

MARKETING PLAN

Introduction

The San Antonio Public Library (SAPL) Strategic Plan presents an opportunity to elevate the Library's profile in the region by raising awareness of the critical role SAPL serves in the areas of education attainment, early literacy, economic development, workforce development, and general quality of life in San Antonio. Therefore, a strategically planned and executed marketing effort is necessary to maximize the opportunity that the planning process presents.

This marketing communications plan is intended to serve as a guide to Library staff and the KGBTexas/The Ivy Group strategic planning project team for communicating the elements and importance of the plan to a wide variety of stakeholders. The marketing plan includes:

- Situation analysis
- Marketing objectives
- Brand identity
- Key messages
- Strategies and tactics
- Roles and responsibilities
- Reporting and evaluation

This plan is not intended to supersede any existing or future communications plans developed or implemented by Library staff. The plan will be executed in concert with Library administration and public relations staff (more on this in Roles and Responsibilities).

Situation Analysis

SAPL already has a robust communications and public relations program, which has been successful in recent years in raising the profile of the organization among key decision makers. The FY 2011 Budget, which saw SAPL as one of the few city departments to receive significant increases in funding, is evidence of that. Despite limited staff and resources, SAPL uses a mix of traditional media relations, marketing/advertising and social media to communicate important information about the Library and its programs and services.

The purpose of this plan is to market the Library in a broader sense, to stake out its appropriate position as a critical piece of the future growth and prosperity of the region. As we embark on the strategic planning process, we believe the pieces are in place for this broader dialogue to occur. The current mayor has made education a top priority. The city is engaged in a forward-looking visioning process, and San Antonio's and Texas' relative success economically has business and community leaders more focused than ever on initiatives that will strengthen the city's position relative to competing cities.



The Library's ability to market itself will have significant implications as SAPL seeks to identify and implement a sustainable funding source, as well as articulate a convincing rationale for adequate inclusion in the 2012 bond program. Therefore, developing influential "ambassadors" for the Library is critically important.

Objectives

The overarching objectives of this marketing communications plan are as follows:

- Garner recognition, visibility and community-wide support for the plan
- Educate the public about the importance of a cohesive vision and strategic plan for SAPL
- Position SAPL as a critical component of the continued growth and quality of life of San Antonio
- Foster participation among community leaders invited to serve on the Leadership Advisory Committee
- Obtain input from SAPL stakeholders and customers

Target Audiences

This plan is designed to reach a wide variety of stakeholders. Below are the general target audiences. Specific organizations and individuals are detailed in the appendix to this plan. (Note: We consider the media to be a vehicle, rather than an audience.)

- Citizens of San Antonio/Bexar County
- Government and public officials
- Educators/education administrators, policymakers and advocates
- Business leaders/economic development officials
- Library staff members
- Potential and existing Library donors and volunteers



Brand Identity

While SAPL has an existing brand identity for the organization as a whole, we strongly recommend developing a brand identity for the strategic plan to raise awareness, generate enthusiasm and create visibility for the plan and its goals. Specifically, we recommend a logo font and tagline to be utilized on all communication materials relating to the plan, including but not limited to:

- Leadership Advisory Committee recruitment letters, emails, and notices
- Task Force, Work Group, and Board email meeting notifications and correspondence
- Press releases and pitches
- Public notices and fliers
- SAPL website
- SAPL newsletter
- Community partner's websites and newsletters
- Final plan and drafts

Recommended logo and taglines will be designed to promote continuity of message and establish a unified identity. Through a creative play on words, the proposed tagline theme will position the plan as a forward-thinking initiative with an emphasis on building the future and guiding the Library's vision for tomorrow. Once approved, the brand identity will be used as a unifying theme to foster support and elevate the value and importance of the SAPL Strategic Plan.

Please note that this logo is not intended to replace in any way the existing SAPL brand identity. Rather, we recommend using the strategic plan logo in concert with the SAPL logo.



