

ALA PUBLIC POLICY AND ADVOCACY

Six-month Report to Board and Council

January 9, 2020

FEDERAL LEGISLATION AND POLICY UPDATES

LIBRARY FUNDING

Libraries win historic increase in FY 2020 federal appropriations

Following a year of intense engagement by ALA members, Congress approved the largest increase in Library Services and Technology Act (LSTA) funding in 12 years. All library-related programs were targeted for elimination in the President's FY 2020 budget request. The budget bill was signed by the President on December 20.

Congress appropriated \$252 million for the Institute of Museum and Library Services (IMLS)—a \$10 million increase—as, which includes a \$6.2 million increase dedicated to LSTA. Highlights from the \$195.4 million for LSTA include:

- \$166.8 million for LSTA Grants to States (\$160.8 million in FY2019)
- \$5.3 million for LSTA Native American Library Services (\$5.1 million in FY2019)
- \$10 million for LSTA Laura Bush 21st Century Librarian grants (\$10 million in FY2019)
- \$13.4 million for LSTA National Leadership for Libraries (\$13.4 million in FY2019)

Overall funding for the Department of Education increased by \$1.3 billion, raising its total budget to \$72.8 billion. The Innovative Approaches to Literacy (IAL) program, another priority for ALA, also escaped the White House's original proposed elimination and received \$27 million for FY2020, the same level as last year. Other library-eligible programs received increases:

- \$1.21 billion for Title IV Part A Well-Rounded Education (\$1.17 billion in FY2019)
- \$192 million for Striving Readers Comprehensive Literacy Grants (\$190 million in FY2019)
- \$1.25 billion for 21st Century Community Learning Centers (\$1.22 billion in FY2019)
- \$16.3 billion for Title I Grants to Local Education Agencies (\$15.9 billion in FY2019)
- \$2.13 billion for Title II Supporting Effective Instruction (\$2.06 billion in FY2019)

The Library of Congress, the National Library of Medicine, and the Carl D. Perkins Career and Technical Education Act also received increases.

ALA's annual campaign to gather support for LSTA and IAL began in January with strong opposition to the president's proposal to eliminate IMLS. While advocates rallied intensely in the first half of the year, the congressional appropriations process stalled over the summer. A House funding bill approved in May included significant increases to many domestic programs, while the Senate bills were austere. As discussions between the House, Senate, and White House slowed into autumn, Congress passed a temporary funding measure set to expire December 20.

The final spending bill passed December 19 added funding for libraries and averted a government shutdown.

Level funding in the current fiscal environment is considered a win; increased funding is a major accomplishment. Library funding has steadily increased over the past three years. As advocates continue to demonstrate the impact libraries have on communities, ALA is in a stronger position than ever to start the FY2021 budget cycle.

ALA endorses Crosby Kemper as IMLS Director Nominee

On November 13, ALA [endorsed](#) the nomination of Crosby Kemper III to be the next director of IMLS. On January 8, his confirmation was approved by the Senate. In a [statement](#) ALA President Wanda Brown said, “Mr. Kemper is the right leader right now to enable experts at IMLS to administer programs that benefit every single community, from its Grants to States to its specialized grants promoting workforce development to research collaborations between universities and schools to accessible content for people with print disabilities.” Kemper, a member of both ALA and the Public Library Association, has served as executive director of Kansas City Public Library since 2005. During his tenure the library received the National Medal for Museum and Library Service. Kemper recently served as chair of the board of directors of the Schools, Health, and Libraries Broadband Coalition, which supports open, affordable broadband connections for local community organizations. The IMLS Director is an executive appointment of four years, with each leadership term rotating from library to museum professional.

COPYRIGHT POLICY

U.S. Register of Copyrights resigns, acting Register named

Copyright Register Karyn Temple has accepted a new position with the Motion Picture Association. Temple worked for the U.S. Copyright Office since 2011, first in the Office of Policy and International Affairs where she advised Congress on important copyright law and policy issues and was involved in several treaty negotiations, including the successful Marrakesh treaty that created an international copyright exception for people with print disabilities. She served as Acting Register of Copyrights from October 2016 until March 2019, when she was appointed Register during a time of dramatic change at the Copyright Office. During her tenure, she spearheaded IT modernization efforts, oversaw improvements such as new public outreach, the elimination of the registration backlog, and reduced registration processing times. Maria Strong, associate register of Copyrights and Director of Policy and International Affairs has been named Acting Register until a new Register is appointed. She has worked for the Copyright Office since 2010, spent 19 years in private practice and started her career as staff attorney at the FCC.

