Positioning Your Library As An Essential Service: Marketing, PR and Advocacy

Presented by Libby Post, President Communication Services for New York Library Association
May 28, 2010

Who You’re Learning With

• Libby Post, President/CEO of Communication Services
• Work with libraries in NY and NJ on branding and building referendums, budget votes and charter changes
• Train library directors and library boards on how to run successful campaigns
Libraries We’ve Worked With

- Bethlehem Public Library
- Diver Library
- Elting Memorial Library
- Fairport Public Library
- Finkelstein Memorial Library
- Goshen Public Library
- Grinnell Library Association
- Highland Public Library
- Hudson Association Library
- Irondequoit Public Library
- Jervis Public Library
- LaGrange Library
- Lewisboro Library
- Pearl River Public Library
- Penn Yan Public Library
- Pawling Library
- RCS Community Library
- Saugerties Public Library
- Wallkill Public Library
- White Plains Public Library
- Woodstock Public Library

Library System Training

- Division of Library Development, NYSED
- Mid-Hudson Library System
- Mohawk Valley Library System
- Monroe County Library System
- Nassau Library System
- New York Library Association
- New Jersey Library Association
- Nioga Library System
- North Country Library System
- Onondaga County Public Library System
- Palmer Institute for Public Library Org. and Mgt.
- Ramapo Catskill Library System
- Suffolk Cooperative Library System
- Upper Hudson Library System
What Today Is All About

- Discussion of how to position your library as an essential service
- Your library’s relationship between marketing and public relations
- Why staff and trustees must be advocates for their library
- Making the Library a political plus for your local elected officials and being more effective

These Are Not Ordinary Times

CNN.com

Hard economic times a boon for libraries

By Anna M. Rice

It's been a rough and uncertain time for libraries, but that's not necessarily a bad thing. In fact, some librarians believe that the recent economic downturn could actually be a boon for libraries in the long run.

The New York Times Union

A new twist on old story

Economic downturn sends job seekers to library in search of help

By Marcia Gelber, Staff Writer

With the job market slowing down, many people have turned to the library for help. Libraries are now offering resume-building workshops, job search assistance, and even free job fairs.

Newsday.com

A new hot spot for job hunters -- the library

Libraries nationwide are reporting heavy use of services, including job-hunting clinics

By GARY DYMOSKI

gary.dymoski@newsday.com

January 26, 2009
These Are Not Ordinary Times

• Library Use is Skyrocketing Because of the Economic Downturn

What Libraries Do To Help

• Less than 44% of top 100 US retailers accept in-store applications
  – People come to the library, use public computers, apply for jobs

• An overwhelming majority of NY’s libraries are helping people search for jobs and access public assistance
  – 1/09 NYLA survey found that over 80% of NY’s libraries had helped a patron apply for a job online
What Libraries Do To Help

• Borrowing from collections saves people money
  – Americans visited 1.3 billion times, check out 2.1 billion items
  
  www.masslib.org/LibraryValue.html

What Libraries Do To Help

• Libraries demonstrate a great public service return on investment
• ROI calculator at the MHLS site
  – www.midhudson.org/admin/eco_impact.htm
• Using it we’ve found
  – Jervis in Rome, NY has a $1:$6 PSROI
  – Pawling Library has a $1:$5.68 PSROI
  – Hudson Area Library has a $1:$8 PSROI
What Libraries Do To Help

- Not just hardware, also expertise
  - Google gives patron 50,000 responses
  - Librarian give patrons help in finding the one answer they need

- Most effective use of all public services
- Serve 2/3 of the public using less than 2% of all tax dollars

What Libraries Do To Help

Total Holdings in NY's Public Libraries

Data from 2005-2008 Annual Reports for Public and Association Libraries, New York State Library

What Libraries Do To Help

Total Circulation in NY's Public Libraries

Data from 2005-2008 Annual Reports for Public and Association Libraries, New York State Library
What Libraries Do To Help

- What do the 2007 and 2008 stats tell us?
  - 4 million more visits
  - Despite economy, we added over 1 million items to our holdings
  - 8.4 million more items circulated
- People are relying on their libraries more than ever before
So, What Do Libraries Do To Tell Their Story?

Branding, Marketing and Strategic Communication
What Do They Help Me Do?

• Establish the library as an “essential service” in the community
• Market the library using emotional branding methods
• Have the library be a reflection of your community
• Advocate for library while building community support

What Do We Mean By “Essential Service?”

Library
Fire
Police
Health Care
Schools
What Does Advocacy Have To Do With It?

- If you don’t speak out on behalf of the library, why should anyone else?
- As staff and trustees, need to make connections throughout the community to reinforce library as an essential service
- Community leaders, elected officials, PTA moms
- Not politicians, advocates
- Advocacy is the tool citizens use in our democracy to bring about improvements.