Key Messages

Effective marketing requires a commitment to communicating an agreed-upon platform of key messages. The following three key messages are intended to serve as a guide for communicating with target audiences about the plan:

What

The San Antonio Public Library is developing a strategic plan to provide a cohesive vision and direction for the next five years and beyond and position the Library as a relevant and high-achieving organization to better serve the community.

Why

The San Antonio Public Library is the educational arm of the City of San Antonio. By supporting education and literacy, the Library is critical to the continued community development and competitiveness of the region.

How

The plan will be developed with a high level of stakeholder and public engagement, allowing the entire community to participate in, and ultimately support, a unified vision for the San Antonio Public Library.

Key Messages and Proof Points

The three key messages are repeated below with proof points to support them. This is not intended to be a word-for-word script; persuasive communications require that spokesperson(s) convey the key messages in their own words. To ensure consistency in the messages, we recommend that Library spokesperson(s) refer to and utilize the guide prior to communications with elected officials, opinion leaders, media, and other interested stakeholders.

The San Antonio Public Library is developing a strategic plan to provide a cohesive vision and direction for the next five years and beyond and position the Library as a relevant and high-achieving organization to better serve the community.

- The strategic plan will serve not only as a planning tool for the Library Board of Trustees and administration but also as a roadmap for the future.
- The strategic plan will build on a wide range of research, including the Community Needs Assessment conducted by SAPL in 2010 to gauge the community's expectations from the Library system.
- The Community Needs Assessment included interviews with community leaders and a random survey of approximately 2,000 households to gather important input from our stakeholders.



- The strategic plan will also include a self-evaluation that will help the Library assess how to improve internal functions and organizational health.
- SAPL has hired a project team that has consulted more than 50 library systems in the United States and Canada to draw on best practices and innovations from high-achieving libraries across North America.

The San Antonio Public Library is the educational arm of the City of San Antonio. By supporting education and literacy, the Library is critical to the continued community development and competitiveness of the region.

- SAPL faces a long history of deferred investment, rapid technological advancements, and continued suburban growth that requires innovative solutions.
- The plan will help SAPL better serve its customers by identifying new services, technologies and growth opportunities while creating a culture of service for the future.
- The strategic plan will be closely aligned with SA 2020, Mayor Castro's ongoing 10-year planning initiative, to ensure that we do our part in helping create an informed, literate, and educated community.

The plan will be developed with a high level of stakeholder and public engagement, allowing the entire community to participate in, and ultimately support, a unified vision for the San Antonio Public Library.

- The strategic planning process will be advised by the Leadership Advisory Committee — approximately two dozen community leaders with an interest and passion for economic development and education in our community. (Many of the members of the Leader Advisory Committee also serve in leadership roles for SA 2020.)
- The public will have an opportunity to comment on the draft plan at a public meeting planned for the summer of 2011.
- Updates will be publicized through the media, social media, and on a dedicated page of the Library's website.



Strategies and Tactics

In order to develop widespread involvement and community buy-in for the strategic planning process and recommended initiatives, we propose the following overarching communications strategies to occur at two key milestones in the project:

- The launch of the strategic planning process marked by the February 14 press conference and the first meeting of the Leadership Advisory Committee.
- The culmination of the strategic planning process as marked by the public meeting.

Strategy: Support SAPL’s existing media outreach program by providing compelling content about the strategic plan.

We will work in concert with the San Antonio Public Library’s communications team to generate interest from local news outlets in the strategic planning process. Specific tactics may include but are not limited to:

- Organize and hold a press conference (scheduled for Feb. 14) to publicly launch the strategic planning process.
- Develop a media advisory and press release to publicize the press conference and public launch of the strategic plan.
- Pitch media and schedule interviews with Ramiro Salazar to discuss the strategic planning process.
- Pitch SAPL strategic planning process to Institute of Museum and Library Services as a “featured project profile” on the organization’s website
- Draft an op-ed letter from a Leadership Advisory Committee member following the first meeting of the committee.
- Organize an editorial board briefing with San Antonio Express-News (date TBD).
- Utilize existing media events for the grand opening of the Mission Library on April 30 and the grand opening of the Parman Library on May 7 to create awareness of the strategic planning process.
- Develop additional press releases and story pitches, as warranted.

