



Sharing Your Story in the Digital Age

**Scott Henderson
March 31, 2010**

**A little about
the guy in front
of you.**



It is wonderful to create.

Akira Kurosawa





Take Away #1
Media lives.

**Media =
Community.**

Buy it. Earn it. Build it.



Cave painting, Lascaux, France, 15,000 to 10,000 B.C.



For 400+ years, printed materials were the cutting edge of marketing technology, and virtually the only way to reach a “mass” audience.

**We believe
in all this
technology
stuff.**

**We believe
technology
alone isn't
what matters.**

**Technology is
only as good
as the people
it connects.**

Take Away #2

**Welcome to the
Interconnected Age**

**We are in
unprecedented
times...**



“When the rate of external change exceeds the rate of internal change, the end of your business is in sight.”

Jack Welch,
Former Chairman & CEO, GE



2009



3.3 Billion

2014



A stylized sunburst graphic in yellow, with several pointed rays emanating from behind the text.

Bright, Shiny
LIGHT

INTIMACY
IMMEDIACY.
VELOCITY



The Reset **BUTTON**







Take Away #3

**Leadership, culture, and
structure need to align.**

ORGANIZATION

OLD MODEL

COMMUNICATIONS CLOUD

TV

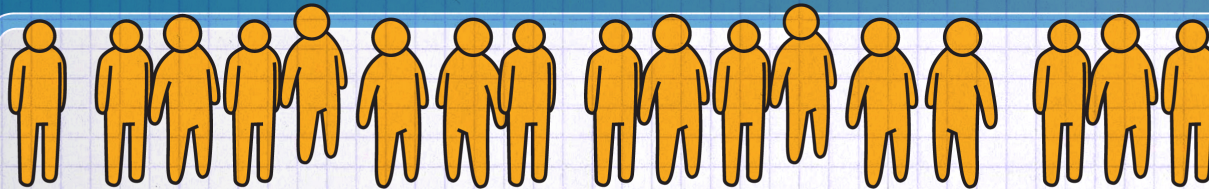
PUBLICATIONS

WEBSITE

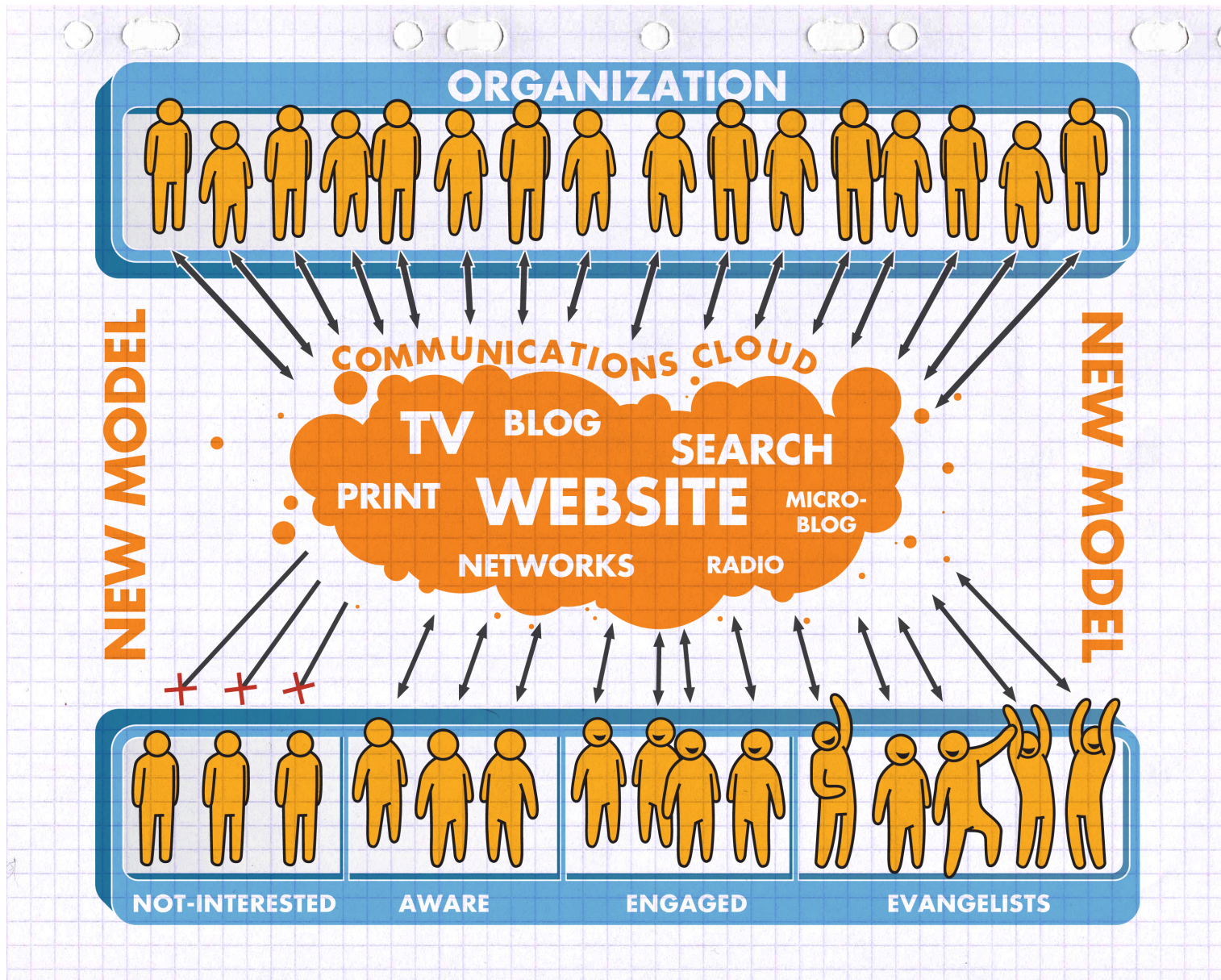
OUTDOOR

RADIO

OLD MODEL



CONSUMERS





“The best way to have an open-door policy is not to have a door in the first place.”

Tony Hsieh,
Chairman & CEO, Zappos

Zappos
CEO



Hi! I'm Tony Hsieh the CEO
of Zappos.com.

Have a question? Here's how
to get the fastest response:

Customer service:
Help finding a product
cs@zappos.com
1-800-927-7671

Interviews, PR:
Speaking requests
pr@zappos.com

**Marketing, Sponsorships
Donation & Charity Requests:**
solicitation@zappos.com

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Big day! Email I just sent to Zappos
employees today about the Amazon
acquisition -

