

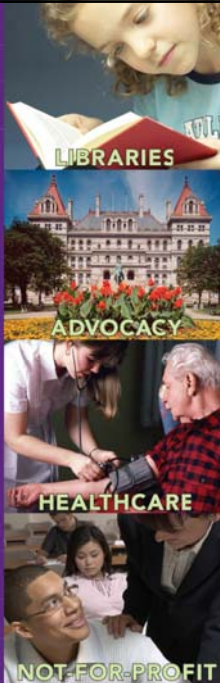
MESSAGE ▶ STRATEGY ▶ RESULTS

COMMUNICATION SERVICES — SINCE 1984

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

BRANDING
STRATEGIC
COMMUNICATIONS
MARKETING
GRAPHIC DESIGN
and WEB DESIGN



LIBRARIES

ADVOCACY

HEALTHCARE

NOT-FOR-PROFIT

MESSAGE : WHAT YOU SAY > STRATEGY : HOW YOU SAY IT > RESULTS : THEY SPEAK FOR THEMSELVES!

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

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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

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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

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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

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These Are Not Ordinary Times

CNN.com /US
updated 12:16 p.m. EST, Sat February 28, 2009

Hard economic times a boon for libraries

By Kristina Yates
CNN

(CNN) — Rebecca Hodges, who's been unemployed for a year, sat down at a computer in New York.



Hodges is not an avid reader. Computers in public reading areas once dominated by online catalog searches are now booked by laid-off workers filing unemployment claims, completing resumes and applying electronically for local jobs.

"It helps me research the different companies and how the different industries work, and what's all involved with different industries in terms of what jobs there are," she said.

In times of recession, people take free services, and going to the library is most popular.

"I think people are just realizing information there is and they're going to their local libraries better."

Sponsored by free services, people are heading to libraries both as this one in Chicago, Illinois, in record numbers.

timesunion.com

A new twist on old story

Economic downturn sends job seekers to library in search of help

By PAUL GROHDAHL, Staff writer
Click byline for more stories by writer.
First published: Friday, January 2, 2009

ALBANY — In these tough economic times, with record numbers of layoffs, librarians are being called upon to add a new duty not taught in library school: unemployment counseling.

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 DYMSKI
gary.dymski@newsday.com
January 26, 2009

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These Are Not Ordinary Times



- Library Use is Skyrocketing Because of the Economic Downturn

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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

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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

Library Value Calculator

How valuable is your local library? Use this handy library value calculator, created by the Massachusetts Library Association.

How valuable is your local library? Use this handy Library Value Calculator, created by the Massachusetts Library Association.

Value of Library Services

Your Use	Library Service	Value of Service
3	Books Borrowed	\$51.00
1	Magazines Borrowed	\$5.00
2	Movies Borrowed	\$8.00
	Audio Books Borrowed	\$0.00
	Museum Passes Borrowed	\$0.00
4	Magazine Use in Library	\$8.00
2	Interlibrary Loan	\$50.00
	Meeting Room Use per Hour	\$0.00
	Auditorium Use per Hour	\$0.00
1	Adult Programs and Classes Attended	\$15.00
	Children's Programs Attended	\$0.00
2	Hours of Computer Use (i.e., Internet, MS Word, etc.)	\$24.00
	Newspapers Viewed Online	\$0.00
	Use of Other Database Searching like MARVELI	\$0.00
	Reference Questions Asked	\$0.00

Calculate The Value of Your Library Use Clear Form **\$161.00**

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What Libraries Do To Help

- Libraries demonstrate a great public service return on investment
- ROI calculator at the MHLA 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

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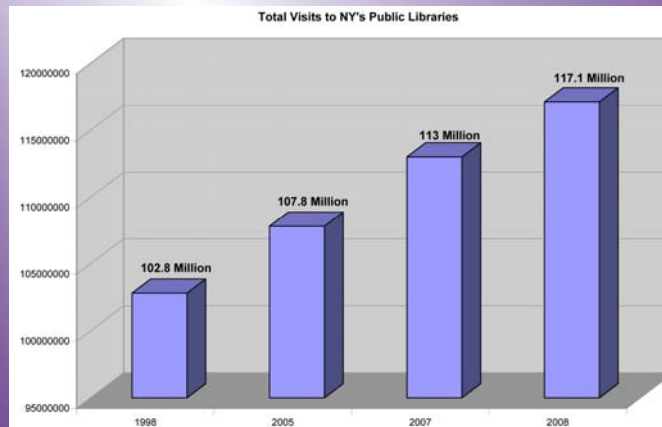
What Libraries Do To Help