Strategy: Utilize grassroots outreach to market the plan through existing and new community partnerships.

We will leverage the San Antonio Public Library’s existing community partnerships and foster new relationships by promoting the strategic plan through San Antonio community organizations. (Please see the appendix for a list of suggested community partners.)



- Coordinate with community partners to emphasize the importance of citizen input at the strategic plan public meeting. (Example: Chamber's urging membership to participate).
- Reach out to community partners to mention the public meeting through websites and their social media platforms such as blogs, Facebook, and Twitter.
- Prepare short articles about the strategic planning process (adopted from press release) for inclusion in community partners' newsletters, websites, etc.
- Create and distribute flyers to San Antonio Public Library branches to post on community bulletin boards and hand out at Bookmobile stops and SAPL events.
- Distribute e-blasts to community partners at key milestones in the process.

Strategy: Enhance and improve SAPL's social media program to promote the strategic plan and build a larger network for future SAPL marketing efforts.

From our initial review of SAPL's existing communications program, we believe this project represents a great opportunity to build on SAPL's social media efforts. SAPL has a Facebook page (303 fans), YouTube account (906 upload views), Twitter feed (338 followers), flickr profile (more than 4,000 views), and a blog on the San Antonio Express-News website, mysanantonio.com. These channels are updated with varying levels of frequency and do not appear to be coordinated. For example, links to these social media channels are not easily found on the SAPL website and news stories about SAPL and mysanantonio.com blog posts are not being re-posted through the Facebook page. The flickr photostream and Twitter feed are the only social media accounts with the same name, mySAPL. We believe enhancing these efforts now can both help build support for the strategic plan and build a foundation for social media communications in the future.

- Create links on the SAPL homepage to each of SAPL's social media vehicles.
- Create a cohesive identity for all of SAPL's social media channels.
- Develop a system for coordinating content among each of SAPL's social media channels.
- Build the number of Facebook followers through the promotion of the strategic planning process.
- Utilize multimedia (videos, etc.) to maximize publicity.
- Distribute press releases, op-eds, and meeting announcements through social media channels.
- Regularly monitor the channels to address comments and questions and ensure all posts are consistent with the overall message of SAPL.



Strategy: Leverage the influence and networks of Leadership Advisory Committee members to create third-party endorsement and publicity of the strategic plan.

In addition to gathering input about library services, one of the goals of establishing the Leadership Advisory Committee is to develop champions of the strategic plan among influential community leaders. We will ask and encourage committee members to assist in the marketing of the strategic plan.

- Publicize a list of participating community leaders as part of the public launch of the strategic planning process.
- Develop and distribute copy about the strategic planning process at Leadership Advisory Committee meetings to be inserted into newsletters, emails, social media channels, and other communication pieces within their respective organizations.
- Identify opportunities for Leadership Advisory Committee members to serve as spokespersons for the strategic plan.
- Explore the potential for shooting video testimonials with committee members following the meetings.
- Maintain consistent communication with Leadership Advisory Committee members through an e-blast system.

Roles and Responsibilities

KGBTexas/The Ivy Group project team will support the Library administration and public relations staff in all external and internal communications related to the strategic plan. We will not serve as spokespersons and will not distribute any communications materials without prior approval from SAPL. We serve as a liaison to media and external stakeholders only at the direction of SAPL.

To ensure proper coordination among the various communications entities of the team, we recommend the following roles and responsibilities:

- *Library administration*: Approval of all marketing/communications materials, primary spokesperson.
- *Library public relations staff*: Approval of all marketing/communications materials, primary media contact, secondary spokesperson(s).
- *Library trustees*: Secondary spokesperson(s), as needed.
- *KGBTexas/The Ivy Group*: Secondary media contact, primary Leadership Advisory Committee contact. We will be responsible for drafting the following materials related to the project:
 - Agendas
 - Minutes
 - Letters
 - Web copy
 - Press releases, advisories



- Fact sheets
- Flyers
- Advertisements (as necessary)

Members of the Leadership Advisory Committee may be asked from time to time to comment to the media. The project team recommends encouraging them to direct media inquiries to the designated spokesperson; however, we will work with the Library staff to identify appropriate opportunities to leverage support from influential community leaders. Committee members will also be encouraged to serve as conduits to the broader audiences they represent through their existing networks.

