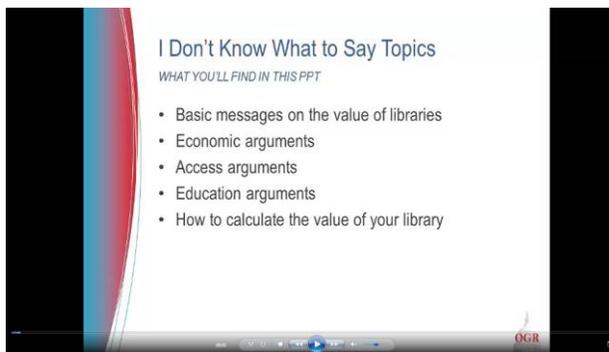


CHALLENGE THREE: I DON'T KNOW WHAT TO SAY



Too often our decision makers have outdated ideas of libraries and librarians and don't understand our stake in key policy issues like net neutrality, copyright and privacy. We need to amplify how all libraries are enablers and catalysts of opportunity and progress and advocate for the policies needed to support this mission. In this chapter, you'll find numerous resources for learning more about the issues that matter most to libraries. Read up on hot topics including Net neutrality, copyright, and freedom of information. This will help you build up the knowledge base you need to discuss and answer questions about the important issues facing the library community.

WHAT TO SAY



Click on the image
or [view online](#).

Advocacy Resources

[District Dispatch](#): The ALA Washington Office Blog covering federal legislation, information technology policy, and more. Checking this regularly is a good way to stay informed about legislative issues and advocacy-related information

[The E's of Libraries™](#): Make it memorable! "The E's of Libraries" is one way to capture the broad range of resources, services and opportunities enabled through 21st Century libraries.

[Library Value Calculator](#): Calculate the monetary value of your library in minutes. This calculator provides advocates with a number to make their community value

more tangible to community members and legislators.

[Take Action for Libraries](#): A map linking to state library association pages outlining state/local issues and provide links to take direct action on the state/local level.

[Advocating in a tough economy talking points](#): What to say to decision-makers to get them to listen to your budget requests in a tough economy

[Transforming Libraries Webinar](#): A conversation about harnessing the enveloping role of libraries and strengthening the librarian's voice to help shape community perception

[Libraries, the Place of Opportunity](#): Outlines the ways in which libraries are vital to various aspects of community life in America

[Keeping Public Libraries Public](#): Provides information on the community benefits of public libraries and a way of communicating these benefits to decision-makers considering privatization

[Libraries Matter](#): Research detailing the economic, community development, and literacy/education benefits of libraries

[State of America's Libraries Report 2015](#): Report on how libraries and library staff continue to respond to the changing needs of communities around the US

[Using the Media for Library Advocacy: Webinar](#): Conversation about options for building relationships with the media, as well as appropriate practices for the different media venues, including print, TV, Radio, and the Internet, providing real world examples of each.

[Academic Library Slogans](#): Get Creative using '@ Your Library'

[Strong School Libraries Build Strong Students](#): Share this engaging, easy-to-read, yet highly informative infographic with your decision-makers

[ACRL Speaks Out](#): This page outlines the Association of College and Research Libraries' stance on the key issues facing the academic library community

Summaries of Key Policy Issues for Libraries

[Access to Information](#): Libraries are major sources of information for society and they serve as guardians of the public's access. The advent of the digital world has revolutionized how the public obtains its information and how libraries provide it. Libraries help ensure that Americans can access the information they need – regardless of age, education, ethnicity, language, income, physical limitations or geographic barriers – as the digital world evolves. Core values of the library community such as equal access to information, intellectual freedom, and the neutral stewardship and provision of information must be preserved and strengthened in the developing digital world.

[Broadband and E-Rate](#): High-capacity broadband powers modern library services—from streaming media to videoconferencing to distance learning. All libraries – public, school and academic - need affordable “big pipe” connectivity to meet the ever-increasing needs of library users. Libraries also play a vital role in broadband adoption and successful use with digital literacy training and relevant digital content. The ALA advocates with the Federal Communications Commission to improve the efficiency and efficacy of Universal Service Fund (USF), including the E-Rate program. E-rate provides discounts to schools and public libraries on telecommunications services, Internet access, Wi-Fi and some closely related costs.

