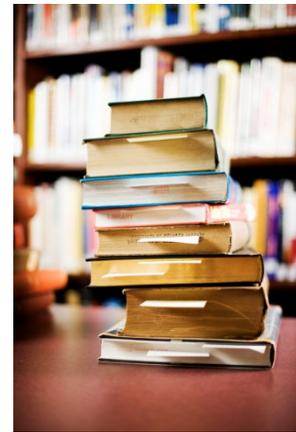


Close Encounters of the Library Kind

Judith Gibbons

Library Advocate

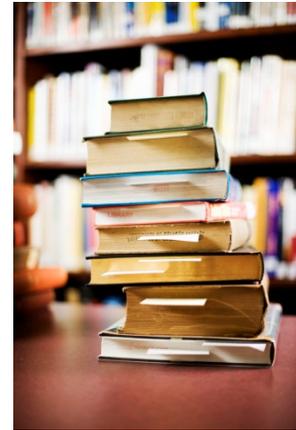
jagibbons@windstream.net



Close Encounters of the Library Kind

What is advocacy?

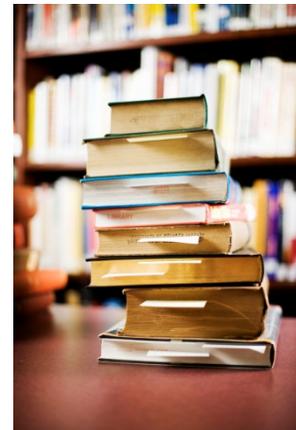
**“Actively” supporting a cause
or action.**



Close Encounters of the Library Kind

What do advocates do?

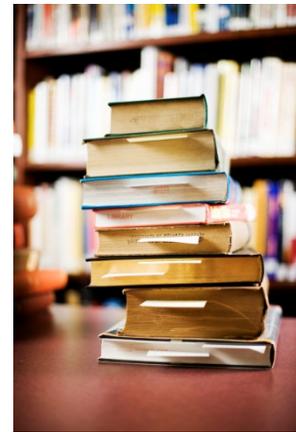
- Learn about the issues
- Conduct research
- Develop key messages
- Speak with one voice



Close Encounters of the Library Kind

Who can advocate?:

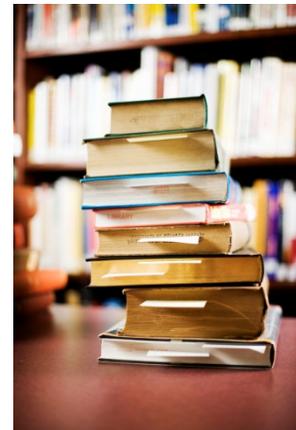
- Friends and friends
- Trustees
- Community members
- Library staff
- Groups with like interests
- You



Close Encounters of the Library Kind

Why do we advocate?:

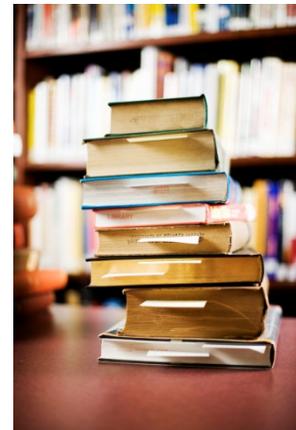
- Improve local, state and national library services
- Demonstrate positive use of tax dollars
- Improve quality of life
- Add value to the community



Close Encounters of the Library Kind

What is a Close Encounter of the Library Kind?

A short pro-library statement
communicated in a brief time
with a specific goal in mind

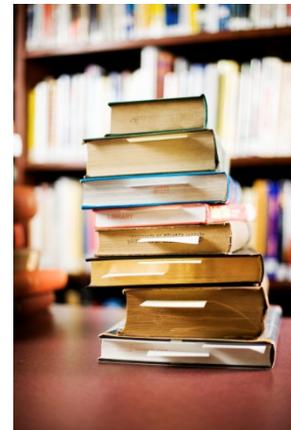


Close Encounters of the Library Kind

When do we do this?

When we want to make the most
of a minute...

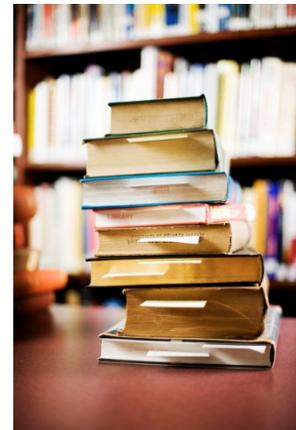
Reach Out To:
The Right People
@ The Right Time



Close Encounters of the Library Kind

What do we do?

