

# Brigham Young University Royal Team Bateman Case Competition 2025



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# Freedom to Read, Power to Think.

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# Executive Summary

In a world of increasingly polarized politics and digital media, demand for EveryLibrary's role as a trusted advocate and guide for library rights remains steadfast. With book bans on the rise, constitutional rights and intellectual freedom are increasingly at risk, yet efforts to counteract these threats remain sporadic and disjointed. As worthy as these efforts are, a unified front is needed to protect these rights and stop book bans, and EveryLibrary has potential to become the unifying voice in the intellectual freedom movement.

Through our campaign, we positioned EveryLibrary as the leading organization fighting for library rights and against book bans. Utah has the fourth highest number of book bans in the U.S. (see pg. 13), presenting a significant opportunity to rally Utah residents behind EveryLibrary's mission. However, Utah residents generally lean right politically (see pg. 13), while EveryLibrary's messaging and stance leans left, despite their claim as a bi-partisan organization. By using a blend of moderate messaging and key opinion leaders, we engaged Utah County residents in meaningful conversations about the importance of intellectual freedom and the dangers of censorship, mobilizing them to take political action against book bans with EveryLibrary as their leader. Our campaign not only raised awareness among thousands of Utahns but also activated real engagement, with residents signing petitions, attending events, and voicing their support for EveryLibrary's cause. In a time when access to books and ideas is being challenged, EveryLibrary stands as a vital champion of intellectual freedom. Our campaign ensured that more Utahns recognized and supported EveryLibrary's mission.

## Client Directives

- To inform and inspire new audiences about EveryLibrary and/or the EveryLibrary Institute
- To diversify our audience of engaged library activists
- To deepen earned media interest and engagement in our work and identity
- To demonstrate new channels and pathways for audience engagement

## Situational Analysis

EveryLibrary, a nonprofit advocating for library funding and fighting book bans, has 400,000 donors but struggles with broad public engagement. Many key groups, including moderate Republicans and parents, are unaware of its mission, but 85% believe that it is important to have an organization like EveryLibrary advocating for libraries (see pg. 16). The organization's weak social media presence, with just 6,001 Instagram followers, limits its ability to mobilize new supporters. Its left-leaning messaging may also alienate Republican allies (see pg. 18). However, rising media attention on censorship presents an opportunity to expand awareness and turn passive supporters into active advocates. Strengthening social media, grassroots involvement, and outreach to underrepresented and Republican audiences is essential for broader impact.

Digitization has reduced awareness of library defunding and book banning, with libraries often seen as outdated, limiting engagement from younger, digital-focused audiences. EveryLibrary's reliance on board-led initiatives, rather than grassroots activism, hampers its ability to scale nationally. The organization must address a lack of awareness among digital library users and minority groups, who are impacted by book bans but may not see themselves as stakeholders. While EveryLibrary has influenced policy, ongoing restrictive legislation and limited funding remain barriers. Diversifying revenue and broadening its public base are crucial for long-term sustainability.

# Secondary Research

In the client kickoff meeting, our team asked John Chrastka, founder of EveryLibrary, if the organization had success reaching Republicans, to which Chrastka replied they had not; however, he indicated that he was very interested in getting them involved in his mission. Since Utah is a very red state, we knew this was a great opportunity to research this group. Using Meltwater, a social listening software, we researched Utah County's demographics and political landscape (see pg. 13). Our research revealed that moderate Republicans feel underrepresented by the current political climate (see pg. 13), making it crucial for EveryLibrary to position itself as a bipartisan advocate for library funding and intellectual freedom. However, EveryLibrary's messaging currently leans left. Parents and authors are key stakeholders, concerned with maintaining intellectual freedom in children's materials (see pg. 13). Individuals of all political parties agree on the importance of intellectual freedom, despite differing views on book banning, allowing EveryLibrary to craft a neutral, unifying message. Engaging these diverse groups through tailored outreach and digital strategies is essential for building broad support and advancing EveryLibrary's mission. As of August 2024, Utah banned its 13th book following HB 29 (see pg. 13).

## Primary Research

### Initial Survey Key Findings

We surveyed 678 individuals in Utah County and beyond (see pg. 16). We distributed this survey through Facebook groups, public booths, and community events (see pg. 17).

- 41% of respondents were unfamiliar with EveryLibrary.
- 85% of respondents thought it important to have an organization like EveryLibrary advocating for libraries.
- 62% of respondents were very likely or likely to support an organization fighting book banning and censorship.
- 71% of respondents were very likely or likely to support an organization advocating for library funding in local elections.

### Focus Groups

We held two focus groups with a total of 13 participants. Participants were a quota sample of friends and family, as well as those who indicated interest in a focus group from our initial survey. Our questions focused on how people felt about book banning, library funding and EveryLibrary's social platforms and messaging (see pgs. 14-15).

### In-depth interviews

We interviewed 3 self-identified moderate Republicans, diving deeper into themes from our focus groups and asked them questions regarding libraries, library funding, book banning, and specific ideas on what they would do to support the organization. We also message tested our slogan and logo with the interviewees (see pg. 18). Key takeaways include:

- Participants were generally against book banning, with exceptions for age-appropriate materials in school libraries.
- There was interest in learning how to support libraries through the political process, though many didn't know how to do so.

#### Quote

"No book should be banned, we should just consider the person reading it."

#### Quote

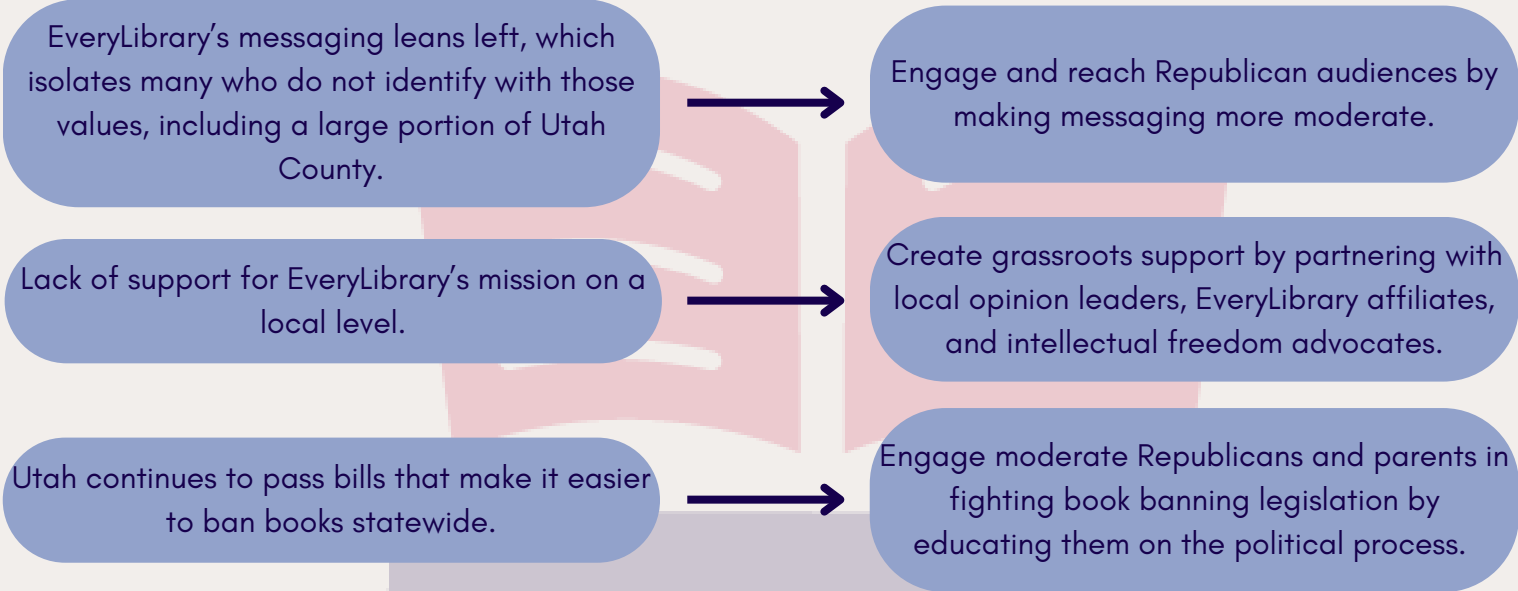
"I want to know how to support libraries through the political process, I just didn't know how."



# Challenges and Opportunities

## Challenge

## Opportunity



## Goal

Position EveryLibrary as a bipartisan, unifying organization that advocates for equal access to library funding, information, and intellectual freedom in Utah County.

## Objectives

- #1 - Educate 2,000 Utah County residents through digital outreach on EveryLibrary's mission as measured by the number of accounts reached digitally by March 3.
- #2 - Educate Utah County residents on EveryLibrary through partnerships with literary key opinion leaders at in-person events and through social media as measured by the number of key opinion leader partnerships created.
- #3 - Diversify EveryLibrary's supporting publics by engaging 200 moderate and Republican Utah County residents in the political process as measured by the number of moderates and Republicans that sign EveryLibrary's petition to eliminate book banning across America by March 3.

# Big Idea: Freedom to Read, Power to Think



Freedom to Read,  
Power to Think.

## Strategy

- Raise awareness of EveryLibrary's mission among moderates and moderate Republicans, parents, and authors through events and social media channels involving key opinion leaders and moderate messaging.

## Visual Representation

- Our logo represents our campaign slogan and strategy centering on our constitutional right to intellectual freedom. The colors use variations of the American flag colors to appeal to our key public's self interests and patriotic political stance.

## Key Publics

### Moderates and Moderate Republicans

Self-Interests: Want laws and regulations to align with their values of free speech, patriotism, and family values. They believe the current political parties do not represent them well, but still align with many of the same values. They are moderately liberal on social issues, but more conservative on policy and implementation (see pg. 18).

Demographics: All age groups across Utah County.

### Parents

Self-Interests: Want an activity they can bring their kids to. and to have a say in their kids media/literature consumption. Concerned about educational opportunities for their kids and what their child is able to read (see pg. 15).

Demographics: Primarily ages 25-50

### Authors

Self-Interests: Desire to share their stories and influence the next generation. They value advocacy and education (see pg. 18).

Demographics: Primarily Millennials and Gen X.

## Key Messages

### Primary Message #1 - Censorship affects everyone - even if you don't realize it

From our primary research, we found that people agree that censorship and book banning are inherently wrong and harmful to society, but many did not realize how it directly affects them (see pg. 18). We wanted our publics to understand why this should be important to them and motivate them to support EveryLibrary in their mission to fight it. This primary message was used for **moderates, moderate Republicans, and parents.**

### Primary Message #2 - Libraries are the heart of every community and provide meaningful educational opportunities.

Our primary research showed that people understood that libraries were important to society, but saw them as "less popular" due to the rise of digital reading (see pg. 15). We wanted our key publics to understand that libraries are still vital to a healthy society, especially for young children, but are nonetheless under attack. This message targeted **parents and moderates and moderate Republicans.**

### Primary Message #3 - Intellectual freedom is a constitutional right

Our interviews with moderate Republicans showed that the more informed they were about what book banning was, the more they found it unconstitutional, regardless of whether they agreed with the content or not (see pg. 18). We wanted this to become a widespread opinion and used it to target **moderates and moderate Republicans.**



# Campaign Outline

## Objective 1

Educate 2,000 Utah County residents through digital outreach on EveryLibrary's mission as measured by the number of accounts reached digitally by March 3.

**Strategy:** Obtain earned media coverage to reach moderate and Republican Utah County residents

**Tactics:**

**ABC4 Video:** ABC4, a television station in Salt Lake City, Utah, filmed and aired a segment of our "Meet the Author." Jordan Tracy, a reporter at ABC4, talked about our campaign slogan, Freedom to Read, Power to Think and what our visiting authors said about the dangers of book banning (see pg. 51).

**Daily Universe Video:** Brittany Heimuli from The Daily Universe, BYU's official student newspaper, reported on live news about our "Meet the Author." They featured segments interviewing our authors who discussed the importance of libraries and intellectual freedom (see pg. 52).

**Daily Universe Writeup:** Annabelle Jones from The Daily Universe reported on our author event. She also referenced bill HB 29 that sought to ban "pornographic or indecent material" in schools recently signed in Utah. The article also interviewed each of the three authors in attendance (see pg. 52). Additionally, this article received criticism from Senator Mike Lee (R-UT) and far-right newspaper the Cougar Chronicle (see pg. 54).

**Yahoo News:** Yahoo News picked up ABC4's video and reposted it on their website (see pg. 53).

**Strategy:** Leverage owned and shared media to reach moderate and Republican Utah County Residents

**Tactics:**

**Instagram:** We crafted an Instagram profile to engage with moderate Republicans. Our content included information on our events, nonpartisan arguments against book banning, and invitations to sign a petition (see pgs. 19-28).

**Facebook:** We carefully curated a list of Facebook groups to join to specifically target our audience. These included groups specific to Republicans, authors, parents, and Utah County locals in general (see pg. 36).

**Website:** Our research indicated that people didn't know where to go to support their library, fight for book banning, or donate, so we created a database of resources for Utahns to take advantage of (see pgs. 29-35).

## Objective 2

Educate Utah County residents on EveryLibrary through partnerships with literary key opinion leaders at in-person events and through social media as measured by the number of key opinion leader partnerships created.

**Strategy:** Host in-person events with KOLs to reach Republican and moderate Utah County residents

**Tactics:**

**Moon's Rare Books Event:** We collaborated with Mr. Moon to host a "Book Talk" featuring banned books throughout history. We worked with the store to set up a banned books case display from February 10 to March 1 (see pgs. 39-40).

**Let Utah Read Documentary Screening:** In collaboration with Let Utah Read, we hosted a screening of the Banned Together documentary. Hosted at a local library, it included a Q&A with the filmmakers (see pgs. 41-42).

**Brandon Mull Book Release Event:** Members of our team attended a release event for New York Times #1 bestseller author, Brandon Mull's latest book. Our team discussed EveryLibrary's mission (see pg. 38).

**Meet the Author Event:** We hosted notable Utah authors James Dashner, Charlie Bird, Richard Paul Evans for a panel discussing intellectual freedom and libraries. The event included short speeches from each panelist, a Q&A with the authors, and book signings. Several media outlets covered the event and garnered substantial social media recognition (see pgs. 43-46).

**Strategy:** Partner with KOLs via social media, email lists, and website listings to reach Republican and moderate Utah County residents

**Tactics:**

**Let Utah Read Documentary Screening post & email list:** We partnered with Let Utah Read to share our documentary event through an email to their email list. Additionally, our event was featured on their website (see pgs. 41-42).

**Moon's Rare Books email list:** We collaborated with Moon's Rare Book Store to promote our special edition book talk with their email list. Typically, their book talks are \$25 a person, but we partnered to create a free special edition book talk since intellectual freedom is so important (see pgs. 39-40).

**Meet the Author Event posts:** Each of the authors who presented at our event made a post promoting it. James Dashner created two promotional videos and reposted our flyers and post-event video. Charlie Bird created an Instagram story reposting our flyer as well as a post-event video sharing how meaningful the event was to him. Richard Paul Evans posted our promotional flyer on his Facebook account (see pg. 23).

**Provo Hub Post:** Provo Hub is a popular Instagram account dedicated to sharing the happenings and events around Provo. We partnered with them to post about our "Meet the Author" event to directly targeting Utah County residents (pg. 24)

**Victoria Kann partnership on Instagram:** On February 14, the children's book "Pinkalicious" was banned in Wilson County, TN. We decided to newsjack and take action by holding a Pinkalicious-themed booth to get people to sign our petition. We posted a video of our Pinkalicious-themed booth on Instagram and did a collaborative post on Instagram with Pinkalicious author Victoria Kann (see pg. 22).

## Objective 3

Diversify EveryLibrary's supporting publics by engaging 200 moderate and Republican Utah County residents in the political process as measured by the number of moderates and Republicans that sign EveryLibrary's petition to eliminate book banning across America by March 3.

**Strategy:** Leverage owned media platforms to promote the petition

**Tactics:**

**Blog Posts:** Noticing an opportunity for growth with EveryLibrary's SEO, particularly among our moderate audience, we utilized the SEO tool SEMrush to research the most commonly Googled keywords searched by moderate Republicans about topics related to EveryLibrary's mission. Based on these findings, we wrote blog posts about JD Vance's banned book "Hillbilly Elegy," why Dr. Seuss was banned, and the books banned in the state of Utah. Because of our strong keyword research and SEO training, we allowed moderates to have their questions answered with the ease of a Google Search (see pgs. 31-35).