Roundtables held on U.S. Copyright Office Intellectual Property

The Senate Judiciary Intellectual Property subcommittee staff on behalf of Chairman Senator Tillis (R-NC) held a series of roundtables on U.S. Copyright Office modernization with a broad range of rights holder groups, ALA, ARL, and a limited number of civil society groups in the fall of 2019. The purpose of the roundtables was to address rights holder concerns with copyright

registration, the authority of the Register to manage the Office's modernization activities, and the robustness of Library of Congress information technology security as well as legislative changes necessary for a modern and efficient Copyright Office system. Rights holders believe modernization efforts centralized under the Library hindered the Copyright Office, despite [public testimony](#) and [reports](#) to the contrary. While Senate Judiciary staff assured the group that Copyright Office independence was not a desired outcome, ALA commented on the effectiveness of the existing partnership between the Library of Congress and its units including the Copyright Office.

After the roundtables in December, staff made draft legislation to amend the copyright law available for comment. The legislation includes centralization of information technology in the Library of Congress, increases the authority of the Register, provides liability waivers for rights holders who unknowingly complete registration in error, makes digital deposit the default for copyright examination purposes, separates the process of examination from best edition deposit, and introduces a Copyright Office Advisory Board. ALA and ARL submitted comments on the draft prior to the holidays. The Senate Judiciary Intellectual Property subcommittee plans to introduce legislation in early 2020.

PPA submits [comments](#) on [Music Modernization Act](#) blanket licenses

The U.S. Copyright Office issued a [notice of inquiry](#) and call for comments on the implementation regulations of the Music Modernization Act's "mechanical" blanket license provisions. PPA along with music librarians and academic copyright librarians asked that provisions include a reasonably priced license for libraries, museums, archives and non-profit educational institutions who wish to use sound recordings from their collections. PPA suggested that the blanket license could be modelled after existing blanket licenses for college radio stations. Without a blanket license, non-profit educational and cultural institutions would have no option for seeking permission to use musical recordings from the newly established collective for digital uses of musical works.

Senate Judiciary Chairman Tillis announces DMCA hearings

Senator Tillis (R-NC) announced plans for a series of hearings in 2020 to consider changes to the [Digital Millennium Copyright Act \(DMCA\) of 1998](#). Tillis' primary concern is Section 512, the online service provider liability provision. Section 512 says that online service providers, including libraries who offer public computing, cannot be held liable for third party infringing acts. In order to get the liability protection, online service providers agree to take down infringing content once notified by a rights holder. Rights holders have argued that online service providers should do more to prevent infringing content from being posted online. Online service providers argue that they are doing all that they can to limit infringing content from being posted on their platforms. PPA urged Senator Tillis to also consider a provision of less interest: the triennial [rulemaking](#) on anti-circumvention of technological protection measures that prevent access to digital works. PPA has participated in the rulemaking since its start in 1999. The rulemaking has created temporary exemptions for fair uses, circumventing digital rights management to allow for: text-to-speech for eBooks; the inclusion of audio captions on motion pictures and television programming; and film clips be extracted from digital media for scholarship and classroom use. While the rulemaking process has been simplified over the years,

the scope of the proceeding has broadened, especially now that software is embedded in everyday consumer products.

CASE Act stalls in the Senate

The [Copyright Alternative Small Claims Enforcement \(CASE\) Act](#) (S. 1273) has stalled in the Senate despite strong bipartisan support in the Senate Judiciary Committee. The CASE Act intended to create a small claims tribunal in the U.S. Copyright Office for independent rights holders to bring claims of infringement to an alternative court, outside of the expensive federal court proceeding. Stakeholder groups, including ALA, [opposed](#) CASE for various reasons, including: the constitutionality of a judicial court within the legislative branch; the bill's potential to encourage copyright trolling; liability damages that far exceed damages assessed in state small claims courts; lack of due process for alleged infringers; and the ability of rights holders to bring lawsuits before filing for copyright registration. Senate efforts to negotiate alternative legislation dwindled at the end of the year. The CASE Act has broad support from most rights holders and is expected to be re-introduced next Congress. As you may remember, the CASE Act passed in the House ([H.R. 2426](#)) in October 2019.

Library Copyright Alliance files amicus brief in [State of Georgia v. Public Resource.org](#)

The Library Copyright Alliance (LCA) [filed](#) in support of [Public Resource](#) arguing that the government edicts doctrine extends to annotations of Georgia state laws. Libraries depend on a comprehensive government edicts doctrine to provide access and preserve the cultural record.

