

*American Library Association  
Report to Council & Executive Board  
Carol Brey-Casiano, ALA President-Elect*

**Highlights**

The months since our Midwinter meeting in San Diego have been full of opportunities to represent ALA, and discuss library issues with colleagues, advocates and the media—all in preparation for my presidential year, which begins at the end of this Conference. Since my Midwinter Report, I have accomplished the following:

- ◆ Finalized appointments to ALA and Council Committees;
- ◆ Spoke on behalf of ALA to eleven organizations across the U.S. and Mexico;
- ◆ Served as spokesperson on several occasions to various media contacts;
- ◆ Further developed aspects of my Presidential Plan with the help of ALA Staff and my Presidential Advisory Committee; and
- ◆ Prepared for what promises to be a very active Annual Conference and Presidential year!

**Appearances and Presentations**

In February, I began my presentation schedule with an appearance at the All School Day in El Paso for the University of North Texas School of Library and Information Science (UNT/SLIS.) This was followed by my participation on a panel “Advocacy in Hard Times @your library” at the Public Library Association meeting in Seattle, Washington.

Mid March brought an opportunity for a live web chat with a group from the University of North Texas SLIS. A few days later, I was off to San Antonio for the Texas Library Association Annual Conference. There I gave greetings on behalf of ALA at the Opening General Session, and conducted my first ALA Forum for 50 participants—who generated many good suggestions (and even compliments!) for ALA. I also presented at or presided over three other sessions, including one that was very well received on “Copyright and Ethics in the Electronic Age” that I presented with TLA Incoming President-Elect Gretchen Hoffman. Our presentations will appear in an upcoming issue of *Texas Libraries*.

In mid-April I returned “home” to my adopted state of Oklahoma and spoke as the keynote speaker for the OLA Annual Conference in Tulsa. My presentation highlighted my personal story of “How I Became a Library Advocate in Oklahoma” with ideas for how each one could be a better advocate in their own neighborhoods. The next week I was the Opening Session speaker at the New Mexico Library Association Annual Conference, where once again I had a library homecoming and spoke about my advocacy roots. In late April, I conducted a brief workshop on library advocacy for the New York Trustee Institute in Albany.

May was a particularly full month with four opportunities to speak about advocacy. As an outgoing member of the board of Amigos, I was pleased to speak about handling the media during the Amigos Annual Conference. I flew on to Lexington for the Kentucky Public Library Association, where I was the Closing Session speaker. Then in mid-May I went on another ALA international adventure to Cancún and gave several presentations in Spanish at the AMBAC (Mexican Library Association) Conference. The highlight of this Conference for me was a meeting held to discuss global advocacy with leaders of AMBAC and library associations from five Central American countries: Costa Rica, El Salvador, Guatemala, Nicaragua and Panama. Then at the end of the month I spoke to a dynamic group of academic library support staff in Columbus, Ohio on the subject of “Advocating for Better Pay.”

### **Media Contacts**

The ALA PIO Office has worked with me on several media opportunities. I have spoken with the Associated Press in regards to public library online book clubs, with AT&T Wireless on the topic of library business services and how libraries have changed over time, and more recently with the Atlanta Journal-Constitution about unattended children in libraries.

In April, it was a great privilege to be a part of the National Library Week “media blitz” by participating in six interviews, four of them for Spanish speaking venues. A list of all contacts for January-June 2004 is attached to this report. I am also looking forward to “media day” in New York during September, which will present an opportunity to talk with key media contacts.

### **Presidential Advisory Committee Activities**

My Presidential Advisory Committee and I continue to move forward with plans for implementing our advocacy vision statement which is “Stand Up and Speak Out for Libraries”—Turning Passive Support into Educated Action. With the guidance and assistance of ALA staff, especially Marci Merola, we secured an ALA World Book Goal Award which will provide funding for “Advocacy Institutes” to be held at the Midwinter Meeting and Annual Conference in 2005, allowing at least three representatives from each state to participate in training that will enable them to mobilize library advocates across the country.

My Presidential Plan is based on a strong grassroots advocacy initiative, with a special focus on the issues of literacy, salaries and recruitment, international relations, intellectual freedom and diversity. A Working Draft of the Plan may be found on my website, [www.CarolBrey.com](http://www.CarolBrey.com).

### **Committee Appointments**

I have completed the final round of appointments prior to conference, which included additional alternates for some committees. I believe the appointments made will result in

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some very effective ALA and Council committees. The ALA staff has been invaluable to me in making this process go smoothly. Special thanks go to the Committee on Appointments, made up of Division Presidents-Elect, as well as the Committee on Committees.

### **Upcoming Activities**

At this Annual Conference, I hope you will join me for two special events. One is a program on Sunday, June 27 from 1:00 to 3:00 p.m. outlining my vision for my presidential year, giving all ALA members an opportunity to "Get Involved--Stand Up and Speak Out for Libraries!" The second event is the Inaugural Banquet, scheduled for the evening of June 29, with a wonderful "¡Fiesta!" theme.

Following Annual Conference, I have two international trips scheduled. During the week of July 26<sup>th</sup>, I will be visiting Guatemala and El Salvador to discuss advocacy issues with library and business leaders in both countries, following up on an advocacy program I presented at the AMBAC Conference. In August I will attend the IFLA Conference in Buenos Aires, Argentina, where I will make additional presentations on advocacy for people of the region. I am beginning to think of the advocacy focus of my presidential year as one of "global advocacy", because our libraries and library patrons have so many ties to other countries.

In the upcoming months before the 2005 Midwinter Meeting, I may also be visiting a location near you! I look forward to attending the New England Library Association, the Illinois Library Association, the Association of Rural and Small Libraries/Association of Bookmobile and Outreach Services, the Missouri Library Association, Southeastern Library Association/North Carolina Library Association, and SEFLIN (Southeastern Florida Library Information Network). I am starting to accept invitations for 2005 as well, and plan to visit conferences of the Alaska, Washington and Texas Library Associations. I anticipate continuing to receive valuable input from my colleagues across the country as my presidential year begins.

### **Contact Me!**

To contact me, please feel free to call my office at 915-543-5413, or call 915-543-5408 to speak with my assistant, Cheryl Bernero. You can also send me email: [breycx@elpasotexas.gov](mailto:breycx@elpasotexas.gov) and please copy Cheryl at her email address of [berneroca@elpasotexas.gov](mailto:berneroca@elpasotexas.gov). For an updated version of my schedule and other information, please visit my website: [www.CarolBrey.com](http://www.CarolBrey.com).

I welcome your comments, your ideas, and your participation as the year approaches!

Respectfully submitted,

Carol A. Brey-Casiano  
ALA President-Elect