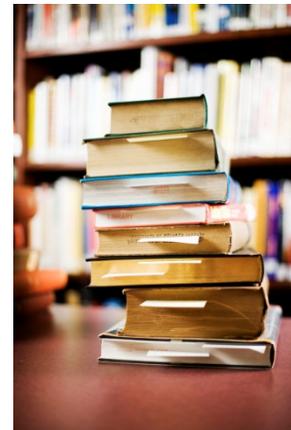
Developing a short pro-library statement of 150 words or less to be used in a brief encounter



Close Encounters of the Library Kind

How do we start preparing for these encounters?:

- Research stories
- Research statistics

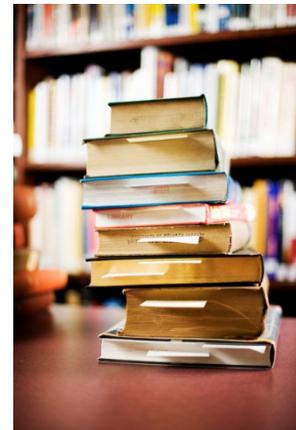


Close Encounters of the Library Kind

What do you say?:

Keep the message -

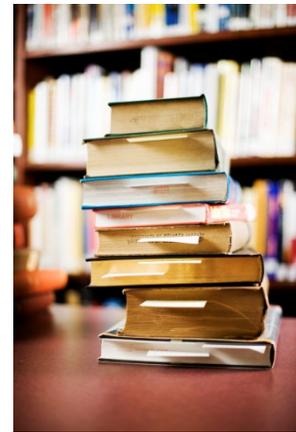
- Simple
- Brief
- Personal



Close Encounters of the Library Kind

What are the three components?

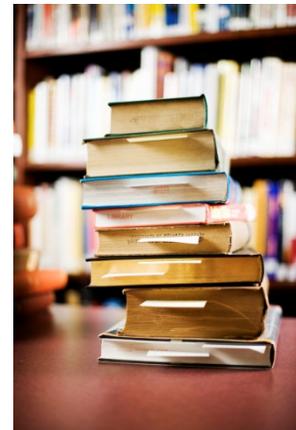
- What do you want to say?
- Why is it important?
- What can the listener do to help?



Close Encounters of the Library Kind

How do I use body language?

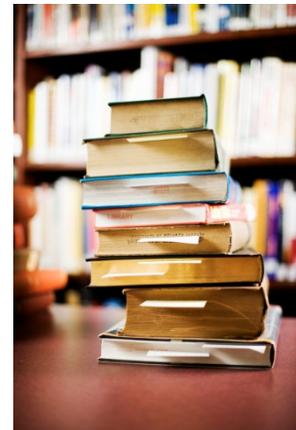
- Make eye contact
- Have a positive expression and posture
- Radiate confidence



Close Encounters of the Library Kind

Wasted Encounters:

- Don't squander the moment
- Don't be a lone gun
- Don't use library-speak



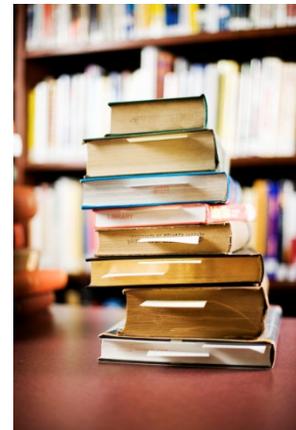
Don't squander the moment!



Close Encounters of the Library Kind

Wasted Encounters:

- Don't squander the moment
- Don't be a lone gun
- Don't use library-speak



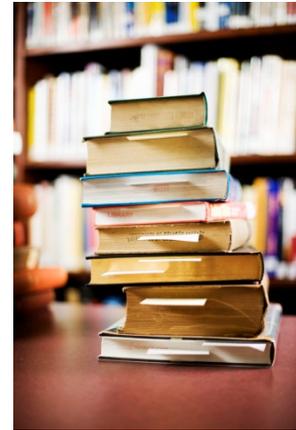
Don't be a lone gun



Close Encounters of the Library Kind

Wasted Encounters:

- Don't squander the moment
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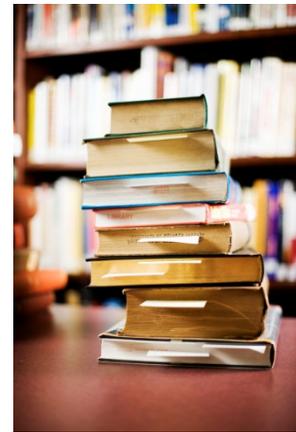
Don't use library speak!



Advocacy Begins With You

Prep Work:

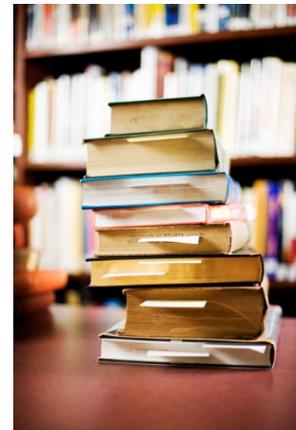
- Share the issue...
- Make it personal...
- Specify an Outcome...



Close Encounters of the Library Kind

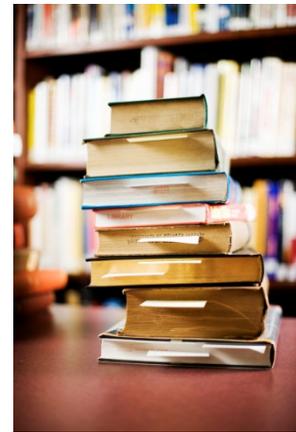
What are intended outcomes?:

- Your goal is to get a firm commitment of support from your audience
- Thank your listener
- Follow up and share updates



Close Encounters of the Library Kind

Let's Practice!