Working Together

Branding/Marketing
Campaigns
Board Commitment
Advocacy

When branding/marketing, board commitment, campaigns and advocacy come together, you will be successful.
What is Branding?

• Integral part of marketing
• Sets libraries apart from other public institutions
• Sum total of all attitudes, perceptions and beliefs about your library

• Emotional branding:
  – Love
  – Hate
  – Hope
  – Fear

• Libraries give people hope, a sense of community, a long life of learning

What is Marketing?

• All activities geared to raising the identity and use of the library

• Libraries need to market
  – Reinforces position as an essential service for the community
  – Reinforces that libraries are very relevant and haven’t been replaced by the internet
  – Positions library to garner community support for voter initiatives
Examine your strengths & weaknesses: SWOT session

- INTERNAL
  - Strengths
  - Weaknesses
- EXPLORE
  - People
    - Staff
    - Board
    - Patrons
  - Programs and Services
- EXTERNAL
  - Opportunities
  - Threats
- EXPLORE
  - Position of the library in the community
  - What values the library stands for in the community
  - What’s important to the community

Exercise

- Mini-SWOT Session
  - One value to describe library
  - One strength about the people
  - One weakness about the people
  - One strength about the programs and services
  - One weakness . . .
  - How is library viewed?
  - What’s important to your community?
Developing Your Message

• Emotional Branding

<table>
<thead>
<tr>
<th>Love</th>
<th>Hate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hope</td>
<td>Fear</td>
</tr>
</tbody>
</table>

Exercise

• What Love and Hope Emotions Reflect Your Library?
Developing Your Message

• Draw people in on an emotional level
  – Appeals to positive emotions of love and hope
    • What’s in it for them
    • What’s in it for their families, their children

• Speak to people in ways that reflect their values and show how their values align with the library’s values
• Always maintaining the “essential service” theme

Developing Your Message

• Spur residents to action
  – Provide them with a sense of ownership
    (Yeah, it’s my library!)
• Respect Taxpayers
• Answer negatives by reframing issue along library’s value system
Developing Your Message

• VALUES are important!
  • Values tell us that an issue matters.
    – Draw residents in on an emotional level
    – Using emotional branding along with values is a powerful combination
  • Values are the basis of advocacy efforts

Developing Your Message

• Values and Emotional Branding
  – A great combination
  – You define the library, you define the emotional tie, you define the value
  – You communicate forcefully, straightforward, with conviction and by using the common everyday language of your values.
Developing Your Message

- Empathy/compassion
- Strength
- Fairness
- Fulfillment
- Education
- Prosperity
- Service
- Trust
- Open Communication

- Responsibility
- Protection
- Opportunity
- Freedom
- Community
- Cooperation
- Honesty
- Creativity
- Equal Opportunity

Developing Your Message

- Framing: developed by U/C Berkeley linguist George Lakoff to enable progressives to recapture public policy agenda

“Good framing reflects your values and your beliefs, and connects them to issues in ways that have self-contained arguments built in.”
**Developing Your Message**

- **Message Box**

<table>
<thead>
<tr>
<th>What we are saying about ourselves</th>
<th>What they are saying about themselves</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we are saying about them</td>
<td>What they are saying about us</td>
</tr>
</tbody>
</table>

**Message sample: Paul Wellstone’s 2002 Senatorial Race**

<table>
<thead>
<tr>
<th>Wellstone on Wellstone: You can count on Paul to fight for you</th>
<th>Coleman on Coleman: He brings people together to get things done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellstone on Coleman: He won’t be on your side when it counts</td>
<td>Coleman on Wellstone: He fights with everybody and doesn’t get the job done</td>
</tr>
</tbody>
</table>

Wellstone’s response: It’s true, I don’t get things done for big corporate interests and lobbyists, but they don’t need my help. I’m on the side of the rest of Minnesotans.
### Message Box

<table>
<thead>
<tr>
<th>What Library Says About Itself</th>
<th>What the anti-tax people say about themselves</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong library= Prospering community</td>
<td>We know what the community needs</td>
</tr>
<tr>
<td>• Opportunity: open 6 days a week</td>
<td></td>
</tr>
<tr>
<td>• Freedom: X people borrowed X amount of books, cds, etc.</td>
<td></td>
</tr>
</tbody>
</table>

### Message Box

<table>
<thead>
<tr>
<th>Library on Anti-Tax</th>
<th>Anti-Tax on Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-library=anti-family, anti-children, anti-senior</td>
<td>Waste of taxpayer money</td>
</tr>
<tr>
<td>• library fosters community</td>
<td>• Why should I pay if I don’t use it</td>
</tr>
<tr>
<td>• library provides great dividends on tax dollars</td>
<td></td>
</tr>
<tr>
<td>• library provides opportunity for all</td>
<td></td>
</tr>
</tbody>
</table>

Library’s response: Community loves the library. Mother’s bring their children here, it’s a place for families, seniors use it. X items checked out, Y have cards.
Developing Your Message

• Bold, clear, concise
• Articulate values that patrons and community members will relate to
• People identify with values
  – not always the same as their self-interest
• Leave people empowered to act—Supporting Your Library!

