

What is the Association for Library Trustees and Advocates (ALTA)?

A division of the American Library Association, ALTA is a national network of enthusiastic library supporters who believe in the importance of libraries as the social and intellectual center of communities, and in the library's role in lifelong learning and equal access for all. ALTA members share information and experience on library advocacy and trusteeship to ensure vital, well-supported libraries that contribute to better communities and a strong, better-educated society.

As an Advocate Member of ALTA, you'll receive:

- Advocacy Alert** — every quarter, you'll receive this newsletter to help keep you up-to-date on trends, challenges and opportunities for libraries.
- ALA product discounts** — save 10% off a variety of ALA products, including books, journals and creative tools to promote libraries and literacy.
- Library Quote Card** — this handy card provides useful and quotable statistics on our nation's libraries.
- Semi-annual ALA Newsletters** — get the latest information on what's happening now... plus, what's ahead for libraries in your community and across the country.
- 'Friend of Libraries' magnet** — show the world you care about America's libraries.
- America's Libraries Change Lives video** — this 18-minute video is available to ALTA members at a reduced rate of \$49 plus shipping.
- Libraries & The Internet Toolkit** — includes tips and guidelines for developing and communicating Internet policies.
- A Library Advocate's Guide to Building Information Literate Communities, ALA Library Advocacy Now! Action Pack 2001** — filled with new ideas, strategies, messages and sample publicity materials for advocating the importance of information literacy and the critical role of libraries and librarians. Available online or in print for a small fee.
- National Library Legislative Day** — gather with library supporters from across the country on Capitol Hill annually.
- Library Advocacy Discussion List** — have questions, suggestions, stories? Share them via our electronic discussion list.
- Library Advocacy Now! Training** — workshops for local, regional and state library groups, include tips and techniques for building an advocacy network, being an effective library spokesperson and dealing with legislators and the media.

ALTA provides me with the national perspective on library activities, initiatives and advocacy that helps me be a better voice for libraries in my community.

— G. Victor Johnson
Trustee
Arlington Heights (IL)
Memorial Library



How Can I Best Support America's Libraries?

- Join ALTA**, the Association for Library Trustees and Advocates to create a unified voice for libraries and librarians.
- Contact your local librarian** to find out what the library needs and how you can help.
- Call, write or visit elected officials** to express support or concern for specific issues.
- Alert local media to legislation of concern** and its impact on your library and community.
- Participate in Library Legislative Days** at the state and national levels.
- Encourage others in your community to become Library Advocates** and share your concerns about libraries with them.
- Attend local government and school Board meetings.**
- Call your local radio & TV talk shows** and involve the library in discussions of employment, education, the Internet and literacy.
- Contact your state library association or the ALA Washington Office** and volunteer to be part of its legislative network.

As a member of ALTA, I'm part of a national network of informed citizens speaking out for libraries.

— Dale Ross
Trustee
Central Iowa
Regional Library

"Libraries are evolving into dynamic centers of lifelong learning, information and entertainment."

MEMBERSHIP ACCEPTANCE FORM

ASSOCIATION FOR LIBRARY TRUSTEES AND ADVOCATES

Name: _____
First Middle Last

Title: _____

Library/ Organization Name: _____

Address: _____

City/State/Zip: _____

Country: _____

Representative/Congressional District: _____

Work Phone: (____) _____

Home Phone: (____) _____

Fax: (____) _____

Toll-Free Number: _____

E-mail: _____

Home Address: _____

City/State/Zip: _____

ALA Membership Number: _____

(if already an ALA member)

☐ **YES!** I want to become an Advocate Member of the Association for Library Trustees & Advocates (ALTA) at the annual dues rate of \$35. Please send me my New Member Kit immediately.

I am a:

☐ Trustee ☐ Librarian ☐ Library Staff
☐ Library User and Advocate ☐ Other _____

(please specify)

Method of Payment

☐ Check enclosed (payable to American Library Association)
☐ VISA ☐ MasterCard ☐ American Express

Account #: _____

Name on Card: _____

Expiration Date: _____

Signature: _____

From time to time, ALA rents its membership lists to select organizations offering services or products related to libraries and educational organizations. If you DO NOT wish to be included in these mailings, please check the appropriate box(es).

