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>> YOU WILL SEE ON THE LOWER LEFT OF THE SCREEN, THERE'S A LARGE BOX THAT SAYS "SAY HELLO HERE."

THERE'S A FIELD AT THE BOTTOM OF THAT BOX.

IF AT ANY POINT IN TIME DURING THE SESSION YOU HAVE A QUESTION, EITHER OF A TECHNICAL NATURE WITH REGARDS TO THE ACTUAL WEBINAR OR QUESTION FOR OUR PRESENTER, PLEASE TYPE YOUR MESSAGE IN THE BOX ALONG THE LOWER LEFT AND HIT SUBMIT OR ENTER OR RETURN ON YOUR KEYBOARD.

THE QUESTION WILL BE SUBMITTED. WE MAY NOT ANSWER YOUR QUESTION IMMEDIATELY.

WE'LL ANSWER IT AT THE APPROPRIATE TIME.

FEEL -- REST ASSURED THAT THE QUESTION WILL BE RESPONDED TO AS SOON AS WE CAN.

IN THE EVENT THAT THERE ARE MORE QUESTIONS THAN THERE IS TIME TO ANSWER THEM, WE WILL TRY TO RESPOND TO THEM AFTERWARDS OFF LINE.

TODAY'S MEETING IS GOING TO BE RECORDED.

THE RECORDING IS -- WILL BE MADE AVAILABLE FOLLOWING THIS SERIES FROM THE CONNECTING 2 COLLECTIONS WEBSITE.

YOU'LL SEE ALONG THE BOTTOM OF THE SCREEN, THERE'S A CLOSED CAPTIONING POD FOR ANYONE WHO REQUIRES THE CLOSED CAPTIONING SERVICE.

A TRANSCRIPT WILL BE A MADE AVAILABLE WITH THE RECORDING AFTERWARDS.

WITHOUT FURTHER DELAY, I'D LIKE

TO -- I'M GOING TO START THE RECORDING.
I'D LIKE TO ASK OUR HOST, JENNY FROM HERITAGE PRESERVATION TO GO AHEAD AND BEGIN WHENEVER YOU'RE READY.
>> THANK YOU, MIKE.
WELCOME EVERYONE TO OUR FIRST WEBINAR IN THE COURSE, OUTREACH ACTIVITIES FOR COLLECTIONS CARE. GREAT TO SEE SO MANY LOGGED IN. LOOKS LIKE WE HAVE 154 SO FAR SIGNED INTO THE MEETING ROOM, WHICH IS FANTASTIC.
AGAIN, DO CONTINUE SAYING HELLO IN THE CHAT BOX.
WE LOVE HEARING FROM WHERE YOU'RE FROM.
FEEL FREE TO TYPE IN YOUR QUESTIONS AS WE GO.
I WILL HOLD ON TO THEM.
AS SOON AS THERE'S BREAKS OR THE END OF THE PRESENTATION, I'LL MAKE SURE TO ASK THE SPEAK TORE ANSWER THE QUESTIONS.
THIS IS JUST ONE OF MANY IN OUR SERIESES CARRYING FOR YESTERDAY'S TREASURES TODAY.
SINCE WE LAUNCHED, WE COMPLETED SIX COURSES WITH THE SEVENTH ON ITS WAY.
IF YOU'RE INTERESTED IN GOING OVER THE MATERIAL, EVERYTHING FROM WEBINAR RECORDINGS TO RESOURCES ARE ARCHIVED ON THE ONLINE COMMUNITY.
TODAY'S COURSE IN THIS ENTIRE SERIES HAS BEEN MADE POSSIBLE THROUGH A LAURA BUSH LIBRARY PROGRAM GRANT FROM THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES.
WE'RE FORTUNATE TO HAVE LEARNING TIMES ON BOARD AND HELP WITH OUR WEBSITE AND WEBINAR SUPPORT.
BEFORE WE MOVE TO THE TOPIC TODAY, LET ME QUICKLY REVIEW THE COURSE SCHEDULE AND A FEW OTHER

LOGISTICS FOR THOSE JOINING FOR THE FIRST TIME.

I PROMISE FUTURE INTRODUCTIONS WILL BE SHORTER.

TODAY IS PART ONE OF THE FOUR-PART COURSE.

AFTER TODAY, OUR NEXT WEBINAR WILL BE HERE AT 2:00 P.M.

WEDNESDAY AT THE SAME PLACE.

TO OFFICIALLY COMPLETE THIS COURSE, WE JUST ASK A FEW THINGS FROM YOU.

I'M GETTING A NOTE THAT I SHOULD SPEAK LOUDER AND I'LL TRY MY BEST.

THE FIRST, WE ASK YOU REGISTER ONLINE.

THE FIRST PAGE OF THE ONLINE REGISTRATION FORM LOOKS LIKE THIS IMAGE TO THE RIGHT.

IF THAT DOESN'T LOOK FAMILIAR TO YOU OR YOU DID NOT RECEIVE A REMINDER E-MAIL ABOUT THIS COURSE ON THURSDAY, THERE MIGHT BE A CHANCE THAT YOU'RE NOT REGISTERED.

SO PLEASE LET US KNOW.

E-MAIL IF YOU THINK THAT'S YOU.

WE ALSO ASK THAT YOU WATCH ALL FOUR WEBINARS.

EVERYONE WHO HAS REGISTERED FOR THIS COURSE WILL RECEIVE A LINK TO THE RECORDING OF EACH WEBINAR SHORTLY FOLLOWING THE LIVE EVENT.

IF YOU'RE UNABLE TO LOG IN WITH US LIVE, KEEP UP THAT WAY.

THE E-MAILS WILL COME FROM HERITAGE PRESERVATION.

MAKE SURE WE'RE NOT BEING BLOCKED BY YOUR SPAM FILTER.

IF YOU'RE NOT GETTING THE E-MAILS, LET US KNOW.

THE FINAL REQUIREMENT FOR THIS COURSE IS TO COMPLETE ALL FOUR HOMEWORK ASSIGNMENTS.

AT THE END OF EACH WEBINAR,

WE'LL POST A LINK TO THE ASSIGNMENT AND WE'LL ALSO E-MAIL YOU THE LINK AND YOU CAN FIND IT ON THE COURSE HOME PAGE.

I WILL NOTE THAT THESE ARE NOT CREATIVE ASSIGNMENTS.

DON'T STRESS ABOUT THEM.

OUR INTENT WAS TO GET YOU THINKING CRITICALLY ABOUT THE TOPIC.

DO YOUR BEST.

EVERYTHING FOR THIS COURSE WILL BE DUE NO LATER THAN THURSDAY NOVEMBER 21.

AND I WILL NOTE THAT THIS COURSE IS ELIGIBLE FOR FIVE CREDITS IF YOU'RE A CERTIFIED ARCHIVIST.

AND THE COURSE HOME PAGE IS WHERE YOU'LL FIND EVERYTHING YOU NEED FOR THIS COURSE, INCLUDING TRANSCRIPTS, LINKS TO THE HOMEWORK ASSIGNMENTS, PDFs OF THE POWER POINTS AND THE RESOURCES THAT OUR INSTRUCTORS HAVE COMPILED.

AS SOON AS THE COURSE IS CONCLUDED, THIS IS WHERE WE WILL POST THE LINKS TO THE WEBINAR RECORDINGS.

RIGHT NOW THESE ARE JUST BEING RESERVED FOR THE REGISTERED PARTICIPANTS.

I WILL DO AHEAD AND INVITE YOU TO JOIN THE ONLINE COMMUNITY IF YOU HAVEN'T ALREADY DONE SO.

IT'S NOT A REQUIREMENT TO PARTICIPATE IN THIS COURSE, BUT IT IS A GREAT RESOURCE.

MEMBERSHIP, WHICH IS FREE, GIVES YOU ACCESS TO POSTS ON THE DISCUSSION BOARD TO POST QUESTIONS AND TO ANSWER THEM.

LIKE ALL OF OUR COURSES, IF YOU HAVE ANY QUESTIONS, FEEL FREE TO E-MAIL US OR CALL US.

WE'RE HERE TO HELP YOU.

WITHOUT FURTHER DELAY, LET'S

MOVE TO THE TOPIC TODAY.

I AM SO PLEASED TO INTRODUCE OUR FIRST INSTRUCTOR, JEFFERY SMITH. JEFFERY IS THE PRESIDENT OF THE FOUNDATION FOR THE BALTIMORE COUNTY PUBLIC LIBRARY AS WELL AS A MEMBER OF THE BCPL BOARD OF LIBRARY TRUSTEES AND A BOARD MEMBER OF CITIZENS FOR MARYLAND LIBRARIES.

AS A PROFESSIONAL LOBBYIST FOR BOTH PUBLIC AND PRIVATE SECTOR ORGANIZATIONS, JEFFERY HAS CONDUCTED SUCCESSFUL LEGISLATIVE ADVOCACY EFFORTS TO DISTRICT INTERACTION WITH GOVERNMENT OFFICIALS AT THE FEDERAL, STATE AND LOCAL LEVELS.

JEFFERY, THANKS FOR JOINING US. I'M GOING TO HAND THINGS OVER TO YOU.

>> VERY GOOD.

THANK YOU SO MUCH.

WHAT I HOPE TO DO FOR EVERYONE THIS AFTERNOON IS TO PROVIDE YOU WITH EFFECTIVELY AN OVERVIEW OF HOW YOU CAN ACTUALLY BE AN ADVOCATE FOR YOUR ORGANIZATION OR FOR CAUSES OR PROJECTS THAT ARE IMPORTANT TO YOUR ORGANIZATION.

THE BASIC AGENDA THAT WE'LL BE TALKING ABOUT, THERE'S FOUR SEPARATE SECTIONS TO THE PROGRAM.

I'LL BE STARTING WITH AN OVERVIEW OF THE TYPICAL LEGISLATIVE PROCESS.

THEN WE'LL GO RIGHT INTO LOOKING AT THE DYNAMICS OF THE CURRENT 113th SESSION OF THE UNITED STATES CONGRESS TO GIVE YOU A SENSE OF WHAT IS OR MORE ACCURATELY NOT HAPPENING AT THE CONGRESSIONAL LEVEL AT THIS POINT.

THEN I HAVE A 12-STEP PROGRAM

THAT TALKS ABOUT IMPORTANT THINGS TO KEEP IN MIND FOR SUCCESSFUL LEGISLATIVE ADVOCACY. AND LASTLY, WE'LL TRY TO PUT IT TOGETHER BY PRESENTING A CASE STUDY IN ADVOCACY.

SOMETHING THAT I'VE BEEN INVOLVED WITH IN THE PAST AND TRY AND SHOW YOU HOW SOME OF THE LESSONS THAT WE'LL BE TALKING ABOUT IN THAT PROGRAM WERE INCORPORATED INTO A COLLECTIVE ADVOCACY CASE STUDY.

WITH THAT, LET'S GET STARTED.

JENNY, WHY DON'T WE ASK THE FIRST POLL QUESTION TO SORT OF GAUGE THE LANDSCAPE AND THE LEVEL OF KNOWLEDGE THAT OUR PARTICIPANTS HAVE TODAY WITH REGARD TO ADVOCACY.

YOU SEE RIGHT IN FRONT OF YOU, FAIRLY STRAIGHTFORWARD QUESTION. YES OR NO, HAVE YOU EVER SPOKEN TO AN ELECTED OFFICIAL ABOUT AN ISSUE OR CONCERN.

YES OR NO.

WE HAVE A COUPLE SECONDS TO SEE HOW THOSE RESULTS COME IN.

FAIRLY EVENLY DIVIDED.

A BIT MORE ON THE NO SIDE, WHICH IS NOT PARTICULARLY SURPRISING.

A LOT OF FOLKS ARE SOMEWHAT NERVOUS OR DAUNTED BY THE ADVOCACY PROCESS OR THEY DON'T NECESSARILY KNOW WHERE TO GO OR WHO TO SPEAK TO.

WITH THAT, WHY DON'T WE GET RIGHT INTO LOOKING AT THE OVERVIEW OF THE TYPICAL LEGISLATIVE PROCESS?

FOR OUR PURPOSES TODAY, I'M PROVIDING YOU WHAT THAT OVERVIEW WOULD LOOK LIKE AT THE UNITED STATES FEDERAL LEVEL, CONGRESSIONAL ADVOCACY.

IT'S IMPORTANT TO REMEMBER THAT PRETTY MUCH ALL OF OUR VARIOUS

BODIES, BE THEY AT THE STATE LEVEL OR THE LOCAL LEVEL, HAVE SIMILARITY TO THIS WITH REGARD TO THE PROCESS FOR CONSIDERING LEGISLATION.

OBVIOUSLY IT'S FAIRLY STANDARD AS EVERYONE KNOWS, THE U.S. CONGRESS HAS TWO CHAMBERS. THE HOUSE WHICH IS ELECTED. MEMBERS ARE 435 AND ELECTED FOR TWO-YEAR TERMS.

THEN WE HAVE THE SENATE. THERE'S 100 MEMBERS IN THE SENATE AND THEY'RE ELECTED FOR SIX-YEAR TERMS.

THE IMPORTANT DYNAMIC TO REMEMBER WITH REGARD TO THESE TWO CHAMBERS, OBVIOUSLY WITH THE HOUSE HAVING SUCH A SHORT CYCLE BETWEEN ELECTIONS, THERE'S A HEIGHTENED LEVEL OF CONCERN, NOT SURPRISINGLY, IN THE HOUSE FOR FOLKS ALWAYS SEEM TO FEEL AS IF THEY'RE UP FOR RE-ELECTION. THEY'RE CONSCIOUS OF LOOKING AT THEIR ACTIVITIES OF LOOKING THROUGH THE LENS, GEE, WHEN I GO BACK TO SEEK RE-ELECTION, WHAT WILL MY CONSTITUENTS THINK OF THIS PARTICULAR ACTION OR REACTION.

WHEREAS IN THE SENATE, THEY HAVE A LONGER WINDOW.

THAT SIX-YEAR TERM.

THERE'S FEWER SENATORS.

SO YOU TEND TO SEE A BIT MORE OF A COLLEGIAL NATURE IN THE SENATE.

FOLKS ARE IMPORTANT WILLING TO THINK LONG-TERM.

AGAIN, GIVEN SOME OF THE DYNAMICS THAT WE SEE IN OUR LEGISLATURE TODAY, AT LEAST IN THE UNITED STATES, HAVING A LOOK -- THE CAPACITY FOR A LONGER TERM PERSPECTIVE IS SOMETHING THAT SHOULDN'T BE

OVERLOOKED BY US AND THE
ADVOCACY COMMUNITY.

THE BASIC POWERS THAT ANY
LEGISLATIVE BODY WILL HAVE,
CERTAINLY ONES THAT ARE MOST
IMPORTANT FOR ADVOCATES FOR ANY
PARTICULAR CAUSE, THE NOTION OF
SPENDING MONEY.

WHAT ACTIVITIES DOES THE
GOVERNMENT CHOSE TO SPEND MONEY
ON.

WHAT WOULD THEY PROMOTE OR NOT
PROMOTE.