Targeting with Your Message

• Different message can work with different constituency groups
  – What you say to seniors can be different from what you say to young families
  – What you say to library users can be different from what you say to non-users
Marketing Tools

• Newsletters
• Bookmarks
• Posters
• Post Cards
• Message on Hold
• T-shirts
• Signage
• Name tags

• Outstanding Customer Service
• E-mails newsletters
• User friendly, easy to navigate website
• PowerPoint presentations
• Displays
• Public Relations

Use Your Annual Report

• Constantly remind the public what you do
  – How many people came through your doors
  – How many items were checked out
  – How many programs were held
  – How many people used public access computers
Use Your Annual Report

• Make the connection between the numbers and your message
  – We help people in times of economic stress
  – Free Services
  – Go back to the beginning of presentation, how does your library fit the bill?

Developing Your Message

• In 1992, when James Carville ran Bill Clinton’s first presidential campaign the following phrase was on the white board

  KISS
  Keep It Simple Stupid

  Don’t over think.
  Remember who your audience is.
Case Study: Pawling Library

Association Library, chartered to serve the Town of Pawling

- Was getting $200,000 from the Town
- Town was cutting $30,000
- Library was depleting its reserve in order to balance the budget which was closer to $300,000
- Needed to go to the voters
  - Asked for $360,000 annually

Case Study: Pawling Library

- Conducted a series of focus groups
- Culled information
- Presented library board with findings and strategy to move forward
Pawling Free Library Branding Report

Presented by
Libby Post and Terry Tyson
June 29, 2009

What We’ve Done So Far

• Meetings with the board
  – What to expect during the campaign workshop
• Working with Holly on 414 organization

• Focus Groups
  – Adults
  – Board
  – Community Leaders
  – Retirees
  – Volunteers
  – Moms
Focus Group Questions

• What values does the library represent to the community?
• What are the Strengths/Weaknesses of the people involved in the library?
  – Staff
  – Board
  – Patron

Focus Group Questions

• What are the strengths/weaknesses of the library’s programs and services?
• What is important to the community (above and beyond the library)?
• How does the library impact Pawling’s quality of life?
• What is the position of the library in the community?
Values

- Education
- Sense of community
- Lifelong learning
- Open and welcoming
- Resource that saves money
- What does it say about a community that doesn’t have a library?
- Courteous service
- Literacy
- A meeting place
- Inclusive
- Egalitarian
- Sharing

People Strengths: Staff

- Bob has made substantial improvements to the library in terms of staffing and programming
- Friendly/helpful
- Fun
- Knowledgeable
People Strengths: Staff

- Care about library’s future
- Dedicated and resourceful
- Professional

People Strengths: Board

- Dedicated
- Wants to do a good job
- Genuine
- Caring
- Community-Service Oriented
- Hardworking
- Diverse skill base
- Passionate about literacy and books
- Cares about library’s future
People Strengths: Patrons

- Curious
- Supportive
- Mostly regulars
- Diverse users
- Go away happy
- Care about library’s future

People Weaknesses: Staff

- Don’t all share same level of computer literacy
- Slow to accept change
- Not yet cohesive
- Lack initiative
- Don’t know board
- No YA/Adult Collections Librarian
- Not enough staff
People Weaknesses: Board

• Tends to micromanage
• Not stable, frequent turnover
• Not reflective of community
• Inconsistent commitment
• Not well known in the community
• Too many personal agendas at play

Program and Services Strengths

• Large variety of programming
• Centrally located in village/community crossroads
• Building is attractive and soothing
• Inter-library loan
• Upgraded computers
• Good publicity about community events
• Book fair
• Children’s programs and collections are strong
• Strong local history collection
Programs and Services Strengths

• Good use of space
• Wi-Fi
• Web Services
• Website
• Walking distance

Programs and Services Weaknesses

• Small space
• Closed Monday
• Lack of night hours
• Poor sight lines in building
• No tween/teen programs
• No plan for use of yellow annex
• No quiet space for programs
• No public transportation
• No reading room
• Limited parking
• Stay in village, move off Broad St.
• Expand services and collections
What is Important to the Community

• Sense of place
• Small town feel
• Taking care of each other
• Beautification of village
• Image/identity: history, tradition, heritage
• Education: School budget never defeated
• Split between newcomers and old timers
• Quality of life

Quality of Life

• Provides for all who want
• Everyone is equal/Great equalizer
• Library is a reflection of the community:
• What kind of town doesn’t have a library?
Quality of Life

• Community Crossroads/Gathering place
• Reinforces education
  – Opens pre-schoolers’ minds in preparation for school
  – Gets kids reading
  – Opens up new avenues
  – Scratch your itch at the library
• Almost only game in town: Scouts, fire, sports
• Safe place/Sanctuary

