



# Telling Your Library's Story

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WISCONSIN DEPARTMENT OF  
**Public Instruction**  
Jill K. Underly, PhD, State Superintendent

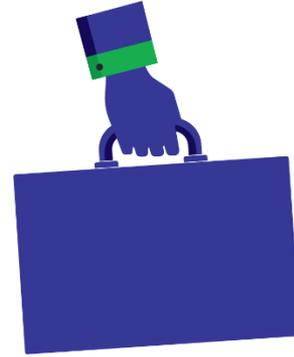
# My Story

- TV News Producer



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- TV News Producer
- PR/Public Affairs Consultant



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- PR/Public Affairs Consultant
- Director of Communications



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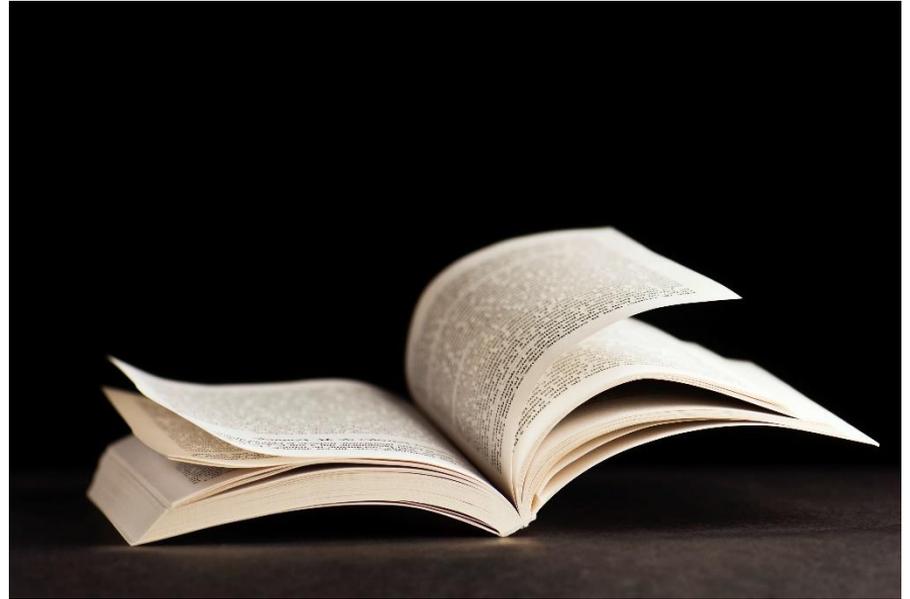


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Instruction**

# Today's Discussion

- The Story
- Tools to Tell the Story
- Planning When to Tell Your Stories



# Why Tell a Story?



# Reasons Why

- Build brand awareness
- Promote library resources available
- Celebrate successes
- Tell the library's side of the story

# What Story Should I Tell



Where do I start?

# What Makes a Story Newsworthy?

- **Timeliness**
- Proximity
- Unique
- Prominence
- Impact
- Conflict
- Human Interest



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Source: [WQOW-TV](#)

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Source: [The Hollywood Reporter](#)

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# Tools to Tell Your Story



# Communication Tools

- Press Release
- Social Media
- PSA
- Press Conference
- Library Website
- Blog/Newsletter
- Marketing Materials

# Shorewood Intermediate School teacher named one of five Wisconsin Teachers of the Year by the DPI

Alec Johnson  
Milwaukee Journal Sentinel



Wisconsin libraries unshelve creative uses  
for federal relief funds  
By Madeline Fox



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PUBLIC RADIO



# Who Should Hear My Story?



# How Do I Tell a Story?

- The 5 W's & H
- Photos or Videos
- Desired Outcome or Action
- Spokesperson
- Understand Lead Times, Deadlines, Requirements
- Be Professional

# Press Release

☰ DPI grants \$3 million in ARPA library pandemic relief funding

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## News Release



WISCONSIN DEPARTMENT OF  
**Public Instruction**

FOR IMMEDIATE RELEASE

Monday, May 9, 2022

Contact: DPI Media Line, (608) 266-3559, [media.inquiries@dpi.wi.gov](mailto:media.inquiries@dpi.wi.gov)

DPI-NR 2022-41

### DPI grants \$3 million in ARPA library pandemic relief funding

*Lending libraries, tribal outreach program, and bookmobile among projects funded by grants*

MADISON –The Wisconsin Department of Public Instruction announced today that 33 projects will be receiving newly awarded grant funding to help libraries meet the needs of their communities in the wake of the pandemic.

