

# Advocacy Toolkit



**JACKSON COUNTY  
LIBRARY SERVICES**

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# Elected Officials

## (and how to reach them)

### U.S. SENATE

Sen. Ron Wyden (D) -  
[senator@wyden.senate.gov](mailto:senator@wyden.senate.gov)

Sen. Jeff Merkley (D) -  
[senator\\_merkley@merkley.senate.gov](mailto:senator_merkley@merkley.senate.gov)

### U.S. REPRESENTATIVE FOR OREGON'S 2ND CONGRESSIONAL DISTRICT

Rep. Cliff Bentz (R) -  
[bentz.house.gov/contact](http://bentz.house.gov/contact)

### STATE SENATE

Sen. Jeff Golden (D) District 3 -  
[sen.jeffgolden@oregonlegislature.gov](mailto:sen.jeffgolden@oregonlegislature.gov)

Sen. Diane Linthicum (R)  
District 28 -  
[sen.dianelinthicum@oregonlegislature.gov](mailto:sen.dianelinthicum@oregonlegislature.gov)

### HOUSE

Rep. Pam Marsh (D) District 5 - [rep.pammarsh@oregonlegislature.gov](mailto:rep.pammarsh@oregonlegislature.gov)

Rep. Kim Wallan (R) District 6 - [rep.kimwallan@oregonlegislature.gov](mailto:rep.kimwallan@oregonlegislature.gov)

Rep. Emily McIntire (R) District  
56 - [rep.emilymcintire@oregonlegislature.gov](mailto:rep.emilymcintire@oregonlegislature.gov)

Rep. Alek Skarlatos (R) District  
4 - [Rep.AlekSkarlatos@oregonlegislature.gov](mailto:Rep.AlekSkarlatos@oregonlegislature.gov)

### CITY OF ASHLAND

<https://tinyurl.com/yv4ad3mz>

### CITY OF CENTRAL POINT

<https://tinyurl.com/f8atnjfe>

### CITY OF GOLD HILL

<https://tinyurl.com/5n8ct3cv>

### CITY OF MEDFORD

<https://tinyurl.com/m3nbu664>

### CITY OF ROGUE RIVER

<https://tinyurl.com/2nspaxvm>

### CITY OF TALENT

<https://tinyurl.com/mpa3k686>

### CITY OF BUTTE FALLS

<https://tinyurl.com/ms9ndwyd>

### CITY OF EAGLE POINT

<https://tinyurl.com/5ebjx6w8>

### CITY OF JACKSONVILLE

<https://tinyurl.com/y8be9735>

### CITY OF PHOENIX

<https://tinyurl.com/2zxmysy>

### CITY OF SHADY COVE

<https://tinyurl.com/38wkrh3a>

### JCLS BOARD OF DIRECTORS

<https://tinyurl.com/5n6had7k>

### JACKSON COUNTY COMMISSIONERS

Colleen Roberts - Chair - [robertCL@jacksoncountyor.gov](mailto:robertCL@jacksoncountyor.gov)  
Rick Dyer - Vice Chair - [dyerDG@jacksoncountyor.gov](mailto:dyerDG@jacksoncountyor.gov)  
Randy Sparacino - [SparacRL@jacksoncountyor.gov](mailto:SparacRL@jacksoncountyor.gov)

# Top 10 Advocacy Quick Tips

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- 1) Identify challenges and opportunities** - Figure out what issues or opportunities are the most pressing.
- 2) Get to know your elected officials** - It's important to know your officials' and for them to know you.
- 3) Do your research and become well-informed** - Contact the [Oregon Library Association \(OLA\)](#), [Jackson County Library Services](#), or the [American Library Association \(ALA\)](#) for background on your issue/opportunity and how to best frame your message. Determine your officials' stance on things to better understand what they care about and how their beliefs align with your requests.
- 4) Contact your public officials *personally*** - It's much nicer hearing from someone directly versus an email. Of course, if it's not possible to connect personally, an email or a phone call is always a step in the right direction.
- 5) Keep it brief** - Quick, simple, short and sweet.
- 6) Focus on the people** - Emphasize how your message, issue, or opportunity benefits the community at large.
- 7) Be sincere** - This shows that you care about what you're saying and demonstrates passion.
- 8) Make sure the subject knows what you want** - Leave no room for wondering.
- 9) Be direct** - Make sure your message, issue, or opportunity hits the mark.
- 10) Follow up** - Contact legislators, supporters, etc. to follow up on your message, issue, or opportunity. This shows initiative and keeps your situation on their minds.