Library’s Position

• Extremely useful
• Convenient
• Good educational resource
• Reflects the dignity of the community
• Covers all ages
• Improving
• Safe haven for YA
• Important, especially in a recession
• Family center
• Fits with “walking community” theme
• Drain on resources
• Not yet top of mind
Positive Conclusions

• Bob has made a tremendous difference in how the library is perceived
• Community crossroads/center of town
• Those who use it, love it
• Good educational resource
• Community would be lost without it
• Adds to quality of life

Negative Conclusions

• Some who don’t use it, consider it a drain on resources
• Board is not well known
• Library only benefits a percentage of the community
• It’s simply the building across from the Post Office
• Space hampers programming
Organizational Recommendations

• Staff
  – Needs to be willing to try new approaches
  – Needs to be open to continuing education for themselves
  – Needs to improve technical skills
  – Needs to market library

Organizational Recommendations

• Board
  – Must be more visible in community
  – Must embrace library’s mission
  – Must project idea that library is more than just books
  – Must bring governance in order
    • Board terms, review and update bylaws
  – Must show community it is financially savvy
Pawling’s Brand Essence

• Community crossroads/bringing the community together
  – Pawling sees itself as a community that
    • “takes care of its own”
    • “provides for all who want”
    • “encourages positive thinking”
    • “exhibits a good heart as a community”
    • “comes together to find solutions”

Pawling’s Brand Essence

• Community Crossroads
  – Pawling values the library as a place that is
    • Safe for teens
    • Walkable for children and seniors
    • A gathering place
    • A family center
    • One of the few community program providers
    • At the center of the village
Branding Recommendation

• New tagline: **Come Grow With Us**
  – Reflects the community’s
    • Belief in education and lifelong learning
    • Passion for nature/gardening/town beautification
  – Reflects the library’s commitment to
    enhancing programs, services and the
    building it calls home
  – Sends a message that the community has a
    role to play in strengthening the library

Branding Recommendation

• Core messages: Pawling Library is the
  community’s crossroad where
  – Children come to learn and grow
  – Adults come to expand their horizons
  – Families come to have fun
Branding Recommendation

• Drop “Free” from your name when marketing
  – It is not true—you’re asking people to pay more in taxes—and many of the libraries that keep “free” in their names run into trouble politically

Branding Recommendation

• Decide on new logo
• Revamp marketing materials to reflect new brand, logo and graphic standards
• Use graphic standards for all print and web marketing
• Develop a branding campaign that reflects the community
New Logo

Marketing Materials
Marketing Materials

414 Vote Yes Materials
414 Vote Yes Materials

FOR JUST $1.00 MORE PER WEEK* you will be able to:  
1. Add new staff to develop/oversee programming  
2. Enhance the library's young adult materials  
3. Add more family programming such as a Family Film Night and Library-sponsored field trip

We're not asking for a lot of money—just $1* a week more when you VOTE YES on Pawling's budget proposition. For info: Pawling Library 3rd Floor @ 349-7000  

VOTE YES

414 Vote Yes Materials

The Pawling Library is asking for just $1 a week more to help support its programs and services. The public service return on that investment is $1.48. If there was ever a place to make a community investment, it’s the Pawling Library.

When does $1.00 get you $7.48?
When you VOTE YES on Pawling Library’s Ballot Proposition.
414 Vote Yes Materials

www.voteyesforourlibrary.org/pawling
Our Upcoming Ballot Proposition

The Pawling Library Is Growing:
2008 Statistics

- 6,026 registered patrons
- 54,629 library visits
- 32,894 items in our collection
- 2,528 people attended 256 programs
- 80 children registered for our summer reading program
- 530 children attended summer programs
The Pawling Library Is Growing:
2008 Statistics

- 34,902 books circulated
- 12,973 DVDs circulated
- 36,377 reference questions answered
- 20,520 public computer users
- Provided 7,396 items to Interlibrary Loan
- Received 9,714 items from ILL

Circulation Growth:
Jan. 2000-August 2009
Public Service Return on Investment

- The value of the Library’s programs and services is $1,135,910.50
- For every tax dollar invested in the Library, the community receives a Public Service Return on Investment of $5.68
- Hard to get that level of return anywhere these days

We Want To Keep Growing . . . But

- It costs $316,000 annually to run the Library
  - Not including any improvements or repairs to the main building or the Yellow Annex
- The Library only receives $200,000
  - $170,000 from a ballot proposition passed in 2001
  - $30,000 as a direct appropriation from the Town
We Want To Keep Growing . . . But

- The Library has been using its reserve fund to balance the budget and make needed repairs to both buildings
- The Town will no longer be making a direct appropriation
- By the end of 2009, the Library will not be able to balance its budget

