

	<p>“More computers mean more service and less waiting.”</p> <p>Don’t think only about what the message means to your library (“<i>Cutting library hours will mean staff layoffs.</i>”). Think about what the message means <u>for your community</u> (“<i>Cutting library hours will mean that kids will lose a safe place to hang out and to do their homework.</i>”)</p>	
<p><i>Come up with some “talking points.”</i></p>	<p>Use the data your library collects. If you say “<i>Cutting library hours will mean that kids will lose a safe place to hang out and to do their homework.</i>” your talking points should include:</p> <ul style="list-style-type: none"> • Some statistics about your library’s use (who, how, when). • The impact on users (students, parents, preschoolers, seniors, job seekers, etc) if services must be reduced because of reduced hours. Be specific, use your data. Check the Resources section of the Frontline Advocacy Toolkit for Academic Libraries for some ideas about using statistics to help convey your library’s message. • Other reasons that cutting library hours, for example, is not a good solution. Consider a personal story here. • What the library would like to see happen. 	<p>What data does your library collect that could assist you in making your point?</p> <p>Usage?</p> <p>Impact on users?</p> <p>Example of how your library (resources and/or services) are used during the proposed hours to be cut?</p> <p>Specifically, how the listener/the frontline “audience” or “customer” might help if asked or as suggested by frontline staff?</p>

	<ul style="list-style-type: none"> • What the listener can do to help. 	
<p><i>Have a “parking lot” or “grocery store” speech ready.</i> (A very short statement that can literally be communicated during the brief time you might be strolling to your car with someone.)</p>	<p>Example: <i>“Mr. Johnson, have you heard that the library may have to close one day a week? It’s a budget cutting measure. I know you use the computers here almost every day, and we’d like for you to be able to keep doing that. Can you come to a meeting here next Thursday? We’re gathering ideas from the community that can help us save money without cutting hours.”</i></p>	<p>Where might your “parking lot speech” take place?</p> <p>What two points would you like to make in your parking lot speech?</p> <p>a.</p> <p>b.</p>