Need more tips?

Visit <https://www.ala.org/advocacy/advocacy-university/library-advocates-handbook>

# JCLS Facts & Stats FY 22-23

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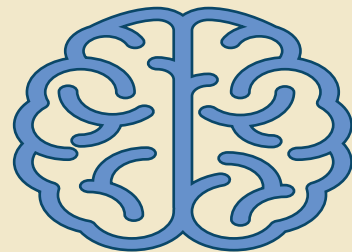
**1.26 million**  
physical books circulated



**440,814**  
digital items circulated



**10,389**  
new library card holders



**40,053**  
program attendees



**684,726**  
visitors to all 15 branches



**2,147**  
programs offered

# Advocacy Calendar

If you're unsure what fun activities, programs, or milestones are happening - check out JCLS' social media channels. The Marketing Department updates socials daily with what's going on at the library.

## JANUARY

Mark important legislative dates on your calendars. Welcome new members of legislature. Continue to promote the library's winter reading program, Rogue Reads.

## FEBRUARY

The first day of session begins in February. Reminder that it's not just Valentine's Day; it's also International Book Giving Day and National Library Lovers Month! Continue to promote literacy with Rogue Reads! Voter registration closes.

## MARCH

This month the library is focusing on Springing into Action - lots of science programs mixed with the civic action and conservation. Check out what fun programs we're having and share them with the people you know.

## APRIL

National Library Week generally runs the second week of this month. This is a great time to talk about anything and everything good our library offers! (Databases, WI-FI, free events and lectures, etc.) Talk about what JCLS is doing and emphasize community engagement! JCLS is also hosting its Dia de los Ninos program.

## MAY

May is the start of Children's Book Week. JCLS is offering some fun Star Wars programs. The Oregon Primary election is in May. Don't forget to remind people that [our libraries have ballot boxes](#) outside!

## JUNE

June is the start of our Summer Reading Program and the release of our Summer Event Guides! It's also Juneteenth and the City of Medford's annual Juneteenth Festival. Hot weather? Cool libraries. People who are sensitive to the heat will be looking for indoor activities.

# Advocacy Calendar



jclibraryservices



JCLS\_tweets



jclsoregon



jclsoregon

JULY

Freedom to Read! Keep promoting the Summer Reading Program! Spread the word on any unique Independence Day events at libraries.

AUGUST

It's back-to-school season! Teachers can utilize our databases for their students. Students can check out books they might need for class. This is a great time to promote Outreach to Childcare, too.

SEPTEMBER

It's Library Card Sign-Up Month! Time to pitch everything that makes the library unique and attract some new patrons.

OCTOBER

Register to vote! Focus on civic engagement this month and get to know your candidates.

NOVEMBER

Express your gratitude on this month for all the library provides and does for others! The last election day happens this month, not a bad idea to remind patrons about ballot boxes located at certain branches.

DECEMBER

A joyful time to celebrate the newest Winter Reading Program and Event Guides. Giving Tuesday also happens this month - it's a great time to spread the word about donating to our Foundation and helping keep literacy levels high.

# Effective Storytelling Methods

## What is storytelling?

*Storytelling is the process of weaving language creating rich, believable experiences.*

**Choose a clear, concise central message.** Focus on the main sentiment you want to bring attention to and be transparent with it. Avoid talking outside of your main topic.

*Example:* You should read *Afterlife* by Julia Alvarez!

**Draw from your own experiences.** Tying personal experiences to messages makes them more heartfelt and helps keep engagement on what you're saying.

*Example:* *Afterlife* was important to me because I could connect with the grief in the novel.

**Observe good storytellers.** If you're unsure about storytelling, read from your favorite authors or journalists, or listen to TED talks.

**Know your audience.** Formulate your message in a way you know your audience will understand and empathize with it.

*Example:* *Afterlife* is important because of Alvarez's exploration of grief and familial obligation.

**Keep it as simple as possible.** To keep the focus of others, it's important to always try to keep it simple; people are busy!

*Example:* It took me no time at all to finish *Afterlife*; I would highly encourage you to check it out!