The DPI released the list of subawards for library relief funding, totaling over \$3 million, as part of the American Rescue Plan Act of 2021. The ARPA funds, awarded by the Institute of Museum and Library Services, will be distributed to 10 public libraries and 15 library systems. The funds are to be used for

# Communication Tools

- Press Release
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# Social Media

Social Media Editorial Calendar 2021 Template (Monthly, start Monday) - by Gracia fr... ☆ 📄 ☁

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2021												B2C											
January 2021												CW	DAY OF WEEK	Topic	Post	Stories	Facebook	Twitter	TikTok	Pinterest	LinkedIn	Medium	
CW 53																							
M	T	W	T	F	S	S	MONDAY	28		How to X	✓	report	✓	Interesting tweet	✓	funny vid	🔒	New board	✓				
28	29	30	31	1	2	3	TUESDAY	29															
4	5	6	7	8	9	10	WEDNESDAY	30		The newest thing	✓			quote	🔒	skill	✓	Pin 5x					
11	12	13	14	15	16	17	THURSDAY	31	53	Three tips to do X	✓	repost	✓	Blog article									
18	19	20	21	22	23	24	FRIDAY	1															
25	26	27	28	29	30	31	SATURDAY	2		Tesla merges with Apple	✓			Interview	✓							article 1	
							SUNDAY	3		Sunday Wisdom	✓	interview	✓	Who knows	✓							article 2	
																						article 3	
CW 1																							
M	T	W	T	F	S	S	MONDAY	4		How to X	🔒	report	✓	Interesting tweet	✓	funny vid	🔒	New board	✓				
26	29	30	31	1	2	3	TUESDAY	5															
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CW 2																							
M	T	W	T	F	S	S	MONDAY	11		How to X	✓	report		Interesting tweet	✓	funny vid	🔒	New board	✓				
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CW 3																							
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26	29	30	31	1	2	3	TUESDAY	19															
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CW 4																							
M	T	W	T	F	S	S	MONDAY	25		How to X													

Source: [Google Sheets Geeks](#)

# Communication Tools

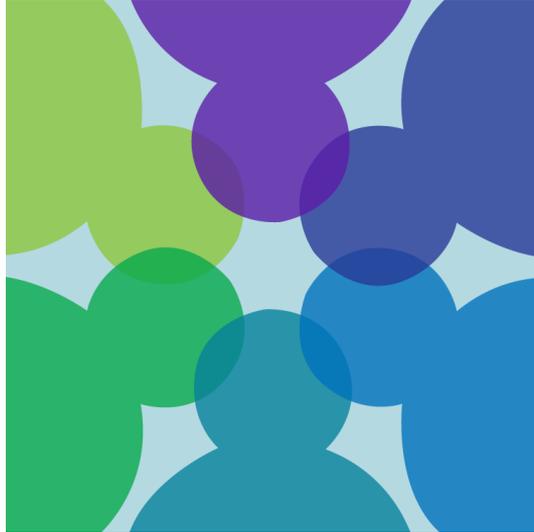
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# What Next?



# Communications Strategy



- Plan to Communicate to Target Audience
- Press List
- Strategic Communications Plan
- Crisis Communications Plan

# Sample Plans

Communication Plan						
Audience	Message(s)	Media or Vehicle	Frequency	Timing	Responsibility	Feedback Mechanism
Patient/Family advisory board	<ul style="list-style-type: none"> <li>Existing issues with the triage process</li> </ul>	Face-to-face meeting	Quarterly (during board meetings)	Second Tuesday of each quarter at 1 p.m.	Team leader	<ul style="list-style-type: none"> <li>Meeting evaluation form feedback</li> <li>Survey at end of project</li> </ul>
ED manager	<ul style="list-style-type: none"> <li>Existing issues with the triage process</li> <li>Patient/family complaint history</li> <li>Triage process benchmarks</li> </ul>	Weekly written report	Weekly	Submitted by noon on Fridays	Team leader	<ul style="list-style-type: none"> <li>One-on-one interview each month</li> <li>Survey at end of project</li> </ul>
ED care team members (doctors, nurses, etc.)	<ul style="list-style-type: none"> <li>Existing issues with the triage process</li> <li>Patient/family complaint history</li> <li>Triage process benchmarks</li> </ul>	Face-to-face meeting	Weekly (during staff meetings)	At the start of each shift on Thursdays	Team leader	<ul style="list-style-type: none"> <li>Meeting evaluation form feedback</li> <li>Survey at end of project</li> </ul>
ED non-care team members	<ul style="list-style-type: none"> <li>Purpose of project team</li> <li>Announcement of project team formation and members</li> </ul>	Bulletin board-posted announcement	At completion of major milestones	Within 72 hours of milestone approval	Team scribe	<ul style="list-style-type: none"> <li>Email request for feedback (issued at end of project)</li> </ul>
Other hospital staff potentially affected by triage process changes	<ul style="list-style-type: none"> <li>Purpose of project team</li> <li>Announcement of project team formation and members</li> </ul>	Email message	At completion of major milestones	Within 72 hours of milestone approval	Team scribe	<ul style="list-style-type: none"> <li>Email request for feedback (issued at end of project)</li> </ul>

Source: [Social Bee](#)

# Developing a Strategic Communications Plan



# Questions



# Thank You!

Beth Tomev

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608-266-7410

