

**ALA PUBLIC POLICY AND ADVOCACY**  
**Six-month Report to Board and Council**  
June 8, 2020

FEDERAL LEGISLATION AND POLICY UPDATES

LIBRARY FUNDING

Under normal circumstances, ALA would be reporting progress on the Fiscal Year (FY) 2021 #FundLibraries campaign as federal spending bills move through the full House and Senate. Now, ALA is both monitoring the annual appropriations cycle and advocating for resources libraries need to emerge from the pandemic and phase in the reopening of their facilities.

**ALA Launches FY 2021 #FundLibraries Campaign**

For the fourth year in a row, the president sent Congress a budget request recommending elimination of more than \$220 million in direct library funding, and millions more in library-eligible programs. The White House proposed eliminating the Institute of Museum and Library Services (IMLS), along with its Library Services and Technology Act (LSTA) and other programs.

ALA launched a grassroots campaign using new tools and social media to urge ALA members to contact their Representatives and Senators to ask them to sign the annual “Dear Appropriator” letters supporting LSTA and IAL. ALA members en masse carried the message to Congress that elimination of LSTA and IAL will have devastating effects on some of our most vulnerable populations: children in low-income communities, families who cannot afford home broadband, veterans transitioning to civilian life, rural and tribal residents with limited access to important resources at home. Building on last year’s efforts, the ALA-led campaign has already proven to be successful in the House. To date, the signatures on the bipartisan Grijalva-Young LSTA letter increased from 150 to 163, while the bipartisan Johnson-Young-McGovern IAL letter increased from 128 to 134 signatures. The Senate letter campaign closes after the report deadline.

ALA worked alongside local library advocates from certain districts to file appropriations requests forms with their members of Congress, who use these forms to compile their office funding priorities. Attendees of the Congressional Fly-In in February used their Hill meetings to inquire about individual forms. As a result, more than 60 individual forms were submitted to Congressional offices (in a typical year, only 10-12 of these forms are submitted).

In addition to meeting with key appropriations staff in the House and Senate, PPA staff submitted questions to the House and Senate Appropriations Committees for use in their hearing with Education Secretary Betsy DeVos, who faced questions from elected officials regarding the Administration’s severe budget cuts for education programs, including IAL. PPA staff also wrote and edited the ‘Lifelong Learning’ section for the Committee for Education Funding (CEF)’s Annual Budget Response. ALA is an active member of the large education coalition, Committee for Education Funding, whose members

include AFSCME, AFT, NEA, National Center for Learning Disabilities, UNCF, Hispanic Association of Colleges and Universities, and National Association for Music Education

In early June, ALA helped lead the CEF Hill Advocacy Day, holding virtual meetings with members of Congress. ALA filed comments in the [House](#) and [Senate](#) supporting library priorities to the Appropriations Committees. ALA called on appropriators to increase funding for the Library Services and Technology Act (LSTA) and IAL. ALA joined a large coalition letter calling for [increased funding for all non-defense, domestic programs](#). ALA serves as board member of the Title IV Coalition supporting funding for this K12 education program. The coalition met with Department of Education Title IV Coordinators in effort to ensure these government representatives are aware of the full impact of Title IV funding.

#### **ALA secures COVID-19 relief funding for libraries**

Congress has completed four relief funding bills (three of them narrow in focus), is working on a fifth, and may consider additional measures in the coming months. ALA has advocated for relief and recovery funding for libraries at every opportunity.

#### **CARES Act:**

ALA [successfully engaged](#) its members and Congress to secure the inclusion of library funding in the largest economic stimulus package in history, which passed March 27. ALA quickly acted to support two bipartisan congressional letters supporting \$2 billion in library funding. Rep. Andy Levin (D-MI) circulated a [letter in the House](#), and [Sen. Jack Reed \(D-RI\) circulated a similar letter](#). ALA quickly launched grassroots campaigns to support these letters with just a few days to act and worked with coalition partners to support CARES Act funding that would benefit libraries. The letters also urged support for the [Public Service Loan Forgiveness](#), [Non Profits](#), [Educator training](#), and [Title IV for K-12 schools](#).

The \$2 trillion [Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#) (S. 3548) included [\\$50 million for the Institute of Museum and Library Services](#) (IMLS) for digital inclusion projects. Also included was more than \$30 billion in relief for schools and colleges, plus billions more for state and local governments and nonprofit organizations. Furthermore, the stimulus package included libraries of all kinds as part of a massive effort to ensure digital equity in America. ([Read a summary of CARES Act provisions](#) for libraries, education, and cultural heritage institutions.)

In addition to supporting funding for libraries, ALA supported relief provisions for nonprofit organizations to allow ALA and other library associations to continue to serve our professions during a crisis that has severely impacted revenue streams. The significant aid for workers across the country through stimulus checks, unemployment benefits, and other provisions provided relief for thousands of library workers and the communities they serve. The infusion of \$50 million to IMLS for digital inclusion projects is beginning to bring support to libraries that had to pivot quickly in their services.