The Ballot Proposition

- On Election Day, Tuesday, November 3rd, there will be a proposition on the ballot to increase community support for the Library
- For the average household assessment of $135,200 (31% of FMV), families will pay no more than an additional $1 a week ($52/year) to support the Library
If the Proposition Passes the Library Will:

- Open 4 hours on Sunday
- Add new staff to develop tween/teen programming
- Enhance the entire young adult collection
- Add more family programming such as Family Game Night and Library Mystery Nights

If the Proposition Passes the Library Will:

- Add a Library drop box in the Holmes/Whaley Lake area
- Make the Library greener by replacing our expensive and inefficient HVAC system with a new energy efficient system that will decrease the Library’s energy costs and consumption
If the Proposition Fails the Library Will Be Forced To:

- Cut out new materials purchases—no new books, CDs, DVDs, computer programs, periodical subscriptions
- Eliminate all programming
- Close the Yellow Annex
- Cut Library hours back to 35/week—no Saturday hours

If the Proposition Fails the Library Will Be Forced To:

- Institute an Inter-Library Loan Fee
- Fire 8 staff members and operate with just a director, a full time circulation clerk and one part time employee
Proposition Wrap-Up

• On average, $1/day or $7/week or $52/year increase
  – Enhance programs and services
  – Increase hours
• Without increase the Library will be a hollow shell of its former self
  – No programs, no new materials, no growth

Don’t Forget To Vote!

• Election Day, Tuesday, November 3rd
• Your usual polling place
• Polls open from 6 a.m. to 9 p.m.
• Please look for the ballot proposition
• Can download an absentee ballot, if needed, at www.dutchesselections.com
Thank You

• We appreciate your feedback.
  – director@pawlinglibrary.org
  – 855-3444

Pawling’s Voter Outreach

• Voter Identification
  – 2 rounds of “can we count on your support calls”
  – 1 round of GOTV calls reminding just the supporters to come out and vote
Pawling Results

- 414 Vote held on Election Day 2009
- Won with 68% of the vote

Case Study: Jervis Public Library

*Association Library, chartered to serve the City of Rome, service pop. 34,950*

- Jervis was functioning with a budget that equals its 2001 budget in terms of real dollars
- Cuts from City of Rome and Oneida County
- Needed to make up for budget shortfalls as well as solidify position in community to stave off further threats
Case Study: Jervis Public Library

• School District Ballot in 2009
• Impact local budget process

Case Study: Jervis Public Library

• Focus Groups
• Brand essence: Growing Potential
• New logo
Case Study: Jervis Public Library

Learning how to use a computer at Jervis opened up a whole new world for me.
Jean Green

Jervis taught me how to use a computer and access eBay—now I make a living online.
Fred Pan

The music CDs at Jervis inspire me.
Samantha

When Bob and I need a little inspiration, we come to Jervis!
Fred and Samantha

> MESSAGE: WHAT YOU SAY
> STRATEGY: HOW YOU SAY IT
> RESULTS: THEY SPEAK FOR THEMSELVES!
Case Study: Jervis Public Library

The wonder of discovery really does start at Jervis!

All roads lead to Jervis when I'm online.

Case Study: Jervis Public Library

The wonder of discovery really does start at Jervis!

When you need a little inspiration, you come to Jervis.

Learning how to read a computer! Jervis started me off on the right course.

Case Study: Jervis Public Library

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Case Study: Jervis Public Library

For just $1.25 more per month, you can help save Jervis Public Library and the jobs of its librarians and staff.

For more information, call 123-4567 or visit www.jervislibrary.org.

Vote Yes on the May 19th ballot to keep libraries open and support local artists, writers, musicians, and more.

What can you get for $1.25 a month?

Case Study: Jervis Public Library

We want to keep doing what we do. But, we need your help.

Tuesday, May 19th
Polls Open from 7 a.m. to 9 p.m.

For more information on the ballot proposition, go to www投票forlibrary.org/jervis.

What You Can Discover at Jervis Public Library

Commitment
Story Time
Resource Library
CDs
DVDs
Entertainment
Helpful
The Reference Desk
Cultural Events
24/7 Reference Library Network
User Friendly
Women's & Men's Groups
Rome's History
Great Start
Computer Classes
WiFi
Youth Advisory Committee

MESSAGE: WHAT YOU SAY
STRATEGY: HOW YOU SAY IT
RESULTS: THEY SPEAK FOR THEMSELVES!
Case Study: Jervis Public Library

Jervis Public Library is asking for just $1.25 a month more to help support its programs and services.

Voting Yes means:
- Opening hours
- Special events and educational programs
- Support for local artists and writers
- The ability to use the library
- More public access computers
- Increased support for local organizations
- A sense of community

Voting No means:
- Reduced opening hours
- Fewer events and programs
- Less support for local artists and writers
- Fewer public access computers
- Decreased support for local organizations
- A sense of isolation

Vote Yes and make a great investment.

Case Study: Jervis Public Library

What are people saying about Jervis Public Library?

