

AALL Advocacy Training

How to Deliver Our Message



American Association of Law Libraries
MAXIMIZING THE POWER OF THE LAW LIBRARY COMMUNITY SINCE 1906

October 14, 2009

About the Webinar

What's happening here?

Muting

Q&A

Recording and follow-up materials



Speakers



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Overview

1. Introduction
2. Tips of the Trade
3. No-fee Public Access to CRS Reports
 - How to Develop Your Message to the Hill
4. AALL Leadership on Digital Authentication & New Push for Access to Raw Data
 - How to Develop Your Message to the States
5. AALL Resources to Guide Your Efforts
6. Q & A



AALL's Strategic Directions

GOAL I: LEADERSHIP

GOAL II: EDUCATION

GOAL III: ADVOCACY

Law librarians will influence the outcome of legal information, technology policy, and librarianship issues of concern to AALL members.



AALL Policy

Government Information ~

- Valuable public good created at taxpayer expense
- Equally accessible to all people
- Trustworthy and reliable
- “Official” and designated as such by statute or rule
- Comprehensive and complete
- Preserved and permanently accessible to the public



Tips of the Trade

Know What You Want

The importance of making the ask

Policy versus relationship building asks

Know Who You're Talking To

What you should know about elected officials (and where to find it!)

Tips for working with staff



Tips of the Trade

Know How to Talk to Them

Following the “SPIT” formula for message development (specific, personal, informative and trustworthy)

Know How to Follow-Up

The importance of building long term relationships throughout the year, through site visits, ongoing communications and connecting with the local office.



No-Fee Public Access to CRS Reports

Senate Resolution 118 (introduced 4/29/09)

- Senate Committee on Rules and Administration
- Stalled by Chairman Chuck Schumer (NY)
- “Ask”: Pressure Sen. Schumer to take action on S. Res. 118

House Bill 3762 (introduced 10/8/09)

- House Committee on House Administration
- “Ask” to Your Rep.: Co-sponsor the bill
- “Ask” to Committee: Take action on H.R. 3762



How to Develop Your Message to the Hill

Be **S**pecific About What you Want

Ask Senator Schumer to take action on S. Res. 118

Ask House Representative to co-sponsor

Tell a **P**ersonal Story

How will this legislation benefit your ability to provide resources to students (and others the legislator represents)



How to Develop Your Message to the Hill

Be Informative

How often do you receive requests for information that CRS reports could help you meet?

Be Trustworthy

You build trust over time: How can you make a series of relationship building “asks” around this issue?

Ask legislators to meet with students and staff

Ask legislators to visit the law library and see a “day-in-the-life”

Ask legislators or staff to write an article for a school newspaper



AALL Leadership on Digital Authentication

- **March 2007:** AALL *State-by-State Report on Authentication of State Online Legal Information* is published
 - Few state online legal resources are “official” and only Ohio Supreme Court authenticates using digital signatures
- **April 2007:** AALL “National Summit on Authentication of Digital Legal Information” is held in Chicago
- **2008:** GPO begins to authenticate online collections in new Federal Digital System (FDsys)
- **2008:** NCCUSL names Study Committee
- **2009:** NCCUSL names Drafting Committee for state law on authentication and preservation of online legal resources



The Online Federal Register

- *Federal Register* is available through FDsys in an official, digitally signed PDF version and as XML data set
- October 5th: Joint White House, GPO & OFR launch of XML version of *Federal Register* in DATA.gov
- October 6th: AALL pressure for accurate disclaimer on DATA.gov XML version of *Federal Register* is successful



New Disclaimer on DATA.gov

The current XML data set is not yet an official format of the Federal Register. **Only the PDF and Text versions have legal status** as parts of the **official** online format of the Federal Register. The XML-structured files are derived from SGML-tagged data and printing codes, which may produce anomalies in display. In addition, the XML data does not yet include image files. Users who require a higher level of assurance may wish to consult the **official** version of the Federal Register on FDsys.gov. The FDsys data set includes **digitally signed Federal Register PDF files, which may be relied upon as evidence in a court of law.** See:



The Challenge in *Your State*

- Organizational: to create a digital authentication working group in each state
- To have a disclaimer added to any legal resource available through a state data portal
- And, to convince officials to continue to publish print official legal resources **until** there is an official, authenticated online version that will be permanently accessible and preserved



How to Develop Your Message to the States

Be **S**pecific About What you Want

Continued print publication of official legal resources **unless** an official, authenticated online version will be permanently accessible and preserved

Tell a **P**ersonal Story

Why is this important to your work?

To help with a “technical” audience: How has increased access to online services benefited you?



How to Develop Your Message to the Hill

Be Informative

What are the dangers of using non-official, non-authenticated information in the legal context?

Be Trustworthy

You build trust over time: How can you better organize and make a series of relationship building “asks” around this issue?

- Organize internally and gather resources

- Ask legislators and staff to meet with students

- Ask legislators and staff to visit the law library and see a “day-in-the-life”



Advocacy Resources



- Visit us at <http://www.aallnet.org/aallwash/>
- Subscribe to AALL's Advocacy Listserv to keep us informed about the activities of your working groups at the state level
- Sign up for the *Washington Blawg* via RSS or email
- Read AALL's monthly *Washington E-Bulletin*



Tools to Take Action

- AALL's *Advocacy Toolkit* includes resources from today's Webinar:
 - Issue Brief on CRS reports
 - Issue Brief on the need for digital authentication
 - List of senators and representatives with JDs in the 111th Congress

Plus many other tips and tools to help you take action at the federal and state levels



Thank You for Joining Us

Questions? Comments?



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