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Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

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http://www.webjunction.org/events/webinars. from Jennifer Peterson to All Participants:		*
So great to see all your ideas. Please keep the questions coming. from Jennifer Peterson to All Participants:		
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Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

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Today's Presenter



Jamie LaRue

Director, Douglas County Libraries, Colorado

Telling the Library Story

BHAG Colorado And Beyond

James LaRue, Director Douglas County Libraries jlarue@dclibraries.org

1990

A campaign of

SHAME

1996

We keep our promises.

Hypothesis

Voting results correlate with percentage of households with active library card

Precinct results do, too.

THEREFORE:

Grow market penetration, win elections.



2006

- 84% households with active library cards
- 27 circs per capita
- No debt
- Clear need for space
- Hennen ranking (from worst in state to best in nation)

AND OF COURSE



OCLC Research

• Library funding support is only marginally related to library visitation.

 Perceptions of librarians are an important predictor of library funding support.

• Voters who see the library as a 'transformational' force as opposed to an 'informational' source are more likely to increase taxes in its support.

• The report suggests that targeting marketing messages to the right segments of the voting public is key to driving increased support for U.S. public libraries.

www.oclc.org/ca/en/reports/funding/default.htm

Readings on the brain

- The Happiness Hypothesis, by Jonathan Haidt
 We are not rational.
- How We Decide, by Jonathan Lehrer
 But emotions are deeply empirical.
- My Stroke of Insight, by Jill Bolte Taylor
 We tell stories to ourselves.
- Being Wrong, by Kathryn Schulz
 We can change our minds.

Problem statements

- Fewer libraries are making it to the ballot, or winning when they do. Public support for public libraries is declining.
- Nov. 2010: the "bad three" anti-tax measures threatened to roll back Colorado governmental funding by 10-25%. *Funding* for our public infrastructure is under attack.

- Reverse 60 years of conservative framing
- Recruit external advocates
- Book 5 talks
- Follow 12 minute script
- Online training
- Low / no cost

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Bhagcolorado.blogspot.com

The talk

- Welcome
- Gimmick
- Frame (Lakoff, Ariely)
- Three stories
- Gimmick redux (ROI)
- Wrap-up

- 21st century library
- \$1 for the library
- Internet, TV, phone, Netflix, library
- Four core messages (next slide)
- Call and response

Structure

Script

Four BHAG messages

- Libraries change lives.
- Libraries mean business.
- Libraries build community.
- Libraries are a smart investment.

The library story

- A real person
- A problem.
- Library action.
- Happy ending.
- Tagline.

- Caiden was 3 yrs old.
- He stuttered.
- Read to dog program.
- He doesn't stutter.
- Libraries change lives.

Structure

Particular

Outcomes

- Bad 3 defeated in every county
- Over 20% of libraries participated
- Trading cards (and other sites)
- Gathering stories *from* the public about us

Parting thoughts

- We don't have to invent new messages. We have them.
- Advocacy is not the work of a season. It is the work of a generation.
- Our business is not information.
- It is stories.

Questions?