

Message. What you say.

Strategy. How you say it.

Results. They speak for themselves.

Message, Marketing & Media

Making them work for your Library Referendum

A Campaign Institute Workshop for
Mid-Hudson Library System's Get To Yes Project

marketing
advertising
fund raising
public relations
online marketing
graphic & web design

message • strategy • results
COMMUNICATION SERVICES
SINCE 1984

NOT-FOR-PROFIT

TOURISM

HEALTHCARE

SMALL BUSINESS

What We'll Cover

- Developing Your Campaign's message
 - New tools
- Integrating Message into Campaign's marketing materials
- Using the Media to help you advance your message

Developing Your Message

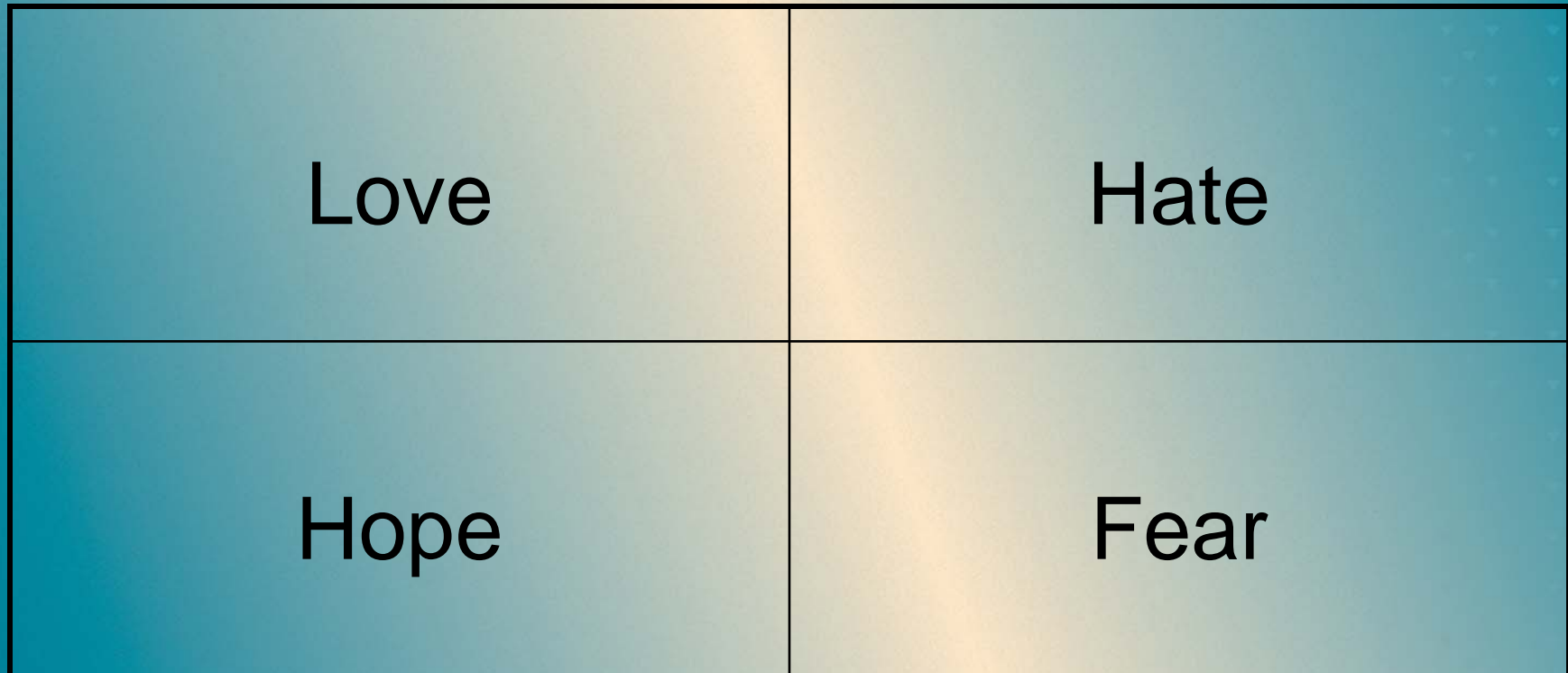
- Draw people in on an emotional level
 - Appeals to positive emotions of love and hope
 - What's in it for them
 - What's in it for their families, their children
- Speak to people in ways that reflect the values of the library and their values

