

January 9, 2015

Newmarket Public Library
438 Park Avenue
Newmarket, ON

Dear Todd Kyle,

We want to thank you for the support and actions taken to date with eContent advocacy.

Since the release of the initial letter to you in the summer, the Ottawa and Toronto Public Libraries have continued their efforts to advocate for change. We promised in our follow-up letter to you to keep you apprised of next steps and how you can help. We have developed an integrated plan which includes awareness and advocacy initiatives. The Advocacy campaign will be divided into two phases.

Before any large scale public advocacy is undertaken, it is important to ensure that the public understands the range of electronic content available to them. An awareness raising campaign including bus and newspaper ads was developed by TPL and adapted into the bilingual context by OPL, highlighting resources available to the public. These two campaigns will be made available for adaptation by all Ontario libraries and access to the files will be distributed by OLA soon.

We are finalizing Phase One of the Advocacy Campaign in which we will be initiating a dialogue with key Federal and Provincial decision makers in areas responsible for heritage, industry and libraries. This phase may include lobbying local politicians; and this is where we would reach out to you for your assistance. This work will primarily take place in 2015. We will provide you with additional information once the details are confirmed.

OPL and TPL continue to advocate through associations such as the Canadian Urban Libraries Council and the Canadian Library Association to ensure the efforts we make in Ontario are aligned with national initiatives.

We look forward to continued partnership with you on this important initiative going forward.

Regards,

A handwritten signature in black ink, appearing to read "Danielle McDonald".

Danielle McDonald
CEO, Ottawa Public Library

A handwritten signature in black ink, appearing to read "Vickery Bowles".

Vickery Bowles
City Librarian, Toronto Public Library