LCA sends letter in support of South Africa copyright legislation

LCA sent a [letter](#) to South African President Cyril Ramaphosa urging that he sign the copyright amendment bill which includes copyright exceptions like fair use, education and library exceptions. Rights holders, represented by the [International Intellectual Property Alliance \(IIPA\)](#) oppose the bill and have urged the U.S. Trade Representative to review South Africa's eligibility status from the list of countries that participate in the [Generalized System of Preferences](#) (GSP). The GSP provides trade opportunities for developing countries.

ALA participates in Senate Judiciary IP Subcommittee Copyright Office modernization roundtable

ALA requested and received an invitation to participate in new roundtable discussions regarding U.S. Copyright Office (CO) Modernization, one of only three organizations representing the public interest. Subcommittee Chairman Tillis (R-NC) and Ranking Member Coons (D-DE) have taken a keen interest in the Copyright Office's ability to advance its digital infrastructure improvements as a unit within the Library of Congress. The Senators have new questions about the authority of the Register in managing IT. As Copyright Office modernization is progressing well (as documented in public testimony, LC and CO reports, and appropriations requests), ALA is concerned about the motivation behind the discussions and will monitor closely in the coming months.

CopyTalk webinars feature policy experts

PPA's monthly [CopyTalk webinars](#) continue to draw library copyright followers. The August CopyTalk showcased Will Cross (North Carolina State University), Dave Hansen (Duke

University) and the [Library Copyright Institute](#), an IMLS-funded program designed to help further develop copyright expertise among librarians. One of the goals of the Library Copyright Institute is to develop a replicable, sustainable model of education that could work at small and large academic institutions. The September CopyTalk featuring ALA copyright counsel Jonathan Band focused on the [Copyright Alternative in Small-Claims Enforcement](#) (CASE) Act of 2019 (S. 1273) and on attention in the Senate to Copyright Office Modernization. October featured an innovative and interactive library instructional workshop offered at the University of Denver University Library and designed to educate and empower graduate students, faculty, and staff on using and understanding Creative Commons (CC) copyright licenses. The workshop was led by The CopyTalk webinar series is sponsored by ALA's Copyright, Legislation, Advocacy, and Education (CLEAN) committee.

GOVERNMENT INFORMATION

ALA provides resources to support library preparations for the 2020 Census

On July 11, the White House announced it would abandon efforts to add a question about citizenship status to the 2020 Census. On June 27, the Supreme Court had [ruled against](#) the administration's proposed addition, removing a significant distraction from preparations for a complete count.

ALA also continues [working in coalition](#) to support the full funding needed to enable a successful census. ALA Census Task Force Chair Tracy Strobel led a national tele-town hall meeting for the American Association of Retired Persons (AARP), which has a potential reach of 500,000 AARP members. ALA staff also have spoken about libraries and the 2020 Census with a variety of stakeholders, including United for Libraries.

On September 17 PPA facilitated the launch of Library Census Champions, a collaborative effort between United for Libraries and the Census Counts campaign to establish a new network of state, local and tribal library Trustees helping their libraries and communities prepare for the 2020 Census. Elected and appointed library Trustees can sign up to become a Library Census Champion at <http://bit.ly/LibraryCensusChampions>, which includes free information, resources, and actions to take to ensure a fair and accurate census. The program was introduced in a live webinar hosted by United for Libraries on October 1.

In November 2019, in consultation with PPA, ACRL published "[Keeping Up With... 2020 Census](#)," a current awareness publication for academic librarians. PPA staff also continued outreach presentations to library audiences, including: a webinar presentation to the continuing education coordinators of state library agencies on October 3; a program at the Federal Depository Library Conference on October 22; a keynote address at the national Counted In Forum on October 31; and a presentation at the Conference on Inclusion and Diversity in Library & Information Science on November 1. Staff also presented about library census efforts at Census Civil Rights Summit on December 5 and the Democracy unders Census Subgroup/Funders Census Initiative quarterly meeting on December 9.

ALA secured funding and in December awarded more than \$100,000 to 59 libraries nationwide to support their Census activities. On November 4, ALA began [inviting applications for \\$2,000 mini-grants](#) from the Library Census Equity Fund. More than 500 libraries of all types submitted applications. A selection committee established by ALA's 2020 Census Library Outreach and Education Task Force selected the 59 libraries that will receive mini grants to help achieve a complete count in their communities. The [recipients were announced](#) on December 19.

