



Coordinating Government Relations and Communications

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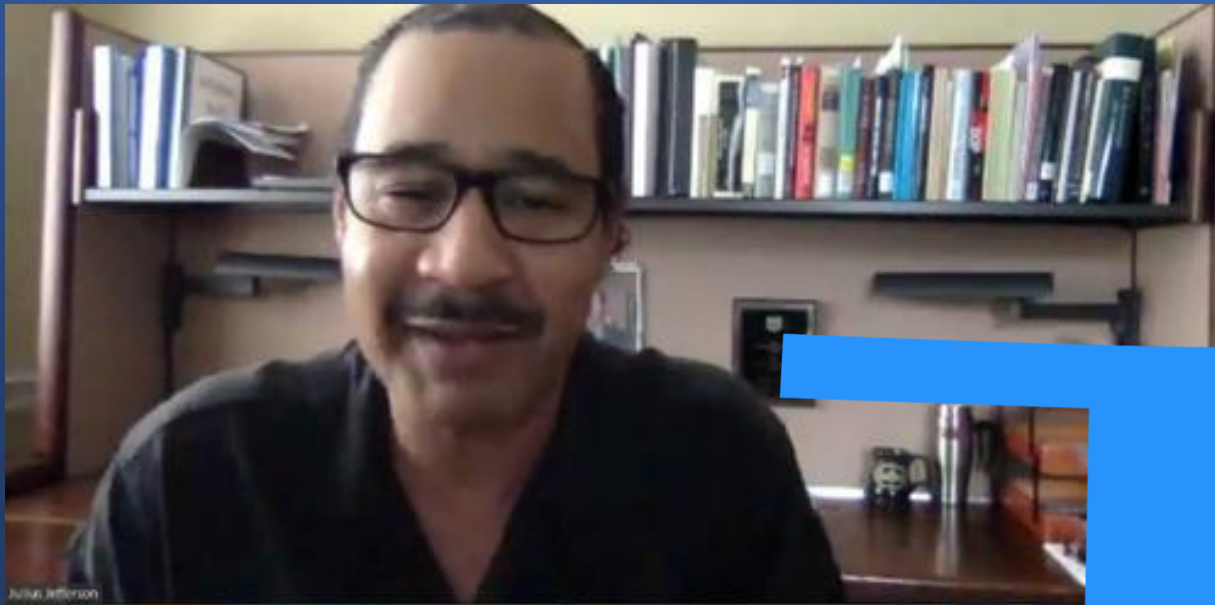
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A national conversation series with libraries



GOALS

- ☐ **pay attention to under-recognized libraries**
- ☐ **position libraries as community conveners**
- ☐ **connect libraries with elected leaders**
- ☐ **cultivate library advocates**





OUTCOMES

- ✓ **Libraries:** national audience for their and partners' local success
- ✓ **ALA:** value of membership, connection with decisionmakers
- ✓ **Electeds:** Positive PR in social and traditional media
- ✓ **Everyone:** stronger relationships at every level

Build up trust to break down silos.

- Identify a common need.
- Do an environmental scan: what's happening in the community?
- Take local conditions seriously
- Consult with local communications professionals/volunteers
- Get off email and get on the phone/Teams
- Share the knowledge: make a list to align expectations

#eBooks**ForAll**

ALAAmericanLibraryAssociation



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