Message, Marketing & Media

Making them work
for your Library Referendum
A Campaign Institute Workshop for
Mid-Hudson Library System’s Get To Yes Project
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

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

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

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

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

Wellstone’s response: It’s true, I don’t get things done for big corporate interests and lobbyists, but they don’t need my help. I’m on the side of the rest of Minnesotans.
<table>
<thead>
<tr>
<th>What Library Says About Itself</th>
<th>What the anti-tax people say about themselves</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong library=</td>
<td>We know what the community needs</td>
</tr>
<tr>
<td>Prospering community</td>
<td></td>
</tr>
</tbody>
</table>

- Opportunity: open 6 days a week
- Freedom: X people borrowed X amount of books, cds, etc.
### Message Box

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

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

• Bold, clear, concise
• Articulate values that 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

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 TEMPORARY MALLAGE TO BUILD A NEW PUBLIC LIBRARY

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 fine programs and activities hosted by the library in an expanded facility.

Vote FOR MORE SERVICES FOR OUR CHILDREN

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

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 Rizer, Treasurer

Vote FOR MORE COMPUTERS AND TECHNOLOGY
Marketing Your Message

Join me on July 5...

Vote for a New Library!

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 Rase, Treasurer.
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.

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!

Coalition for Neighborhood Libraries
PO. Box 251178
Little Rock, AR 72225
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 turnover
  – 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
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