Glossary
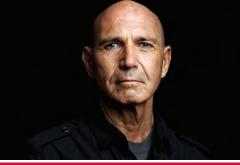
Advocacy — Active support of a cause, idea or policy.

Barriers to Support — Second-lowest tier of the Library Supporter Segmentation Pyramid. Voters who, for a variety of reasons, have significant barriers to voting for increased library funding.

Bond/bond measure — An initiative to sell bonds for the purpose of acquiring funds for various public works projects.

Brand — The cumulative perceptions about an organization, company or product. A name, term, sign, symbol or design to identify a company, product or service.

Chronic Non Voters — Bottom tier of the Library Supporter Segmentation Pyramid. People who have not registered to vote or have a track record of choosing not to vote.

Creative concept — The core idea and framework of a marketing tactic or campaign.

Field manager— For the purpose of this report: An OCLC representative who helped Geek the Library pilot participants plan and execute the campaign.

Focus group — A form of qualitative research in which a group of people is asked about attitudes and opinions on a particular topic. Typically held in an interactive setting where participants are free to talk with other group members.

Geek — For the purpose of this report: To love, to enjoy, to celebrate, to have an intense passion for; to express interest in; to possess a large amount of knowledge in; to promote.

Geek board — A mobile board on which residents can write, or add in some other way, what they are passionate about.

Geek wall — A wall on which residents can write, or add in some other way, what they are passionate about.

Grassroots — A community-driven movement where activities are taken on by members of a group. These movements are often local.

Greater Good — Fifth segment of the Probable Supporters tier on the Library Supporter Segmentation Pyramid. Believes that the library plays an important role in serving the needs of the community and can be a great source of pride, given proper funding.

Just for Fun — First segment of the Probable Supporters tier on the Library Supporter Segmentation Pyramid. The heaviest users of the library, particularly of recreational activities and services.

Kid Driven — Second segment of the Probable Supporters tier on the Library Supporter Segmentation Pyramid. Willing to support the library financially because of the role it plays in educating and inspiring children.

Levy — An imposition of a tax.

Localization — For the purpose of this report: Combining local elements with awareness campaign components to ensure relevancy for local audiences.

Local public services — For the purpose of this report: The public library, fire department, police department, public health, public schools, road maintenance and park service.

Marketing campaign — A series of marketing programs sharing a specific goal and a unified theme.

Marketing tactics — Specific communications vehicles such as paid advertising (TV, radio, newspapers, billboards, direct mail, paid search), earned media (news stories, events, editorials) and social marketing (blogs, wikis, online outreach).

Market segmentation — Dividing a market into distinct groups of buyers on the basis of needs, characteristics or behaviors, who might require separate products or marketing mixes.

Media impression — A public relations term identifying the number of people who may have seen an article, heard something on the radio or in a podcast, watched something on TV or viewed something on a blog or Web site.

Paid media — Advertising (e.g., TV, radio, newspapers, billboards, direct mail, paid search) that includes sharing a brand message in a public space for a fee.

Pilot — A test or trial project to test the viability of a marketing campaign in specific markets for possible larger-scale dissemination.

Pilot library — For the purpose of this report: A small group of U.S. public libraries involved in the official Geek the Library pilot campaign.

Positioning — Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of target consumers.

Post-campaign — For the purpose of this report: Refers to any time after the official end of tracking and reporting of the Geek the Library pilot campaign in April 2010.

Post-wave — For the purpose of this report: Refers to the findings from the quantitative market research conducted in November 2009 in central Iowa and southern Georgia.

Pre-campaign — For the purpose of this report: Refers to any time prior to the Geek the Library pilot campaign launch in June 2009.

Pre-wave — For the purpose of this report: Refers to the findings from the quantitative market research conducted in central Iowa and southern Georgia prior to the Geek the Library pilot campaign launch in June 2009.

Probable Supporters — Voters who are likely to support library funding initiatives, yet are not fully committed.

Qualitative research — Qualitative research aims to gather an in-depth understanding of human behavior and the reasons that govern human behavior. Looks for the reasons behind various aspects of behavior, investigating the why and how of decision making, not just what, where and when.

Quantitative research — Quantitative research aims to investigate a human or social issue or behavior based on measurement with numbers and statistical analysis. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships.

Referendum — A direct vote in which an entire electorate is asked to accept or reject a particular proposal.

Super Supporters — People most firmly committed to supporting a library funding initiative.