IN REGULATING COMMERCE, CREATING
COURTS, TAXATION AGAIN.

BECAUSE TAXATION IS NECESSARY TO
HAVE THE MONEY TO RUN ANY OF
THESE PROGRAMS.

LAW MAKING.

MAKING ALL LAWS NECESSARY AND
PROPER TO CARRY OUT THESE
POWERS.

IT'S A FAIRLY BROAD PORTFOLIO
BUT IT'S ONE THAT YOU CAN DWELL
DOWN INTO A COUPLE ASPECTS OF IT
IF YOU'RE AN ADVOCATE.

THIS IS THE BASIC LEGISLATIVE
PROCESS.

AGAIN, THIS TYPE OF PROCESS IS
REALLY UNIVERSAL FOR THE MOST
PART.

WHEN A BILL IS INTRODUCED, IT
WILL BE READ FOR THE FIRST TIME
IN FRONT OF THE FULL CHAMBER.

THAT'S CALLED FIRST READING.

REALLY IMMEDIATELY AFTER THAT
BILL IS INTRODUCED, IT'S
ASSIGNED TO A COMMITTEE.

THESE COMMITTEES ARE GENERALLY
SPLIT UP BY SUBJECT MATTER.

CERTAINLY AS YOU'RE DEALING WITH
BUDGETING ITEMS THAT WOULD GO
TOWARDS AN APPROPRIATIONS
COMMITTEE.

IF YOU'RE DEALING WITH MATTERS
OF THE LAW, THERE'S A JUDICIARY
COMMITTEE OF SOME SORT.

THE COMMITTEE PROCESS IS REALLY IMPORTANT TO KEEP IN MIND. THAT'S THE MEAT OF THE PROCESS. WHEN YOU HAVE THAT COMMITTEE, DELIBERATE. THEY'LL HAVE HEARINGS. MOST LIKELY ON THE PARTICULAR BILLS. AND THEN THEY'LL MAKE MODIFICATIONS OR AMENDMENTS TO THE BILL AS THEY DEEM APPROPRIATE. IT WILL THEN COME BACK TO THE FULL FLOOR OF THE CHAMBER IT WAS ORIGINATED IN WHERE IT WILL BE DISCUSSED AGAIN. AND AT THAT POINT, ADDITIONAL AMENDMENTS CAN BE MADE AT THAT SECOND READER STAGE ON THE FLOOR. FINALLY, AFTER ANY MODIFICATIONS HAVE BEEN MADE ON THE FLOOR OF THE CHAMBER, THE BILL IS READ FOR A THIRD TIME AND VOTED UP OR DOWN BY THE CHAMBER. IF IT IS VOTED UP, THEN IMMEDIATELY GOES TO THE OPPOSITE CHAMBER AND THIS PROCESS BEGINS AGAIN. IT'S DELIBERATED. ONCE THE SECOND CHAMBER HAS GONE THROUGH THAT PROCESS, IF THERE'S BEEN ANY MODIFICATIONS FROM WHAT THEY RECEIVED FROM THE ORIGINATING CHAMBER, THERE'S A CONFERENCE COMMITTEE TO RESOLVE THE DIFFERENCES. AT THAT POINT ONCE THE CONFERENCE COMMITTEE COMES TOGETHER WITH COMMON LANGUAGE FOR BOTH BILLS, IT'S CONSIDERED A FINAL TIME FOR BOTH CHAMBERS BEFORE IT'S SENT TO THE EXECUTIVE BRANCH. IN ANY DELIBERATIVE LEGISLATIVE BODY, ANY MEMBER WITH INTRODUCE A BILL.

IF THERE'S A PARTICULAR TOPIC OR ISSUE THAT YOU ARE INTERESTED IN OR YOUR ORGANIZATION HAS A PARTICULAR FOCUS ON, YOU CAN DRAFT LEGISLATION FOR A PARTICULAR MEMBER SHOULD THAT MEMBER DECIDE TO INTRODUCE IT ON YOUR BEHALF AND SUPPORT IT.

AT LEAST AT THE CONGRESSIONAL LEVEL, THERE'S ROUGHLY 9,000 BILLS PROPOSED DURING THE COURSE OF ANY GIVEN SESSION.

FEWER THAN 5%, 10% ARE ULTIMATELY ENACTED.

MANY BILLS WILL INITIATE WITH THE EXECUTIVE BRANCH AS A POLICY INTRODUCTION OR SOMETHING THAT NEEDS TO BE CHANGED OR THE ADMINISTRATION WOULD LIKE TO CHANGE.

CERTAINLY LIKE THE PATIENT CARE AND AFFORDABLE -- THE PROTECTION ACT OF THE HEALTHCARE BILL, THAT OBVIOUSLY WAS INITIATED IN THE EXECUTIVE BRANCH BUT DELIBERATED IN THE EXECUTIVE BRANCH.

THE THREE STAGES WE SPOKE ABOUT THOSE IN COMMITTEE ON THE FLOOR AND CONFERENCE COMMITTEE.

THE IMPORTANT THING TO REMEMBER, ANY POINT IN THAT PROCESS A BILL CAN DIE.

IT CAN BE PUT IN A DRAWER AFTER A HEARING IF IT ISN'T CONSIDERED POPULAR.

IT CAN MAKE IT TO THE FINAL STAGE.

IF YOU CAN'T GET AGREEMENT IN A CONFERENCE COMMITTEE, CAN DIE THERE.

A LITTLE OVERVIEW.

STANDING COMMITTEES ARE THE MOST IMPORTANT.

THEY EXIST IN PERPETUITY GOING FORWARD.

AGAIN, THEY'RE OFTEN DECIDED BY SUBJECT MATTER, APPROPRIATIONS,

BUDGET, HEALTH, COMMERCE AND SO FORTH.

SELECT COMMITTEES WILL BE CREATED FOR A SPECIFIC TIME FOR A SPECIFIC PURPOSE.

TYPICALLY THEY COME TOGETHER AND PRODUCE SOME SORT OF A REPORT A BLUE RIBBON REPORT ON A PARTICULAR ISSUE.

JOINT COMMITTEES WILL HAVE MEMBERS FROM BOTH CHAMBERS. SOMETIMES THESE ARE PERMANENT. USUALLY AGAIN FOCUSING ON A SPECIFIC SUBJECT MATTER OR THEY CAN ALSO BE TEMPORARY.

AGAIN, AS I NOTED, CONFERENCE COMMITTEES ARE COMMITTEES THAT COME TOGETHER TO RESOLVE DIFFERENCES IN TWO DISTINCT PIECES OF LEGISLATION.

SOME THINGS TO REMEMBER WHEN THINKING ABOUT CONGRESSIONAL DECISION MAKING.

ALSO, THIS REALLY CROSSES BOUNDARIES TO THE STATE AND LOCAL LEVEL AS WELL.

IT'S ALMOST UNHEARD OF THAT A LEGISLATOR WOULD DISREGARD THE WISHES OF THEIR CONSTITUENTS, PARTICULARLY ON HOT BUTTON ISSUES OR CONTENTIOUS ISSUES THAT GET MEDIA ATTENTION.

MORE OFTEN THAN NOT, FOLKS ARE FOCUSED ON GETTING RE-ELECTED. IT'S UNLIKELY THEY WILL TAKE A STANCE THAT REALLY IS ADD ODDS WITH WHAT THE MAJORITY OF THEIR CONSTITUENTS BELIEVE.

THAT BEING THE CASE, IT'S VERY CHALLENGING TO DISCERN WHAT INDIVIDUAL VOTERS ARE FEELING IN ANY GIVEN MOMENT.

CERTAINLY THERE'S A LOT OF OPINION POLLS THAT ARE CONDUCTED.

OFTENTIMES WHAT A PERSON WILL SAY TO A POLSTER, THE ACTION

THEY MAY TAKE ULTIMATELY IN THE VOTING BOOTH MAY NOT ALWAYS BE THE SAME.

PERCEPTIONS OF THE REPRESENTATIVES ARE VERY IMPORTANT.

HOW THEY PERCEIVE THEIR CONSTITUENTS, WHAT THEY PERCEIVE THEIR CONSTITUENTS PRIORITIES TO BE.

THESE ARE IMPORTANT THINGS FOR AN ADVOCATE TO TAKE NOTE OF SO THAT YOU CAN HONE YOUR MESSAGE OPTIMALLY IN A MANNER THAT WILL REALLY GET TO THE MEAT OF THE TYPES OF ISSUES THAT YOUR PARTICULAR ELECTED REPRESENTATIVE IS INTERESTED IN.

IF CONSTITUENTS HAVE LITTLE KNOWLEDGE OR INTEREST IN A PARTICULAR ISSUE, MORE OFTEN THAN NOT, THE LEGISLATOR WILL MAKE THEIR BEST JUDGMENT ON WHAT SHOULD HAPPEN WITH A PARTICULAR PIECE OF LEGISLATION.

NOW WE'RE GOING TO TALK BRIEFLY ABOUT THE DYNAMICS OF OUR CURRENT 113th CONGRESS.

THIS WILL PROBABLY BE A GOOD TIME, JENNY FOR US TO GO TO OUR SECOND POLL QUESTION.

OUR SECOND POLL QUESTION IS, HAVE YOU EVER PARTICIPATED IN AN ORGANIZED ADVOCACY INITIATIVE? FOR EXAMPLE, A MEET AND GREET, SO FORTH.

WHAT WE'RE LOOKING FOR HERE, AN ADVOCACY ISSUE WHERE YOU MAY HAVE BEEN A PARTICIPANT.

OFTEN TIMES YOU'LL SEE A TRADE ASSOCIATION WILL SPONSOR -- FOR INSTANCE, IN MARYLAND, WE DO LIBRARY DAY.

FOLKS FROM THE LIBRARY COMMUNITY WILL GATHER AT OUR STATE LEGISLATURE, SPEND THE DAY MEETING WITH LEGISLATORS IN

THEIR OFFICES AND TYPICALLY WE'LL END THE DAY BY GETTING TOGETHER AT AN EVENING RECEPTION TO MIX AND MINGLE AND INTERACT WITH THE LEGISLATORS.

WE SEE HERE BY AND LARGE -- OUR RESULTS ARE SHOWING FAR FEW PEOPLE HAVE ENGAGED IN AN ACTIVITY LIKE THIS.

IT'S IMPORTANT TO KEEP THESE THINGS IN MIND.

ANY ALLIEDS THAT YOU MIGHT BE A MEMBER OF, I WOULD BE SURPRISED IF THEY DON'T HAVE ACTIVITIES OF THESE NATURE.

YOU SHOULD SEEK THEM OUT.

THEY'RE GOOD OPPORTUNITIES TO GET YOUR FEET WET IN ADVOCACY. IT'S A GOOD WAY TO GET CONNECTED WITH A BROADER COMMUNITY OF FOLKS THAT ARE LIKELY TO SHARE SOME OF YOUR PARTICULAR ISSUE PRIORITIES.

NOW, LET'S MOVE INTO TALKING ABOUT THE DYNAMICS OF THE 113th CONGRESS.

AS YOU SEE HERE, THIS IS PROBABLY NOT AN UNCOMMON PERCEPTION OF THE CURRENT DYNAMIC IN CONGRESS.

IT DOES INDEED -- THEY OFTEN GET WOUND UP IN D.C., BUT UNFORTUNATELY AS WE SAW WITH THE GOVERNMENT SHUTDOWN, NOTHING HAPPENS.

THIS IS REALLY PART OF -- PART AND PARCEL OF WHAT WE'RE SEEING WITH THE DIVISIVENESS TAKING OVER IN WASHINGTON.

AT THE STATE LEVEL, YOU SEE SOMEWHAT MORE OR LESS OF THIS DEPENDING ON THE DYNAMIC.

IN MY HOME STATE OF MARYLAND, WE HAVE ONE PARTICULAR PARTY THAT OVERWHELMINGLY DOMINATES OUR LEGISLATURE AND ALSO HAS CONTROL OF THE GOVERNORSHIP.

SO WHEN ONE PARTY IS IN THAT MUCH DEGREE OF CONTROL, IT'S LESS CONTENTIOUS BECAUSE THAT PARTY CAN GOVERN BY ITSELF. IF YOU'RE IN A STATE THAT THERE REALLY IS A STRONG DIVIDE BETWEEN HOW MANY ELECTED REPRESENTATIVES YOU HAVE SAY IN THE REPUBLICAN PARTY VERSUS THE DEMOCRATIC PARTY, YOU MAY SEE A MIRROR EFFECT OF WHAT IS GOING ON IN WASHINGTON.

LOOKING AT D.C. NOW AGAIN WITH THE BUDGET SHUT DOWN THAT WE JUST RECENTLY ENCOUNTERED BEING A GOOD EXAMPLE OF THAT.

CONGRESSIONAL GRIDLOCK IS REALLY VERY SIGNIFICANT AS PART OF THE DYNAMIC TO DATE.

FOR THOSE OF YOU THAT ARE STUDENTS OF HISTORY, YOU'LL SEE THIS CHART GOES ALL THE WAY BACK TO THE 80th CONGRESS, WHICH WAS THE 1946, 1948 SESSION OF CONGRESS.

IT'S A FAMOUS SESSION OF CONGRESS.

DURING HIS RE-ELECTION, PRESIDENT TRUMAN DEEMED THE 80th CONGRESS THE DO-NOTHING CONGRESS.

YET IF YOU LOOK AT THE "DO-NOTHING CONGRESS" OF THE 1940s, VERSUS LAST -- THE LAST FULL SESSION OF CONGRESS WE HAD, WHICH CONCLUDED RIGHT BEFORE THE PRESIDENTIAL ELECTION, YOU'LL SEE THAT 80th CONGRESS THAT WAS SUPPOSEDLY DO-NOTHING GOT 80% OF THE BILLS PAST.

YOU CAN SEE AT THE FAR RIGHT, THE 112th SESSION COULDN'T GET 2% OF THEIR BILLS PASSED.

AND THE REASONS FOR THAT AGAIN, THERE'S A VERY BROAD DIVIDE BETWEEN THE IDEALOGICALS OF THE PARTIES.