Evaluation

At the conclusion of this project, we will provide a written report and evaluation of the marketing efforts for the strategic plan. Identification of the most relevant metrics may be developed in advance and in concert with SAPL and may include the following:

- Number of media and social media mentions, including number of impressions, content analyses, etc.
- Number of impressions through third-party promotion, i.e., e-blasts, community newsletters, etc.
- Attendance at public meeting.



APPENDIX

Grassroots Outreach

Below is a list of possible community partners, city departments, and organizations/associations, grouped by organization type, that we recommend reaching out to in order to foster support for the development and implementation of the San Antonio Public Library strategic plan.

City of San Antonio Mayor and City Council

With some officeholders subject to previous term limits, new council members, elected in May 2011 will be considering library issues.

- Mayor Julián Castro
- City Council District 1, Mary Alice P. Cisneros
- City Council District 2, Ivy R. Taylor
- City Council District 3, Jennifer V. Ramos
- City Council District 4, Philip A. Cortez
- City Council District 5, David Medina, Jr.
- City Council District 6, Ray Lopez
- City Council District 7, Justin Rodriguez
- City Council District 8, W. Reed Williams
- City Council District 9, Elisa Chan
- City Council District 10, John G. Clamp

City of San Antonio Departments

Platforms that can be utilized for the promotion of the strategic plan are listed in parentheses.

- Animal Care Services
- City Manager's Office (City Manager's Blog)
- Communications and Public Affairs (Official City News Releases)
- Community Initiatives (DCI Facebook and Twitter pages)
- Convention Sports and Entertainment Facilities
- Convention and Visitors Bureau



- Cultural Affairs (ArtBeat Weekly)
- Downtown Operations (Downtown Newsletter)
- Historic Preservation
- Information Technology Services
- International and Economic Development (IED Updates)
- Mayor's Office (Mayor's Video Blog, Facebook and Twitter pages)
- Metro Health District
- Office of Environmental Policy (Noticias Verdes)
- Parks and Recreation (Parks & Rec Facebook and Twitter pages)
- Planning & Community Development

Military and Veteran Organizations

The consulting team will send information (flyers, etc.) about the strategic plan to the following local military and veterans organizations.

- Air Force Sergeants Association (AFSA), Chapters 1076 and 1077
- American Ex-Prisoners of War, Inc.
- American G.I. Forum
- American Legion
- Disabled American Veterans, San Antonio Office
- Military Officers Association of America
- Non Commissioned Officers Association
- Veterans of Foreign Wars (VFWs)

Chambers of Commerce

Platforms that can be utilized for the promotion of the strategic plan are listed in parentheses.

- Greater San Antonio Chamber of Commerce (Monday Memo and E-newsletters)
- Alamo City Black Chamber of Commerce (Weekly Updates)
- Alamo Heights Chamber of Commerce
- North San Antonio Chamber of Commerce (North Chamber News)
- Randolph Metrocom Chamber of Commerce



- African American Chamber of Commerce
- San Antonio Hispanic Chamber of Commerce
- San Antonio Women’s Chamber of Commerce (E-newsletter)
- South San Antonio Chamber of Commerce (Facebook and Twitter pages)
- San Antonio GLBT Chamber of Commerce (Monthly Newsletter)
- West San Antonio Chamber of Commerce

School Districts

- Alamo Heights ISD
- East Central ISD
- Edgewood ISD
- Fort Sam Houston ISD
- Harlandale ISD
- Judson ISD
- Lackland ISD
- San Antonio ISD
- Northside ISD
- North East ISD
- Randolph Field ISD
- San Antonio ISD
- Schertz-Cibolo-Universal City ISD
- South San Antonio ISD
- Southside ISD
- Southwest ISD



Neighborhood and Homeowners Associations

The consulting team has compiled the contact information for the following list of for more than 150 community organizations registered with the City of San Antonio.