Developing Your Message

- Spur voters to action
 - Provide them with a sense of ownership
(yeah, it's my library!)
- Respect Taxpayers

Developing Your Message

- Emotional Branding



Developing Your Message

- New Tools:
 - Framing
 - Context
 - Numbers
 - Messengers
 - Visuals
 - Metaphor
 - Tone
 - Infuse it with values

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

- Framing for libraries
 - Context: Identify the issue(s) of the library within a larger community-based setting
 - Numbers: Provide meaning first, then the numbers; don't use them to establish size of issue but to convey how they can solve issue(s) or what the cost will be to ignore
 - Messengers: Who will speak for the library that is trustworthy but without “library agenda”

Developing Your Message

- Framing for libraries
 - Visuals: images trigger responses use images of children, families, collections, etc. that reinforce values and message
 - Metaphor/Simplifying Models: use them to help people understand why you need more funding
 - Tone: engage voters with a “can do” attitude, use a “reasonable” tone, not “rhetorical”

Developing Your Message

- Some tips on framing for libraries
 - Make sure values and information are being conveyed—use the info to bolster the values, values first, info next
 - Use visuals and symbols that reinforce values and message
 - Don't reinforce negatives, use your values to reinforce positive, turn argument around
 - Facts and stats alone are not enough

Developing Your Message

- That's why VALUES are so important!
- Values tell us that an issue matters.
 - Draw voters in on an emotional level
 - Using emotional branding along with values is a powerful combination

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

- What values do libraries stand for?

Developing Your Message

- Framing, Values, Emotional Branding
 - Can be used together
 - Important: You define the campaign and issues, you define the emotional tie, you define the value
 - Crucial: You communicate forcefully, straightforward, with moral conviction and by using the common everyday language of your values.

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.**

Developing Your Message

- Pleasant Valley Library Message: Library Is Part of Your Life Every Day
 - Slogan: Pleasant Valley Library: Every Day
 - Our children need the library every day
 - Children's programs and circulation has doubled in three years
 - Library needs to enhance staffing to better serve our children

Developing Your Message

- Pleasant Valley Library Message: Library Is Part of Your Life Every Day
 - Slogan: Pleasant Valley Library: Every Day
 - The community uses the library every day
 - At least one new library card is issued every day
 - New families say the library is their first stop in town
 - 150% more people use the library today than in 2001

Developing Your Message

- Pleasant Valley Library Message: Library Is Part of Your Life Every Day
 - Slogan: Pleasant Valley Library: Every Day
 - Our building is used every day
 - Wear and tear has taken a toll
 - Lack of building funds has caused early closings
 - Need funds to repair problems and maintain building

Developing Your Message

- Butterfield Library Message: Library's Future is in Your Hands
 - Slogan: Here Today. Tomorrow Is Up To You
 - You Use It
 - Library usage has increase X% since 2000
 - Community groups meet here, tutoring happens here, school programs take place here
 - Cultural and educational program attendance up by X%

Developing Your Message

- Butterfield Library Message: Library's Future is in Your Hands
 - Slogan: Here Today. Tomorrow Is Up To You
 - You Value It
 - You know it's here for you
 - You get a great return on investment for your hard-earned tax dollars
 - You want the library to grow with the community

Developing Your Message

- Butterfield Library Message: Library's Future is in Your Hands
 - Slogan: Here Today. Tomorrow Is Up To You
 - You Can Secure It
 - Your vote provides crucial library funding
 - Your vote invests in a stronger community
 - Your vote protects what's yours

Developing Your Message

- Other Campaign Ideas
 - Better Libraries. Stronger Community.
 - Smarter Kids
 - Happy Families
 - Active Seniors
 - We're Not Your Parents Library Anymore, But We are Yours
 - Services
 - Access
 - Information

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

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.

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.	

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.

Developing Your Message

- Bold, clear, concise
- Articulate values that voters will relate to
- People vote identity and values which is not always the same as voting with their self-interest in mind
- Leave people empowered to act—
VOTING YES!