**Paid Ads:** Using paid Meta ads on our Facebook and Instagram platforms, we targeted large cities in Utah and Salt Lake County to inform residents about EveryLibrary's mission to fight book banning. The ad included a "Sign the Petition" call to action (see pg. 36).

**Instagram Posts:** When promoting our events and recapping them after, we included a call to action to visit the link in our bio to sign our petition (see pg. 21).

**Instagram stories:** 5% of petition signatures came from clicks on links from our Instagram stories (see pg. 26).

**Strategy:** Promote the petition through our in-person events

**Tactics:**

- **Bookmarks** - With the QR code of the survey on one side, the bookmarks helped administer the survey (see pg. 37).

**Dr. Seuss Booth:** 105 signatures, 26%; **Pinkalicious Booth:** 191 signatures, 46%; **Author Event:** 17 signatures, 4%;

**Documentary Screening:** 7 signatures, 2%;

- **QR Codes:** Moon's Book Talk: 5 signatures, 1%



# Evaluation

## Objective 1

**EXCEEDED**

Educate 2,000 Utah County residents through digital outreach on EveryLibrary’s mission as measured by the number of accounts reached digitally by March 3.

During our campaign, we reached 7,856 social media accounts and garnered media coverage at ABC4, Daily Univese, and Yahoo News coverage (see pgs. 51-53).\*

## Objective 2

**EXCEEDED**

Educate Utah and Salt Lake County residents on EveryLibrary through partnerships with 3 literary key opinion leaders at in-person events and through social media as measured by the number of key opinion leader partnerships created.

We partnered with 5 key opinion leaders, 4 of which were located in Utah and Salt Lake County, to raise awareness of EveryLibrary’s mission as measured by 738 attendees at in-person events and est. 51,000 media impressions (see pgs. 39, 43, 48).

## Objective 3

**EXCEEDED**

Diversify EveryLibrary’s supporting publics by engaging 200 moderate and Republican Utah County residents in the political process as measured by the number of moderates and Republicans that sign EveryLibrary’s petition to eliminate book banning in Utah by March 3.

We engaged 416 Utah County residents in the political process, 50.5% of which were moderate and moderate Republicans as measured by the number of petition signatures and demographic data gathered in our post-survey events. This shows that Republicans are just as likely to support anti-book banning measures as Democrats (see pg. 38).

\*Despite frequent follow-ups with our reporter from ABC4 and other attempts to get in contact with ABC4, Yahoo News, and the Daily Universe to evaluate the total number of media views from the video and the write up, we were unsuccessful. Thus, we are unable to report a total number for our campaign. Nonetheless, our 7,856 media account reach still exceeds our objective and proves efficiency and power in our strategies and tactics.

### Campaign highlights:

**678 survey responses**

**Banned book case at Moon’s Rare Books viewed by 3,000 people**

**Over 58,000 views on X via oppositional retweets**

**Connections and collaborations with 4 bestselling authors**

# Conclusion

Through Freedom to Read, Power to Think, Utah County residents learned about the EveryLibrary Institute and took political action to support it. Through a blend of strategy and creativity, we created opportunities for moderate conservatives and parents in Utah County to naturally and normally engage with EveryLibrary in a way that appeals to their values and self interests. Despite some pushback from the far right (see pg. 54), our stats show that moderate Republicans do support EveryLibrary’s efforts. We hosted three events featuring key literary opinion leaders, attracting a total of 164 attendees. Additionally, we educated 574 people at our 2 booths about EveryLibrary’s mission. 3 major news outlets covered our campaign, allowing EveryLibrary’s message to spread across Salt Lake and Utah County. Finally, we reached approx. 50,000 people through social media channels, and engaged 416 people in the political process by promoting an anti-book banning petition. After being educated on EveryLibrary’s mission, our post-campaign surveys indicated that 46% of event attendees wanted to learn more about EveryLibrary through email lists and social media channels, 97% of survey takers signed the petition, and 95% of attendees supported EveryLibrary’s mission, even if they dissented from learning more about EveryLibrary at the time. The BYU Royal Blue team’s campaign can be replicated nation-wide, focusing on non-partisan messaging and behavior, local partnerships and events, and professional social media content to inform and inspire new audiences about EveryLibrary and their mission, to diversify audiences of engaged activists, and to deepen earned media interest and engagement for EveryLibrary’s work and identity.

## Client Recomendations

Nonpartisan messaging and behavior

Local partnerships and events

Professional social media content

# Budget

Expenses	In Kind Donations
<div><ul style="list-style-type: none"><li>Candy Canes<ul style="list-style-type: none"><li>Survey Incentive.....\$11.96</li></ul></li><li>Amazon Gift Cards<ul style="list-style-type: none"><li>Survey Incentive.....\$25.00</li></ul></li><li>Domain Name.....\$9.61</li><li>Website.....\$26.69</li><li>Provo Library – Meet the Author Event<ul style="list-style-type: none"><li>Room Booking.....\$136.50</li></ul></li><li>Pins.....\$7.51</li><li>Tablecloths.....\$6.72</li><li>Facebook Ads.....\$32.85</li></ul></div>	<div><ul style="list-style-type: none"><li>Flyers for Survey.....\$30.00<ul style="list-style-type: none"><li>Sponsored by BYU Print and Mail</li></ul></li><li>Provo Library – Screening Room Rental.....\$114.75<ul style="list-style-type: none"><li>Sponsored by Utah Library Association</li></ul></li><li>Cookies.....\$281.22<ul style="list-style-type: none"><li>Sponsored by Crumbl</li></ul></li><li>Provo Library – Meet the Author Room Discount.....\$148.50<ul style="list-style-type: none"><li>Sponsored by Provo City Library</li></ul></li><li>Bookmarks, Soda Bar, Popcorn, Posterboard, Napkins, Booth Decorations, Candy, Goldfish.....\$296.80<ul style="list-style-type: none"><li>Sponsored by CSB Nutrition</li></ul></li></ul></div>
Total: \$256.84	Total: \$871.27



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# SWOT Analysis

## Strengths

- Already has 400,000 donors
- Clear mission
- Active publics are dedicated to the cause
- Website is very clear and easy to follow
- Past evidence of action taken to support libraries and prevent book bans
- Lots of information on their website
- Good sources to learn about them
- They stay up to date (already have released articles about what the election might mean for libraries)
- No tax deduction for donations

## Weaknesses

- Not a lot of active publics
- Very left leaning messaging currently
- Publics affected don't know that they need to be active in advocacy
- Not a strong social presence
- Only 6,001 followers on Instagram
- Not much support from Republican parties
- EveryLibrary's social media presence is weak and struggles to engage audiences effectively
- Little grassroots effort, most big efforts come from the board of directors team
- Lack of awareness

## Opportunities

- Creating a clear, strong message and purpose
- Building awareness
- Reach Republican audiences
- Reach minority groups who are often affected by these book bans
- Digital library audiences are largely unaware
- Turn active publics for libraries into active publics for EveryLibrary organization
- Lots of media chatter about censorship right now; hot button issue
- Get more grassroots efforts going with local EveryLibrary affiliates or advocates
- Collaborate with authors
- With no upcoming election, opportunities for policy influence may be limited. However, elections typically have a positive impact on awareness and engagement

## Threats

- Libraries are viewed as "old" or "outdated"
- Partisan messaging (left-leaning)
- Political bills or other legislation passed that continues to ban books, despite EveryLibrary's advocacy
- Lack of funding to continue mission
- Trends (censorship, media)

# Secondary Research

- 49% of Americans ages 16 or older have used library services, either in-person or online, in the past 12 months. This data from Pew Research indicates the broad and continuing use of libraries for various purposes, including research, educational support, and community engagement (Pew Research Center, 15 Sept. 2015).
- Utah has 1,020,234 registered Republicans, 280,922 registered Democrats, and 11,102 Independent voters. These numbers provide a snapshot of the state's political landscape, which could influence local and state elections, policy decisions, and voter turnout in future elections (Utah.gov, n.d.).
- EveryLibrary, a non-partisan 501(c)(4) organization, advocates for libraries, though some of its political messaging has been perceived as left-leaning. For instance, the group has been involved in campaigns supporting progressive policies for public education, though it maintains that it does not officially align with any political party (EveryLibrary, n.d.).
- EveryLibrary has 400,000 donors, but struggles with public engagement. Despite its substantial donor base, the organization faces challenges in mobilizing its supporters for large-scale campaigns or public advocacy, limiting its impact on national library policy (EveryLibrary, n.d.).
- Authors in Utah have voiced strong opposition to book bans. A group of local writers, including best-selling author Brandon Sanderson, signed a letter in 2022 condemning censorship and advocating for the protection of intellectual freedom in libraries and schools (Salt Lake Tribune, 18 Sept. 2022).
- 13 books have been banned in Utah as of August 2024. Among these, titles like *Gender Queer* by Maia Kobabe and *All Boys Aren't Blue* by George M. Johnson have been cited as examples of books removed from school libraries, sparking debates about censorship in the state (PEN America, 2024).
- Utah HB 29, signed into law in 2024, limits the availability of pornographic or "insensitive" material in schools and facilitates the process of banning books statewide. The bill empowers school districts and parents to challenge books that they find objectionable, aiming to prevent students from accessing content deemed inappropriate (Utah State Legislature, 2024).
- Parents in Utah have expressed concern about the impact of HB 29 on children's access to books. For example, some worry that the law could lead to overly restrictive policies that may limit educational resources in public schools, as noted in local news reports (Salt Lake Tribune, 18 Mar. 2024; KUTV, 2024).
- The Utah State Library Division, part of the Utah Department of Cultural and Community Engagement, demonstrates significant support for libraries in a state that values education. The division provides resources, services, and state publications for all Utahns, showing the state's ongoing commitment to fostering education and public access to information (Utah State Library, n.d.).
- Utah ranks #4 for the most book bans across the United States (Newsweek, 03 Oct., 2024).
- 81% of Republicans believe that the current political system is not working well (Pew Research, 2023).

# Primary Research

## Focus Groups

Here are our questions and outline we used in our focus groups and interviews:

### Questions and Probing Questions

#### **Agenda:**

Everyone joins meeting.

Moderators introduce themselves.

Breakout rooms formed.

Participants introduce themselves, profession.

Read slide about EveryLibrary mission statement, emphasize that they are a 501c3 nonprofit that aims to be apolitical.

What do you understand about book banning?

- Definition and show a list of books banned

What do you understand about censorship?

- Definition and example

What do you understand about libraries cutting funding?

- Understand where library funds come from?

What is your reaction to these posts (Go through each slide with the posts)?

- Workshop the post with the participants on how they would make it better.
- Say you wanted to inform the public on book banning. How would you go about that?

What kind of event/online event would you attend that relates to EveryLibrary's organization, messaging, etc.?

- What kind of online/in-person events have you attended before for issues that you care about?
- How do/would you build a community around issues that you care about?

You find out that your local library is banning books and cutting funding. What would you do?

Share Everylibrary's mission statement. (Go back to beginning slide with the mission statement)

As a \_\_\_\_\_, why is this mission important to you?

- What would you be willing to do to support this cause?
- Where would you go to donate?

Does anyone have any last thoughts or opinions on anything we discussed today?



# Primary Research - Focus Groups

## Key Findings

- Sentiments toward book banning were negative because it destroys history, censors ideas, and marginalizes minority groups.
- Focus group participants expressed support for libraries and library funding, despite digital resources, recognizing them as vital to communities. They also expressed concerns over attacks on intellectual freedom and cuts to library funding.
- Support for EveryLibrary's mission was widespread. Reasons for support included a desire to preserve intellectual rights for future generations, education as an important value, and promoting understanding of different groups of people through literature. However, participants lacked a clear understanding of how to support the mission or otherwise get involved.
- Reactions to EveryLibrary's Instagram posts were mostly negative, with participants describing them as provocative, chaotic, unclear, overly partisan, or visually unappealing.

## Key Quotes

"I believe banning the works of these individuals would be a grave injustice and a serious threat to both freedom of expression and education. It would deprive students of access to vital information and perspectives, and hinder social progress. By doing so, we would limit our ability to learn from the past and work towards a more just and equitable future."

"Knowing that EveryLibrary is fighting for my kids' intellectual rights and their ability to read books would motivate me to support them over other things."

"If my first introduction to EveryLibrary was their social media, I would scroll right past. Which is a shame, because I do like their mission."

"Those who ban books are often attempting to eliminate information or ideas they disagree with, which ultimately undermines freedom of speech and the coexistence of diverse perspectives. That's why libraries are so important—they help circulate information that might otherwise be censored."

# Primary Research - Survey

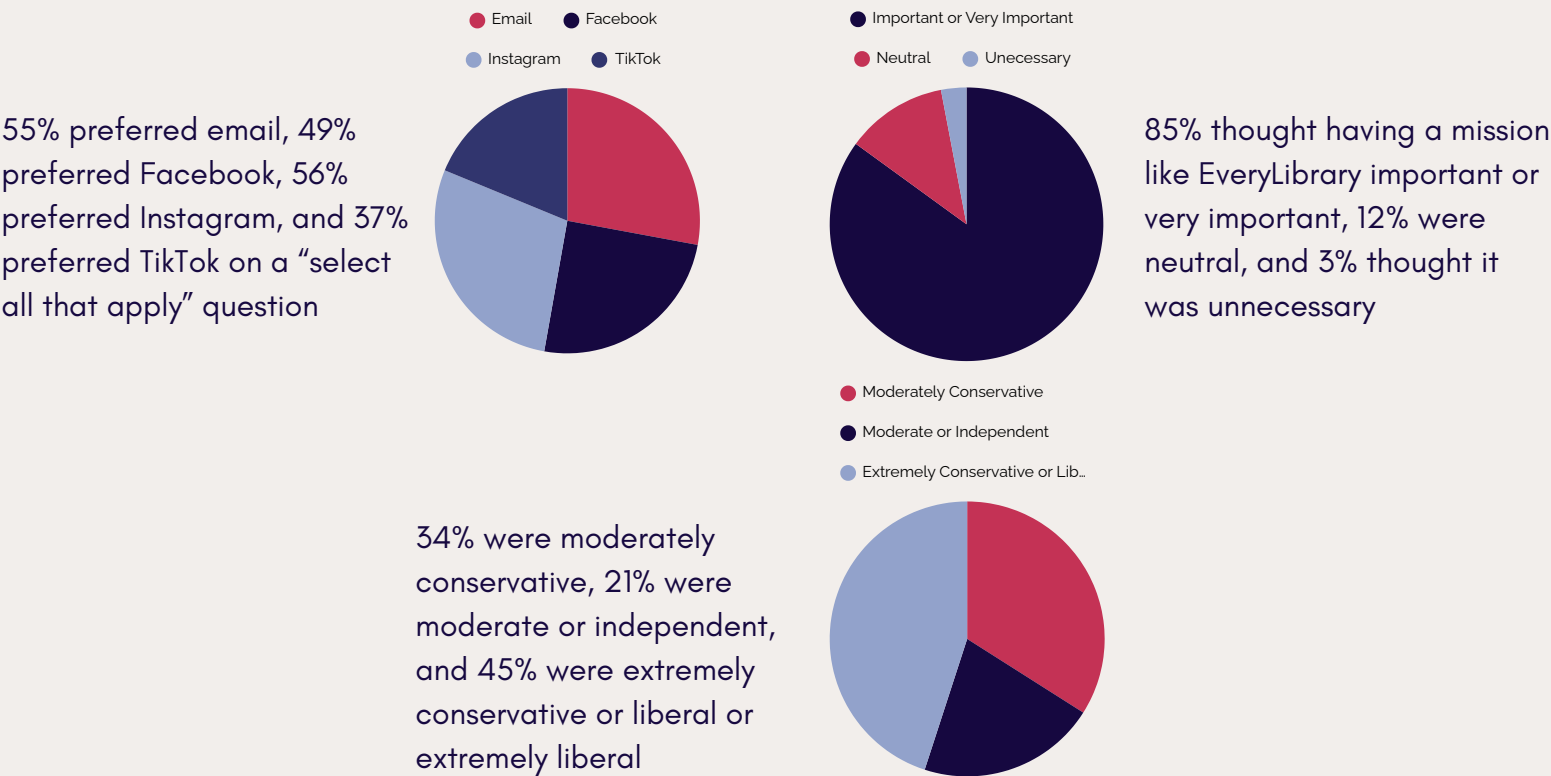
## Survey

### Overall survey insights

We distributed our survey in-person on BYU campus through a booth, online in Facebook groups targeting Utah County residents, and to family and friends. We garnered 678 survey responses from verified individuals. Our survey indicated that:

- 41% of Utah County residents were unfamiliar with EveryLibrary: This revealed an opportunity to educate residents about EveryLibrary and its mission.
- 85% of Utah County residents thought it important to have an organization like EveryLibrary advocating for libraries: This shows strong support for the idea of library advocacy.
- 62% of Utah County residents were very likely or likely to support an organization fighting book banning and censorship: There is significant interest in supporting efforts to combat censorship.
- 71% were very likely or likely to support an organization advocating for library funding in local elections: There is strong potential support for advocacy around library funding.
- 69% found it very important or important to agree with the organization’s overall strategy and approach in their support for the organization.
- 61% found it important to be a part of a community of likeminded supporters in their continued support of an organization.
- 73% were interested in learning more about the EveryLibrary mission.