- 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**

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What Libraries Do To Help

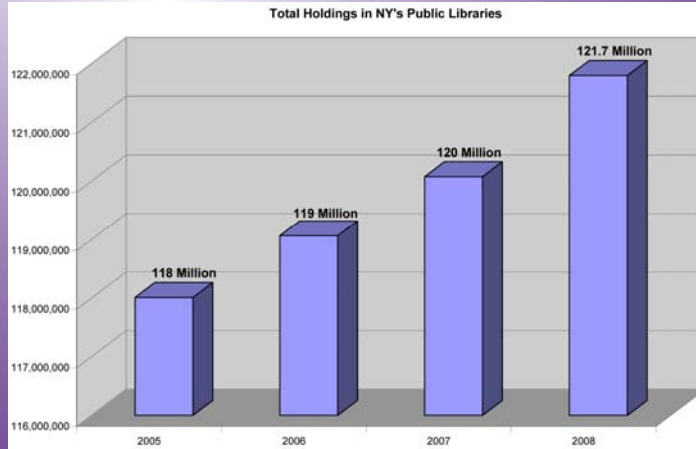


Data from 1998, 2005, 2007 and 2008 *Annual Reports for Public and Association Libraries*, New York State Library

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What Libraries Do To Help

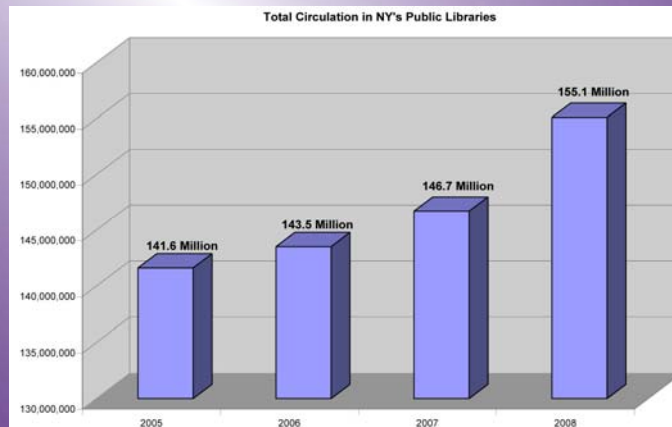


Data from 2005-2008 Annual Reports for Public and Association Libraries, New York State Library

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What Libraries Do To Help



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

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What Libraries Do To Help

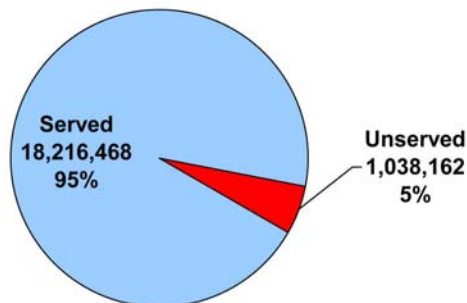
- What do the 2007 and 2008 stats tell us?
 - 4 million more visits
 - Despite economy, we added over 1 million items to our holdings
 - 8.4 million more items circulated
- People are relying on their libraries more than ever before

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What Libraries Do To Help

Number of People Served by a Local Public Library
Versus Number Unserved
New York State, 2005*



*Unserved is defined as living outside the boundaries of a chartered public or association library. Data from the New York State Library, and the 2005 Population Estimates by the U.S. Census Bureau.

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So, What Do Libraries Do To Tell Their Story?

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Branding, Marketing and Strategic Communication

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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

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What Do We Mean By “Essential Service?”



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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.

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Working Together



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

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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

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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

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Examine your strengths & weaknesses: SWOT session

- INTERNAL
 - Strengths
 - Weaknesses
- EXTERNAL
 - Opportunities
 - Threats
- EXPLORE
 - People
 - Staff
 - Board
 - Patrons
 - Programs and Services
- 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

Love	Hate
Hope	Fear

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Exercise

- What Love and Hope Emotions Reflect Your Library?

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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

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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

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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

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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.

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Developing Your Message

- Empathy/compassion
- Strength
- Fairness
- Fulfillment
- Education
- Prosperity
- Service
- Trust
- Open Communication
- Responsibility
- Protection
- Opportunity
- Freedom
- Community
- Cooperation
- Honesty
- Creativity
- Equal Opportunity

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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.”

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Developing Your Message

- Message Box

What we are saying about ourselves	What they are saying about themselves
What we are saying about them	What they are saying about us

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Message Box

- Message sample: Paul Wellstone's 2002 Senatorial Race

Wellstone on Wellstone: You can count on Paul to fight for you	Coleman on Coleman: He brings people together to get things done
Wellstone on Coleman: He won't be on your side when it counts	Coleman on Wellstone: He fights with everybody and doesn't get the job done

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.

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Message Box

What Library Says About Itself	What the anti-tax people say about themselves
Strong library= Prospering community	We know what the community needs
<ul style="list-style-type: none"> • Opportunity: open 6 days a week • Freedom: X people borrowed X amount of books, cds, etc. 	

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Message Box

Library on Anti-Tax	Anti-Tax on Library
Anti-library=anti-family, anti-children, anti-senior	Waste of taxpayer money
<ul style="list-style-type: none"> • library fosters community • library provides great dividends on tax dollars • library provides opportunity for all 	<ul style="list-style-type: none"> • Why should I pay if I don't use it

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.

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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!

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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

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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

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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

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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?

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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.**

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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

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Case Study: Pawling Library

- Conducted a series of focus groups
- Culled information
- Presented library board with findings and strategy to move forward

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COMMUNICATION SERVICES → SINCE 1984

Pawling Free Library Branding Report

Presented by
Libby Post and Terry Tyson
June 29, 2009

BRANDING
STRATEGIC
COMMUNICATIONS
MARKETING
GRAPHIC DESIGN
and WEB DESIGN

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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

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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

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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?

