

**Ohio Library Council  
BOARD OF DIRECTORS**

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ITEM NO.: **6.E.3**

MEETING DATE: **March 13, 2026**

SUBJECT: **Communications Report**

SUBMITTED BY: **Angie Jacobsen**

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**REPORT FOR INFORMATION**

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Statewide Survey and PR Campaign

On Feb. 24, OLC released results from a statewide poll by Public Opinion Strategies poll conducted by Public Opinion Strategies, showing strong bipartisan support for Ohio's public libraries. The survey highlights that voters consider library services essential to daily life and consistently rank libraries among the most trusted and highly valued public services in the state.

The findings underscore strong public appreciation for library services and broad agreement across party lines that libraries are a worthwhile public investment. While many residents initially have limited understanding of township and library funding, the research shows that once Ohioans learn these services rely on locally approved property taxes, strong majorities support maintaining that local funding.

The full [press release](#), a [memo from Public Opinion Strategies](#) and an [executive summary](#) of the findings are available on the [OLC website](#).

This positive momentum comes at an ideal time, with Library Legislative Day scheduled for Mar. 18. The poll results have already generated significant media coverage from outlets such as:

- [Hannah News Service](#)
- [Ohio Capital Journal](#)
- [Spectrum News](#)
- [The Courier](#)

To help libraries share this positive message locally, OLC released a PR toolkit on Mar. 3. The toolkit includes customizable handouts, a sample elevator speech, sample letters to the editor, and additional advocacy resources. More pieces will be added in the coming weeks. Access to the PR toolkit is limited to library directors through the [Member Info Hub](#).

Additional Media Coverage:

On Jan. 16, OLC issued a press release announcing the new Chair of the OLC Board. The announcement received local media coverage:

- [MCLS Director Appointed to Chair Ohio Library Council](#)  
WHIZ News
- [Muskingum County Library director to lead Ohio Library Council board](#)  
Zanesville Times Recorded

Legislative Day

Legislative Day continues to be promoted via *This Week*, *Access*, and OLC website. Resources and advocacy tools for the event have been added to the [OLC website](#). Collateral materials are being developed for the day of the event.

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### Convention and Expo

Information continues to be added to the [OLC website](#) about the 2026 Convention and Expo. The deadline for the call for programs was extended to Feb. 13. Exhibitor information (including the Early-Bird booth rate) will be added to the website and sent via email. A promotional postcard will be mailed in June.

### Trustee Events

The Library Trustee Workshop and Trustee Dinners/Lunch have been promoted using targeted e-mails, *This Week*, *Access* and the OLC website.

### Division/Committee Projects

- Member Spotlight articles for the Membership Committee ran in the Jan. 28 and Feb. 18 issues of *Access* and the [OLC website](#). The new Membership Meet-Ups were also promoted in *Access* and the OLC website.
- A call for a Chair for the Safety and Security Conference was issued in *Access*.
- Teen Services Division hosted a Teen Service Talk to discuss summer programming ideas on Feb. 10 (31 people registered for the online discussion). The next Teen Services Talk is planned for May 14. Teen Services Division also sent an e-newsletter to division members on Feb. 3.
- Customer Service & Support Staff Division sent an e-newsletter to division members on Jan. 20.
- Articles on the OLC New Member Referral Program and Individual membership renewal were included in *Access* and the OLC website. Instructions were also included about how to select Divisions in the new Member Info Hub.

### Website

The most popular pages on the OLC website over the past two months are:

1. Jobs
2. Calendar
3. Poll results: New research shows Ohioans strongly value local library services — and support local funding that keeps them strong
4. Convention and Expo
5. 2026 CPIM - Public Library Fiscal Officer Conference
6. Legislative Day
7. Library Trustee Workshop
8. Webinars & Online Reference Training
9. Library Funding/PLF
10. Advocacy Tools for Libraries