Our survey also revealed key information on how our key publics like to receive information on causes they care about, their overall opinions on EveryLibrary, and their political affiliation.



# Primary Research - Survey



We hosted a Christmas-themed booth on BYU's campus with the goal of encouraging students to complete our initial survey. We chose BYU as our location due to the demographic, where a significant 77% of students identify as either conservative, moderately conservative, or moderate (Source: Niche). To make the experience more enjoyable and incentivize participation, we offered students a candy cane and the chance to take a fun photo with Santa Claus after completing the survey.



We also handed out flyers for our initial survey at the Provo Farmers Market, a popular weekend spot. Since our focus was on the Utah County area, we knew this would be a great place to reach people of all ages and backgrounds. The market has a lively, welcoming atmosphere where people are more likely to stop and chat, giving us the perfect opportunity to share information about our survey and encourage participation.



Finally, we wanted to hyper-target our audience, so we used Facebook groups to connect with key demographics. We joined groups like Utah Teachers, Utah County Community Group, and Utah Moms, where our target audience was already active. This strategy proved highly effective, with most of our initial survey responses coming from these groups.

# Primary Research - In-depth Interviews

## In-depth interviews

### Overall interview insights

To dive deeper into themes from our focus groups, we interviewed 3 moderate Republicans in Utah County, one military chaplain, one author/teacher, and one CPA. These three individuals did not participate in our focus groups. We asked them the same questions from our focus groups, but spent more time gathering their opinions on EveryLibrary's messaging and social media posts. Additionally, we pitched a few event ideas and developed them further with our interviewees. Our key findings are as follows.

- Participants were generally against book banning, with exceptions for age-appropriate materials in school libraries.
- There was interest in learning how to support libraries through the political process, though many didn't know how to do so.
- While in general agreement that our event ideas like the Meet the Author Event and Moon's Book Talk Event were "cool" and "interesting", the two men interviewed stated they would not attend, but that their wives would and would be likely to bring their kids.
- Reactions to EveryLibrary's social media posts were annoyed, confused, concerned, and taken aback.
- Support for EveryLibrary's mission was positive, but interviewees were unclear on what they could do to provide support.

### Quote

"No book should be banned, we should just consider the person reading it."

### Quote

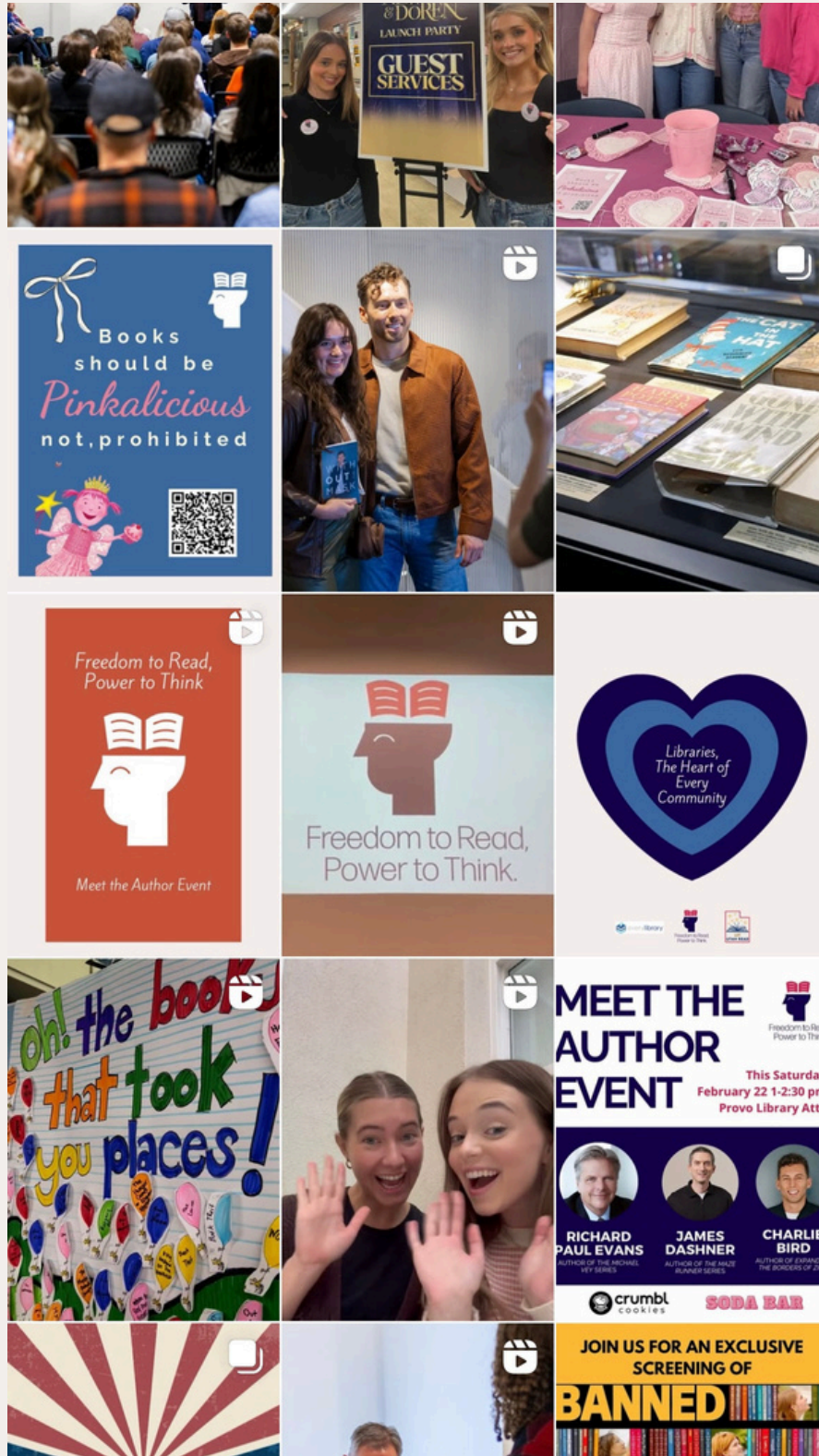
"I want to know how to support libraries through the political process, I just didn't know how."

### Quote

"As a teacher, some books are not worth teaching even if they're not banned.  
Censorship is making things difficult."



# Instagram Posts




Our account handle was @[freedomtoread\\_](https://www.instagram.com/freedomtoread_)

# Instagram Posts

These posts served as an introduction to our team and campaign overall.

Meet Our Team:



Freedom to Read,  
Power to Think.

View insights

Boost post

46

14

23

Like

Comment

Share

Bookmark

Liked by elleharris and others

freedomtoread\_ Meet the team!

Get to know the faces behind our campaign: Freedom to Read, Power to Think. [#EveryLibrary](#) [#FreedomToRead](#)

freedomtoread\_

Monday mood?

EveryLibrary x BYU

20 posts

152 followers

23 following

Nonprofit organization

Freedom to Read, Power to Think

Join us this month to promote libraries and intellectual freedom in Utah County!

[@\\_everylibrary\\_](#)

[www.freedomtoreadpowertot...](#) and 1 more

Professional dashboard

50.3K views in the last 30 days.

Edit profile

Share profile

New


Meet the A...

Guess the...

freedomtoread\_

freedomtoread\_ · Original audio

Who we are and why we're here:



Freedom to Read,

3.4K · View insights

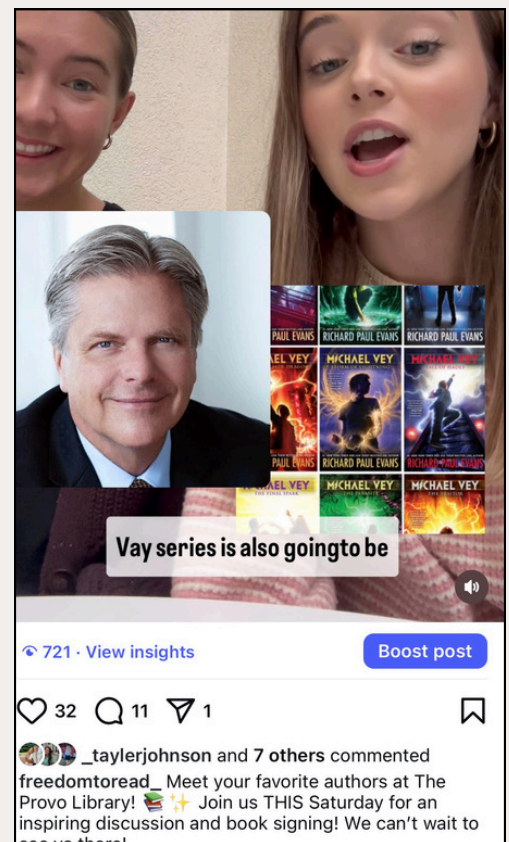
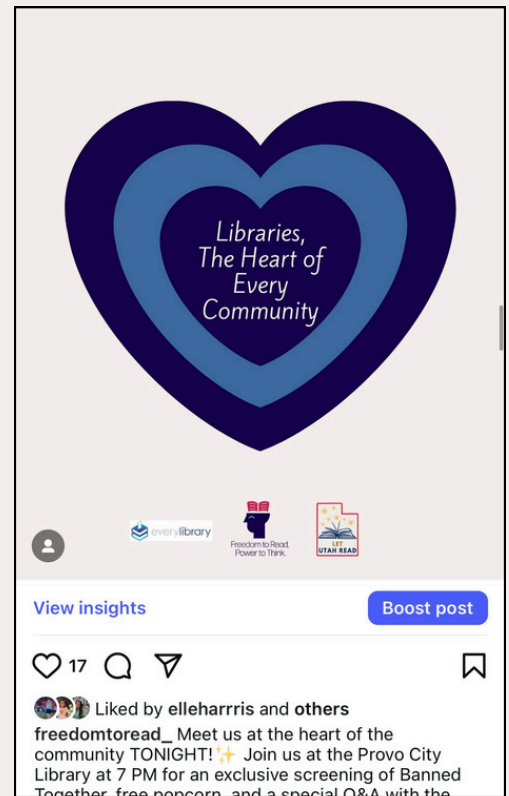
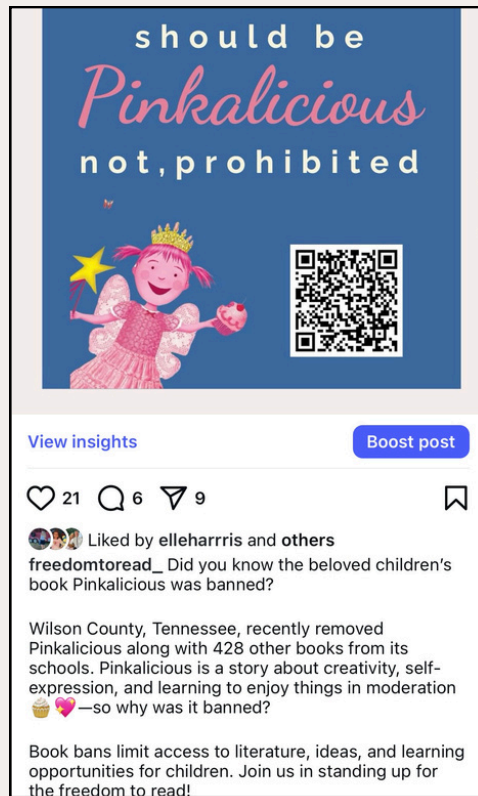
Boost post

20



# Instagram Posts


We advertised our events on Instagram through these posts. These events included our Book Talk at Moon's Rare Books, Our Documentary Screening, Our Meet the Author Event, and our Pinkalicious Booth. We used a mix of flyers and reels to advertise and found both to be successful.





# Instagram Posts

We re-capped our event by posting reels showing who was there, what we did, who spoke etc. It was a great way to include those who wanted to come but weren't able to attend. A highlight for us was collaborating with Victoria Kannn, author of Pinkalicious on our Pinkalicious reel to help us reach nearly 1,600 views.



642 · View insights

22 3 15

Liked by elleharris and others

freedomtoread\_ We learned so much from @moonsrarebooks the other night about banned books



View insights

Boost post


38 5 1

Liked by elleharris and others

freedomtoread\_ We had an unforgettable time at Brandon Mull's launch party for his new book Tales of Newel & Doren!

A huge thank you to his team for letting us be part of the behind-the-scenes magic! ❤️

Events like these remind us why we love libraries and believe in the power of reading. That's why we're proud



539 · View insights


Boost post

20 2 3

freedomtoread\_ Oh! The Books That Took You Places! 📖🍿

A huge thank you to everyone who stopped by our booth today! We loved hearing about the books that made you think, inspired you, and shaped your journey. Your stories remind us just how powerful a single book can be!

If you didn't get a chance to sign our petition, the link is in our bio! Every signature counts! 📝



666 · View insights

Boost post

42 2 1

freedomtoread\_ A documentary against book banning? Now that's our kind of movie night! 📺📖 Huge thanks to @letutahread for partnering with us last night to screen Banned Together. And thank you to the



3.7K · View insights

Boost post

47 23 8

Liked by \_taylerjohnson and 15 others

freedomtoread\_ Wow—just wow! The Meet the Author event completely blew us away today! The turnout was incredible and the authors were outstanding. Huge thanks to Richard Paul Evans, James Dashner, and Charlie Bird for sharing their experiences & talking about intellectual freedom with us. It was an



1.5K · View insights

Boost post

106 13 4

Liked by \_taylerjohnson and 8 others

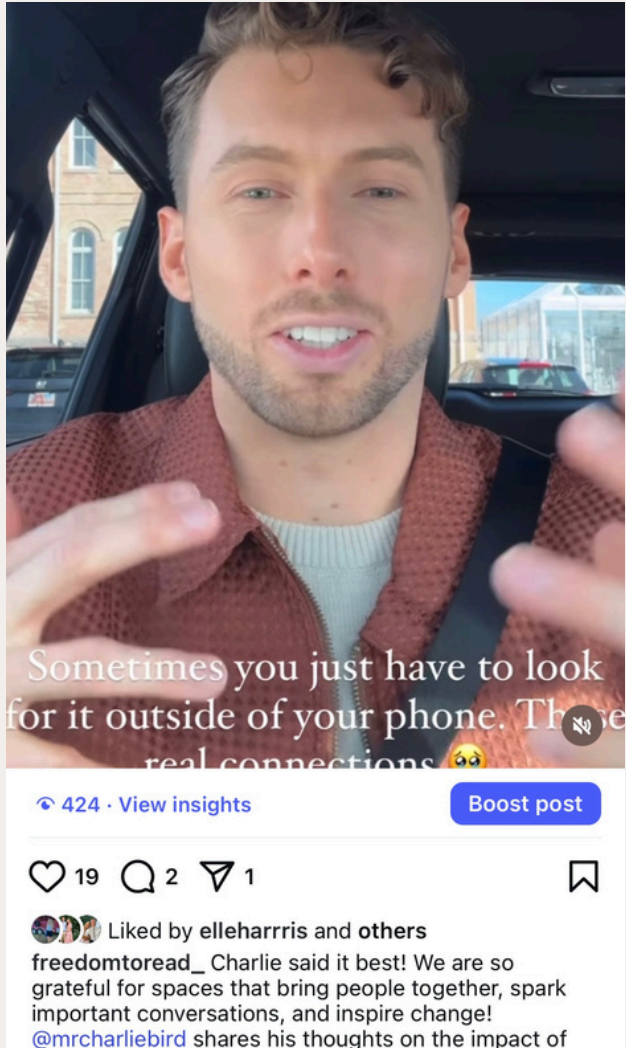
freedomtoread\_ It broke our hearts to hear about the recent banning of Pinkalicious in Tennessee! 📖💔

So, we created a fun and educational booth—spreading awareness in true Pinkalicious style! 📖💕

