

**TO:** ALA Executive Board

**RE:** Status of Advocacy Initiatives

**ACTION REQUESTED/INFORMATION/REPORT:**  
Information only

**ACTION REQUESTED BY:**  
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**DRAFT OF MOTION:**  
N/A

**DATE:** 03-18-11

**SUMMARY:** Recent activity of the Office for Library Advocacy is featured, including updates on presidential initiatives, the Advocacy Institute at Midwinter, Library Snapshot Day, updates on the funding crisis efforts and Ilovelibraries.org.

### **Presidential Initiatives**

- **Our Authors, Our Advocates: Authors Speak Out for Libraries**

*Our Authors, Our Advocates*  
*Authors Speak out for Libraries*

ALA American Library Association

OLA is working with ALA President Roberta Stevens and the Our Authors committee (comprising Peggy Barber, Pat Tumulty and Maureen Sullivan) on implementation of the “Our Authors, Our Advocates” initiative. The goals of the initiative are to enlist authors, natural allies of libraries, as articulate and impassioned spokespeople who highlight the key role libraries play in the economic, social, and educational fabric of our nation; to have libraries using the authors’ online and in-person advocacy messages created for “Our Authors, Our Advocates” to build support, financial and otherwise, for their institutions; and

to have libraries using local celebrities to build support, financial and otherwise, for their institutions.

Four video PSAs, featuring Scott Turow, Brad Meltzer, Sara Paretsky and Sharon Draper launched at the ALA Midwinter Meeting. A “virtual postcard” featuring the PSAs will be emailed to all of ALA’s electronic members. Four more will launch during National Library Week, featuring Pam Munoz Ryan, Kathy Reichs and Neil Gaiman, and Carmen Agra Deedy. Mo Willems, David Baldacci and others to be named will be ready in time for the 2011 Annual Conference. The Our Authors, Our Advocates campaign is housed on [www.ilovelibraries.org](http://www.ilovelibraries.org).

- **Authors Mobilization**

In light of potential cuts to federal funding in the 2012 budget and cuts to state budgets across the country, OLA and PIO are working to accelerate the authors’ level of participation. As PIO worked to place Scott Turow in the *Huffington Post*, authors in this program will write op-eds to be placed at regional media outlets. Brad Meltzer and Pam Munoz Ryan have written op-eds ready for placement.

- **Our Authors Poster**

OLA, PIO and ALA Graphics worked together to produce an Our Authors, Our Advocates poster. It will contain quotes and photos of twelve different authors. The poster is a roughly three-foot-long vertical banner, suitable for mounting at the end of a bookshelf.

- **Why I Need My Library Video Contest**

Promotion continues for the Why I Need My Library Video Contest. OLA has been coordinating with PIO, ALA President Roberta Stevens and the Why I Need My Library committee (comprising Diane Chen and Paula Brehm-Heeger) to create a video contest for teens. Information can be found at [www.ilovelibraries.org](http://www.ilovelibraries.org). The contest closes April 18, 2011.

- **Frontline Fundraising Toolkit**

OLA has been working with ALA President Roberta Stevens and the Frontline Fundraising committee, chaired by Peter Pearson, St Paul Friends of the Public Library, to create a fundraising toolkit. It is now complete, awaiting graphic design and uploading to the ALA website.

- **Authors Database**

OLA and ALTAFF have created a database of quotations about libraries that advocates can use to help make the case for libraries. Quotes are from authors, politicians, historical figures, celebrities, journalists and others. The database will launch with roughly 400 quotes, pulled from *American Libraries*, PIO’s Libraries Change Lives initiative, FOLUSA/ALTAFF and other sources. It will be available on [www.ilovelibraries.org](http://www.ilovelibraries.org).

## Plans for Annual Conference



OLA will hold two programs at the 2011 Annual Conference in New Orleans:

- **Boomers, Staff & Students – Engaging the Many Voices of Advocacy: An Advocacy Institute Workshop, Friday, June 24, 2011, 1 - 4 p.m.**  
Three segments of the population inherently understand the value of the library: Baby Boomers, library staff, and students. How can we engage them to be vocal supporters for libraries? This Advocacy Institute Workshop will explore ways to mobilize these groups as library advocates. Speakers include Buffy Hamilton, High School Librarian, Creekview High School, Canton, Georgia; Carla Lehn, Library Programs Consultant, California State Library; Pamela Sandlian Smith, Director, Rangeview Library District, Colorado; and Vivian Wynn, Chair, Federal Library Legislative and Advocacy Network (FLLAN). Presented by the Advocacy Training Subcommittee of the Committee on Library Advocacy, in partnership with ALTAFF. Tickets cost \$50 advance, and \$75 onsite. (Those who register for ALTAFF's Nuts & Bolts program from 8:30 - 1 p.m. will receive a \$25 discount on combined registration.)
- **Empowering Voices: Communities Speak Out for Libraries Saturday, June 25, 2011, 1:30 pm - 3:30 pm**  
Join ALA President-elect Molly Raphael and advocacy leaders from all types of libraries in the kickoff to ALA's new advocacy initiative, Empowering Voices: Communities Speak Out for Libraries. Learn how to build on current frontline-staff advocacy efforts and focus on empowering community members to raise their voices in support of libraries. You will emerge from this session with strategies for assessing your community's needs and engaging a strong network of advocates. The event is free.

## Privatization Efforts

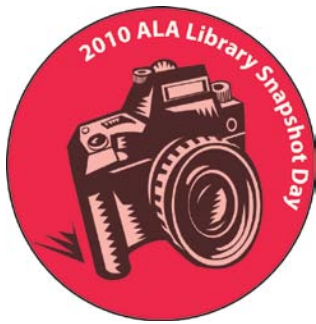
The Committee on Library Advocacy is working with PLA and ALTAFF to create tools for libraries to combat the privatization issue. The committee hopes to have a draft in place by the 2011 Annual Conference.

## Ilovelibraries.org



ALA's advocacy website for the public, Ilovelibraries.org, continues to be published twice monthly, run by a primarily volunteer staff comprised of ALA staff. New resources for citizens who want to get involved will launch by Midwinter. The website is currently generating 9,000 hits daily, with 2,215 subscribers to the e-newsletter. The Ilovelibraries.org Facebook page has over 30,000 subscribers.

## Library Snapshot Day



COLA is presenting another national effort to encourage libraries to participate in Library Snapshot Day. April 2011 will be the designated month, in hopes that we can gain the bulk of statistics from around the country within a 30-day period so that we can announce national snapshot data. Over thirty states participated in 2010, including an EPA library and the Association of Jewish Libraries, and eighteen have signed on for 2011 so far.

Due to technical difficulties, a webinar on how to implement a Library Snapshot Day originally scheduled for March 17, was rescheduled for March 30, 2 pm CDT.

More information is available on Advocacy University at [www.ala.org/librarysnapshotday](http://www.ala.org/librarysnapshotday).

## Funding Crisis Efforts

The ALA Office for Library Advocacy has organized an "ALA Crisis Team," aimed at monitoring of and quick response to crisis situations affecting libraries around the country. The team consists of members of OLA, *American Libraries*, the Public Information Office, the Chapter Relations Office, ALTAFF and appropriate division(s). For the most current information, visit *American Libraries* at [www.americanlibrariesmagazine.org](http://www.americanlibrariesmagazine.org).