



Telling Our Stories: Press Tips

- Actively call reporters (it's harder to say "no" over the phone)
- Line up customers willing to talk or provide quotes and/or photos
- If you can give report customer contact info, it's less work for them.

Telling Our Stories: Winning Messages

- Library saves customers money! (compare to credit card "no payments; no APR; the rewards are up to you.")
- Library helps with job search: Learn computer skills, a language, resume writing, etc.
- Statistics: They're way, way up!

Telling Our Stories: Winning Messages

- **PERSONAL STORIES ARE WINNERS!** Any time you can find customers willing to talk about how the library has helped them, personally, it's a **BIG PLUS**
- Help customers help you: Testimonials
 - Mount Laurel Postcard
 - Snapshot Day

Telling Our Stories: Beyond the Press Release

- Make the most of every transaction
- Offer to speak to community groups
- Program attendees are a captive audience
- Build relationships: Reporters, community leaders, customer. Become a source for reliable information

Telling Our Stories: Beyond the Press Release

- Toastmasters
- The Art of Telling Compelling Stories

Telling Our Stories:

Your tips??

Telling Our Stories:

Thanks to:

Bev Bird
(Atlantic County Library)

Don Latham
(Atlantic City Library)

Brainstorm:

What We Could Be Doing

1. Support Job Hunting/Career Change
2. Fun and Free
3. Develop Rapid Response
4. Getting the Word Out
5. Develop/Reposition/Group Existing Services
6. Improve Hospitality / Reduce Stress