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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

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People Strengths: Staff

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

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People Strengths: Staff

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

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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

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People Strengths: Patrons

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

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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

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SERVICES — SINCE 1984

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▶ STRATEGY : HOW YOU SAY IT
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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

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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

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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

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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?

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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

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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

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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

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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

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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”

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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

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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

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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

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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

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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

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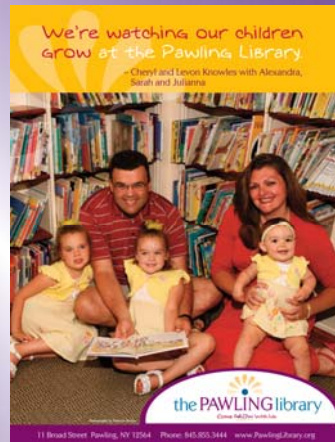
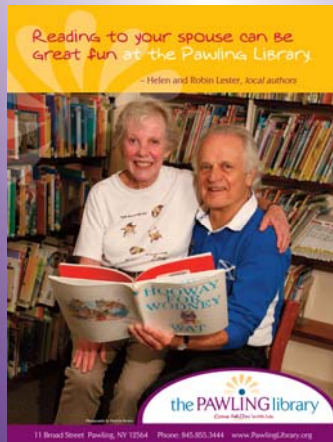
New Logo



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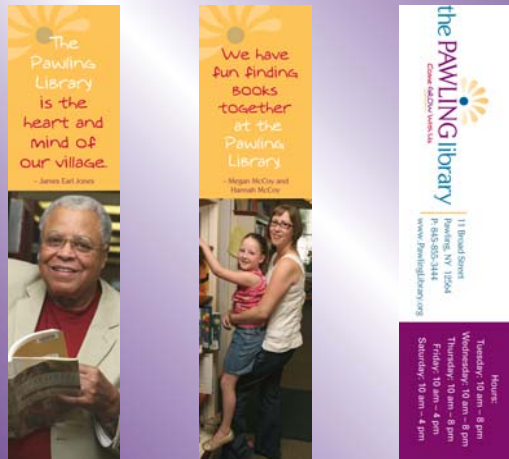
Marketing Materials



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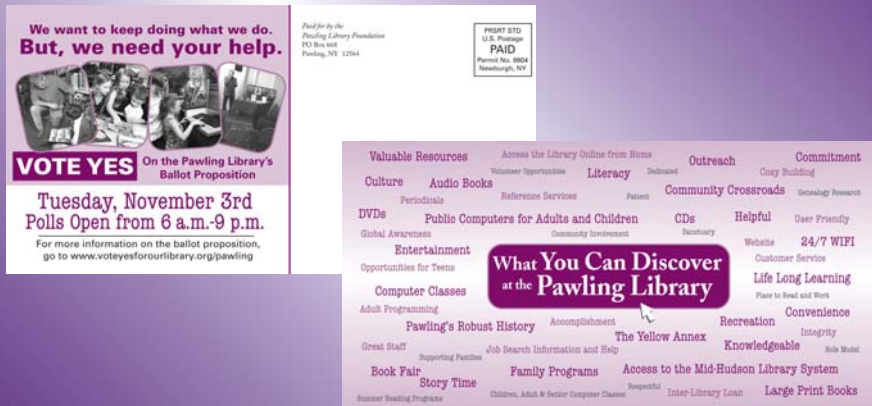
Marketing Materials



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414 Vote Yes Materials



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COMMUNICATION SERVICES — SINCE 1984

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414 Vote Yes Materials

FOR JUST \$1.00 MORE PER WEEK*
you'll be able to fully fund The Pawling Library and

- Open for 4 hours on Sunday
- Add new staff to develop tween/teen programming
- Enhance the entire young adult collection
- Add more family programming such as a Family Game Night and Library Mystery Nights
- Add a Library drop box in the Holmes/Whaley Lake area

We're not asking for a lot of money—just \$1* a week more when you VOTE YES on Pawling's ballot proposition.
* on the average assessed home value of \$135,200

VOTE YES On the Pawling Library's Ballot Proposition
Tuesday, November 3rd
Polls Open from 6 a.m.-9 p.m.
For more information on the ballot proposition, go to www.voteyesforourlibrary.org/pawling

Printed for the
Pawling Library Foundation
11 Broad St.
Pawling, NY 12544

POSTAGE
PAID
Permit No. 8854
Newburgh, NY

WHAT CAN YOU GET FOR \$1 A WEEK?

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414 Vote Yes Materials

VOTE YES
On the Pawling Library's Ballot Proposition
Tuesday, November 3rd
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For more information visit www.voteyesforourlibrary.org/pawling

When does \$1.00 get you \$7.48?

When you VOTE YES on Pawling Library's Ballot Proposition.

Printed for the
Pawling Library Foundation
11 Broad St.
Pawling, NY 12544

POSTAGE
PAID
Permit No. 8854
Newburgh, NY

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 \$7.48. If there was ever a place to make a community investment, it's at the Pawling Library.

