

## BCLTA

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**From:** BCLTA [admin@bclta.org]  
**Sent:** Monday, August 11, 2008 2:45 PM  
**To:** BCLTA - Library Board Chairs (lib-bd-chairs@interchange.ubc.ca); BCLTA-Liaisons (bclta-liaisons@interchange.ubc.ca)  
**Subject:** From Awareness to Funding: A Study of Library Support in America

BCLA, BCLTA and Vancouver Public Library invite you to a presentation, From Awareness to Funding, by George Needham of OCLC on Monday, September 29th at 4:30pm, at the VPL Central Branch (350 West Georgia Street), in the Alma VanDusen and Peter Kaye rooms. A reception will follow, at 6pm.

From Awareness to Funding: A study of library support in America is the fourth in a series of reports that OCLC has prepared on key issues confronting the library and information community. Funded by the Bill & Melinda Gates Foundation and researched in conjunction with the advertising agency Leo Burnett, the report segments the voting community to allow trustees, friends and librarians to understand their likely supporters and opponents in the political arena, and where there are opportunities to persuade the undecided. The report focuses on the levies and bond issues that US public libraries frequently place on the ballot, but the information is also useful in creating any public support campaign. George Needham will discuss the findings from the report and talk about how the results can be applied to build popular support for libraries among politicians and the media.

George Needham is Vice President for Member Services at OCLC in Dublin, Ohio, a position he's held since March 1999. George's portfolio includes Members Council, WebJunction, and OCLC's Library, and he contributes to the blog "It's All Good." George is a frequent presenter on the library circuit, addressing the new information environment, public perceptions of libraries, and the state of privacy in our networked world. George has held a variety of public and state library positions, and has held the position of Executive Director of the Public Library Association, during thirty-plus years in the profession. He earned MLS and BA degrees from the University at Buffalo, New York. His sole brush with non-library fame was as a two-time Jeopardy! winner in December, 1994.

Please RSVP to Alane Wilson, Executive Director, BCLA [execdir@bcla.bc.ca](mailto:execdir@bcla.bc.ca)