

e-Book Advocacy Campaign Public Libraries Roles & Responsibilities – Phase One

Sub-Campaign Area	Campaign Led By:	Supported By	Areas of Responsibility	Notes
Federal Advocacy Campaign	<ul style="list-style-type: none"> Canadian Library Association 	<ul style="list-style-type: none"> Local Public Libraries Impact Consulting 	<ul style="list-style-type: none"> CLA: Define and lead the strategy. Libraries: Reinforce the message – meet with key federal contacts and get the message out. 	Costs of Impact Consulting Lobbyist Actions For Federal efforts paid for by CLA
Provincial Advocacy Campaigns	<ul style="list-style-type: none"> Ontario: OPL/TPL Other Provinces: Key Lead Libraries or Provincial Library Associations 	<ul style="list-style-type: none"> Canadian Library Association (CLA) Local Public Libraries Ontario Library Association (to confirm) Impact Consulting (Advocacy) Library Coalitions 	<ul style="list-style-type: none"> OPL/TPL: Define and lead the Ontario Strategy OPL/TPL: Engage other libraries and OLA OPL/TPL: Provide model and approach for other provinces to adopt/refine 	Costs of Impact Consulting Lobbyist Actions for Ontario plan split between OPL & TPL
Big Five Publisher Negotiations	<ul style="list-style-type: none"> Canadian Urban Libraries Council 	<ul style="list-style-type: none"> Canadian Library Association ALA Digital Content Working Group (US Counterpart) 	<ul style="list-style-type: none"> CLA: Define key library priorities CULC: Define process for publisher meetings CULC: Negotiate with publishers Work with ALA DCWG publisher committee to collaborate 	<p>Monitor ULC activities and keep informed on Canadian progress</p> <p>Capitalizes on existing relationships and work done to date. Collaboration of these entities will ensure maximum exposure</p>