

Why Key Messages Are the Key

Key messages are the main points of a story that you wish to communicate to your audience. They help you stay focused on your topic and make it easier for people to have a clear understanding of what you are saying. When being interviewed by the media, key messages help you to communicate consistently and accurately.

When developing key message, be sure they are:

- Brief and to the point
- Factual
- Easy to use in a variety of settings and contexts
- Focused on the topic you wish to discuss

To be most effective, you should only have three or four key messages. If need be, you can support each message with sub-points that carry a little more detail. And remember to ensure consistency; anyone who might be contacted by the media should be given a set of your library's messages.

The Libraries of Washington State Marketing Campaign Messages:

- Libraries are exciting places filled with opportunity and possibility. Everyone can find the best information, services and much more at their fingertips...all at the library.
- Libraries are unique in this information age. Nearly everything can be found on the Web or in print, either in person or online and all with the help of highly trained staff.
- Libraries are special assets in each of their communities. Not only do they provide us with important information services but they act to "anchor" communities while providing a great value for us all as taxpayers.

Supporting messages for the campaign:

- Libraries are places for lifelong learning while sparking our imagination. They offer something for everyone from two to 92.
- Libraries have technology that transcends time and distance. I can access information from around the world easily. I can access the library online 24/7.
- Library staffs are incredibly helpful. If I need information and don't know how to go about finding it, a librarian is always there to help me.

LIBRARIES OF WASHINGTON STATE

- Libraries are more than just my community public library. Specialized, academic, state and tribal libraries are also amazing community resources.
- Libraries provide incredible places for exploration of the mind and the imagination. I can't imagine life without libraries!