THIS NEXT CHART GIVES A GOOD INDICATION OF THAT. THE HOUSE OF REPRESENTATIVES IS PARTICULARLY POLARIZED. WHAT YOU'RE SEEING, THIS IS SHOWING THE MOST LIBERAL REPUBLICAN AND THEIR VOTING RECORD ON THE LEFT VERSUS THE MOST CONSERVATIVE DEMOCRAT. YOU'LL SEE THEY'RE VERY, VERY FEW INDIVIDUALS IN THAT CENTER SECTION. IF YOU LOOK AGAIN ALL THE WAY AT THE TOP IN THE 1994, THERE'S A LOT OF CROSSOVER IN THE MIDDLE OF THE PAGE. WHEN YOU GO DOWN TO THE FINAL LINE, THE 2012 LINE, YOU'LL SEE THERE IS SUCH A VERY, VERY TINY SECTION THAT IS CONSIDERED "CROSSOVER" BETWEEN THOSE PARTISAN DIVIDES OF THE POLLS OF THE TWO PARTIES. THAT'S SOMETHING TO BE -- THE KEEP IN MIND. TO THE EXTENT THAT YOU CAN POSITION YOUR ISSUE THAT IS ONE THAT IS UNIVERSAL, TO THE EXTENT THAT YOU CAN POSITION IT AS A BIPARTISAN ISSUE. THAT'S SOMETHING THAT IS IMPORTANT FOR YOU TO REMEMBER. AND I SEE ONE OF THE QUESTIONS WE HAVE. I'LL QUICKLY TURN TO IT. THE QUESTION IS WHERE CAN YOU FIND DELIBERATIONS FOR BILLS THAT HAVE DIED ON THE FLOOR, CONGRESSIONAL RECORD AND SO FORTH. FOR THE U.S. CONGRESS, THE VERY BEST SOURCE OF INFORMATION IS THE WEBSITE DONE BY THE LIBRARY OF CONGRESS CALLED THOMAS. THOMAS IS REALLY THE ELECTRONIC HOME, IF YOU WILL, FOR ALL OF THE RECORDS OF WHAT GOES ON IN

CONGRESS.

EVERY BILL THAT IS INTRODUCED
WILL HAVE A PAGE THERE YOU CAN
FIND THE TEXT OF THE BILL.
YOU CAN FOLLOW THE PROGRESS THAT
THE BILL IS OR ISN'T MAKING AS
FAR AS WHERE IT GOES ON THE
LEGISLATIVE CALENDAR.

EVERY STATE HAS SOMETHING THE
SAME.

IF YOU WERE TO DO A GOOGLE
SEARCH FOR YOUR PARTICULAR HOME
LEGISLATURE, YOU WILL FIND THAT
THEY SHOULD HAVE A WEB PAGE
WHERE YOU CAN ACTUALLY DO
SEARCHES FOR LEGISLATION BY
TOPIC.

AGAIN, THAT WOULD BE SOMETHING
THAT I THINK WOULD BE HELPFUL OR
YOU TO KNOW, TO TRY TO GET A
SENSE OF WELL, GEE WHAT ARE MY
LEGISLATORS TALKING ABOUT THAT
IS OF INTEREST OR NOTE TO ME.
WHAT IS CAUGHT IN THE GRIDLOCK?
PRETTY MUCH EVERYTHING ELSE.
ISSUES OF THE BUDGET ARE STUCK
IN GRIDLOCK.

WE'RE NOT SURE EVEN THOUGH THE
FEDERAL BUDGET SHUTDOWN HAS BEEN
RESOLVED, SOMETHING THEY HAVE
BASICALLY TAKEN A PAUSE, IF YOU
WILL, BUT ULTIMATELY SOMETHING
WILL NEED TO BE DONE WITH REGARD
TO OUR FEDERAL BUDGET BY
JANUARY.

IF NOTHING HAPPENS BY JANUARY,
AGAIN, WE'LL BE BACK THE SAME
PLACE WE WERE A COUPLE WEEKS
AGO.

CERTAINLY THE FEDERAL SEQUESTER
OF FUNDS PUTS A HOLD ON THE
MONEY THE FEDERAL GOVERNMENT CAN
SPEND.

THAT'S UNRESOLVED.

THERE'S ALWAYS ISSUES WITH
TAXATION.

THE ISSUES OF JOB CREATION.

FOLKS WOULD LIKE TO BE TALKING ABOUT THEM BUT ARE UNABLE TO. ISSUES OF PUBLIC SAFETY AS WELL. AND AGAIN, THE CHALLENGE FOR US AS ADVOCATES IS TO FIGURE A WAY THROUGH THIS MORASS IF YOU WILL. FIGURE OUT HOW WE CAN TALK ABOUT OUR ISSUES IN A MANNER THAT WILL GET THEM ATTENTION AND GET THEM TO MOVE THROUGH THE LEGISLATIVE PROCESS.

NOW, WE WANT TO MOVE INTO THE 12 STEPS FOR SUCCESSFUL LEGISLATIVE ADVOCACY.

WHEN TALKING ABOUT THESE FIRST STEPS, WHAT I'M GOING TO BE DOING AS WE GO THROUGH THIS WILL BE THE FIRST 12 STEPS REALLY WILL BE FOCUSING ON STRATEGIES THAT I HAVE FOUND TO BE HELPFUL IF YOU WERE ACTUALLY HAVING IN-PERSON MEETINGS WITH LEGISLATORS.

AGAIN, GIVEN THAT WE'RE GIVING THIS TALK IN A VIRTUAL SETTING, I'VE INFUSED IN THE PRESENTATION ACTUAL IMAGES OF WHAT YOU MIGHT SEE IF YOU WERE TO GO TO YOUR STATE CAPITOL DURING A LEGISLATIVE SESSION.

SO YOU CAN GET A SENSE OF WHAT THE SITES AND SOUNDS MIGHT POTENTIALLY BE FOR YOU.

AND HERE ON THE FIRST PAGE, THIS IS A PICTURE OF THE MARYLAND GENERAL ASSEMBLY.

IF YOU WERE TO WALK UP TO YOUR STATE CAPITOL, IT WOULD PROBABLY LOOK SOMETHING LIKE THIS.

MARYLAND'S IS UNIQUE AND THE OLDEST STATE CAPITOL IN THE UNITED STATES THAT REMAINS IN CONTINUOUS USE.

ONCE YOU WALK INTO THE CHAMBER, THAT'S WHEN YOU REALLY NEED TO START THINKING ABOUT, WELL, WHAT AM I HERE TO ACCOMPLISH?

WHAT DO I WANT TO DO?

WE'LL MOVE INTO TALKING ABOUT
THE 12 STEPS.

IT'S IMPORTANT THAT YOU FEEL
GOOD ABOUT WHAT YOU'RE DOING AS
AN ADVOCATE.

OUTREACH VISITS TO LEGISLATORS
ARE ONE OF THE BACKBONES OF OUR
DEMOCRATIC PROCESS.

I KNOW A LOT OF FOLKS WERE
TURNED OFF BY GOVERNMENT IN THIS
DAY AND AGE OR FEEL THAT THEY
DON'T NECESSARILY HAVE THE
KNOWLEDGE OR INTEREST TO BE ABLE
TO AFFECT CHANGE.

BUT THAT COULDN'T BE FURTHER
FROM THE TRUTH.

OUR ABILITY AS CITIZENS TO SPEAK
DIRECTLY TO OUR LEGISLATORS IS
HOLD UP AND EMBODIED TO THE
FIRST AMENDMENT TO THE U.S.
CONSTITUTION.

IN THE FIRST AMENDMENT, IT
PROTECTS THE RIGHTS OF CITIZENS
TO PETITION FOR REDRESS FROM
THEIR GOVERNMENT.

BASICALLY THAT IS WHAT WE DO AS
ADVOCATES.

WE PETITION THE GOVERNMENT TO DO
SOMETHING OR TO NOT DO SOMETHING
DEPENDING UPON OUR PERSPECTIVE
ON AN ISSUE.

AND IT'S IMPORTANT TO TAKE TRIED
IN THAT.

YOU -- EVERY ONE OF US AS A
VOTER HAS THE RIGHT TO ATTEMPT
TO EFFECT CHANGE IN OUR
GOVERNMENT.

AND BEING THERE IS SOMETHING YOU
SHOULDN'T BE A SHAMED OF BUT
SHOULD BE HAPPY OF AND PROUD
THAT YOU'RE ABLE TO DO THAT SORT
OF THING.

SECOND STEP AGAIN, A LOT OF
THESE WILL SEEM FAIRLY
STRAIGHTFORWARD AND NOT TERRIBLY
SURPRISING.

BUT ANY TIME YOU'RE INVOLVED IN ANY INTERPERSONAL REACTION WITH OTHERS, IT'S GOOD TO KEEP THEM IN MIND.

IF YOU'RE GOING TO MEET WITH AN ELECTED OFFICIAL, THEIR TIME IS VALUABLE.

THEY'LL PROBABLY HAVE A MULTIPLE NUMBER OF APPOINTMENTS DURING THE DAY.

MAKE SURE YOU'RE ON TIME.

IDENTIFY YOURSELF AND THE ORGANIZATION YOU REPRESENT.

IF YOU'RE VISITING AN ELECTED OFFICIAL AND YOU HAPPEN TO BE A CONSTITUENT OF THAT ELECTED OFFICIAL, MAKE SURE TO SAY SO.

IT'S IMPORTANT THAT THEY KNOW THAT SOMEONE THEY COULD POTENTIALLY HAVE VOTE FOR THEM HAS COME DOWN IN ORDER TO SPEAK ABOUT A PARTICULAR ISSUE.

THIRD POINT TO REMEMBER.

BE FRIENDLY AND RESPECTFUL.

TO THE EXTENT THAT YOU CAN CREATE A PERSONAL BOND WITH THESE INDIVIDUALS, THE MORE LIKELY YOU'LL BE EFFECTIVE IN YOUR ADVOCACY EFFORTS.

MANY FOLKS HAVE SORT OF A BELIEF THAT ELECTED OFFICIALS ARE CELEBRITIESQUE IF YOU WILL.

THE IMPORTANT THING TO REMEMBER IS THEY'RE JUST CITIZENS LIKE EVERYBODY ELSE.

PARTICULARLY WHEN YOU DEAL WITH STATE LEGISLATORS.

MOST OF THOSE FOLKS ARE NOT FULL-TIME LEGISLATORS.

FOR INSTANCE HERE IN MARYLAND, OUR LEGISLATIVE SESSION IS ONLY 90 DAYS.

SO IF YOU'RE AN ELECTED LEGISLATURE IN A 90-DAY SESSION, ORGANIZATION BY NECESSITY, YOU'LL BE HAVING SOME SORT OF OTHER JOB.

I KNOW IN MARYLAND OUR LEGISLATORS PRIDE THEMSELVES TO BE ABLE TO DESCRIBE THEMSELVES AS CITIZEN LEGISLATORS.

AGAIN, GIVEN THAT THEY DO NOT CONSIDER THIS TO BE THEIR FULL TIME JOB.

FOURTH POINT TO REMEMBER, ONCE YOU GET THE GREETINGS AND PLEASANT TRIES OUT OF THE WAY, GET TO THE POINT.

AGAIN, YOU MAY ONLY HAVE 10 TO 15 MINUTES WITH THE PARTICULAR LEGISLATOR SINCE SO MANY FOLKS WILL WANT TO SEE THEM AT ANY GIVEN TIME.

MAKE SURE YOU PRESENT A VERY CLEAR AND FOCUSED MESSAGE. DON'T RAMBLE ABOUT WHAT YOU'RE TALKING ABOUT.

TELL THEM EXACTLY WHAT IT IS YOU'RE LOOKING FOR, WHY YOU'RE THERE AND HOPEFULLY GET A SENSE FROM THEM OF WHAT THEY MIGHT BE ABLE TO DO TO ASSIST YOU.

THIS IMAGE HERE SHOWS A JOINT SESSION OF MARYLAND'S GENERAL ASSEMBLY WHEN OUR GOVERNOR, GOVERNOR MARTIN O'MALLEY, PRESENTED HIS STATE OF THE STATE ADDRESS IN THIS 2013 SESSION.

WHEN WE'RE LOOKING AT THE FLOOR OF THE LEGISLATURE, THIS WOULD BE WHAT YOU WOULD SEE.

FOLKS USUALLY -- IT'S NOT AS QUITE AS THIS.

NOT SURPRISEDLY, THEY'RE VERY CHAOTIC WHEN BILLS ARE DELIBERATED AND DEBATE IS GOING ON.

I'LL MOVE ON.

POINT 5.

WHEN YOU'RE IN THAT PARTICULAR MEETING WITH A LEGISLATOR, ASK THEM TO DO SOMETHING SPECIFIC. SOMETHING TANGIBLE.

SAY EXACTLY WHAT YOU WANT THE

POLICY MAKER TO DO USING CLEAR, CONCISE LANGUAGE OF YOUR OWN OR IF YOU HAVE SOMETHING THAT IS PROVIDED FROM AN ADVOCACY ORGANIZATION, CERTAINLY DO THAT. IF THE PARTICULAR ISSUE THAT YOU'RE THERE TO SPEAK ABOUT INVOLVES LEGISLATION, MAKE SURE TO CITE THE SPECIFIC BILL'S NAME OR NUMBER.

THAT WAY THE LEGISLATOR WILL BE ABLE TO GO BACK LATER TO REFERENCE WHAT IT WAS YOU WERE TALKING ABOUT.

I CAN'T OVEREMPHASIZE THE IMPORTANCE OF POINT NUMBER 6.

DON'T OVERSTATE YOUR CASE.

USE VERY HARD FACTS AND DATA TO SUPPORT WHATEVER YOUR VIEWPOINT HAPPENS TO BE.

MAKE SURE TO LEAVE THAT SUPPORTING DOCUMENTATION BEHIND WHENEVER POSSIBLE.

HOPEFULLY WHEN AN ADVOCATE COMES INTO AN OFFICE, THEY'RE PROVIDING INFORMATION TO AN ELECTED OFFICIAL.

YOU WOULD BE SURPRISED HOW MUCH THE ELECTED OFFICIALS RELY ON THE INFORMATION THEY GET FROM ADVOCATES.

THEREFORE, IT'S VERY IMPORTANT THAT THE INFORMATION IS GOOD DATA AND HONEST DATA.

POINT NUMBER 7.

DON'T BE AFRAID TO EXPRESS AN INFORMED OPINION ABOUT ANY ISSUE.

EVEN IF YOU DON'T NECESSARILY THINK YOU'RE AN EXPERT IN IT. THAT BEING THE CASE, IF YOU ACTUALLY ARE A SUBJECT MATTER EXPERT OR PARTICULAR ISSUE, DON'T BE AFRAID TO LET THE LEGISLATOR KNOW THAT.