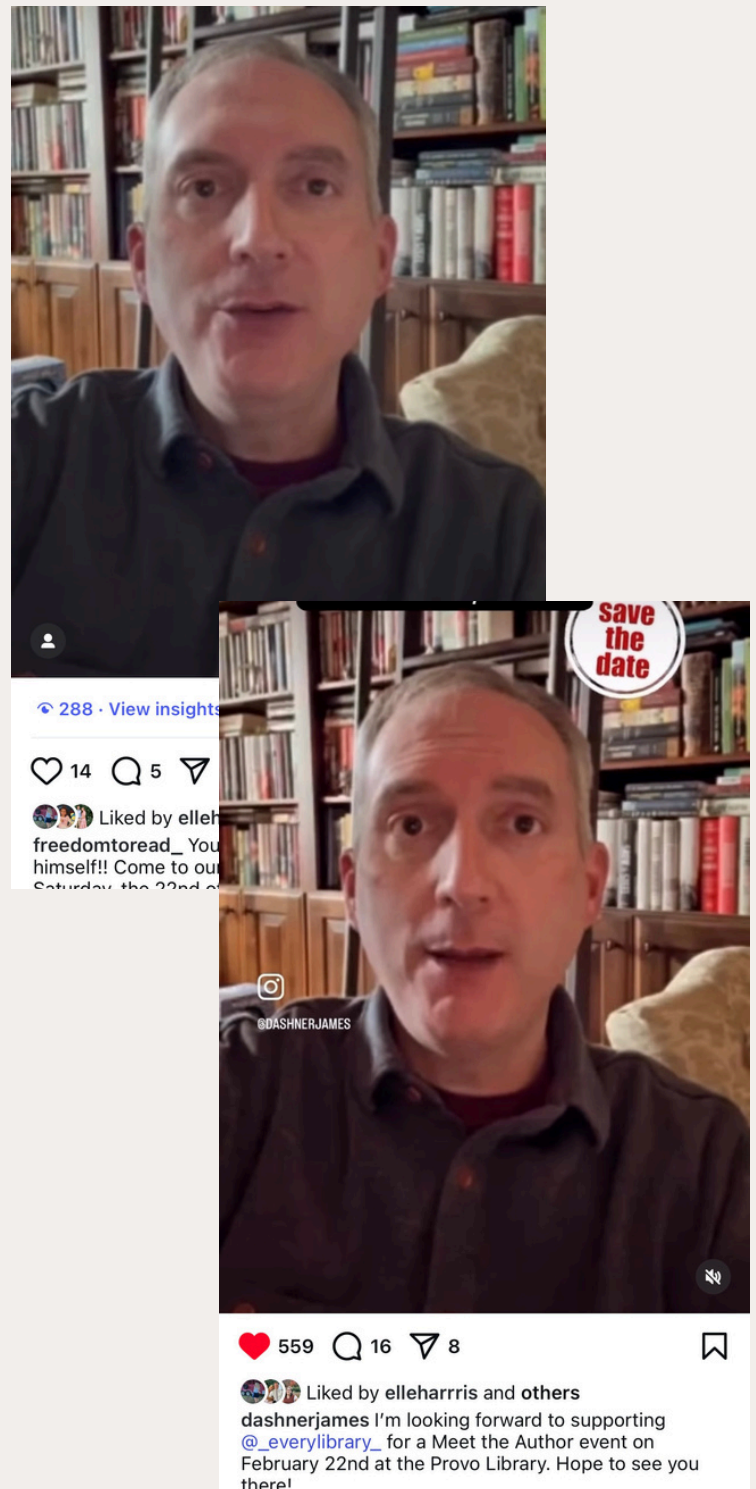
Book bans don't just take stories off shelves, they take away opportunities for learning! @\_everylibrary is here



# Author Event Promotion

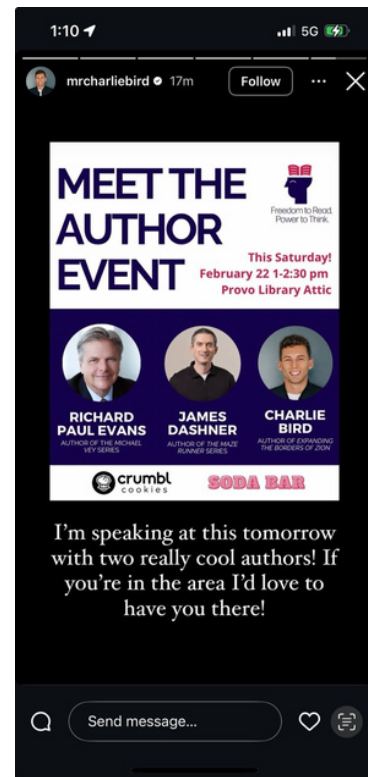
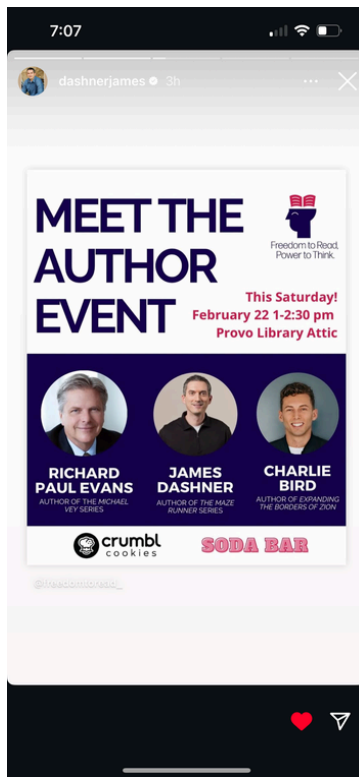


Charlie Bird, an author at our Meet the Author Event, posted a video on his Instagram story talking about how he loved the positive discussion and loved seeing people change their minds about book banning and intellectual freedom. We then reposted it onto our account.

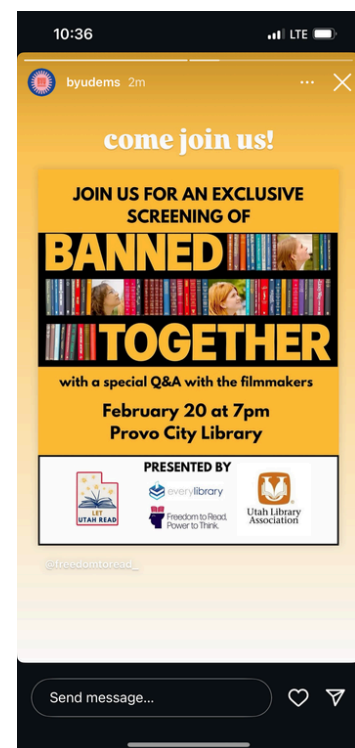


James Dashner created a promotional video to generate excitement for the Meet the Author Event. In the video, he shared key details about the event, personally invited people to attend, and expressed his enthusiasm for discussing intellectual freedom. Both James and the official @freedomtoread\_ account posted the video to reach a wider audience. James went a step further by posting the video twice on his feed and sharing it to his story, ensuring maximum visibility and engagement with his followers. This effort paid off, as the event drew a strong turnout, with many James Dashner fans in attendance eager to hear him speak.

# Event Reposts



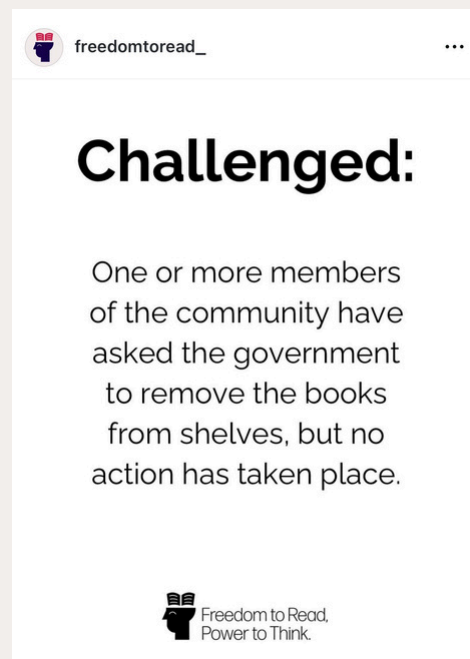
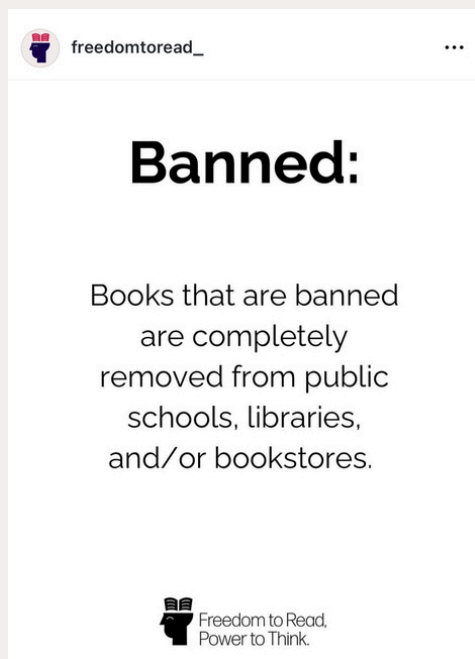
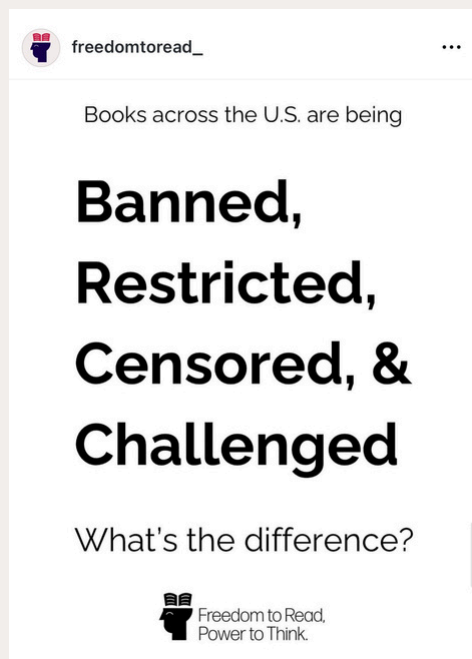
James Dashner, Richard Paul Evans, and Charlie Bird each posted our flyer on their stories and/or main feed.



A few BYU students and clubs also reposted our event on their stories. Our event was also featured on Provo Hub, an account dedicated to sharing events in Provo.

# Educating The Audience

One of our goals with our social media channels was to inform our followers on the issues EveryLibrary fights for. We posted these infographics to educate our followers on the book banning issue.

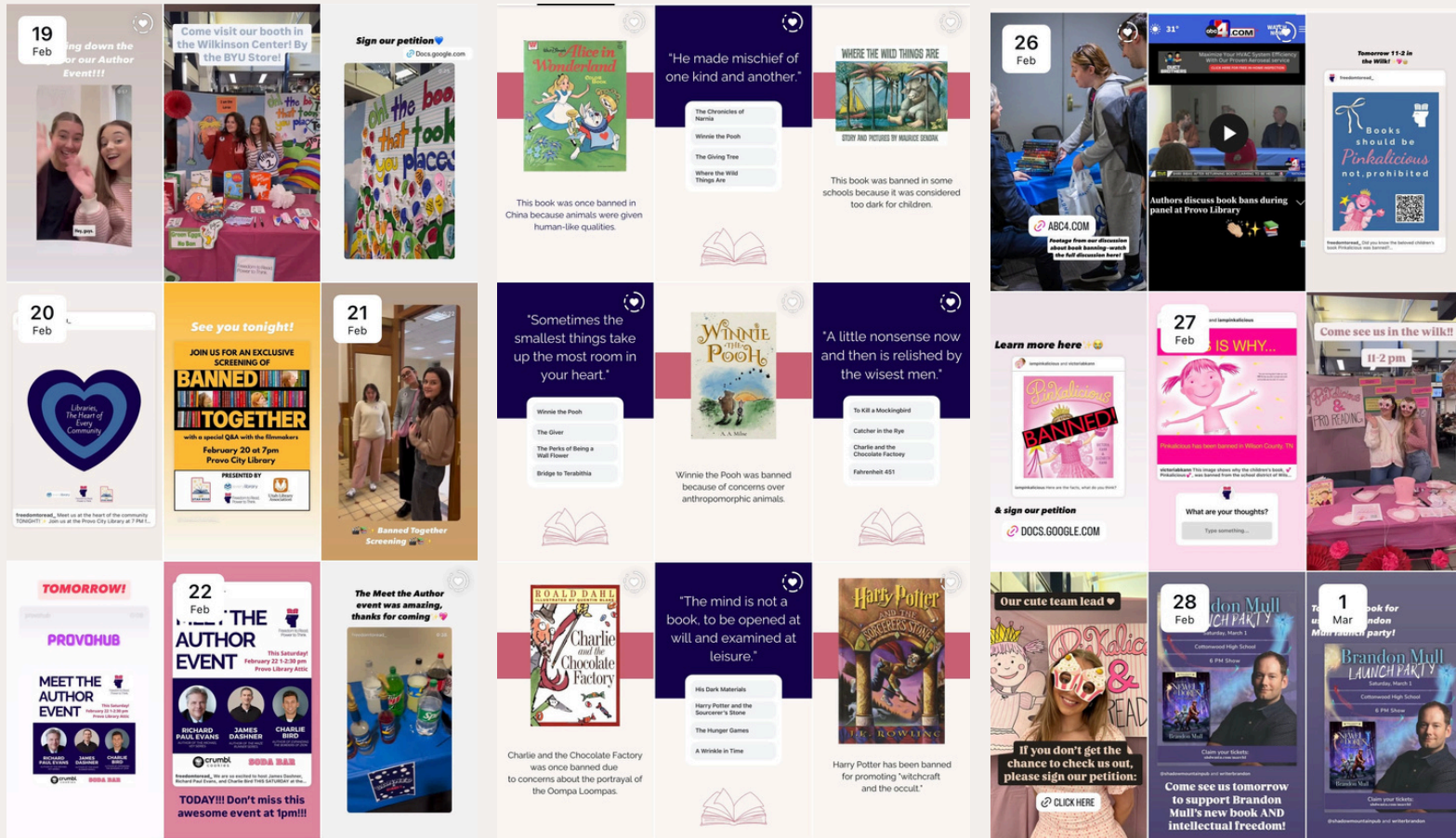


We posted this on President's Day to highlight what our presidents have said about intellectual freedom to appeal to the Republican value of patriotism.





# Instagram Stories



Typically, stories get more views than posts, so we posted on our account to get more engagement. As soon as we would make a post we would put it on our story as well.

These stories were created to help our followers engage with our account by participating in a game where they had to guess the quote from a banned book. We had quotes from books like Harry Potter and Winnie the Pooh. Once they completed the game, it directed them to sign our petition.

These were shared on our account to: (1) highlight media coverage by directing our followers to news and articles featuring our events, (2) inform our audience about the Pinkalicious book banning and explain our decision to make our booth Pinkalicious-themed, and (3) provide details on the Brandon Mull Book Launch.



# Instagram Metrics

Posts Stats			
Post	Likes	Views	Comments
Who We Are Reel	60	3,426	19
Meet Our Team	46	1,003	14
Book Talk Flyer	31	1,615	11
Banned, Restricted, Censored, Challenged	14	380	0
Book Talk Recap Reel	22	646	3
Banned Together Screening Flyer	11	791	0
James Dashner Reel	15	288	5
President's Day Post	13	278	0
Meet the Author Flyer	62	32,056	2
Meet the Author Promo Reel	32	721	11
Doctor Suess Booth Reel	20	539	2
Banned Together Screening Promo Post	17	235	0
Banned Together Screening Recap Reel	42	666	2
Meet the Author Recap Reel	47	3,787	23
Reminder about Moon's Banned Books	22	286	0
Charlie Bird Reel	19	424	2
Pinkalicious Flyer	21	785	6
Pinkalicious Reel	106	1,526	13
Brandon Mull Launch Party Recap	38	404	5
Quotes Post	30	964	5

Story Stats		
Stories	Likes	Views
Repost of Books by Black Authors you need to Read	3	69
Utah Bans a 16th book from public schools	1	65
Andy Reid Reel	6	63
Moon's Rare Books	1	52
Banned Together Trailer	1	45
Author Event Repost	3	73
Come Visit our Dr. Suess Booth	3	51
Sign our Petition	3	56
Banned Together Recap Repost	3	53
Meet the Author Recap Repost	6	75
Meet the Author Repost	3	70
Meet the Author Repost	2	67
Meet the Author Repost	2	66
Guess the Quote Game	2	50
Stop the Ban	2	39
ABC4.com	7	49
Pinkalicious Booth	2	57
Sign our Petition - Pinkalicious Booth	10	60
Brandon Mull Launch Party	5	70
Daily Universe	5	70
Repost of Quotes from Meet the Author	1	44

General Stats		
Followers	Number of Posts	# of Stories
152	20	21

# User-Generated Content

provohub

Taylor Swift · ...Ready For It?

