Communications is Key.

PROGRESSIVE ELECTIONS, LLC

Making Sure Your Message Is Delivered.

Branding, Marketing, PR—
Oy, What's It All About?

- Recognizing the need to effectively communicate is half the battle

- Effectively communicating is the other half!

- Where do you start?

- Can't the state and national orgs just take care of this for us?

- I just want to get people to vote!

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In Order to Get People to Vote, You Have To

- Move them with a message that combines values and emotions

- Keep your Chapter front and center when it comes to voting and other issues

- Brand, market and communicate

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What's the League's Brand? What is Your Message?

- Is it the logo?

- Is it what you say to the public?

- Is it what you say internally?

- Is your chapter's message different from state and national?

- Do you even think about your message?

EMPOWERING VOTERS. DEFENDING DEMOCRACY.

The League of Women Voters is a **nonpartisan**, **grassroots** organization working to **protect and expand voting rights** and ensure everyone is represented in our democracy. We empower voters and defend democracy through **advocacy**, **education**, and **litigation**, at the local, state, and national levels.

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What is Branding?

- Integral part of marketing

- Sets the League apart from other nonprofit organizations

- Sum total of all attitudes, perceptions and beliefs about the LWV

- Emotional branding:
  - Love
  - Hate
  - Hope
  - Fear

- LWV give people hope, a sense of community, the importance of just one vote

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What is Marketing?

- All activities geared to raising the identity of the League/Your Chapter

- **LWV, and any other organization, needs to market**
  - Reinforces your position as the voter/voting safeguard
  - Reinforces that LWV/your chapter are still relevant and can't simply be replaced by a Google search about voting
  - Positions LWV/your chapter as important community partners that are important to support
    - Building allies
    - Building donor base

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In Order to Market, You Need a Message

- Simple and clear idea that is the foundation and guide for all communications

  - From Europe in the Mediterranean Communications Handbook

Problem	Solution: Make your message . . .	Goal: Ensure that people . . .
Faced with more info than we can handle	Distinctive, few in number	Notice what you're saying
Can only take in limited amount of info at once	Clear, concise, simple, consistent	Understand Remember
Only take on new info when motivated and interested	Interesting, relevant, personal	Care Act

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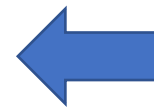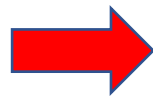
Message Development

- Communications can't always be controlled but your message can

- Always go back to your message
    - Doesn't matter what the question is, always use your message to answer it

- Need to be prepared

- Can't make it up as you go along

Message Development

- **WHICH IS BETTER?**
- **Focusing on the details**
  - Educate on policy agenda
  - Ten-point plans
- **Communicating a broad vision**
  - Values the League shares with voters
  - Connect political/advocacy agenda to broadly held values

- **Connecting with Your Audiences**
  - Messages are a conversation between the LWV and your community/voters
  - Messages are credible and convey the authenticity of the LWV
  - Messages are relevant to people's lives—must be short, clear and concise
  - Repeat messages consistently

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The League as the Messenger

- Has to be real, not fake or phony or arrogant

- Treats audience with respect—no pandering or manipulation

- Voters want to know they are understood and values respected

- Who delivers and how its delivered can make the difference between merely having a solid message and actually ensuring that your audience hears and embraces it

Message Development

- Messaging comes in three basic points
  - Proof points to hold up your message comes after and behind the three basic points

- Never more, can be less but human brain is pre-programmed to do things in threes
  - Always a priest, a rabbi and a minister
  - Not a priest, a rabbi, a minister, an imam and an atheist

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Message Development

- Say nine things, people remember none

- Say three things, people remember one

- Say three things
  people remember

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Message Development

- Essence of what you want to communicate
  - Elevator speech
  - The takeaway
- What's needed to engage people
- Small pieces of info you want people to remember
  - What you do, what you stand for, how you're different, what value do you bring

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Message Development

1. Short
2. Truthful and Credible
   1. The Trump Impact
3. Persuasive and Important to Voters
4. Show Contrast
5. Clear and Speak to the Heart
6. REPEAT, REPEAT, REPEAT

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Using Emotion in Your Message

- People are primarily driven by their emotions

- Start with emotion

- Move to logic

- Return to emotion

From Watertight Marketing

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Emotion Over Logic

- **Make America Great Again**
  - **Infers that it's not**
- **Muslims = Terrorists**
- **Death Panels—Affordable Care Act**
- **Vaccines Cause Autism**
- **Financial Reform institutionalizes taxpayer-funded bailouts**
- People focus on ideas and evidence that support their values, beliefs and preconceived worldviews.
- Likely ignore anything that contradicts
  - Confirmation bias

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American Values=LWV Values

- Equal opportunity

- Achievement and success

- Activity and work

- Practicality and efficiency

- Science (well, at least it was)

- Democracy and enterprise

- Freedom

Emotional appeal
Stirs feelings and imagination of the audience

Logical appeal
Presents cold, hard facts using words, data, and design

PATHOS LOGOS ETHOS

ARISTOTLE'S RHETORICAL TRIANGLE

Ethical appeal
Garners respect with credibility and character

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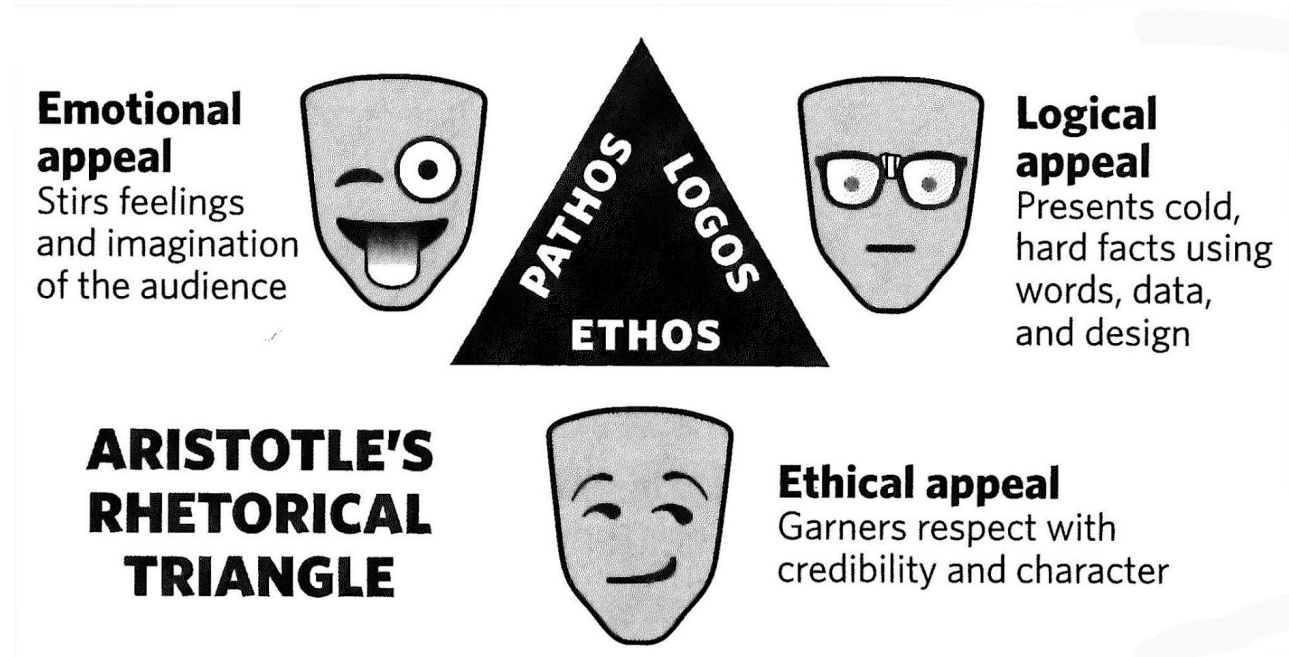
Case Study: The LWV and the ERA

1. More than 100 years after some women gained the right to vote, women continue to battle systematic discrimination in the form of unequal pay, workplace harassment, pregnancy discrimination, domestic violence, limited access to comprehensive health care, and more.

2. We must address the root cause of inequality by amending our Constitution.

3. The ERA will elevate the standards by which the courts scrutinize sex-based discrimination, and it will pave the way for further legislative progress towards sex and gender equality.

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Case Study: LWV-NYS and the ERA

1. Broadly prohibit discrimination on the basis of race, color, ethnicity, national origin, disability, age, or sex including pregnancy and pregnancy outcomes, reproductive health care and autonomy, sexual orientation, gender identity, and gender expression.

2. Explicitly include language to clarify that discrimination based on a person's pregnancy or pregnancy outcome is sex discrimination – this is crucial given the national trend of criminalizing people for various pregnancy outcomes, as well as the Supreme Court's overturning of Roe v. Wade.

3. Ensure comprehensive and inclusive equal protections that will guard against attacks on our rights from the federal government or federal judges, including threats to the legal equality of LGBTQI+ people.

THE NYS EQUAL RIGHTS AMENDMENT

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How To Begin

- **SWOT SESSION—Strengths, Weaknesses, Opportunities and Threats**

- **For Candidates**
  - **Personal**
  - **Professional**
  - **Political**

- **For Organizations?**

Do I need a makeover?
Just a haircut?
Do I really need a personal shopper?
A personality transplant?

Examine your strengths & weaknesses: SWOT session

- INTERNAL
    - Strengths
    - Weaknesses
- EXPLORE
    - People
        - Staff/Board
        - Volunteers
        - Allies
    - Programs and Services

- EXTERNAL
    - Opportunities
    - Threats
- EXPLORE
    - **Position** of your chapter in the community
    - What **values** the LWV stands for in the community?
    - What's **important** to the community above and beyond the LWV?
    - How does the LWV impact the community?