[Net Neutrality](#): Libraries are fundamentally committed to the equitable free flow of information on the internet. ALA supports laws and regulations, like the Federal Communications Commission's (FCC) 2015 Open Internet Order, that preclude internet service providers from manipulating, blocking, or charging additional fees for online information. Preserving an open internet is essential to our nation's freedom of speech, educational achievement, and economic growth. The library community opposes any legislation that would allow internet service providers (ISPs) to engage in paid prioritization or limit the FCC's ability to enforce its open internet principles. An Open Internet is critical to libraries' ability to meet our mission of providing equal and unfettered access to online information and services for all patrons.

Ebooks and Digital Content: Since January 2012, the ALA Digital Content & Libraries Working Group has focused on e-book library lending –particularly regarding major publishers that refuse to offer their titles through our nation’s libraries, have dramatically raised prices, or have introduced new restrictions. And we have made some progress. As of April 2013, all of the “Big Six” publishers are now engaged in library e-lending pilots or provide some or all of their titles for purchase by libraries.

- More information on E-books and digital content, including ways to advocate for it:
<http://www.ala.org/transforminglibraries/ebooktoolkit>

First Amendment, Intellectual Freedom, and Civil Liberties: The ALA actively advocates in defense of the rights of library users to read, seek information, and speak freely as guaranteed by the First Amendment. A publicly supported library provides free and equal access to information for all people of that community. We enjoy this basic right in our democratic society. It is a core value of the library profession.

The ALA has long championed the freedom of the press and the freedom to read. For instance, ALA's Banned Books Week helps raise public awareness of the ongoing threats to intellectual freedom.

Government Information: No-fee public access to government information is the foundation of an informed citizenry. The ALA has long fought to ensure that the public continues to enjoy this access. Libraries have demonstrated their effectiveness in delivering government information to the public. From the Federal Depository Library Program to a variety of e-government services—including emergency response and recovery services provided during natural disasters like Hurricanes Katrina and Sandy—libraries have continued to advocate for the public.

International Issues: The ALA promotes the exchange of professional information, techniques and knowledge, as well as personnel and literature between and among libraries and library supporters throughout the world. The Association also advocates for the recognition of the international aspects of the

library profession and its priority within the ALA.

Literacy: Literacy is a fundamental value of the Association and its members, and one of ALA's eight Key Action Areas (the eight primary guiding principles for investment of ALA energies and resources). The ALA and its divisions promote and foster literacy, and ensure that training and resources are available to help libraries and librarians develop literacy programs and services.

Privacy and Surveillance: The ALA and our nation's libraries have long been committed to the principles of free speech, protection of privacy, open government and access to government information. These democratic values have translated into education and advocacy within the library community and with the public at every level of government and in all kinds of libraries.

At the congressional level, following the revelations in 2013 that the National Security Agency (NSA) and the Federal Bureau of Investigation (FBI) have been obtaining and storing vast amounts of personal information, the ALA renewed its call for reforms that would improve oversight and accountability, declassify information necessary to promote public debate and assure true oversight and transparency in this whole arena.

Copyright: The Digital Age presents new challenges to fundamental copyright doctrines that are legal cornerstones of library services. Libraries are leaders in trying to maintain a balance of power between copyright holders and users, in keeping with the fundamental principles outlined in the Constitution and carefully crafted over the past 200 years. In this role, the ALA closely follows both federal and state legislation and makes librarians' voices heard when these issues are moving. Libraries are perceived as a voice for the public good and ALA's participation is often sought in "friend of the court" briefs in important intellectual property cases. ALA's involvement extends to the international copyright arena, following the treaties to which the U.S. is a signatory and that could influence the development of copyright changes at home.

Copyright issues are among the most hotly contested issues in the legal and legislative world; billions of dollars are at stake. Legal principles and technological capabilities are constantly challenging each other and every outcome can directly affect the future of libraries.

Everyday copyright law affects the way libraries provide information to their users. The first sale doctrine enables libraries to lend books and other resources. Fair use allows for the use of copyrighted works for purposes of criticism, comment, news reporting, scholarship, or research. Libraries are permitted to make reproductions of copyrighted works for preservation and replacement purposes. And under copyright law, libraries can aid in the transformation and reproduction of copyrighted works for users with disabilities. As libraries advocate for user rights and access to information, it's crucial to continue to address the emerging challenges posed at the intersection of technology, society, and law.

