| <b>Age</b>                                   |                    |
| Total, 15 years and over                     | 2.77               |
| 15 to 19 years                               | 2.05               |
| 20 to 24 years                               | 1.94               |
| 25 to 34 years                               | 2.01               |
| 35 to 44 years                               | 2.09               |
| 45 to 54 years                               | 2.64               |
| 55 to 64 years                               | 3.23               |
| 65 to 74 years                               | 4.19               |
| 75 years and over                            | 4.62               |
| <b>Race and Hispanic or Latino ethnicity</b> |                    |
| White  | 2.71               |
| Black or African American                    | 3.48               |
| Asian  | 1.90               |
| Hispanic or Latino ethnicity                 | 2.32               |
| <b>Employment status</b>                     |                    |
| Employed                                     | 2.12               |
| Full-time workers                            | 2.04               |
| Part-time workers                            | 2.39               |
| Not employed                                 | 3.84               |

(United States Department of Labor, 2018)

CONSORTIUM BENEFITS: USING TV

Appendix B

Television Set Ownership – Number of Sets per Household



(Nielsen, 2017)

CONSORTIUM BENEFITS: USING TV

Appendix C

The Cost of Advertising Nationally Based on Medium

|  |  |                         |   |   |
|--|--|-------------------------|---|---|
| <b>National TV Advertising</b>             | Design + Production                                      | \$63,000 to \$8 million | Average of approx. \$342,000 per 30 second ad | Cost of media + agency hourly rate                    |
| <b>National Magazine Advertising</b>       | Design   | \$500 to \$397,800      | Average of approx. \$250,000 per ad           | Cost of media + agency hourly rate                    |
| <b>National Newspaper Advertising</b>      | Design   | \$11 to 1.4 million     | Average of approx. \$113,000 per ad           | Cost of media + additional design in future           |
| <b>Direct Mail Advertising</b>             | Design   | \$50 to \$7,200         | Approx. \$51.40 per order                     | Design publishing + postage costs                     |
| <b>Telemarketing</b>                       | Script Writing   | \$1,000 to \$5,200      | \$7 - \$70 per hour or \$35 - \$60 per lead   | \$20 - \$60/hour                                      |
| <b>National Search Engine Optimization</b> | Website Configuration                                    | \$4,000 to \$10,000     | Free  | ~\$900/month to internet marketer                     |
| <b>National Pay Per Click Marketing</b>    | Website Configuration                                    | \$4,000 to \$10,000     | 5c-\$3 per qualified visitor                  | Cost of clicks + ~\$1,200/month to internet marketer  |
| <b>National Email Marketing</b>            | Email Template Design                                    | \$4,000 to \$50,000     | 5c-\$3 per qualified visitor                  | ~\$500/month to internet marketer                     |
| <b>Web Content Marketing Campaign</b>      | Development of web content assets and graphical elements | \$6,000 to \$12,000     | Free  | \$0 (If content is written around "evergreen" topics) |

(FX, 2018)