VOTING YES means:

- Open for 4 hours on Sunday
- Add new staff to develop tween/teen programming
- Enhance the entire young adult collection
- Add more family programming such as a Family Game Night and Library Mystery Nights
- Add a Library drop box in the Holmes/Whaley Lake area

Voting No means:

- **No new materials purchases**—no new books, CDs, DVDs, computer programs, periodical subscriptions
- **Eliminate all program offerings**
- **Close the Yellow Library Annex**—Library will only be open 35 hours per week
- **Institute a fee for all inter-Library loans**
- **Fire 8 staff members** and operate with just a director, a full time circulation desk person and one part timer

VOTE YES and protect Pawling Library's programs and services.

VOTE YES and help our kids, families and seniors.

VOTE YES and make a great investment.

VOTE YES On the Pawling Library's Ballot Proposition Tuesday, November 3rd Polls Open from 6 a.m.-9 p.m.

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414 Vote Yes Materials

VOTE YES
on The Pawling Library's Ballot Proposition
Tuesday, November 3rd, Polls open 6 a.m.-9 p.m.

It's the Pawling Taxpayers and a great supporter of the Pawling Library. The Pawling Taxpayers are a group of citizens who care about the library and want to see it thrive. We've been successful in many previous bond issues on the Library's Ballot Proposition.

When I read a local newspaper, I see news and public information on a wide range of issues. It's the Pawling Library that makes it possible for me to stay informed on the issues that affect my community. I want to see the Pawling Library continue to provide this service to the community.

Mark Stewart (Pawling, Conn. and Cook, Ill.)

The Pawling Library provides me with a wealth of information on a wide range of issues. It's the Pawling Library that makes it possible for me to stay informed on the issues that affect my community. I want to see the Pawling Library continue to provide this service to the community.

Ann Morille and Michelle Forman

Knowing the Pawling Library is part of our family's tradition. It's the Pawling Library that makes it possible for me to stay informed on the issues that affect my community. I want to see the Pawling Library continue to provide this service to the community.

Leslie and Cheryl Robinson

The Pawling Library brings me with me to work. It's the Pawling Library that makes it possible for me to stay informed on the issues that affect my community. I want to see the Pawling Library continue to provide this service to the community.

Patricia Litchman (Bloomington and Pawling, Conn.)

It's the Pawling Library that makes it possible for me to stay informed on the issues that affect my community. I want to see the Pawling Library continue to provide this service to the community.

Roberta Lutz

Wow, many Pawling Taxpayers for a Stronger Library are saying VOTE YES on the Library's Ballot Proposition, Tuesday, November 3rd.

And so are...

The Library's Ballot Proposition is located right above all the candidates running for office. There are 3 propositions on the ballot—the West 2 are state propositions, the 3rd is the Library's.

Look for the Library's Ballot Proposition on the list of the ballot.

VOTE YES
Tuesday, November 3rd
Polls Open from 6 a.m. - 9 p.m.

WHAT ARE YOUR NEIGHBORS SAYING ABOUT THE PAWLING LIBRARY?

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COMMUNICATION SERVICES — SINCE 1984

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414 Vote Yes Materials

PAWLING TAXPAYERS STRONGER LIBRARY VOTE

Is \$1 a week more too much to ask for a fully-funded Pawling Library?

On Election Day, Tuesday, November 3rd, you'll have the opportunity to strengthen the Pawling Library by voting on the ballot proposition that would enhance the library's community-based funding.

The Library has been making steady progress with great difficulty. It costs the Library \$10-1200 a year to just operate at the current level. We are now facing \$200,000 more in the Town of Pawling. In 2012, that was more than a million dollars more than we were approved in 2007. The balance—\$50,000—comes as a direct appropriation from the Town. We've never had that \$20,000 to help fund the Town's budget.

So you may ask, how does the Library function when our operating costs for building our "Town's reason"? We've been spending about our resource fund to balance the budget for the past several years and to make essential repairs to both the Library and the Village Annex Building. There's just not enough in the resource fund to balance the budget every year.

That's why we're asking you, the Pawling taxpayers, to support the Library's ballot proposition on Election Day. Your share of the proposition is based on the assessment of your property. The average assessment for the Town of Pawling is \$130,000 (17% of fair market value). If passed, you would literally be paying \$1 a week more to help fund the Library—just \$52 a year.

If you support the proposition, Pawling Library will be able to:

- Open for hours on Sundays
- Reduce staff
- Eliminate treatment programming
- Enhance the senior young adult collection
- Add new family programming such as a Family, Culture Night and Library Mystery Nights
- Add a Library shop to the Home@Pawling Library store
- Make the Library greener by replacing the present expensive and inefficient HVAC system with a new energy efficient system that will save the Library money by decreasing our energy costs.

If the proposition does not pass, the Library will be forced to make substantial cuts to its programs and services including:

- The new treatment distribution to new books, CDs, DVDs, computer programs, personal subscriptions
- Closure of program offerings
- Closure the Village Library Annex
- Call Emergency House Library and only the open 35 hours per week
- Institute a fee for all inter-library loans
- Eliminate staff members and reduce staff to just a director, a full time circulation desk person and one part timer

Please VOTE
for the Pawling Library's Ballot Proposition
on Election Day, Tuesday, November 3rd.