PROVOHUB

MEET THE AUTHOR EVENT

Freedom to Read. Power to Think.

This Saturday! February 22 1-2:30 pm

Provo Library Attic



RICHARD PAUL EVANS

AUTHOR OF THE MICHAEL VEY SERIES



JAMES DASHNER

AUTHOR OF THE MAZE RUNNER SERIES



CHARLIE BIRD

AUTHOR OF EXPANDING THE BORDERS OF ZION







 14

 1

 7



letutahread

Don't miss the FREE Exclusive Utah Pre-Release Screening of this Gripping Documentary

BANNED

TOGETHER

THE FIGHT AGAINST CENSORSHIP

Thursday Feb. 20th at 7:00 PM

Provo Public Library

Young Special Events Room

Complete Details and Registration at [LetUtahRead.org](https://letutahread.org)

 77

 4

 19



February 23 3:24 PM

Added to Meet the Author >

missaryashaffer



Thank you for sharing your story

@mrcharliebird



@freedomtoread\_

February 23 3:25 PM

Added to Meet the Author >

@dashnerjames

Thank you thank you

Absolute legend



I ❤️ Maze Runner

February 23 3:25 PM

Added to Meet the Author >

@richardpaulevansauthor

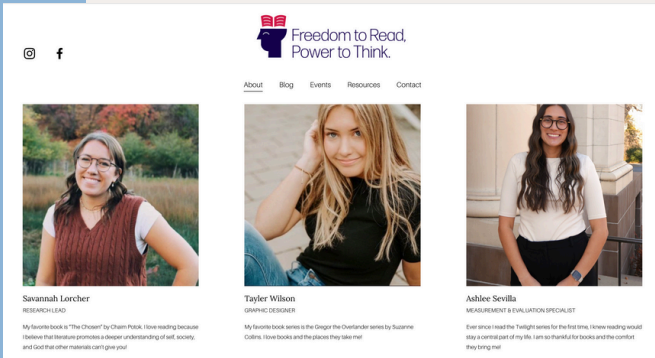
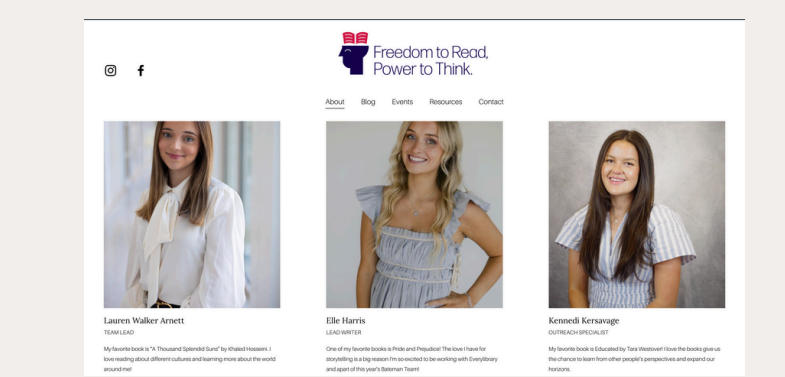
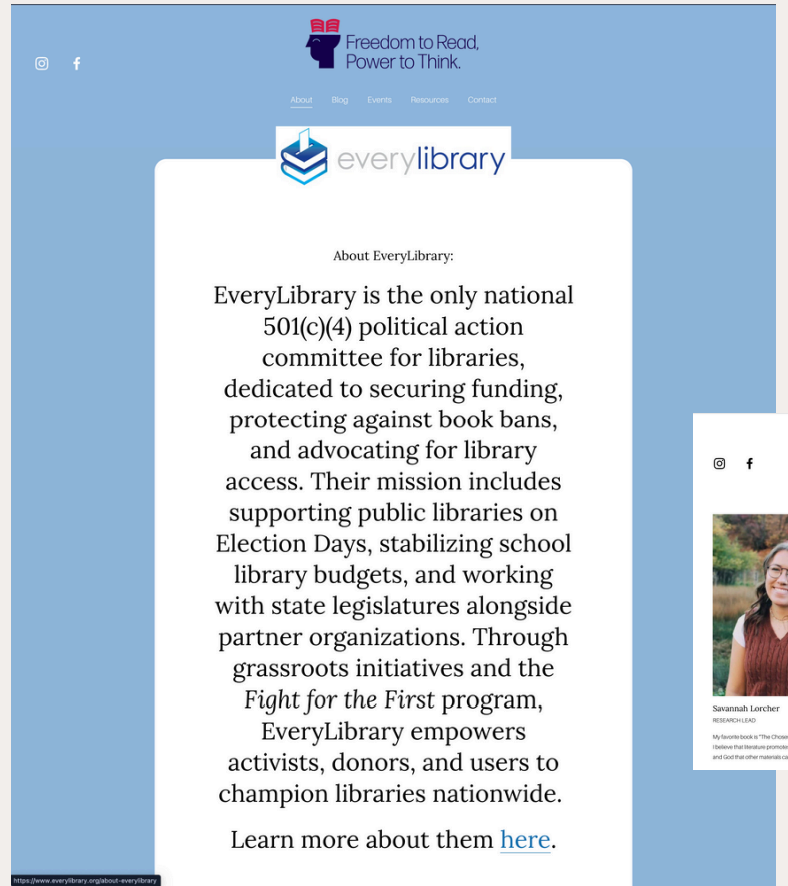
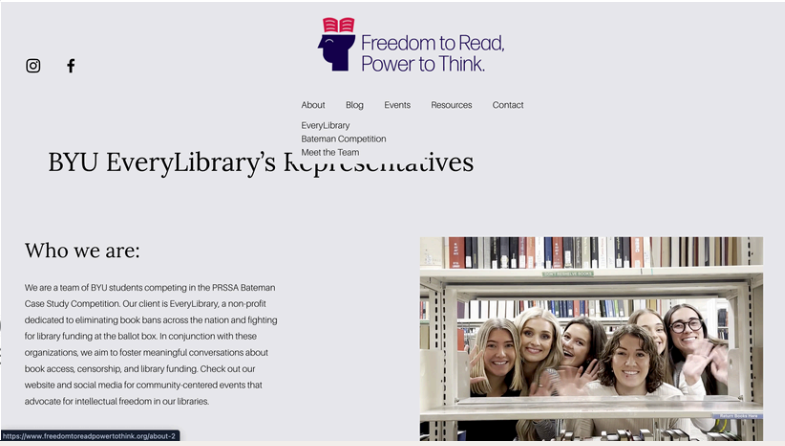
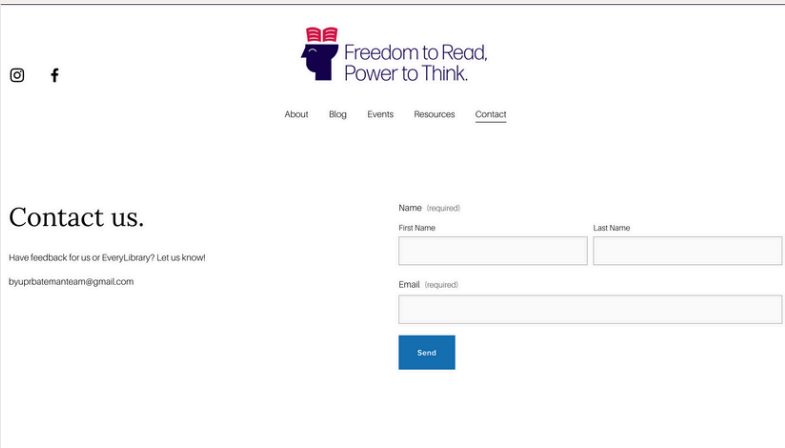
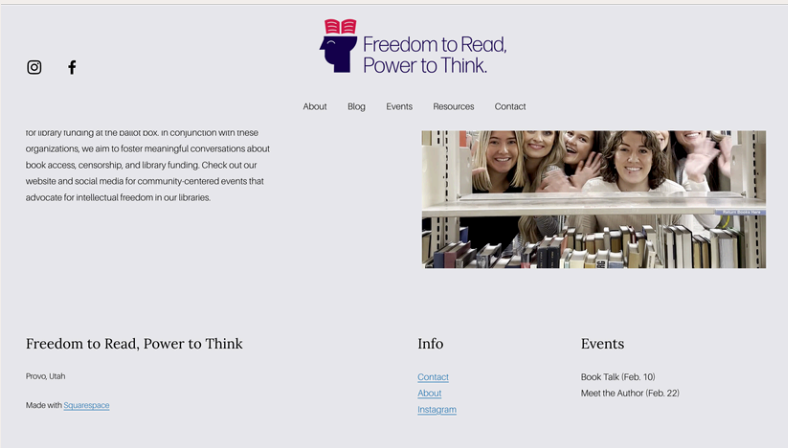
Great to see you again!



28

# Website

We developed a website with resources, an about section (team, EveryLibrary, and the Bateman competition), an events page, contact page, blog, and our socials. The website served as a landing page for all things concerning our campaign.







Freedom to Read,  
Power to Think.

About Blog Events Resources Contact  
General  
Resources By State

# Resources

This section had two pages. One included resources about book banning/censorship in each state. Our team wanted to showcase the importance of a person being informed about what was going on in their state, especially since the topic of book banning varies from state to state.



Freedom to Read,  
Power to Think.

About Blog Events Resources Contact

## General resources about book banning/censorship:

[Book Banning \(Britannica\)](#)  
[What Is a Book Ban? And More Frequently Asked Questions](#)  
[15 of the Most Famous Banned Books in US History](#)  
[Banning Books is an Act of Censorship and it Can Take Many Forms - Here's How to Spot it.](#)



Freedom to Read,  
Power to Think.

About Blog Events Resources Contact

Wherever you are, your story can make all the difference. Learn about book banning in your state:

Alabama

<https://www.schoollibraryjournal.com/story/new-alabama-bill-criminalize-librarians-filed-2025-legislative-session-censorship-news>

Montana

[In Montana House Moves to Ban Books from Public and School Libraries - Human Rights Campaign](#)

The other page included general resources, such as what book banning is, what popular books have been banned, and more information on censorship. We saw a lack of this online, so we created a resource hub.



Freedom to Read,  
Power to Think.

About Blog Events Resources Contact

Alabama

+

Montana

+

Alaska

-

Nebraska

-

<https://akla.org/about/executive-council/ifc/msbsd/>

<https://ncac.org/news/alaska-banned-books>

<https://alaskabeacon.com/2024/08/07/mat-su-school-district-must-return-most-banned-books-to-library-shelves-court-rules/>

Arizona

+

Arkansas

+

<https://omaha.bibliocommons.com/list/share/101376634/1249497567>

<https://9news.com/article/nebraska-libraries-censorship-bill-2dc43cd4f1bc602a02d7b6b6b6d137f>

<https://nebraskapublicmedia.org/en/news/news-articles/surge-of-book-removal-requests-turning-nebraska-libraries-into-cultural-battlegrounds/>

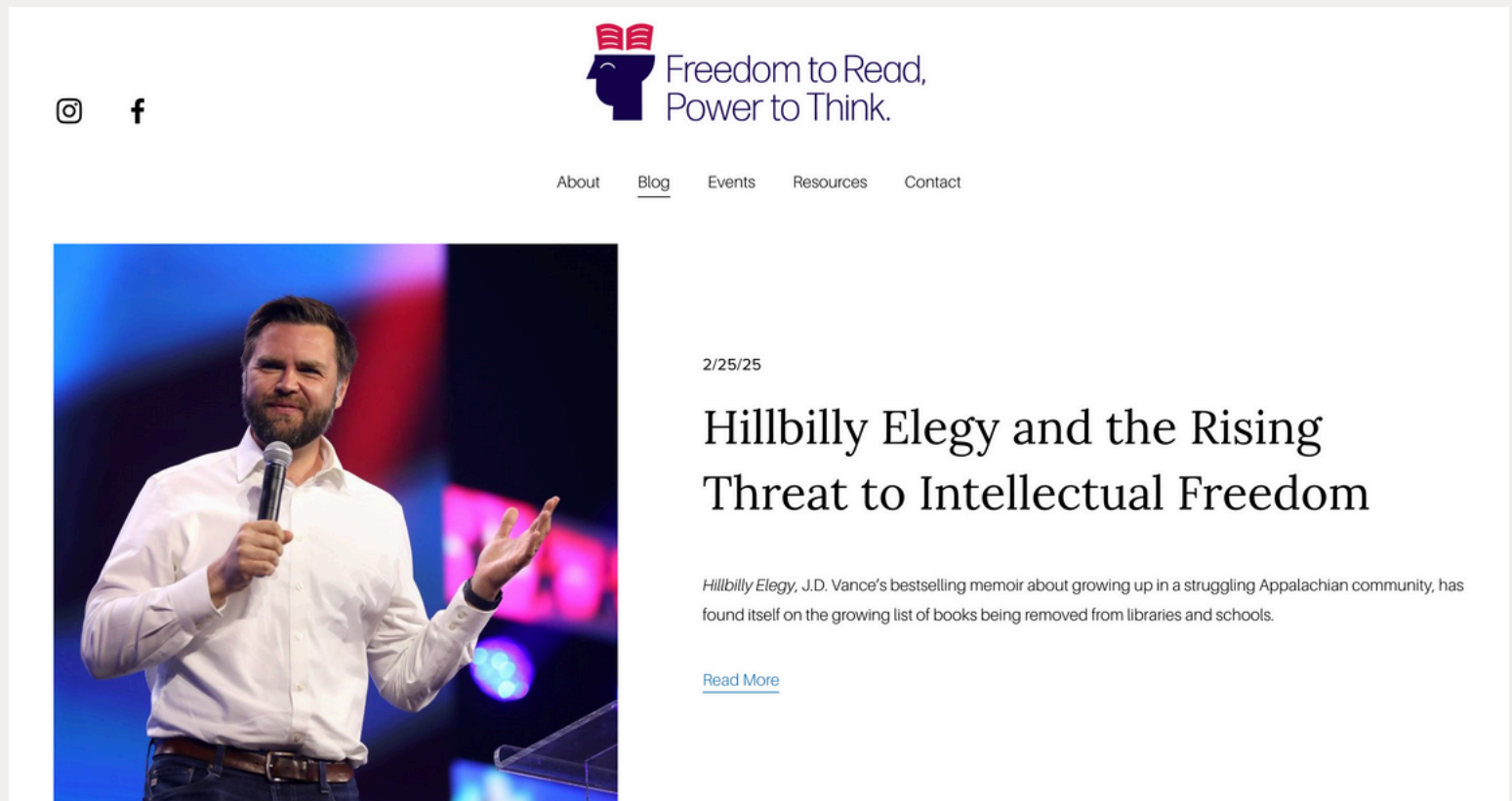
Nevada

+



# Blog Posts and SEO Research

To engage with our key publics, we wrote blog posts using powerful keywords to direct traffic to our website. We used SEMRush software to find keywords related to EveryLibrary's mission that are used by similar organizations. Some popular keywords we found include the following: "Hillbilly Elegy," "Dr. Seuss," and "List of books banned in Utah." With these words and phrases in mind—as well as other words related to moderate Republicans—we produced the following blog posts.



## Hillbilly Elegy and the Rising Threat to Intellectual Freedom

In yet another troubling case of book banning, *Hillbilly Elegy*, J.D. Vance's bestselling memoir about growing up in a struggling Appalachian community, has found itself on the growing list of books being removed from libraries and schools. The move is part of a broader wave of censorship that threatens intellectual freedom and restricts access to diverse viewpoints.

### Why is Hillbilly Elegy Being Banned?

Despite its popularity and its exploration of economic hardship, cultural identity, and personal resilience, *Hillbilly Elegy* has faced criticism from both the political left and right. Some detractors argue that the book reinforces negative stereotypes about Appalachian communities, while others claim it promotes a political agenda—particularly as J.D. Vance has since become a prominent conservative politician. However, banning a book because of its political implications or the personal views of its author sets a dangerous precedent for free expression.

