

**Idaho Library Association
Advocacy and Public Relations Committee
Annual Report – October 2005**

Submitted by Jillian Subach, Chair

Current committee members include:

Linda Brilz, Boise Public Library
Steve Poppino, College of Southern Idaho
Anne Abrams, Idaho State Library (advisory member)
Joanne Hinkel, Boise Public Library (advisory member)

I accepted the position of Chair in October, 2004, and at that time, a sub-committee was appointed by Barbara Greever to examine the charge for the group. The sub-committee worked to clean up the charge and make it more reflective of the work that actually needed to be accomplished. The redesigned charge was approved at the April 2005 Board meeting, and can be found on the Idaho State Library website.

The following activities have take place, in direct relation to the newly-appointed charge.

- We re-subscribed to Northern Rockies News Service for another year. They provide coverage for library stories throughout the country. Their representative Deborah Courson works closely with me for story ideas and contact assistance. This year, NRNS has written and produced stories about summer reading, free online homework help for Idaho students at the public library, and information about the need for students to have a library card. A full report of the stories is available by contacting me at jillian@mld.org, or calling 208-888-4451.
- A bookmark listing the “Top Ten Things You Can Do to Support Your Library” was added to the Advocacy/PR webpage in April 2005. You can find the bookmark at <http://www.idaholibraries.org/divisions/pr/advocacy-bookmark.doc>. The bookmark is most applicable for public libraries, and can be reproduced easily. (Anne Abrams assisted me with this project.)
- I have been speaking to service clubs about the importance of supporting libraries, and providing them with information about the LiLI databases and library reference services available in Idaho. I distribute the advocacy bookmark, and emphasize the need for people to use their library.
- I worked with Deborah Courson and John Watts to create and present a program at the ILA Southwest Chapter conference in April 2005. The session was open to all, but the target audience was youth services librarians. The guest speakers provided insight on contacting legislators, working with the public for support, and finding the right connection to get the library story in the news. Together, we provided the librarians in attendance with the tools to focus their energy on media connections that will work, and to more effectively market their library by creating relationships with their local legislators and the public.
- A program has been planned for ILA Annual Conference 2005. A media panel has been assembled by Anne Abrams, and they will address the issue of

contacting the media and promoting stories that the news outlets will actually use. Anne will moderate, and I will attend to provide support. The session is entitled *Working with Media/Public Relations*, and it takes place on Thursday, October 6, at 1:30 p.m.

- Our first committee meeting was held in Boise on August 29th. We reviewed the official charge, covered the events that have happened so far, and started brainstorming ideas for future endeavors. As a group, we decided that our efforts should support the gathering, organizing, and generating of materials that are simple and meaningful to all Idaho libraries and librarians. We also agreed to choose projects that were manageable for our group, realizing time limits and other job duties at our respective libraries. After much discussion, the following activities were agreed upon:
 - Recruit additional members for the committee, from other regions of Idaho and from other types of libraries (public and academic represented currently)
 - Design a mailing to reach ILA members that don't have access to email and Lib-Idaho – to inform them of conference programs and/or special services available via the website.
 - Work to make sure that a session related to advocacy or public relations takes place at every chapter conference, as well as annual conference.
 - Create advocacy “top ten” bookmarks specific to academic and school libraries, similar to the public library version currently available.
 - Regular posts to the advocacy webpage – weekly “advocacy tips” that are quick, useable, and realistic for all size libraries, and monthly links to an article or website that features a successful advocacy project in other libraries nationally.
 - Gather library success stories from around Idaho (related to advocacy) and support those librarians in an effort to show that sometimes advocacy happens when we're unaware, and help them organize their presentations to share with others around the state.

The full minutes from this meeting are available by calling me at 208-888-4451, or emailing me at jillian@mld.org.