<http://blogs.zappos.com/ceo...>

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Zappos
CEO

zappos

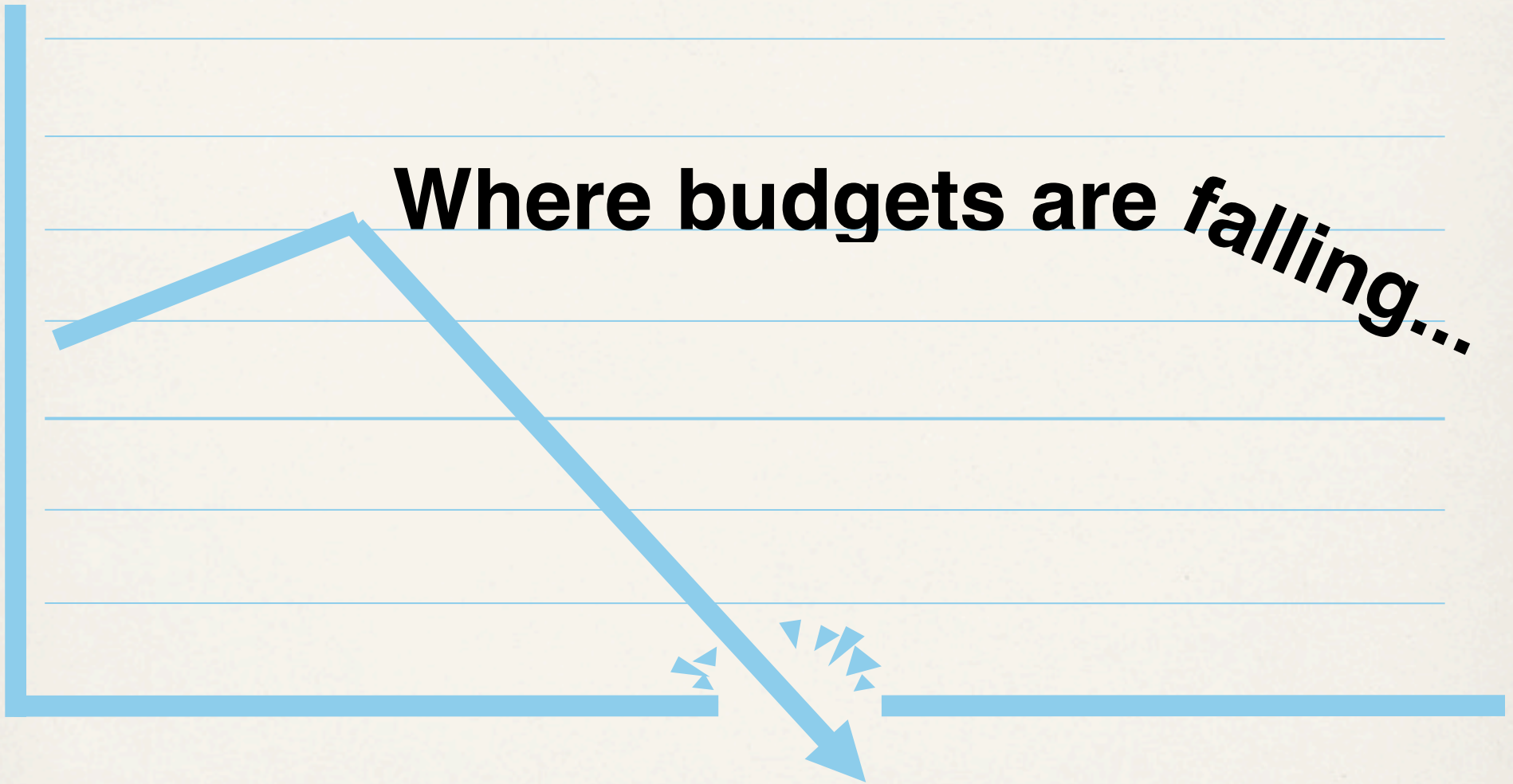
Zappos.com CEO - Tony

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Take Away #4

**Great ideas and
powerful stories are the
answer.**

Where budgets are *falling*...





**Everyone is
overwhelmed
with brands, messages,
and options.**

(You will see more than **4,000** ads today.)

