Contacts and Resources

ALA’s Office for Intellectual Freedom is available to consult on any aspect of Choose Privacy Week and to provide information and ideas for getting your library involved. Contact us at 800-545-2433 ext. 4221, 312-280-4221, or oif@ala.org.

Checklist and Timeline
Each library’s implementation of Choose Privacy Week will look different. We encourage libraries to pick and choose the activities, events, and information that work best and make most sense for their own communities. The national event for Choose Privacy Week will take place May 2–8, 2010, but individual libraries may choose to devote a different week, month, or other period of time to raising awareness and discussing privacy issues. However, we urge all libraries to consider taking the following basic steps in preparation for their involvement in this initiative.

In the weeks and months before your library’s Choose Privacy Week events:

- Sign on to the campaign as an individual. Visit www.privacyrevolution.org and sign in to our encrypted vault of privacy advocates.
- Sign on your institution as a participating library. Visit the Allies section of www.privacyrevolution.org or contact the Office for Intellectual Freedom.
- Highlight Choose Privacy Week on your library website. Web banners and badges are available for download from www.privacyrevolution.org.
- Link to www.privacyrevolution.org from your library website.
- Encourage library users to Choose Privacy by signing in to the encrypted vault of privacy advocates at www.privacyrevolution.org.
- Offer a hard copy petition for library users to sign in person.
- Communicate your library’s privacy policies to users. The preceding section of this guide on “Communicating Privacy Policies to Users” offers tips and a sample handout for this.
- Share your work and ideas for Choose Privacy Week with other librarians at www.privacyrevolution.org and other forums such as blogs, wikis, and listservs.

Suggested Speakers
The preceding sections on library programming offer tremendous ideas and resources for Choose Privacy Week, including workshops and speakers on privacy. In thinking about speakers to select, you may wish to consider the following as options:

- Authors of fiction and non-fiction works related to privacy
- Teachers and professors from a range of departments in humanities, social sciences, and science and technology, including government, political science, history, law, media studies, communications, and computer science
- Attorneys
- Journalists
- Bloggers
- Government officials
- Local businesses
- Online businesses
- Advertisers and marketers
- Surveillance and security professionals
- Health care professionals
- School debate teams
- Privacy groups
- Civil liberties groups
- Free expression groups
- Consumer rights groups
- Librarians
The Office for Intellectual Freedom can offer additional or customized ideas for Choose Privacy Week speakers. Contact us at 800-545-2433 ext. 4221 or oif@ala.org.

**Media Assistance and Contacts**

ALA's Office for Library Advocacy has produced the *Library Advocate’s Handbook*, which offers tremendous resources for all who advocate on behalf of libraries. Included in the handbook are sections on “Dealing with the Media” and “Ways to Communicate,” which may be very useful to library staff working on publicizing Choose Privacy Week events in your community. The *Library Advocate’s Handbook* is freely available online; visit www.ala.org and search “Library Advocate’s Handbook.”

ALA’s Public Information Office also communicates ALA’s key messages through media relations and offers public relations counsel and editorial services. *The Library PR Handbook* (Mark Gould, editor; 2009) offers ideas and how-tos for libraries in their public relations efforts. Visit www.ala.org/pio for more information.