Developing Your Message

- Draw people in on an emotional level
  - Appeal to positive the emotions of love and hope and show how community engagement and voting are strong democratic values
    - What's in it for them (WIIFM) if they engage and vote
    - What's in it for their families (WIIFMF) if they engage and vote
- Speak to people in ways that reflect their values and show how their values align with the LWV's values

Developing Your Message

- VALUES are important!
- Values tell us that an issue matters.
  - Draw community members in on an emotional level
  - Using emotional branding along with values is a powerful combination
- Values are the basis of advocacy efforts

Developing Your Message

- Empathy/compassion
- Strength
- Fairness
- Fulfillment
- Education
- Prosperity
- Service
- Trust
- Open Communication

- Responsibility
- Protection
- Opportunity
- Freedom
- Community
- Cooperation
- Honesty
- Creativity
- Equal Opportunity

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Developing Your Message

- Message Box

What we are saying about ourselves	What they are saying about themselves
What we are saying about them	What they are saying about us

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Message Box

- Message sample: Paul Wellstone's 2002 Senatorial Race

Wellstone on Wellstone:	Coleman on Coleman:
You can count on Paul to fight for you	He brings people together to get things done
Wellstone on Coleman:	Coleman on Wellstone:
He won't be on your side when it counts	He fights with everybody and doesn't get the job done

Wellstone's response: It's true, I don't get things done for
big corporate interests and lobbyists, but they don't need my help.
I'm on the side of the rest of Minnesotans.

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Message Box

What LWV Says About Itself	What do those who don't like the LWV say about themselves
Non-partisan organization	We're real Americans
Works to ensure voter education and participation	We're patriots who believe we can Make America Great Again
Expand voting rights and defend democracy	We're the only ones who understand what this country is about

Message Box

LWV on Anti-LWV Voices	Anti-LWV on LWV
Being against the LWV is being against democracy	Front for the Democratic Party
• Strong history of protecting voter rights • Holds forums/debate so all candidates can be heard • Non-partisan/people from all parties involved	• Anti-American/Leftist • Progressive Organization/Marxist • Forums are skewed by questions

LWV response: We stand by our history of protecting voter rights through non-partisan engagement. Perhaps, sitting down and meeting with us would be a good first step to understanding who we are.

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Developing Your Message

- Bold, clear, concise

- Articulate values that your community will relate to

- People identify with values
  - not always the same as their self-interest

- Leave people empowered to act—Join the LWV, Get Out and Vote!

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Most Important Rule

- **MESSAGE DISCIPLINE**
  - Delivered over and over and over again
  - You will get sick of it but it's the first time for most of the folks hearing it
  - Success is when you bring the arguments back to what you want to say no matter where the opponent or other outside forces are trying to take you!

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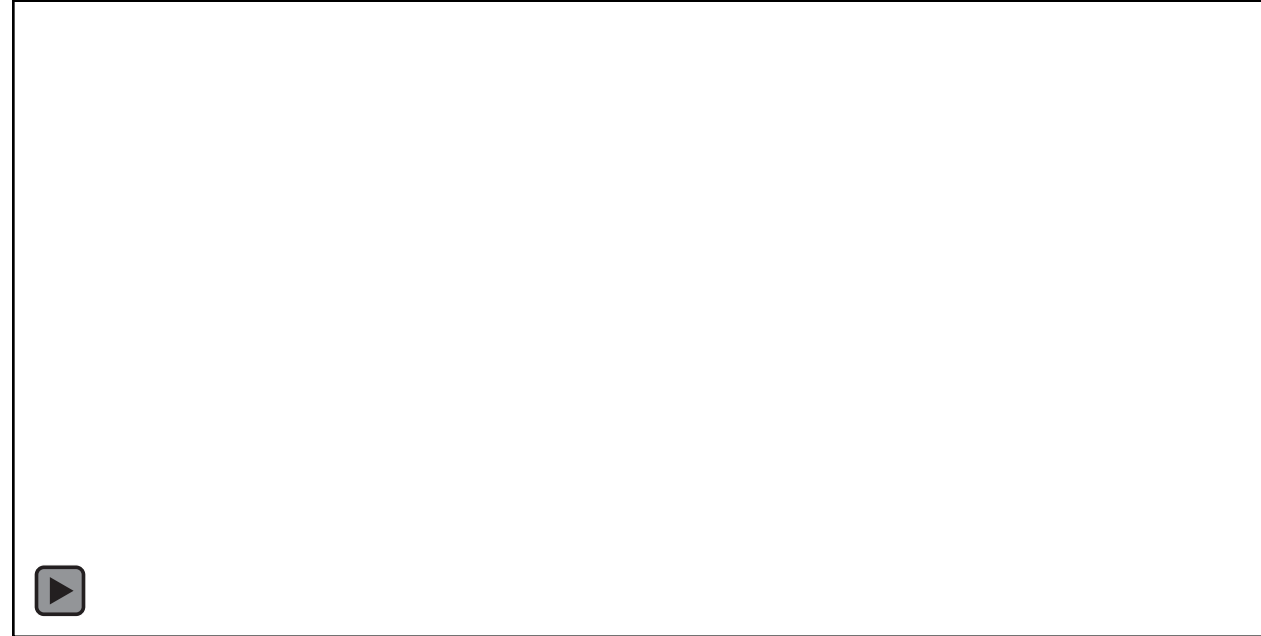
Zeldin v Hochul Today
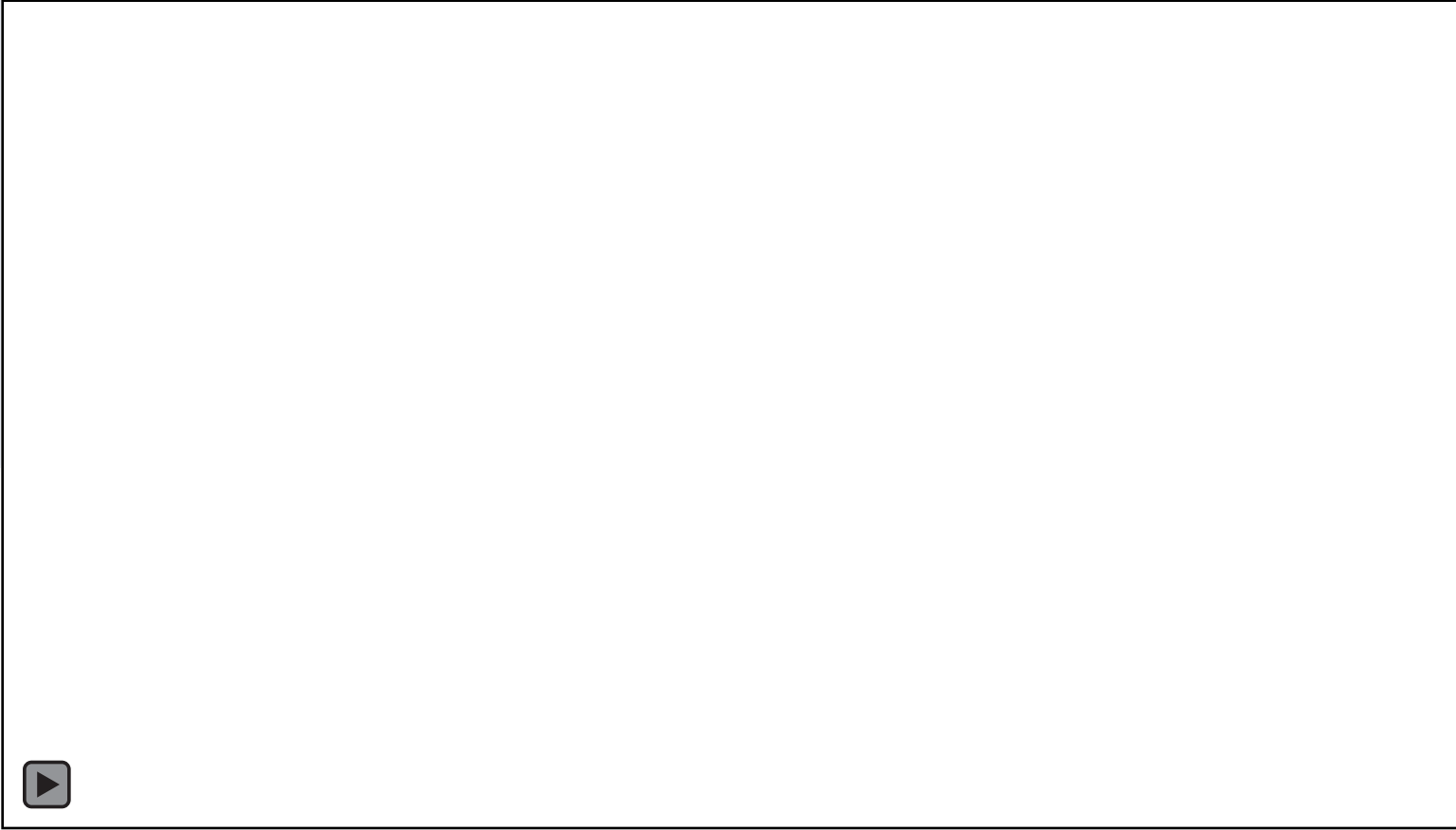
Hochul v Zeldin Today
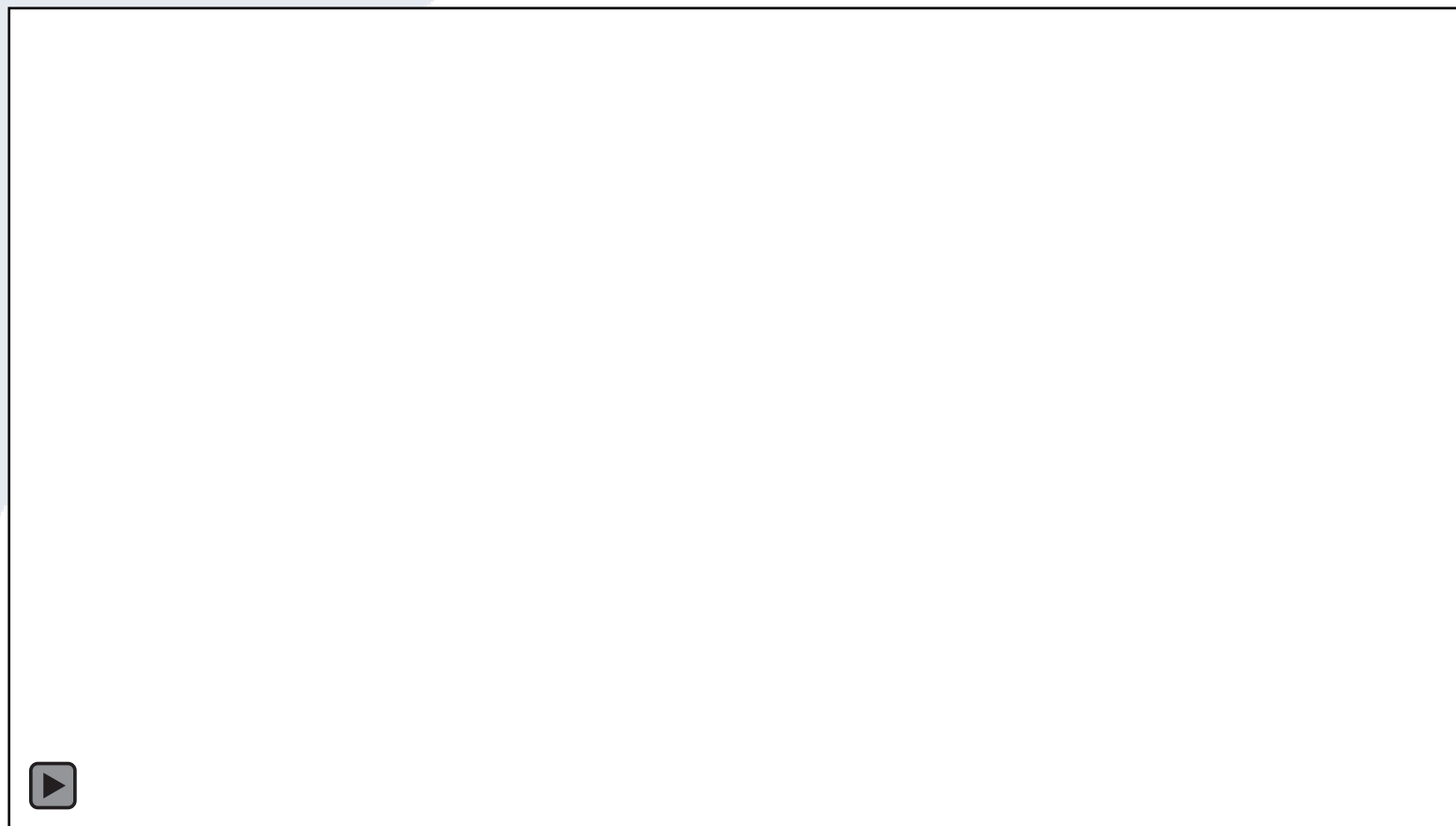
Who Do You Want to Reach?

