

Library Advocacy in Your Own Backyard

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Library Cooperative

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After today's session , you will know...

- What you want to say
- Who you want to tell
- How you're going to do it.

Advocacy is a habit.
When we get into the
habit, we find that each
action becomes easier,
less intimidating, and less
time-consuming.

Continual opportunities to
advocate are...

- To emphasize the positive.
- To correct or question a misimpression.
- To give a two-minute commercial.
- To praise, thank, or congratulate.
- To look for ways that you can help.

Your setting could be...

- The library
- Business and community group meetings and events
- Faculty meetings, university committees
- Corporate functions, task forces
- Legislators' offices
- Formal hearing rooms
- Award activities
- Ribbon cuttings

Face time counts!

After today's session , you will begin
the habit of...

- Staying in touch
- Telling your story
- Looking for opportunities
- Seeing the possibilities
- Making advocacy a component of all of your choices.

Your audience could be...

- Staff
- Customers
- Colleagues
- Governing Boards
- Associations
- Community Groups
- Legislators
- Funders

Every day is show time.

Step One

Tell the story.

How to talk to funders and stakeholders

- Be brief
- Be appreciative
- Be specific
- Be informative
- Be courteous

How to Be an Effective Advocate, American Library Association
www.silo.lib.ia.us/tell-library-story/Audience/talking-to-legislators.htm

Talking to power

- Know your audience.
- Know your community.
- Join key organizations.
- Use your contacts.
- Institutionalize your relationships.

Kathy St. John, *Talking to Power*, c2004
www.webjunction.org

Storytelling – 7 Construction Steps

- Plot
- Characters
- Setting
- Audience
- Script
- Technique
- Props

Step Two

Exert
influence.

Influence

What is the chance that a person who was unaware or neutral or disagreed with your position, will support your position (or buy your product or act differently) when you are finished?

Alternatives to influence

- Combat
- Shame
- Preaching to the converted
- Doing your own thing
- Waiting for your prince to come
- Group process
- Con jobs

To be influential...

- Form relationships.
- Put yourself in their place – really!
- Talk about THEM.
- Get rid of limiting beliefs.

To be influential...

- Form relationships
- Put yourself in their place – really!
- Communicate in their style
- Talk about THEM.
- Pick, or make, winners

Step Three

Promote yourself.

Eighty percent of success is showing up.
- Woody Allen

Secrets of Self Promotion

- Talk about your work, your library, your programs, libraries in general.
- Describe what you do. Tell stories about the people you help. Engage your listener.
- Have a 15 word introduction and a two minute story that say who you are and leave people wanting more.

Ilise Benun, author of *Self Promotion Online*, www.selfpromotiononline.com

Advocacy: the basics

- In any setting, you will have a brief opportunity to make your case.
- You will have to tell your story more than once.
- No one will remember more than one or two points, so make them strong and simple.
- It takes years to develop relationships, so start today.
- You will have to plan ahead -- to be spontaneous.

Making Your Case in Person: What works... what doesn't

*Making your case:
the breakfast presentation
or "the two minute drill."*

The EIRC

Making your case: the breakfast presentation

What works...

- Tell one story that says who you are.
- Brevity: use your time to speak slowly and convincingly.
- Focus on the customer and emphasize results.
- Say thank you for allowing us to make this happen.
- Ask for what you want.

Making your case: the breakfast presentation

What works...

- Preparation
- Focus
- Brevity
- Clarity
- Enthusiasm
- Appreciation

*Making your case:
the breakfast presentation
or "the two minute drill."*

Everybody
who does it wrong

Making your case: the breakfast presentation

What doesn't work

- Tell every basic about your library.
- Focus on the organization, it's staff, etc.
- Bore the audience.
- Speak as if the audience has never heard of you or your constituents.
- Read from a long, single-spaced handout.
- Tell ten stories. You never know which one they may like.
- Leave them guessing what you want.