Following passage of the CARES Act, PPA worked to [educate ALA members](#) about the funding resources available. ALA contacted the U.S. Department of Education to request the Education Secretary to [consider the contributions of libraries](#) to K-12 schools and academic institutions as it prioritizes and administers CARES Act funding. PPA also drafted a [template letter](#) for state library associations to use urging their governors to prioritize library funding in CARES Act funding for their respective states.

In preparation for another COVID-19 relief package, ALA launched a second grassroots campaign to support House and Senate bipartisan letters calling for \$2 billion in library funding through IMLS. In the House, Representatives Levin, Don Young (R-AK), and Raul Grijalva (D-AZ) circulated a [letter signed by 101 Representatives](#). The Senate letter was led by Senators Reed and Susan Collins (R-ME) was [signed by 46 Senators](#). Both letters exceeded the sponsors' targets.

ALA also led a broad library trade coalition letter calling for \$2 billion in library stabilization funding. This [letter was signed by 35 organizations](#), including the American Federation of Teachers, Association of Research Libraries, COSLA, National Association of Elementary School Principals, National League of Cities, OverDrive, Reading is Fundamental, SAGE Publishing, SEIU, U.S. Conference of Mayors, and Urban Libraries Council. In addition, ALA sent a [letter to House leadership](#) and shared with all Congressional offices a summary of ALA emergency needs. ALA signed a coalition letter [calling for state and local funding](#).

#### **HEROES Act (H.R. 6800):**

In May, the House approved their proposal for a fourth large-scale COVID-19 relief package, the [Health and Economic Recovery Omnibus Emergency Solutions](#) Act (HEROES, H.R. 6800). The bill includes more than \$3 trillion in federal aid to respond to COVID-19, including several education- and workforce-related funding provisions. The House bill, which focuses on economic stabilization for state and local governments, includes a nominal \$5 million for IMLS but substantial funding for libraries to deliver broadband services.

Because the novel coronavirus has brought long overdue attention to digital inequity that cuts across rural, urban, tribal, and suburban communities, there is increasing momentum in both the House and Senate for the federal government to address the desperate need for home internet access. Representative Grace Meng (D-NY-6) introduced a new version of her "Closing the Homework Gap through Mobile Hotspots Act" ([endorsed by ALA](#) in 2019) to address the near term need for home connectivity. The [Emergency Education Connections Act](#) calls for \$2 billion in funding for hotspots, routers, modems, and other connected devices such as laptops. This bill was incorporated in the HEROES Act. Public and tribal libraries, K12 schools and tribal schools are eligible for funding. On the Senate side, Senator Markey (D-MA) led the [introduction](#) of a companion bill calling for \$4 billion. The greater amount in the Senate bill addresses the increasing concern in many school districts that social distancing requirements will continue into the fall. ALA has endorsed both bills and signed onto a coalition letter for the \$4 billion Senate version, along with over 50 education groups, including our longtime partners in the Education and Libraries Networks Coalition. PPA put out an action alert in

collaboration with the Public Library Association calling for members to contact their senators and share examples of their digital inclusion work in response to the pandemic. PPA staff and members of ALA's E-rate Task Force continue to work with our coalition partners to ensure this funding is part of the HEROES Act.

The HEROES Act has moved on to the Senate, which indicated it will neither pass the relief package at the House levels nor act with any urgency on new legislation. ALA continues to engage library advocates and work with Senate supporters to secure library funding in any final spending package. As the campaign proceeds, it will be vital to share impact stories from CARES funding for libraries to prove to the Senate that funding for libraries is a worthwhile investment in recovery for communities.

## COPYRIGHT POLICY

### **Draft copyright modernization act proposed**

Senator Tillis (R-NC), a member of the House Judiciary Committee and chair of its intellectual property [subcommittee](#), along with many rights holder groups, are promoting new copyright legislation after holding four roundtables last fall with rights holders and libraries— who had to ask to be included— that would amend the copyright law:

- by limiting the Librarian of Congress's general management and authority of the Register of Copyright. (We opposed this change because it is not necessary and is another attempt to limit the management authority of the Librarian.)
- by making digital deposit the default for an examination copy submitted for registration. (We opposed this change because it is something the [U.S. Copyright Office](#) and the Library best understand. Micro-managing the Copyright Office's day-to-day work is not a role for Congress. It should not be included in the statute.)
- by allowing the Copyright Office to carry over unused funds to the following fiscal year. (We did not oppose this – the Copyright Office does not recoup enough funds through registration and other fees to meet their costs, so having funds available is always needed).
- by overturning the Supreme Court decision in [Fourth Estate v Wall Street](#) that affirmed that copyright infringement cases cannot proceed until the implicated work is effectively registered with the U.S. Copyright Office. (We opposed this change. Rights holders should register their works so users can contact them for permissions. With registration, a potential user can contact the rights holder when her use is not lawful. Effective registration would also lessen the [orphan works](#) problem.)
- by establishing Copyright Advisory Board composed of copyright stakeholders to advise on Copyright Office operations. (We questioned the need for this board, and asked that it have public interest representation, including libraries.)

This legislation reflects the continuing mistrust of the content community in Librarian of Congress Carla Hayden. It also reflects demands from the photography community, who have complained how hard it

is to register their works with the U.S. Copyright Office. The legislation has not yet been introduced in the House as negotiations continue.