- Start with mapping your community
- What orgs can help carry your message?
- What orgs have constituencies you want to reach?
- You can tailor outreach and communications based on audience

Target, Target, Target.

Who Can You Reach? Who Can They Reach?

Marketing and Communication Tools

- Social Marketing
- User friendly, easy to navigate website
- E-mails newsletters
- Print Newsletters
- Posters
- Post Cards
- Branded clothing

- Outstanding Community Relations and Outreach
- Name tags
- Message on Hold
- Signage
- PowerPoint presentations
- Displays
- Public Relations

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Does Your Chapter Have

- Facebook?
  - Absolutely
- Twitter?
  - Yes, to a degree
- Instagram
  - Reach younger audience
- YouTube and TikToc
  - Why not?
- Pinterest
  - Reach the moms

Not utilizing social media in the 21st Century is like not having a website in the 1990s. It screams—you are out of touch!

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Social Media Snapshot

Social Media

- Enables you to build an online base
- Interactive
  - Get people involved in voting
  - Get them the information they need and want
- Link back to blogs, websites
- Provide forum for community to provide feedback
- Create an online community for your chapter

Social Media Planning: Consistent Language

- Just as your brand identity needs to be consistent, so does your use of language

- Need to have a social media style sheet so that all posts sound like one voice

- Best if one person takes care of all social media posting but that's not always possible

- Create a social media calendar to track when and where you're posting

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Social Media Planning:
How To Get More Likes, Shares

- Search out and like other community groups, business, government agencies, audiences to enable them to share your posts more easily

- Share their posts that would be of interest to your audiences

- Reach out to groups and ask them to share specific posts

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Social Media is a 24 Hour News Cycle

- Average lifespan of a Tweet is 18 minutes
- Average lifespan of a Facebook post is 5 hours
- Average lifespan of LinkedIn is weeks to months
- Average lifespan of Instagram depends on how many followers you have
  - Stories disappear!

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Website

- Needs to reflect your chapter's brand
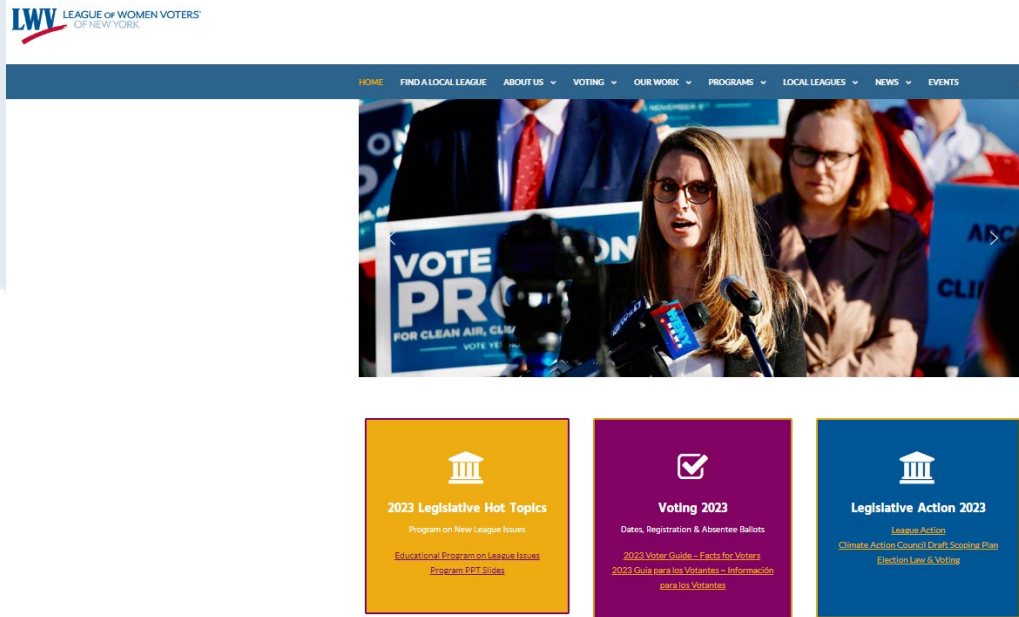
Statewide
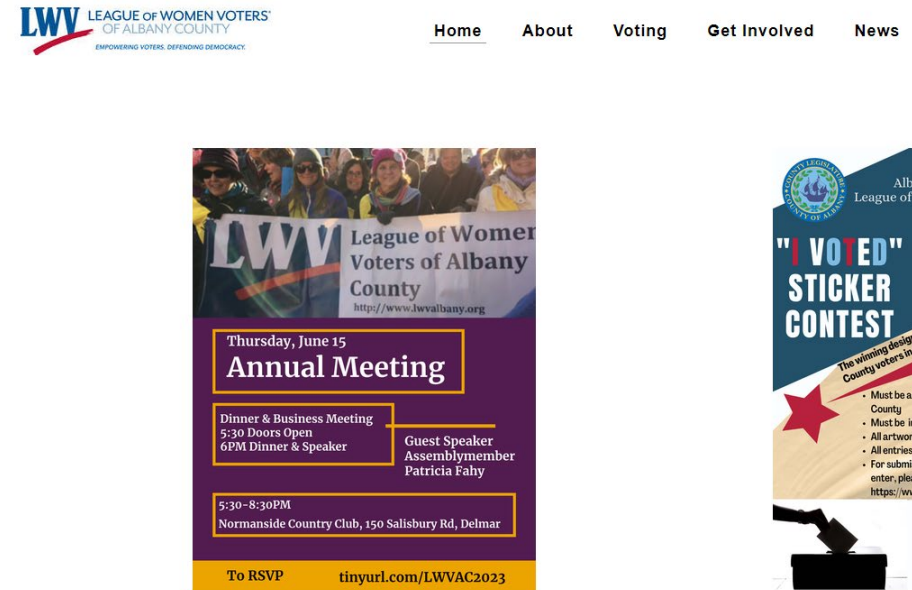
Albany County

Website: 10 Simple Rules to Follow

1. Avoid Clutter

2. Prioritize Design Above the "Fold"—the bottom border of the browser, people will need to scroll for more, just keep that in mind

3. Limit options at each stage of user experience—one call to action button v. lengthy menu options

4. Encourage scrolling not clicking—scrolling is seamless, clicking goes to another page, takes time, etc. Scrolling works better on mobile

5. Keep photos authentic and natural

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Website: 10 Simple Rules to Follow

6. Use visual cues—arrows pointing towards a menu option

7. Legible, easy to read typeface

8. Color helps create mood and personality. Orange=good value, Blue=intelligence. Read up on the psychology of color!

9. Design for mobile first—increasingly where eyeballs are

10. Design for everyone—remember the visually impaired, black text, white background, large-scale san-serif fonts (like this one!)

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Print Materials

- Still relevant, not everything can't be online
- Mailers
- Posters
- Postcards
- Newsletters
- Direct Mail fundraising
- An expense worth budgeting

Always An Opportunity to Reinforce Your Brand and Message

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E-Newsletters

GREAT WAY TO COMMUNICATE
CHEAPLY AND CONSISTENTLY
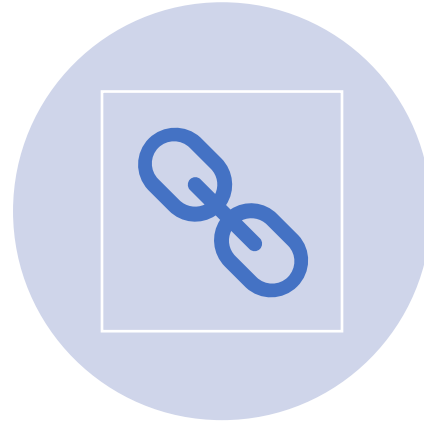
LINK TO OTHER ONLINE
RESOURCES

RAISE MONEY

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Case Study: Amsterdam Free Library

Campaign to double the library's budget

Amsterdam Taxpayers for a Stronger Library

Combination of print, web, video, social media and texting

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Websites

info@amsterdam.fundourlibraries.org

Home   How AFL Saves You Money   The Pros and Cons of the Vote   Where and When is the Vote?   Support the Library Today!