Staying in touch includes

- Brief handwritten notes
- Helpful information
- Going where the audience is
- Advocacy moments

Making your case:
The Advocacy Moment

Advocacy moments can be...

- Planned
 - Chamber of Commerce holiday party
 - Library ribbon cutting
- Spontaneous
 - Supermarket
 - Starbucks
 - Theater
 - Elevator
 - Anywhere, any time

Making your case: the advocacy moment

What works at the Chamber party...

- Go in pairs.
- Be ready to shake hands.
- Keep it light -- especially if it's a party.
- Keep it positive -- same reason.
- Say thanks for previous support.
- "We'll be giving you a call to make an appointment to see you, and we look forward to talking with you about....."

Making your case: the advocacy moment

What works at the Super Market...

- Treat them as you would friends.
- Keep it short and sweet.
- Don't approach them if they look hassled.

Making your case: the advocacy moment
What works everywhere...

- Introduce yourself.
- Introduce the people with you.
- Mention something that they're interested in.
- Say thanks for their past support.
- Move on.

Getting involved
without getting sucked in

- Start as you mean to go on.
- Maintain non-partisanship.
- Emphasize the message.
- Say thanks.

To recap...

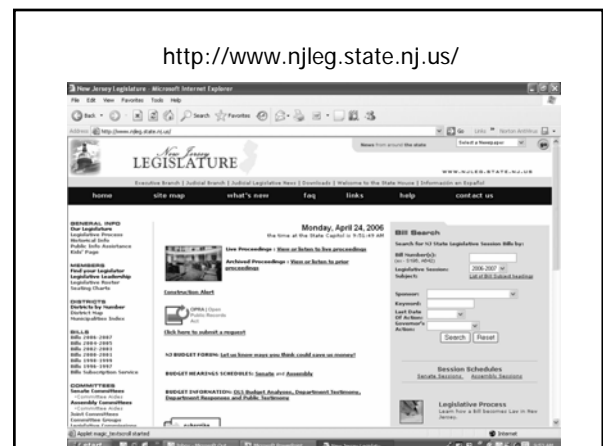
- Inform yourself.
- Decide where you can make your impact.
- Plan your strategy.
- Get your message to your audiences.
- Say thanks!

And when the news is bad ☹

- Get all the facts.
- Preserve the relationship.
- Get the news out quickly.
- Involve your board, friends, and community.
- Be prepared with your message.
- Focus on specifics: what will be lost?

Getting something done in NJ

- Form relationships: at all levels of elected officials, business community, etc. because you never know...
- Know who can help. In general, Governor's Office, Budget/Appropriations Committees and Leadership in both houses.
- Know what they want: efficiency, productivity, generate dollars, train workforce etc.



New Jersey Legislature - Leadership - Microsoft Internet Explorer

http://www.njleg.state.nj.us/members/leadership.asp

Senate Leadership

Democratic Leadership

President: Richard J. Codey (District 27)
 Majority Leader: Bernard F. Luntz, Jr. (District 33)
 President Pro Tempore: Shirley K. Turner (District 16)

Deputy Majority Leaders: Wayne D. Bryant (District 6)
 Joseph L. Vitale (District 19)

Assistant Majority Leader: Paul A. Sargo (District 3)
 Conference Chair: Barbara Buono (District 18)
 Majority Whip: John A. Girgenti (District 35)

Republican Leadership

Minority Leader: Leonard Lance (District 29)
 Conference Leader: Martha Egan (District 5)

Deputy Minority Leaders: Diane Allen (District 7)
 Peter A. Inverso (District 14)

Assistant Minority Leader: Anthony B. Buccia (District 26)
 Minority Whip: Thomas H. Kean, Jr. (District 21)
 Budget Officer: Robert E. Litali (District 24)
 Assistant Budget Officer: Walter A. Karamanik (District 16)

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 Legislative Leadership
 Legislative Process
 Legislative Charts