Campaign vs. Library

- Campaign/Friends
 - Organize campaign
 - Ask people to vote
 - Speak to value
 - Convey message
 - Be persuasive
 - Ask for YES VOTE
- Library
 - Just the facts
 - Date, time
 - Explain what increase will provide
 - Can't ask for YES VOTE

Targeting with Your Message

- Different message can work with different constituency groups
 - What you say to seniors, who are worried about increased taxes, 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 who live in a high voter turn-out area

Marketing Your Message

- If your message is clear and concise, your marketing materials and supporting information should be the same
- Use bullets
- short paragraphs
- 5th grade reading level
- Reinforce values
- Remember, keep it simple.

Marketing Your Message

- Literature
 - Direct mail brochures and post cards
 - Palm Cards
 - Bookmarks
 - Campaign newsletters
- Radio and TV
- Web Site

Marketing Your Message

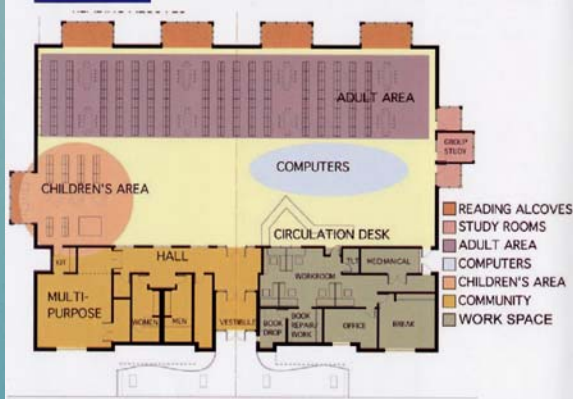
- Sample lit plan
 - Intro piece
 - Door to door palm card
 - Friend to Friend postcards
 - Letter from community leader/messenger with bookmark
 - GOTV/band wagon piece

Marketing Your Message

VOTE YES ON JULY 5
FOR A NEW JACKSONVILLE LIBRARY



VOTE FOR
A NEW JACKSONVILLE LIBRARY



FLOOR PLAN FOR THE PROPOSED ESTHER D. NIXON LIBRARY

The proposed 13,500-square-foot building will feature reading alcoves, study rooms and a multi-purpose room which will be available for use by community groups.

Paid for by Coalition for Neighborhood Libraries, Bob Razer, Treasurer

Coalition for Neighborhood Libraries
P.O. Box 251178
Little Rock, AR 72225

VOTE FOR
A NEW LIBRARY

VOTING SITES

EARLY VOTING

Polaski County
Courthouse
June 20-24
and June 27-July 1

Jacksonville City Hall
June 27-July 1
JULY 5

Regular polling sites

VOTE FOR
TEMPORARY MILLAGE TO
BUILD A NEW PUBLIC LIBRARY

The Nixon Library was forced to close for nearly four months in 2004 because of roof leaks and other damage. The 36-year-old building is the oldest in the Central Arkansas Library System.



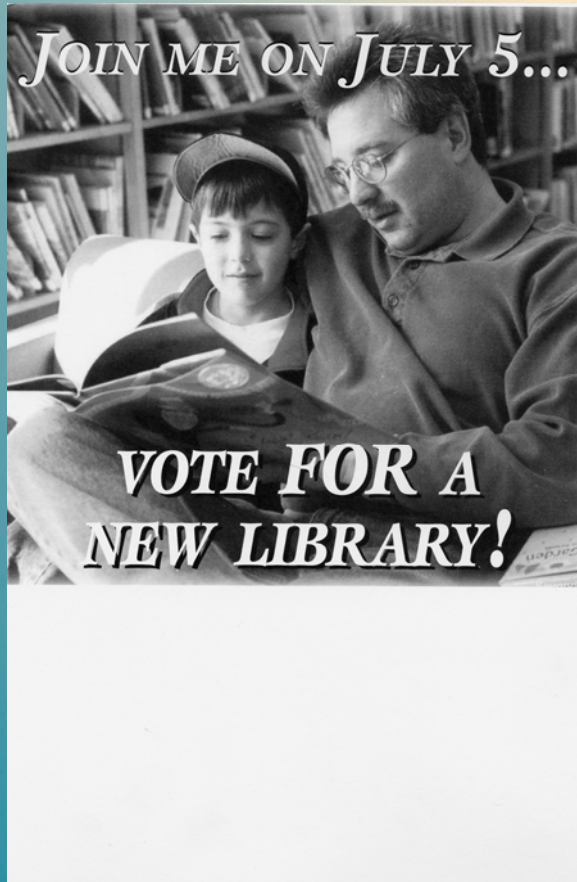
VOTE FOR
MORE SERVICES
FOR OUR CHILDREN

We can have a new building to ensure that our children will have access to the latest books as well as an expanded collection of audiovisual materials and state-of-the-art technology. Our children will also benefit from additional free programs and activities hosted by the library in an expanded facility.