### **Copyright Office issues 512 Report**

The U.S. Copyright Office issued a 250-page [report](#) on the Digital Millennium Copyright Act (DMCA) notice and takedown provision (Section 512) that has been in the works since 2015. Rights holders applauded the report, which urged for stricter rules for online service providers (OSP) if they continue to expect to be protected from third party liability for the actions of its network users. Under the DMCA, libraries that provide public access to computers are considered OSPs. The report made no mention of *people* who use the Internet focusing exclusively on rights holders and Google, FaceBook, and other large and profitable network provider tech companies. ALA has contributed to the numerous discussions, roundtables, and hearings regarding 512, arguing that good public policy should protect library Internet service and preserve fair use and first amendment rights in the online environment. Filings and comments can be found on the website for the [Library Copyright Alliance](#) (LCA), of which ALA is a longtime member.

### **DMCA 2020 review**

Senator Tillis announced last year that the Judiciary Subcommittee on Courts, Intellectual Property would be undertaking a year-long review of the [Digital Millennium Copyright Act](#). A series of hearings are scheduled. The first hearing in this series—*The Digital Millennium Copyright Act at 22: What is it, why it was enacted, and where are we now*—covered the history of the DMCA and how it has been interpreted since enactment. Jonathan Band, legislative counsel for the [Library Copyright Alliance](#) testified.

The review effort is deemed by many to be futile because rights holders and platforms will not agree on a solution to online piracy that is more severe than the [“notice and takedown”](#) rule established in Section 512 of the DMCA. The scope of 512 has been an issue discussed among stakeholders for many years. The libraries, nonetheless, must be at the table to protect library liability, information access and first amendment rights of the public.

The other issue of importance to libraries is the anti-circumvention provision in the DMCA that allows for fair uses even when digital rights management (DRM) is employed by rights holders. We will argue that some exemptions be made permanent when there is no rights holder opposition. Exemptions are determined every three years in a rulemaking conducted the Copyright Office. (An example would be breaking DRM on an eBook to change it to a format accessible for people with print disabilities.)

The issue of software embedded in consumer products like cars, trucks, door openers, and computer equipment will be another touchy issue at the hearings. Previously, farmers who wanted to do their own truck [repair](#), bypassing DRM to do so, would be liable for copyright infringement without getting an exemption every three years from the Copyright Office.

**Librarian of Congress seeks public comment on Register qualifications**

Early this year, Copyright Register Karyn Temple resigned to take a position with the Motion Picture Association (MPA). Maria Strong is now acting Register. To inform the hiring process Librarian Hayden is asking for [public input](#) on the knowledge, skills, and abilities most important for the Register.

ALA supports a candidate that is more of an administrator than a copyright policy expert. The Copyright Office is undergoing dramatic change as they move to a digital infrastructure for registration and other copyright records. (Some records are still made by hand.) What the Office needs is a person who can manage a major project in a large agency, has administrative skills and can provide the vision for the future Copyright Office, including helping staff deal with change.

ALA also wants a Register who understands that the copyright law was created to advance the science and useful arts in order to benefit the public. Instead of focusing solely on the economic rights of rights holders, the rights of users of content must be considered in an equal fashion when making copyright policy. We also support a Register who makes the Copyright Office modernization a top priority.

**CASE Act negotiation continues**

The Copyright Alternative and Small Claims Enforcement (CASE) Act ([S. 1273](#)) would create a small claims tribunal—stationed in the U.S. Copyright Office—for rights holders with restrictive funds to bring copyright infringement claims. While true that many rights holders are unable to afford the costs of an infringement trial in federal courts, a better solution should be developed. ALA [argues](#) that the CASE Act is flawed and ultimately, will not benefit those seeking to use it. But Senator Wyden (D-OR) has proposed an amendment that would allow libraries to permanently “opt out” of these proceedings. ALA supports this amendment.

**ALA offers guidance on copyright during the COVID-19 crisis**

As librarians and educators across the country faced challenges when taking class courses online due to “shelter in place” orders, and a major topic was copyright. Copyright library experts responded to hundreds of questions, prepared educational documents and participated in educational webinars. PPA copyright expert Carrie Russell participated in [Reading Aloud: Fair Use Enables Translating Classroom Practices to Online Learning](#), a webinar sponsored by Washington College of Law at American University and [New America](#). Russell was also interviewed for *Programming Librarian* article, [Online Story Time & Coronavirus: It’s Fair Use, Folks](#). PPA’s monthly CopyTalk webinars have covered timely topics such as posting videos and reading aloud. The May webinar featuring Carla Myers, an ALA Policy Corps member and Assistant Professor and Coordinator of Scholarly Communications for the Miami University Libraries, examined the Technology, Education and Copyright Harmonization (TEACH) Act, found in Section 110(2), of U.S. copyright law, as one option for connecting students with video as part of online learning. The 60-minute webinar also explored additional options available to libraries and educational institutions looking to connect instructors and students with video online, including via streaming reserve services.

