



# *Advocacy at Work: Saving Branch Libraries*

*January 30, 2009*

*OLA Super Conference Session #1200*

*Presented by:*

*Barbara Clubb*

*City Librarian and CEO, Ottawa Public Library*

*Jan Harder*

*Chair, Ottawa Public Library Board*

*Councillor, Ottawa City Council*

*President, Canadian Library Trustees' Association*

*Lori Nash*

*President, Friends of the Ottawa Public Library Association*

*Director, Friends of the Canadian Library Association*

# *Zero Means Zero*



# OPL Board



*Missing: Trustees Shad Qadri and Vicki Metcalfe*

# *The Problem*

*Achieving zero %  
tax increase meant  
the Ottawa Public  
Library budget  
would need to be  
cut by **10 per cent***



# *Proposal to Close Libraries*

*The Library Board proposed the closure of 10 library branches, a reduction of library hours and cuts to the budget for library materials*



# *Death by a Thousand Cuts*



*Main Branch, Ottawa Public Library*



# *Objective*

*FOPLA's objective was to convince the Library Board and city councillors to find alternate solutions to the budget problem other than the closure of library branches and cuts to library service*



# *SOS Campaign*

*The SOS campaign took place over a period of just **29 days**, beginning on November 5, 2007 and ending on December 3, 2007.*



# *Budget Options*





# *Political Strategy*

*The Board recognized that small cuts to neighbourhood branches would not result in public uproar but the potential closing of up to 10 branches would result in a tsunami of public outcry.*

# The Campaign



SAVE MY STORYTIME!  
DON'T CLOSE CENTENNIAL!



*The Public Library is a core Community Service.*  
**Support your Library.**



*La bibliothèque publique est un service de base de la communauté.*  
**Appuyez votre bibliothèque.**





# *Response to SOS Campaign*

- *3420 postcards received by Jan Harder*
- *1299 messages received by Jan Harder*
- *163 letters and notes*
- *10 petitions*
- *1,393 members on Facebook*
- *More than 8,000 responses from public*

# *Mayor's Proclamation*



Mayor Larry O'Brien proclaims June 25, 2008 to be  
"Friends of the Ottawa Public Library Day" in Ottawa