

## **Memo**

**To:** ILA Executive Board

**From:** Jillian Subach

**Date:** September 21, 2006

**Re:** Advocacy and Public Relations Report for the October 2006 Board meeting

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The Advocacy and Public Relations committee continues to communicate via email, developing ideas, program information, and stories to be shared with all Idaho librarians. Important activities are noted below:

### **Advocacy Presentations/Participation by committee members**

- Linda Brilz and Jillian Subach presented a workshop on April 8, 2006, for the Southwest Regional ILA Conference, entitled *Raise Your Voices for Libraries*. The emphasis was on helping librarians to identify ways to be advocates, and to incorporate advocacy behaviors into their daily library and community exchanges. Audience members were invited to "play" in a skit, pretending to talk to Board members, legislators, and teachers to get practical experience when facing similar situations in the workplace. Per usual, invitations to join the committee were extended to everyone.
- Steve Poppino participated in the Region 4 ILA conference that was held in April 2006. He helped to organize speakers and other technical aspects of the program. He also presented a session about the 2020 Vision plans (information from the Vision 2020 follow-up session held in Ketchum in October 2005). He attended the *Evolving Library Services for Digital Natives* in July, 2006, and continues to post useful tips for further study on this topic.
- Jillian Subach will present a program at ILA Annual Conference (October 2006) entitled *Sell Your Library to Your Community*, focusing on marketing and gathering community support for library programs and services.

### **Advocacy Tips and Stories**

- Steve Poppino continues to send insightful, weekly tips related to advocacy and public relations. He sends them each week on Wednesday, to the LibIdaho listserv. These tips are archived on the ADV/PR page of the ILA website.
- Linda Brilz continues to collect and post advocacy stories, as they are sent to her from librarians in this state. The archived stories can be found on the ADV/PR page of the ILA website.

### **Member Change**

- Lori Bonner is no longer on the committee, due to a job change

### **Northern Rockies News Service**

Our subscription to this news service will be current until November 2006, and it will be up for renewal at that time. Deb Courson is our liaison, and she routinely asks for story ideas and library activities and issues, both on a local and statewide level. She proposes several stories each year on behalf of libraries, including a piece each year on summer reading for public libraries. Proposed stories come under the categories of Education, Youth and Children, and Human Rights.