Polls are open from 6 a.m. to 9 p.m. Vote at your usual polling place.

If you are an absentee voter, call or the Cheshire County Board of Elections at 603.889.8477. You can also go online to www.cheshirecountynv.com to download or otherwise ballot applications.

www.voteyesforourlibrary.org/pawling

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COMMUNICATION SERVICES — SINCE 1984

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Our Upcoming Ballot Proposition



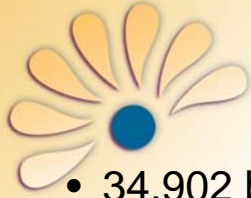
Facts, Figures and the Fine Print



The Pawling Library Is Growing: 2008 Statistics

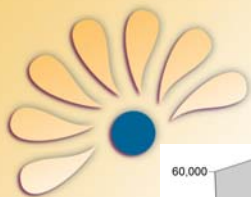
- 6,026 registered patrons
- 54,629 library visits
- 32,894 items in our collection
- 2,528 people attended 256 programs
- 80 children registered for our summer reading program
- 530 children attended summer programs



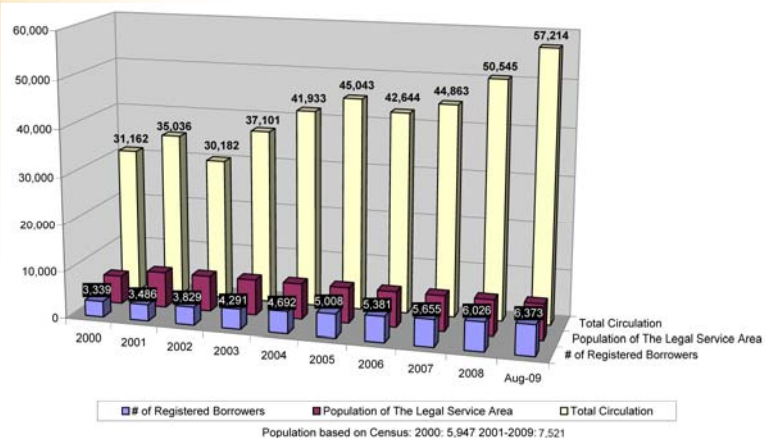


The Pawling Library Is Growing: 2008 Statistics

- 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

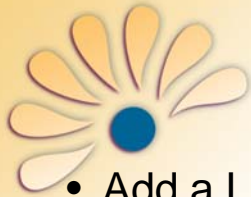
- On Election Day, Tuesday, November 3rd, there will be a proposition on the ballot to increase community support for the Library
- For the average household assessment of \$135,200 (31% of FMV), families will pay no more than an additional \$1 a week (\$52/year) to support the Library





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.dutcheselections.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



- MESSAGE : WHAT YOU SAY
- STRATEGY : HOW YOU SAY IT
- RESULTS : THEY SPEAK FOR THEMSELVES!

Pawling Results

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

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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

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Case Study: Jervis Public Library

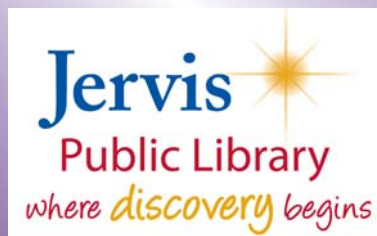
- School District Ballot in 2009
- Impact local budget process

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Case Study: Jervis Public Library

- Focus Groups
- Brand essence: Growing Potential
- New logo




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SERVICES** — SINCE 1984

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Case Study: Jervis Public Library

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

Jane Cameron

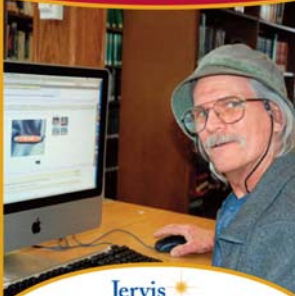


Jervis
Public Library
where discovery begins
www.jervislibrary.org

413 N. Washington St. • Rome, NY 13440-4296 • Phone: 315.336.4710 • Fax: 315.336.2056

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

Fred Zysk



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Case Study: Jervis Public Library

*The music CDs at Jervis
inspire me.*

Shawn Hoyt

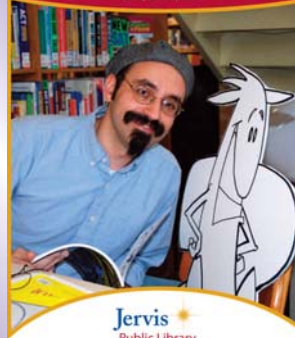


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*When Bob and I need a little
inspiration, we come to Jervis!*

Frank Page — local cartoonist
& Bob the squirrel
Frank's 2008 cartoon



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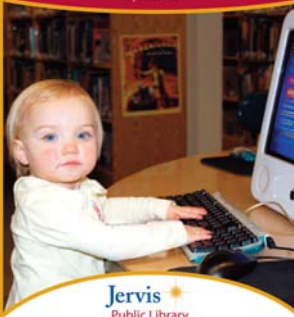
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Case Study: Jervis Public Library

The wonder of discovery really does start at Jervis!