- Spring Vista Homeowners Association
- Eden Homeowners Association
- Hunters Chase Homeowners Association
- Inspiration Hills Homeowners Association
- Lakeside Homeowners Association
- Northern Hills Country Village Homeowners Association
- Spyglass Hill Homeowners Association
- The Dominion Homeowners Association, Inc.
- Deer Hollow Homeowners Association
- Oak Meadow Homeowners Association
- Encino Park Homeowners Association
- Misty Oaks Homeowners Association
- Braun Hollow Homeowners Association
- Oakmont Downs Homeowners Association
- Northern Heights Homeowners Association, Inc.
- Santa Fe Trails Homeowners Association
- Range Rider Homeowners Association
- Walden Meadows Homeowners Association, Inc.
- Encino Park Homeowners Association
- Regency Park Owners Association
- Misty Oaks Homeowners Association
- Elm Creek Owners Association
- The Estates at Stonegate Property Owners Association
- Braun Hollow Homeowners Association
- Churchill Estates Homes Association, Inc.
- Northern Heights Homeowners Association, Inc.
- Santa Fe Trails Homeowners Association



- Oak Valley Homeowners Association
- Range Rider Homeowners Association
- Walden Meadows Homeowners Association, Inc.
- Villas at Redland Ranch Homeowners Association
- Whispering Oaks Homeowners Association
- Sonterra Property Owners Association, Inc.
- Hidden Forest Homeowners Association
- Country View Village Homeowners Association
- Countryside San Pedro Property Owners Association
- Shady Oaks Homeowners Association
- Canyon Creek Estates Homeowners Association
- Scattered Oaks Homeowners Association
- Pembroke Farms Homeowners Association
- Coliseum Oaks Homeowners Association
- Fieldstone Homeowners Association
- Deerfield Homeowners Association
- Saddlebrook Farms Homeowners Association
- Blanco Woods Homeowners Association
- Woodmont Townhome Owners Association
- Stone Mountain Owners Association
- Ridgehaven Volunteer Homeowners Association
- Oakland Heights Owners Association
- Oakdell Council of Co-owners, Inc.
- Wellsprings Homeowners Association
- Northern Hills Homeowners Association
- Greystone Country Estates Property Owners Association
- Auburn Oaks Subdivision Homeowners Association
- Champions Ridge Homeowners Association
- Canyon Creek Bluffs Property Owners Association
- The Overlook Homeowners Association
- Hart Ranch Unit One Homeowners Association



- Crestlake Homeowners Association
- Canyon Creek Village Condominium Homeowners Association
- Emerald Forest Homeowners Association
- United Homeowners Improvement Association, Inc.
- Bluffview at Camino Real Homeowners Association
- Legend Hills Homeowners Association, Inc.
- Lockhill Estates Home and Property Association
- Woodlands of Camino Real Homeowners Association
- The Heights at Stone Oak II Owners Association
- Redland Estates Homeowners Association
- Maverick Creek Homeowners Association
- Castle Wood Forest Homeowners Association
- North Castle Hills Homeowners Association
- Mission Trace Homeowners Association
- Stone Oak Property Owners Association
- San Antonio Tierra Del Sol Homeowners Association
- Hidden Oaks Estates, Unit 2 Property Owners Association
- Shavano Forest Owners Association
- French Creek Village Homeowners Association
- Perrin Park Homeowners Association
- Braun Willow Unit 2 & 4 Subdivision Homeowners Association
- Vista Del Norte Subdivision Homeowners Association
- Roseheart Homeowners Association
- Provincia Villas Homeowners Association
- Stonegate Hill at Westover Hills Homeowners Association
- Valencia Homeowners Association
- Hunters Brook Homeowners Association
- Woodthorn Homeowners Association
- Steeplebrook Homeowners Association
- The Villages of Westcreek Owners Association
- Crownridge of Texas Owners Association