Amsterdam Free Library Funding Initiative

A Project of the Friends of the Amsterdam Free Library

22,161 LIBRARY VISITS
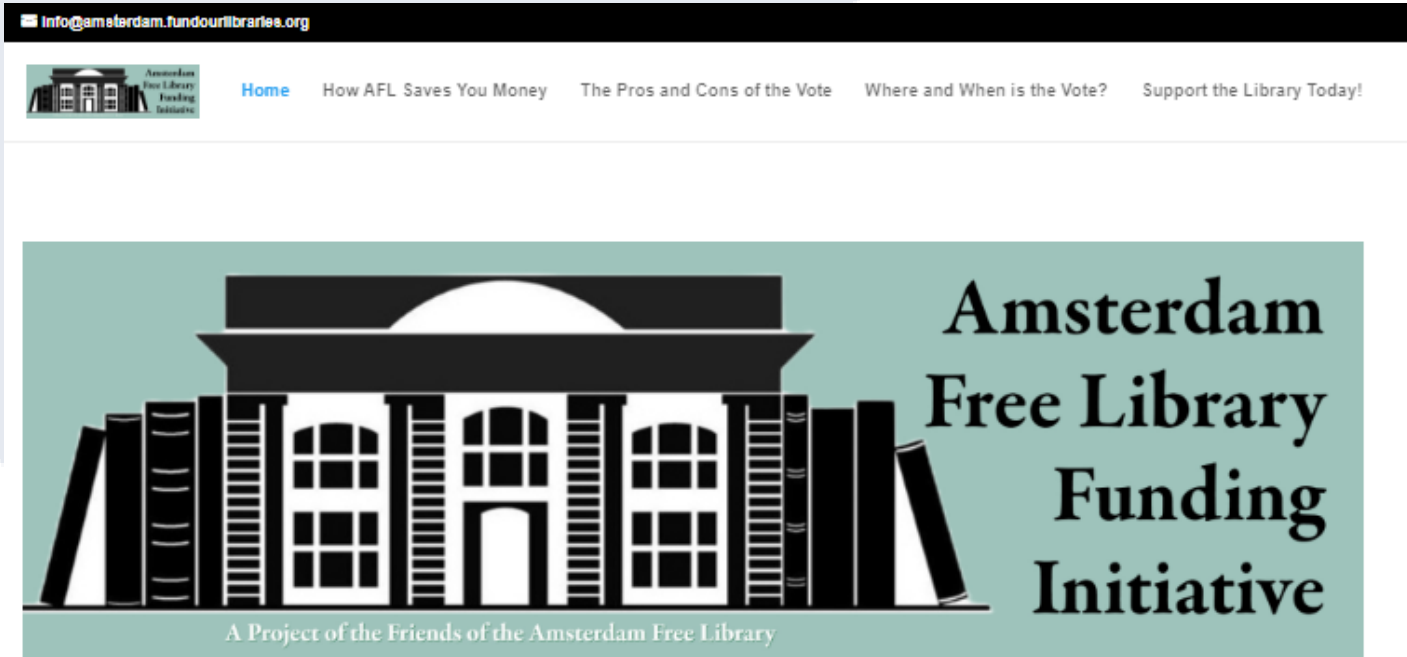
The Amsterdam Free Library is asking the voters of the Greater Amsterdam School District for $596,000 in community-based funding because the current funding has made it difficult for the Library to meet the demands of our community.

Every year, more people use the library and ask for enhancements to our programs and services. The Library's director and staff do the best it can within its present financial constraints.

State Education law provides for libraries, like AFL, to go directly to the voters for community-based funding support. Because the Library's service area mirrors the Greater Amsterdam School District's service area, the Library is able to go directly to the school district voters through a school district ballot.

- Detailed the proposal
- Facts and Figures
- 96 cents a week on average
- Used Infographic (coming soon)
- Linked to Supporter Website

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Websites

Amsterdam Library **Funding Initiative**

A project of the Friends of the Amsterdam Free Library

Yes! I support the Amsterdam Library's **Funding Initiative!**

Fields marked with an * are required

☐ Yes, I support the Amsterdam Free Library's Funding Initiative. *

First Name *

Last Name *

Address *

- People signed up as supporters
- Used their names in the one Vote Yes piece

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Social Media

- Short-term, not about likes but boost reach

Social Media

Page Overview
Followers: 43
Last 28 days

See more insights

🌐 Post reach ⓘ
5,568

👥 Post Engagement ⓘ
1,480

👍 New Page likes ⓘ
19
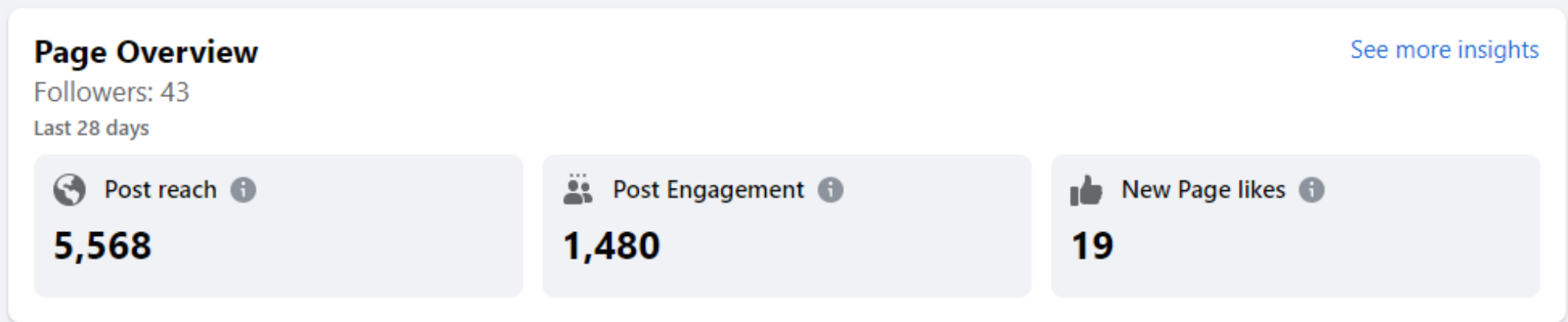
- Series of testimonial videos to promote the Library and the vote

- Boosted 5 out of 10, targeting different audiences

- Home school mom, Literacy Project volunteer, Mayor, Computer User, Latinx woman