### **Supreme Court rules on Georgia state law annotations**

In [Georgia v Public.Resource.Inc.](#), the Supreme Court ruled that no one can own the law. In a 5-4 decision, the Court held that annotations added to Georgia state statutes to explain the laws were a product of the state government and therefore in the public domain. [Public.Resource.org](#) is a non-profit corporation that digitizes and makes available to the public materials not protected by copyright, including the laws and regulations of state and local governments. The Library Copyright Alliance (LCA) submitted an [amicus brief](#) that focused on public resource preservation of “the comprehensive government edicts doctrine, which provides an essential safe harbor from potential copyright liability for libraries as they fulfill their role of preserving and providing access to the cultural record.”

### **Publishers sue the Internet Archive**

On June 1<sup>st</sup>, John Wiley & Sons, Hachette Book Group, Penguin Random House and HarperCollins, members of the [American Association of Publishers](#) (AAP), filed [suit](#) against the [Internet Archive](#) (IA) arguing that it is engaging in copyright infringement by making digitized copies of its print books to lend to the public. This case is the latest installment in the eBook saga that extends back to 2004, with more recent activities including ALA engagements with the Macmillan Publishers embargo and the House Judiciary Committee investigation, under the leadership of Rep. David Cicilline.

The issues at question are challenging and complex, as we know from a decade and a half of experience. PPA is evaluating this latest development in the larger context and with respect to our strategic direction for digital content and services, informed by the ALA Legislative Agenda developed by the Committee on Legislation. We are drawing on our experts from the library community and inside the Beltway, especially ALA’s copyright policy counsel, to develop our path forward.

ALA did not issue a press release (given the timing of AAP’s announcement), but provided the following statement from ALA President Wanda Brown in response to media inquiries: “The complaint of the Plaintiffs against the Internet Archive is strongly indicative that the current system of library eBook lending is broken. Libraries often pay \$60 for one copy of an eBook as compared to typical price of \$14 for consumer retail and the library gets only two years of access—and then libraries must pay again for an additional two years, and so on. The unfairness of the current inequitable system opens the door for organizations, such as the Internet Archive, to develop alternatives that provide affordable access to libraries. The American Library Association encourages a parallel track of: 1) engagement and negotiation with publishers and distributors; 2) innovation; and 3) public policy developed by legislative, judicial, and regulatory entities, to lead to a fair system for authors, publishers, distributors, retailers, libraries, and the general public.”

## **GOVERNMENT INFORMATION**

**ALA provides 2020 Census programs, resources in lead-up to March 12 online self-response launch**



ALA staff and member leaders, along with staff from the U.S. Census Bureau, completed face-to-face and online programs in the lead up to self-response starting March 12. More than 1,500 people participated in six programs and webinars January through March 2020:

- ALA Midwinter Meeting January 25: [“2020 Census: How Libraries Can Support a Complete Count”](#)
- ALA Public Policy & Advocacy webinar January 30: ["Responding Online to the 2020 Census: What Libraries Need to Know"](#)
- YALSA webinar February 13: ["Engaging Teens in the 2020 Census"](#)
- Office for Diversity, Literacy and Outreach Services webinar February 18: ["Census 2020 Outreach to Communities of Color"](#)
- PLA 2020 conference February 28: [2020 Census Countdown: What You Need to Know Now](#)
- American Libraries Live! Webinar March 4: ["Libraries and the Census"](#)

All online programs/webinars are archived and available. Other resources added since the beginning of the year include:

- Updated [Libraries Guide to the 2020 Census](#)
- Tip sheets related to [counting college students](#); [programming and outreach](#); [online self-response](#)
- [Template letter](#) for inviting elected leaders to the library to complete the 2020 census

On March 11, Larra Clark participated in a radio tour of several targeted states to get the word out about libraries’ role in the census during morning drive time. The tour included five states and three national outlets, most notably a Fox radio news clip, which ran on multiple affiliate stations across the country. On March 12, ALA released a statement highlighting the role of libraries in helping ensure a complete count in the census.

### **ALA provides resources to help libraries adapt Census activities in response to COVID-19**

The Census Bureau has [adapted its 2020 Census operations in response to COVID-19](#). All in-person census-taking and field activities were paused as a public health precaution, and activities are resuming in certain areas based on local conditions. The largest field operation, door-to-door follow-up with households that haven’t responded yet, will begin August 11. As of May 28, [60.3% of households have responded](#) to the 2020 Census. Residents can respond until October 31.

Libraries also have adapted their census outreach activities in response to COVID-19. Out of public libraries responding to the [PLA survey](#) released April 9, more than 60% report using social media to promote participation in the 2020 Census, and more than 80% report they left on their public Wi-Fi access when the library building was closed. From social media and virtual events to posters and bookmarks, examples of how libraries are adapting their 2020 Census activities are described in articles from [American Libraries](#) and [Smart Cities Dive](#) (which were written by and quote PPA staff).



PPA's Census work has also drawn new financial support to ALA and libraries. Thanks to new partners, in April ALA awarded [21 additional Library Census Equity Fund mini-grants](#) courtesy of the LOR Foundation and [13 additional mini-grants](#) courtesy of Capital One. ALA will continue to provide resources to support libraries' activities in response to COVID-19 and the Census Bureau's changes. PPA staff will discuss the Census at the ALA Virtual Event session, "[Library Advocacy & Civic Engagement During & After COVID-19](#)," on June 24, 2020, 2:30 – 3:30 pm CT.