## **The Bigger Picture: Censorship and Libraries**

The banning of *Hillbilly Elegy* is not an isolated incident. Across the country, public and school libraries are facing mounting pressure to remove books that some deem controversial. While libraries exist to provide access to a wide range of perspectives, these bans limit that mission and diminish the ability of individuals to engage with different viewpoints. Whether someone agrees with Vance's perspective or not, his book contributes to important national conversations about poverty, family struggles, and the American Dream.

## **Why Moderates Should Care**

Moderate Republicans and Republicans who value free speech, open debate, and local decision-making should be deeply concerned by the recent surge in book bans. Historically, Republican values have championed personal responsibility, intellectual freedom, and an opposition to government overreach. Restricting access to books like *Hillbilly Elegy*—which encourages reflection on the challenges facing working-class America—undermines those very principles.

## **Defending the Right to Read**

Libraries are one of the last truly democratic institutions, providing individuals with the tools to think critically and form their own opinions. When books are banned, we lose the opportunity for meaningful discourse. Instead of removing books from shelves, we should encourage open discussion and allow readers to decide for themselves. As book bans continue to rise, it's crucial for citizens—regardless of political affiliation—to stand against censorship. If you believe in intellectual freedom, consider supporting your local library, attending school board meetings, and advocating for policies that protect access to books. The right to read is fundamental. Let's work together to defend it.

# **Why Dr. Seuss?**

For generations, Dr. Seuss books have been cherished in our homes, nurturing our children's imaginations, creativity, and love of learning. These timeless stories have shaped countless childhoods, offering valuable lessons and whimsical adventures. However, in recent years, some of these beloved books have come under scrutiny, with bans and restrictions in schools and libraries. While discussions about representation and historical context are important, removing books entirely limits access to stories that have shaped generations.

At our recent Dr. Seuss-themed booth in the Wilkinson Center at BYU, we celebrated these classic books while raising awareness of the growing issue of book bans. Through fun yet meaningful slogans like "Green Eggs, No Ban," "One Fish, Two Fish, We Need You Fish," and "I am the Lorax, I speak for the shelves, I speak for the books, and the stories they tell," we encouraged students to reflect on why protecting intellectual freedom matters.

### **The Lorax**

Criticized for its environmental message, which some argue unfairly portrays the logging industry.

### **How the Grinch Stole Christmas!**

Faced scrutiny for its anti-consumerism message, with some claiming it negatively portrays holiday traditions.

### **Oh, the Places You'll Go!**

While not officially banned, it has become part of broader conversations about Dr. Seuss books being reevaluated due to concerns over stereotypes in some of his earlier works.

### **The Cat in the Hat**

One of the most debated Dr. Seuss books, due to concerns about certain character portrayals. It has been removed from some recommended reading lists.

### **Green Eggs and Ham**

Banned from 1965 to 1991 for allegedly promoting nonconformist ideas.

### **Hop on Pop**

Challenged in libraries for concerns that it encouraged violence against fathers.

Book bans extend beyond just Dr. Seuss, many of the beloved stories that helped shape our own childhoods are now at risk. When books are removed, it limits the opportunity for our children to experience diverse perspectives and the richness of learning.

Join us in defending intellectual freedom by signing our petition and getting involved. Let's keep books on the shelves and imagination alive for the next generation!

**One fish**

**Two fish**

**We need you fish!**

**[\[Link to petition\]](#)**

## **Banned books in Utah**

*There are 14 books banned in the state of Utah right now.*

As mothers, educators, and concerned citizens, we all strive to provide the best for our children. We want them to grow in an environment where they can develop critical thinking, kindness, and a deep sense of what is good, right, and true. Recently, Utah has been in the spotlight for banning books in schools due to concerns over content that some consider inappropriate. While this decision comes from a place of concern, we must remember the value of intellectual freedom and the right for our children to explore a broad spectrum of ideas.

### **Why Should Books Not Be Banned?**

Books are windows to different perspectives, ideas, and experiences. Banning books, even with the best of intentions, closes those windows and limits the opportunity for young minds to explore and understand the world around them. While protecting them is important, part of this protection comes from teaching them how to navigate the complexities of the world with wisdom, not shielding them from it entirely.

#### **"Forever..." by Judy Blume**

This coming-of-age novel has been challenged due to its depiction of relationships and the exploration of young love. While the themes are important in understanding human connections, some believe the content is not suitable for younger readers.

#### **"Milk and Honey" by Rupi Kaur**

A collection of poetry that addresses topics such as personal hardship and healing. Due to the intensity of these themes, some feel the mature nature of the poems is not appropriate for younger readers.

#### **"A Court of Thorns and Roses" by Sarah J. Maas**

This fantasy novel includes more mature content, with certain scenes that some believe may be better suited for older audiences in a school setting.

#### **"Living Dead Girl" by Elizabeth Scott**

This challenging novel delves into difficult themes of hardship and survival. The intense and graphic portrayal of trauma has raised concerns for some readers in school libraries.

### **"Blankets" by Craig Thompson**

This graphic novel explores themes of family, personal faith, and self-discovery. Due to the inclusion of sensitive themes, some feel it may not be appropriate for younger readers in schools.

### **"The Handmaid's Tale" by Margaret Atwood**

A dystopian novel that presents a society of control and oppression. While it offers valuable lessons on the dangers of authoritarianism, its mature content has led some to feel it may not be appropriate for younger audiences.

### **"Looking for Alaska" by John Green**

This novel explores deep themes such as grief, mental health, and growing up. However, some object to the more mature themes and strong language present in the story.

### **"The Bluest Eye" by Toni Morrison**

A powerful novel that explores difficult societal issues and personal trauma. Due to the sensitive nature of some topics, including abuse, some have questioned its place in school libraries.

### **"Gender Queer" by Maia Kobabe**

This graphic memoir explores themes of identity and self-expression. Some have raised concerns over the graphic nature of certain parts of the story, leading to its removal in certain areas.

### **"Lawn Boy" by Jonathan Evison**

This novel includes themes that some readers find to be too mature for younger audiences in a school setting, with content that challenges societal norms.

### **"The Perks of Being a Wallflower" by Stephen Chbosky**

A coming-of-age novel that discusses issues like mental health and personal growth. Some parents and educators feel the themes in this book are better suited for older students.

### **"The Hate U Give" by Angie Thomas**

This novel addresses societal challenges and activism, particularly in the face of injustice. However, some readers have found the strong language and themes of violence difficult for younger audiences.

### **"The Absolutely True Diary of a Part-Time Indian" by Sherman Alexie**

This novel touches on identity, hardship, and belonging. However, some feel that certain themes and language may be too mature for younger students.

These books offer important lessons on society. Rather than banning them, let's teach our children to engage thoughtfully with these topics, guided by our family values. Intellectual freedom is a core principle that allows us to raise children who can think critically, express compassion, and develop a solid moral foundation.

### **EveryLibrary: Promoting Access to Knowledge and Community Values**

In times like these, organizations such as EveryLibrary play a crucial role. EveryLibrary works to safeguard access to library resources and educational materials, helping libraries preserve their role in providing a balanced view of the world. Their mission is to ensure that every individual has access to the books and resources they need!

Join us in supporting EveryLibrary so we can build a future where our children are not limited by censorship but empowered to grow through the beauty and challenges of literature.

**[[Link to petition](#)]**



# What Does the First Amendment Have to Do with Censorship?

*"The task of the modern educator is not to cut down jungles, but to irrigate deserts."* — C.S. Lewis

As we all do our best to navigate this jungle of a world, we want to protect our children from harmful influences. But in doing so, we must remember the precious gift of the First Amendment, which protects our right to speak freely and explore a variety of ideas. This fundamental right allows us to equip the upcoming generation with the tools to stand firm in their beliefs and hold fast to principles of good character.

There is a guide through the chaos, a protector of the culture of learning. EveryLibrary serves as this crucial third party, safeguarding the freedoms granted to us by the First Amendment. By offering a vast array of resources, EveryLibrary empowers individuals to form their own opinions, and grow in wisdom and knowledge. EveryLibrary ensures that we have the tools to make informed decisions, so we can all navigate the world with confidence and understanding.

This is why intellectual freedom is at the heart of their mission.

Sheri Gordon, a 76-year-old grandmother and lifelong Utah County resident, shared her thoughts:

*"Just as we would never think of banning certain ingredients from our family dinners, we shouldn't ban books that offer diverse perspectives. After all, a little variety in our reading, just like in our meals, helps us grow stronger and more well-rounded."*

The beauty of living in a free society is that we have the power to choose what we allow into our homes. Rather than banning books, we should teach our children how to thoughtfully engage with the world around them, trusting them to make informed decisions based on the values we hold dear.

I encourage you to explore the resources provided by EveryLibrary and support their mission to protect intellectual freedom in libraries. Let EveryLibrary help you learn more about how you can help safeguard the future of free speech and the exchange of ideas in your community.

**[[Link to petition](#)]**

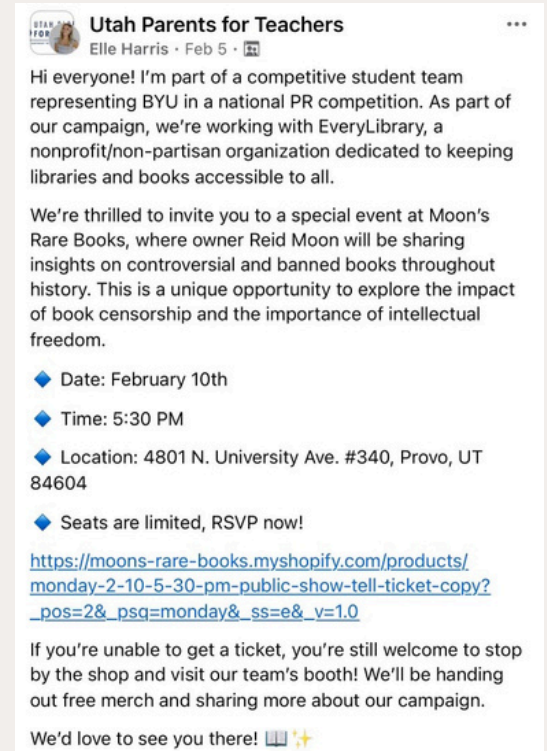
# New Channels

Striving to reach the client's goal to "demonstrate new channels and pathways for audience engagement," we identified two new channels through which we promoted events and collected petition signatures. In our initial survey, 49% of survey respondents identified Facebook as their favorite way to receive information on causes they support or events they are interested in. Using Facebook groups and paid Meta ads, we promoted our initial survey, campaign events, namely the Meet the Author event and the "Banned Together" documentary screening, and petition.

## Facebook Groups

We began posting about our primary research survey on Facebook groups early on and found great success with it. We garnered 678 responses, all of which were verified individuals. As we moved through our campaign, we posted about our movie screening and author event on Facebook groups. Several people at our events said they heard about it through one of our Facebook group posts.

We posted in 55 Facebook groups, where we knew our key publics were from our initial campaign survey results. We found these groups using keywords including "Utah County," "Books/Book Lovers," "Authors," "Republicans," and "Events."



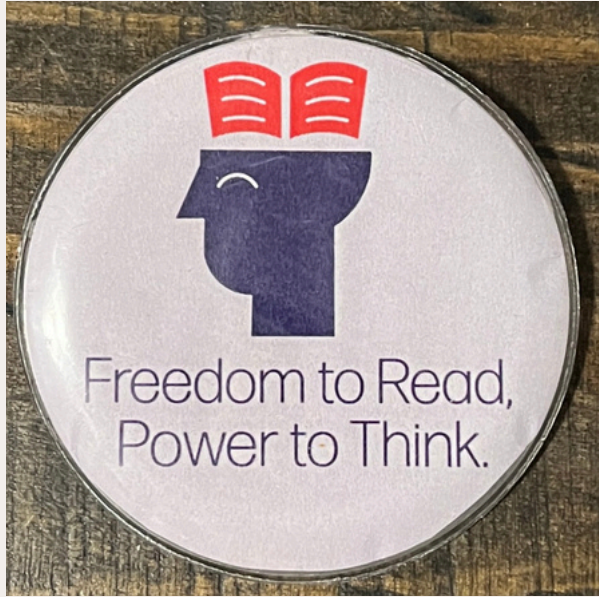
## Meta Paid Ads

We strategically utilized paid Meta advertising to engage our moderate and moderate Republican audiences. The audience targeted residents of large populated cities along the I-15 in Utah and used the call to action "Sign the Petition."

Results:

- 87 leads, 21% of all petition signatures
- \$.40 cost per result, a total of \$34.63 spent. A \$.40 cost per result is extremely cheap, meaning that the message resonated with the public and they were willing to act on our call to action
  - \$7 daily budget
- 1,529 views
- 31% identified as moderate or Republican

# Campaign Pins



Pins featuring our logo were worn at every event and booth. This way, attendees could easily identify us at events if they had questions about EveryLibrary or our campaign. We dressed in either a white or black shirt and jeans at every event so that our pins were visible.



# Bookmarks



We created custom bookmarks with our survey QR code on the back. We chose to hand out bookmarks at our events because we wanted something useful that people could use after they had taken the survey. We utilized our branding colors and logo and came up with the slogan "Freed Between the Lines" on the front side to encourage people to engage with new ideas in books. We placed bookmarks on every chair at our movie screening and author event, as well as handed them out at our booths to get people to sign the petition. All petition signatures but the ones we got from Instagram came from signees scanning the QR code on the back of the bookmarks and signing the petition. This proves that when publics are given an easy way to take action to support a cause they believe in, they will take it.



# The Petition

Aligning our campaign objectives with EveryLibrary's goal to "diversify our audience of engaged library activists," we educated moderates and moderate Republican audiences on the importance of engaging in the political process to support EveryLibrary's mission. At every event, we educated attendees about EveryLibrary's mission followed by a brief pitch where we encouraged attendees to fight for laws that align with their values by signing EveryLibrary's petition to stop book banning. This appealed to the public's self-interests by giving them a simple but effective action to act on their beliefs. Attendees signed the petition by scanning the QR code on our bookmarks and signing virtually through our link. Most petition signatures were gathered at in-person events in addition to digital outreach.

## The breakdown 416 signatures is as follows:

Instagram: 5% of petition signatures came from link clicks on Instagram stories

Dr. Seuss Booth: 105 signatures, 26%

Pinkalicious Booth: 191 signatures, 46%

Author Event: 17 signatures, 4%

Screening Event: 7 signatures, 2%

Moon's: % of signatures: 5 signatures, 1%

# Brandon Mull Event



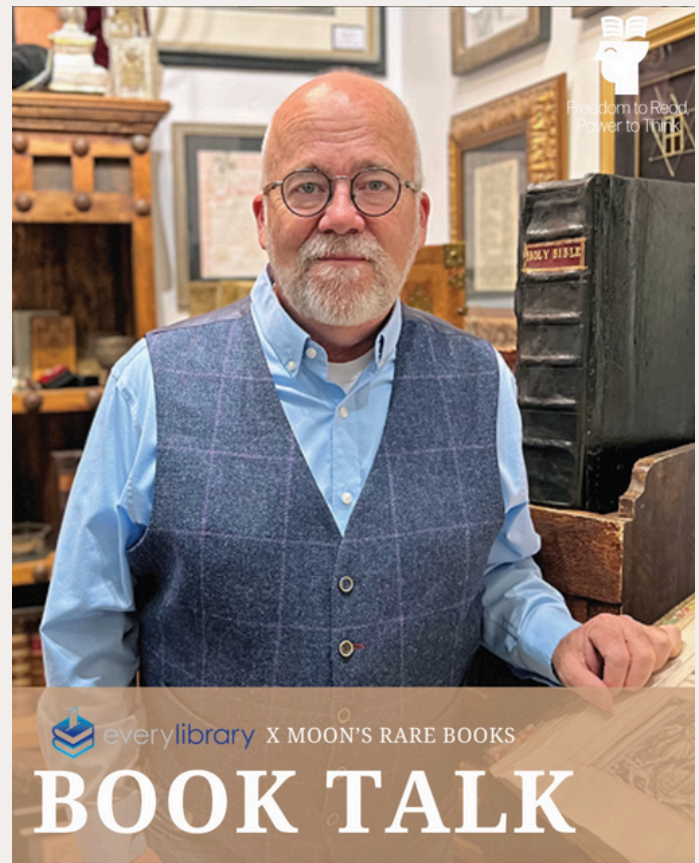
An opportunity arose to volunteer at Fablehaven author Brandon Mull's launch event for his new book, "The Tales of Newel and Doren" with the possibility of speaking with event attendees about EveryLibrary. At this event, we were able to talk to Brandon about EveryLibrary and wear our Freedom to Read pins. Unfortunately, Brandon wanted to keep the event focused on his new release, so we were unable to make any announcements at the event to promote EveryLibrary; however, it was important to us that we took advantage of every day of the implementation period. We were honored to be there wearing our pins and to have a conversation with Brandon Mull about EveryLibrary.