AGAIN, IF THEY KNOW THAT YOU HAVE RECOGNIZED EXPERTISE, THEY

NEED TO KNOW THAT.
THE IMAGE HERE SHOWS WHAT I LIKE
TO CONSIDER THE HEART OF A
LEGISLATIVE PROCESS.
THIS ACTUALLY DEPICTS A PANEL
DISCUSSION FOR A BILL HEARING.
INDEED, THIS PARTICULAR BILL
HEARING WAS FOR GUN CONTROL
LEGISLATION THAT WAS PRESENTED
BY OUR GOVERNOR, MARTIN
O'MALLEY, WHO IS SEATED IN THE
CENTER OF THE SCREEN.
HE PUT TOGETHER HIS -- HIS
ADMINISTRATION PUT TOGETHER --
THIS WAS THE OPENING PANEL ON
THE GUN CONTROL LEGISLATION THAT
WAS SPONSORED IN THE WAKE OF THE
NEWTOWN SHOOTING.
THE STATE'S ATTORNEY IS SPEAKING
AT THE PODIUM.
TO THE RIGHT IS LIEUTENANT
GOVERNOR BROWN AND TO THE FAR
RIGHT IS THE SUPERINTENDENT OF
THE MARYLAND STATE POLICE.
EACH ONE OF THEM CAME TO THIS
HEARING WITH A SPECIFIC POINT
THAT THEY WANTED TO GET ACROSS
TO THE LEGISLATORS AS PART OF
THIS BILL HEARING.
ULTIMATELY, THE LEGISLATION WAS
SUCCESSFUL.
IT WAS PROBABLY SOME OF THE MOST
CONTENTIOUS LEGISLATION I HAD
EVER SEEN CONSIDERED IN
ANNAPOLIS.
IT'S HARD TO TELL FROM THE
PICTURE, BUT THERE WERE
THOUSANDS OF PEOPLE OUTSIDE OF
THOSE DOORS LINED UP, ALL
THROUGH THE STATE CAPITOL AND
ACTUALLY GOING OUT INTO THE
STREET OF INDIVIDUALS THAT
WANTED TO TESTIFY ON THIS BILL.
I HAVE NEVER SEEN ANYTHING LIKE
THAT IN ALL MY YEARS IN
ANNAPOLIS.
BUT IT JUST GOES TO SHOW THAT

ANYONE HAS THAT RIGHT TO EXERCISE THEIR ABILITY TO SPEAK THEIR MIND ON ANY ISSUE. POINT NUMBER 8 IS VERY IMPORTANT.

WHEN YOU'RE MEETING WITH A LEGISLATOR OR LEGISLATORS, BE PREPARED FOR QUESTIONS. EVEN BE PREPARED FOR CHALLENGES. IF A PARTICULAR QUESTION FROM A LEGISLATOR MIGHT THROW YOU OFF BALANCE, BECAUSE YOU'RE NOT REALLY SURE OF THE ANSWER, DON'T BE AFRAID TO SAY I DON'T KNOW. AGAIN, THE CREDIBILITY THAT AN ADVOCATE BRINGS TO THE TABLE IS THEIR ABSOLUTE MOST VITAL RESOURCE AND ASSET.

DON'T SAY SOMETHING OFF THE TOP OF YOUR HEAD THAT YOU THINK MIGHT BE RIGHT BECAUSE YOU CERTAINLY WOULDN'T WANT TO HAVE TO COME BACK AND CORRECT YOURSELF LATER.

IT'S FAR BETTER TO SAY SENATOR, I DON'T KNOW THE ANSWER TO THAT, BUT LET ME LOOK INTO IT AND I'LL GET BACK TO YOU.

THAT WAY THEY KNOW YOU'RE GIVING THEM FACTUAL, HONEST DAY THAT AND ALSO PROVIDES YOU WITH AN OPPORTUNITY FOR FOLLOW UP.

MAINTAINING THAT CREDIBILITY IS ACTUALLY VITAL TO YOUR SUCCESS. ANOTHER PART OF ADVOCACY GOES ON OUTSIDE OF THE COMMITTEE CHAMBERS.

THIS GIVES YOU AN EXAMPLE OF A MEETING OF PARTICULAR ADVOCATES FOR AN ISSUE.

IN THIS CASE, THIS WAS MARYLANDERS THAT WERE IN SUPPORT OF OUR STATE FOR BECOMING A LEADER IN THE DEVELOPMENT OF OFFSHORE WIND FARMS FOR THE PRODUCTION OF ELECTRICITY. PART OF WHAT YOU'LL DO OUTSIDE

THOSE CHAMBER IS TO PUT TOGETHER RALLIES OR SPEAKING OCCASIONS SUCH AS THE ONE YOU SEE HERE, AGAIN, TO PUT THE SPOTLIGHT ON A PARTICULAR ISSUE THAT FOLKS MIGHT BE INTERESTED IN.

INDEED TO GET THAT GROUP OF FOLKS TOGETHER AND WHAT YOU'LL SEE THERE, THAT REALLY REPRESENT ACROSS SECTION.

GIVEN THIS WAS LEGISLATION THAT CAME FROM OUR GOVERNOR.

YOU'LL SEE HIM THERE.

HE'S TOUTING HIS SUPPORT OF IT.

ALL THE INDIVIDUALS IN THE AUDIENCE ARE FROM VARIOUS FACETS OF MARYLAND'S COMMUNITY, PARTICULARLY WITH FOLKS INTERESTED IN THE OFFSHORE WIND POWER.

GETTING THAT TYPE OF BROAD-BASED ATTENTION FOR AN ISSUE IS AN IMPORTANT PART OF SUCCESS IN ADVOCACY.

POINT NUMBER 9 IS REALLY IMPORTANT.

GOING AND SPEAKING TO AN ELECTED OFFICIAL ISN'T JUST ABOUT TELLING THEM WHAT YOU WANT THEM TO HEAR.

IT'S ABOUT LISTENING TO WHAT THEY HAVE TO SAY.

BE A GOOD LISTENER WHEN YOU'RE IN ONE OF THOSE SESSIONS.

GIVE THAT DECISION MAKER OR STAFF MEMBER THE OPPORTUNITY TO EXPRESS THEIR POINT OF VIEW.

VERY IMPORTANT IS THE SECOND ITEM.

ALSO LISTEN FOR AN ACTUAL COMMITMENT OF SUPPORT FROM HIM. NOT SOMETHING THAT SOUNDS LIKE A GENERIC DEAL.

10 AGAIN IS ONE THAT CERTAINLY SEEMS OBVIOUS BUT YOU'D BE SURPRISED HOW LITTLE THIS HAPPEN.

BE GRACIOUS AND REMEMBER TO SAY
THANK YOU.

I CAN REMEMBER MY VERY FIRST
SESSION LOBBYING IN ANNAPOLIS.
AT THE END OF THE SESSION, I SAT
DOWN AND WROTE OUT THANK YOU
CARDS FOR ALL OF THE INDIVIDUAL
LEGISLATORS WHO HAD DONE
SOMETHING THAT WAS IN SOME WAY
HELPFUL FOR ME.

SHOCKINGLY, I DIDN'T REALIZE IT
UNTIL I HEARD FROM SOME LATER,
THAT WAS THE FIRST TIME THAT
MANY OF THEM ACTUALLY GOTTEN A
THANK YOU CARD FROM AN ADVOCATE.
EFFECTIVE ADVOCACY IS ABOUT
EFFECTIVE RELATIONSHIP BUILDING.
BUILDING THAT RELATIONSHIP MEANS
THAT THE NEXT TIME YOU MAY COME
DOWN TO SPEAK TO THAT ELECTED
OFFICIAL, YOUR A KNOWN
COMMODITY.

THEY KNOW YOU, THEY RESPECT YOU,
THEY UNDERSTAND WHY YOU'RE THERE
AND HOPEFULLY IN THE FUTURE THAT
WOULD INCREASE YOUR LIKELIHOOD
OF SUCCESSFUL ADVOCACY.

THE END OF ANY ADVOCACY PROCESS,
YOU'RE HOPING TO GET A PICTURE
LIKE THIS.

THIS WAS ACTUALLY A BILL SIGNING
FOR A PIECE OF LEGISLATION THAT
WAS IMPORTANT TO MARYLAND'S
LIBRARY COMMUNITY.

THAT CULMINATED IN A VARIETY OF
ADVOCACY ACTIVITIES THAT WENT ON
IN 2012 LEGISLATIVE SESSION.

TO GET TO THE POINT THAT YOUR
BILL IS SIGNED BY THE ELECTED
LEADERS OF YOUR STATE IS A SWEET
MOMENT.

IT'S ONE THAT YOU CAN TAKE PRIDE
IN ALL THE ACTIVITIES THAT YOU
WERE INVOLVED IN PREVIOUSLY, BUT
ALSO CAN GIVE YOU A SENSE OF
WHERE YOU MIGHT WANT TO MOVE IN
THE FUTURE.

LET'S GET TO OUR LAST TWO POINTS
IN THE 12-STEP PROGRAM.

GET TO KNOW STAFF MEMBERS OF THE
DECISION MAKERS.

AGAIN, ELECTED OFFICIALS ARE
OFTEN VERY BUSY.

SO IT'S QUITE POSSIBLE IF YOU GO
DOWN TO YOUR STATE CAPITOL OR
CONGRESS, YOU MAY NOT
NECESSARILY SEE THE SPECIFIC
ELECTED OFFICIAL.

BUT IF YOU SEE THEIR STAFF
MEMBERS, THAT'S IMPORTANT.

DON'T FORGET ABOUT THE
IMPORTANCE OF STAFF.

PARTICULARLY IN A VERY BUSY
ACTIVE LEGISLATURE.

STAFF MEMBERS ARE REALLY THE KEY
BECAUSE THEY HAVE TO FOLLOW ALL
OF THE BILLS, ALL OF THE
LEGISLATION IN SUPPORT OF THEIR
BOSSSES.

AND THEY CAN OFTEN VERY, VERY
IMPORTANTLY INFLUENCE THEIR
THINKING OF THEIR ELECTED
OFFICIAL BOSSSES.

AGAIN, FOLLOW UP AGAIN ON POINT
NUMBER 12 WITH A THANK YOU
LETTER.

GIVES YOU A GOOD OPPORTUNITY TO
RESTATE YOUR POSITION REGARDING
WHATEVER YOU MIGHT HAVE MET WITH
THE ELECTED OFFICIAL ABOUT BUT
IT ALSO GIVES YOU THE CHANCE TO
PROVIDE ANY INFORMATION YOU MAY
HAVE PROMISED TO THAT INDIVIDUAL
DURING THE VISIT.

SO OTHER BASIC POINTS WE WANT TO
TALK ABOUT AS FAR AS INFLUENCING
ELECTED OFFICIALS.

AGAIN, ELECTED OFFICIALS ARE
PEOPLE LIKE US.

THEY ARE INFLUENCED THE SAME WAY
WE'RE INFLUENCED.

BY PERSONAL CONTACT AND DIRECT
COMMUNICATION.

YOU'D BE SURPRISED HOW MUCH THAT

MAKES THE DIFFERENCE.

BEING ABLE TO GO DOWN IN PERSON AND SEE SOME OF THESE FOLKS, IT DOES INDEED MAKE AN IMPACT. THEY CAN SEE THE PASSION THAT YOU BRING TO YOUR PARTICULAR ISSUE.

THERE'S MANY DIFFERENT WAYS TO INFLUENCE A DECISION MAKER, PARTICULARLY A PRESERVATION RELATED ISSUE.

SOMETIMES YOU MAY WANT TO CONSIDER WHEN THE LEGISLATIVE BODY IS NOT IN SESSION, INVITING SOME SPECIFIC LEGISLATORS FOR A SITE VISIT TO SEE YOUR SPECIAL COLLECTION OR SEE THE HISTORIC SITE THAT YOU'RE INVOLVED IN. IT'S PART OF FURTHERING THAT RELATIONSHIP.

ITS WILL HELPS DEEPEN THEIR UNDERSTANDING OF THE PARTICULAR ISSUES.

WHEN CHOOSING HOW YOU WANT TO CONTACT THE ELECTED OFFICIAL, KEEP IN MIND THE MORE PERSONAL YOU CAN MAKE YOUR CONNECTION THE BETTER.

WE'LL TALK ABOUT A VARIETY OF WAYS TO COMMUNICATE.

WE TALKED TO THIS POINT ABOUT THE IN-PERSON VISIT.

THAT MAY NOT ALWAYS BE FEASIBLE. IF YOU'RE LOBBYING CONGRESS AND YOU LIVE IN CALIFORNIA, MAY NOT BE NECESSARILY LIKELY TO HAVE AN IN-PERSON VISIT.

DOESN'T MEAN YOU CAN'T BE ENGAGED IN ADVOCACY.

THERE'S A VARIETY OF WAYS YOU SHOULD CONSIDER.

I THINK ABOUT COMMUNICATIONS WE COLLECTED OFFICIALS AND I THINK IT'S A HELPFUL WAY THROUGH THIS CONTACT PYRAMID.

AGAIN, THE MORE PERSONAL A PARTICULAR CONNECTION IS THE

MORE VALUE IT HAS.

SO FEW FOLKS MAKE THE DIFFERENCE AND SIT DOWN TO MAKE AN ON-SITE VISIT TO A LEGISLATOR IN HIS OR HER OFFICE.

OBVIOUSLY WHEN YOU HAVE ONE OF THOUGH VISITS, IT MEANS A GREAT DEAL.

IF YOU'RE SIMPLY SENDING AN E-MAIL, ELECTED OFFICIALS GET TONS OF E-MAILS WHAT THAT MEANS IS, FOR YOUR ISSUE TO REALLY GET SOME ATTENTION, THERE NEEDS TO BE A LOT MORE E-MAILS THAN SAY ONE OR TWO PERSONAL CONTACTS. I TYPICALLY SAY THAT ONE PHONE CALL IS WORTH TEN E-MAILS AND ONE IN-PERSON VISIT IS WORTH 50 E-MAILS.

IF YOU'RE DOING SOMETHING THAT IS EASY LIKE E-MAIL, THEY NEED TO BE A GOOD NUMBER OF THEM RELATED TO YOUR ISSUE FOR IT TO GET ABOVE THE MURMUR AND GET THE ATTENTION OF AN ELECTED OFFICIAL.

LET'S TALK ABOUT SOME POINTS TO REMEMBER IF YOU'RE CALLING ELECTED OFFICIALS.

FIRST AND FOREMOST, PLAN OUT YOUR STRATEGY BEFORE YOU MAKE THE CALL.

DECIDE ON WHAT IT IS YOU WANT TO SAY.

MAKE SURE TO REMEMBER THAT THE CALL IS GOING TO NECESSARILY BE BRIEF, SO YOU SHOULD HAVE A CRISP, CLEAN AND SIMPLE MESSAGE TO CONVEY WHEN YOU MAKE THIS PHONE CALL.

SECOND, WHAT ABOUT THAT MESSAGE? BE SURE TO TELL YOUR STORY SUCCINCTLY.

TELL THEM WHY IT IS YOU CARE ABOUT HISTORIC PRESERVATION. WHAT MAKES IT IMPORTANT FOR YOU. MORE IMPORTANTLY, WHY YOU FEEL

YOU NEED THIS ELECTED OFFICIAL'S SUPPORT.

THINK ABOUT THE KEY POINT YOU'D LIKE TO MAKE AND HOW THE STORY THAT YOU'RE ABLE TO TELL UNDERSCORES THAT POINT OF VIEW. THREE, ACTUALLY MAKE THE CALL. MAKE SURE TO TELL THE DECISION MAKER THAT YOU ARE A PRESERVATION SUPPORTER AND IF YOU'RE A CONSTITUENT TO MAKE SURE YOU TELL THEM YOU LIVE IN THEIR COMMUNITY.

FOURTH POINT, STAFF OR MESSAGE. IF YOU'RE CALLING, IT'S NOT LIKE YOU'LL GET THEM DIRECTLY. INDEED YOU'LL BE MOST LIKELY BE SPEAKING WITH A STAFF MEMBER. YOU NEED TO LEAVE A VERY CRISP AND CONCISE MESSAGE WITH THAT STAFF MEMBER SO THAT IT GETS CONVEYED TO THE PARTICULAR ELECTED OFFICIAL.