ALA continues to add resources at www.ala.org/census. Since publishing the [Libraries' Guide to the 2020 Census](#) in May, ALA has begun releasing two-page tip sheets for libraries and community leaders, including:

- [“How Can My Library Increase Awareness of 2020 Census Hiring”](#)
- [“2020 Census: Key Facts for Libraries”](#)
- [“How Community Leaders Can Partner with Libraries to Achieve a Complete Count”](#)
- [Preparing My Library for the 2020 Census](#)
- [How Can Libraries Help Count All Kids in the 2020 Census?](#)
- [An explanation of the decision to not include a citizenship question on the 2020 Census](#)

ALA also hosted three free webinars for library staff:

- November 6: [“Connecting Your Community to 2020 Census Jobs”](#)
- November 14: [“Preparing Your Library for the 2020 Census”](#)
- December 16: [“Library Programs and Partnerships in the 2020 Census”](#)

ALA will release additional informational resources for libraries in the first quarter of 2020, including an updated Libraries' Guide to the 2020 Census, additional tip sheets and webinars, a Public Libraries Online podcast, and educational programs at the 2020 ALA Midwinter Meeting and 2020 PLA Conference. Resources will be available at ala.org/census. The self-response period for the 2020 Census will begin after March 12, 2020.

ALA applauds passage of grant data modernization

On December 16, the House passed the Grant Reporting Efficiency and Agreements Transparency (GREAT) Act ([H.R. 150](#)). ALA joined a [letter in support of the bill](#), which would modernize reporting by recipients of federal grants and improve access to grant data, including for IMLS and its grantees. The bill was previously passed by the Senate and was signed into law by the President on December 30, 2019.

New Director of Government Publishing Office confirmed

On October 17, the White House nominated Hugh Halpern to be Director of the Government Publishing Office (GPO). GPO administers the Federal Depository Library Program (FDLP) and related activities that provide public access to government information. The Senate Committee on Rules and Administration held a hearing to review the nomination on November 14. On November 18, ALA, joined by the American Association of Law Libraries (AALL) and the Association of Research Libraries (ARL), sent a [letter](#) in support of Halpern's confirmation. The full Senate approved the appointment on December 4. Prior to the vote, GPO had not had a Senate-confirmed director for more than two years, following previous Director Davita Vance-

Cook's departure in November 2017. Previously, Halpern worked for 30 years in the U.S. House of Representatives.

TELECOMMUNICATIONS

U.S. Court of Appeals provides mixed decision on net neutrality

On October 1, the U.S. Court of Appeals for the D.C. Circuit upheld the Federal Communications Commission's (FCC) authority to issue its 2018 Order eliminating network neutrality protections while also vacating parts of the order and remanding other parts. Importantly, the court vacated the portion of the Order in which the FCC attempted to preempt state or local efforts to protect an open internet. In the case—*Mozilla et al v. Federal Communications Commission (FCC)*—consumer groups and some companies sought to restore net neutrality protections that the FCC passed in 2015 but eliminated in 2017. ALA President Wanda Brown issued a statement the [same day](#). ALA will continue to work with open internet advocates to plan next steps for action.

FCC releases anticipated Category 2 Order for E-rate

In December the FCC [released](#) the long-awaited Category 2 Order, which determines the rules for how libraries and schools will apply for funding for Wi-Fi and associated costs starting in 2021 and into the foreseeable future. In September ALA filed two sets of comments with the Federal Communications Commission (FCC) in its most recent E-rate [Notice of Proposed Rulemaking](#) seeking stakeholder input on whether the current category 2 (C2) budget system for internal connections (including Wi-Fi) funding should be made permanent after its five-year test period. ALA fully supports the C2 budget system as more libraries than ever before are now receiving funds, including rural remote libraries as well as those in urban centers. There were, however, improvements the FCC could make to ensure all libraries benefit from the availability of funding. ALA comments called for an increase in library budgets, a series of steps to simplify the process as it is made permanent, and the inclusion of filtering and security software and tools as eligible for funding. ALA Senior Policy Fellow Bob Bocher prepared a [summary](#) of the Category 2 Order to assist applicants with navigating the rule changes, and the E-rate Task Force will be discussing additional outreach and education opportunities during its Midwinter business meeting.