VOTE FOR
MORE COMPUTERS
AND TECHNOLOGY

There are currently eight public computers at the Nixon Library. Supporting the temporary millage proposal will provide funding for additional computers for Jacksonville residents to use.

Marketing Your Message



Coalition for Neighborhood Libraries
P.O. Box 251178
Little Rock, AR 72225

PLEASE SUPPORT THE PUBLIC
LIBRARY ON JULY 5 BY VOTING


FOR

A NEW LIBRARY BUILDING.

Please join me in supporting the temporary
millage that will provide funding to make our
Esther D. Nixon Library a state-of-the-art
library for all Jacksonville residents.


Paid for by Coalition for Neighborhood Libraries, Bob Razer, Treasurer

Marketing Your Message



ON JULY 5TH
DON'T FORGET TO VOTE
FOR A NEW JACKSONVILLE LIBRARY

*More books and services for our children, more computers
and technology in a state-of-the-art library building.*



PLANS FOR THE PROPOSED ESTHER D. NIXON LIBRARY JACKSONVILLE, ARKANSAS

Coalition for Neighborhood Libraries
P.O. Box 251178
Little Rock, AR 72225

Pre-sorted Standard
US Postage Paid
Little Rock, AR
Permit No. 853

ON JULY 5TH
**VOTE FOR A NEW
PUBLIC LIBRARY!**

VOTE FOR MORE BOOKS!

VOTE FOR MORE SERVICES
FOR OUR CHILDREN!

VOTE FOR MORE COMPUTERS!

VOTE FOR MORE TECHNOLOGY!

Paid for by Coalition for Neighborhood Libraries, Bob Razer, Treasurer

Marketing Your Message

- Develop consistency in all campaign communications
- Repetition is key
- Hammer home values and message
- You'll get bored but the voters won't

Marketing Your Message

- Letters
- Phone Scripts
- Door to Door Scripts
- Buttons
- Bumper Stickers
- Web Site
- TV & Radio
- Lawn Signs

Reaching Voters in the Mail

- Mail plan should include how many mailings
 - Four is a good number, this includes a GOTV Band Wagon Piece
- How much mailings will cost based on who you're mailing to
- Decide what type of targeted mail, if any, you'll do
- Initial ideas on creative
 - Work with a professional graphic designer—either pay or get one to volunteer

Reaching Voters in the Mail

- Friend to Friend Campaign
 - Develop network of supporters who will write notes to their friends asking them to support the library vote
 - Campaign provides cards and envelopes, or postcards, supporters sign, post and mail

Marketing Your Message

- Don't make a common mistake that businesses do
 - Don't forget to tell your staff what you're doing
 - They can't tell people to vote yes or no but they can subtly reinforce your values and message
 - Make sure they are up to speed and know exactly what they can and can not do or say
- Everyone markets the message

Paid Media

- Plan should include any
 - Paid newspaper, TV or radio advertising
 - Costs
 - Initial Creative

Reaching Voters on the Web

- Must be consistent with rest of campaign
 - Reinforce values and message
 - Give people the information they need and want
 - More detailed
 - Give people the opportunity to volunteer or donate
- Create a blog

Building Community Support

- Using values enables you to speak directly to friends, neighbors, community
- Speaking the same language
- More easily build community support through coalitions, constituency groups

Building Community Support

- Having other community leaders carry your message gives campaign added credibility
- Go beyond comfort zone—not just Rotary or Chamber but Sportsmen's Groups, Recreational organizations, local PBAs and firehouses, etc.
- Ask them to reach out to their members, put info in their newsletters, Friend to Friend campaign
- Give them the values and message language, don't ask them to write it, provide it to them

Building Community Support

- Imagine having
 - Business Leaders for the Library
 - Firefighters fighting for our Library
 - Sportsmen Supporting the Library
 - Moms Making the Library a Priority
- Only limited by imagination and amount of folks willing to embrace your values and message

