



Public Library e-Content Public Awareness and Advocacy Plans

Strategy: Awareness & Advocacy

1. Promote Awareness of library e-Content Availability & Challenges

- Release e-Content promotional campaign materials across Canada in English & French
- CLA to promote to Provincial Library Associations

2. Engage Impact Consulting to Scope & Initiate Advocacy Plan

- Utilize CLA's existing relationship to help inform plan and provide feedback on deliverables.

3. Participate in directed Provincial Government Advocacy

- Support the work of provincial campaigns led by libraries/provincial associations
- Impact to develop list of key provincial agencies for follow up / engagement

4. Participate in directed Federal Government Advocacy

- Establish key contacts for advocacy in federal government in ministries and agencies
- Establish meetings and directed engagement of local MPs
- Establish key contacts for advocacy in other parties (Liberal, NDP) given the imminent election

5. Engage key stakeholders to participate in Advocacy

- Engage Library Organizations and Partners
 - Provincial Library Associations & Regional Coalitions
 - CULC
 - US Partners (ALA Digital Content Working Group, NYPL, Readers First, ULC)
- Engage Other Key Stakeholder Groups – to be defined by Impact Consulting

6. Engage Publishers to directly lobby for change

- Work through CULC to negotiate with CPC – Big 5
- Work through US partners to participate in their publisher advocacy documents

7. Analyze the Risk of e-Content Advocacy

- Impact Consulting to develop risk management assessment and mitigation plans for activities
- Manage risk throughout project