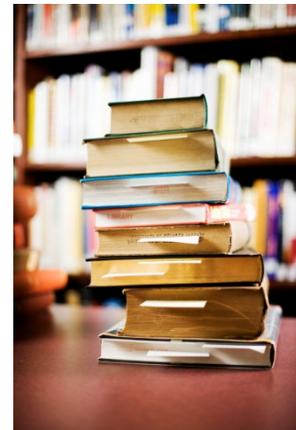
Close Encounters of the Library Kind

Gwen Stivers

Magen Zawko

Laurel County Public Library

London, Kentucky



Close Encounters of the Library Kind

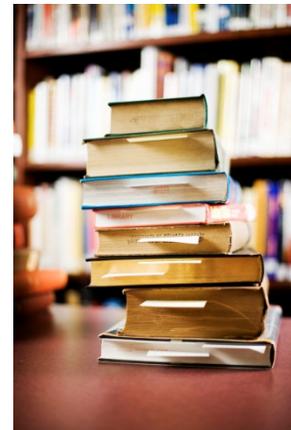
Gwen Stivers: Outreach Services

Where will your speech take place?

What do you want to say?

Why is it important?

What can the listener do to help?



Close Encounters of the Library Kind

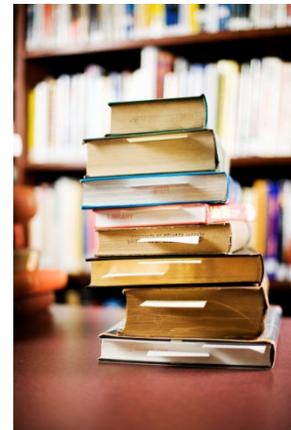
Gwen Stivers: Outreach Services

Listen for these elements in Gwen's speech:

What is Gwen's issue?

What is the issue of her listener?

How do you connect Gwen's issue to the listener's issue?



Close Encounters of the Library Kind

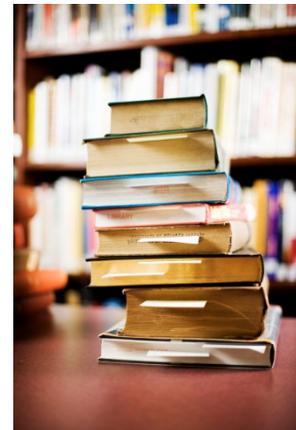
Magen Zawko: Technology Funding

Where will your speech take place?

What do you want to say?

Why is it important?

What can the listener do to help?



Close Encounters of the Library Kind

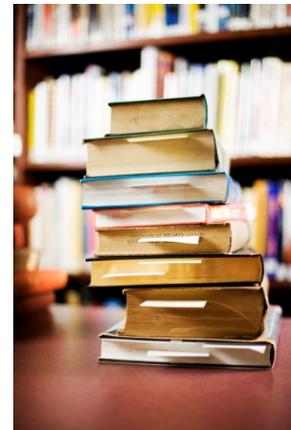
Magen Zawko: Technology Funding

Listen for these elements in Magen's speech:

What is Magen's issue?

What is the issue of her listener?

How do you connect Magen's issue to the listener's issue?



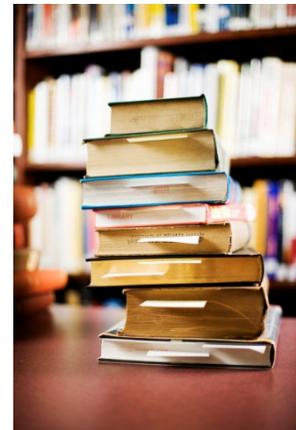
Close Encounters of the Library Kind

Review:

What is your issue?

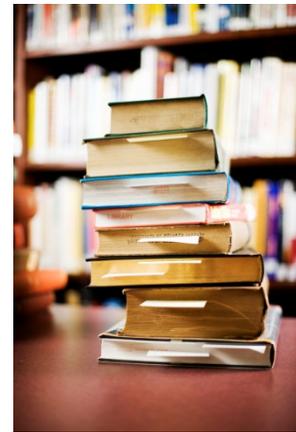
What is the issue of your listener?

How do you connect your issue to the listener's issue?



Close Encounters of the Library Kind

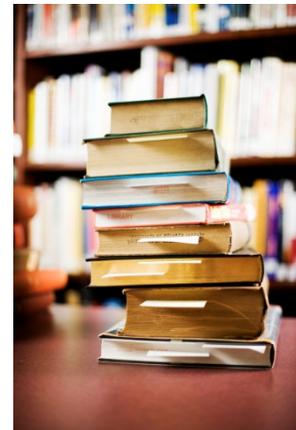
Questions & Comments



Close Encounters of the Library Kind

“The only way to predict the future
is to create it.”

Tom Peters



Close Encounters of the Library Kind

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