STRATEGIC AND TACTICAL GOALS FOR DIGITAL BOOK ADVOCACY

Working draft, version of August 13, 2019

DEFENSIVE GOALS

1. Reverse Macmillan Publishers decision on embargoing library ebook lending effective November 1.
2. Discourage other publishers from considering or adopting an embargo on library digital book lending.
3. Provide expert leadership and responsiveness to the library community at large.

OFFENSIVE GOALS

1. Design and implement a communications advocacy program with the general population/library users, library leaders, and library staff broadly.
2. Bolster the public policy effort towards revised laws and regulation that restore the balance in copyright law and policy in the digital age.
3. Implement a communications advocacy program with publishers, authors, and other entities in the publishing ecosystem.
4. Revisit and strengthen proposals and arguments for improved business terms and processes and advocate for them.
5. Brainstorm and discuss directions for library alternatives to front-list ebook access and promote the most promising ones.
6. Engage other non-library key stakeholder organizations and companies.
7. Strengthen relationships with stakeholders and collaborate when productive.
8. Brainstorm and discuss the future of digital lending/access in libraries.