### **ALA renews call to modernize FDLP**

On March 3, the Committee on House Administration held an [oversight hearing with the Government Publishing Office](#) (GPO). Committee members and GPO discussed the importance of the Federal Depository Library Program (FDLP) and noted the need for legislation to modernize the program. ALA supported the FDLP Modernization Act, introduced in the previous Congress, and has advocated for similar legislation to be introduced in this Congress.

### **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:

- [June 1 Two-Pager](#) for libraries: Libraries Respond to COVID-19
- [May 20 Coalition Letter](#) to Congressional Leadership advocating for economic relief funding for cities, towns, and villages.
- [May 13 Letter](#) to House Speaker Nancy Pelosi recommending additional funding for libraries in stimulus packages
- [May 11 Coalition Letter](#) to Congressional Leadership led by ALA calling for emergency stabilization funding for libraries; [Press Release](#); [Twitter](#), [Facebook](#) announcements
- [May 8 Coalition Letter](#) to Congress supporting emergency funding to support professional development for educators during the COVID-19 pandemic
- [May 1 Dear Colleague Letter](#) led by Senators Jack Reed (D-RI) and Susan Collins (R-ME) calling for emergency library funding in COVID-19 round 4 legislation
- [April 23 Dear Colleague Letter](#) led by Representatives Andy Levin (D-MI), Don Young (R-AK), and Raul Grijalva (D-AZ) calling for emergency library funding in COVID-19 round 4 legislation
- [April 22 Coalition Letter](#) to House leadership supporting legislation for emergency E-rate funding expansion
- [April 16 Coalition Letter](#) to Congressional Leadership advocating for public service loan forgiveness to be part of COVID-19 relief
- [April 16 Coalition Letter](#) to Labor HHS Subcommittees calling for increased education funding
- [April 4 Letter](#) to Department of Education urging libraries be part of their CARES Act funding
- [April 3 Joint letter to World Intellectual Property Organization](#) on the importance of IP in finding solutions to the COVID-19 crisis

- April 2020 [ALA files comments with Next Century Cities to FCC on Restoring Internet Freedom Order record refresh](#)
- [March 27 American Libraries](#): "Federal Relief Package Supports Libraries"
- [March 23 Statement](#) from the ALA Executive Board recommending libraries leave WiFi open during closures
- [March 23 Testimony](#) to House Labor HHS Subcommittee regarding library funding
- [March 20 Dear Colleague Letter](#) led by Senator Jack Reed (D-RI) calling for emergency library funding in response to COVID-19
- [March 20 Dear Colleague Letter](#) led by Representative Andy Levin (D-MI) calling for emergency library funding in response to COVID-19
- [March 19 Letter to FCC](#) requesting clarification and rule waivers to allow libraries to increase public broadband access
- [March 18 Letter](#) urging Congress to support funding through Title IV-A of Every Student Succeeds Act
- [March 18 Letter](#) from National Council of Nonprofits urging stimulus to help the nonprofit sector
- [March 17 Letter to FCC](#) urging quick action as COVID-19 Threatens Healthcare, Education
- [March 17 Response](#) to cancellation of Macmillan embargo
- [March 13 Public Statement written by ALA and Copyright Librarians](#) acknowledging the strength of Fair Use for Emergency Remote Teaching and Research
- [March 12 Letter to FCC](#) urging quick action to ensure home internet equity in light of COVID-19
- [March 4 Testimony](#) before the House Appropriations Committee regarding fiscal year 2021 funding for the Library of Congress and Government Publishing Office
- [February 25 Letter](#) to sponsors of the Safeguarding Americans' Private Records Act of 2020 (S. 3242 / H.R. 5675)
- [February 19 Letter](#) to the Office of Management and Budget regarding closure of the Federal Archives and Records Center in Seattle, Washington
- [February 3 Letter](#) to the Committee on House Administration regarding the Moving Our Democracy and Congressional Operations Towards Modernization Resolution, H.Res. 756

## ADVOCACY OUTREACH

### **PPA Pivots to Virtual National Library Legislative Week**

In light of the COVID-19 outbreak, PPA made the decision to replace National Library Legislative Day (NLLD) 2020, ALA's annual in-person lobbying and training event, with a [full-week virtual advocacy experience](#). Focusing on relationship-building and digital engagement, the event gave library advocates the opportunity to hear from each other, to train virtually, and to continue creating connections and relationships with decision makers at every level of government. PPA coordinated closely with the Chapter Relations Office, as well as with United for Libraries, Committee on Legislation, and other member advocacy leaders across the association.

PPA designed the week as a "chase your own path" program to accommodate participants increasingly challenged by balancing screen time with multiple responsibilities at home. Throughout the week, advocates could tune in for live afternoon sessions, view the recordings and/or complete advocacy actions as possible. The week of advocacy events and resources were free (NLLD has a registration cost, and specialized trainings are available to ALA members only), and the recordings are available on our [website](#) through June 30.

