



# 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

**NE Regional  
Consultant  
for Colorado  
Library  
Consortium**







# 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





What  
does this  
mean?

You can have a great  
story, but you need  
the data to back it up

High  
School

CO  
Sources

Numeracy

Importance

2 Modes





# 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!

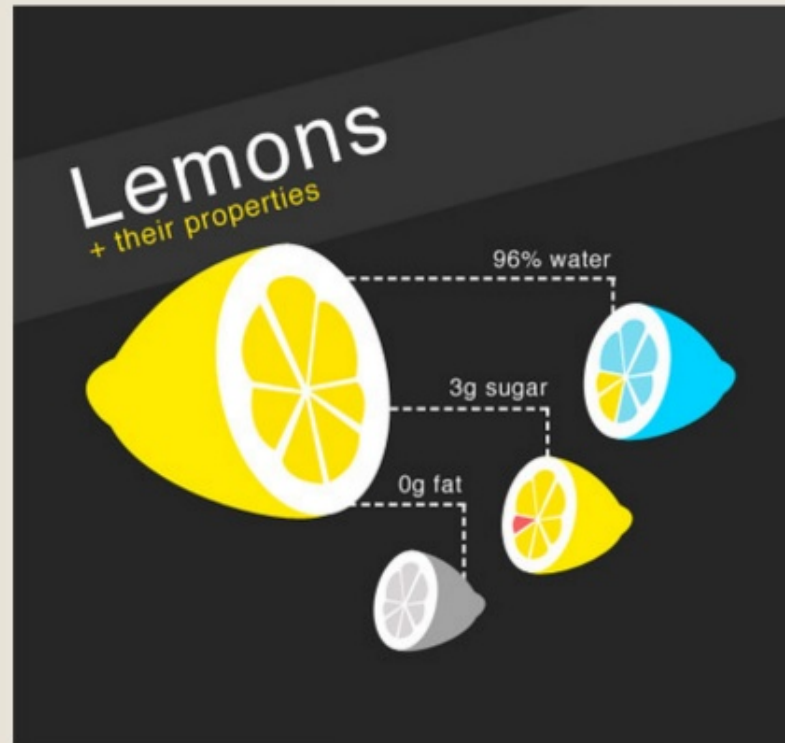
"Today's expectations of data visualization are always about the numbers telling stories." Janine Kurnoff (Forbes)

- Decide your story
- Reduce your visual clutter

# Make Data Easy!

"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!

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

- Decide your story
- Reduce your visual clutter

# COLORADO

Library Research Service: [Irs.org](http://irs.org)

(part of CSL)/Data Users Group (DUG)

Colorado Demographer's Office: [https://  
demography.dola.colorado.gov/](https://demography.dola.colorado.gov/)

Colorado Library Consortium: [www.clicweb.org](http://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.



# 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.



# Passion

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.

Infographics





## 2017 Colorado Library Statistics - Resort and Local Libraries

	Visits	Total Collection Use	Total Circulation	Staff per 1,000 Served	Staff per 10,000 Circulation	Circulation per Capita	Local Revenue per Capita	Public Service Hours per Week
Basalt Regional Library District	136,152	155,688	134,173	1.35	1.12	12.07	\$123.39	55
Clear Creek County Library District	77,898	81,159	69,747	1.06	1.43	7.39	\$117.39	50
Cortez Public Library	163,862	108,875	108,544	1	0.83	12.08	\$67.71	52.27
<b>Durango Public Library</b>	<b>423,146</b>	<b>391,102</b>	<b>370,194</b>	<b>0.48</b>	<b>0.72</b>	<b>6.65</b>	<b>\$38.88</b>	<b>90.77</b>
Eagle Valley Library District	317,394	314,731	286,941	0.8	1.21	6.66	\$110.50	158.75
East Routt Library District	345,400	327,856	327,856	1.15	0.64	17.92	\$130.22	66.69
Estes Valley Public Library District	169,698	207,035	207,035	1.31	0.82	15.9	\$126.31	61.88
Grand County Library District	157,818	191,067	182,079	1.01	0.84	12.11	\$153.68	145.44
Gunnison County Public Library	149,364	150,894	146,927	0.61	0.68	8.96	\$57.87	114.04
Ignacio Community Library District	<b>90,614</b>	<b>31,094</b>	<b>31,094</b>	1.35	<b>2.57</b>	<b>5.24</b>	\$78.83	60.62
Pine River Public Library District/Bayfield	122,437	105,880	99,263	1.75	1.61	10.83	\$59.24	58.88
Pitkin County Library	212,143	141,063	137,247	1.63	1.6	10.19	\$288.07	63.38
San Miguel Library District # 1/Telluride	260,272	219,576	210,846	<b>3.25</b>	0.99	<b>32.99</b>	<b>\$345.59</b>	59.21
Summit County Library	207,280	264,602	263,924	0.55	<b>0.63</b>	8.69	\$52.83	<b>162.13</b>
Vail Public Library	105,480	76,746	61,649	1.57	1.39	11.24	\$163.63	59.35
<b>Average</b>	<b>195,931</b>	<b>184,491</b>	<b>175,835</b>	<b>1.26</b>	<b>1.14</b>	<b>11.93</b>	<b>\$127.61</b>	<b>83.89</b>
Library Research Service www.lrs.org Accessed 4/11/2019	<b>Lowest</b>	<b>Highest</b>						

# Prologue

Provides context.

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





# 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.



Words Have Power

# 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!









## 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





**Bibliography & Evaluation  
are available on the  
CALCON SCHED app!**



Contact  
Us



# Questions? Comments? Advice?

sandy.irwin@durangogov.org



kweadley@clicweb.org



And be sure to  
complete your  
eval!!!



Thank You!

Who are we?

# What's Your STORY?

Create impact through smart storytelling

Practice!

Who are you?

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

Stories...

Prove It!