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## **Speaking up, Speaking out: Advocacy for libraries**

Library users have more options than ever for finding information and recreational reading. In some minds, these options signal the end of the traditional library. Librarians need to be clear about the value that they add to readers, and be prepared to speak up about their contribution to readers, to institutions and to society. This session will help participants understand the processes supporting good advocacy: identifying the needs of the listener, defining and clarifying the message, delivering the message clearly and assessing the impact. Canadian examples from both school and public libraries will be used for illustration.

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