The virtual event also provided PPA a critical baseline for future digital-only events. Overall, we observed a pattern of sustained engagement from advocates, which signals that our approach to this event could lead to higher overall participation at future virtual events, when the team has longer leadup times for outreach and content creation.

### **ALA hosts 2020 Congressional Fly-in**

On February 25-26, the ALA welcomed around 75 attendees to Washington, D.C., for the second Congressional Fly-In. Unlike National Library Legislative Day (NLLD), the Fly-In was a smaller more strategic event held at the onset of the FY2021 appropriations cycle to raise awareness and garner support amongst members of Congress and their staff for federal library funding priorities. The Fly-In is part of a year-long strategy to engage members of Congress in different points throughout the appropriations process.

Attendees were chosen based on residence in targeted congressional districts, advocacy experience, and established relationships with elected officials, among other criteria. Among the attendees were seasoned advocates, including leadership of chapters, state, public, school and university libraries; Friends groups and library trustees; ALA Policy Corps cohort members; and Committee on Legislation (COL) members from all over the country. Participants focused on three strategic asks: support at least \$206 million for LSTA and \$27 million for IAL; sign the LSTA and IAL "Dear Appropriator" letters; and visit a library in their district to learn about all the important services it provides to the community.

The training day program included presentations from David Lusk (Key Advocacy), Emily Wagner (ALA PPA), and Vick Klatt and Audrey Pittman (Penn Hill Group). Speakers included ALA President Wanda Brown, ALA Executive Director Tracie D. Hall, Executive Director of Next Century Cities Francella Ochillo, who delivered the keynote remarks, and new IMLS Director Crosby Kemper III. Additionally, Kathleen Connor (District Director for the Office of Rep. Jaime Raskin), Tami Davis (Outreach Director for Rep. Jennifer Wexton), and Mark Miller (Loudon County [Va.] Board of Trustees Chair) participated in a panel moderated by Megan Ortegón, discussing the ins and outs of a congressional district office and tips on building relationships with district staff. Participants were also updated on the year's most pressing legislative issues by Kate Alderete (Taos Public Library and Policy Corps member) along with ALA's Gavin Baker and Kevin Maher.

On Tuesday, advocates made their way to the Hill for targeted congressional meetings. Since the event, attendees have followed up with the staff they met with.

### **ALA state chapters take action on #eBooksForAll**

The conversation around eBook pricing and access continues to unfold, especially at the state level. On March 3, library advocates in New York sent 10,000 letters to state lawmakers as part of a public campaign in response to recent efforts to limit library access to eBooks. The letters, drafted by the New York Library Association in partnership with ALA, were in support of legislation that would require publishers who offer eBooks to the consumer market to extend licenses to libraries within the state without discrimination. On the same day, the Rhode Island Library Association (RILA), ALA, local library workers, patrons, and elected officials gathered at Cranston Public Library's Central branch to speak against "Big Publishing's" practices that limit libraries' ability to provide full access to new publications. This press event built on RILA's [February round table discussion with US Rep. David Cicilline \(D-R.I.\)](#) on eBook availability and pricing.

And recently, Macmillan Publishers followed through on CEO John Sargent's forecast—made during [his "Ask Me Anything" session at the ALA Midwinter Meeting & Exhibits in Philadelphia](#) on January 25—that he would return to the library community in March with potential alternatives to the publisher's [library ebook embargo](#). Four months after the embargo went into effect, Sargent sought feedback on three proposals outlining potential eBook license terms for public libraries. Macmillan shared these proposals confidentially with ALA and with select other individuals and groups in the library community. ALA does not know who Macmillan reached out to or how the document became public. In all three proposals, Macmillan discards its eight-week embargo on new-release eBooks to libraries. It also proposes eliminating the single, half-price perpetual-access copy. All three proposals include price increases for new titles in the first weeks of publication, with reductions later in a title's publication cycle. Therefore, ALA does not favorably recommend any of the models.

It has been nine months since ALA launched the [#eBooksForAll petition](#), which has amassed 252,000 signatures. At the end of March, ALA closed the petition and redeploy digital advocacy efforts, and on March 17, Macmillan Publishers announced that it would return to the library e-book pricing model that was in effect on Oct. 31, 2019, effectively canceling the embargo on sales of new titles to libraries, a policy which went into effect on Nov. 1, 2019.

ALA has continued to engage members of the House Judiciary Subcommittee on Antitrust, Commercial, and Administrative Law on equitable access to information and expects developments on this front soon. With Rhode Island and New York as models for change, ALA will also continue to partner with state-level advocates for progress towards equitable access to eBooks and digital content broadly.

### **ALA helps #LibrariesEngageVoters**

As the nation approaches the November 2020 elections, libraries will play crucial roles in providing information about important political topics as well as changes to voting processes that may occur in

some areas in response to COVID-19. PPA is working to support libraries in their efforts to inform and engage voters and to increase the visibility of libraries' work to community leaders. Building on the new voter registration guide released in January, PPA and ODLOS co-sponsored a well-received voter engagement program at ALA Midwinter, and PPA is developing partnerships with other groups working on civic engagement.

