

Memo

To: ILA Executive Board

From: Jillian Subach

Date: March 31, 2006

Re: Advocacy and Public Relations Report for the April 7th Board Meeting

The Advocacy and Public Relations committee continues to operate with the intention of accomplishing the goals established in 2005. The committee meets informally in person when possible, and via email. Important activities are noted below:

Weekly Advocacy Tips

- Steve Poppino sends weekly advocacy tips out via LibIdaho. These tips can be viewed on Wednesday of each week, and they are archived on the ADV/PR page of the ILA website

Advocacy Presentations

- Linda Brilz and Jillian Subach presented a workshop entitled *Baby Steps: Making Connections* for the Read-To-Me Conference held February 23-24, 2006. The presentation included positive reinforcement for the advocacy efforts already being made, and suggestions/tips for new advocacy endeavors in the future. Participants (youth librarians and directors) were asked to share what they currently do to spread the word, and encouraged to challenge themselves with one new method of advocacy outreach.
- Linda Brilz and Jillian Subach will present a workshop on April 8, 2006, for the Southwest Regional ILA Conference, entitled *Raise Your Voices for Libraries*. This meeting will focus on various advocacy program ideas and resources, as well as include a skit in which librarians will "meet" community members, Board members, and legislators - and learn how to best capitalize on those encounters.
- Steve Poppino will be part of the Vision 2020 presentation in the Region 4 Spring Conference.

New Members

- Lori Bonner, Director of the Weippe Public Library, recently joined the committee.

Northern Rockies News Services

- Our subscription to this news service was confirmed and paid for in January 2006. Deb Courson continues to send email story requests, and when appropriate, they are forwarded to the library community for input and interview candidates. The topic areas for which several library stories are created each year include Education, Youth and Children, and Human Rights.