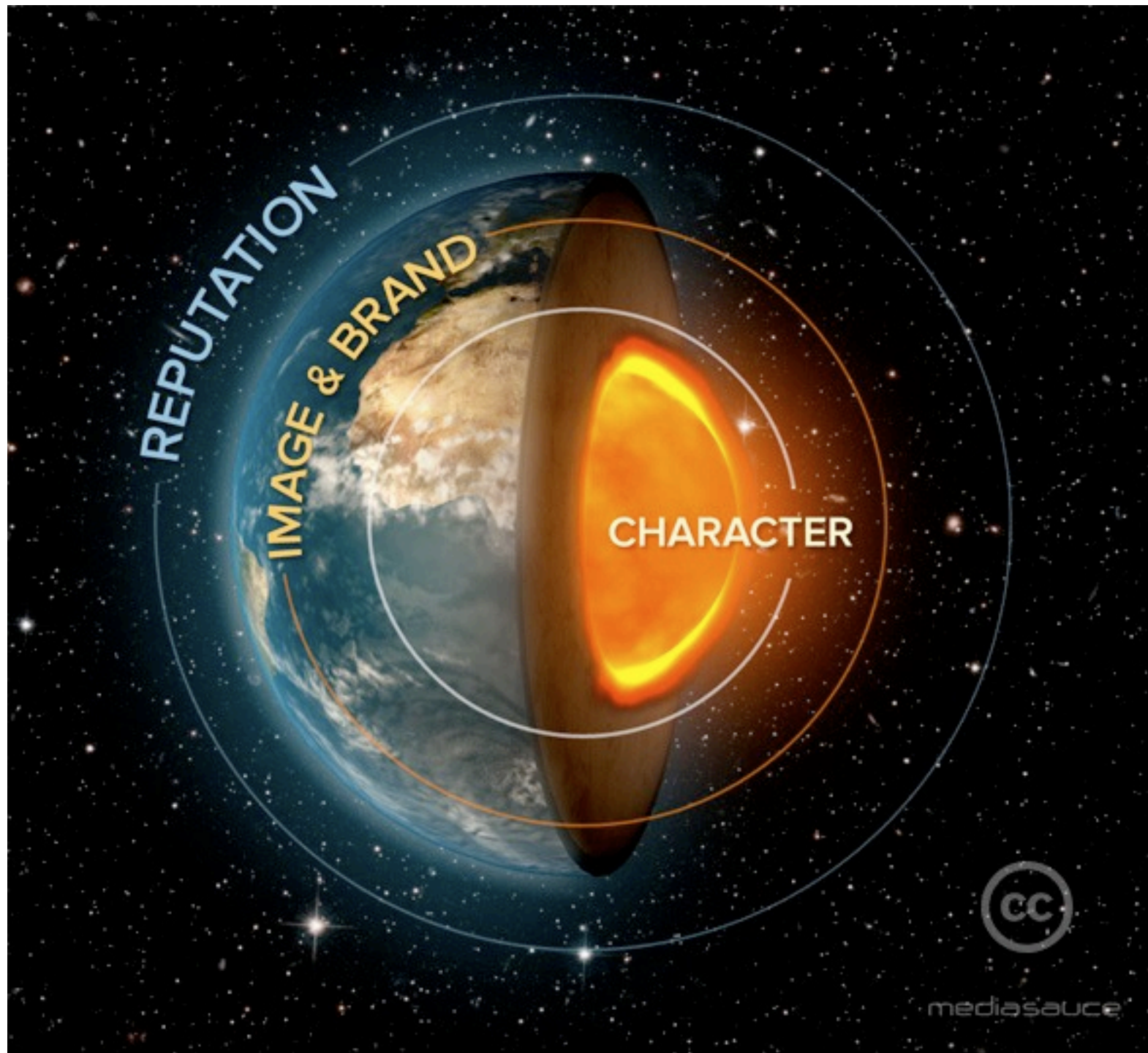
Story anchors
facts.

**Story evokes
emotions.**

**Story inspires
action.**

Take Away #5

**You don't own or
control the message.**



**Your brand
lives in the
minds of others.**

Nestle

United Airlines



14 months

Two Global. One Local.

250+ cities.

All volunteers.

\$1,100,000.

Best practices.

- Be real
- Be realistic
- Be passionate
- Be transparent
- Be creative
- Be connected

Be real.

- **Authenticity = Trust**
- **Find like-minded partners**
- **Opportunism rarely goes unpunished**

Be realistic.

- **You can't make anything "go viral"**
- **Some people just don't care about you**
- **Some people do**
- **Those people will help you find others like them**

Be passionate.

- **If you won't bleed for it, who will?**
- **Long-term commitments**
- **Anticipate criticism and skepticism**

Be transparent.

- **What are you getting out of this?**
- **Treat every person like an investor**
- **What are your plans for the future?**
- **No secrets, no surprises**

Be creative.

- **You don't have to follow the template**
- **Think BIG**
- **Stand apart from the noise**
- **Where you've been \neq where you're going**

Be connected.

- **It's all about people**
- **Leverage relationships in new ways**
- **Seek out ideas and leadership**
- **Social media allows breakthrough ideas to spread**

Best practices.