To commemorate the 100<sup>th</sup> anniversary of the 19<sup>th</sup> Amendment, ALA formed a [partnership with the Women's Suffrage Centennial Commission](#) to distribute 6,000 sets of suffrage-themed books to school and public libraries across the country. The application deadline is June 15.

ALA has also [joined as premier partner of National Voter Registration Day](#) for 2020. More than 800 libraries participated in National Voter Registration Day events in 2019. [Interested libraries can now register](#) to participate in the 2020 event, which will be held on September 22.

In the coming months, ALA will provide additional [resources to support libraries' voter engagement efforts](#), and PPA staff will discuss voter engagement resources at the ALA Virtual Event session, "[Library Advocacy & Civic Engagement During & After COVID-19,](#)" on June 24, 2020, 2:30 – 3:30 pm CT.

#### **ALA provides monitoring and support for state advocacy**

On behalf of ALA President Wanda Brown and AASL President Mary Keeling, PPA submitted letters in support of school libraries and librarians in Minnesota, Connecticut, New Jersey and California. PPA is working closely with Chapter Relations, the Office for Intellectual Freedom (OIF) and other units to monitor and support legislative advocacy in several states, including assistance in using online advocacy software for state campaigns. (A joint OIF/PPA state legislative report is submitted separately.) With the suspension of many state legislative sessions in March and April and the shortened agenda for those that have reconvened, PPA continues to monitor legislation and expects several censorship bills to be shelved until next session.

In February, PPA submitted a joint ALA/AASL letter to the Washington, D.C., City Council, opposing a proposed change in the staffing model for school librarians. Given the increasing challenges faced by school libraries, COLA submitted a proposal to AASL for a joint advocacy task force that will identify priorities for action, develop resources and offer training. The proposal will be reviewed by AASL's board during its June 2020 meeting.

To address concerns related to library funding cuts, PPA staff have given advocacy presentations for [ALSC](#), [United for Libraries](#), and [Michigan Library Association](#), and co-hosted the first two ALA webinars on [planning for reopening libraries](#) during COVID-19. In response to member inquiries for guidance on reopening libraries, PPA created a web page that includes webinars, check lists and other resources to support local libraries with issues from staff training and phasing-in of onsite services, to health and safety measures that protect staff and the community.

Member committee work also continues. The State Ecosystem Task Force is finalizing its strong ecosystems toolkit, which the task force will present during a webinar in a late summer or early fall. The state ecosystem task force will introduce the state ecosystem toolkit and highlight best ecosystem practices across library types and geographic areas. The task force developed and delivered recommendations for sustaining ecosystem work to its parent committee, the Committee on Library Advocacy (COLA). In addition to considering those recommendations, COLA completed a state advocacy scan and is using their research to identify best practices and make recommendations for ALA advocacy resources. The task force will sunset after the presentation of the toolkit, but the Committee on Library Advocacy (COLA) has voted to create an ecosystem subcommittee to ensure that the work of the task force is sustained within ALA. COLA also finalized its best practices for advocacy websites, guidance that will be available as a web-based and downloadable resource from [ala.org](http://ala.org).

In collaboration with several other units, PPA is coordinating the national tour of libraries, scheduled to take place during the summer of 2020.

#### **ALA relaunches state advocacy training: Advocacy Academy**

PPA has been working to redesign their state-level advocacy training program. Building on the success of Advocacy Bootcamp, Advocacy Academy urges attendees to expand the way they advocate for libraries. Typically held as a pre-conference at state and regional conferences, Advocacy Academy helps advocates to explore their assets and offers practical tips to build the support that library communities need. The training aims to empower librarians with skills to tell their library's story and secure funding for technology, eBooks, and other resources; provide consistent messaging and an advocacy framework that can be used by libraries of all throughout a given state, and ultimately, across the country; and provide a mechanism for mentoring new advocates and creating a succession plan for advocacy. The first two fully redesigned Advocacy Academy events, scheduled for early April with the Maryland Library Association and the D.C. Library Association, were cancelled due to COVID-19.

#### **ALA holds first training for pilot National Network advocacy program**

On February 24, Emily Wagner and David Lusk, founder of Key Advocacy, joined National Network members in Albany, New York for their first in-person training. The training was held the day before their Legislative Day in the New York State House. They pair reviewed the various types of legislators an advocate can encounter and led an interactive discussion about message framing and how to make library stories appealing to lawmakers' interests. They also took a deep dive into the importance of digital advocacy and how lawmakers are using social media to connect with their constituents. There was also time for some custom feedback to each advocate on how to optimize their outreach to elected officials.

#### **ALA announces Policy Corps cohort III**

On March 25 ALA announced the names of eight library and information professionals selected to participate in [the 2020 ALA Policy Corps](#). The new cohort members are: **Sara Benson**, Copyright Librarian, Assistant Professor, University of Illinois Library, IL; **Sonya Durney**, Research and Teaching



Librarian, University of New England, ME; **Sonnet Ireland**, Branch Manager, St. Tammany Parish Library, LA; **Amanda Kordeliski**, School Librarian, Norman North High School, OK; **Erin MacFarlane**, Customer Experience Administrator, Maricopa County Library District, AZ; **Nikki Scarpitti**, Director, Strategic Initiatives & Advocacy, Columbus Metropolitan Library, OH; **Valerie Tagoe**, Media Specialist, Wilmer-Hutchins High School, TX; and **Timothy Vollmer**, Scholarly Communication & Copyright Librarian, University of California Berkeley Library, CA.