SOME THINGS TO KEEP IN MIND IF YOU'RE WRITING FORMAL CORRESPONDENTS TO AN ELECTED OFFICIAL, AGAIN, VERY SIMPLY AT THE BEGINNING, STATE YOU'RE A PRESERVATION SUPPORTER AND IF YOU'RE A CONSTITUENT.

AGAIN, THIS MATTERS BECAUSE LEADERS ARE INTERESTED IN THE PEOPLE THAT LIVE IN THEIR STATE. MAKE SURE TO PERSONALIZE YOUR LETTER.

RESEARCH SHOWS THAT PERSONAL LETTERS HAVE THE MOST IMPACT ON DECISION MAKERS.

LET'S SAY FOR INSTANCE YOU'RE TALKING TO A PARTICULAR ELECTED OFFICIAL ABOUT A TAX INCENTIVE PROGRAM THAT WOULD ENCOURAGE THE USE AND REUSE OF A HISTORIC PROPERTY.

IF YOU HAVE A PERSONAL EXPERIENCE WITH SOMETHING LIKE THAT, SAY YOUR OWN ORGANIZATION,

CONVEY THAT.

AGAIN, BRINGING THESE ABSTRACT ISSUES INTO FOCUS IN A REAL WAY HAS A LOT OF VALUE FOR AN ELECTED OFFICIAL.

GIVES THEM A SENSE OF HOW THESE PARTICULAR ISSUES CONNECT TO THE REAL WORLD.

IT ALSO GIVES YOU THE CHANCE TO INCLUDE YOUR OWN PERSONAL STORY AS OPPOSED TO SIMPLY SENDING A FORM LETTER.

PUTTING IN SOMETHING THAT IS UNIQUE TO YOU IS MORE LIKELY TO GAIN THE ATTENTION OF A PARTICULAR ELECTED OFFICIAL.

CERTAINLY ON POINT 3, LOCAL, LOCAL, LOCAL.

CONNECT YOUR STORY TO THE COMMUNITY AT HAND.

PARTICULARLY IF YOU HAVE SOMETHING THAT YOU CAN SAY THAT IS GOING ON IN A PARTICULAR ELECTED OFFICIAL'S ACTUAL DISTRICT, THAT IS RELATED TO THE ADVOCACY POINT YOU'RE SPEAKING OF, THAT'S MORE LIKELY TO BE EFFECTIVE.

LAST BUT NOT LEAST, SHOW RESTRAINT.

AGAIN, SO MANY LETTERS WILL BE COMING INTO ELECTED OFFICIALS THAT YOU WANT TO KEEP A BRIEF, SUCCINCT, CRISP AND TO THE POINT.

E-MAILING ELECTED OFFICIALS.

AGAIN, VERY SIMILAR TO WRITING THE PERSONAL LETTER.

JUST SOME THINGS TO REMEMBER.

MAKE SURE THAT YOU USE THE SUBJECT LINE OF THE E-MAIL TO VERY CLEARLY STATE WHAT IT IS YOU'RE WRITING ABOUT.

AGAIN, IF YOU'RE WRITING ABOUT A PARTICULAR BILL, PUT THE BILL NAME AND NUMBER IN THERE IN THAT SUBJECT LINE.

IF YOU'RE WRITING ABOUT AN ISSUE AND YOUR CONSTITUENT, MAKE SURE YOU SAY YOUR CONSTITUENT AND YOUR SUPPORTERS OF YOUR PARTICULAR CASE.

IN THAT CASE, HISTORIC PRESERVATION.

MANY TIMES LARGER ADVOCACY GROUPS WILL HAVE MOCK LANGUAGE FOR E-MAILS.

INDEED, THEY MAY GET SENT TO YOU, FORM E-MAILS, IF YOU WILL. THEY ASK TO SENT IT TO A PARTICULAR LEGISLATOR OR YOUR LEGISLATOR SPECIFICALLY.

IF YOU'RE GETTING ONE OF THOSE MASS GENERATED E-MAILS, TAKE THE TIME TO PERSONALIZE IT.

CHANGE THE LANGUAGE TO PUT IT INTO YOUR OWN WORDS.

AGAIN, BECAUSE IF A PARTICULAR ELECTED OFFICIAL IS GETTING THESE FORM E-MAILS, THEY'LL BE VERY EASY TO RECOGNIZE IF THEY ALL COME IN WITH THE EXACT SAME LANGUAGE AND THE EXACT SAME POINTS OF VIEW.

SO TO THE EXTENT THAT YOU CAN PERSONALIZE IT, IT'S MORE LIKELY TO BE NOTED.

LAST BUT NOT LEAST, SINCE E-MAIL IS SO CASUAL AND OFTEN A MASS PRODUCED MEANS OF COMMUNICATION, OFTENTIMES YOU'LL WANT TO FOLLOW UP WITH SOMETHING ELSE.

INDEED PROBABLY THE BEST THING TO DO IS A COUPLE DAYS AFTER YOUR SEND YOUR E-MAIL, FOLLOW UP WITH ONE OF THOSE PHONE CALLS, A PERSONAL LETTER OR A POSSIBLE VISIT TO A LEGISLATIVE OFFICE.

NOW WE'RE UP TO OUR FOURTH AND FINAL SECTION, WHICH IS OUR ADVOCACY CASE STUDY.

BEFORE WE GET TO THAT, WHY DON'T WE TURN TO OUR THIRD POLL QUESTION?

AND THE THIRD POLL QUESTION IS,
HAVE YOU EVER SUCCESSFULLY
ADVOCATED IN A PARTICULAR POLL
OR PROJECT?

THIS DOESN'T HAVE TO BE RELATED
TO YOUR PROFESSION.

IT COULD BE YOU LIVE IN A
COMMUNITY AND YOU ASKED YOUR
GOVERNMENT TO PUT A STOP SIGN UP
ON A DANGEROUS INTERSECTION.

IT COULD BE YOU ENGAGED WITH
YOUR LOCAL SCHOOL BOARD ABOUT
BOUNDARY ISSUES FOR YOUR LOCAL
ELEMENTARY SCHOOL.

COULD BE ANY NUMBER OF THOSE
THINGS.

SO TO THE EXTENT YOU HAVE
ENGAGED IN SOMETHING LIKE THAT,
FEEL FREE TO LET US KNOW.

WHILE WE'RE WAITING, I HAVE
QUESTION ONE FROM A FELLOW
MARYLANDER.

SHE ASKED WHICH METHOD OF
CONTACT DO I THINK IS THE MOST
EFFECTIVE.

CERTAINLY I WOULD SAY THAT AN
IN-PERSON VISIT IS THE MOST
EFFECTIVE TO THE EXTENT THAT YOU
CAN DO THAT.

AGAIN, BECAUSE WHEN YOU'RE
ACTUALLY WITH SOMEONE IN PERSON,
THEY CAN REALLY SEE YOUR
ENTHUSIASM FOR YOUR ISSUE.

THEY CAN REALLY UNDERSTAND THAT
THIS ISN'T SOMETHING THAT YOU
TAKE LIGHTLY.

AGAIN, PART OF COMMUNICATION IS
JUST BY NATURE OF IT -- THE WAY
IT WORKS, THAT IF YOU'RE ABLE TO
HAVE AN IN-PERSON DIALOGUE WITH
SOMEONE, IT'S MORE LIKELY TO
MAKE A FAVORABLE IMPACT.

CERTAINLY FOR ALL OF US, THE
LOWER DOWN OR THE CLOSER YOU GET
TO THE NEXT LEVEL OF GOVERNMENT,
SAY YOUR STATE LEVEL OR LOCAL
COUNTY OR MUNICIPAL LEVEL, IT

BECOMES MORE LIKELY THAT YOU CAN
HAVE AND ENGAGE IN THESE
PERSONAL VISITS, THESE PERSONAL

CONTACTS.

THOSE ARE THE FOUNDATION STONE
OF EFFECTIVE ADVOCACY.

LOOKING AT OUR POLL QUESTION.
YOU CAN SEE IT LOOKS ABOUT 2/3s
HAVE NOT ENGAGED IN ADVOCACY FOR
A SPECIFIC CALL TO PRODUCT AND
A 1/3 HAS.

ITS SOMETHING THAT I'D ENCOURAGE
YOU TO THINK ABOUT IN THE FUTURE
AND HOPEFULLY WHAT WE TALK ABOUT
IN THIS SECTION WILL BE HELPFUL
TO YOU.

LET'S TURN TO THE FOURTH
SECTION.

NOW, FOR THIS ADVOCACY CASE
STUDY, WHAT I'M GOING TO DO IS
TALK ON A MACROLEVEL THAT COULD
APPLY TO ANY PARTICULAR PROJECT
OR CAUSE, BUT I ALSO INFUSE THE
DISCUSSION WITH SOME SPECIFIC
EXPERIENCES THAT I'VE HAD WITH
REGARD TO ONE SPECIFIC ADVOCACY
CAMPAIGN.

AT THE BEGINNING, YOU NEED TO
IDENTIFY A PROJECT THAT CAN
SUCCESSFULLY BE ACHIEVED THROUGH
LEGISLATIVE ADVOCACY.

HERE IN THE BALTIMORE PUBLIC
COUNTY LIBRARY IN 2006-07, OUR
FOUNDATION HAD THE IDEA OF
WORKING WITH THE SYSTEM TO
GENERATE AND CREATE A NEW KIND
OF CHILDREN'S INTERACTIVE
LIBRARY.

WE NAMED IT STORIVILLE.

OUR SPECIFIC PROJECT WAS TO
GENERATE PUBLIC SECTOR FUNDING
TO ALLOW US TO HAVE THE DOLLARS
NECESSARY TO BUILD STORIVILLE.

HERE IN MARYLAND WE HAVE THE
LEGISLATIVE BOND BILL.

THEY'RE SIMILAR TO WHAT USED TO

EXIST AT THE CONGRESSIONAL LEVEL CALLED CONGRESSIONAL EAR MARKS. HERE IN MARYLAND, ANY LOCAL OR STATE ELECTED OFFICIAL CAN REQUEST FOR A CAPITAL PROJECT LOCATED WITHIN THEIR PARTICULAR DISTRICT.

SO FOR US IN 2007, WE REQUESTED

\$250,000 TO HELP US SUPPORT THE CONSTRUCTION OF STORIVILLE. THAT ROUGHLY REPRESENTED ABOUT A THIRD OF THE \$750,000 THAT WAS REQUIRED TO COMPLETE THAT PROJECT.

YOU DON'T NECESSARILY HAVE TO BE LOOKING FOR MONEY.

YOU COULD HAVE A PARTICULAR POLICY CHANGE THAT YOU WOULD LIKE TO ADVOCATE FOR US A WELL. AGAIN, SOMETHING THAT MIGHT MAKE HISTORIC PRESERVATION OR THE ADAPTIVE REUSE OF HISTORIC SITES EASIER FOR BUSINESSES OR OTHERS TO CONSIDER OR IT COULD BE ASKING FOR SPECIFIC POTS OF MONEY TO HELP PROMOTE SPECIAL COLLECTIONS.

ANYTHING OF THAT NATURE WOULD BE BENEFICIAL.

ONCE YOU HAVE YOUR SPECIFIC PROJECT OR POLICY CHANGE IN MIND, THEN IT'S REALLY IMPORTANT YOU DO YOUR HOMEWORK.

GO OUT AND RESEARCH AND COLLECT PERTINENT DATA FOR HOW YOUR PROJECT OR POLICY CHANGE WOULD POLLIVELY -- POSITIVELY IMPACT THE GENERAL PUBLIC.

WE LOOKED AT THE GENERAL NOTIONS OF WHAT EARLY LITERACY EFFORTS HAVE AND THE POSITIVE IMPACT THEY HAVE ON THE OVERALL LITERACY AND EDUCATIONAL FUTURE OF YOUNG CHILDREN.

WE TALKED ABOUT HOW THE EARLIER THAT FOLKS DIRECTLY ENGAGE IN

READING AND LIBRARY-ORIENTED ACTIVITIES WITH YOUNG PEOPLE THE MORE LIKELY THEY WERE TO HAVE -- WERE TO BE TO HAVE POSITIVE ACADEMIC SUCCESS IN THE FUTURE. POINT NUMBER 3, WHEN YOU HAVE YOUR PROJECT OR POLICY CHANGE, THEN YOU NEED TO GO OUT AND ENLIST A LEGISLATIVE CHAMPION OR CHAMPIONS WHO WILL SHARE YOUR EXCITEMENT AND ENTHUSIASM IN WHATEVER YOUR CAMPAIGN'S ULTIMATE OBJECTIVE MIGHT BE.

AGAIN, IN OUR CASE FOR STORIVILLE, THE LEGISLATORS THAT REPRESENTED THE DISTRICT WHERE OUR BRANCH LIBRARY, THE ROSEDALE BRANCH WAS LOCATED, THEY WERE OUR FIRST LEGISLATIVE CHAMPIONS. SINCE THE LIBRARY WE HOPED TO ADD STORIVILLE TO WAS IN THEIR BACK YARDS WITHIN THEIR DISTRICTS, THE SENATOR AND THREE DELEGATES WERE ENTHUSIASTIC SUPPORTERS WERE EAGER TO HELP US IN GETTING FUNDING FOR THAT PROJECT.

POINT NUMBER 4, ONCE YOU HAVE YOUR CHAMPIONS, YOU NEED THE DECISION MAKERS THAT WILL REVIEW YOUR POLICY CHANGE IN A FAVORABLE MATTER.

THEN YOU NEED A PLAN FOR ADVOCACY FOR THESE INDIVIDUALS. IN OUR CASE, OBVIOUSLY THERE WERE A COUPLE OF WAYS THAT WE LOOKED AT THE ISSUE.

IN ORDER TO GET CAPITAL FUNDING GRANTED THROUGH THE STATE OF MARYLAND, IT NEEDS TO GO -- ANY PROPOSAL NEEDS TO GO THROUGH THE BUDGET PROCESS.

SO CERTAINLY ELECTED OFFICIALS THAT SERVED ON OUR APPROPRIATING COMMITTEE, THE SENATE BUDGET AND TAXATION COMMITTEE AND THE HOUSE APPROPRIATIONS COMMITTEE, THEY

WERE THE FIRST LINE DECISION MAKERS.

THAT I WERE THE FIRST ONES THAT COULD GIVE AN UP OR DOWN YES OR NO TO THE NOTION OF WOULD STORIVILLE RECEIVE MONEY FROM THE STATE TO HELP FUND ITS CONSTRUCTION.

PART OF THE COORDINATED PLAN THAT WE CAME UP WITH, YOU NEED TO FIGURE OUT HOW ARE YOU GOING TO REACH THESE INDIVIDUALS?

IN OUR CASE, WE HAD HAND BILLS PREPARED PROVIDING A SHORT SYNOPSIS OF WHAT STORIVILLE WAS ABOUT, WHY WE THOUGHT IT WAS IMPORTANT THAT WE RECEIVE STATE FUNDING AND CONTACT INFORMATION AT THE BOTTOM THAT INDIVIDUALS COULD TAKE TO ACTUALLY CONTACT LEGISLATORS SPECIFICALLY.