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Using Videos on Social Media
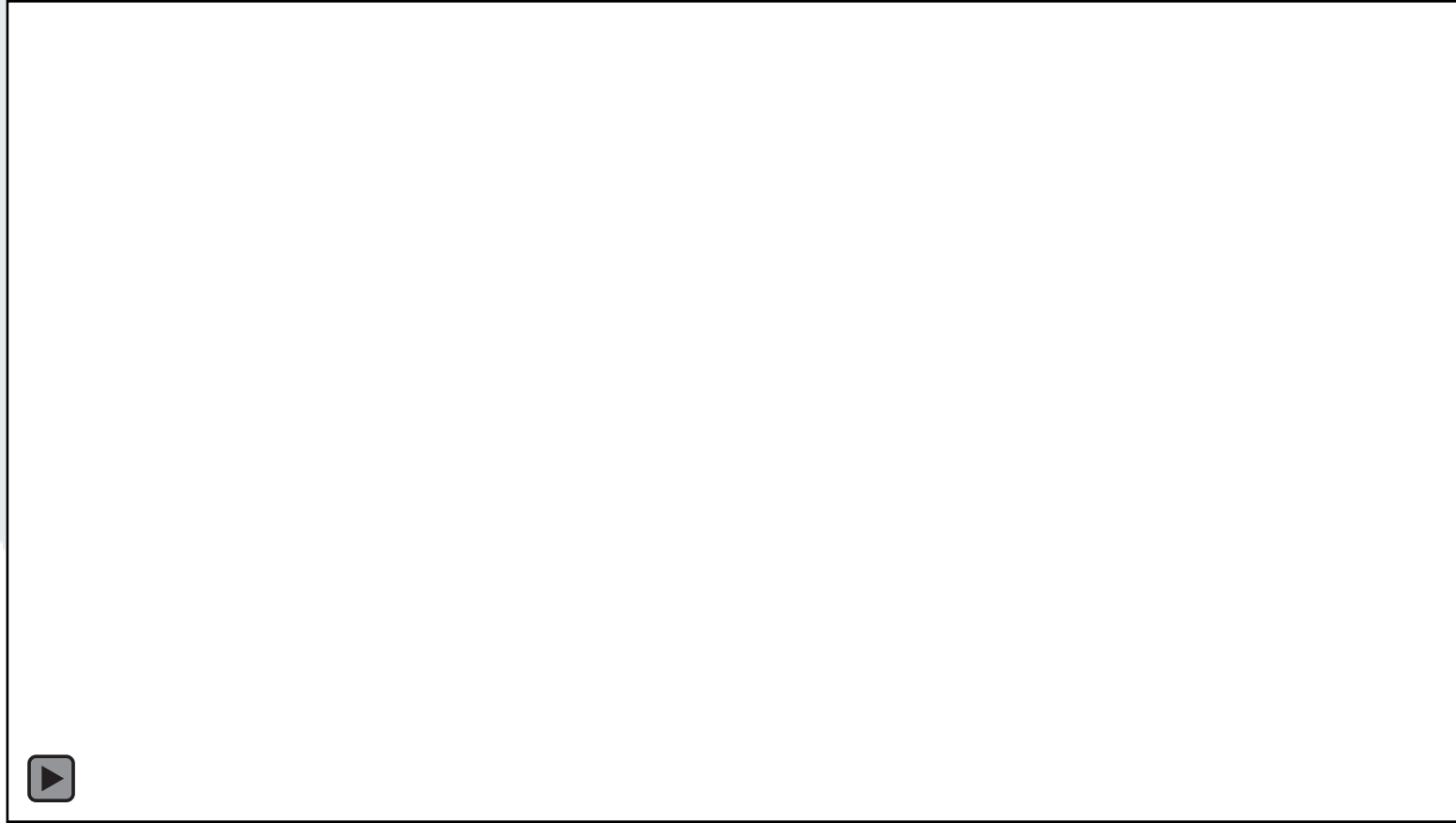
Using Videos on Social Media
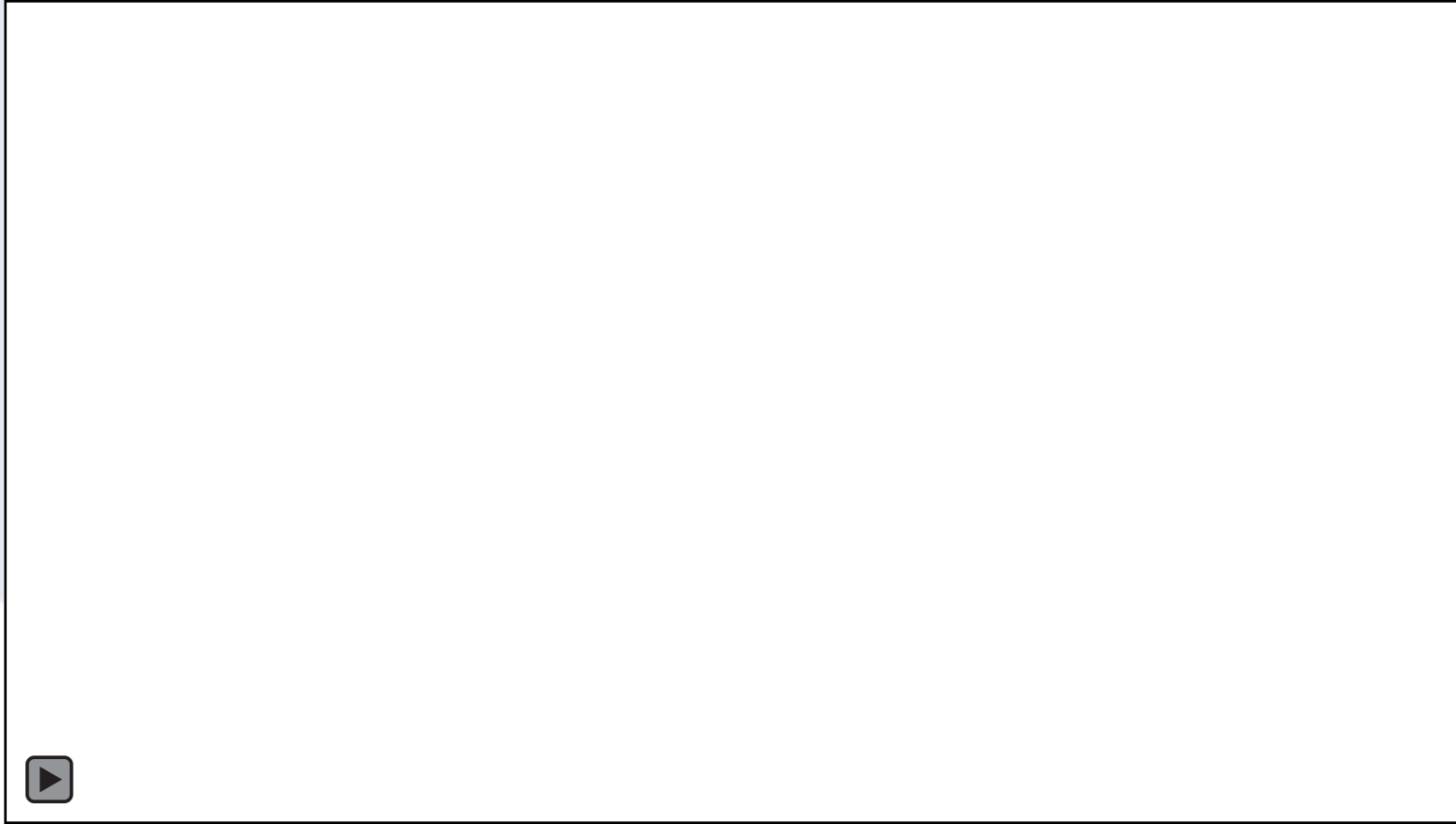
Infographic: Used in Print and Online
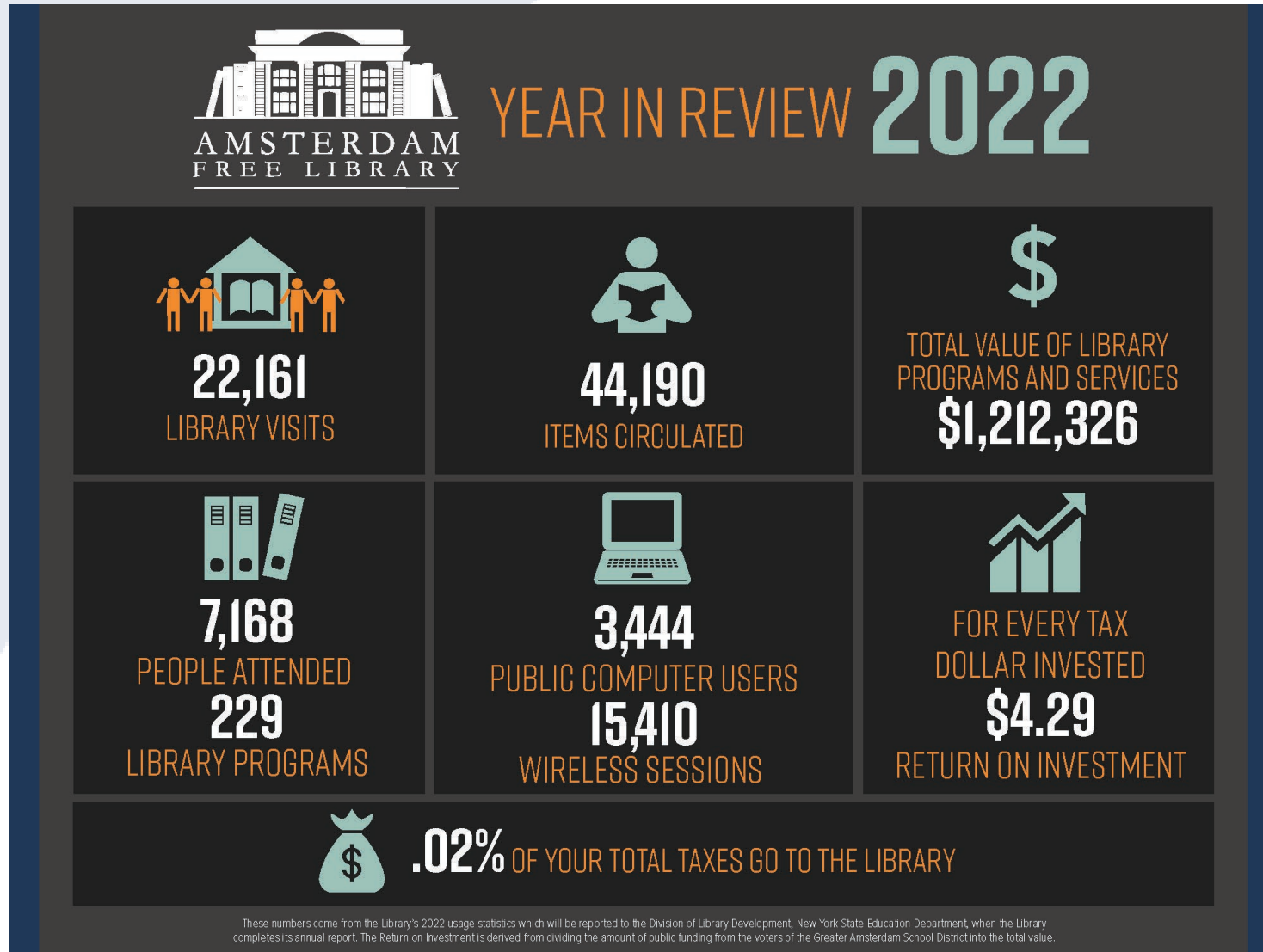
Infographic on Social Media

2022 By The Numbers!

3,444
PUBLIC COMPUTER USERS
15,410
WIRELESS SESSIONS

2022 By The Numbers!

7,168
PEOPLE ATTENDED
229
LIBRARY PROGRAMS

2022 By The Numbers!

FOR EVERY TAX DOLLAR INVESTED
$4.29
RETURN ON INVESTMENT
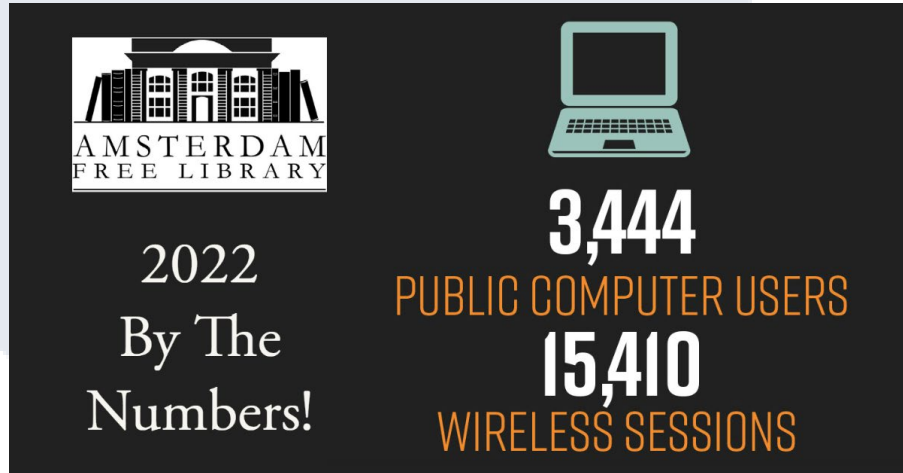
- Created for Facebook, Instagram and Twitter
- Circulated to Board, Friends and Volunteers
- Posted on campaign, library and personal social media feeds

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Email Blasts

Print to Build Goodwill: Posters and Bookmarks

I'M HERE ONCE OR TWICE A WEEK. I'M ALWAYS LOOKING FOR NEW BOOKS TO READ AND THE LIBRARY'S COLLECTION SPEAKS TO ME EACH TIME I'M HERE.