- Longs Creek Homeowners Association
- The Oaks Owners Association
- Solana Ridge Homeowners Association
- Monterrey Village Homes Association
- Villas of Spring Creek Homeowners Association
- Redland Ranch at Elm Creek Homeowners Association, Inc.
- Bel Meade Homes Association
- Cambridge Homeowners Association
- Red Robin Homeowners Association
- The Woods at Fair Oaks Homeowners Association
- Westover Forest Homeowners Association
- Shavano Rogers Ranch Crosstimber Homeowners Association
- Eagles Bluff Homeowners Association
- Shavano Rogers Ranch Falling Brook Homeowners Association
- Cedars Point Owners Association
- Regency Place Property Owners Association
- Property Owners Association of Apple Creek
- Braun Station East Community Improvement Association, Inc.
- Camelot Neighborhood Association
- Coliseum / Willow Park Neighborhood Association
- Denver Heights Neighborhood Association
- Forest Oak Neighborhood Association
- Government Hill Alliance
- Heritage Neighborhood Association
- King William Association
- Loma Park Neighborhood Association
- Mahncke Park Neighborhood Association
- Hills of Park North Neighborhood Association
- North Central Thousand Oaks Neighborhood Association
- Valley Hi North Neighborhood Association
- Pecan Valley Neighborhood Association



- East Village Neighbors Association
- Greater Harmony Hills Neighborhood Association
- Great Northwest Community Improvement Association
- Skyline Park Neighborhood Association
- River Road Neighborhood Association
- Lindsey Place Association, Inc.
- Oak Park-Northwood Neighborhood Association
- Blossom Park Northwood Neighborhood Association
- Edison Neighborhood Association
- Regency Meadow Association
- Dreamhill Estates Neighborhood Association
- Collin Gardens Neighborhood Association
- Northwood Hills Improvement Club
- Monticello Park Neighborhood Association
- Longs Ridge Association, Inc.
- United Westwood Resident Organization
- Huntleigh Park Residents Association
- Keystone Neighborhood Association
- Valley Forge Residents Associations
- Oakwood Owners Association
- Mission San Jose Neighborhood Association
- Dos Rios Neighborhood Association
- Harlandale Park Neighborhood Association
- Lone Star Neighborhood Association
- Village North Neighborhood Association
- Winchester Hills Neighborhood Association
- Comanche Community Neighborhood Association
- Hunters Creek Neighborhood Association
- Gardendale Neighborhood Association
- Gillette Area Neighborhood Association
- Hot Wells Neighborhood Association



- MacArthur Park Neighborhood Association
- Woodlawn Hills Neighborhood Association
- Babcock North Resident Association
- North Central Neighborhood Association
- Olmos Park Terrace Neighborhood Association
- Feather Ridge Neighborhood Association
- Eastwood Village Neighborhood Association
- El Chaparral / Fertile Valley Neighborhood Association
- Spring Creek Neighborhood Association
- Mountain View Acres Neighborhood Association
- Wynwood Condominium Association
- Lower Southeast Side Association
- Mockingbird Hill Neighborhood Association
- Oak Hollow Park Neighborhood Association
- Oxbow Neighborhood Association
- Northmoor Neighborhood Association
- Redland Woods Association
- Los Jardines Neighborhood Association
- Tierra Linda Neighborhood Association
- Valley Forest Neighborhood Association
- Highland Farms Neighborhood Association
- Eastgate Neighborhood Association
- Tanglewood Neighborhood Association
- North Shearer Hills Neighborhood Association
- Meadow Village Neighborhood Association
- General Krueger Neighborhood Association
- Hein - Orchard Subdivision Association
- Rolling Ridge Village Association
- Crownhill Park Neighborhood Association
- Highland Park Neighborhood Association



Community Organizations

The following list represents a sample of City of San Antonio entities and nonprofit organizations that can support the promotion of the strategic planning process through internal and external newsletters and social media platforms including blogs, Facebook, and Twitter.