- **Be real**
- **Be realistic**
- **Be passionate**
- **Be transparent**
- **Be creative**
- **Be connected**

An Example

**Resources for...**


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AMERICAN MEMORY

EXHIBITIONS

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WORLD DIGITAL LIBRARY

VETERANS HISTORY

myLOC.gov

**THOMAS**

In the spirit of Thomas Jefferson,
legislative information from the Library
of Congress: current and historical.

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**|| Library Highlights ||****[Celebrate the Joy of Reading](#)**

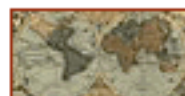
Books online, author talks, "The Exquisite Corpse" and more

**[Wise Guide to loc.gov](#)**

Submarines, poetry, Haiti and the NAACP's anniversary

**[Webcasts from the Library](#)**

Library curator on Millers' suffrage scrapbooks

**[Places in the News](#)**

Headline locations from the Library's map collections

**[Today in History](#)** | March 30

Travel back in time through American Memory

|| News from the Library ||**[Junior Fellow Summer Internships](#)**

Application period ends March 26

[Women's History Month](#)

"Writing Women Back Into History"

[Voices from Afghanistan](#)

Exhibition includes letters, manuscripts

[March Film Series](#)

Oscars, musicals, sci-fi and Karloff

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|| The Library at Work ||**[Chronicling America](#)**

Enhancing access to America's historic newspapers

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Poet Laureate Shares Creative Process Virtually

March 26, 2010 by [Matt Raymond](#)*(The following is a guest post by my colleague Donna Urschel.)*

Did you ever wonder how the literary giants create their work? Does it just pour out of them effortlessly? Or is there some sort of magic trick?

On April 1, master poet Kay Ryan, the 16th Poet Laureate of the United States, will provide us with a peek into the creative process during a videoconference with community college students.

She will show how one of her poems, "The Other Shoe," developed through 10 drafts. She also will reveal her sources of inspiration, and will talk about what happens when you rewrite.

Ryan will show there are no magic tricks to masterful copy; it's all in the rewriting. No fooling!





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Paris fashions (LOC)



Bain News Service,, publisher. Paris fashions [between ca. 1910 and ca. 1915] 1 negative : glass [view](#)

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Madison Ave. Methodist Church (LOC)



Taft and Hibben -- Princeton (LOC)



Bain News Service,, publisher. Taft and Hibben -- Princeton [between ca. 1910 and ca. 1915] 1 [view](#)

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Huerta and cabinet (LOC)



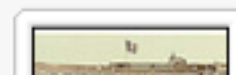
Framing the West

[22 photos](#)



Great Comments! THANK YOU!

[30 photos](#)





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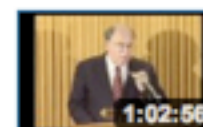


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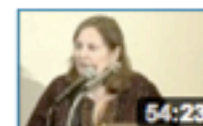


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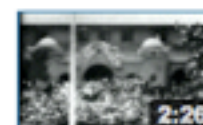
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The Library of Congress: 2008 National Book Festival Podcast