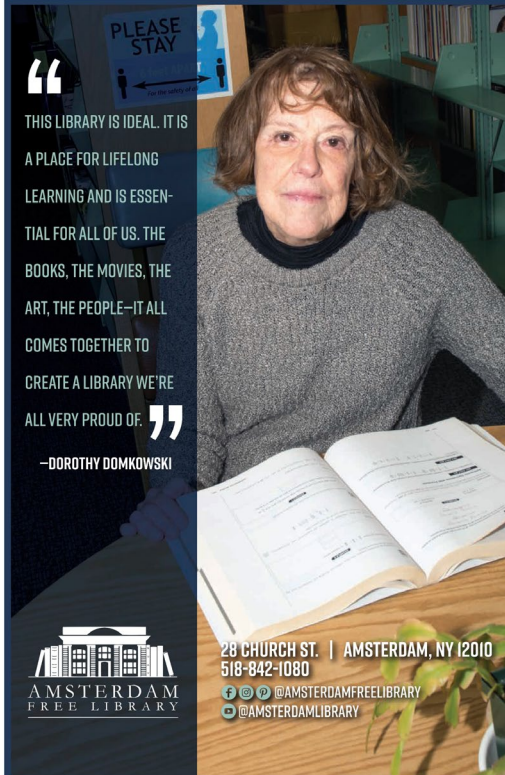—ANA VAZQUEZ

AMSTERDAM FREE LIBRARY

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518-842-1080
@AMSTERDAMFREELIBRARY
@AMSTERDAMLIBRARY

AMSTERDAMLIBRARY.COM

OUR TIME AT THE LIBRARY IS SPECIAL. MY CHILDREN RUN UP TO THE CHILDREN'S ROOM LOOKING FOR A NEW BOOK, A NEW ADVENTURE. I DON'T KNOW WHAT WE'D DO WITHOUT THE AMSTERDAM LIBRARY.

—GEORGIE SMITH AND HER CHILDREN, SHILOH AND EASTON

AMSTERDAM FREE LIBRARY

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@AMSTERDAMLIBRARY

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THIS LIBRARY IS IDEAL. IT IS A PLACE FOR LIFELONG LEARNING AND IS ESSENTIAL FOR ALL OF US. THE BOOKS, THE MOVIES, THE ART, THE PEOPLE—IT ALL COMES TOGETHER TO CREATE A LIBRARY WE'RE ALL VERY PROUD OF.
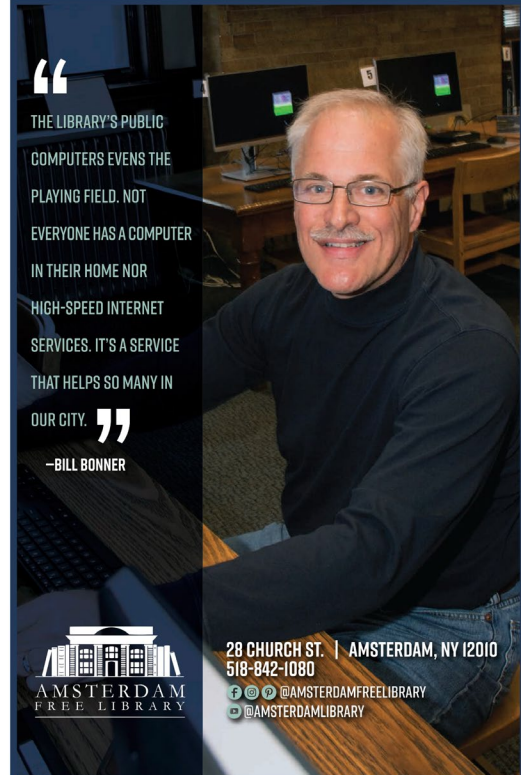
—DOROTHY DOMKOWSKI

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@AMSTERDAMLIBRARY

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THE LIBRARY'S PUBLIC COMPUTERS EVENS THE PLAYING FIELD. NOT EVERYONE HAS A COMPUTER IN THEIR HOME NOR HIGH-SPEED INTERNET SERVICES. IT'S A SERVICE THAT HELPS SO MANY IN OUR CITY.

—BILL BONNER

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Print to Educate the Public

HOW VALUABLE IS THE LIBRARY?

The total value of the library's programs and services in 2022 was $1,212,326. What this means is that for every tax dollar invested in the Library last year, the community received $4.29 back in services and programs. 0.02% of total tax dollars paid go to pay for the library's programs and services.

The Library is chartered by New York State to serve the City and Town of Amsterdam. In actuality, the Library serves the entire school district which includes these two municipalities plus the towns of Florida, Mohawk, Charlton, Duanesburg and Glenville. While Duanesburg and Glenville are also served by the Schenectady County Public Library, by using AFL the other municipalities do not have to maintain their own individual library. This amounts to significant cost-savings to the taxpayers in those communities. AFL is a free association library, which means that it is a free-standing not-for-profit organization.

The Amsterdam Free Library is a community partner that offers important supplemental resources to the school district and other educational and learning organizations in the community. Our children's and young adult services staff are frequently tapped by local teachers and childcare providers to provide learning resources for classroom or individual projects. They are also a resource for families who home-school their children.

The community gets a full-service high-quality library that is served by a small but committed staff. We operate six days a week with only 3 full-time staff members and 6 part-time staff members. Volunteers provide many functions but cannot and do not replace our professionally trained employees who provide reliable and consistent service to the community.

FOR EVERY TAX DOLLAR INVESTED $4.29 RETURN ON INVESTMENT

HOW MANY PEOPLE ACTUALLY USE THE AMSTERDAM FREE LIBRARY?

Our community relies on the Amsterdam Free Library for a multitude of resources in 2022 as we all began to get back to normal after the COVID shut down.

- 22,161 people cross our threshold
- 7,168 people attended 229 library program
- 3,444 people used our public computers
- 15,410 logged on to our wireless network with their own devices to work and get information
- 6,294 reference questions were answered
- 20,734 adult and children's books were borrowed
- 5,688 eBooks and 3,522 audiobooks were downloaded
- 3,015 people used our meeting room, and
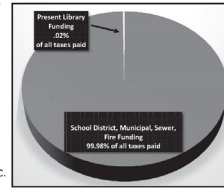- 13,185 came to read the newspaper and other periodicals

In 2022, the total value of the programs and services the Library provided to the community was $1,212,326. This means for every tax dollar investe4d in the Library, the community received $4.29 back in library programs and services.

WHAT WILL THE LIBRARY DO WITH THE FUNDING IF THE PROPOSITION PASSES?

If the voters approve the proposition, the Amsterdam Free Library will be able to:
- Expand hours on Saturdays and open one weekday evening and Sundays
- Increase Children's Programming to five-six days a week
- Enhance the summer reading program
- Increase family programming on Saturdays and evenings when parents can come to the Library with their children
- Expand adult classes to include digital literacy and crafting
- New subscriptions to Mango Languages and other online resources
- More Wi-Fi hotspots and E-readers to loan
- Teen Gaming lounge to support the school district's E-sports program
- Return of Take-and-Make programming
- Expand the AFL's Library of Things—tents, fishing poles, cooking items, etc.

Present Library Funding .02% of all taxes paid

School District, Municpel, Sewer, Fire Funding 99.98% of all taxes paid

WHAT WILL HAPPEN IF THE PROPOSITION DOES NOT PASS?

The Library will be forced to make substantial cuts to its programs and services including:
- Cut hours
- Reduce staff
- Decrease direct services
- Eliminate One-on-One service
- Limit technology access and upgrades, no new computers
- Reduce book, DVD and new materials purchases
- Cut preschool programming
- No new children's programming
- Reduce summer reading program
- Cut adult programs
- Reduce outreach services such as book delivery for the homebound
- Reinstate charges for printing and copying

THE VOTE

Thank you for your interest and continued support of the Amsterdam Free Library. The vote takes place the **same time and date as the School Budget Vote—Tuesday, May 16 • Polls are open from 12 noon to 9 p.m.**

POLLING PLACES ARE AS FOLLOWS:

School Election District 1 at Amsterdam High School
- City of Amsterdam: Ward 1, District 4 and Ward 2, District 3
- Town of Amsterdam: Districts 1, 2 and 4 (Perth)

School Election District 2 at Lynch Literacy Academy
- City of Amsterdam: Ward 1, Districts 1, 2 and 3; Ward 2, District 1 and 2; Ward 3, Districts 1, 2 and 3; Ward 5, District 3

School Election District 3 at Marie Curie Institute
- City of Amsterdam: Ward 2, District 4; Ward 4, Districts 1 and 2; Ward 5, District 1
- Town of Amsterdam: District 3 (Glenville)

School Election District 4 at Barkley MicroSociety
- City of Amsterdam: Ward 5, District 2 and 4
- Town of Florida: Districts 1, 2 and 3 (Duanesburg)

For more information go to www.amsterdam.fundourlibraries.org or call the Library's Director, Nicole Hemsley at amslib@mvls.info or 518-842-1080

The Amsterdam Free Library Board of Trustees
- Mary Donohue, President
- Susan Kazilas, Vice President
- John Naple, Treasurer
- Barbara Liverio, Secretary
- Cheryl Gentile
- David Mendez-Sankrith
- Suzanne Syzdek
- Tom Twente

AMSTERDAM FREE LIBRARY

IMPORTANT INFORMATION FROM THE AMSTERDAM FREE LIBRARY

DEAR GREATER AMSTERDAM SCHOOL DISTRICT RESIDENT,

The Amsterdam Free Library is at a crossroads. As a library that serves the people of the Greater Amsterdam School District, the Library is chartered as an association library (free standing not for profit with a board driven governance process) by the State Board of Regents. The Library has relied on your support of our budget proposals, $17,500 from the Town of Amsterdam and private funding to operate and serve our growing community.

As you know, the Library has been very successful in applying for and receiving state and federal capital grants that will help us make needed repairs to the building, expand our space and have the potential to provide you with even more library programs and services. These funds are being supplemented by private fund raising as well.

We are so thankful for the community's support. We want to live up to the promise of what could be and what you've come to expect from us. However, capital grants are just that—for capital projects to improve our beloved Carnegie Library. Our operating budget—the community-based funding we've received from you—does not allow us to maintain our current programs and services let alone expand our offerings to meet demand.

On Tuesday, May 16th, you'll be asked to approve $596,000 in community-based funding for the Library. This funding amounts to an increase of 96 cents a week for a house in the school district assessed in the school district at $90,000. This would be approximately 0.03 (three one-hundredths of a percent) of the total tax dollars (school and local) school district residents would pay. This pales in comparison to the national average with is 2%.

The funding proposition will place the Library in a much more financially secure position as it moves toward the future and the increased desire of the community for more programs and services.

PROGRESSIVE ELECTIONS, LLC

Print to Educate the Public

Print for GOTV!

Doubled the Library's budget with 71% of the vote! 557 to 230.