DISTRICTS
 Districts by Number
 District Map
 Membership Index

BILLS
 Bills 2003-2007
 Bills 2004-2005
 Bills 2000-2003
 Bills 2008-2011
 Bills 1998-2001
 Bills 1990-1997
 Bills Subscription Service

COMMITTEES
 Senate Committees
 -Committee Index
 Assembly Committees
 -Committee Index
 Joint Committees
 Committee Groups
 Legislative Commissions
 Senate Transmittals

LAW AND CONSTITUTION
 Chapter Laws
 Constitution

BILLS
 Senate
 General Assembly

ETHICS
 Code of Ethics of the Senate
 Code of Ethics of the General Assembly
 Financial Disclosures
 Senate Rules 18
 Ethics Tutorial

New Jersey Legislature - Leadership - Microsoft Internet Explorer

http://www.njleg.state.nj.us/members/leadership.asp

General Assembly Leadership

Democratic Leadership

Speaker: Joseph J. Roberts, Jr. (District 6)
 Majority Leader: Bruce Wilson Coleman (District 16)
 Speaker Pro Tempore: Linda Caraballo (District 29)
 Majority Conference Leader: Joan Spigale (District 32)
 Speaker Emeritus: Albin Siles (District 33)

Deputy Speakers: John J. Burzichell (District 3)
 Neil Cohen (District 23)
 Jack Connor (District 7)
 Linda D. Greenwald (District 14)
 Alfred L. Drake (District 36)
 Linda Stender (District 22)
 John S. Wisniewski (District 19)

Deputy Majority Leader: Joseph Cray (District 20)

Assistant Majority Leaders: Nilsa Gonzalez (District 5)
 Brent Grosscup (District 15)
 John F. McCann (District 27)
 Sheila Y. Chien (District 34)
 Jeff Van Doren (District 1)

Deputy Speaker Pro Tempore: Jerry Green (District 22)
 Deputy Conference Leader: William D. Cray (District 29)
 Parliamentarian: Patrick J. Donagan, Jr. (District 18)
 Majority Whip: Peter A. Stegno, Jr. (District 18)
 Deputy Majority Whip: Vincent Priddy (District 32)
 Assistant Majority Whip: Douglas H. Fisher (District 3)
 Appropriations Committee Chair: Nellie Day (District 28)
 Budget Committee Chair: Louis D. Greenwald (District 6)

MEMBERS
 Find your legislator
 Legislative Leadership
 Legislative Process
 Legislative Charts
 Hearing Charts
 Public Info Assistance
 EMail Page

DISTRICTS
 Districts by Number
 District Map
 Membership Index

BILLS
 Bills 2003-2007
 Bills 2004-2005
 Bills 2000-2003
 Bills 2008-2011
 Bills 1998-2001
 Bills 1990-1997
 Bills Subscription Service

COMMITTEES
 Senate Committees
 -Committee Index
 Assembly Committees
 -Committee Index
 Joint Committees
 Committee Groups
 Legislative Commissions
 Senate Transmittals

LAW AND CONSTITUTION
 Chapter Laws
 Constitution

BILLS
 Senate
 General Assembly

ETHICS
 Code of Ethics of the Senate
 Code of Ethics of the General Assembly
 Financial Disclosures
 Senate Rules 18
 Ethics Tutorial

New Jersey Legislature - Assemblyman Joseph J. Roberts, Jr. (D) - Microsoft Internet Explorer

http://www.njleg.state.nj.us/members/robertsjr.asp

Assemblyman Joseph J. Roberts, Jr. (D)

(General Assembly Speaker)

DISTRICT OFFICE ADDRESS: Devilsden Shopping Plaza
 Route 130 & Browning Rd.
 Devilsden, NJ 08020

PHONE NUMBER: 610-412-7600

ELECTRONIC MAIL: Contact Your Legislator(s)

