

## Meeting with Double Denim to discuss the OPC campaign [2 December 2019]

### Discussed

Originally we had planned to run a campaign to redistribute the books from a portion of the Overseas Published Collection on 3 or 4 of February 2020. Because circumstances changed we decided to push the date of the campaign forward to 17 or 18 of December 2019.

Creative Agency Double Denim have advised to stick to the original launch date for the campaign, 3 or 4 of February 2020.

They have suggested instead to launch a PR exercise pitching the OPC story to targeted media on 17 or 18 of December.

We are developing an idea to take targeted media on a tour showing them the packed shelves at Rugby House to *show* as well as *tell* them why we are looking to rehouse a portion of this collection. We can show them some of the "Bach Books" that are on offer, for example *God in a Box* by Colin Morris. There is a great selection of similar titles available that we could put on show.

### Angles discussed:

- It is the end of a decade and times have changed. The increasing availability of published content on the internet provides opportunities for libraries and readers to connect to content rather than having to collect and store it.
- This is a global issue – libraries all over the world are having to make these hard decisions. Storage is not infinite.
- The National Library is part of a global network and we will continue to work with libraries internationally so that we can provide New Zealanders access to content from across the globe.
- Our responsibility is to collect, preserve and make available our own New Zealand and Pacific material in-line with our Collections Policy and statutory obligations. A significant part of our role as stewards and *kaipūwhiri* of Aotearoa's documentary heritage is to preserve the memory of New Zealand and the Pacific. No other library in the world is going to collect and preserve *our* stories, that's our job.

We can finesse these messages and possible story angles.

### Creative campaign messaging and ideas discussed

- The National Library want to make these books available so that people that have an investment in these books will have an opportunity to engage in/with them
- We need to keep in mind that we are growing a nation of readers
- Redistributing bulk vs individual titles. Giving these books away to individuals would be difficult – third-party organisations is preferable
- Every book is a good book is not necessarily true
- Keep away from financial or market value it's the intellectual value we need to emphasise
- This is a quirky and eclectic collection of "Bach Books" – serendipitous exercise
- We've offered these books to libraries, now we're offering them to you.
- The OPC was a collection of targeted interest books that were sent to NZ because there was a gap not being met by the NZ public libraries.

### Some of the targeted media suggested:

- David Larson – The Spinoff
- Kathryn Ryan - Radio NZ Nine to Noon
- Te Radar and Michele A'Court – Radio NZ The Week that Was

- TVNZ News

**To note:**

- Sending books to individuals is now out of scope – we will instead reach individuals / public through the book fairs we will be providing books to.
- Double Denim (DD) will also look into the National Libraries relationship with Air NZ – this is another media / campaign angle they are interested in exploring.
- Bill will look into a possible partnership with Rotary.
- We are sticking with the process of offering to libraries first then third-party organisations. We will need to consider the timing carefully - internal and stakeholder (libraries) communications will be factored into any media / PR announcement.

**Key Stakeholders (in the tent)**

- Libraries
- ReadNZ
- NZ Book Council
- Publishers
- Book sellers
- Society of Authors
- Academics
- Researchers

**Under the awning/entranceway**

- Rotary – Bill has a contact here that he is connecting with who may be interested in taking a bulk amount and partnering with the National Library.
- Lions – keep updated
- DCM – keep updated

**Logistics**

Libraries and third-party organisations and bulk orders will be prioritised.

**Website capability – to keep in mind**

Website can include:

- Videos, images
- Information
- Links to excel spreadsheets/lists

Things that can't be done

- A sign up form – currently we are managing orders via email. This is working at the moment because the scale of requests have been small.
- Payment gateway
- RealMe layer

**Double Denim deliverables**

*We will draw this up into a more official document once you are all happy this is going in the right direction*

Deliverables

1	PR plan and working with you to pitch to the key media	9(2)(j)
2	Developing an overarching concept which will be rolled out in the New Year. To consider:	9(2)(j)

RELEASED UNDER THE OFFICIAL INFORMATION ACT 1982

	1. the need to ensure that people understand if they are at a book fair and see a bookplate from the National Library that the book hasn't been stolen or dumped	
3	We are looking at two videos: 1. one very simple one with Bill saying why they are moving the collection on - this would go to those inside the tent. 2. And another one with a celebrity who would promote the job lots. We will scope this move to get an understanding of how much talent fees etc would be. We will write the script, produce, edit and output . Please be aware this will be simple due to the budget constraints.	9(2)(j)
4	Naming of the project	9(2)(j)
5	Contingency	9(2)(j)

### Next steps and actions

Actions	Responsible
Provide feedback for and sign off on Double Denim deliverables	Bill, Rachel, 9(2)(a)
Set up meeting with Rotary, Bill, 9(2)(a) if possible	Bill
Ask 9(2)(a) who their agent is at NZ Post and connect with them to scope possible transport options	9(2)(a)
Follow up with DCM and Lions	9(2)(a)
Create content and media plan for launch on 17 or 18 Dec	9(2)(a), Double Denim

### Still to be confirmed:

- Amended criteria for the Principals document and what books are to be considered to be of "research value".
- The criteria needs to outline which books they wish to reconsider – a deadline for this criteria needs to be decided.
- Resource to support the 'weeding' of the OPC once criteria has been decided.
- Timeline – we need to provide this with some caveats e.g. how flexible is the timeline, what are our drop dead dates?