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Anatomy of Advocacy: A Case St
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Abstract

Little research has been conducted examining advocacy efforts in the school library field despite the fact that program advocate is a prominent role for school librarians. One element of advocacy is the engagement in political initiatives that may affect school library programs. This case study investigates the effectiveness of one advocacy effort in response to a call for support of a national petition in support of school libraries. Data were collected, and factors underlying this advocacy campaign were analyzed. This report is a case study analysis of a time-constrained advocacy initiative, including the number of participants, demographic factors in relationship to participation, and the interaction of participants on an e-mail discussion list. With the emergent focus on lobbying for the reauthorization of ESEA (Elementary and Secondary Education Act), this study has import for the design and development of successful advocacy efforts now and in the future.

Keywords:

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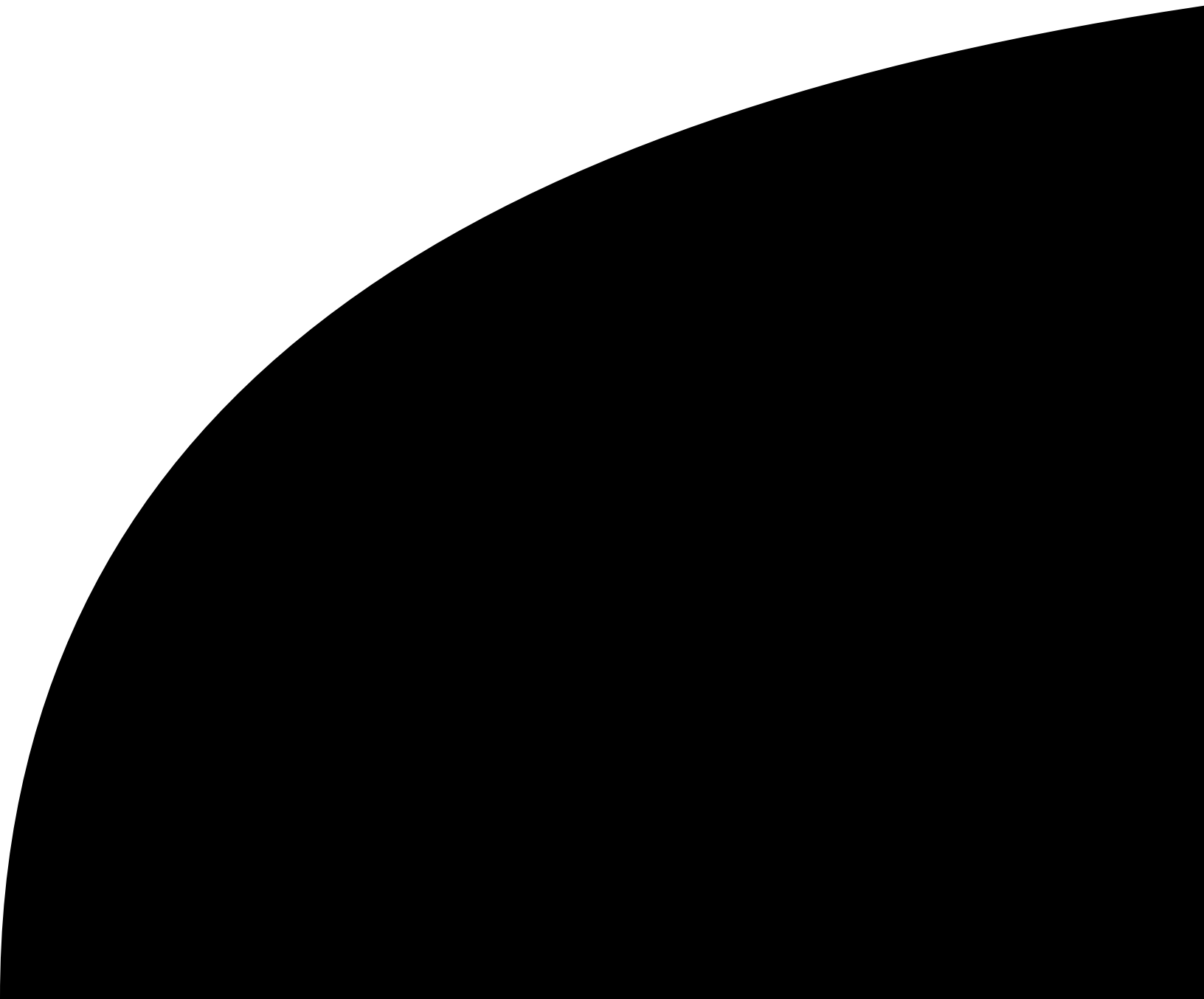
Data Analysis



Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Petition	.203	51	.000	.797	51	.000
AA Petition	.223	51	.000	.824	51	.000
Male	.168	51	.001	.823	51	.000
Female	.207	51	.000	.731	51	.000
Total	.226	51	.000	.717	51	.000

a. Lilliefors Significance Correction

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Petition	.092	52	.200*	.961	52	.089
AA Petition	.078	52	.200*	.980	52	.543
Male	.146	52	.007	.953	52	.038
Female	.074	51	.200*	.983	51	.653
Total	.074	51	.200*	.976	51	.381

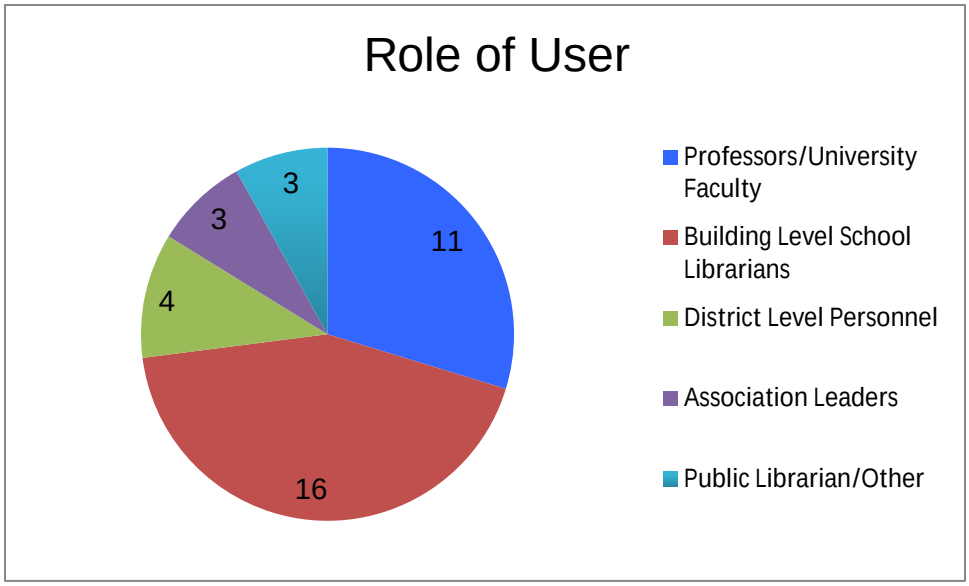
*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Model S

R	R	Adjusted R	Std. Error of the Estimate
	.954[a]	.910	.904	.13184

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B				


Role of User
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16
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3
Professors/University Faculty
Building Level School Librarians
District Level Personnel
Association Leaders
Public Librarian/Other

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Factors T h
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