- African American Genealogical and Historical Society of San Antonio
- ARTS San Antonio
- Big Brothers Big Sisters, Alamo Area
- Blue Star Contemporary Art Center
- Boy Scouts of America, Alamo Area Council
- Boys and Girls Clubs of San Antonio
- Brooks Air Force Base Youth Activities
- Build San Antonio Green
- Communities in Schools of San Antonio
- CPS
- Downtown Youth Center
- Esperanza Peace & Justice Center
- Gemini Ink
- George Gervin Youth Center
- Girl Scouts, San Antonio Area Council
- Goodwill Industries of San Antonio
- Guadalupe Community Center
- Jewish Community Center of San Antonio
- JOVEN (Juvenile Outreach and Vocational Education Network)
- Junior League of San Antonio
- Keep San Antonio Beautiful
- League of Women Voters
- McNay Art Museum
- Neighborhood Resource Center
- SAMMinistries
- San Antonio Commission on Literacy



- San Antonio Conservation Society
- San Antonio Food Bank
- San Antonio Museum of Art
- San Antonio Missions National Historic Park
- San Antonio Youth Literacy
- San Antonio Water System
- San Antonio Zoo
- Solar San Antonio
- Southwest School of Art
- United Way of San Antonio and Bexar County
- USO Council of San Antonio and Central Texas
- Witte Museum
- YMCA



Professional Organizations

The following list represents a selection of professional groups that can support the promotion of the strategic planning process through internal and external newsletters and social media platforms including blogs, Facebook, and Twitter.

- American Marketing Association - San Antonio Chapter
- Association for Women in Communications - San Antonio Chapter
- Bexar County Library Association
- Bexar County Medical Society
- Greater San Antonio Builders Association
- Greater San Antonio Dental Association
- Local 624 San Antonio Professional Firefighters Association
- Professional Tour Guide Association of San Antonio
- Public Relations Society of America - San Antonio Chapter
- San Antonio / Bexar County Bar Association
- San Antonio Alliance of Teachers and Support Personnel
- San Antonio Association of Black Journalists
- San Antonio Association of Building Engineers
- San Antonio Association of Health Underwriters
- San Antonio Association of Hispanic Journalists
- San Antonio Human Resource Management Association
- San Antonio Board of Realtors
- San Antonio Branch of AAUW
- Society of Hispanic Professional Engineers
- San Antonio Manufacturers Association
- San Antonio Police Officers Association



Community Centers

The consulting team will send information (flyers, etc.) about the strategic plan to the following City of San Antonio community centers.

- Bode
- Copernicus
- Cuellar
- Dawson
- Denver Heights
- Dorie Miller Community Center
- Garza
- Gill
- Hamilton
- Harlandale
- Lincoln
- Meadowcliff
- Melendrez
- Miller's Pond
- Normoyle
- Palm Heights Center
- Ramirez Center
- Father Roman Center
- San Juan Brady Gardens Center
- South San Center
- Southside Lions Center
- Tobin
- Ward Center
- Woodard Center
- Yates Community Center



Target Media

Below is a list of targeted media, grouped by local outlets and industry/trade publications. We anticipate that most of the interest during the strategic planning process will come from local media, primarily print outlets. The final master plan will present the San Antonio Public Library with an opportunity to promote its vision regionally and through targeted trade media.

Local Outlets

- San Antonio Express-News
- San Antonio Business Journal
- San Antonio Magazine
- San Antonio Current
- The Herald
- North San Antonio Times
- Northwest Weekly
- North Central News
- NSIDE Business Magazine
- Southside Reporter
- Conexion
- La Prensa
- KABB-TV
- KENS-TV
- KLRN-TV
- KSAT-TV
- KVDA - TV (Telemundo)
- UNIVISION
- WOAI-TV
- Texas Public Radio
- KTSA-AM
- WOAI-AM
- Helotes Herald
- Bulverde Community News



Municipal Government Publications

- Texas Town & City (Texas Municipal League)
- PM Magazine (International City / County Management Association)
- Governing Magazine and Governing.com

Library Industry Publications

- American Libraries (American Library Association)
- Hotline
- Library Journal
- Public Libraries (Public Library Association)
- San Antonio Public Library E-newsletter
- Texas Library Journal (Texas Library Association)
- Texas Library Association Member Blogs
 - Shelving Cart
 - Speed of Light
 - Texas Heritage Online
- Urban Libraries Council Newsletter and Blog

