

**Ohio Library Council  
BOARD OF DIRECTORS**

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ITEM NO.: **5B**

MEETING DATE: **Jan. 16, 2026**

SUBJECT: **OLC Public Relations Campaign**

SUBMITTED BY: **Angie Jacobsen**

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**REPORT FOR DISCUSSION**

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**Background**

OLC has contracted with Lesic & Camper Communications to develop an advocacy and communications strategy to support Ohio's public libraries. To maximize efficiency and reduce costs, this work is being conducted in conjunction with the Ohio Township Association. The project will begin with a statewide public opinion poll conducted by Neil Newhouse, partner and co-founder of Public Opinion Strategies, a national political and public affairs research firm. The poll will assess voter attitudes, perceptions, and messaging opportunities related to public libraries and library funding.

The insights gained from this research will be used to create a toolkit for Ohio's public libraries. The toolkit will help members communicate the value of public libraries more effectively and clearly demonstrate how libraries save Ohioans money and strengthen their communities.

Lesic & Camper Communications brings extensive experience in strategic communications, public affairs, and media relations. Their expertise will support the creation of clear, consistent messaging that educates voters and elected officials about why continued investment in public libraries is essential, particularly as Ohio faces increasing efforts to reduce or eliminate property taxes.