Library Funding: While the majority of funding for libraries comes from state and local sources, federal funding provides critical assistance, giving libraries across the country the financial support they need to serve their communities. Federal dollars also leverage local resources.

For the past several years, the federal budget has been hard on domestic programs. Libraries have seen cuts to the Library Services and Technology Act (LSTA), and many other beneficial programs have been severely cut or terminated. The ALA follows these other programs as well, because libraries are just one part of a much bigger picture that includes education, the humanities, the arts, and many other important social functions.

Access to Federally Funded Research: On their own, academic libraries cannot afford access to a wide range of research literature vital to faculty and student needs. Open access to federally funded research would substantially improve opportunities for research. For instance, 1.5 million articles are retrieved from PubMed each weekday by 700,000 unique users. 25% of these users are from universities.

The Fair Access to Science and Technology Research Act (FASTR) increases opportunities for academicians to share search results across institutions and disciplines, collaborate widely, and reuse results. According to the Scholarly Publishing and Academic Resources Coalition (SPARC), the application of research will be accelerated resulting in greater innovation, new products and services, and long-term economic growth. In addition, articles available in a digital environment allow new fields of research and analysis to emerge through the use of computational analysis tools, which could revolutionize academic research.

Net Neutrality and Academic Libraries: Libraries and higher education institutions are “prolific providers of content, services and applications on the Open Internet.” At the same time, libraries and higher education institutions are dependent on outside sources, only available through the Open Internet, in order to develop content and applications in the public interest. Online learning—in particular Massive Open Online Courses (MOOCs)—and increasing numbers of digital library collections—including the Digital Public Library of America—are clear examples of great innovative and democratizing trends in academia only possible with an Open Internet.

CIPA and School Libraries: The Children's Internet Protection Act (CIPA) and the Neighborhood Internet Protection Act (NCIPA) went into effect on April 20, 2001. These laws place restrictions on the use of funding that is available through the Library Services and Technology Act, Title III of the Elementary and Secondary Education Act, and on the Universal Service discount program known as the E-rate (Public Law 106-554). These restrictions take the form of requirements for Internet safety policies and technology which blocks or filters certain material from being accessed through the Internet. The deadline for complying with NCIPA was July 1, 2002 for those libraries receiving 2002 E-rate discounts for Internet access or internal connections. The deadline for compliance with CIPA was July 1, 2004, following the Supreme Court ruling in 2003.

ESEA Reauthorization: The ALA supports the inclusion of provisions in the reauthorization of ESEA to improve academic achievement by ensuring public schools across the United States have libraries staffed by state-licensed school librarians. The ALA believes School librarians must be named along with other highly effective teachers in the new ESEA legislation in order to ensure that school librarians have an accountability role as Congress strikes a new path for education reform. 21st century school library programs provide students with more than just books selected to hone readers' developing skills and to instill a love of reading. Today's school libraries are sophisticated learning environments necessary in preparing students for 21st century work places.

Not surprisingly, research repeatedly shows that a well-funded and fully staffed school library with a state-licensed school librarian is an integral component of a student's successful education. Because ESEA does not highlight the direct

correlation between a school library (staffed by a state-licensed school librarian) and increased student academic achievement, library resource budgets have increasingly been used to mitigate the effects of budgetary shortfalls. Unfortunately, school libraries are currently some of the most underfunded classrooms in America and only 60 percent of our school libraries have a full-time, state-licensed school librarian on staff. Thus, the ALA believes that any ESEA reauthorization legislation must affirm the vital role school libraries play in the U.S. education system and work to ensure the inclusion of fully-certified school librarians in school libraries throughout the country.

Common Core: The ALA believes that all students should graduate from high school ready for college and a career, and that setting high expectations of students will improve student achievement to that end. Thus, the ALA and the American Association of School Libraries (AASL) generally support the implementation of the Common Core State Standards (CCSS) throughout the country. CCSS expects students to engage deeply in a wide variety of informational and literary texts in English language arts (ELA)/literacy and to be able to both know and do mathematics by solving a range of problems engaging in key mathematical practices. The ALA would like the final CCSS to stress the importance of school librarians in facilitating students and faculty learning in the areas of inquiry-based learning, information literacy, digital literacy, and exposure to literature and informational text.

