

# OUR MESSAGES

## TAGLINE



Our tagline emphasizes how everyone in our community benefits from the Library. It's also our promise to the people who live, work, and play in Pima County.

The tagline, "powering possibilities," inspires people to

take opportunities and achieve their goals at the Pima County Public Library.

Not only is our tagline strong, friendly, and aspirational, it is easily adaptable. Here are just a few ways that we can get creative with "powering possibilities" to talk about what the Library does every day, in all kinds of ways:

*powering people*  
*powering education*  
*powering community*  
*powering today*  
*powering creativity*  
*powering conversations*

*Abriendo caminos al éxito*  
Opening pathways to success  
*Abriendo caminos a la lectura*  
Opening pathways to reading

## KEY MESSAGES

*The purpose of key messages is to give our staff a consistent way to talk about the Library.*

*There are a lot of things that we can say about what we do and why we do it. These key messages get to the heart of that.*

### **1 PEOPLE ARE IMPORTANT TO US.**

We recognize the complete person, not just one aspect of an individual or one particular need someone might have. Everyone's experience is different, and that's something we value. We build community and connections around that.

#### WAYS WE CAN TALK ABOUT IT

- We support your creativity,

your choices, and the things that make you uniquely you.

- In our culture of customer service, it's all about you.
- The Library is where people come together.
- We create fun with you in mind.

#### EXAMPLES WE CAN USE

- Our values-based customer service philosophy
- Nuestras Raíces programs
- LGBT programs

### **2 WE ARE PARTNERS IN EDUCATION.**

We are part of a larger group of educators, including schools and colleges, that improves the quality of life in our community. We offer everyone—regardless

of age, background, or means—opportunities to keep learning or to learn something new.

#### WAYS WE CAN TALK ABOUT IT

- Self-directed education is possible to anyone using all the Library offers.
- Classes taught by trained and qualified instructors are offered to all members of our community for free.
- Research assistance is available through the Library.
- Our special programs and exhibits provide cultural experiences and education.

#### EXAMPLES WE CAN USE

- Homework help
- English language classes
- GED/HSE classes

### **3 WE ARE BUILDING A COMMUNITY OF READERS.**

We are helping to create a strong community by teaching reading skills, providing books, and sharing stories.

#### WAYS TO TALK ABOUT IT

- Reading is the foundation of education.
- We help prepare your young children to start school.
- The Library helps children and adults learn to read and become better readers.
- Reading is a building block in every success, including home life, health, education, and employment.

#### EXAMPLES WE CAN USE

- Storytime
- Summer Reading and SummerMania!!
- Book clubs and Tucson Festival of Books



### **4 WE'LL MEET YOU WHERE YOU ARE AND HELP YOU GET WHAT YOU NEED.**

We help you meet your needs today. We have books, entertainment, and homework help. We provide computers, good information, and a place just for you.

The Library can make it happen.

#### WAYS TO TALK ABOUT IT

- We're here for everyone.
- We're good at helping you find it and figure it out.
- Sharing what we know is what we do best.

#### EXAMPLES WE CAN USE

- Staff and reference services
- Library nurse and health programs
- Computer help and computer classes

### **5 IT'S YOUR FUTURE. WE'RE WITH YOU.**

The Library is about your hopes and dreams for tomorrow—an inspirational and aspirational concept that focuses on bringing possibilities to life and helping people change their lives.

#### WAYS TO TALK ABOUT IT

- We help you dream BIG.
- We're here to help you discover or learn something new.
- Anything is possible.

#### EXAMPLES WE CAN USE

- Business and entrepreneurship (Idea+Space)
- Job Help and career services
- Seed Library



## KEEP A FEW THINGS IN MIND

When we talk about our library, it helps to ask ourselves three questions:

- What do you want people to remember about us?
- How will your message increase awareness or educate the public about us?
- What will make people say, "Wow!"?

### CONNECT THE DOTS

Consider which key message will best connect with your audience.

### IT'S STORYTIME (FOR REAL)

Support your message with a story rather than leading with facts. But include facts and numbers if you have them.

### BRAGGING IS ENCOURAGED

Talk about how our library system, your specific branch, or one of our programs or services

is having an incredible impact on our community.

### ADD SOME SPECIAL SAUCE

Explain how we're doing something that's different or isn't available in other places.

### STRESS TO IMPRESS

Use phrases like:

- "We're the only..."
- "We were the first..."
- "We've been recognized for..."
- "We're the go-to place for..."

## BOILERPLATE INFORMATION

The boilerplate information is our standard description about the Library that we use on the website's About Us page, in materials such as reports, grant applications, and brochures, and in media releases.

*We're Pima County Public Library.*

*For more than 100 years, we have been here for people just like you. Today, in our libraries, online, or out in the community, our dedicated staff and volunteers*

*are always looking ahead to help you find what you're looking for. Every day we're making our mission a reality by educating and connecting people and inspiring ideas.*