# Moon's Rare Books Event

Number of attendees: 40

## Why We Chose Them

Moon's Rare Books is a novelty bookstore owned by the TikTok famous Reid Moon (2.3 million followers). The store carries rare and historic books, movie props, and items of historical significance, including J.R.R. Tolkien's copy of Lord of the Rings, King James's personal copy of the Bible, Jane Austen's personal copy of Pride and Prejudice. Moon's expertise lies in educating about difficult topics surrounding literary history and rights. He possesses a very bipartisan view on traditionally provocative subjects and presents the facts, not the opinions.



## Our Event

We collaborated with Mr. Moon to host a "Book Talk" featuring banned books throughout history and to engage the audience in the subject in a very educational and open minded way. He showed his first edition, historical copies of banned books including the Bible, The Diary of Anne Frank, and Of Mice and Men and explained why they were banned

Following this discussion, he held a Q&A session where attendees asked him more in-depth questions about book bans.

Additionally, we worked with Mr. Moon to curate a display of banned books that remained in-store from February 10 to March 1. About 3,000 people viewed this display case.



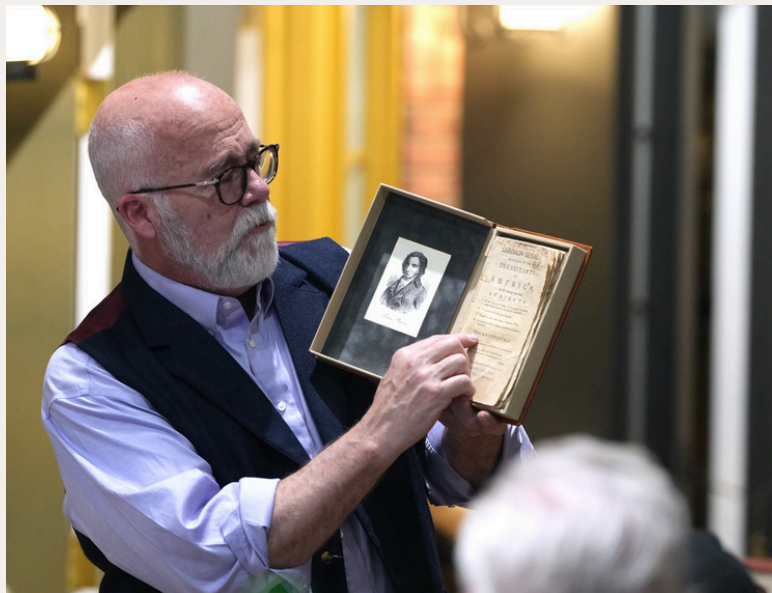
## Response

We placed a QR code at the front of the store following the event so that people could sign our petition and take our post-event survey. 62% of survey respondents said they were supportive or very supportive of EveryLibrary's mission, and 5 people signed the petition.





# Photos from Moon's Event





# “Banned Together” Documentary Screening

Number of attendees: 18

In collaboration with Let Utah Read and Utah Library Association, we hosted a screening of the documentary, “Banned Together,” a film about the efforts of four high school students who fight against book banning and censorship in their school district. These two organizations fight for library rights and intellectual freedom within the state of Utah. Additionally, EveryLibrary has partnered with these organizations in the past.

From the trailer, we knew the film was very polarizing and we speculated that this kind of messaging would resonate more with liberal audiences. However, we wanted to show this to moderates and moderate Republicans to gauge their reaction after being presented with such left-leaning messaging.

## Our Event

We held our screening at the Provo City Library and gave each attendee a bag of popcorn to enjoy as they watched the film.

At the conclusion of the movie, we held a Q&A with the directors, Jennifer and Tom Wiggin via Zoom. Each of the attendees were able to ask questions to the directors about their inspiration, what they learned about book banning, and how to make an impact today.

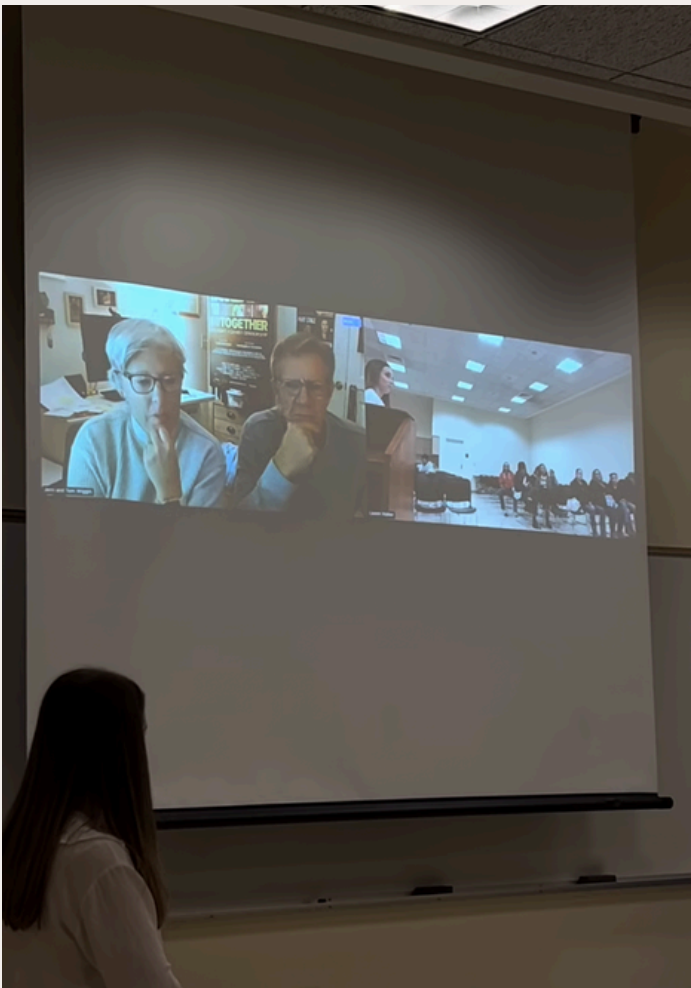
## Response

During the film, 4 out of the 18 attendees walked out halfway through because they were so offended by the film’s content. The film primarily looked at book banning through a liberal perspective, which isolated many of our attendees. It highlighted books banned by conservatives for LGBTQ+, racial, and sexual topics; however, it did not highlight any books banned by Democrats that Republicans would be upset about. This response to the film proved a hypothesis of ours—that although the issue is bipartisan oftentimes the solutions are not, and when faced with such extreme responses to issues, moderate publics are alienated and upset.





## Photos from “Banned Together”



# Meet the Author Event

From our focus groups, we learned that a main way parents and moderate Republicans would get involved in EveryLibrary's mission is if there was a fun event they could take their kids to. A member of one of our focus groups suggested a "meet the author" style event to learn more about EveryLibrary's mission. We decided to hold an event at the Provo Library with three of the biggest authors in Utah: James Dashner, Richard Paul Evans, and Charlie Bird.

Number of attendees: 106

**MEET THE AUTHOR EVENT**

  
Freedom to Read,  
Power to Think.

**This Saturday!**  
**February 22 1-2:30 pm**  
**Provo Library Attic**



**RICHARD PAUL EVANS**  
AUTHOR OF THE MICHAEL VEY SERIES



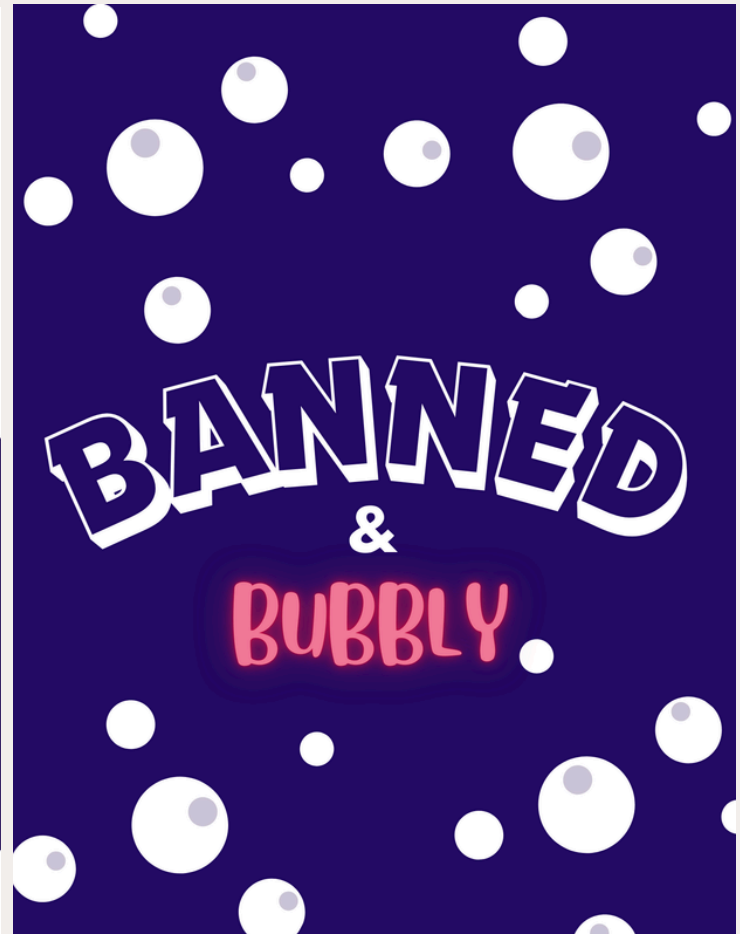
**JAMES DASHNER**  
AUTHOR OF THE MAZE RUNNER SERIES



**CHARLIE BIRD**  
AUTHOR OF EXPANDING THE BORDERS OF ZION

 **crumbl** cookies

**SODA BAR**



## Why We Chose Them

**James Dashner** is best known for The Maze Runner series, a popular youth book series-turned blockbuster movie. **Richard Paul Evans** is best known for his adult book, The Christmas Box, and his children's series Michael Vey. Evans also has had experience with book censorship as his book, The Last Promise, was pulled from one of Utah's biggest bookstores because it contained themes of adultery. He is also a vocal moderate Republican, one of the groups we were trying to target. **Charlie Bird** is a prominent Utah activist and influencer. He has published two books that have faced censorship in Utah bookstores. These books reconcile Bird's religion with his sexuality. With sensitive themes discussed in such a religious community, these books are constantly under scrutiny and after facing backlash.



## Our Event

We divided our event into three parts: author presentation, Q&A, and book signings. Each of the three authors discussed the importance of libraries or their personal experience with book banning.

Then, we passed around a QR code and had the audience submit questions to the authors about intellectual freedom, libraries, or questions about the authors' books. For the last 30 minutes we held a book-signing for attendees to meet their favorite authors, get their books signed, and socialize.

We had a dirty soda bar we titled "Banned and Bubbly" along with some mini Crumbl cookies for attendees to munch on during the event.



## Response

On each of the chairs, we placed a bookmark with our QR code to our post-survey and petition. Our survey shows that the parents and moderate Republicans targeted felt uplifted by the conversation and events of the day and walked away feeling inspired and educated on the importance of libraries and intellectual freedom and that 72% of attendees wanted to learn more about EveryLibrary.

One attendee said, "I wasn't sure how I felt about book banning before this event. But now, I am very much anti-book banning and understand why intellectual freedom is so important."





## Photos from Meet the Author



"It was informative and inspiring. I never thought I would be in the same room as James Dashner!"

"Loved it! Very engaging and I learned a lot. Book bans make me so mad!"

"I really enjoyed it. Full of life and humor while dealing with serious topics."

## Author Event Quotes

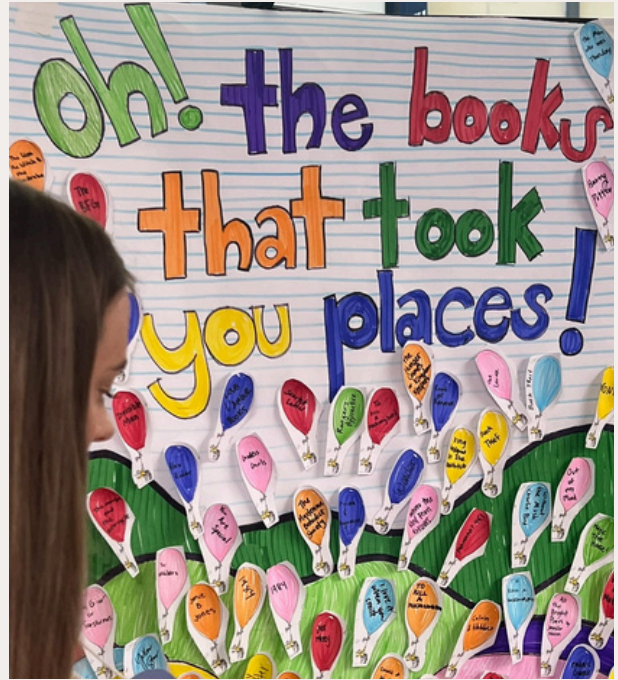
"I'd forgotten how much I care for libraries and books. I now want to go to the public library more and support the library in its funding needs."

"I learned that not everyone perceives censorship in the same way and that it's important to protect everyone's free speech."

"Honestly, we came to meet the authors and got so much more. I am writing this review two days later and I can honestly say that this event has been on mind mind and discussed in detail all weekend."



# Dr. Seuss Booth



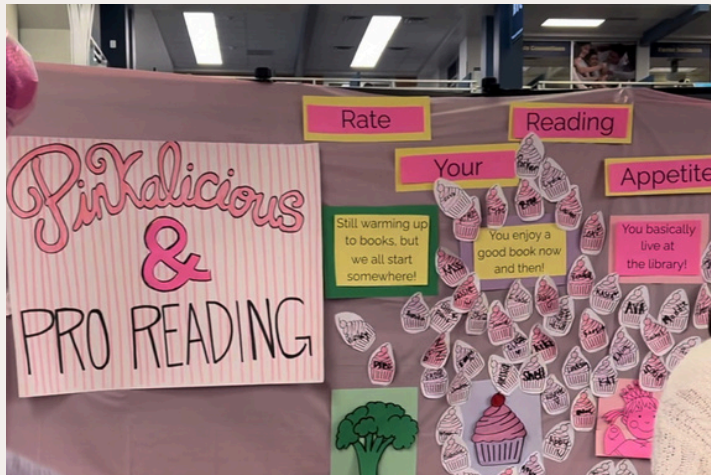
In 2021, the NAACP and other organizations called for the removal of Dr. Seuss books. We decided to capitalize on controversy of this childhood favorite with an engaging and approachable booth. We educated 222 visitors about EveryLibrary's mission and collected 111 survey (including petition) responses. We played on Suessian language like "Green eggs, no ban" and "One fish, two fish, we need you fish."

Our booth also featured "Oh, the Books That Took You Places" display, where attendees shared books that first made them think. Common books included Harry Potter, 1984, and To Kill a Mockingbird, ironically, frequently challenged books, which allowed us to shed light on book bans in a natural way.



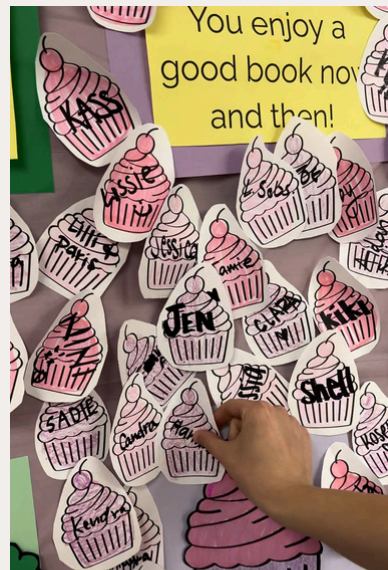
# Pinkalicious Booth

During the implementation window, the children's book *Pinkalicious* was banned in Wilson County, Tennessee. Wanting to capitalize on this and recognizing it as an engaging theme, we held a *Pinkalicious*-themed booth. We engaged 352 visitors in a conversation about EveryLibrary and sparked positive conversations about book banning.



With the theme "*Pinkalicious* and Pro-Reading," visitors rated their reading appetite on a playful scale, from "Still warming up to books" to "You basically live at the library."

Additionally, we posted a recap reel on our Instagram in collaboration with Victoria Kann, author of *Pinkalicious*. This allowed our campaign to reach even further than just Utah County.