WE DISSEMINATED THESE HAND BILLS AT ALL THE CIRCULATIONS DESKS AND CHECK OUT BRANCHES AT ALL OF OUR LIBRARIES.

WE TOOK THE INFORMATION, SAW WHY STORIVILLE WAS BENEFICIAL AND THEY WERE GIVEN THE CONTEXT TO MAKE THE CASE THEMSELVES.

WE WERE PLEASANTLY SURPRISED WHEN WE DID THAT.

WE HEARD BACK FROM LEGISLATORS THAT SAID, I'VE NEVER GOTTEN COMMUNITY CALLS ABOUT A BOND OR PROPOSAL IN MY HISTORY IN THE LEGISLATURE.

WE WERE EXCITED BY THAT BECAUSE THAT SHOWED THAT WE WERE REACHING THE COMMUNITY AND IN TURN BE ABLE TO GET THE COMMUNITY TO CONVEY THEIR ENTHUSIASM FOR THE PROJECT TO THE DECISION MAKERS.

WHICH LEAVES DIRECTLY TO POINT 5.

DEVELOP A STRATEGY FOR BUILDING PUBLIC SUPPORT FOR YOUR PROJECT

OR POLICY CHANGE.

AGAIN, THIS TALKS ABOUT THE
MARKETING TOOLS.

THE OUTREACH STRATEGY.

ARE YOU GOING TO HAVE A
PUBLICITY AND MEDIA STRATEGY.

WE MADE A POINT TO HAVE LETTERS
TO THE EDITOR WRITTEN PROMOTING
THE IDEA OF STORIVILLE AND
ENCOURAGING THE STATE TO
SERIOUSLY CONSIDER IT FOR
FUNDING.

WE WERE ABLE TO HAVE
REPRESENTATIVES OF LOCAL
NEWSPAPERS ACTUALLY COME TO THE
SITE, SEE OUR MOCK-UP PROPOSALS
FOR WHAT WE WERE HOPING
STORIVILLE WOULD LOOK LIKE AND
GENERATE NEWSPAPER ARTICLES.
AGAIN, GENERATING A BUZZ ABOUT
OUR PROJECT.

POINT NUMBER 6.

PREPARE FOR AND EFFECTIVELY
DELIVER ANY DISTRICT, WRITTEN OR
ORAL TESTIMONY THAT COULD BE
USED TO SUPPORT YOUR CAUSE.

HERE IN MARYLAND, ANY BOND BILL
THAT IS PUT IN BY A LEGISLATOR
IS HEARD BEFORE THE TWO BUDGET
DELIBERATING COMMITTEES.

AND WE ACTUALLY -- THE WAY OUR
LEGISLATURE STRUCTURES THIS
PROCESS, THEY TAKE TWO DIFFERENT
WEEKEND DAYS.

THEY SELECT WEEKEND DAYS.

SO MANY OF THESE PROJECTS HAVE
INTEREST FROM VOLUNTEERS AND
FROM THE COMMUNITY AT LARGE.
THAT WAY FOLKS ARE OFF FROM WORK
PRESUMABLY AND WILL BE ABLE TO
COME DOWN.

>> THERE WERE HUNDREDS OF BOND
BILLS PROPOSED IN THE 2000
SESSION WHEN OURS WAS BEING
CONSIDERED.

EACH BILL HAD FIVE MINUTES TO BE
PRESENTED BEFORE THE INDIVIDUAL

LEGISLATIVE COMMITTEES.

SO WE WERE VERY FOCUSED ON WHAT WE WANTED TO SAY IN THAT SHORT PERIOD OF TIME.

FOCUSED ON SAYING WHY WE THOUGHT OUR CAUSE WAS BENEFICIAL.

WE ALSO HAD TESTIFY THAT THEY OR DURING THE DELIBERATIVE PROCESS, THAT THEY COULD REFER TO ON WHY WE THOUGHT THIS WAS A WORTH WHILE PROJECT.

NUMBER 7 IS REALLY VITAL.

CLOSELY MONITOR THE MECHANICS OF THE LEGISLATIVE PROCESS AND ANYWAY THAT MIGHT IMPACT THE PROSPECTS OF YOUR PROJECT OR POLICY CHANGE.

AGAIN, NOT UNLIKE THOMAS AT THE FEDERAL LEVEL, ALL OF OUR STATE LEGISLATORS WILL HAVE ONLINE WEB-BASED WEB PRODUCTS OR WEBSITES WHERE YOU CAN GO AND TRACK THE DECISION-MAKING PROCESS FOR ANY PARTICULAR LEGISLATION.

IN MARYLAND, YOU CAN GO ON, AND YOU LISTEN TO HEARINGS AS THEY HELP, BILL HEARINGS AS THEY HAPPEN LIVE OVER THE INTERNET. YOU CAN SEE -- IT WILL BE POSTED AFTER THE HEARING WHEN ANY COMMITTEE VOTES ARE TAKEN ON THE LEGISLATION.

YOU CAN SEE ONLINE A PDF OF THE ROLL CALL OR ANY PARTICULAR PIECE OF LEGISLATION.

YOU CAN SEE WHEN THE LEGISLATION IS TO BE CONSIDERED ON THE FLOOR OF THE FULL LEGISLATIVE CHAMBER. IN THIS MANNER, YOU CAN SEE PRETTY MUCH REAL TIME HOW YOUR PROJECT OR POLICY CHANGE MIGHT BE TRACKING THROUGH THE OVERALL LEGISLATIVE PROCESS.

AGAIN, THIS IS SOME OF THE MATERIALS WE PUT TOGETHER, THIS IS WHAT STORIVILLE ROSEDALE

LOOKED LIKE.

WE WERE VERY FORTUNATE AND THAT WE DID RECEIVE THE FULL \$250,000 WE REQUESTED FOR STORYVILLE.

AND INTERESTINGLY ENOUGH, OUR STORYVILLE PROPOSAL, THE FIRST TIME THAT A LIBRARY PROJECT RECEIVED FUNDING THROUGH THE LOCAL COMMUNITY LEGISLATIVE INITIATIVES PROGRAM.

WE ENDED UP DOING IT AGAIN IN 2009 TWO YEARS LATER.

STORYVILLE AT ROSEDALE WAS SO OVERWHELMING, OUR LOCAL COUNTY GOVERNMENT WANTED TO BUILD AN ADDITIONAL STORYVILLE ON THE WEST SIDE OF OUR COUNTY.

SO ONCE AGAIN IN 2009, WE WENT AND WE ACTUALLY REQUESTED \$250,000 FOR STORYVILLE AT WOODLAWN.

WE WERE LUCKY AND SUCCESSFUL AND GOT THE FUNDS A SECOND TIME.

THIS SHOWS HOPEFULLY WHAT YOU'D LIKE TO SEE AT THE END OF THE PROJECT, THIS IS AFTER WE GOT FUNDING FOR STORYVILLE AT WOODLAWN.

THIS WAS THE 2010 DEDICATION AND RIBBON CUTTING WHEN STORYVILLE AT WOODLAWN WAS OPEN.

EVEN AFTER YOUR PROJECT IS COMPLETED, THAT DOESN'T MEAN THE ADVOCACY ENDS.

AS YOU'LL SEE HERE, THIS ACTUALLY TOOK -- THIS IS A PHOTO FROM THE FIFTH ANNIVERSARY OF STORYVILLE AT ROSEDALE.

THIS WAS JUST THIS PAST SUMMER. WE USED IT AS AN OPPORTUNITY TO RECONNECT WITH THE OFFICIALS THAT HELPED US WITH THE VERY FIRST TIME IN 2007 TO GARNER FUNDING FOR STORYVILLE.

BE ABLE TO BRING FOLKS TOGETHER. ROUTINELY AS A TEAM AND REMIND THEM OF THE SUCCESSES THAT THEY

HELP ENGENDER IS VERY IMPORTANT.
INDEED PRETTY MUCH EVERYONE IN
THAT PHOTO TO THE FAR LEFT OF
THE PHOTO STANDING NEXT TO OUR
MASCOT, THAT IS THE SENATOR THAT
IS THE LEAD SPONSOR FOR THE
STORYVILLE AT ROSEDALE BOND
FUNDING.

OUR COUNTY EXECUTIVE IS STANDING
AT THE PODIUM.

CONTINUING TO THE RIGHT, OTHER
ELECTED OFFICIALS THAT HAVE BEEN
VERY INSTRUMENTAL AND HELPFUL IN
STORYVILLE.

NOT ONLY ARE YOU SAYING THANK
YOU FOR PAST SUPPORT BUT THEY
ALSO CONTINUE TO BUILD THE
RELATIONSHIP SO YOU CAN
PARTICIPATE AND POTENTIALLY BE
THERE LOOKING FOR FUTURE
SUPPORT.

>> BEFORE WE GO INTO A DIALOGUE,
I WANT TO -- HOPEFULLY WE'LL
GIVE YOU ADDITIONAL PERSPECTIVE
ON THIS.

I CAN'T EMPHASIZE ENOUGH THAT
YOU REALLY DON'T NEED TO BE AN
EXPERT ON ALL THE TECHNICALITIES
OF YOUR PARTICULAR BILL OR
ADVOCACY ISSUE.

THE FACT THAT YOU'RE IN EARNEST
AND GOOD FAITH GOING DOWN TO BE
ENGAGED IN ADVOCACY IN SOME
CAPACITY HAS A GREAT DEAL OF
VALUE FOR ELECTED OFFICIALS.
AND I SAY THIS BECAUSE AGAIN,
SUCH A SMALL PERCENTAGE OF THE
OVERALL POPULATION ACTUALLY
TAKES THE EFFORT TO GO DOWN AND
BECOME DIRECTLY CONNECTED TO A
DELIBERATIVE PROCESS.

YOU BECOME SURPRISED HOW MUCH
THAT IS RESPECTED BY THE ELECTED
OFFICIALS WHEN THEY SEE SOMEONE
TAKE THAT INITIATIVE AND TALK
ABOUT AN ISSUE.

WHAT YOU DO NEED TO BE AN EXPERT

IS IN YOUR STORY.

I HOPE THAT AS ALL OF US ARE INVOLVED IN PRESERVATION, WE SHOULD KNOW SOMETHING ABOUT STORIES.

WE SHOULD BE ABLE TO TAKE WHAT IT IS THAT WE BELIEVE IS IMPORTANT AND HELP OTHERS TO CONNECT WITH IT AS WELL.

TALK ABOUT WHAT YOU'RE INTERESTED IN AND WHY IT EFFECTS YOUR COMMUNITY IN A FAVORABLE MANNER.

TALK ABOUT WHY IT'S IMPORTANT THAT WE REMEMBER OUR PAST AND OUR HISTORY AND WHY IT SHOULD BE SHOWCASED IN ANYTHING THAT WE'RE DOING GOING FORWARD.

YOU'LL FIND THAT THAT TYPE OF STORY WILL BE SEEN VERY FAVORABLY BY ELECTED OFFICIALS.

I KNOW SO MANY OF THEM DO INDEED HAVE A HISTORY -- INTEREST IN THE PAST AND IN HEARING ABOUT THE PAST, PARTICULARLY IN THEIR OWN COMMUNITIES AND TO THE EXTENT THAT YOU CAN BRING THOSE TYPES OF STORIES TO BEAR, IT WILL RESONATE WITH THE ELECTED OFFICIALS THAT YOU MIGHT HAVE TO DEAL WITH.

THE THIRD POINT TO REMEMBER, COMMUNICATING WITH A DECISION MAKER IS NOT MUCH DIFFERENT THAN THE TYPE OF COMMUNICATION WE USE EVERY DAY.

AGAIN, JUST BE HONEST AND ENTHUSIASTIC AND THAT MAKES AN ENORMOUS IMPACT.

LASTLY, THE FOLLOW UP AND REPEATED CONTACT MAKES A DIFFERENCE.

SEND YOUR DECISION MAKER ANY SUPPORTING INFORMATION THAT YOU CAN TO HELP THEM IN THE FUTURE.

IF YOU'RE INVOLVED IN A LOCAL PRESERVATION ORGANIZATION, SEND

THEM INFORMATION ABOUT WHAT YOUR GROUP HAS BEEN DOING.

AND MAYBE YOU CAN GET THEM TO COME TO A SITE THEY'RE INVOLVED IN WHEN YOU'RE NOT IN SESSION HAS A GREAT DEAL OF VALUE.

THIS IS JUST SORT OF A REPEAT OF USEFUL RESOURCES.

THESE ARE THE SAME RESOURCES THAT ARE ON THE HOME PAGE OF THIS PARTICULAR PROGRAM.

I DO WANT TO BRIEFLY ILLUSTRATE SORT OF WHY I THOUGHT THESE WERE OF NOTE.

THE NATIONAL TRUST FOR HISTORIC PRESERVATION HAS A WONDERFUL ONLINE ADVOCACY CENTER.

I ENCOURAGE YOU TO LOOK AT IT BECAUSE IT DOES A GREAT JOB OF SORT OF LAYING OUT THE NATIONAL ISSUES THAT THE PRESERVATION COMMUNITY WOULD BE INTERESTED IN.

TO THE EXTENT THERE'S BEEN SPECIFIC BILLS IN THE PAST, THAT ARE HIGHLIGHTED AND ARCHIVED ON THE SITE.

GIVES YOU A SENSE OF WHAT IT IS THE NATIONAL TRUST IS INTERESTED IN PROMOTING.

AND IF YOU CAN SEE THAT FROM THE NATIONAL EFFORT, IT MIGHT HELP YOU FRAME IN YOUR OWN MIND HOW YOUR OWN LOCAL PARTICULAR ISSUES MAY CONNECT TO THE LARGER NATIONAL CONCERNS.

AGAIN, A VERY SIMILAR ONE BELOW THAT.

THE NATIONAL ALLIANCE OF PRESERVATION COMMISSION.

THIS IS A VERY GOOD ADVOCACY REVIEW AS WELL.

THE THIRD I POINT BECAUSE I THOUGHT IT WAS A GREAT WAY OF SHOWING WHAT A LOCAL ORGANIZATION IS DOING AND HOW THEY'RE FRAMING THEIR ADVOCACY

EFFORTS.

HISTORIC CHARLESTON HAS A GREAT SUMMARY OF THEIR ADVOCACY INITIATIVES.

THEY REGULARLY HOST EVENTS FOR LOCAL ELECTED OFFICIALS FROM THAT CHARLESTON COMMUNITY.

AND I THINK IT'S A GREAT WAY -- IT'S A GREAT LOCAL EXAMPLE OF HOW SOME OF THESE ONLINE AND OTHER VIRTUAL ADVOCACY TECHNIQUES ARE PUT TOGETHER IN ONE SOURCE BY A LOCAL ORGANIZATION.

CERTAINLY PUTTING MY LIBRARY HAT ON THE LAST TWO ARE VERY IMPORTANT.

THE AMERICAN LIBRARY ASSOCIATION HAS A GREAT LIBRARY.