Reyn Freeman



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All roads lead to Jervis when I'm online.

Gary Valer



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where discovery begins

613 N. Washington St.
Rome, NY 13440-4296

Library Hours

Monday-Thursday
9:30-8:30

Friday
9:30-5:30

Saturday
9:30-5:00

Sunday
Closed

Reserve Books Online
Computer Access
Career & Employment
Information
Book Clubs
Audio Books and DVDs
And More!

www.jervislibrary.org
315.336.4570

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

Frank Page - Head Librarian & Bookkeeper
Linda Page - Librarian
Linda Page - Librarian



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www.jervislibrary.org

613 N. Washington St.
Rome, NY 13440-4296
Phone: 315.336.4570
Fax: 315.336.2056

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

Jane Cannon



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Rome, NY 13440-4296
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Fax: 315.336.2056

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COMMUNICATION SERVICES — SINCE 1984

► MESSAGE : WHAT YOU SAY
► STRATEGY : HOW YOU SAY IT
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Case Study: Jervis Public Library

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



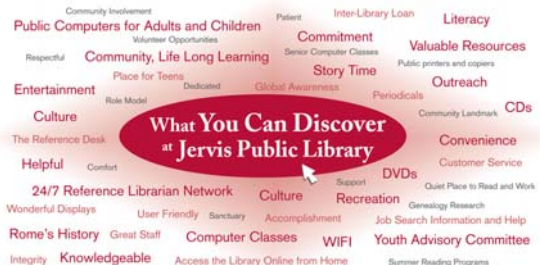
Vote Yes On Jervis Library's School Ballot Proposition

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

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

Paid for by the Jervis Trustees for a Stronger Library
PO Box 4624
Rome, NY 13442

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What You Can Discover at Jervis Public Library

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Case Study: Jervis Public Library

For just \$1.25 more per month*
you'll be able to fully fund Jervis Public Library and


- Re-open Sundays
- Restore our materials budget so we can once again buy new books, DVDs, CDs, and other items patrons tell us they want
- Establish a technology budget to upgrade and add to the well used public library computer access the library presently has
- Enhance the library's outreach programs and increase partnerships with local organizations
- Restore staff positions previously cut

We're not asking for a lot of money—just \$15* a year more when you vote yes on Jervis' 2009-10 school district ballot proposition.

Vote Yes — the school district ballot prop.
Tuesday, May 19th • Polls open 7 a.m.-9 p.m.
For most detailed information about the budget, go to www.voteyesforourlibrary.org/jervis
*on the average annual home value of \$65,000

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What can you get for \$1.25 a month?

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Case Study: Jervis Public Library

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

The public service return on that investment is \$8.50. If there was ever a place to make a community investment, it's at Jervis Public Library.

Voting Yes means:

- Re-open on Sundays
- Restore 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
- Restore staff positions previously cut

Voting No means:

- Cut hours even further—maybe close on a full weekday or the whole weekend
- Cut computer classes to one per month
- Cut the number of public access computers
- Permanently eliminate Book Buddies and Rec'd Read
- Cut reference desk coverage and reduce the number of children's story times
- Eliminate movie showings, school visits and book discussion groups



Vote Yes on Jervis Public Library's School District Ballot Proposition Tuesday, May 19th, Polls Open 7 a.m.-9 p.m. at your local school district polling place

Vote Yes

On Jervis Public Library's School District Ballot
Tuesday, May 19th
 Polls open 7 a.m.-9 p.m.
At your local school district polling place
www.voteyesforourlibrary.org/jervis

When does \$1.25 get you \$8.05?

When you **Vote Yes** on Jervis Public Library's School District Ballot!



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Case Study: Jervis Public Library

As a long time supporter of Jervis Public Library, I know how vital this resource is to our community for learning and leisure. It's a place where people can find inspiration to live a healthier lifestyle, seek out a new career or explore for empty fields. Please support Jervis and put me in voting YES on the library's budget!
 —Barbara Burns, M.S., R.N., Executive Director/President of St. Joseph's Home Medical Hospital

The small amount the average homeowner will pay to support Jervis Library makes this proposition one of the best buys in Jervis and local education. The library provides reference services, books and internet access and amazing books, video and music. Please put me in voting YES on the library's proposition on May 19 - Book Minutes.
 —Proctor, Bruce Greg Scott

Jervis is a valuable community asset. Supporting Jervis with our tax dollars for children is making a simple investment that will benefit everyone in Jervis from our children to our business owners. Voting YES means ensuring that the library has had over the past 100+ years Sunday hours, safeguarding the oldest collections and making sure resources available for small business owners.
 —Sarah Eggert-Bachman, President, Southtown Business

Jervis Library is vital to our community. Our library provides a free resource and research center from childhood to senior citizenship. Library usage increases in times of economic stress. Join me in supporting our library's efforts to ensure our future success.
 —Cathy Ann Sprink, President, Jervis Bookstore

Jervis Library has been a large part of our lives since we moved here 10 years ago. The library has been a source of countless happy memories, entertainment and learning experiences. Considering the value that we have received for the cost, we feel it is one of the best deals around. Please put me in supporting Jervis on May 19th by voting YES on the school district ballot proposition.
 —The Schuchman Family, Children: Jacob, 10, Mikah, 7, and Isabella, 5

Join me in voting YES for Jervis because it deserves our support in order to provide us with knowledge, information, research, computer access and hope that each of us can always strive to improve our children's life. YES to programs, books, CDs, audio books, DVDs, Jervis keeps opening new worlds of discovery for each of us. Please vote YES for the library proposition on May 19.
 —Barbara Whitlock, President, Northside Baptist Church, 2012

What are people saying about Jervis Public Library?

