

IAML Advocacy report

The Advocacy Committee has continued to build on foundation work from the previous year.

We have focussed in the first instance on creating and making information available. The 2016 survey results and updated terms of reference have been posted on the IAML webpage. Basic guidelines around advocacy have been created and examples of good practice continue to be collected, thanks to the input and participation of many. The results of this work in progress have been demonstrated at the General Assembly in Leipzig.

Communication and visibility are key elements in advocacy. A paper on IAML and advocacy, *Advocating for music: connecting with Serbia*, was presented by Radmilla Milinković at the Serbian Library Association Annual Conference *What I talk about when I talk about libraries: advocacy, promoting and lobbying*. Barbara Dobbs Mackenzie provided a IAML update to MLA during the discussion at The 2017 Music Library Advocacy survey: results and reflections. Anna Pensaert presented on *Advocacy for music services* at the IAML (UK & IrI) Academic Music Librarians' Seminar.

The advocacy committee had a very productive and well attended meeting at the Leipzig congress. Updates from IAML members lead to active discussions around various advocacy topics.

Twitter #IAMLchat is on track to become a regular feature. During the congress we discussed how we can encourage more participation and we are therefore planning to include Twitter slow chats.

The committee has done work towards writing support letters and will continue to endeavour to help where possible.

We very much want to aim to expand the liaison strand, and explore how IAML can be far more public and visible in our work, commitments and statements. IFLA, IASA, EMC and ICM were all discussed at the working meeting. Linda Fairtile presented on the newly established MLA Advocacy committee.

The IAML Advocacy Committee will be working towards submitting an application for a UNESCO International Day for Music Libraries. At the congress, ideas were discussed on how best to pursue this. Pia Shekter will take a lead on further developing this very promising initiative.

Based on the excellent papers and examples of good practice, the Advocacy Committee intends to start work towards creating IAML advocacy statements.

Anna Pensaert, Chair

1 August 2018