

## What's in a name? Naming Rights as revenue generators.

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Ever wish Andrew Carnegie was still around? His spirit is out there, in thousands of businesses, waiting for him and his generosity to be channeled again towards a great and well loved institution. ..the Library. Libraries of all types are usually hard pressed for funding. Despite the in also conducted a survey across various library professional organization mail-lists, focusing on the current state of the use of Naming

On one library's web site, you can see a rate chart for almost 40 various elements of the library, from the monument sign at their driveway, to the 2nd Floor Boardroom. Rights rates range from \$2000.00 to



## Plan

A range of options for “adjacencies”, ad slots next to popular programming (or library resource) elements are part of every successful broadcasting sales package. In libraries, I believe too much is not being utilized now; in radio speak, we have too much Dead Air. For anyone who’s ever seen Eric Bogosians’ “Talk Radio” it sometimes adds to the ambiance to have Dead Air (Youtube, 2013) if artfully done and you can get away with it. Usually it’s perceived, rightfully so, as a mistake.

There is a substantial counter opinion in our profession that seems to be against Naming Rights. One list-serv member chastised the idea of Naming Rights as a step on the slippery slope of privatization. Didn’t happen in Public Broadcasting though, and I believe both their corporate and individual fund-raising efforts are going along as well as can be in this economy, and with the new competitive media landscape.

Looking at the survey, about 40% don’t use Naming Rights now and 30% don’t plan to. One third of respondents said they were concerned about negative public opinion. Over 40% percent cited “Other” reasons, and perhaps one day in another iteration of this survey I’ll be able to gain wider participation as well as zero in on those reasons. The book, “What Money Can’t Buy” details various stories on Naming Rights and their impact on society. The author shows cases on “Municipal Marketing”, such as ex-Mayor Bloomberg’s criticized 5 year, 166 million /P3.4 23 -1e8 (t)5.3 (a)0 (i)5.2 on h 0.003 (uni)5.3 (c)0.Td [(c)0.8 (6.1 (i)the)0.n.4 (z.5 ( do)11