

Library Advocacy Day Rally June 29, 2010 Frequently Asked Questions

The ALA Washington Office is organizing a rally associated with the ALA Annual Conference in Washington, D.C. The event will be on June 29, 2010. Below are a few frequently asked questions about the event, with more information available soon. For the latest information, visit the LAD website at <http://www.ala.org/lad>.

What is the Library Advocacy Day Rally?

Library supporters from around the country will join together on Tuesday, June 29, to express their support for library-friendly funding and policies to the U.S. Congress. Our rally will take place on Capitol Hill and will serve as a visual reminder to members of the U.S. Congress that libraries still matter.

When and where is the rally?

The rally will be at Upper Senate Park, on Capitol Hill, on Tuesday, June 29, at 11 a.m. We have a permit beginning at 9 a.m. We expect participants will start gathering after 10 AM and will have some entertaining distractions until 11 a.m.

How do I register for the rally (or encourage others to register)? Do I need to register separately from the annual conference?

Register for the ALA Library Advocacy Day Rally at <http://www.ala.org/lad> or you can register when you register for the ALA Conference. Although pre-registration is not required, we do ask you to register so we can be prepared with adequate resources for all.

How will annual conference attendees get to and from the rally?

Conference Services is making buses available from the Convention Center to the Capitol Hill perimeter (as close as security allows) on Tuesday morning, so participants can attend the closing general session and still make the rally. Participants can also use the Metro and the Connector bus which goes from the Convention Center to Union Station.

What will happen at the rally?

Participants will hear from leaders in the U.S. Congress as well as other supporters of library-friendly policies. We will be developing the program in the next few months and welcome your suggestions. After the rally, participants are encouraged to visit with their Senators and Representative while on the Hill (see note below “what will happen after the rally”).

What will happen after the rally?

Following the rally, we want the participants to take the printed “palm cards” that will be distributed at the event, as well as during the conference week, fill in their name and library, and go to visit both their Senators and their Representative.

What is the role of the state LAD coordinator?

State LAD coordinator (names and contact information posted on the LAD website at <http://tinyurl.com/ye7w7mb>) will set up appointments with each Senator and Representative for their state. Conference Services will supply Kristin Murphy with the list of those who have registered for the rally, and Kristin Murphy will share each state’s names with the LAD Coordinator on a schedule which begins monthly, then bi-weekly, and finally weekly. Conference Services will also send the Chapter Councilors and the state LAD coordinators a list of those from their states who are registered for the conference at strategic dates, so they could encourage those going to conference to also attend the rally.

State LAD Coordinators will have responsibility to:

- set up appointments with each Senator and Representative for their state
- encourage others from their state to attend
- coordinate messages from the state

How will states be represented at the rally?

Each state that has participants will have a state sign. The state with the most number of participants will have prime real estate near the front. It is likely that the states closer to Washington, D.C., will have more representation at the rally.

How should participants prepare for the rally?

Prior to coming to the rally, we hope the participants will have contacted their state LAD coordinator (names and contact information posted on the website at <http://tinyurl.com/ye7w7mb>) to set up appointments with each Senator and Representative for their state.

Will ALA be providing any training for advocates prior to the rally and subsequent hill visits?

The ALA Washington Office intends two types of training for this event. We will begin webinars in April, which will be archived on the LAD website <http://www.ala.org/lad>, which will help participants who have never been to the traditional National Library Legislative Day to talk about the issues. We want new participants to know exactly what to expect and how to act to make their message effective.

We also plan a special webinar for all those who have volunteered, so they will know what to expect and see video of the location and the volunteer locations. These webinars will be publicized by the Washington Office and Chapter Relations Office. The

District Dispatch (<http://www.wo.ala.org/districtdispatch/>) will post a blog about them, as well.

We have also scheduled a program at Annual, on Saturday, June 26, at 10:30 a.m. in the Convention Center, to do a 90-minute training for all participants.

How is ALA addressing the conflict with Council meeting on that day?

Keith Michael Fiels will suggest during the ALA Executive Board call on February 1 that Council III, which traditionally meets on Tuesday, from 8:00 to 12:30, be scheduled for 7:00 to 10:30 a.m. This time change will allow Councilors to attend the Library Advocacy Day rally on the Hill, which begins at 11:00 a.m.

What other Library organizations are involved in the planning and execution of the rally?

We are developing a plan, with the assistance of the Exhibitors and public library directors, to involve the public . . . especially families who might be visiting Washington as tourists and local library users. Just like for National Library Legislative Day, DC Library Association, COSLA and SLA are working with us. We are also reaching out to Maryland and Virginia Library Associations to help.

We plan to approach the local universities to also encourage their participation.

Emily Sheketoff is currently working with ALA units that have already expressed an interest in participating and promoting LAD, including ALTAFF, PLA, AASL, YALSA, the Office for Library Advocacy, and the Chapter Relations Office. Any support for and comments about the event from other ALA Chapters, divisions, offices, and round tables are welcome. Send comments and questions to ALA Washington office at kmurphy@alawash.org.

How can I get more information and volunteer to help?

Contact Kristin Murphy in the ALA Washington office at kmurphy@alawash.org for more information—and stay tuned!