

Marketing Boot Camp Tool Kit

Patron Story Project
Speak Up @ Your Library



About this Tool Kit

This **Tool Kit** is designed to help you participate in the System-wide year long marketing campaign and its companion activities; **Speak Up @ Your Library, Westchester Library Week, Celebrating Westchester Libraries activities April 10 – 16th and Library Card Sign-up Month in September.**



What is the purpose of this campaign ?

The goal of this system-wide campaign is to create public awareness of libraries and their transformative value through **compelling** patron stories. These stories will be highlighted in a Journal at the Annual Breakfast, in social media and ultimately, 6 stories will be chosen for a promotional video.



Why are we doing this?

- To **market and promote library services** on the local and county-wide level
- To **assist in fund-raising and sponsorship** opportunities for libraries and system-wide initiatives
- To **reinforce the value of libraries** among the library's many stakeholders (staff, volunteers, patrons, donors, sponsors, and elected officials).

How are we doing this?

With support from the **Westchester Community Foundation**, we are presenting a series of Marketing Boot Camps to help library staff develop their marketing skills in general, and specifically how to participate in the activities initiated by WLS that will be launched throughout the year.

WHAT ARE WE LOOKING FOR?

We want **compelling** library patron stories of how your library changed a patron's life, focused on one topic, one individual.

And...

- We will initiate a system-wide patron narrative campaign called **Speak Up @ Your Library** – compelling patron stories from all libraries will be published in the Library Showcase Journal distributed at the Annual Celebrating Westchester Libraries Breakfast on April 13, 2016.



WHAT CONSTITUTES A COMPELLING STORY?

A compelling story...

...connects with us **emotionally**.

...is **engaging** and **interesting**.

...has strong **human interest**.

...has an emotional twist or turn or surprise ending.

WHAT CONSTITUTES AN EMOTIONAL SHIFT?

- o Negative to Positive
- o Tragedy to Triumph
- o Sadness to Happiness
- o Lost to found
- o Insurmountable odds to Victory
- o Lonely to Connected
- o Exhausted to Energized
- o Worried to Optimistic

WHAT CONSTITUTES AN EMOTIONAL SHIFT?

Think of the emotional shift this way:

This happened..... BUT then THIS happened.

WHY IS EMOTIONAL SHIFT SO IMPORTANT IN STORYTELLING?

If there is no emotional shift, readers and viewers are less likely to become engaged, so it is **CRITICAL** to have emotional shift.

SOME EXAMPLES

- Maybe some one learned to write English at your library and went on to become the Valedictorian of his HS class.
- Maybe a patron found her long lost sister after doing genealogical research at the library.
- Maybe a patron starred on Broadway after taking an acting class at the library.

WHAT WE DON'T WANT

We are **not** looking for general library testimonials or commercials; we are looking for a compelling story.

Example 1

NY Presbyterian Hospital PSA

<http://www.bing.com/videos/search?q=ny+presbyterian+hospital+&&view=detail&mid=AD005FE5E38F6834D70AAD005FE5E38F6834D70A>



EXAMPLE 1

NY Presbyterian Hospital PSA

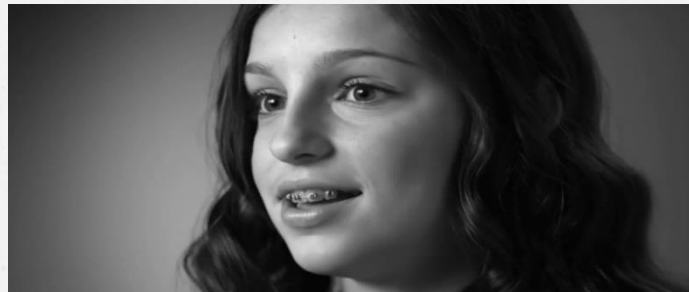
What did you like about this?
What did you dislike about this?



EXAMPLE 1

NY Presbyterian Hospital PSA

ONE PERSON
ONE STORY LINE
EMOTIONAL SHIFT
INSURMOUNTABLE ODDS TO VICTORY
COMPELLING STORY
LIKEABILITY

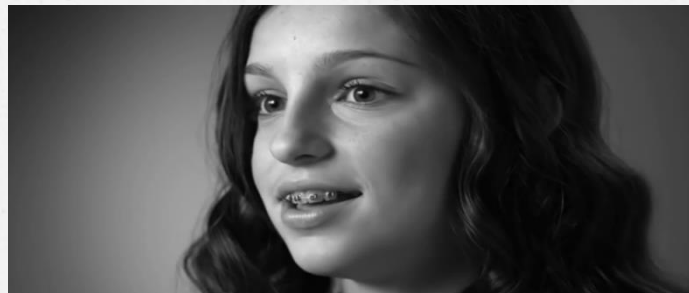


EXAMPLE 1 The NARRATIVE

Gabby Mansour

“When I was a baby, my leg would hurt a lot. I would cry and I would scream because of my leg.”

Just six weeks after birth, Gabby Mansour’s leg pains started – and wouldn’t stop. Gabby was diagnosed with a rare disease, tibial pseudarthrosis, which had caused her leg to break and not heal. Gabby’s parents remember being told by doctors that amputation was the best course. They didn’t accept that – and neither did Dr. Michael Vitale of NewYork-Presbyterian. Performing nine surgeries over the course of six years, Dr. Vitale and his team repaired and strengthened Gabby’s leg and gave her what she wanted most in life: to be accepted for who she was and not for the condition she had. In Gabby’s case, who she was turned out to be a dancer, gymnast and aspiring performer. After a life in and out of leg braces, the only braces she wears now are on her teeth.



EXAMPLE 2

Dragon Boat Cancer Awareness Races

<https://youtu.be/DBqEQXpc7Jo>



EXAMPLE 2

Dragon Boat Cancer Awareness Races

What did you like about this?