Vote Yes and help our kids, families and senior citizens.

Library Service: 2015-2016

- 5,000 new books
- 10,000 programs
- 15,000 patrons
- 20,000 computer use

Vote Yes and help us.

Case Study: Jervis Public Library

Vote Yes and make a great investment.
Case Study: Jervis Public Library

Dear Friend,

On Tuesday, May 19th, we have an opportunity to do something great for our community. We are asking Jervis Public Library to join us in voting for the library’s school ballot proposition.

Funding the budget includes:
- Alleviate overnights
- Increase our materials budget so we can buy new books, DVDs, and CDs.
- Upgrade and add to the library’s well-used public access computers
- Enhance the library’s outreach programs and increase partnerships with local organizations.

If the ballot proposition does not pass, the library will be forced to cut down even further, maybe closing a full day on the weekends, cut the number of public access computers and classes and possibly eliminate the Book turtles and free summer programs.

As a library supporter, this year we need to come together and support the library school ballot proposition. We’re not asking a large percentage of the library’s staff, but asking for an additional $15 a year for the average home ($10,843) in the Rome City School District.

In those tough economic times, $15 a month is an investment in our community that we can all afford. Please join me and VOTE YES on the Jervis Public Library’s School Ballot Proposition on Tuesday, May 19th.

Thank you.

JOIN ME AND VOTE YES

To strengthen Jervis Public Library
It’s only $1.25 a month!

Library School Ballot Proposition
Tuesday, May 19th
Vote Yes at your
local school polling place
Polls Open 7 am - 9 pm.

Case Study: Jervis Public Library
Case Study: Jervis Public Library

• Held a school district ballot vote on May 19th, 2009
  – 1,833 Yes/647 No
  – Won the vote with 74%
  – Increased library’s funding by $250,000!

• Matched identified voters with local elected officials and mobilized them for local budget process

Case Study: Jervis Public Library

Personalized Postcard Sheets
Tied it in with Vote Yes website
Case Study: Jervis Public Library

- Meetings with City and County Elected officials
- Heard that folks were getting postcards
- City and County funding has been maintained

PR as a Part of Marketing

- Pro-Active
  - Get your message out in an “objective” medium
  - Educate the public
  - Establish yourself as an expert
  - Place positive stories about issues
  - Respond to negative stories
Defining the Media

- Print Media
  - Dailies
  - Weeklies
  - Monthlies
  - News Magazines
  - Topical Magazines
  - Wire services
- Electronic
  - TV
  - Radio
  - Web Sites
  - Blogs

Accessing the Media

- **They come to you**
  - Want your comment as expert
  - Negative story about you

- **You go to them**
  - Press Advisories
  - Press Releases
  - Press Events
  - Letters to the Editor
  - OpEd Pieces/Commentary
  - Editorial Board Meetings
Types of Press Releases

• Informational
  – Bulleted and concise
• Media Advisories
  – Issued a few days before an event
• Media Alerts
  – Issued right before event as a reminder
• Photo Ops
• Stories
  – For smaller, local outlets

Types of News Stories

• Hard news
• News feature
• Series
• Human Interest feature
• Business
• Sports
• Editorial
Know Who The Media People Are

• Develop a Press List
  – Name, e-mail, phone, fax
• Know How the Media Wants to Get Info
  – Smaller local papers (weeklies) often prefer press releases that are written as news articles that can be directly placed in their papers or minimally edited
  – Larger news outlets (dailies) prefer press releases with bulleted info that can be scanned for topics of interest
  – TV stations want shorter, topical stories with good visuals
  – Radio wants shorter, topical stories with good sound bites

What You Need To Do

• Decide who your spokesperson is
  – Press are busy
  – Make it easy for them
  – Make sure they have your name and number(s)
• Professional look to communications
  • Printed letterhead
  • Graphics file
The Relationships

• Revolving Media Door
  – Type of media market drives turn-over
  – Economy also impacts the media
  – Keep your lists up to date

• Understand how journalists see themselves
  – Their job is to uncover and report
  – They are busy
  – Do their work for them

Defining Your Media Message

• Who is the audience
• What do you want the public to hear
• Develop talking points
  – Reinforce your perspective
  – Sound bites
  – Answer how you want to
• Integrate message into all media relations
Defining Your Message

- Libraries are essential to the communities they serve
- Talking Points
  - Children come here to learn
  - Families come here to have fun
  - Seniors come here to remain active and vital

Press Release 101—even on e-mail!

- Who, what, where, when & why
- Inverted pyramid
  - Most important information upfront
  - Edit from the bottom up
- Contact information and date for release at the top
- Headline before beginning of text
- Proofread
Company President Gives Workshop For New York Library Association

Libby Post, President of Communication Services, will present a workshop entitled *Positioning Your Library As An Essential Service* for the New York Library Association. The workshop will take at the Ramapo-Catskill Library System, 619 Route 17M in Middletown on Friday, May 28th from 10 a.m. to 3 p.m.