WE'RE SAYING **VOTE YES** FOR THE
LIBRARY'S FUNDING INITIATIVE ON TUESDAY, MAY 16

Jaaira Albed	Denise Cook	James Jack	Dolores Muselbeck	Natwar Singh
Nancy Alexaitis	Sarah Cornett	Kristeen Jaracz	Briana O'Lara	Georgianna Smith
Glenn Alexaitis	Joan Decker	Morgan Kaminski	Eric Overbaugh	Kalaina Smith
Eileen Andrzejewski	Dorothy Domkowski	Gina Kline	Charelle Pena	Trisha Smullen
G. Battle V	Elizabeth Donohue	Floyd Krawczyk	William Platt	Barbara Sprouse
Joan Baumler	Mary Donohue*	Patricia Krawczyk	Dan Quant	Joan Stanwich
Leila Bello	Janet Falato	Tanya Lopez-Mendez	Amalia Quist	Sarah Stark
Luzs Bello Diaz	Dvonne Faulks-Battle	Mary Anne Luffman	Barbara Reinoso	Christine Suhr
Linda Blaha	Rosa Garcia	Deborah Marek	Maria Riccio Bryce	Cayla Sweeny
William Bonner	Dan Gentile	Emily Marino	Michael Ridgway	Patricia Tauss
Emily Brittain	Cheryl Gentile	Gloria Martuscello	Steven Rivera	Dale Twardzck
James Burton	Kristina Gillmore	Josheph McDermott	Jemal Robinson	Bernadette Twente
Michael Cinquanti	Ann Marie Gotzen-Berg	Josh McKean	Arlene Robles	Tom Twente*
Diane Cetnar	Tessie Haberek	Michael Medwid	Shirley Rzeznik	Gina Ulrich
Jane Constantine	Christine Hendricks	Rebekah Moritz	Joseph Rzeznik	Mark Valberg
Anna Marie Conti	Bruce Hillard	Jacqueline Murphy	Catherine Salak	Tin Wrol
Michael Cook	Concetta Hinkel	Patricia Muselbeck	Michael Shuttig	Jenn Berry Youngs

*Speaking as a private citizen and taxpayer

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Amsterdam, NY 12010

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VOTE YES FOR THE
AMSTERDAM FREE LIBRARY
TUESDAY, MAY 16
12 NOON TO 8 P.M.
AT YOUR REGULAR SCHOOL
DISTRICT POLLING PLACE

SCAN THIS QR CODE
FOR POLLING PLACE
LOCATIONS.

WHAT ARE WE REALLY **SAYING ABOUT**
THE AMSTERDAM FREE LIBRARY?

AMSTERDAM
FREE LIBRARY

JOIN YOUR FRIENDS AND NEIGHBORS AND
VOTE YES
FOR THE AMSTERDAM FREE LIBRARY
ON MAY 16!

As an educator for Greater Amsterdam School District for over 30 years and a former member of the Library's Board of Trustees for over 10 years, I would like to encourage everyone to vote YES on the Amsterdam Free Library proposal that will be on the May 16th school district ballot. The Library is a vital part of our community, and without your support, we cannot reach our goals. The Board of Trustees, our Library Director, Nicole Hemsley, and the staff work very hard to continue to grow and serve the community. In order to move forward with our renovations, addition, and exciting new programs, we need your support!
—Amy Liverio

As one of the original Carnegie Libraries, the Amsterdam Free Library has been an important asset to our community for 100+ years. It's vital to its success that we all come out to vote in favor of the necessary funding.
—Andy Heck, President and co-owner of Alpin Haus

This is a picture of three generations of summertime library kids. My mother and her sisters spent their summers biking to the library, my mother took my sister and I every summer and we now take our kids. Libraries build lifelong learners and strong families. We love our library!
—Kelly Quist-Demars 1st Ward Alderwoman, City of Amsterdam

The Library is an anchor for our community. It doesn't matter who you are—everyone can come the Library to access information, books and entertainment. Voting yes for the Amsterdam Free Library's budget is an investment in our community. ¡Por favor venga y apuntes su vota para la biblioteca!
—Tanya Lopez-Mendez

The Library is one of the great gathering places for our community. It's a place to build relationships and is a treasure that needs to be supported. A yes vote for the Library is a yes vote for our community.
—Michael Cinquanti, Mayor, City of Amsterdam.

VOTE YES FOR THE AMSTERDAM FREE LIBRARY'S FUNDING INITIATIVE
TUESDAY, MAY 16 AT YOUR SCHOOL DISTRICT POLLING PLACE **POLLS OPEN 12 NOON TO 8 P.M.**

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ELECTIONS, LLC

Media Basics

- The reporter/media outlet can't always be controlled but your message can

- Always go back to your message
  - Doesn't matter what the question is, always use your message to answer it

- Need to be prepared

- Can't make it up as you go along

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Framing Your Message for the Media

- More than finding 'better' words

- Reflects **the League's values** and **beliefs**

- Connects **values** to issues in ways that have self-contained arguments built in

- It is the way the League perceives about the world
  - If you are framing honestly, then the arguments will be ones that you believe in.

Framing Your Message for the Media

1. Pick out the relevant core **values** for this issue.

2. Write down how your position follows from these **values**.

3. Articulate the facts and their consequences within this moral framing.

4. Define us and them within this moral frame.

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Framing League's Truth

- Tell it forcefully and straightforwardly

- Tell it with moral conviction

- Use the common language of our values

- Who did this better in 2022? Hochul or Zeldin?

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Framing Your Message for the Media

- Think about how to frame an issue using **your values**
- If the issue is **poverty** and your value is **protection**
  - **Every family deserves a *safe* and healthy place to live**
- Working with issues
  - NOT about the *facts* of the issue
- **It's about the *values* that tell us the issue *matters to us***

Contrast Framing

- They say
  - We need tax relief
  - We need a strong president to protect us
  - Same sex marriage will undermine family life
  - Trial lawyer. Frivolous lawsuits

- We say
  - Taxes are investments
  - We have a weak president who didn't protect us
  - Marriage is the realization of love in a lifetime commitment
    - Marriage Equality
    - Freedom to Marry
  - Public protection attorney

Media Relations Tools

- Building relationships with reporters, assignment editors, news directors
- Send them press kits, audio/video releases, press releases on your chapter and the work you're doing
  - Be judicious, understand their deadlines
  - Not all of your news will be their news
- Website press room
- Work with them to get the stories written
- Provide them with as much info as possible
- Help craft tone of story

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Defining the Media

- Print Media
  - Dailies
  - Weeklies
  - Monthlies
  - News Magazines
  - Topical Magazines
  - Wire services

- Electronic
  - Social Media
  - TV
  - Radio
  - Web Sites
  - Blogs

Accessing the Media

- **They come to you**
  - Want your comment about your candidate forum, an issue, policy stance, etc.
  - Negative story about LWV

- **You go to them**
  - Press Advisories
  - Press Releases
  - Press Events
  - Letters to the Editor
  - OpEd/Commentary
  - Editorial Board Meetings

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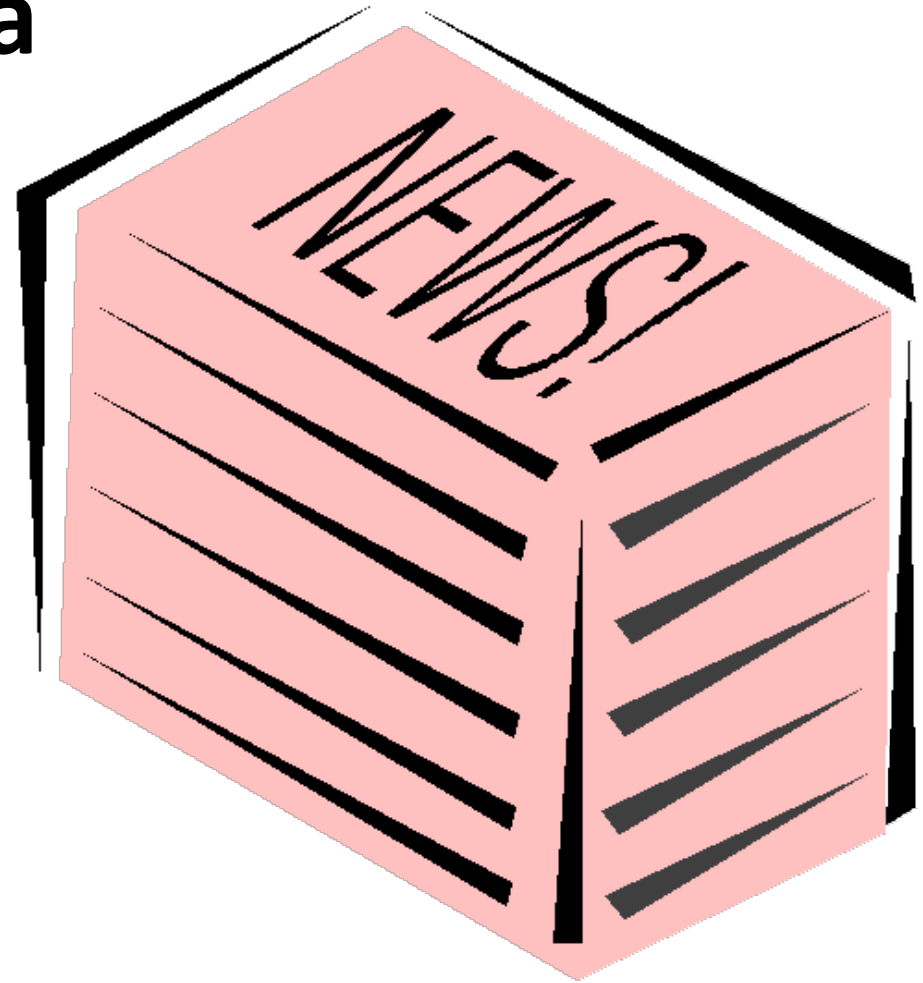
Creating Your Own Media

- Website
  - You control the message
  - You can get your information in front of people

- Email
  - Drive people to your message hubs

- Social Media
  - Facebook, Twitter, Pinterest, YouTube, Instagram
  - Messaging based on audience

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Know Who You're Dealing With

- Find out who covers politics and policy
  - Print: various editors/reporters & beats
  - TV & Radio: Assignment Editors

- Revolving Media Door
  - Type of media market drives personnel turn-over
  - Keep your media contact list up to date

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Know Who You're Dealing With

- Understand how journalists see themselves
  - Their job is to uncover and report
  - They are busy
  - Provide them with the information you want them to have

No matter how young, no matter what the outlet—there's always the Woodstein effect!

