Hammer, Vise, Lever: Better Tools, Stronger Advocacy

PRESENTED BY THE COMMITTEE ON LIBRARY ADVOCACY, THE CHAPTER RELATIONS COMMITTEE, AND UNITED FOR LIBRARIES
Agenda

1. Welcome & introductions
2. Audience question
3. Hammer
4. Vise
5. Lever
6. Audience response
7. Questions and discussion
8. Resources and wrap-up
Panelists

LISA VARGA, MLIS, EXECUTIVE DIRECTOR
VIRGINIA LIBRARY ASSOCIATION

CHRIS STEWART, GRASSROOTS MANAGER
ALA PUBLIC POLICY & ADVOCACY OFFICE

JESSICA ROSS, MLIS, Ph.D., DIRECTOR
WASHINGTON COUNTY PUBLIC LIBRARY SYSTEM

FACILITATOR

STEVEN YATES, CHAIR
ALA COMMITTEE ON LIBRARY ADVOCACY
Audience Question:
Think about someone you consider to be an effective advocate—famous or not, and on any issue—and name a tool that they have masterfully employed to advance their advocacy.

https://www.menti.com/ala96ucuom22
Hammer Time

Lisa R. Varga, MLS
Executive Director, Virginia Library Association
A Timeline

• After 7 years of Intellectual Freedom issues in our legislature (large and small), our school board meetings at Virginia Beach City Public Schools became chaos.

• Instigated by a member of the school board and her friends – Students First VA.

• In May of 2022, petitions against Gender Queer and A Court of Mist and Fury are filed by a VA General Assembly Delegate and his friend who was trying to get the Republican nomination for US Congress in the VA-02.
2022

- June 2022, Tommy Altman loses his bid for Congress
- August 2022, the petitions are vacated
- September 2022, research accumulated – watching facebook posts, the media, the blogs, I’ve talked to the ACLU
- Sign up to speak at the next school board meeting
- Taxpayer tactic with invoice
- Recalculated and went back two weeks later
The Invoices

Invoice 000001

Date: September 13, 2022

Taxpayer:
Virginia Beach, VA 23456

Bill To:
Victoria Manning
Virginia Beach School Board
Member of Large

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayer dollars spent on attack on intellectual freedom, books, educators, librarians, other members of the school board and the Superintendent. Hours spent on extraneous reconsideration requests of books that haven't been read in their entirety by the initiator</td>
<td>$400,000.00</td>
</tr>
</tbody>
</table>

Total: $400,000.00

Invoice 000002

Date: September 27, 2022

Taxpayer:
Virginia Beach, VA 23456

Bill To:
Victoria Manning
Virginia Beach School Board
Member of Large

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
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<tr>
<td>16 recommenders requests x 40 hours per x $1500 hourly wages combined</td>
<td>$960,000.00</td>
</tr>
<tr>
<td>100 books &quot;found&quot; and intended for reconsideration by petitioner</td>
<td>$6,000,000.00</td>
</tr>
</tbody>
</table>

Total: $6,960,000.00
Vise: Building Advocacy Capacity Through Sustained Engagement

Chris Stewart
Manager, Grassroots Communications, ALA Public Policy & Advocacy
MO Comment Results

- 3554 comments submitted
- 3453 new advocates brought into the process!
Join ALA’s Advocacy List
Lever: Move the World

Jessica Ross, MLIS, Ph.D.
Director, Washington County Public Library System

Give me a lever long enough and a fulcrum on which to place it, and I shall move the world.

Archimedes
Washington County Public Library, Alabama

So happy to host U.S. Representative Jerry Carl for a visit with our local veterans and library supporters today! Thank you for your support of public libraries and for your service! 🇺🇸

FB Post about Cong. Carl’s visit to WCPL with Tag

TY Email after the event with attached pics & ALA Library Fact Sheet
Agencies gather at Library to meet with Senator

Albritton presents checks to schools, library

State Sen. Greg Albritton presented checks on Monday to six area schools, $10,000 to the Washington County Board of Education and $1,700 to the Washington County Public Library in Fort Dale, Minkley, Leroy, Milton and Washington County high schools and Chelsea and Moakley elementary schools each get $5,000.
WCPL 2022 Year In Review

2022
WASHINGTON COUNTY POPULATION 151,117

24 LIBRARY PROGRAMS
10,751 REGISTERED USERS
GRANTS AWARDED $90,000+
5,000+ MEALS & SNACKS SERVED
53,426 WEBSITE VISITS
5,751 ATTENDED PROGRAMS
LOCAL FUNDS RAISED $80,000+
4,450 VOLUNTEER HOURS WORKED
20,000+ PEOPLE HELPED

1 PURRRR-FECT LIBRARY CAT!

LIBRARY SERVICES

VETERAN AFFAIRS OFFICE
VA Representative Rhonda Jackson participated in many of our community events this year, from welcomeing Congressman Jerry Carl to helping present a WWII Veteran with his diploma! To schedule an appointment, call 251-917-3366.

BISHOP ADULT ED.
WCPL partners with Bishop State Community College to provide free GED prep, GED, and ADE成人教育 classes each week at the Main Library on Main Street, and at Montevallo Branch Library on West Street.

WIFI HOTSPOTS
Our new wifi hotspot increasing program, provided by American Library Association & Alabama Public Library Service, has been a patron favorite this year and we are excited to expand the program. This January we will add 32 new hotspots thanks to an Emergency Connectivity Fund Grant.

HOOPPLA
We are so excited to share PRESS HOOPPLA with you! HOOPPLA is a content library of ebooks, Audiobooks, magazines, and more. Each of these materials is available for free at the WCPL website.

Thank you to all who bought tickets! Your extra help THANK YOU to our Sponsors, Supporters, and Guests for helping the year's WCYU Chairs Draw Benefit raise $56,000 and for our amazing library programs and events. Thank you for your support for our new Core – Coconut/Glass Business Development Center and Veterans Affairs Office!
Think about someone you consider to be an effective advocate—famous or not, and on any issue—and name a tool that they have masterfully employed to advance their advocacy.

https://www.mentimeter.com/app/presentation/alw57u9ngyjaeq478q1fkvivt3ii3u5
Audience Question:
Beyond traditional in-person legislative days at the state capitol, what are your ideas for legislative days and connecting librarians and legislators?
Discussion
A list of links & resources will be emailed.

- Advocacy Action Planning Guide
- State Legislative Toolkit
- Fight-Censorship, Unite Against Book Bans
- Hosting An Elected Official
- Using Traditional and Social Media
- ALA Ecosystem Initiative
- Virginia Library Association Intellectual Freedom Resources
- Alabama Library Association Promotional Video
- National Associations
- State Associations
Thank You

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