The workshop will cover the connection between branding/marketing, PR and advocacy and how building relationships with audiences enhances a library’s ability to reinforce its position as an essential service in the community it serves.

Make sure to review tips on developing great relationships with your media outlets:

- **Be accessible:** be sure the media knows when and how to reach you
- **Be honest:** credibility takes a long time to build and can be destroyed quickly
- **Be polite:** even if a reporter asks a question you prefer not to answer
- **Provide simple, direct responses** to all questions and plan key messages to discuss
Tips on Developing Great Relationships with Your Media Outlets

• Don’t say “no comment”: Screams “I have something to hide.” Say “I don’t have an answer to that” or “I can’t comment on that.”

• Respect deadlines: get back to them on time, even if it is to tell them you don’t have the info they want

• Avoid speaking off the record or on background

How to Speak with the Press

• Be prepared
• Have your talking points ready
• Answer the questions the way you want to answer them
• If you’re called to respond to a story, you can call them back after preparing
• Don’t lie
Combining Marketing, PR and Advocacy

• When you know
  – what your message is
  – how you want to position the library
  – how you want the library to be seen

• You can more effectively advocate for the library
  – You can more effectively build community support and get others to carry your message for you

Some Advocates We’ve Known

• Eleanor Roosevelt
  – First Lady
  – Human Rights Advocate
Some Advocates We’ve Known

• Dr. Martin Luther King, Jr.
  – President, Southern Christian Leadership Council
  – Civil Rights Advocate

• Harvey Milk
  – Martyred San Francisco Supervisor
  – Lesbian and Gay Rights Advocate
Some Advocates We’ve Known

- Ted Kennedy
  - U.S. Senator
  - Health Care Reform Advocate

Some advocates We’ve Yet to Meet

Any of these people could be you!
Why Be An Advocate?

• “If I am not for myself, who will be for me? And when I am for myself, what am 'I'? And if not now, when?“
  – Hillel

Why Be An Advocate

• If we don’t stand up for libraries, who will?
• If we do stand up for libraries
  – Our staff will
  – Our trustees will
  – Our peers will
  – Our patrons will
  – Our community leaders will
  – Our elected officials possibly will (if we make it politically safe for them)
Why Be An Advocate?

• Stand up for what you believe in
  – Frame the debate and determine the message
• Express your passion about libraries
• Become a leader
• Organize supporters
  – Allow them to express their passion as well
• Develop strategies
• Execute and analyze

What Is Advocacy All About?

• Taking action to impact an issue
  – Why you want to take action?
  – What do you want to accomplish?
  – How can you be best prepared?
  – What resources will you need?
  – Who will lead?
What Is Advocacy All About?

• Promoting an idea or cause
• Grassroots advocacy is an approach that enables everyday people to help shape public policy
  – “Organized intervention in the political arena”
  – Builds public awareness
  – Organizes constituents
  – Gives the people a voice

What Is Advocacy All About?

• Advocacy comes alive as a campaign
  – Effective message that moves people to action
  – Series of tactics based on message and resources
  – Clear attainable goal
    • Internal goal
    • External goal
Lobbying as an Advocacy Tactic

- Lobbying is a specific form of advocacy
- Ask an elected official to take a stand and vote a certain way
  - It’s what Lobby Day is all about
- Lobbying is narrowly defined
  - Regulated by law
- Advocacy is broadly defined
  - No legal constraints

A Winning Combo

- Lobbying
- Public Policy
- Grassroots Organizing
- Media Campaign
Key Components of an Advocacy Campaign

- Strong leadership
- Clear goals
  - Written plan
- Strong, clear message
- Determine targets to pressure
- Organize people
- Determine tactics
- Use media
  - Traditional
  - New
- Celebrate

Things to remember

- Define victory by having realistic goals
  - Celebrate small victories
- Need strong leadership
- Won’t be all things to all people
- Match resources to campaign
Focus: Developing Your Message

• Can have great goals, innovative tactics, know who to target
• But without clear, compelling message you won’t be able to celebrate!

Focus: Developing Your Message

• Your message is the core argument
• Must be the foundation upon which all organizing is based
• Bold, clear, concise
• People should feel their self-interests are connected to the interests of the campaign
• Talk directly to people in plain language
Focus: Developing Your Message

• Message based in values should be succinct, compelling and understandable

• Paul Wellstone:
  – “People respond according to their sense of right and wrong. They respond to a leadership of values.”

• Never assume people will see the inherent logic of our view and support us
  – Have to give them a reason to support us before asking for their support

Focus: Developing Your Message

• Do not be afraid to speak out forcefully and with conviction
  – Straightforward and honest

• “People yearn for leaders who are real, who are willing to speak their mind, take a stand and do what they think is right.”
  – From “Politics the Wellstone Way”
Why Libraries Can Develop Compelling Messages

- Because it can be grounded in the experiences and circumstances of its intended audience(s)
- Because it can easily be based on values shared by both the advocacy effort and its audience(s)
- Because libraries are credible, can back up our assertions with facts and our message can be delivered by trustworthy people

What Makes a Message Good?