BORN: July 14, 1952
EDUCATION: B.A. Rutgers University (Political Science)
 M.A. Yale Institute of Government at University of Pennsylvania (Administration)
OCCUPATION: Legislator
 Director National Committee 2002-present, NJ Democratic State Committee 2001-02, Chair, Camden County Board of Freeholders 1990-93, Director 1991-93, Hudson Through-Corridor 1977-80, Delaware Board of Education 1976-77
 Owned Assembly 1997-present, Speaker 2006-present, Majority Leader 2002-05, Minority Budget Officer 1996-98, Assistant Majority Leader 1994-95
LEGISLATIVE SERVICE: Legislature Service Commission
COMMITTEES: Senate
BILLS SPONSORED: List of Bills Sponsored by Assemblyman Roberts

MEMBERS
 Find your legislator
 Legislative Leadership
 Legislative Process
 Legislative Charts

DISTRICTS
 Districts by Number
 District Map
 Membership Index

BILLS
 Bills 2003-2007
 Bills 2004-2005
 Bills 2000-2003
 Bills 2008-2011
 Bills 1998-2001
 Bills 1990-1997
 Bills Subscription Service

COMMITTEES
 Senate Committees
 -Committee Index
 Assembly Committees
 -Committee Index
 Joint Committees
 Committee Groups
 Legislative Commissions
 Senate Transmittals

LAW AND CONSTITUTION
 Chapter Laws
 Constitution

BILLS
 Senate
 General Assembly

ETHICS
 Code of Ethics of the Senate
 Code of Ethics of the General Assembly
 Financial Disclosures
 Senate Rules 18
 Ethics Tutorial

New Jersey Legislature - Senate Committees - Microsoft Internet Explorer

http://www.njleg.state.nj.us/committees/senate.asp

New Jersey Legislature Committees and Membership 2006-2007 Legislative Session

Senate Committees

Budget and Appropriations
 Budget and Appropriations (Budget Hearings Only)
 Commerce
 Community and Urban Affairs
 Economic Growth
 Environment
 Health, Human Services and Senior Citizens
 Judiciary
 Labor
 Legislative Oversight
 Law and Public Safety and Veterans' Affairs
 Senate Rules and Order
 State Government
 Transportation
 Veterans, Tourism & Historic Preservation

MEMBERS
 Find your legislator
 Legislative Leadership
 Legislative Process
 Legislative Charts
 Hearing Charts
 Public Info Assistance
 EMail Page

DISTRICTS
 Districts by Number
 District Map
 Membership Index

BILLS
 Bills 2003-2007
 Bills 2004-2005
 Bills 2000-2003
 Bills 2008-2011
 Bills 1998-2001
 Bills 1990-1997
 Bills Subscription Service

COMMITTEES
 Senate Committees
 -Committee Index
 Assembly Committees
 -Committee Index
 Joint Committees
 Committee Groups
 Legislative Commissions
 Senate Transmittals

LAW AND CONSTITUTION
 Chapter Laws
 Constitution

BILLS
 Senate
 General Assembly

ETHICS
 Code of Ethics of the Senate
 Code of Ethics of the General Assembly
 Financial Disclosures
 Senate Rules 18
 Ethics Tutorial

New Jersey Legislature - Assembly Committees - Microsoft Internet Explorer

http://www.njleg.state.nj.us/committees/assembly.asp

Assembly Committees

Appropriations - View Schedule (Group B)
 Paul Nolan - Chair
 Cecilia Joseph - Vice-Chair
 Cassiano Smith
 Richard Michael
 Barbara Robert III
 Kenneth Louis D.
 Cassiano, Paul
 Richard, Mark
 Karam, Marcia A.
 Farnaschuk, Joseph
 Yarnes, Victor, Yarnes
 Wisniewski, John S.

