

Library Advocacy: The Un-Quiet Zone



Monday, March 1, 2010

1:00 pm – 4:00 pm

Courtyard by Marriott on Wolf Road (Albany, NY)

Those involved with libraries—staff and boards—are usually seen as quiet, well meaning folks who just want to make sure there are “free books” on the shelves. This workshop will give you the strategy, tactics and tools to let everyone—especially our elected officials and policymakers—know that libraries and their supporters aren’t the “Marian, the Librarian” stereotype we’ve all grown up with. Libby Post, CEO of Communication Services, and a veteran of advocacy and library campaigns, will show you the tools you’ll need to effectively advocate for your library. From print to social media to grassroots organizing to lobby visits, this workshop is one you won’t want to miss.

Who should attend?

- Library Directors
- Library Trustees
- Library System Directors
- Administrators
- Librarians
- Technical Services Providers

About the Presenter:

Libby Post, President of Communication Services, helped 28 out of 30 libraries in the Mid-Hudson Library System win their referendum campaigns in 2005-06 through her innovative Library Campaign Training Institute. MHLS hired Post for its “Get to Yes” project. A seasoned campaign consultant, Post also has over 20 years of experience in not for profit branding, marketing, public relations and fund raising. She is now taking her electoral campaign experience and putting it to work for libraries and library systems.

message • strategy • results

COMMUNICATION SERVICES
SINCE 1984

Program Underwritten By:

As a full service marketing, development and public relations firm with campaign expertise, Communication Services is dedicated to helping libraries win their votes. Communication Services has also developed a program to provide integrated referendum and capital campaigns for those libraries that need to win as well as raise philanthropic dollars to help support new buildings. Communication Services will bring its Campaign Planning Workshop—the first of the four Institute sessions—to any NYLA library member for half the standard rate. For more information visit: www.commservices.net

This Institute is FREE for those attending the NYLIBS-PAC Gala Fundraiser

Join NYLIBS-PAC for this special evening to support the library community of New York. The evening will begin with an open-bar cocktail hour at 6:00 p.m. Dinner will be served at 7:00 p.m. Please visit <http://nylibs-pac.net/index.asp> for a printable registration form.

Banquet Registration: Your \$100 payment includes cocktails, dinner, 10 raffle tickets, and your contribution to the PAC. Those who have already made a 2009 contribution to the PAC are invited to attend (dinner only) for \$50. Pre-registration is required. Space is limited! Registration is completed when your payment is received. Registration deadline: March 5, 2009. Visit <http://nylibs-pac.net/index.asp> to register.

Program Schedule:

11:00 AM - 1:30 PM	Registration
12:00 PM - 1:30 PM	Luncheon <i>additional fee</i>
1:00 PM - 4:00 PM	Program

New York Library Association

61021 State Farm Rd., Guilderland, NY 12084

Phone: 800-252-6952

info@nyla.org / www.nyla.org

Participants will receive 0.3 CE Units.

Registration:

Preregistration is required. Space is limited. To register, return the attached form by mail, fax or e-mail. Registration is completed when your payment arrives at NYLA. You will be contacted by NYLA only if the workshop is filled. Registration deadline: 14 days before date of Institute.

Refund Policy:

Written requests for NYLA Institute refunds must be postmarked 14 days before the day of the Institute for which you are registered. A processing fee of \$15 will be deducted from the amount refunded. After the deadline, refunds will only be issued in the form of credits toward the NYLA conference or Institutes held before the end of the next calendar year. Credits are nontransferable.

Pre Lobby-Day Luncheon

A buffet lunch will be available at the additional cost of \$26. **Please register for the luncheon below.**

Location & Parking Information:

Courtyard by Marriott Albany Wolf Road
189 Wolf Road
Albany, New York 12205
Reservations: 518-443-8952 mention 'New York Library Association' or code LIB for \$129 rate.

Directions

Please visit www.albanymarriott.com for complete driving instructions. Parking is free.

NYLA Institute - Library Advocacy: The Un-Quiet Zone - 3/1 - Albany

Name:		Organization:	
Attendee Address:			
City:		State:	Zipcode:
Phone:()	Fax: ()	Email:	
Billing Address: <i>must be exactly as it appears on credit card statement</i>			
City:		State:	Zipcode:

Rates & Payment

<input type="checkbox"/> Attending NYLIBS-PAC Gala \$0.00 visit http://nylibs-pac.net to register for Gala	<input type="checkbox"/> Check (Payable to NYLA) <input type="checkbox"/> Purchase Order
<input type="checkbox"/> NYLA Member \$60.00	<input type="checkbox"/> Personal Credit Card <input type="checkbox"/> Organization Credit Card
<input type="checkbox"/> Non-Member \$85.00	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover
<input type="checkbox"/> First Time Member \$85.00 (\$25 dues + \$60 program fee)	Card #:
<input type="checkbox"/> Attending Buffet Luncheon \$26.00	Expiration Date: / CVV Code:
	Name on card (print):
	Authorized Signature:
Total Due:	NYLA, 6021 State Farm Rd., Guilderland, NY 12084 Fax: 518-427-1697 800-252-6952 info@nyla.org