Established by ALA Past President Jim Neal, the [Policy Corps initiative](#) aims to develop a cadre of experts with deep and sustained knowledge of national public policies in areas key to ALA's strategic goals. With the COVID-19 pandemic disrupting work and travel, Corps members began their orientation and training via virtual sessions on April. The Corps' two face-to-face residencies in Washington, D.C. and participation in National Library Legislative Day were shifted to virtual events. Other forms of engagement will include regular webinars and online meetings as well as individual and small-group activities, including scenario planning, presenting on policy-related issues at state and national library conferences, and specialized forms of advocacy, including media outreach.

#### AWARDS/GRANTS

With support from Google, ALA has awarded grants to support libraries in creating and enhancing programs for digital literacy, job skills training, and small business development.

#### **Libraries Build Business initiative with ALA, Google begins with "Phase 0"**

Thirteen libraries were selected to join the Libraries Build Business (LBB) cohort in mid-March. The cohort, which will be officially announced in July, represents a selection from 12 states and includes rural and tribal, urban, and suburban communities. In line with the overall project emphasis on diversity, equity, and inclusion, selected libraries have demonstrated an institutional commitment to providing programming, resources, and other supports for small businesses and/or entrepreneurs from underrepresented groups and/or low-income communities. Libraries will receive up to \$150,000 to enhance current programming. They will work together over 18 months to develop an evaluation framework, playbook with strategies and successful models, and a peer-learning network to scale and share learnings from the initiative.

The LBB project has adjusted to include a "Phase 0" to directly respond to the COVID-19 crisis. During this time, cohort libraries are gathering resources for small businesses in their communities and considering their roles in the small business community's recovery. The peer learning network kicked off in April with a virtual welcome meeting and continued in May with bi-weekly cohort meetings; in addition, cohort members connect and share on an online discussion board on an ongoing basis that the LBB leadership team facilitates. These meetings and opportunity for discussion and resource-sharing will continue throughout the project period and eventually scale to include new libraries interested in small business programming.



ALA is partnering with Cicero Group to support the initiative's measurement and evaluation. In collaboration with the LBB cohort, the team is developing an evaluation framework that any library can use post project period. Phase 1 of the project implementation is anticipated to begin in August, with some changes to allow for virtual programming. In addition to the expansion of library programs and services for low-income and/or underrepresented entrepreneurs and small business owners, the LBB initiative will provide insight that informs PPA's advocacy and policy direction for underrepresented groups.

### **Libraries Lead with Digital Skills makes progress in 2020**

The [Libraries Lead with Digital Skills](#) initiative with Google kicked off 2020 with microfunding applications opening in Hawaii, Washington, Texas, Florida, and Alaska, bringing the total number of states up to 40 with over 250 libraries receiving \$1000 to support workforce programming for job seekers and small businesses. Awarded libraries are building partnerships with local organizations from the Chamber of Commerce, community college and technical school, to SCORE, and local area employers. Programs focused on digital skills development, interview and resume prep, and job fairs, writing business plans, and improving business websites, among other programs. Twenty-nine of these libraries were recognized for especially unique or innovative programs and have been awarded an additional \$3000 as a Spotlight library. Spotlight libraries will work with PPA on a number of advocacy materials for broad use by local and state libraries. They are also encouraged to share their experiences through peer learning opportunities such as state conferences. At the 2020 PLA conference the Gravette (AR) Public Library director presented on a panel sharing her Spotlight program for job seekers and small businesses in rural Arkansas.

In response to the pandemic, ALA's [Libraries Lead with Digital Skills](#) program paused as many libraries closed their doors and shifted to virtual services. For states where applications had been open, libraries can elect to hold virtual programming depending on the capacity of the library and local health and safety guidelines that inform staffing and programming decisions. Because the state tour events are postponed, PPA and the Public Library Association opened up a special round of funding for any library in any state to hold virtual workforce, small business, and job skills programs during closures and in support of Covid-19 recovery efforts. The application deadline was June 1. Library funding recipients will receive \$2,000 to support their programming. Libraries that hold a virtual program will also be eligible to receive a \$3,000 Spotlight award. Spotlight libraries will join a growing cohort and work with PPA to continue to share best practices and strategies to serve job seekers and small businesses.

### **Libraries Ready to Code**

More than 120 school, public, and academic libraries were awarded \$700 mini-grants to hold digital skills programming in recognition of [Digital Learning Day 2020](#). These programs are also paused, though many of the awarded libraries are planning virtual programs. To support libraries wishing to hold virtual programs, PPA and Google are developing a free training series for any of the interested 120 awardees. Training will focus on adapting in-person programs to online and will provide ongoing support opportunities for the participating libraries.