Join your friends, your family, your neighbors, your community

Vote Yes

On Jervis Public Library's School District Ballot
Tuesday, May 19th
 Polls open 7 a.m.-9 p.m.
One of your local school district polling places

Well, hundreds of Jervis supporters for a stronger library are saying Vote Yes on the Library's School District ballot, Tuesday, May 19th


And so are...

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Case Study: Jervis Public Library

From: _____



JOIN ME AND VOTE YES

To strengthen Jervis Public Library
It's only \$1.25 more a month!

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

Dear Friend,

On Tuesday, May 19th, we have an opportunity to do something great for our community. We can strengthen Jervis Public Library by **voting yes** on the library's school ballot proposition.

Passing the budget means:

- Re-open on Sundays
- Restore 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 hours even further, maybe closing a full weekday or the whole weekend, cut the number of public access computers and classes and permanently eliminate the Book Buddies and Rec'd Read programs. As a Library supporter, this is our time to stand up for our community and **vote yes** on the library's school ballot proposition. We're not talking a large increase—the Library is only asking for an additional \$15 a year for the average home (\$62,548) in the Rome City School District.


In these tough economic times, \$1.25 a month is an investment in our community that we can all bank on! Please join me and **Vote Yes** on the Jervis Public Library's School Ballot Proposition on **Tuesday, May 19th**.

Thank You, _____


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Case Study: Jervis Public Library



JERVIS TAXPAYERS
for a
STRONGER LIBRARY



vote yes

SUPPORT GIVING THE JERVIS LIBRARY THE FUNDING IT NEEDS

SIGN OUR PETITION HERE

QUESTIONS ABOUT THE PROPOSITION?

GET THE ANSWERS HERE

Is \$1.25 a month too much to ask for a fully funded Jervis Public Library?

On Tuesday, May 19th, vote yes on the library's school district ballot proposition. We're only asking for an additional \$15 per household (on a home with the average assessment of \$45,000 per year)—that's \$1.25 a month.

- Re-open on Sundays
- Restore our materials budget so we can once again buy new books, DVDs, CDs, and other items patrons love to use
- Enhance a technology budget to upgrade and add to the well-used public computer access the library currently has
- Continue the library's outreach programs and increase partnerships with local organizations
- Restore staff positions previously lost

For every \$1 in taxpayer dollars spent, the community receives \$6.80 in public service return on investment. You can't get that kind of return on your investment anywhere else these days. Just imagine—an additional \$15 per year will give the community a \$102 public service return on investment!

in 2008:

- A \$1.4 million budget provided an estimated \$2.6 million in materials, services, equipment and expert help
- 18,811 people, including job hunters, students, amateur genealogists, parents, historians, do-it-yourselfers, organizations, business and other information seekers, internet, electronic or research assistance
- 85,411 people saved \$2.7 million by using the library's computers for internet access and productivity software
- The library provided 324 free programs valued at \$34,000
- Borrowers checked out an estimated \$5.5 million in book materials from the library
- The library provided \$138,000 in VHS and DVD recordings, \$263,000 in audio books and books on tape/CD, and \$25,000 in music recordings

Vote Yes on Tuesday, May 19th. Polls are open at your area school district polling place from 7 a.m. to 9 p.m.

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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

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Case Study: Jervis Public Library

Jervis Public Library
 213 N. Washington St.
 Rome, NY 13442

Dear Friends,
 You were an essential part of our success this past May. Because of library supporters like you, Jervis Public Library's school budget proposition passed with approval from 74% of the voters.

We have great things planned for next year, but need your help again. The additional cost for increasing that share of library support, but now we need to make sure that our elected officials know how important library funding is to their constituents.

The total proposition was based on stable funding from both the city and the county. Given the tough times ahead, we need to let the Rome City Council and Oneida County Board know we still support their efforts to increase and diversify funding from taxpayer public funding to the well-being of the library.

We realize resources are not limitless—we just don't want to be out again this year. Despite your vote of support, if the library does not receive the agreed amount of funding in next year, we won't be able to:

- maintain the excellent budget
- expand our services to the public
- continue our work on providing professional and
- receive staff training necessary to provide exceptional services and hours.

Please take a moment now to sign the cards below and mail them to the library, the county executive, and city council members and your county legislators.

To keep costs down, we'd like to continue communicating with you as e-mail if possible. Please go to www.jervispubliclibrary.org and fill out our online form so that we can send you action items and keep you up to date.