Media Matters

- What is P.R.
 - Public Relations is the way for you to convey your values and message through local media
 - Press releases
 - Letters to the Editor
 - Editorial Board meetings
 - Relationship building

Media Matters

- **Pro-Active**

- Get your message out in an “objective” medium
- Educate the public
- Place positive stories about issues
- Respond to negative stories

Media Decisions

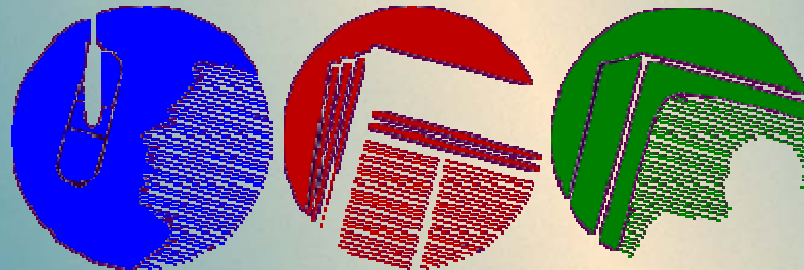
- Who will be the chief spokesperson for the campaign?
- Who will be responsible for dealing with the press?
- Develop a press list.
- How many press releases?
- What types of press events?
- Editorial board meeting
- Op Ed, Letters to the Editor, Talk Shows

Media Matters

- Make sure your staff knows who to refer media inquiries to
- Make sure they know where to send media people on your website for info, FAQ sheets, etc.
- Make sure everyone—staff, board, trustees, etc.—have talking points so everyone stays on message

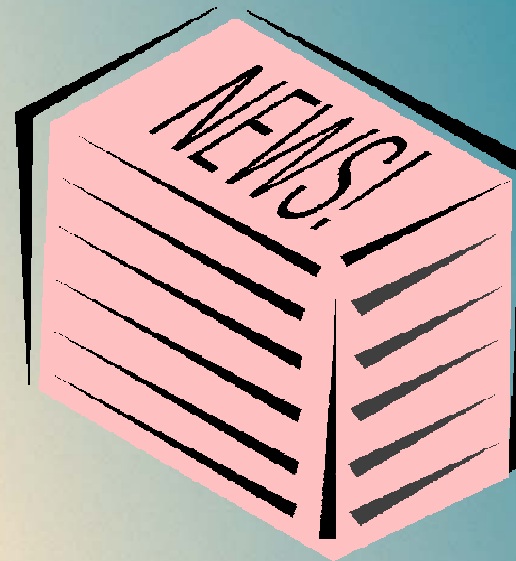
Defining the Media

- ◆ 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
 - 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

Media Matters

- Find out who covers library/local news
 - Print: various editors/reporters & beats
 - TV & Radio: Assignment Editors
- Build a relationship with the reporter before the campaign starts
- Get to know their quirks, interests, personality, etc.

Media Matters

- Campaign spokesperson
 - Press are busy, make it easy for them to reach you
 - Make sure they have your name and number(s)
- Professional look to communications
 - Printed letterhead
 - Graphics file

Media Matters

- Develop system of distribution based on media outlet preference
 - Mail
 - Broadcast fax
 - E-mail
 - Release in body of e-mail
 - Also as an attachment

Media Matters

- Revolving Media Door
 - Type of media market drives personnel turn-over
 - 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

Your Message in the Media

- What do you want the public to hear
- Develop talking points
 - Reinforce your values and message
 - Use facts to support values
 - Sound bites
 - Answer how you want to
- Integrate values and message into all media relations

Defining Your Message

- Talking Point Tactics: distinguish and add credibility to your message
 - **Facts:** statements that reinforce your values and message
 - **Statistics:** effective when easily understood
 - **Analogy or Comparison:** make statements more engaging
 - **Authorities or Experts:** adds credibility
 - **Personal Experience:** illustrate points

Defining Your Message

- Libraries are for everyone
- Talking Points
 - Children come here to learn
 - Families come here to have fun
 - Seniors come here to remain active and vital

Press Release 101

- 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

Sample Press Release

Quick Identifier

Contact Info

Headline

Inverted pyramid style
release

Ending marker

message • strategy • results
COMMUNICATION SERVICES SINCE 1984
50 Colvin Ave., Albany, NY 12206 518/438-2826

For more information Libby Post 438-2826	For Release Immediate May 15, 2006
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**Company President to Give Workshop
For Mid-Hudson Library System**

Libby Post, President of Communication Services, will present a workshop entitled *Message, Marketing and Media: Making them work for your library referendum* at the offices of the Mid-Hudson Library System at 103 Market St. in Poughkeepsie.