- Connecting a person’s interests and values
  – Start with what a person already knows and thinks and then move them to where you want them to be
- Like being in a good conversation where a person knows values are shared and walks away empowered
What Makes a Message Good?

• Empowering people to participate and act
• Take away a good feeling from being a part of the campaign
  – Emotional hook
• Want to inspire people to take action
  – Depends on whether message leaves people feeling hopeful, energized and that their contribution will make a difference

What Are Our Basic Messages?

• Libraries are an essential service
  – Jobs and Opportunity
  – Life Long Learning
  – Quality of Life
  – Community Empowerment
• Libraries are more important than ever
What Do We Mean By “Essential Service?”

NY’s Libraries: Essential Campaign

- Strong leadership
  - Mike Borges, ED and Kathy Miller, President of NYLA
  - NYLA Legislative Committee
  - Communication Services’ team
NY’s Libraries: Essential Campaign

• Clear goals
  – External:
    • Position libraries as essential to stave off further state funding cuts
  – Internal:
    • Strengthen NYLA’s advocacy brand and operation

NY’s Libraries: Essential Campaign

• Strong, clear message
  – New York’s libraries are essential to
    • Jobs and opportunity
    • Lifelong learning
    • Quality of Life
    • Community Empowerment

• Determine targets to pressure
  – State legislature
NY’s Libraries: Essential Campaign

• Organize people
  – Staff
  – Trustees
  – Patrons

• Determine tactics
  – Website
    • Online petition
    • Why is your library essential?
    • Drive people to NYLA Advocacy Site
    • SnapShotNY photo and video gallery
  – Facebook page
    • Constant communication driving folks back to Protect NY libraries site
  – Print materials
NY’s Libraries: Essential Campaign

• Use media
  – Traditional
    • Media strategy to be implemented this week
    • Mike and Kathy on The Capitol Pressroom with Susan Arbetter
    • Pitching specific stories based on website feedback
    • One media goal per week over four weeks
  – New
    • Facebook
• Celebrate? Don’t know yet.

NY’s Libraries: Essential Campaign

• The next steps
  – Building relationships with elected officials and community leaders
  – Understanding your job
  – Understanding their job
  – Making the library a political+
  – Mobilizing your constituency
  – Getting your message out
Effective Messages

• Taxpayers use your library and get one of the best returns on investment in public service
• Let your electeds know who you are and what the library does
• Local, state, national
• Having support from opinion leaders/community groups will help

The Relationship

• Your job is to educate them on your library and how they can help to
  – Meet community expectations
  – Get a bill passed
  – Increase funding
  – You get the idea
• Have a one-pager about your library
• Integrate it into a packet with other library materials
The Relationship

- Reach out through NYLA efforts
  - Become a library advocate at NYLA’s website
- Reach out through your own efforts
  - Not just state level, but local as well
    - County
    - Municipal

The Relationship

- Grassroots Advocacy Network
  - New online tool being developed for libraries and library systems
  - Match Library patrons with County Legislators and Municipal electeds
  - Send e-mail messages on issues of concern to library or system
No Matter What Level

• Remember what Tip O’Neill said:
  “ALL POLITICS IS LOCAL!”

Take Tip’s Tip to Heart

• Bring the library home to your electeds
  – Personal stories about their constituents and how library has made a difference
  – Brainstorm with staff, board and stakeholders to develop
  – Ask patrons why they feel the library is an essential service
  – Personalize the benefits
Let Them Know What People Say About Your Library

• Not everyone has the resources in their home to allow them to be excellent students or competitive in the job market. Libraries provide this equity of access to information and librarians are the keys and interpreters for this information!
• It provides literacy support and reading materials to my 3 kids! I can’t live without it!
• It is essential to the educational growth of our youth and the future of our town.
• Our library provides services in an area that badly needs it. Our surrounding community is low income and we serve a high number of unemployed people. Our computer lab is extremely important for this community since many people do not have computers.

Take Tip’s Tip to Heart

• Know who they are
  – Do a little research—do they have a library card?
  – What they’re interested in
  – Tie library into pet projects and issues
You and Your Electeds

• Schedule a meeting
• Have a clear agenda
• Know who will do the talking
• Have specific talking points developed
• 10-15 minutes max
• Be prepared to meet with staff
  – May be more effective

You and Your Electeds

• Ask, Ask, Ask—persistence pays off
• If answer is no, ask another question
• Let them know who supports the library
• Remember—they’re public servants too
• Follow up with a letter
• Keep the relationship going
  – Provide library events s/he would want to come to
  – Make the library a political+
A little lift and suggested reading!