This booth resonated deeply with attendees, many of whom had grown up with *Pinkalicious* and were shocked to learn it had been banned. Their personal connection to the book made them eager to get involved, with many asking how they could help fight censorship.

# Events Evaluation

At each event, attendees were encouraged to take a post-event survey through a QR code on a piece of paper or the back of our bookmarks (see pg. 37). The questions on the survey were:

Freedom to Read Survey

\* Indicates required question

What's your name? (First and Last) \*

Your answer

Would you be interested in learning more about EveryLibrary? \*

☐ Yes

☐ No

If yes, what is a good email for you? (This email will be shared with EveryLibrary)

Your answer

I have a stronger desire to advocate for intellectual freedom in Utah, including eliminating censorship in libraries. \*

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

I support EveryLibrary's mission to fight for intellectual freedom and increase funding and resources for libraries in America. \*

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

Are you a parent? \*

☐ Yes

☐ No

How would you describe your political affiliation? \*

☐ Republican

☐ Moderate Republican

☐ Moderate Democrat

☐ Democrat

☐ Other

Are you willing to sign EveryLibrary's petition to eliminate book bans in the United States? (By checking yes, you are confirming that BYU's Bateman team can put your name on EveryLibrary's official petition) \*

☐ Yes

☐ No

- 46% of event attendees wanted to learn more about EveryLibrary through email lists and social media channels.
- 97% of survey takers signed the petition.
- 95% of attendees supported EveryLibrary's mission, even if they dissented from learning more about EveryLibrary at the time.
- 90% felt a stronger desire to advocate for intellectual freedom in Utah.

Would you be interested in attending other events about book banning? (By selecting yes, you are consenting to receiving email notifications of events occurring in the month of February) \*

☐ Yes


☐ No

What did you think of the event? \*

Your answer




# Media Pitching



Savannah Lorcher


To: jtracy@nexstar.tv





Reply

Reply all


Forward







Thu 2/13/2025 6:07 PM

 Meet the Author Event Medi...  
87 KB

Hi Jordan,

Thank you for your recent piece on the rally against white supremacy this past weekend. Lately, I've noticed more conversations on social media about the harms of white supremacist thinking, and I think it's important to recognize efforts that promote inclusion and love. Thanks for taking the time to highlight those positive steps being taken in Utah.

Another hot topic is book banning—something Utah is no stranger to. Just last week, the state banned its 16th book. To fight book bans in Utah, James Dashner, Richard Paul Evans, and Charlie Bird - three well-known, Utah-based authors - will be participating in a panel about the importance of intellectual freedom and the dangers of book banning in Utah on February 22 at the Provo Library.

Our authors are willing to provide quotes and statements at the event.

Would you be interested in covering this? Let me know.

Savannah Lorcher  
Brigham Young University  
(702) 957-3674

A winning combination of a timely and exciting event and strategic media pitching, which included a media advisory, landed us broadcast coverage for our “Meet the Author Event” with ABC4.

\*\*\*\*MEDIA ADVISORY/PHOTO OPPORTUNITY FOR SATURDAY, FEBRUARY 22\*\*\*\*

James Dashner, Richard Paul Evans, Charlie Bird, to Fight Book Banning in Utah at Panel Event

**WHO:** James Dashner, author of the *Maze Runner* series, Richard Paul Evans, author of the *Michael Vey* series, Charlie Bird, author of *Expanding the Borders of Zion*, EveryLibrary non-profit

**WHAT:** EveryLibrary & Freedom to Read, Power to Think is partnering with best-selling, Utah-based authors to talk about the importance of intellectual freedom and the dangers of book banning in Utah. James Dashner, Richard Paul Evans, and Charlie Bird will speak on the subject, followed by a Q&A with audience members. The authors will also meet with fans and sign books.

**WHERE:** Provo City Library  
Nelson Attic  
550 N University Ave  
Provo, UT 84601

**WHEN:** Saturday, February 22

- 1:00 - Welcome, opening remarks
- 1:05 - Richard Paul Evans speaks
- 1:15 - Charlie Bird speaks
- 1:30 - James Dashner speaks
- 1:40 - Q&A from audience
- 2:00 - Meet & Greet with Fans
- 2:45 - Photo Op with authors
- 3:00 - Depart

**WHY:** With book bans on the rise across the United States, including in Utah, protecting intellectual freedom is more important than ever. EveryLibrary, a 501(c)(3) nonprofit dedicated to fighting censorship and securing library funding, has partnered with Brigham Young University's student-led Bateman Team to raise awareness about the fight against book bans in Utah and Salt Lake counties. By collaborating with well-known Utah-based authors, EveryLibrary aims to inspire Utah and Salt Lake County residents to take action against censorship in their communities. 150+ people will be in attendance

**VISUAL/INTERVIEW OPPORTUNITIES:** Media are invited to shoot the author's speeches, the Q&A session, and the fan meet and greet. Participants and authors will also be available to speak more about why intellectual freedom is so important to them and what they are doing to fight book banning and censorship.

# ABC4 News

ABC4, a television station in Salt Lake City, Utah, filmed and aired a segment of our “Meet the Author” event. Jordan Tracy, a reporter at ABC4, talked about our campaign slogan, “Freedom to Read, Power to Think” and what our visiting authors said about the dangers of book banning. The segment aired an interview with Charlie Bird, who talked about his experiencing backlash from his book.

“Highly circulated authors gather at the Provo library to discuss the fight against book bans in the state following the 16th ban put in place. This week, featuring the authors of The Maze Runner and Michael Vey series, they discussed the importance of intellectual freedom in today's age and the dangers posed by the banning of books. We spoke with the author, Charlie Bird, who says that the backlash from his books often stems from a lack of understanding. ‘It's a book about coming into oneself, growing, overcoming depression, anxiety, keeping strong family relationships.’ Bird went on to say, a way of fighting the fear of the Banned Books is to understand the true purpose and content of the novel.”

Although we reached out to ABC4 multiple times, we were not able to get a response on how many viewers watched the broadcast.



# Daily Universe Digital and Video Reporting

**BYU's official student newspaper, the Daily Universe, sent Annabelle Jones and Brittany Heimuli to report on our Meet the Author event. The Daily Universe created a written article posted on their website and a feature story on their YouTube channel. [Here](#) is the link to the digital story and [here](#) is the link to the video**

Here are some notable quotes from the article:

"BYU's Bateman team partnered with EveryLibrary, an organization focused on increasing funding for libraries and fighting book banning, to host an author panel and Q&A discussion regarding intellectual freedom."

"Authors James Dashner, Charlie Bird and Richard Paul Evans headlined the event. They shared remarks, answered audience questions and raised concerns about book bans."

"During the Q&A, James Dashner compared book bans to drawing arbitrary lines in the sand and said setting such precedents is difficult."

"How could you possibly ever decide this crosses the line and that it should not be in libraries?" James Dashner said."

Evans, author of "The Christmas Box," spoke about the power of freedom of speech and how different ideas — while conflicting with popular belief — can still be of value to society.

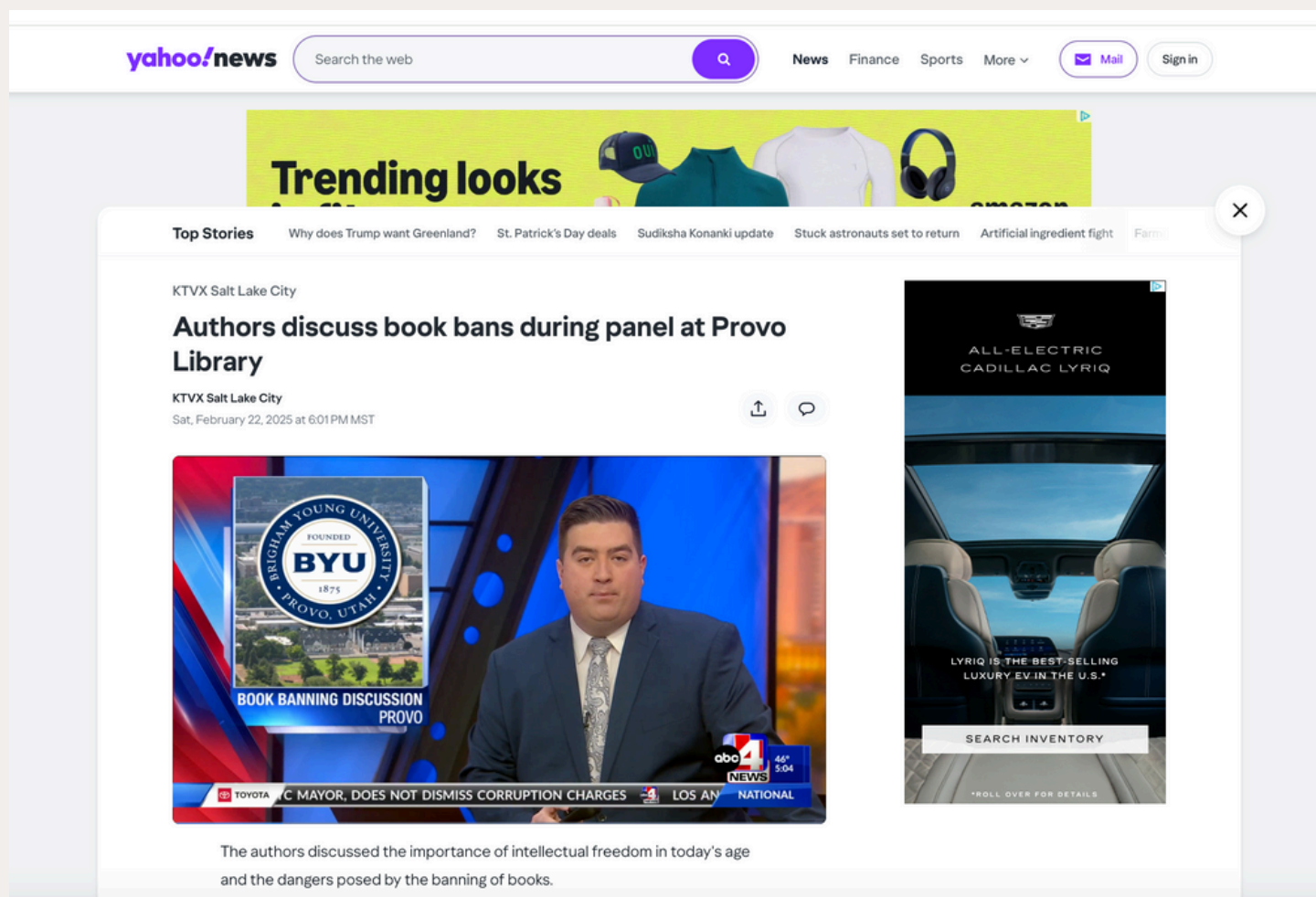
"The idea of having conflicting ideas is powerful," Evans said. "That's how good ideas come up."

"Be a voice of reason, speak up your opinion," James Dashner said. "Support libraries and bookstores." He encouraged people not to be afraid but engage civilly with others in efforts to write a new chapter in the history of intellectual freedom.





# Yahoo News



Our story was so newsworthy that Yahoo News picked up our story without us pitching them. They reposted ABC4's video and posted it on their website on February 22nd. Although we reached out to Yahoo News, we were unable to get a response as to how many viewers viewed this page.

## Logo

Our logo features a person with a book as their "brain." When we came up with our slogan, "Freedom to Read, Power to Think," we wanted a logo that encapsulated that books open our mind to new ideas. We chose the colors dark magenta and navy because we wanted to subtly represent American colors, which appeal to our key public's self-interests of constitutional rights and patriotism. The right to intellectual freedom is one ingrained within our Constitution, and we wanted to emphasize that in our design.



Freedom to Read,  
Power to Think.

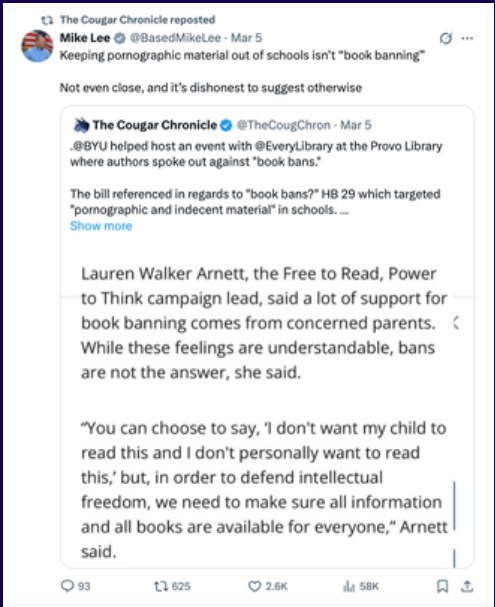
# Crisis Communications

Our article from the Daily Universe sufficient coverage that the Cougar Chronicle, a far right, independently-run student newspaper at BYU reposted our article and expressed strong opposition against our position on book banning.

Although it was frustrating to feel misrepresented, our team planned and implemented a crisis communications strategy to mitigate the situation. We consulted BYU Communications, who informed us that the situation was not severe enough to warrant a response and that it was best to leave the online conflict alone unless things escalated.

Shortly thereafter, Senator Mike Lee (R-UT) reposted the Daily Universe article as well, with commentary strongly opposing our campaign. Again, discussing our strategy, we determined that this situation was best to leave alone.

Although we were saddened to hear that eliminating book bans is not something that everyone supports, it further reinforces our claim that moderate, everyday Utahns do support our mission, while more extreme conservatives like Senator Mike Lee and the Cougar Chronicle are not the target audience. When contrasted with the response garnered from moderates and moderate Republicans, and we learn that the right audience paired with the right message will always land.



**The Cougar Chronicle** @TheCougChron · Mar 5  
".@BYU helped host an event with @EveryLibrary at the Provo Library where authors spoke out against "book bans."

The bill referenced in regards to "book bans?" HB 29 which targeted "pornographic and indecent material" in schools.

Then, we have the @UniverseBYU running a cover article for the event, and giving into the language these groups use.

It is not a "book ban" if you can go online and purchase the book from Amazon. Public libraries are not required to accommodate "pornographic and indecent material."

Lauren Walker Arnett, the Free to Read, Power to Think campaign lead, said a lot of support for book banning comes from concerned parents. While these feelings are understandable, bans are not the answer, she said.

"You can choose to say, 'I don't want my child to read this and I don't personally want to read this,' but, in order to defend intellectual freedom, we need to make sure all information and all books are available for everyone," Arnett said.

**The Universe** @UniverseBYU · Mar 4  
Authors spoke out against book banning at an intellectual freedom event held at the Provo Library on Feb. 22. By Annabelle Jones.  
universe.byu.edu/metro/authors-.....

40 47 395 70K

**The Cougar Chronicle** @TheCougChron · Mar 5  
Some quotes from the authors at the event shared in the Universe's article:

"a lot of support for book banning comes from concerned parents"

"in order to defend intellectual freedom, we need to make sure all information and all books are available for everyone"

2 1 46 1K

**The Cougar Chronicle** @TheCougChron · Mar 5  
"A child will find out information that they are curious about so banning it does no good"

"How could you possibly ever decide this crosses the line and that it should not be in libraries"

Reminder: HB 29 in Utah helps remove "pornographic and indecent material" from schools.

2 1 64 938



# Sponsors

## Crumbl Cookies

Crumbl Cookies is a popular cookie chain founded in Utah. We wanted to partner with a brand that knew our market and understood the importance of intellectual freedom. Their Crumbl Cares philanthropic initiative recently donated cookies to teachers and staff to show appreciation for their hard work in shaping the next generation. Crumbl donated 125 mini cookies for our Meet the Author event.



Source: Crumbl Inc.

## Provo Library

The Provo Library was originally funded by Andrew Carnegie and currently provides 285,000 books, magazines, and media in circulation. The Provo Library offered us a large discount to hold our Meet the Author event.



Source: Flickr Creative Commons

## Let Utah Read

Let Utah Read is a grassroots coalition of librarians, teachers, community members, parents, and other advocates fight to keep books on Utah's shelves. They regularly host events, petitions, and local information on how to fight book bans in Utah. Let Utah Read subsidized the cost of our library room for the documentary screening event.



Source: PEN America

## CSB Nutrition

CSB Nutrition specializes in full-service manufacturing for health related products. Craig Shields, owner of CSB Nutrition, has frequently engaged in educational philanthropy initiatives. Surrounded by female educators his whole life, he was proud to support EveryLibrary's mission to fight for library funding and keeping books on the shelves. CSB Nutrition graciously donated \$300 that went directly to support our Meet the Author Event, Dr. Seuss booth, Pinkalicious booth, and bookmarks.



Source: CSB Nutrition