PARTICULARLY FROM THE COLLECTION SIDE OF THE HOUSE, THIS WILL GIVE YOU A GOOD SENSE OF WHAT IS THE LIBRARY COMMUNITY DOING ON ISSUES THAT ARE OF CONCERN TO YOU.

THE LAST ONE, A.L.A. PUT TOGETHER A COUPLE YEARS AGO WHAT I THINK IS A GREAT TOOL KIT. IT'S ADVOCATING IN A TOUGH ECONOMY TOOL KIT.

WHAT I THOUGHT WAS PARTICULARLY HELPFUL ABOUT IT, WAS THAT IT REALLY HELPED INDIVIDUAL ADVOCATES TO FRAME THEIR ARGUMENTS IN LIGHT OF THE ECONOMIC CHALLENGES THAT WE HERE IN THE UNITED STATES HAVE BEEN FACING IN THE PAST SEVERAL YEARS.

OBVIOUSLY WHEN THERE ARE LIMITED FUNDS IN THE PUBLIC SECTOR, THAT IMPACTS US IN A VARIETY OF DIFFERENT WAYS.

AND IT'S IMPORTANT TO SORT OF BE ABLE THE KEEP IN MIND WHAT THE FISCAL DYNAMIC IS, PARTICULARLY IF YOU'RE LOOKING TO HAVE A

PROJECT FUNDED.

BE MINDFUL OF THAT.

A.L.A. DID A GREAT JOB DOING
THAT IN A TOUGH ECONOMY TOOL
KIT.

WITH THAT, WE WILL OPEN IT UP TO
QUESTIONS.

BEFORE WE DO THAT, THIS IS A
PICTURE THERE STORYVILLE AT
ROSEDALE.

IT'S MY WONDERFUL FAMILY.

WE'RE WITH THE GOVERNOR, MARTIN
O'MALLEY.

THIS IS AT THE EVENT OF THE
FIRST ANNIVERSARY OF STORYVILLE
AT ROSEDALE.

WITH THAT, JENNY, WHY DON'T I
CONNECT BACK TO YOU.

IF THERE'S ANY SPECIFIC
QUESTIONS THAT YOU THINK WE
SHOULD BE STARTING TO FOCUS ON
AND TRY AND ANSWER, WHY DON'T WE
SEE ABOUT THE THAT?

>> EFFECT.

WE HAVE SOME GREAT QUESTIONS.
ONE THAT JUST RECENTLY CAME UP
FROM A COUPLE PEOPLE.

CLAUDIA IS A STATE EMPLOYEE.
SO THEREFORE ARE NOT ALLOWED TO
LOBBY THE STATE LEGISLATOR.

WHAT ARE SOME WAYS AROUND THAT
PROHIBITION?

AND A FEW OTHERS HAVE COMMENTED
THAT THEY'RE IN A SIMILAR
SITUATION.

THEY WORK FOR THE FEDERAL
GOVERNMENT.

BUT WOULD STILL LIKE TO BE AN
ADVOCATE.

THERE'S A COUPLE THINGS TO
CONSIDER.

PARTICULARLY -- OBVIOUSLY IF
YOU'RE A STATE EMPLOYEE, YOUR
ABILITY TO ADVOCATE ON ISSUES,
EVEN IF THEY'RE OUTSIDE YOUR
PURVIEW, COULD POTENTIALLY BE
RESTRICTED.

IT'S NOT NECESSARILY A LEGAL RESTRICTION PER SE BUT IT'S MORE OF A POLICY PRACTICE.

SOME STATES WILL HAVE IT, SOME STATES WON'T.

OBVIOUSLY FOR INSTANCE IN MY STATE, I WAS A STATE EMPLOYEE FOR A NUMBER OF YEARS.

I SERVED AS CHIEF OF STAFF FOR OUR TRANSPORTATION DEPARTMENT. OUR GENERAL POLICY WAS STATE EMPLOYEES WERE ABLE TO ADVOCATE PROVIDED IT WAS NOT WITHIN THEIR SPECIFIC AREA OF FOCUS AS A STATE EMPLOYEE.

IN OTHER WORDS, DURING THAT 2007 TIME FOR STORIVILLE, I WAS WORKING FOR THE STATE OF MARYLAND.

I WAS ALLOWED TO ADVOCATE ON THAT BASICALLY BECAUSE IT WASN'T COVERED BY MY DAYTIME JOB.

OTHER STATES HAVE IT SOMEWHAT DIFFERENTLY.

AND TO THAT EXTENT, I THINK IT'S MORE YOU'RE NOT NECESSARILY ADVOCATING FOR A SPECIFIC BILL OR SPECIFIC ISSUE PER SE, BUT IF YOU'RE TALKING BROADLY ABOUT THE IMPORTANCE AND AWARENESS OF HISTORIC PRESERVATION OR CONNECTIONS, I THINK YOU CAN DO THAT.

ONE THING THAT IS IMPORTANT TO NOTE IF YOU'RE A NONPROFIT.

A LOT OF FOLKS IN A NONPROFIT ORGANIZATION, WELL, WE'RE NOT ALLOWED TO BE ENGAGED IN LOBBYING OR ADVOCACY.

THAT'S NOT ENTIRELY TRUE.

THE INTERNAL REVENUE CODE PROVIDES IF YOUR A 501 (C)3, YOU CAN SPEND UP TO 25% OF YOUR BUDGET ON ADVOCACY ACTIVITIES.

THE ONE THING THAT YOU'RE NOT ALLOWED TO DO AS A NONPROFIT IS ACTUALLY SPECIFICALLY SUPPORT

CANDIDATES.

IN OTHER WORDS, GIVE SENATOR SMITH A DONATION TOWARDS HIS ELECTION OR RE-ELECTION.

THAT'S SOMETHING NONPROFITS CAN DO.

NONPROFITS ARE ABLE TO WEIGH-IN IN SUPPORT OR AGAINST SPECIFIC BILLS, SPECIFIC PIECES OF LEGISLATION.

AGAIN, THERE MAY BE LOCAL OR STATE LAWS THAT SAY SOMETHING TO THE CONTRARY.

THAT'S WHY IT'S IMPORTANT IF YOU HAVE A LOCAL ADVOCACY GROUP.

HERE IN MARYLAND, WE HAVE THE MARYLAND LIBRARY ASSOCIATION, WHICH IS A STATEWIDE AFFILIATE OF THE NATIONAL ORGANIZATION.

TO THE EXTENT THAT YOU CAN TURN TO AN ORGANIZATION LIKE THAT AND ASK THEIR GUIDANCE WHAT IS IN OR OUT-OF-BOUNDS WITH REGARD TO STATE LAW WOULD BE HELPFUL FOR YOU.

BY AND LARGE, IF YOU'RE TALKING ABOUT ISSUES, A SPECIFIC PIECE OF LEGISLATION, NONPROFITS CAN DO THAT.

YOU CAN'T ENGAGE IN SUPPORT OR OPPOSITION TO CANDIDATES FOR OFFICE.

>> OKAY.

INTERESTING.

JUST TO FOLLOW UP ON THAT QUESTION.

A FEW FOLKS WERE CURIOUS IF YOU'RE WORKING FOR A STATE ORGANIZATION, WOULD A FRIENDS GROUP HELP YOU IN LOBBYING? HAVE YOU HEARD OF THAT BEFORE?

>> IT CAN.

THE ORGANIZATION THAT I'M ON THE BOARD OF, THE CITIZENS FOR MARYLAND LIBRARIES, THAT IS -- IN ESSENCE, IT'S DETERMINED WHAT COULD BE DETERMINED A STATE

FRIENDS OF THE LIBRARY GROUP.
IN THAT WE COVER ALL OF OUR
STATE.

WE HAVE BOARD MEMBERS AND
MEMBERS FROM ALL OVER OUR STATE
THAT PAY TO JOIN US AS MEMBERS.
WE ARE ONE OF THE PRINCIPLE
CNN'S THAT CMLA EXISTS TO
ADVOCATE TO ELECTED OFFICIALS
FOR LIBRARIES.

AT LEAST HERE IN MARYLAND, ALL
OF OUR LIBRARIES ARE PUBLIC
LIBRARIES ARE COUNTY BASED.
THEY RECEIVE THE BULK OF THEIR
MONEY FROM THE LOCAL COUNTY
OPERATING BUDGETS.

BUT THERE IS CERTAINLY A
STATEWIDE COMPONENT IN THAT WE
HAVE FORMULA FUNDING PROVIDED BY
THE STATE OF MARYLAND TO HELP
SUPPORT LIBRARIES.

FRIENDS GROUPS ARE VERY HELPFUL
IN PROMOTING ADVOCACY.

AGAIN, THEY'RE GETTING THROUGH
GRASS ROOTS ADVOCACY.

THE CLOSER YOUR ADVOCATES ARE TO
THE SPECIFIC ELECTED OFFICIALS
THE EASIER IT IS TO BUILD THOSE
RELATIONSHIPS.

>> OKAY.

THEN WE HAVE ANOTHER QUESTION
FROM AMBER.

SHE SAYS THIS MAY BE A SILLY
QUESTION.

THERE ARE NO SILLY QUESTIONS,
AMBER.

SHE'S CURIOUS, COULD ONE BE AN
ADVOCATE WITHOUT LOBBYING?

>> I WOULD USE THE TERM ADVOCACY
AND LOBBYING ONE IN THE SAME.

I DON'T USE THE TERM "LOBBYING"
BECAUSE FOR BETTER OR WORSE
THAT'S BECOME A LOADED WORD.
MORE OFTEN THAN NOT, THERE'S
THIS IMAGE OF SOMEONE IN A
SMOKE-FILLED ROOM.

WHEN I WAS FUNCTIONING AS A

LOBBYIST IN THE TRANSPORTATION DEPARTMENT, WE DID THE IT IS A THINGS AND STRATEIES THAT I USED AS A VOLUNTEER FOR NONPAID ISSUES.

AS AN ADULT, I HAVEN'T WORKED IN A PAID CAPACITY FOR A LIBRARY. WHEN I WAS IN COLLEGE, I DID. I WORKED PART TIME IN A LIBRARY. ALL THE ADVOCACY THAT I DO IN SUPPORT OF LIBRARIES IS BY VIRTUE OF MY BEING A VOLUNTEER FOR MY COUNTY LIBRARY SYSTEM. AGAIN, WHEN I'M DOING MY DAY JOB, WHICH IS BEING PAID AS A LOBBYIST, I'M DOING THE SAME THING.

I DON'T VIEW THEM AS DIFFERENT, AGAIN, SINCE I TOLD YOU, AS THE LOBBYING WORD THAT CAN HAVE A CONNOTATION TO IT, MORE OFTEN THAN NOT YOU'LL SEE WITH VOLUNTEER GROUPS OR ASSOCIATIONS, THEY'LL REFER TO ADVOCACY, WHICH IS PERFECTLY FINE.

>> OKAY.

LET ME TAKE A PAUSE QUICKLY. I'M GOING TO PULL OVER THE HOMEWORK ASSIGNMENT.

WE HAVE QUITE A FEW MORE QUESTIONS.

THERE'S A LINK TO THE FIRST HOMEWORK ASSIGNMENT FOR THIS COURSE.

ALSO A LINK TO THE COURSE WEB PAGE.

IN ADDITION DO THAT, DOESN'T LOOK LIKE WE'VE HAD AS MANY GROUPS WATCHING.

JUST IN CASE YOU WANT AN ACCURATE IDEA OF OUR ATTENDANCE. IF YOU'RE WATCHING WITH A GROUP, FEEL FREE.

YOUR GROUP LEADER, I'D LOVE IT IF YOU CAN PUT DOWN THE FOLKS WATCHING WITH YOU.

THAT MEANS THOSE FOLKS HAVEN'T
LOGGED IN.

WITH THAT OUT OF THE WAY, LET'S
GET BACK TO OUR QUESTIONS.

WE DO HAVE QUIT A FEW.

>> I DO HAVE ONE HERE I WANTED
TO QUICKLY DO FROM AMY FROM
ROME, NEW YORK, ASKING RECORDING
THE STORYVILLE CASE.

AT WHAT LEVELS WAS ADVOCATING
DONE?

PRINCIPLELY OUR LOBBYING WAS
DONE AT THE STATE LEVEL.

I SAY PRINCIPALLY IN THAT WE
WERE LOOKING FOR MONEY WITHIN
THE STATE OF MARYLAND'S CAPITOL
BUDGET WHICH WAS ULTIMATELY
DETERMINED BY STATE LEGISLATORS.
WE DID HAVE SOMEWHAT OF A LOCAL
COMPONENT WHERE WE DID SPEAK
WITH OUR COUNTY EXECUTIVE IN
BALTIMORE COUNTY.

WE TALKED WITH HIM AND
STORYVILLE BECAUSE WE WOULDN'T
WANT HIM TO BE OPPOSED TO THE
PROJECT BECAUSE MORE OFTEN THAN
NOT WHAT YOU WOULD FIND IS SOME
OF OUR STATE LEGISLATORS, THE
FIRST PERSON THEY'D LIKELY ASK
AN OPINION WOULD BE THE COUNTY
EXECUTIVE SINCE HE'S THE LOCAL
OFFICIAL THAT IS RESPONSIBLE FOR
LIBRARY SERVICES.

WE WORKED WITH HIM ON THE FIRST
TIME PRINCIPALLY TO MAKE SURE
THAT HE WAS SUPPORTIVE IN
PRINCIPLE FOR THE NOTION OF
STORYVILLE.

WHEN WE WENT FOR FUNDING IN
2009, THAT WAS REALLY A
PARTNERSHIP BETWEEN OUR
VOLUNTEER FOUNDATION FOR
BALTIMORE COUNTY PUBLIC LIBRARY
AND OUR LOCAL GOVERNMENT.

THE SECOND LOCATION REALLY WAS
GENERATED BY THE FACT THAT THAT
SAME COUNTY EXECUTIVE WE MET

WITH IN 2007 WAS SO TAKEN WITH STORYVILLE THAT HE PUT MONEY IN HIS OWN BUDGET FOR 2009 TO BUILD A SECOND LOCATION.

IN THAT CASE, WE HAD -- HE AND THE COUNTY GOVERNMENT WERE OUR PARTNER IN FUNDING THAT SECOND LOCATION.

SO CLEARLY THAT SECOND ROUND WAS VERY, VERY MUCH A STATE LEVEL PARTNERSHIP WITH OUR LOCAL PARTNER -- LOCAL ELECTED OFFICIALS STANDING WITH US IN ORDER TO GENERATE SUPPORT FOR THAT FUNDING.

>> THIS IS MORE OF MY QUESTION MANY TALKING ABOUT STORYVILLE AND ADVOCATING.

CAN YOU GIVE ME AN IDEA HOW MUCH TIME IS DEDICATED -- IF DEDICATED, HOW MUCH TIME PEOPLE MIGHT WANT THE DEDICATE TO ADVOCACY?

IT WOULD DEPEND --

>> SURE.

