What's Your STORY?
Create impact through smart storytelling

Thank You!

Who are we?

Practice!

Who are you?

13 P's of Storytelling
Power... and the 3 pitfalls

Stories...

Prove It!
Who are we?

Sandy

Katherine
Durango Public Library Director

Present to City Council & the Board of County Commissioners I do a lot of public presentations!

Credit!
Credit where credit is due!

Eric Friedenwald-Fishman, Creative Director / Founder / CEO of the Metropolitan Group, ALA 2014
What's Your STORY?
Create impact through smart storytelling
Who are you?
Why stories matter

- When you hear a good story, you are engaged in its outcome and not concerned with anything else.
- Stories matter. They can change policies, behaviors and attitudes.
- Whomever sets the narrative has the power...
  - Impacts who cares about an issue, what they hear, and what they are willing to do.

Here's a few stories...
Share a quick story!

- Break into groups of 3
- Tell a 1-2 minute story about:
  - Your hero or a villain
  - Your purpose
  - A triumph or failure
  - Your dream or nightmare
  - Or just something that is meaningful to you
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Who are you?
Practice!
Stories...
13 P's of Storytelling Power... and the 3 pitfalls
Prove It!
You can have a great story, but you need the data to back it up.
What is numeracy?

The ability to understand probabilistic and mathematical concepts
Analytical and Intuitive

Good and bad decisions can come from either

Intuitive is more susceptible to framing
"Less numerate populations may not accrue the same benefits from choice opportunities that highly numerate populations do."
Make Data Easy!

“Today's expectations of data visualization are always about the numbers telling stories.” Janine Kurnoff (Forbes)
Make Data Easy!

“Today's expectations of data visualization are always about the numbers telling stories.” Janine Kurnoff (Forbes)

- Decide your story
- Reduce your visual clutter
Make Data Easy!

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- Reduce your visual clutter
COLORADO

Library Research Service: Irs.org
(part of CSL)/Data Users Group (DUG)

Colorado Demographer's Office: https://demography.dola.colorado.gov/

Colorado Library Consortium: www.clicweb.org

Colorado Association of Libraries: https://cal-webs.org
Ellen Peters
Dr. Peters
All kinds of Doctor

Philip H. Knight Professor of Science Communication, University of Oregon
Receives funding from:
National Science Foundation
and National Institutes of Health.
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Prove It!
The 13 P's of Storytelling Power
Purpose

Be clear about your mission, vision and values.

Showcases why your story matters, highlights your point of view, and advances the positions you hold.
Plot

Great stories have a beginning, a middle and an end. They capture our attention and want us to reach that final conclusion - we all want to know the end of a good story.
Peril

Evocative stories have dynamic tension.
  • Something is at stake!
  • What are we risking?

Messy twists and turns mirror life.

Our sense that there is something important that may be lost or gained makes us care about a story.
Personalities

Without characters, there is no story.
• You need heroes, villains, victims, bystanders, etc.
• Cast by type - stereotypes work – people can relate to them.
Non-human characters work, too.
• Example: The economy.
• Instant recognition and emotional response.
Parable

Love over hate, good vs. evil, right vs. wrong...
Connect your audience with a sense of meaning and culture.

The familiarity of a story immediately resonates and creates context.
Emotion wins over data every time!
- People matter!
- Decisions are made upon emotions, and then rationalized with data.
- Share a sense of vulnerability. Make it personal by sharing your own experience.
- Creates a connection.
People

Amplify the voices of people, especially those most affected by what we are working on.

- Include quotes, testimonials, eyewitness accounts.
- Who other than me should be telling this story? Who is the storyteller?
Pause

Slow down... Give people a minute to think. Great stories have rhythm.

Let people process and engage – it better punctuates your point.

Throw in a question – it makes people think “What does it mean to me?”
Pictures

Translates concepts to the audience. Imagery transcends language. Photos, infographics, etc.
A picture can paint a thousand words.
### 2017 Colorado Library Statistics - Resort and Local Libraries

<table>
<thead>
<tr>
<th>Library District</th>
<th>Visits</th>
<th>Total Collection Use</th>
<th>Total Circulation</th>
<th>Staff per 1,000 Served</th>
<th>Staff per 10,000 Circulation</th>
<th>Circulation per Capita</th>
<th>Local Revenue per Capita</th>
<th>Public Service Hours per Week</th>
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<tr>
<td>Basalt Regional Library District</td>
<td>136,152</td>
<td>155,688</td>
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<td>Durango Public Library</td>
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<td>Ignacio Community Library District</td>
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<td>Pine River Public Library District/Bayfield</td>
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<td><strong>Average</strong></td>
<td><strong>195,931</strong></td>
<td><strong>184,491</strong></td>
<td><strong>175,835</strong></td>
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<td><strong>11.93</strong></td>
<td><strong>$127.61</strong></td>
<td><strong>83.89</strong></td>
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</tbody>
</table>

Library Research Service
Prologue

Provides context.

Who am I?
What am I doing?
What is my role?
Why am I here?

WHO AM I?!
Proposition

Need people to make a choice. Close with a call to action, especially if your goal is to make an impact.
What do we want people to do? When? Is there an urgency?
Persuasion

Do you have an agenda to advance?
  • Are you presenting your budget?
  • Do people need “x” to access services?
Need a clear premise & the most salient, verifiable information.
Disclose and dispel counter arguments.
  • Why do we make the most sense, rather than them?
Return to that call to action and the premise of the argument.
  • Read and write persuasive essays.
Presence

The most powerful/successful interaction is person-to-person – that is why grassroots organization is an imperative tool for social organizing.

Great storytellers are fully present – they establish eye contact, they connect with their audience.
Pitfalls

Patronizing – don’t act superior or talk down to someone.

Pandering – don’t try to match your story to the views of the audience.

Pedantic – don’t go on too long - you don’t want people rolling their eyes at you!
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Prove It!
Break into small groups!

Your group has 10 minutes to create a story using one of the 13 P’s with some "data" to back it up. Each group member will share a piece of the story to the rest of us.

Select your audience and share why you are presenting to them. Examples are:
- City Council for a budget increase
- A Head Start parent night to showcase the importance of early literacy
- Chamber of Commerce to share how you support local business and why
- A service group, such as Rotary Club to seek a donation for a remodel project
- In line at the grocery store

13 P's
- Purpose
- Plot
- Peril
- Personalities
- Parable
- Passion
- People
- Pause
- Pictures
- Prologue
- Proposition
- Persuasion
- Presence
What's Your STORY?
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Bibliography & Evaluation are available on the CALCON SCHED app!
Questions? Comments? Advice?

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kweedley@clicweb.org

And be sure to complete your eval!!!