What did you dislike about this?



EXAMPLE 2

Dragon Boat Cancer Awareness Races

- Take a few minutes and write the opening line of your narrative.
- What pull quote might you use from Kelly?
- What are some of the other elements you might use in your narrative?



EXAMPLE 2 The NARRATIVE

Kelly McKinley

“If it takes 20 people paddling their hearts out to rally around my Mom, then so be it.”

First time dragon boat captain Kelly McKinley powered her team to victory on the Hudson, all the while raising awareness and money for cancer victims. The challenge is hitting close to home, Kelly's mother, Suzanne, has a rare form of cancer. Dragon boating has been around for 2,000 years, but more recently embraced by cancer survivors and supporters because it takes—like fighting cancer—incredible teamwork to win. Kelly's team, Suz Crew, named after her mother, won the cancer awareness race and took home the first place trophy that Kelly handed off to her mother. With no clinical trials and very little research, today represented one small victory for a family dealing with cancer, one giant race against time.



NARRATIVE ELEMENTS

To participate in the Speak Up @ Your Library and Celebrate Westchester Libraries Campaign – we need the following by **March 1: (call for extension, if needed)**

- Patron Name
- Pull Quote – one or two short sentences
- Photo – color, hi resolution
- Narrative – 100 – 125 words max
- Library logo



WHO IS THE PERFECT LIBRARY PATRON FOR THIS PROJECT?

Library user with a compelling story.

Must be able to effectively communicate story.

Available to meet project participation deadlines with library's assistance.

Make best effort to be available in June to be interviewed for video project if selected.



Preparing for the Interview

- o In the pre-interview you will:
- o Advise patron of the general topics and story line you want to cover.
- o Let patron know how you will use the story and its potential for county-wide publication and use in the marketing campaign.
- o Have patron sign release form.

THE PRE-INTERVIEW

Preparing for the interview:

Try not to “rehearse,” you want your interview to be spontaneous. Use the pre-interview to tell the patron what to expect and to help them feel comfortable.

Remind them that you will be taking a photo. They should dress appropriately and still be comfortable. Muted colors are best for most men. For women, solid colors are best, avoid colorful prints. If you are interviewing a teenager, she should be dressed as a teenager, not a glamour model.

Interview Tips

- o Ask patron to be accurate and speak from the heart.
- o Ask patron to speak in full sentences and whenever possible rephrase the question as part of his answer.
- o Consider recording the interview so you can focus on listening, not writing. Assure the patron that the recording is only for your note taking.
- o Transcribe your story as soon as possible to capture the “emotional shift” in the moment. Don’t worry about editing at first – just get the first draft done. We can help with editing.
- o Once you have a final draft, send to the patron for their review and approval.

THE INTERVIEW

Q: What happens if the patron clams up?

A: You have to find a way to loosen the patron up. Make an appropriate joke, ask a question about their family, take a break, offer water or coffee.

Explain that everyone is interested in hearing their compelling story. That you find her story compelling. Add that her sharing will help the library by reinforcing the library's value in the community. We WANT to hear her story.

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THE INTERVIEW

Who should conduct the interview?

Library staffer or volunteer who is outgoing, friendly and likes people

If you have a volunteer with radio, TV or newspaper reporter or blogger experience, this might be a good opportunity to engage them in a meaningful project.

THE INTERVIEW

What do you need for the interview?

- List of questions – open ended, gathered from your pre-interview
- Audio or video recorder
- Quiet room or location
- Turn cell phones off (unless you are using it to record)

THE INTERVIEW

Q: Should I provide questions to the person being interviewed beforehand?

A: No. You can discuss general topics that you plan to cover, but not specific questions. You want spontaneous, honest, unprepared, unscripted answers.

THE INTERVIEW

Q: What do I do if the patron messes up?

A: If you are recording audio or video, you can stop and start again, but try to get through it without stopping.

THE INTERVIEW

Q: What do I do if the patron starts to cry?

A: I know it may be awkward, but you have to let the person cry and continue on. It may seem insensitive, but you will have your compelling story. There is nothing wrong with true emotion and nothing more compelling than real emotion.

<https://youtu.be/yycCyivwZFc>

THE INTERVIEW

Q: Do you allow anyone in the room/to watch when conducting the interview?

A: If you are recording audio or video, no. This is especially true if you are recording video, since people's eyes have a tendency to wander if some one other than the interviewer and the camera operator are present.

But remember, for Speak Up @ Your Library, you only need to submit a written narrative. You may want to record your interview, so that you can focus on the patron and write after. The recording would only be for note taking purposes.

THE INTERVIEW

Q: What kinds of questions do I ask?

A: There are two different kinds of questions: open ended questions and closed ended questions.

Open ended questions give the person being interviewed a lot of leeway to answer a question. Closed ended questions are generally used to gather facts and usually require shorter answers.

What you need to do now!

Identify patrons to interview through a call for volunteers or suggestions from staff for good candidates.

Decide who will do the interviewing. Set up a convenient time to do interviews.

When you have a participant:

- Get the patron's permission to use her story (release template provided)
- Interview patron (Tips and guidance provided)

NEXT: Getting the Story

- o Transcribe the story, maximum 125 words and get patron approval (WLS assistance with editing and use of the journal template). To meet the deadline, we'll help you in the editing process.
- o Take a headshot photo of the patron (Canon Powershot cameras and photo-taking tips available from WLS)



Finally:

- To be included in the *Speak Up @ Your* Library Journal, we must have your story and photo by **March 1** – earlier if possible and especially if you will need help in choosing and/or editing a story.
- We only need one story for this Journal – you may want to continue to seek patron stories well after this deadline to use for your own campaign.