IT WOULD DEPEND -- I THINK IT DEPENDS -- IF YOU HAVE AN ACTIVE CAMPAIGN OF STORYVILLE, IT TOOK A CONSIDERABLE LARGER AMOUNT OF TIME THAN THOSE YEARS WHEN WE DO NOT.

OBVIOUSLY IF YOU'RE A VOLUNTEER GROUP AND YOU MEET MONTHLY, YOU'D WANT TO HAVE SOME SORT OF REGULAR INSPECTION AT YOUR MEETINGS IN THE MONTHS LEADING UP TO YOUR INITIATING A PARTICULAR LEGISLATIVE PROPOSAL. EVEN IF YOU DON'T HAVE A SPECIFIC PROPOSAL, ADVOCACY GOES ON.

WE HAVEN'T HAD A SPECIFIC FUNDING SINCE 2010.

HERE IN THE BALTIMORE COUNTY LIBRARY, EVERY YEAR WE PARTICIPATE IN LIBRARY AT ANNAPOLIS AND WE'LL GO DOWN AND

MEET REGULARLY WITH ALL OUR COUNTY LEGISLATORS TO LET THEM KNOW HOW MUCH IS GOING ON HERE STILL IN THE LIBRARY WORLD AND WE'LL ALSO KEEP THEM UPDATED ON THINGS WE KNOW THEY HAVE TAKEN AN INTEREST IN IN THE PAST.

>> GREAT.

IT SOUNDS LIKE YOU'RE HAVING A STRONG VOLUNTEER BASE IS INCREDIBLY IMPORTANT.

>> IT DOES.

THE MORE VOLUNTEERS THAT YOU HAVE, THE GREATER THE LIKELIHOOD IS THAT ONE OF THOSE VOLUNTEERS WILL HAVE A PERSONAL CONNECTION WITH A LEGISLATOR.

ONE OF THE FIRST THINGS YOU MIGHT WANT TO DO IF YOU'RE A MEMBER OF EITHER A VOLUNTEER ORGANIZATION OR A SPECIFIC PRESERVATION ENTITY IS ACTUALLY TO POLL THOSE EITHER THAT ARE YOUR VOLUNTEERS OR POLL THOSE THAT WORK FOR YOU TO SEE WHO MIGHT ALREADY HAVE A RELATIONSHIP WITH ONE OF THEIR ELECTED OFFICIALS.

FOR ALL YOU KNOW, YOUR BOARD VICE PRESIDENT COULD POTENTIALLY BE A NEIGHBOR TO SOMEONE WHO IS IN YOUR STATE SENATE OR POTENTIALLY ONE OF YOUR EMPLOYEES IN THE OFFICE WENT TO COLLEGE WITH A PARTICULAR DELEGATE OR REPRESENTATIVE IN YOUR HOUSE.

SO DOING THAT SORT OF INTERNAL INVENTORY WILL GIVE YOU THE STRENGTHS THAT YOU BRING TO THE TABLE BEFORE YOU START.

>> GREAT.

LET'S SEE.

WE HAVE A QUESTION FROM LISA WHO IS CURIOUS.

HAVING A STRONG VOLUNTEER BASE MAY HELP WITH THIS QUESTION.

BUT SHE WANTS TO KNOW IF YOU'RE NOT A VOTER IN THE COMMUNITY, SAY A PERMANENT RESIDENT, DOES THAT EFFECT YOUR ABILITY TO ADVOCATE?

>> I WOULDN'T SAY THAT IT EFFECTS YOUR ABILITY TO ADVOCATE AND THAT ANYBODY CAN ADVOCATE TO ANY PARTICULAR ELECTED OFFICIAL. AS I POINTED OUT, CERTAINLY IF YOU LIVE IN THE LEGISLATOR'S HOME DISTRICT AND YOU'RE ADVOCATING, OBVIOUSLY THAT IS A HEIGHTENED LEVEL OF CONNECTION ALREADY.

AGAIN, THAT'S PART OF WHY IF YOU KNOW YOUR LANDSCAPE, IN OTHER WORDS KNOW THE CONNECTIONS THAT ALREADY EXIST WITHIN YOUR COMMUNITY, IF YOU'RE SCHEDULING A MEETING WITH THE CHAIR OF YOUR SENATE APPROPRIATIONS COMMITTEE AND YOU HAPPEN TO KNOW THAT ONE OF YOUR VOLUNTEERS HAS A RELATIONSHIP WITH THAT PERSON ALREADY, CLEARLY YOU WANT THAT VOLUNTEER TO BE ONE OF THE PARTICIPANTS IN THE MEETING. IF YOU DON'T HAVE THAT, THAT DOESN'T MEAN YOU CAN'T WALK IN THE DORE.

ABSOLUTELY NOT.

IT JUST MEANS THAT YOU NEED TO FRAME YOUR ARGUMENT SLIGHTLY DIFFERENTLY.

>> OKAY.

CINDY SAID IN THE PAST SHE'S WRITTEN TO HER REPRESENTATIVES WRITING PERSONAL NOTES AND ONLY TO RECEIVE ONE SEMI PERSONAL RESPONSE.

MOST OFTEN FORM LETTERS.

CARLA WEIGHED IN THAT SHE GOTTEN A STANDARD FORM LETTER AS WELL. IS THERE ANY WAY AROUND THAT, TO GET PAST THE FORM RESPONSE?

>> AGAIN, I THINK THE WAY YOU'RE

LIKELY TO GET BY THAT RESPONSE IS -- PART OF IT YOU HAVE TO REMEMBER, PART OF IT IS A MATTER OF VOLUME.

YOU HAVE TO ANTICIPATE THAT THE LETTER THAT YOU'RE WRITING TO A PARTICULAR LEGISLATOR IS GOING TO BE ONE OF MANY.

THAT BEING THE CASE, IF AT SOME POINT YOU CAN UP THE ANTE SO TO SPEAK AND YOU'RE ABLE TO -- IF YOU ARE WRITING TO A PARTICULAR LEGISLATOR FOR MANY YEARS AND YOU'VE GOTTEN THOSE, IF THERE'S A WAY TO BRING THEM MORE IMPORTANT LEVEL TO SAY IF YOU'RE ABLE TO MAKE THE TRIP AND MEET WITH THEM IN THEIR OFFICE, I THINK THAT'S MORE LIKELY TO -- TO STRENGTHEN THE BOND WITH THAT PARTICULAR IMPORTANT.

OR MAYBE TRYING TO SEE IF YOU CAN GET THEM TO COME OUT FOR A SITE VISIT.

I KNOW ONE OF THE THINGS WE'RE MINDFUL OF HERE IS ANY TIME WE HAVE A SPECIFIC EVENT IN OUR LIBRARY, WE ALWAYS MAKE CERTAIN THAT WE INVITE OUR LOCAL ELECTED OFFICIALS AND OUR STATE ELECTED OFFICIALS.

YOU'D BE SURPRISED HOW MANY OF THEM DO COME.

DOING SOMETHING LIKE THAT AGAIN, IT HEIGHTENS FOR THE ELECTED OFFICIAL THE MEANING AND VALUE OF WHATEVER YOUR PARTICULAR CASE MIGHT BE.

THEY CAN SEE THE BENEFITS THAT YOUR COLLECTION OR YOUR LIBRARY OR YOUR HISTORIC SITE ARE ACTUALLY GIVING TO THE COMMUNITY AT LARGE.

I KNOW WHEN WE'VE HAD ELECTED OFFICIALS IN STORYVILLE AND THEY SEE THE LOOK ON A CHILD'S FACE WHEN THEY'RE INTERACTING WITH

SOME OF THE EXHIBITS OR LISTENING DURING STORY TIME, YOU CAN'T BUY ANYTHING LIKE THAT. THAT IS THE TYPE OF CONNECTION THAT IS PRICELESS.

AND I THINK ULTIMATELY OVER TIME IT WILL BOROUGH ITS WAY INTO THE SUBCONSCIOUS OF THE ELECTED OFFICIAL AND GENERATE AN EMOTIONAL CONNECTION FOR THEM.

>> GREAT.

LET'S SEE.

WE HAVE JUST TWO MORE QUESTIONS. ONE COMING FROM US FROM GERMANY. I THINK THIS IS -- A LOT OF US FEEL THIS WAY.

THAT MEETING FACE TO FACE WITH SOMEONE CAN BE AWKWARD. ESPECIALLY IF YOU'RE MEETING FOR THE FIRST TIME.

DO YOU HAVE ANY ADVICE ON HOW TO READ YOUR REF AND HOW THEY MIGHT BE REACTING TO WHAT INFORMATION YOU'RE SHARING?

YOU KNOW, HOW DO YOU KNOW WHEN YOU'VE SHARED TOO MUCH OR WHEN TO BACK OFF.

ANY ADVICE ON THAT FACE-TO-FACE MEETING WOULD BE GREAT.

>> ONE OF THE BENEFITS THAT WE HAVE WITH THE INTERNET TODAY IS THAT'S GREAT DEAL OF INFORMATION AVAILABLE.

SO ONE OF THE FIRST THINGS I MIGHT SUGGEST WOULD BE IF YOU'RE GOING TO MEET WITH A PARTICULAR ELECTED OFFICIAL, GO TO THE WEBSITE.

AGAIN, LET'S SAY IT'S A MEMBER OF CONGRESS.

GO TO THE CONGRESSIONAL WEBSITE AND ACTUALLY GO TO THEIR WEB PAGE.

SOMEWHERE ON THAT WEB PAGE YOU'LL FIND A BIOGRAPHY FOR THAT PERSON.

I ENCOURAGE FOLKS TO READ THAT

BEFORE THEY MEET WITH A PERSON
TO SORT OF GET A SENSE OF WHAT
YOU MIGHT FIND THERE.

AGAIN, IN THE INTEREST OF TRYING
TO IMMEDIATELY COME INTO THE
ROOM, TRYING TO BUILD A PERSONAL
RAPPORT.

YOU MAY FIND A CONGRESSMAN THAT
YOU'RE ABOUT TO MEET WITH IS ON
THE BOARD OF THEIR LOCAL LIBRARY
SYSTEM.

AND SOMETHING OF THAT NATURE.
MAYBE THEY WERE INVOLVED IN A
HISTORIC SITE OR SOMEWHERE OR
MAYBE SAY IN THEIR DAY JOB THEY
WERE A HISTORY TEACHER OR
PROFESSOR.

IF YOU CAN FIND THINGS LIKE THAT
TO TEASE OUT AND BE ABLE TO FIND
POINTS OF COMMONALITY, THAT IS
MORE LIKELY TO INCREASE THE
BOND.

IF YOU'RE ABLE TO SAY, OH,
SENATOR, I SAW THAT YOU'VE BEEN
INVOLVED IN YOUR LOCAL LIBRARY
SYSTEM WHEN YOU WERE EARLIER IN
YOUR CAREER.

AGAIN, TRYING TO BUILD A
CONVERSATION POINT.

NOT UNLIKE WHAT YOU MIGHT DO IF
YOU WERE SOCIALIZING WITH FOLKS
AT A PARTY.

YOU'RE SORT OF LISTENING TO HEAR
WHERE YOU MIGHT FIND
COMMONALITIES BETWEEN WHAT
THEY'RE INTERESTED IN AND WHAT
YOU'RE INTERESTED IN.

AS FAR AS GETTING A SENSE OF
WHERE THEY MIGHT BE COMING FROM
ON A PARTICULAR ISSUE, YOU
SHOULD PAY ATTENTION TO THEIR
BODY LANGUAGE.

ARE THEY NODDING ALONG WITH YOU
AS THEY'RE TALKING.

ARE THEY TAKING NOTES AND
WRITING THINGS DOWN WHILE
THEY'RE SPEAKING WITH YOU.

DO THEY SEEM ENGAGED AND RECEPTIVE IN WHAT THEY'RE SAYING.

IS IT AN ACTIVE CONVERSATION OR ARE THEY LISTENING POLITELY. ALL THOSE CUES ARE THE SORT OF THING THAT WOULD GIVE YOU THE SENSE, IS YOUR MESSAGE GETTING THROUGH OR DO YOU NEED SOMETHING DIFFERENT.

>> THAT'S GREAT ADVICE. LET'S SEE.

WE HAVE ONE MORE QUESTION FROM KIMBERLY IN DELAWARE.

SHE'S CURIOUS, HOW DO YOU USE LOBBYISTS TO HELP IN YOUR ADVOCACY?

>> AGAIN, IT DEPENDS ON THE PARTICULAR ORGANIZATION.

AGAIN, I'LL COME FROM THE LIBRARY PERSPECTIVE.

THE AMERICAN LIBRARY ASSOCIATION HAS DEDICATED ADVOCACY

GOVERNMENT RELATIONS TEAM.

AND I THINK IN THAT SETTING HAVING ACTUAL FULL TIME STAFF MEMBERS BEING ABLE TO BE IN A POSITION LIKE THAT, IT HELPS US AS VOLUNTEERS BECAUSE WE HAVE READY INFORMATION.

WE CAN GO TO THE WEBSITE AND WE CAN SEE WHICH BILLS ARE COMING UP WHEN, WHICH BILLS MIGHT BE SOMETHING THAT WE WOULD WANT AN INTEREST IN, WE WOULD WANT TO WEIGH-IN ON AND ALSO PAID PROFESSIONAL LOBBYISTS CAN PROVIDE YOU WITH INTELLIGENCE ON SPECIFIC LEGISLATORS THAT YOU MIGHT BE WANTING TO MEET WITH. THEY CAN ASSIST BY PROVIDING TALKING POINTS FOR YOU BEFORE YOU GO INTO THOSE SORTS OF MEETINGS.

THEY'RE ABLE TO REALLY DO THE INTELLIGENCE AND DAY-TO-DAY MONITORING THAT ALSO AS

VOLUNTEERS MAY NOT NECESSARILY
HAVE THE TIME OR CAPACITY TO BE
ABLE TO DO.

I CAN'T EMPHASIZE THAT ENOUGH.
TO THE EXTENT THAT THERE'S A
LOCAL ORGANIZATION OR A CHAPTER
OF A NATIONAL ORGANIZATION THAT
YOU CAN LEAN OR FOR SOME OF THAT
SUPPORT AND GUIDANCE.

AND THEN YOU CAN LOOK AT
GENERATING PERSON CONNECTIONS
BETWEEN YOURSELF AND WHO IT IS
YOU MIGHT WANT TO BE SPEAKING
ABOUT.

>> GREAT.

WELL, THAT'S ALL THE QUESTIONS
THAT WE HAVE.

I THINK THIS IS A FANTASTIC
WEBINAR TO OPEN UP THIS COURSE.
WE'LL BE TALKING MORE ABOUT HOW
TO TELL YOUR STORY TO THE MEDIA,
HOW TO SHOWCASE YOUR
PRESERVATION EFFORT.

THANKS, JEFFERY.

>> THANK YOU.

>> AND WE'LL MEET AGAIN ON
WEDNESDAY AT 2:00.

SAME PLACE.

I'M LOOKING FORWARD TO SEEING
YOU ALL THERE.

HAVE A GREAT AFTERNOON AND THANK
YOU FOR JOINING US.