Quick Note:
 President, Jervis Public Library Board of Trustees

Please support stable funding for the Jervis Public Library at \$250,000 in 2010.

Oneida County Board of Supervisors:
 Hon. James Brown, Mayor of Rome
 188 Washington Ave.
 Rome, NY 13442

Oneida County Executive:
 Hon. Frank Tabata
 Oneida County Executive
 100 West Terrace St.
 Rome, NY 13442

Personalized
 Postcard
 Sheets
 Tied it in with
[Vote Yes website](#)

An Important Message from
Jervis Public Library
where discovery begins

Quick Note:
 President, Jervis Public Library Board of Trustees

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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

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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

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Defining the Media

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

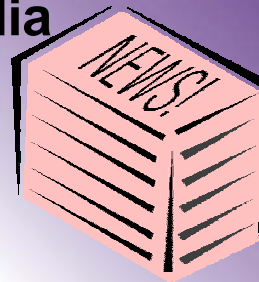


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Accessing the Media

- **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



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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

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Types of News Stories

- Hard news
- News feature
- Series
- Human Interest feature
- Business
- Sports
- Editorial

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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

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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

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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

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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

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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

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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

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Sample Press Release

Quick Identifier

Contact info

Headline

Inverted pyramid style release

Ending marker

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50 Colvin Ave., Albany, NY 12206 518/438-2826

For more information
Libby Post
518/438-2826
lpost@commservices.net

For Release
Immediate
May 20, 2010

**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 it's position as an essential service in the community it serves.

--30--

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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

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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

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Some Advocates We've Known



- Eleanor Roosevelt
 - First Lady
 - Human Rights Advocate

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Some Advocates We've Known



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

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Some Advocates We've Known

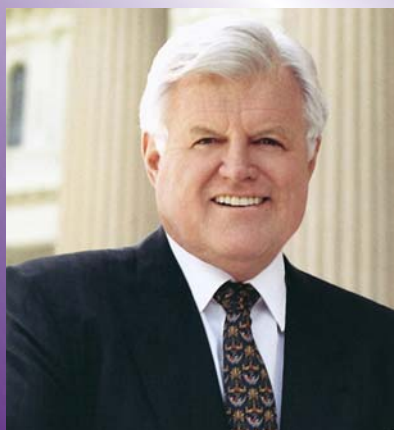


- Harvey Milk
 - Martyred San Francisco Supervisor
 - Lesbian and Gay Rights Advocate

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Some Advocates We've Known



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

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Some advocates We've Yet to Meet



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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



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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)

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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

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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?

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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

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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

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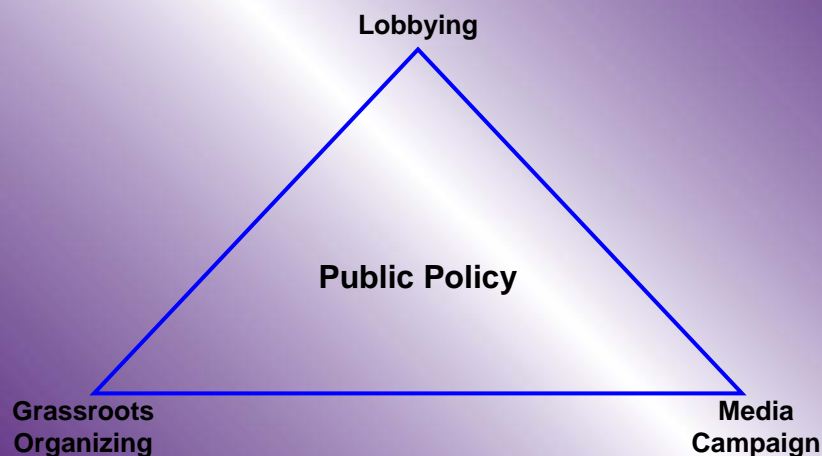
Lobbying as an Advocacy Tactic

- 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

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A Winning Combo



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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

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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

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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!

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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

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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

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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”*

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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

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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

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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

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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

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What Do We Mean By “Essential Service?”



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NY’s Libraries: Essential Campaign

- Strong leadership
 - Mike Borges, ED and Kathy Miller, President of NYLA
 - NYLA Legislative Committee
 - Communication Services’ team

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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

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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



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NY's Libraries: Essential Campaign

- Organize people
 - Staff
 - Trustees
 - Patrons

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NY's Libraries: Essential Campaign

- 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

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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.

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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

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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

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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

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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

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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

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No Matter What Level

- Remember what Tip O'Neill said:



**“ALL POLITICS
IS LOCAL!”**



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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

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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.

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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

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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

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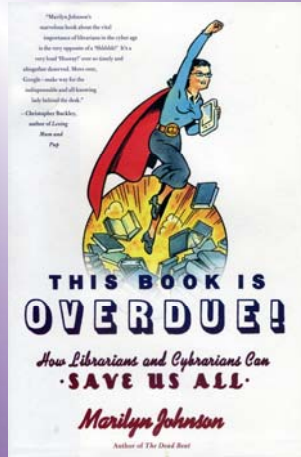
You and Your Electeds

- 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+

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A little lift and suggested reading!



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