



A Public Service Announcement (PSA) Can Help Get Media Attention

SAMPLE 60-second PSA to Invite the Public to Use the Makerspace.

(Open this as a Word document to edit/alter the content, fill in the blanks, and replace the examples with local examples—adjusting the font and margins so the page can be **printed on your library letterhead**. PSAs can be sent as emails. But when sending a PSA as an email, links are included for more information (not attachments) and the email subject line must really stand out (e.g., **Our Town** Resident Grows New Business in the Library).

DATE: [Date]

CONTACT: [Your Name]

[Title]

[Address]

[Address]

[Phone Number]

[Email]

[Library Web Address]

Library Innovation Studios: Transforming Rural Communities

Makerspace Now Open in [Name of Library]

Students can explore electronics by making a Lego® robot. Adults can make holiday gifts and cards. Entrepreneurs can solve manufacturing, packaging, and marketing problems to grow new local businesses. These are just a few examples of how Makerspace equipment at [NAME of library] connects our community members with information and breaks down barriers to knowledge and experimentation. Stop by the library to “tinker,” explore careers, and develop your own entrepreneurial enterprises. The library is open [Hours and Days of Operation]. Call [Phone Number]. The *Nebraska Library Innovation Studios: Transforming Rural Communities* project is supported in part by the Nebraska Library Commission, partnering with the University of Nebraska—Lincoln Nebraska Innovation Studio, Nebraska Extension, and Regional Library Systems. The project is funded through a National Leadership Grant awarded by the Institute of Museum and Library Services (IMLS).

I hope you will broadcast this PSA about the opportunities that the Makerspace equipment and this learning experience provide our community. I would also be happy to arrange interviews with individuals and community groups that are benefiting from this project. See <http://nlc.nebraska.gov/grants/InnovationStudios/Components> or attached equipment list for more information.

Enclosed is more information about our library. I will give you a call in a few days to see if I can answer any questions. But please do not hesitate to call or email me first with questions.

NOTE: This equipment is available in our library through the Library Innovation Studios project, hosted by Nebraska rural public libraries to support community engagement and participatory learning experiences by providing access to technological and innovative learning tools not readily accessible locally. The Nebraska Library Commission, along with partners University of Nebraska-Lincoln (UNL), Nebraska Innovation Studio, Nebraska Extension, and Regional Library Systems, are collaborating with local public libraries on the *Library Innovation Studios: Transforming Rural Communities* project. The project is made possible in part by a National Leadership Grant of \$530,732 awarded to the Nebraska Library Commission by the Institute of Museum and Library Services (IMLS grant #LG-95-17-0046-17).

Audio/video broadcasts must include the tagline, “This project is made possible by a grant from the U.S. Institute of Museum and Library Services.” Video broadcasts must display the IMLS logo.

CONTACT INFORMATION

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Library Innovation Studio equipment in our library for a hosting period of eighteen to twenty weeks, includes components from the following categories:

- **Digital fabrication** (3D printer, laser cutter, vinyl cutter, CNC router);
- **Electronics** (prototype kits, microcontrollers, robotics);
- **Textiles** (heat press, embroidery/sewing machine);
- **Digital media creation** (filmmaking/digital photography);
- **Music technology; and**
- **Specialized software, button maker, laminator and basic hand tools.**