In addition to Mr. Bocher's leadership role within ALA, he recently completed two 3-year terms as the library representative on the Board of Directors of Universal Service Administrative Company (USAC), the agency that administers the E-rate program and other Universal Service Fund programs for the FCC. ALA recommended Amber Gregory, Manager of E-rate Services for the Arkansas State Library and Chair of ALA's E-rate Task Force. FCC Chairman Ajit Pai formally appointed Ms. Gregory in December. Her term begins in January 2020.

ALA supports digital inclusion legislation

PPA worked with Congresswoman Grace Meng (NY-6) to draft legislation to address the homework gap. The Congresswoman introduced the [Closing the Homework Gap through Mobile Hotspots Act](#) which, among other things, would provide funding for libraries to loan hotspots to

families with school-aged children who do not otherwise have access to home broadband. Rep. Meng's November 25 [press release](#) included an endorsement quote from ALA President Wanda Brown: "As America's premier hubs of lifelong learning for all, libraries are uniquely positioned to bridge the digital divide. The nation's more than 120,000 libraries play a vital role in providing access to high-speed internet... More hotspots in our nation's libraries is the surest way to make progress in achieving digital equity across the country."

ADVOCACY OUTREACH

ALA Policy Corps Advisory Group established; third cohort recruited

Members of the first and second cohort were brought together for their first formal training together October 22 with a focus on copyright policy and eBook advocacy. Each of the cohorts also had a day of work and meetings on their own on October 21 and 23 respectively, including meetings with Federal Communications Commission (FCC) Commissioners and their staff, meetings with their federal representatives and training on public policy messaging and media relations. Corps members also led parts of the training: Carla Myers presented alongside ALA Past President Jim Neal and Senior Director of Public Policy and Government Relations Alan Inouye about contract override in law and policy and how it might be applied to eBook lending concerns; and Lori Fisher shared her work in New Hampshire to engage presidential nominees around library questions and concerns during the state's primary season as part of a look ahead to the 2020 election cycle. Policy Corps member Hallie Rich also participated in a joint ALA-PLA #eBooksForAll campaign update to share a [calculator](#) she has developed to help measure the value of library promotion for authors and titles.

ALA Committee on Legislation Chair Rob Banks and ALA Information Technology Policy Advisory Committee Chair Sukrit Goswami approved the creation of an ongoing ALA Policy Corps Advisory Group to replace the previous member working group. The new advisory group will provide ongoing oversight of the Policy Corps program in three areas: strategic guidance to enable the initiative to develop and improve to address new opportunities and challenges; operational responsibility for selecting each year's incoming cohort; and assessment and evaluation to guide improvements. As with the prior working group, the new group includes representation from academic, K-12 school, and public library communities, as well as Friends and foundations. The full roster is available on the project [web page](#). The review and selection process to determine the members of the third cohort is underway, with the group to begin meeting and working in the spring. All three cohorts will be able to meet virtually at least quarterly, in addition to individual and team projects and trainings.

Annual retreat with the Committee on Legislation

The Committee on Legislation held their annual retreat in the ALA offices in Washington, D.C., in mid-October, where they established their [2020 Legislative Agenda](#). Joshua Lamel, executive director of the Re:Create Coalition, joined as a speaker to talk about why ALA is a sought-after partner in the policy space. He also shared more about the Re:Create mission as a cross-section of creators, advocates, thinkers, users and consumers and his previous Capitol Hill experience, including serving as counsel to current Senate Finance Committee Chair Ron Wyden (D-OR).

ALA conducts Advocacy Training in Missouri

In early October, Emily Wagner and Megan Cusick traveled to Kansas City to attend the Missouri Library Association Conference and present on advocacy strategies to MO library workers. Kathi Kromer served as the MO Library Association conference keynote speaker, giving an hour-long talk on the critical need for library workers and leaders to expand their network and communicate with their elected leaders all year long.

CIVIC ENGAGEMENT

ALA expands civic education partnerships

The Public Policy & Advocacy office lead ALA's work on two new partnerships to provide civic education resources for libraries in advance of the November 2019 elections. [ALA joined as a Premier Partner of National Voter Registration Day](#), an unofficial holiday celebrated on the fourth Tuesday of September. ALA encouraged libraries to sign up to observe National Voter Registration Day on September 24, 2019. Participating libraries received a toolkit of free promotional materials such as posters and stickers, and opportunities for training. Approximately 1,000 libraries participated in National Voter Registration Day 2019. Additionally, [ALA partnered with Democracy Class](#) to offer libraries a free curriculum that educates high-school-aged students about the importance and history of voting and pre-registers and registers them to vote.

