# The Advocacy Continuum

<table>
<thead>
<tr>
<th>Public Relations</th>
<th>Marketing</th>
<th>Advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-way communication</td>
<td>One-way, tailored communication</td>
<td>Two-way communication</td>
</tr>
<tr>
<td>Promotes the program and services</td>
<td>Strategies to “sell” a product to a customer</td>
<td>Strategies to get others involved or convinced to participate</td>
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<tr>
<td>Can be a once and done action</td>
<td>More effective if planned over a specified time period</td>
<td>On-going process of building partnerships</td>
</tr>
<tr>
<td>Little consideration of benefits to the audience</td>
<td>Focus is on identified customer</td>
<td>All/both partners benefit</td>
</tr>
<tr>
<td>Tells who we are</td>
<td>Knows who the customers are</td>
<td>Knows and respects each other</td>
</tr>
<tr>
<td>Tells what we do</td>
<td>Knows customers’ needs</td>
<td>Knows each other’s needs</td>
</tr>
<tr>
<td>Assumes what the customer wants/needs</td>
<td>Considers costs to customer; usually involves money</td>
<td>Partners willing to make investments in time, reputation, money, etc.</td>
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<tr>
<td>Sends out generic info</td>
<td>Presents selective materials and services for customer</td>
<td>Willing to work together with a shared vision</td>
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<tr>
<td>Shot gun approach; non-selective</td>
<td>Targeted approach</td>
<td>Targeted and participatory approach</td>
</tr>
<tr>
<td>For as many audiences as possible</td>
<td>To reach a specific audience</td>
<td>Selective group who then broadcasts to others</td>
</tr>
<tr>
<td>Usually individual action</td>
<td>Individual action usually with some assistance</td>
<td>Develops a plan and actions together</td>
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<tr>
<td>Short-term plan</td>
<td>Short-term plan</td>
<td>Long term, ongoing plan</td>
</tr>
<tr>
<td>Short-term investment of time and resources</td>
<td>Longer term investment of time and resources</td>
<td>Multiple-year investment in time and resources</td>
</tr>
<tr>
<td>Examples: newsletter, FaceBook page, library website, infographics, etc.</td>
<td>Examples: AASL’s advocacy brochures, ALA’s Libraries Transform Campaign, talking points, elevator speeches, etc.</td>
<td>Examples: PTA president presents to school board on library programs, editorial in paper about staffing needs, etc.</td>
</tr>
</tbody>
</table>