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How To Talk to the Media

- Talking Point Tactics: distinguish and add credibility to your message
    - **Facts:** statements that describe the way things are
    - **Statistics:** effective when easily understood
    - **Analogy or Comparison:** make statements more engaging
    - **Authorities or Experts:** adds credibility
    - **Personal Experience**: illustrate points
- Go back to Framing and integrate

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Messaging Devices

- Figure of speech that favors a point of view or triggers a desired reaction
    - School Choice
    - Educational Inequality
    - Equity in Education
    - Religious Exemptions
    - New Deal
    - Fake News
    - Fiscal Cliff
    - Community Based Funding

★ ★ THE ALL NEW ★ ★

DON'T THINK OF AN ELEPHANT!

NEW YORK TIMES BESTSELLER

KNOW YOUR VALUES AND FRAME THE DEBATE

GEORGE LAKOFF

The essential progressive guide for the issues that define our future: climate, inequality, immigration, health care, and more

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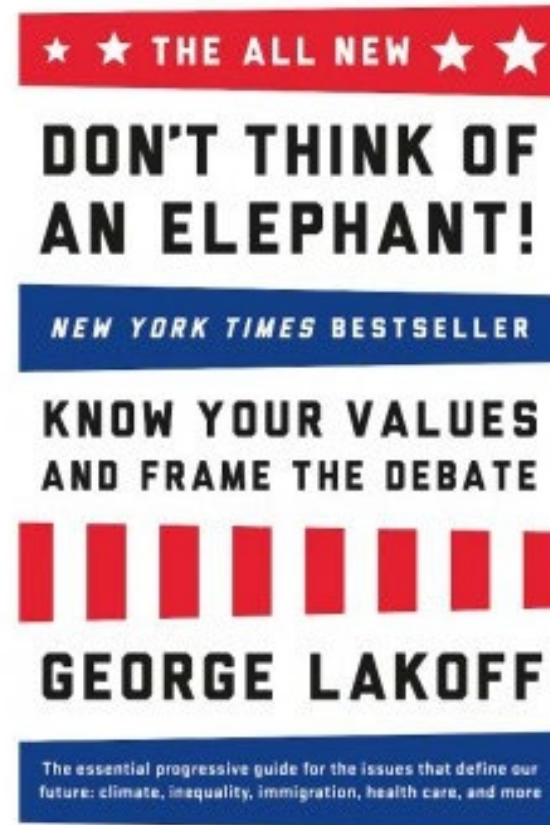
Tips on Developing Relationships with Your Media Outlets

- **Be accessible:** be sure the media knows when and how to reach you

- **Be honest:** credibility takes a long time to build and can be destroyed quickly

- **Be polite:** even if a reporter asks a question you prefer not to answer

- **Provide simple, direct responses** to all questions and plan key messages to discuss

- **Don't say "no comment":** Screams "I have something to hide." Say "I don't have an answer to that" or "I can't comment on that."

- **Respect deadlines**: get back to them on time, even if it is to tell them you don't have the info they want

- **Avoid speaking off the record or on background**

Reporters Have the Right to

- Evaluate and report the story as s/he sees it
- Reasonable access to news sources
- Receive timely response
- Have deadlines and other needs respected
- Receive concise and direct answers
- Redirect the interview if it strays

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Reporters Have the Right to

- Conduct follow-up inquiries, as needed, for clarification

- Receive available collateral material to help build the story

- Receive corrected information if incorrect info is inadvertently given

- The same kind of courtesy and respect you expect

RESPECT IS A TWO WAY STREET

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You Have Rights Too!

- A measure of control over the interview

- Have advance knowledge of interview topic(s)

- Know the reporter's identity and affiliation

- State and restate your key messages

- Finish responses without interruption (your answer should be concise and relevant)

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You Have Rights Too!

- Discuss relevant topics and messages not specifically asked for in the interview

- Correct misinformation and misstatements during the interview

- Know how the interview material will be used and whether others are being interviewed

- Respond to allegations

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How to Speak with the Press

- Be prepared

- Have your talking points ready

- Answer the questions the way you want to answer them

- If you're called to respond to a story, you can call them back after preparing

- Don't lie

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PR Materials

- Press Release—the most basic
  - Your message needs to be expressed in one sentence
  - Audience
  - Inverted Pyramid
    - Written like a news story but with your point of view
  - Put flat out opinions in quotes

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PR Materials

- Format
  - For more information and For release at top
    - Include phone and email
    - Release: day it can go public
    - Can embargo
  - Short paragraphs
  - Opinion in quotes from principals
  - --30– at end (known as "slug")
  - After slug, short descriptor of organization

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PR Materials

- Online News Release
  - Single space
  - 200 words or less
  - Inverted pyramid
  - Top line: name of organization and logo
  - 2-3 short sentences in each paragraph
- Multimedia News Release/Smart Media Release
  - Copy
  - High resolution photos/graphics/video
  - Imbedded social media links
  - Can be search engine optimized for reach beyond target audiences

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PR Materials

- Op Ed
  - 600-800 word opinion piece targeting an audience through the use of the Opinion pages of a newspaper, website, etc.
- Letters to the Editor
  - 125-175 word letters that espouse a certain point of view on your initiative
- Photos
  - Need to be well done and hi resolution
  - 72 dpi works for web it doesn't work for print
  - Need 300 dpi for print
  - Consider the subject matter
  - Not a selfie

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PR Materials

- Infographics
  - People are visual, Infographics are visual
  - Great way to convey information, especially numbers
  - Visuals help tell a story
- Media Kits
  - Provide all info on new initiative or product in one place
  - Can be online for download or a printed pocket folder with info and a SanDisk or Thumb drive

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PR Materials

- Fact Sheets
  - Bulleted items about issue/initiative
  - Always include organization's name and contact info
  - Short descriptor at end about organization, especially if the fact sheet is on an issue
- Memos
  - More than a fact sheet
  - Expanding on information
  - Can be used to show support from others

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Crisis Communications

- **Anticipate crises**
  - Be pro-active
  - Consider best-case/worst-case scenarios
  - Planning ahead always helps

- **Put together your CC Team**
  - Chapter president, communications director, media spokesperson, legal counsel (if needed) and possibly, outside communications counsel

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Crisis Communications

- **Identify Spokesperson(s)**
  - One point of contact for the press—chapter chair or ED
  - Should have experience dealing with the media
  - Different people can handle social media, internal communications, email, etc. but the messaging must be the same

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Crisis Communications

- **Establish Notification and Monitoring Systems**
    - Should already have multiple communications platforms in place and in use
    - Building your social media, email and website audiences is essential to communicating
    - Different people like to get their messaging through different mediums
    - Monitor social media for feedback
        - Search bar on Facebook, checking # on Twitter

Crisis Communications

- **Develop Your Message**
  - Should already have branded messaging
  - This is the foundation of your crisis communications messaging
  - Reflect your core branded message as well as answer the crisis
 - Clear and concise

Crisis Communications

- **Assess the Crisis Situation**
    - Only then can you produce appropriate and coherent message and response
    - Not taking responsibility or blaming others can damage your chapter

Crisis Communications

- **Finalize and Adapt Key Messages**
  - Clear, coherent and easy to understand
  - Core message is consistent, how you convey differs based on message platform
    - Email can provide core message with link back to website for more detailed info
    - Facebook—visuals, shorter copy, link back to website
      - Boosts to saturate your message
    - Twitter—280 characters
    - Instagram and Texting

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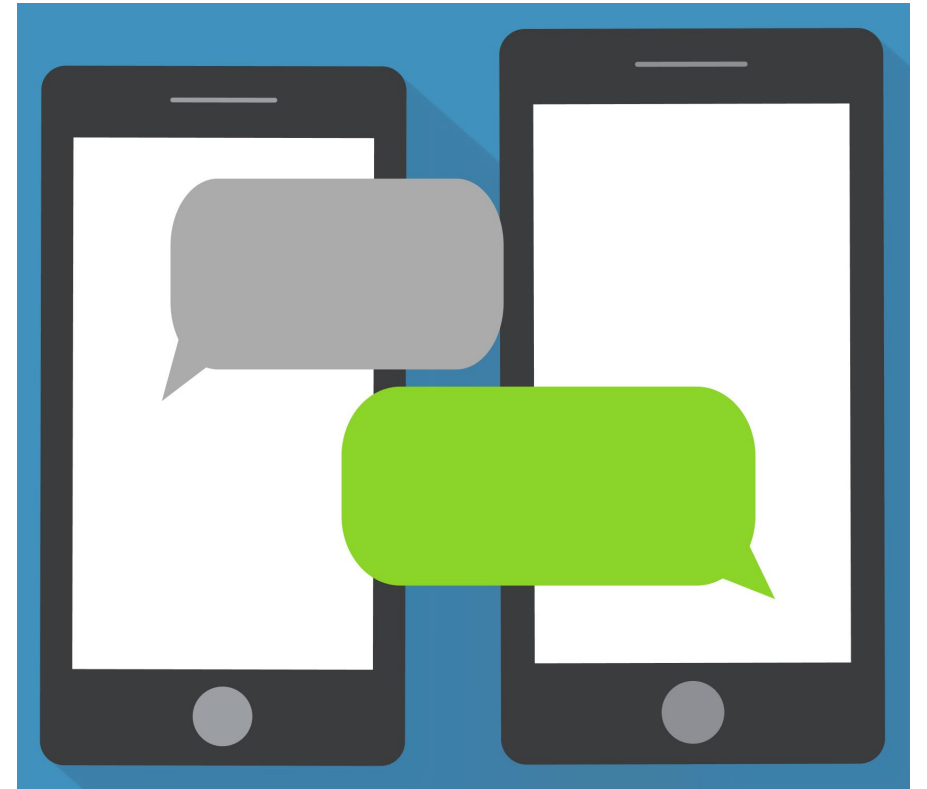
Impact of "Fake News"

- Undermined the credibility of professional news sources
- Fox is a mouthpiece for the GOP/MAGA crowd
- MSNBC is a mouthpiece for the Dems (most of the time)
- CNN is seen as holding the middle (at least it was)
- New York Times and Washington Post seen as credible in the face of outright attacks

FAKE NEWS

ALTERNATIVE FACTS

PROGRESSIVE ELECTIONS, LLC

Contact Information

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  - Managing Partner, Progressive Elections
    - libby@progressiveelections.com
  - President/CEO, Communication Services
    - lpost@commservices.net
  - 518/857-6788

  - Tune in to WAMC's Roundtable Mondays at 9 a.m.!

PROGRESSIVE ELECTIONS, LLC