ALA launches voter engagement guide

As part of its focus on nonpartisan voter engagement in the upcoming year, PPA has scheduled programs at Midwinter Meeting and Annual Conference, worked with other ALA units on partnerships with national organizations, and in December 2019, published a [voter engagement guide](#).

ALA expands outreach to state and local decisionmakers

Along with CRO, PLA, AASL and ALA's Chapter Relations Office, PPA launched an initiative to reach state and local decisionmakers through participation at non-library conferences. In partnership with the Tennessee Library Association, Tennessee State Library, and Nashville Public Library, staff will exhibit at the International City and County Managers Association Conference in Nashville in late October.

Also in partnership with CRO, PPA introduced a new season of Chapter Advocacy Exchanges, a webinar series for library leaders to hear best practices and engage in discussion. This season's inaugural webinar in early October, "Planning Your State's Legislative Strategy," featured Lucinda Nord of Indiana Library Federation and Wendy Woodland of Texas Library Association.

State and Local Advocacy continues across the country

PPA has collaborated with state associations, librarians, and library advocates across the country to provide strategic assistance and visible support for libraries.

On behalf of ALA President Wanda Brown and AASL President Mary Keeling, PPA submitted letters in support of school libraries and librarians to the Virginia Department of Education, the Illinois State Board of Education, and several school districts. On behalf of President Wanda Brown and United for Libraries President Peter Pearson, PPA submitted a letter to the City of Norfolk, Virginia, in support of the library board of trustees and their request for a unified public library system.

The state ecosystem task force is developing an assessment tool that will help states reflect on the strength of their ecosystems in the focus areas of leadership, communication, collaboration, and sustainability. A complete toolkit, including supporting resources and implementation plan, will be presented at ALA Annual. The group will also make a proposal to the Committee on Library Advocacy about moving the ecosystem work forward after the task force sunsets in June 2020.

In addition, PPA continues to collaborate with other ALA units and President-Elect Julius Jefferson on planning for a national tour of libraries, scheduled to take place during the summer of 2020.

OTHER POLICY ISSUES

PPA speaks on behalf of ALA members on policy and legislation at every level of government. The following list includes a sampling of congressional testimony, comments filed with federal agencies and coalition letters which ALA has endorsed with its name, a coveted asset among allies and coalition partners from across the political spectrum:

- [Letter](#) to support bipartisan and bicameral legislation that would create a pilot summer learning and meals grant program. The Summer Meals and Learning Act was introduced by Senator Merkley (D-OR) in the Senate and by Congressmen Morelle (D-NY-25) and Katko (R-NY-24) in the House. Diana Price – a Virginia librarian participated in a Congressional briefing outlining how libraries and schools provide summer learning and meal programs.
- [Amicus brief](#) with the Supreme Court filed by The American Library Association, along with the Association of College and Research Libraries (ACRL), the Association of Research Libraries (ARL), the Society of American Archivists (SAA) and the Software Preservation Network (SPN) in support of the respondent in *Allen vs Cooper* regarding the elimination of state sovereign immunity with respect to copyright claims. State funded institutions rely on sovereign immunity to limit exposure to damages liability in a federal copyright case. The brief focused on the importance of sovereign immunity to institutions engaged in digital preservation.
- [Coalition letter](#) to the Senate Committee on Commerce, Science and Transportation to work towards closing the rural digital divide, promoting competition, and making 5G more available and affordable for all Americans. The letter requests that underutilized “C-band” of public airwaves between 3700 and 4200 MHz be reallocated through a public auction; and supports authorizing shared access to unused mid-band spectrum for use by small and rural operators.

- [Coalition letter](#) to the House of Representatives regarding the Access to Congressionally Mandated Reports Act, H.R. 736 to improve government transparency and create a central repository of agency reports submitted to Congress.
- [Coalition letter](#) to oppose the CASE Act that excessively penalizes users of online platforms for basic content sharing.
- [Coalition letter](#) to support robust funding for the 2020 Census and invest in key activities such as cybersecurity, outreach to hard-to-count populations and collaborating with local partners.

