

## Advocacy

- The American Library Association (ALA) in partnership with the American Association of School Librarians (AASL) has developed a national campaign to support school library media specialists in delivering a strong and clear message. This campaign addresses several key issues. These include how to:
  - Increase awareness of and support for the role of school library media programs;
  - Build understanding and appreciation for the value of school librarians;
  - Help school librarians to market their programs;
  - Position school librarianship as a dynamic career opportunity.

<http://www.ala.org/ala/pio/campaign/schoollibrary/schoollibrary.htm>

- Information Power

<http://www.ala.org/ala/pio/campaign/schoollibrary/schoollibrary.htm#advocacy>  
click on [Information Power Basic Implementation Kit](#)

This PowerPoint presentation is designed for use by building-level school library media specialists to introduce the standards and principles of *Information Power: Building Partnerships for Learning* to an audience of parents, teachers and/or building administrators.

- Advocacy Resource Center

<http://www.ala.org/Template.cfm?Section=issues>