☐ No mail listing ☐ No e-mail listing

Please return to ALA/ALTA,
50 East Huron Street, Chicago, IL 60611 • Or fax to: (312) 944-7671

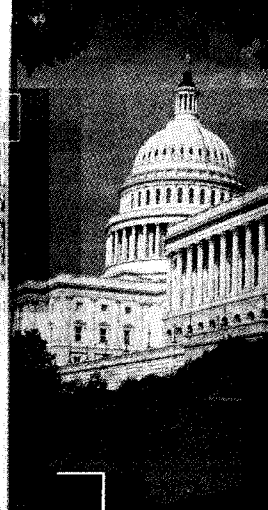
Our Nation's Libraries Need More Advocates

Libraries are a vital part of our communities. From children listening to a storyteller, to computer users learning to safely navigate the Web, to book discussion groups, to students and researchers, libraries bring the world to their users—in person, in print and online. And in an age where information is power, libraries open the door to knowledge with free access and opportunity for all.

But America's libraries are facing many issues:

- ✓ Literacy...
- ✓ Public Access to Information...
- ✓ Limited Funding...
- ✓ Equity of Access...
- ✓ Tangled Information on the Internet...

As libraries evolve into dynamic centers of lifelong learning, information and entertainment, they need your help. Please join us in protecting library resources, guiding their continuing growth, and mobilizing support for libraries in your community and across the nation.



How Library Advocates Can Help

By becoming an ALA/ALTA Library Advocate, you will help libraries and librarians around the country speak with a united voice to increase public awareness of issues critical to the future of libraries. Library Advocates play a vital role in educating legislators, who determine library funding and information policy, to become library champions, ensuring they make the best decisions for the

future of America's libraries. Our legislators need this input, both as a way of gauging community opinion as well as learning about issues with which they may not be familiar.

Who are Library Advocates?

Anyone who values libraries in our communities and our society and believes in the freedom of access to information, library vitality, and that excellent library service is the cornerstone of a better-educated, information literate society.

- **Library Trustees**—public officials, elected or appointed
- **Champions of Libraries**—library 'ambassadors' in the community
- **Library Users**—students, faculty, parents, teachers, business people, and others
- **Institutional and Community Leaders**—school principals, college presidents, union leaders, CEOs, foundation officials, and others
- **Librarians and Library Staff**

ALTA/ALA's Advocacy Resources

ALA Washington Office

Promotes the best interests of libraries in a broad range of legislation, regulatory and public policy issues.

Phone: (800) 941-8478
Fax: (202) 628-8419
E-mail: alawash@alawash.org
www.ala.org/washoff/

ALA Public Information Office

Phone: (800) 545-2433, Ext. 2161
Fax: (312) 944-8520
E-mail: pio@ala.org
www.ala.org/pio/advocacy

ALA Legislative Action Center

This comprehensive Web page provides updates on key library and information issues, action alerts, contact information and links to members of Congress.

www.ala.org/washoff/

Washington Newline (ALAWON)

Free online newsletter from the ALA Washington Office with timely updates and action alerts on federal legislation and policies regarding libraries and information issues. To subscribe, send the message 'subscribe ALA-wo' followed by your first and last name to listproc@ala.org.

Library Advocacy Discussion Group

Those with questions, suggestions or stories to share about library advocacy can share them via a Library Advocacy Now! electronic discussion list. To subscribe, send an e-mail message to: listproc@ala.org, leave the subject area blank and in the body of the message type: "subscribe aladnow" followed by your first and last name.



**Association for Library
Trustees and Advocates**

50 East Huron Street
Chicago, IL 60611



@your library™

The Campaign for America's Libraries
www.ala.org/@yourlibrary

You Can Take
an Active Role
in Supporting
America's
Libraries...
Your First Step is
Joining ALTA

Developing a national
network of library
advocates equipped
to speak out on behalf
of library services
and free public access
to information

Bringing the lessons of
libraries everywhere
to your community

Promoting Literacy
and Education For a
More Informed Society

ADVOCATE MEMBER

**Association for Library
Trustees and Advocates**