Budget - View Schedule (Group A)
 Leonard Lance D. - Chair
 Bruce Wilson D. - Vice-Chair
 Neil Cohen
 Richard, John L.
 Cassiano, Joseph
 Melissa, Joseph B.
 Michael, Albert, L.
 O'Leary, James M.
 Scharf, David J.
 Stank, John L.
 Tala, Joseph

Commerce and Economic Development - View Schedule (Group B)
 Bruschek, John L. - Chair

MEMBERS
 Find your legislator
 Legislative Leadership
 Legislative Process
 Legislative Charts

DISTRICTS
 Districts by Number
 District Map
 Membership Index

BILLS
 Bills 2003-2007
 Bills 2004-2005
 Bills 2000-2003
 Bills 2008-2011
 Bills 1998-2001
 Bills 1990-1997
 Bills Subscription Service

COMMITTEES
 Senate Committees
 -Committee Index
 Assembly Committees
 -Committee Index
 Joint Committees
 Committee Groups
 Legislative Commissions
 Senate Transmittals

LAW AND CONSTITUTION
 Chapter Laws
 Constitution

BILLS
 Senate
 General Assembly

ETHICS
 Code of Ethics of the Senate
 Code of Ethics of the General Assembly
 Financial Disclosures
 Senate Rules 18
 Ethics Tutorial

New Jersey Legislature - Assemblyman Louis D. Greenwald (D) - Microsoft Internet Explorer

http://www.njleg.state.nj.us/members/greenwald.asp

Assemblyman Louis D. Greenwald (D)

(Budget Committee Chair)

DISTRICT OFFICE ADDRESS: 1121 Leard Oak Ave.
 Suite 142
 Yorkland, NJ 08043

PHONE NUMBER: (610) 405-1247

ELECTRONIC MAIL: Contact Your Legislator(s)

BORN: March 11, 1947
EDUCATION: B.A. Monmouth College (Political Science)
 J.D. Seton Hall University School of Law
OCCUPATION: Attorney, Paralegal and Trusts Expenses
LEGISLATIVE SERVICE: Owned Assembly 1996-present, Budget Committee Chair 2002-present, Assistant Minority

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 Find your legislator
 Legislative Leadership
 Legislative Process
 Legislative Charts

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 Districts by Number
 District Map
 Membership Index

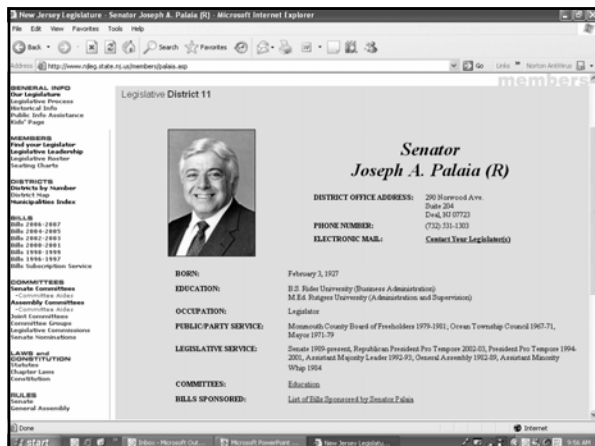
BILLS
 Bills 2003-2007
 Bills 2004-2005
 Bills 2000-2003
 Bills 2008-2011
 Bills 1998-2001
 Bills 1990-1997
 Bills Subscription Service

COMMITTEES
 Senate Committees
 -Committee Index
 Assembly Committees
 -Committee Index
 Joint Committees
 Committee Groups
 Legislative Commissions
 Senate Transmittals

LAW AND CONSTITUTION
 Chapter Laws
 Constitution

BILLS
 Senate
 General Assembly

ETHICS
 Code of Ethics of the Senate
 Code of Ethics of the General Assembly
 Financial Disclosures
 Senate Rules 18
 Ethics Tutorial



Top ten tips from opinion leaders

- Communication is a two-way street.
- There is no substitute for first-hand experience.
- Form partnerships wherever and whenever you can.
- You attract more bees with honey than with vinegar.
- Don't get discouraged if you don't see immediate results.

And more top ten tips...

- The longer the message, the shorter the attention span.
- Reach out to your audiences, even when you want nothing.
- Don't be shy about articulating your needs.
- It's easier to listen to friends than to strangers.
- Audience members are people too.

In other words.....

It's all about relationships!

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