ADVOCACY OUTREACH

ALA launches Registration for National Library Legislative Day 2020

In September, [ALA announced](#) that the 45th annual National Library Legislative Day (NLLD) will be held on May 4-5, 2020, at the Georgetown Conference Center in Washington, DC. On December 18, [ALA launched registration](#). Improvements to the event include: a new venue which provides allotted breakout spaces for state delegation meetings and a more affordable room rate; an improved [registration platform](#), which has enhanced the registration experience both internally and externally; and more close consultation with state coordinators throughout the congressional scheduling process, which will help to streamline all meeting-related planning and coordination and will provide attendees with a personalized scheduling experience. A new NLLD event app will provide participants personalized congressional meeting schedules with live updates and access to library-specific background information on their members of Congress, digital copies of all talking points, leave-behinds and the ability to provide instant congressional meeting feedback to PPA staff.

ALA units collaborate on #eBooksForAll communications campaign

In the wake of Macmillan Publishers' announcement that it was changing its licensing terms for libraries to limit them to only one eBook copy for the first two months of a new release, PPA continues to lead and coordinate policy and strategic advocacy communications related to Macmillan Publishers' embargo of library eBooks, as well as broader issues related to access to digital content in libraries of all kinds. The campaign kicked off in August 2019, starting with a [statement](#) from ALA President Wanda Brown. An [action page](#) was created, and the Public Library Association (PLA) has [amplified](#) this work and added its own [statement](#) from PLA President Ramiro Salazar. Together with the Communications and Marketing Office, the three units coordinated a short-term communications plan to engage the public via an online petition and rapidly scale up activity before the embargo is scheduled to go into effect on November 1.

In early September ALA's Communications team worked closely with Nashville Public Library to stage a press conference to announce the eBooksForAll petition on September 11 during the 2019 Digital Book World conference held in Nashville. The local NPR affiliate and the Nashville bureau of the Associated Press sent reporters to cover the event. The AP story was published in numerous media outlets across the country, including the Washington Post and New York Times. In addition to the Nashville Public Library press conference, the Digital Book

World conference featured an interview with ALA Executive Director Mary Ghikas, who discussed trends and challenges in developing digital lending.

PPA and CMO together launched ebooksforall.org, home site for campaign updates and resources for libraries, including templates for spreading the campaign through social and print media, and featured examples of advocacy tactics from several library leaders across the country. State library associations and local public libraries across the nation continue to issue their own statements and conduct mini-campaigns as well, including executive op-eds in local news outlets, emails to patrons, and more. On October 30, two days before the embargo went into effect, ALA staff and others hand [delivered](#) more than 150,000 signatures to Macmillan CEO John Sargent opposing the company's new terms.

Also in October, in response to an inquiry from the U.S. House of Representatives Committee on the Judiciary Subcommittee on Antitrust, Commercial and Administrative Law, for its investigation into competition in digital markets, ALA [submitted a report](#) underscoring practices by companies like Amazon and Macmillan Publishers that threaten Americans' right to read what and how they choose and imperil other fundamental First Amendment freedoms. The report urges lawmakers to curb anti-competitive practices of digital market actors.

During the last quarter of 2019 PPA continued direct negotiations with publishers and worked in partnership with PLA to provide a campaign update by way of a December webinar featuring ALA President Wanda Brown and PLA President Ramiro Salazar activities. A complete update focused on this policy and communications work will be presented in a [session at Midwinter](#).

ALA receives \$2 million from Google.org to expand small businesses and entrepreneurship programming in libraries

ALA received a \$2 million grant from Google.org to develop library entrepreneurship centers and enable libraries across the country to double down on their support for people looking to start a new business. Beginning in 2020, ALA will fund 10 public libraries up to \$130 million to establish new or extend existing partnerships with community-based organizations and further develop innovative models to bring the library's resources out into the community. Participating libraries will commit to focusing on outreach to low-income and underrepresented groups and develop models for inclusive programming. The grant will also support ALA in designing a "playbook" accessible to all libraries on what makes a successful library entrepreneurship program and in building a peer-learning network for librarians interested in developing entrepreneurship programs of their own.

ALA, PLA initiative continues to award micro-funding to local libraries across America

The [Libraries Lead with Digital Skills](#) initiative has awarded \$1000 grants to over 100 libraries in 19 states: PA, CT, OH, MD, VA, NM, IA, DE, VA, NH, RI, MI, MO, AZ, NV, AR, KY, ID, and WV. These libraries are holding workshops for job seekers, small businesses, and entrepreneurs using PLA and Grow with Google resources as well as their own. Projects range from digital skills trainings for beginners to creating resumes and practicing interview techniques, to holding job fairs with local areas business. The Laurel (DE) Public Library, for example, hosted a program focused on creating resumes and building a job search where participants had access to

interview-ready clothing. They also partnered with local barbers and hairdressers to help participants present their best selves at the interviews. Other libraries will be building partnerships with job centers or economic development councils such as the Carson City (NV) Library which will collaborate with JOIN Inc., a local workforce development organization to target job seekers to prepare application materials and hone their job seeking skills.