Georgia

Live Oak Public Libraries
Bull Street Branch
Carnegie Branch
Effingham Branch
Forest City Branch
Islands Branch
Kayton Branch
Liberty Branch
Midway-Riceboro Branch
Ogeechee Branch
Oglethorpe Mall Branch
Ola Wyeth Branch
Port City Branch
Port Wentworth Branch
South Effingham Branch
Southwest Chatham Branch
Thunderbolt Branch
Tybee Island Branch
West Broad Branch
West Chatham Branch
W.W. Law Branch

Ohoopee Regional Library System
Glennville Public Library
Ladson Genealogical Library
Montgomery County Library
Nelle Brown Memorial Library
Tattnall County Library
Vidalia-Toombs County Library

Okefenokee Regional Library System
Alma-Bacon County Public Library
Appling County Public Library

Piedmont Regional Library System
Auburn Public Library
Banks County Public Library
Braselton Library
Commerce Public Library
Harold S. Swindle Public Library
Jefferson Public Library
Maysville Public Library
Pendergrass Public Library
Statham Public Library
Talmo Public Library
Winder Library

Satilla Regional Library System
Jeff Davis Public Library

Screven-Jenkins Regional Library System
Screven County Library

Statesboro Regional Library System
Candler County Library
Evans County Library
Pembroke Library
Richmond Hill Public Library
Statesboro Regional Library

Three Rivers Regional Library System
Hog Hammock Public Library
Ida Hilton Public Library
Long County Public Library
Wayne County Library

Illinois

Zion-Benton Public Library

Indiana

Shelbyville-Shelby County Public Library

Iowa

Adel Public Library

Altoona Public Library

Ames Public Library

Bertha Bartlett Public Library

Bondurant Community Library

Cambridge Memorial Public Library

Carlisle Public Library

Clive Public Library

Collins Public Library

Colo Public Library

Des Moines Public Library
  Central Library
  East Side Branch
  Forest Avenue Branch
  Franklin Avenue Branch
  Northside Branch
  South Side Branch

DeSoto Public Library

Dexter Public Library

Granger Public Library

Grimes Public Library

Huxley Public Library

Indianola Public Library

Johnston Public Library

Kirkendall Public Library

Lacona Public Library

Linden Public Library

Maxwell Public Library

Milo Public Library

Minburn Public Library

Mitchellville Public Library

Nevada Public Library

Norwalk Public Library

Perry Public Library

Pleasant Hill Public Library

Polk City Community Library

Redfield Public Library

Roland Public Library

Roy R. Estle Memorial Library

Runnells Public Library

Slater Public Library

Urbandale Public Library

Van Meter Public Library

Waukee Public Library

West Des Moines Public Library

Woodward Public Library

Zearing Public Library

Wisconsin

Milwaukee Public Library

Bill & Melinda Gates Foundation

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In the United States, it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed in school and life. Based in Seattle, Washington, the foundation is led by CEO Jeff Raikes and Co-chair William H. Gates Sr., under the direction of Bill and Melinda Gates and Warren Buffett. Learn more at www.gatesfoundation.org.

Leo Burnett USA

Leo Burnett USA, comprising the Leo Burnett brand agency and marketing partner Arc Worldwide, is one of the world's largest agency networks and a subsidiary of Publicis Groupe, the world's fourth-largest communications company. Leo Burnett holds people at the center of its strategic thinking, technological innovation and creative ideas, focusing first and foremost on human behavior before attempting to tell a brand's story. At the core of understanding human insight is Leo Burnett's own quantitative Research Services group. This group is integral to the strategic team and is responsible for handling all types of custom quantitative market research, providing upfront insights into human behavior—the foundation for Burnett's brand work. With this approach, Leo Burnett ensures that people who buy into client brands believe in them all the more. With expertise in mass advertising and digital, promotional and retail marketing, Leo Burnett partners with blue-chip clients such as The Coca-Cola Company, Diageo, Kellogg, McDonald's, Procter & Gamble and Samsung. Learn more at www.leoburnett.com.

OCLC

Founded in 1967 and headquartered in Dublin, Ohio, OCLC is a nonprofit library service and research organization that has provided computer-based cataloging, reference, resource sharing, eContent, preservation, library management and Web services to 72,000 libraries in 170 countries and territories. OCLC and its member libraries worldwide have created and maintain WorldCat, the world's richest online resource for finding library materials. Search WorldCat.org on the Web at www.worldcat.org.

OCLC advocacy programs are part of a long-term initiative to champion libraries to increase their visibility and viability within their communities. Programs include advertising and marketing materials to reinforce the idea of the library as relevant, and market research reports that identify and communicate trends of importance to the library profession. For more information, visit www.oclc.org.