# How To Talk To People Who Disagree

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**Find areas where you agree.** You may disagree with someone but instead of strongly reacting, actively listen to the other person about what is important to them.

**Be open and kind.** When having conversations, avoid polarizing language and personal attacks. Remember with whom you are having the conversation and communicate effectively.

**Keep calm when tensions rise.** Preparing for how you might react in advance of a conversation will increase your self-awareness and may give you more options if you want to de-escalate tension. If you find yourself quick to react in a heated conversation, it may benefit you to take a step back and remind yourself to be calm.

**Have conversation goals.** Understanding your goals when it comes to communicating with others may be helpful to having productive conversations.

**Accept that you may not change the other person's mind.** Use the conversation as an opportunity to share views, not to convince anyone that your view is best.

**Know when to end the conversation.** If the conversation has not come to a resolution, you may want to find an appropriate time to end the discussion peacefully.

# Bridge, Hook, & Flag

**Guide the Conversation:** There are three techniques for guiding a conversation so that you can get the main point or points that you want to be remembered across to your target audiences.



**Bridge:** this technique will allow you to move from an area in the conversation that you don't want to discuss or that has the potential to sidetrack the issue, and get the conversation back to your message. For example, let's say a legislator says, "Why shouldn't we be supporting a policy that will help software companies? Isn't a good economy good for libraries?" Rather than getting into a discussion about the economy and whether or not new legislation will help the economy overall, you can use this as a platform for your point by saying: "I think the real question is," and go back to your main point. For example, "I think the real question is "doesn't everyone benefit from good consumer laws?" Then, answer that question!



**Flag:** This technique is the easiest, and most people use it unconsciously all the time. Flagging alerts your listeners to what you consider most important. It's an excellent way to emphasize the key points or points you want the audience to remember. Flagging is simply giving your audience a verbal clue about what is essential: "The most important thing to remember is..." or "If you remember nothing else, please remember these two points..."

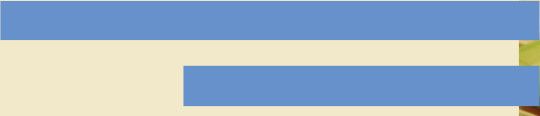
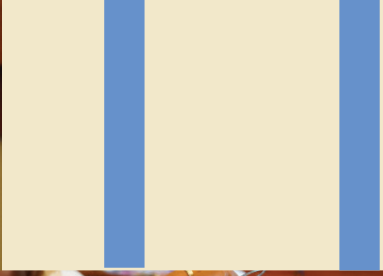
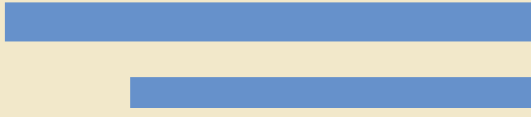
# Bridge, Hook, & Flag

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**Hook:** This is a technique that can lead your listener to follow up on your first point, allowing you to get a second point in. For example, you can say, “There are two crucial considerations that need to be taken into account before you support this proposed policy. The first is...” then expand on that point. Likely, the legislator or staff person will then ask you (or allow you) to follow up with the second point. This keeps the conversational ball in your court longer and gives you the opportunity to make both (or all) points.





# Thank you for your advocacy!

Dear Library Champion,

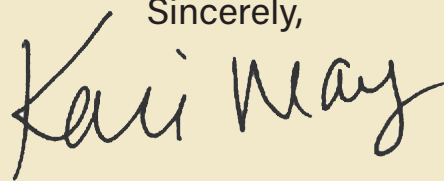
I wanted to take a moment to express my deepest gratitude for your support of libraries. Your dedication to supporting literacy, our programs, and access to knowledge makes a tremendous impact on our community.

Thanks to your efforts, our library will continue to grow and influence the lives of the people we serve. Your advocacy helps us maintain a welcoming space where people can connect with information, ideas, and each other.

We have put together this Advocacy Toolkit to assist you in understanding the variety of services available at your local library, and for you to have talking points as you find opportunities to champion libraries when you are out in the community.

I am incredibly grateful for your commitment to Jackson County Library Services!

Sincerely,



Kari May

Library Director



Learn more by scanning the QR code or visit [jcls.org/about/advocacy-for-jcls/](https://jcls.org/about/advocacy-for-jcls/)

