

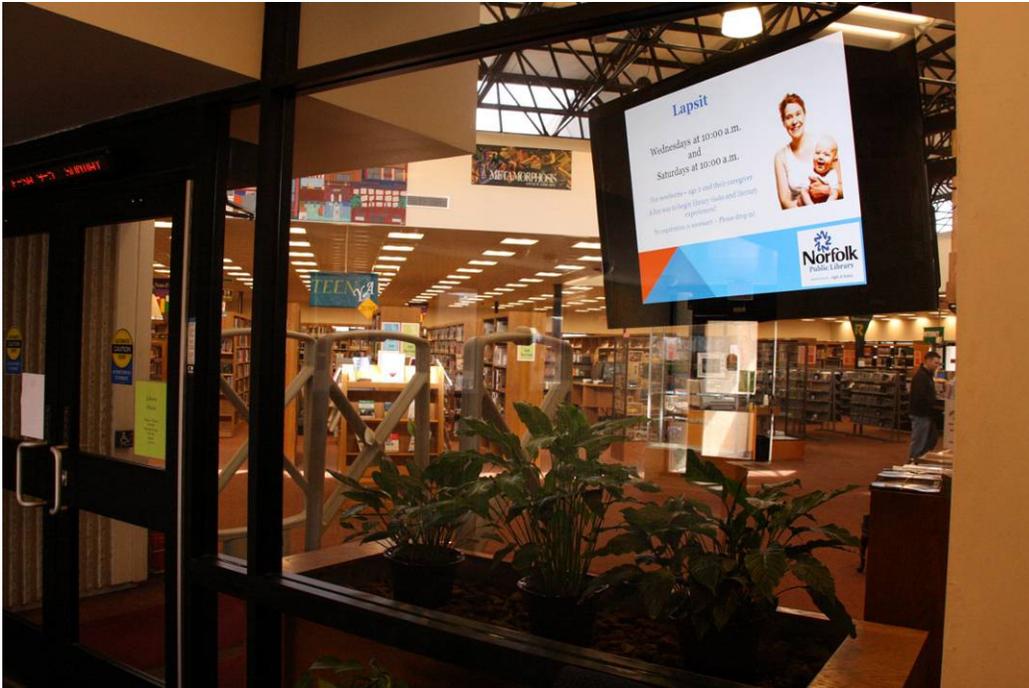
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“Library Promotes Activities and Services with Digital Signs”



In Patrons visiting the Norfolk Public Library will notice a new method of communication in use.

In the last few months an interior digital monitor and an outdoor digital sign have been installed to inform people of activities going on in the library.

“They’re wonderful communication tools for us as both screens advertise programs and services offered at the library,” said Jessica

Chamberlain, Director of the library.

The indoor screen is mounted inside the entrance of the library and shows a variety of different messages for ten seconds each of what is going on at the library whether it be a book sale, a visiting speaker or a new program.

“People will stand at the entrance and watch all of the messages scroll through where they might not see the brochures or posters that advertise those events,” said Chamberlain.

The outdoor sign provides messages to drivers on Fourth Street so there is less detailed information that can be provided. Still, Chamberlain said that people have made comments on what they’ve read on the sign.

“We’ve gotten good feedback on the outdoor sign. People come in because of what they’ve read as they walk or drive by. Even though we’ve had our “Needles, Hooks and Books” program for a few years, we had someone new come in and participate because they had read about it on the digital sign. It’s always beneficial when we can get information out more easily to the public,” Chamberlain said.