ALA connects FCC Commissioner Geoffrey Starks with Boston Public Library

During a visit facilitated by ALA staff, FCC Commissioner Geoffrey Starks, spent the afternoon of September 16 learning about how Boston Public Library supports job seekers through the [Kirstein Business Library & Innovation Center](#) and its innovative programs addressing the digital divide, [Tech Goes Home](#). Staff shared a story about one patron who enrolled in Tech Goes Home: formerly incarcerated for 27 years, a patron came to the library looking for help catching up on technology. With the help of BPL instructors, he was able to obtain a computer at no-cost and is now enrolled at a local college under a veteran's program to learn basic computer coding. The Commissioner also learned about a WiFi hotspot lending program through which patrons can check out a hotspot to gain internet access at home.

PPA staff present on library policy priorities, issues in local and national events

- Director of Public Policy and Advocacy Carrie Russell led a group of twenty librarians to plan a national advocacy campaign calling for a return to public policy in balanced copyright law at the [Miami University Copyright Conference](#).
- Russell also represented ALA at a workshop on copyright education at Columbia University to explore a central clearinghouse for copyright education. Attendees included IMLS staff, museum professionals, adult education specialists, and scholarly communication and copyright librarians.
- Senior Policy Advocate Marijke Visser, presented [Integrating Computational Thinking into Technology Courses for School and Youth Services Librarians](#) at the IFLA conference (August 28) with Dr Jennifer Moore, Texas Woman's University; Dr. Joe Sanchez, Queen's College, City University of New York; and Nicky Rigg, Google.
- Deputy Director of PLA and PPA Larra Clark presented at the Council of State Governments-Eastern Regional Conference on July 30.
- Clark also presented at the [Association of Rural and Small Libraries conference](#) on (September 5-6), where she was joined by ALA Census task force member Karen Mellor. Census Bureau Director Dr. Steven Dillingham was present to recognize libraries for their contributions in supporting a complete census count.
- Alan Inouye joined Mary Ghikas and other ALA leaders at the 2020 Digital Book World conference in Nashville, where Ghikas discussed trends and challenges in developing digital lending during a feature interview with conference director Bradley Metrock on September 12.
- Deputy Director Public Policy and Government Relations Gavin Baker presented for United for Libraries webinar on September 11.

OFFICE NEWS

PPA holds workshop on contract override

ALA hosted a contract override workshop in Washington September 19-20. With the leadership of Jim Neal, 24 participants investigated the challenges that licenses in the digital age pose for libraries of all types. The expert invitees included library practitioners from across the country as well as representatives from the Association of College & Research Libraries, American Association of Law Libraries, Association of Research Libraries, International Federation of Library Associations and the R Street Institute. Based on these discussions, a detailed articulation of the challenges and opportunities posed by licenses will be developed along with a policy agenda and plans.

PPA welcomes AASL leaders to Washington

The Public Policy and Advocacy Unit hosted a strategic planning and brainstorming session on September 6 for American Association of School Libraries leadership, PPA staff and other library stakeholders to explore how to advance school library priorities in Washington. ALA's education consultants from the Penn Hill Group also participated in the event.

PPA hosts UFL leaders

United For Libraries (UFL) President Peter Pearson and Immediate Past President Skip Dye, along with UFL staff, met with PPA staff on September to discuss ways to collaborate on advocacy efforts at the local, state and federal levels.

PPA meets library communicators at Library Marketing and Communications Conference

PPA communications staff Emily Wagner and Shawnda Hines represented ALA at the annual conference designed for library employees involved in marketing, communication, public relations, social media, and outreach in all kinds of libraries. The two-day event provided opportunities to network with attendees from across the nation, with the goal of recruiting more advocates for libraries and getting ALA resources into the hands of library communicators. During the conference, PPA staff met with a contingent of communications professionals for state libraries.

ALA sponsors education coalition gala

The Committee for Education Funding (CEF) is the largest broad-based education coalition in Washington, D.C. As a longtime active member, ALA was a sponsor at CEF's 50th anniversary gala. The gala celebrated House Appropriations Subcommittee Chair Rosa DeLauro (D-CA), Senior Senator Pat Roberts (R-KS) and National Teacher of the Year Rodney Robinson.