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The webinar will begin at 1:00 Eastern/10:00 Pacific
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Today’s audio is streaming to your computer’s speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:

![Audio Broadcast](image)

Lost all sound? Hear an echo? Click on the small radio tower icon (above chat box) OR go to the Communicate menu (at the top of the screen) and select Audio Broadcast to refresh your connection.

![Small radio tower icon](image)

![Communicate menu](image)
Need Help?

Please post **technical support questions** into the **Q&A Panel**.

**Step 1:** Type the problem in the **dialog box**.

**Step 2:** Click **Send**.
Chat Etiquette

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

Do not post technical questions to Chat.

And if you’re tweeting, use this hashtag: #wjwebinar
Customize your experience

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.

Hover over edge of panels to drag and resize.
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Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

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**State Library of North Carolina**
**State Library of Ohio**
**Access Pennsylvania**
**Texas** State Library & Archives Commission
**Library of Virginia**
**Washington** State Library

**Minnesota** State Library Agency & Minitex
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
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.
Unreachable: 5% of population

Answer the Community Reference Question
- Leave the building!
- Solving problems together
- 5-15% of population

Marketing
- 2-way communications
- Surveys/focus groups/change
- 5-15% of population

Public Relations
- 1-way communications
- Professional publicity/promotion
- 5-15% of population

Open the Doors
- Circulation, reference, children's, programs, technology, meeting rooms
- 30-50% of population
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 .....
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.*
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

BIG HAIRY AUDACIOUS GOAL

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
Four BHAG messages

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

- A real person
  - Caiden was 3 yrs old.
- A problem.
  - He stuttered.
- Library action.
  - Read to dog program.
- Happy ending.
  - He doesn’t stutter.
- Tagline.
  - Libraries change lives.
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?