The workshop is the second of four workshops in the Campaign Institute Communication Services has designed for the library system to help their members wage successful library referenda campaigns..

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It's All About Relationships

- Community relations is about developing a relationship with the community
- Media relations is about developing a relationship with the media

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**

Reporters Have the Right to

- Evaluate and report the story as s/he sees it
- Reasonable access to news sources
- Receive timely response
- Have deadlines and other needs respected
- Receive concise and direct answers
- Redirect the interview if it strays

Reporters Have the Right to

- Conduct follow-up inquiries, as needed, for clarification
- Receive available collateral material to help build the story
- Receive corrected information if incorrect info is inadvertently given
- The same kind of courtesy and respect you expect

You Have the Right to

- A measure of control over the interview
- Have advance knowledge of interview topic(s)
- Know the reporter's identity and affiliation
- State Your Key Messages and restate when appropriate
- Finish responses without interruption (your answer should be concise and relevant)

You Have the Right to

- Discuss relevant topics and messages not specifically asked for in the interview
- Correct misinformation and misstatements during the interview
- Know how the interview material will be used and whether others are being interviewed
- Respond to allegations

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

How to Speak with the Press

- Print: clear, concise, a bit more depth
- Radio & TV: 30 second (or less) sound bites
 - Be prepared
 - Radio: most interviews done on phone unless there's a press event of some sort
 - TV: come to you, look at reporter not camera, don't wear a lot of jewelry

How to Avoid a Negative Comment

- Dismiss: don't fall for the leading question the first time around
- Re-Assess: take a step back from what the reporter has just said to draw you in to a negative response and reframe the issue as something bigger and more important
- Re-Spin: Statement should be positive and strong in light of circumstances

How to Avoid a Negative Comment

- Focus on your values
- You say nothing but positive comments
- Message reader receives is implicit and understated

Negative Comment Spin Process

- Feb. 2003, US Ambassador to France was interviewed by French TV and asked whether U.S. citizens would boycott French goods because of the country's opposition to the Iraq war.
- Response: "I don't think there will be a serious boycott against French products. It's perhaps an emotional and isolated reaction. Americans like the French. France remains the #1 destination for Americans traveling outside the U.S."

Negative Comment Spin Process

- Dismiss: “emotional and isolated reaction”
- Re-Assess: Ambassador adds his two cents on U.S.-Franco relations which also provides a bridge for his re-spin: “Americans like the French.”
- Re-Spin: “France remains the #1 destination for Americans traveling outside the U.S.”
 - Shows strength in relationship between countries but also leaves door open for more tenuous future

How Not to be a Good On-air Guest

1. Never get to your main point
2. Be totally unfamiliar with (or ignore host's style, format & time requirements)
3. Use insider jargon, obscure facts and as many big words as possible
4. Overuse statistics
5. Speak rapidly and don't repeat or explain what you say
6. If you don't know the answer, just make one up
7. Sound rehearsed, tired and bored
8. Speak softly with a monotone

Source: Roberta Gale, from Nonprofit Communications Report

Crisis Communications

- Have a plan in place before a crisis hits
- Have one person responsible for speaking with the media
- Let everyone who needs to hear about the crisis internally (board, staff) know, not just a select group of stakeholders
 - They'll be asked by friends and neighbors
 - Need a consistent message
- Have a message and stick to it
- Stay ahead of the crisis

Power of the Editorial Page

- Editorials:
 - Meet with Editorial Board, present your case
 - Send Editorial Page editor/writer information asking for supportive editorial
- Letters to the Editor
 - Won't print without name
- Op Ed pieces
 - Opportunity to reach opinion leaders in the community
 - Can present your message thoughtfully, in-depth
 - 1000 words

Using the Web

- Establish a press room on your site
 - Post press releases
 - Promote events
- Establish a blog
 - Fast becoming a source of news and opinion
 - Competing with mainstream media

Media Matters

- Bottom line is you can control the situation
- Know your values and message
- Stick to it in everything you do
- Don't let the anti-tax people get you off message
- Always bring the argument back to your message and stay positive