By Library of Congress

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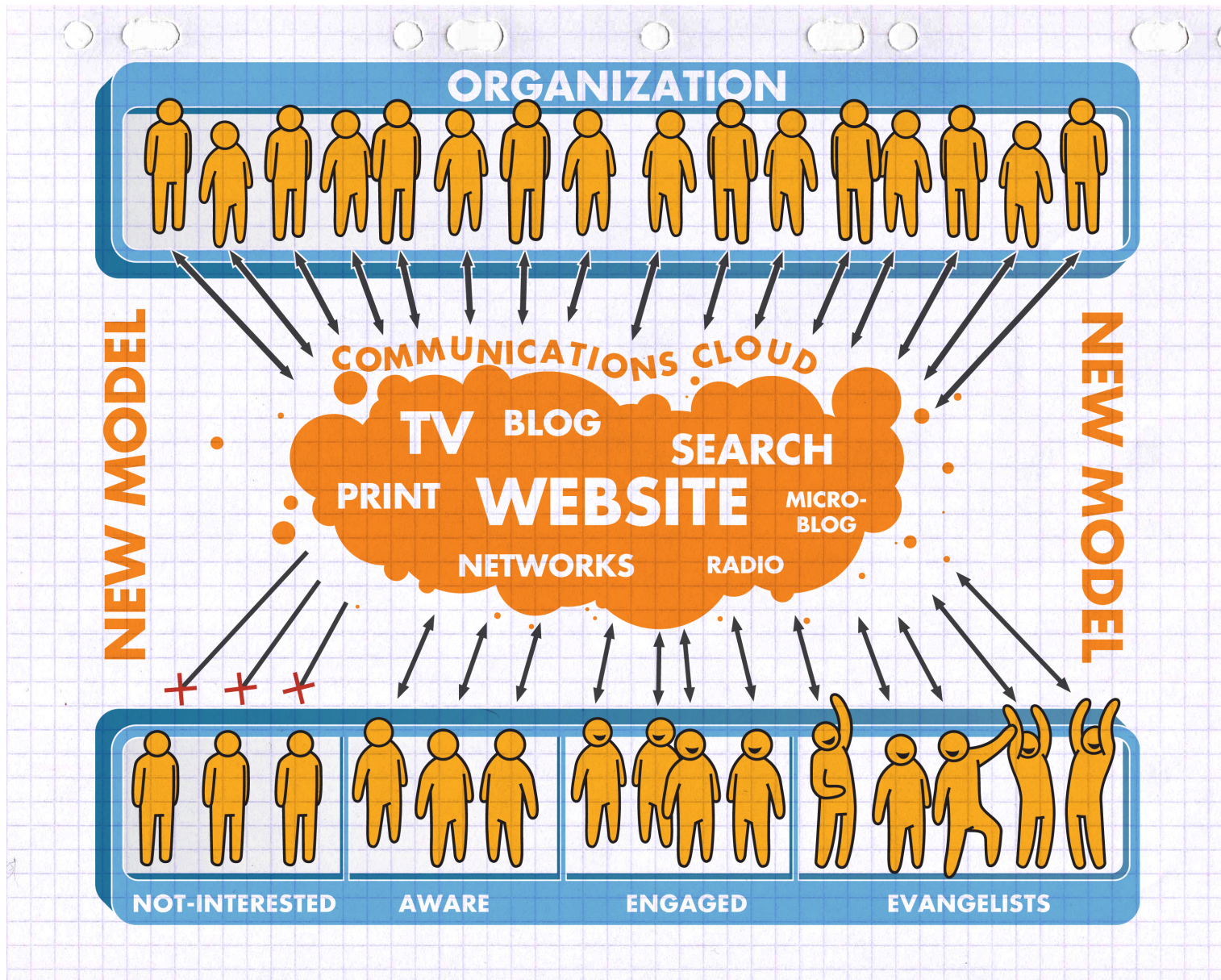
Podcast Description

The 2008 National Book Festival podcast covering author interviews and highlights. The National Book Festival, organized and sponsored by the Library of Congress and hosted by First Lady Laura Bush, will be held on Saturday, Sept. 27, 2008 on the National Mall in Washington, D.C., between 3rd and 7th streets from 10 a.m. to 5:30 p.m. The festival is free and open to the public.

	Name	Description		Released	Price	
1	Geraldine Brooks: Book Fest...	Geraldine Brooks explai...	i	5/5/09	Free	View In iTunes ▶
2	Peter Robinson: Book Festiv...	Crime novelist Peter Rob...	i	9/25/08	Free	View In iTunes ▶
3	Michelle Singletary: Book Fo...	"Credit is evil," says aut...	i	9/25/08	Free	View In iTunes ▶

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Traditional**

Are. Not. Dead.



Questions?

Resources.

<http://www.olc.org/marketing/>

<http://themwordblog.blogspot.com/>

<http://www.libraryjournal.com/article/CA6698259.html>

Resources.

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Keep learning!

www.rallythecause.com

www.causeshift.com

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