



## To Influence the Government Policy: The Experience from the Library Society of China

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**Abstract:**

*The library Society of China (LSC) established in 1979, which is a non-government, nonprofit and national organization for libraries, information institutions, librarians and professionals in China. Currently, almost 10,000 individuals' members and 215 institution members are working together to promote the development of librarianship in China.*

*LSC is an organization representing the interest of libraries, information Services institutions and libraries users. The one of the missions for LSC is to communicate with the government, deliver the advices from LSC members to the government, and to encourage the government to make the policies and regulations from which the libraries will get the benefits. For influencing the policies and practices, LSC has enhanced the advocacy capability in the past few years, and also get a lot of experiences for advocacy.*

### **1. The Library Society of China and its advocacy**

#### **1.1 Overview of the Library Society of China**

The library Society of China (LSC) established in 1979, which is a nongovernment, nonprofit and national organization for libraries, information institutions, librarians and professionals in China. The predecessor of LSC is Chinese Library Association, which start its history from 1925. Currently, almost 10,000 individuals' members and 215 institution members are working together to promote the development of librarianship in China. LSC plays the important role in library advocacy.

## 1.2 Advocacy

Why should we advocate?

With rapid development of information society, more and more people realize that libraries play an important role in promoting library service, protecting reading right of library users,

Whom should we advocate for?

LSC is an organization representing the interests of libraries, information Services institutions, and librarians, professionals and libraries users in China.

What should we do?

The one of the missions for LSC is to communicate with the government, deliver the advices from LSC members to the government, and to encourage the government to make the policies and regulations from which the libraries will get the benefits. For influencing the policies and practices, LSC has enhanced the advocacy capability in the past few years, and also get a lot of experiences for advocacy,

- Cooperating closely with the Medias
- Inviting the government to attend the library conference
- Make advises for local government and national government
- Being the consultant of the government

## 2.2006-2010 Advocacy Work Plan

In the past tens of years, LSC found the a better way to promote the development of the library and information service, that is to try to get the policy support and financial support from the government, therefore the national-wide libraries and librarians should work together, build up the advocacy capability, and put the libraries on the government agenda. For put libraries on the government agenda, LSC focuses on advocacy. In 2005, Library Society of China made the “2006-2010 Work Plans”. For improving the advocacy capability, LSC highlighted its roles as follows,

- Bridge: LSC should be the bridge connecting libraries and public, libraries and the society, libraries and the government.
- Mouthpiece: LSC should be the mouthpiece for protecting the social rights of library professionals, staff and librarian, and the mouthpiece for protecting reading rights of the citizens.

Goals of the advocacy

- Strengthening the Influence to the Policy Makers, and Enhancing the Function of Policy Consulters.

- Improving professional standards and promoting legal system for librarianship.
- Advocating and widening the influence and importance of the libraries.
- Studying the public relationship, and improving the awareness of the public, and enhancing credibility to libraries, and establishing good social environment for the librarianship.

### **3. Successful Story for Influencing the Policy Agenda**

#### 3.1 Appeal to the Government to promote library law legislation

##### 3.1.1 The urgent needs of libraries

There has been a century-long history of modern libraries in China, but no specialized library law has been established so far. Many problems are aroused because people find no law to observe. Without the protection of “library law”, it is difficult to decide whether the government regulations and standards should be implemented or not, which renders libraries “passive” and helpless. Therefore, it has become an urgent need for libraries, as well as an eager appeal of the library community to establish library law in such a rapidly developing era. In order to promote the construction of legal environment and legislative process for library law, in the past eight years, LSC carried out an independent study in code of ethics for library professionals. LSC was commissioned by the government at the same time to draft and make a number of regulations and standards. It had a far-reaching impact on promoting library law legislation in the Government.

##### 3.1.2 Proactive actions taken by Library Society of China

When “library law” legislation in government halted, LSC did not stop its own efforts. Inspired and supported by library professionals, LSC had a substantial breakthrough in making library self-discipline policy. Work was carried out in the following three areas.

First, LSC participated in the instituting of government regulations. Commissioned in 2003-2004 by Ministry of Labor and Social Security and Ministry of Culture, LSC compiled three national standards for library profession, which are “Librarians”, “Ancient and Rare Book Librarians” and “The Document Conservator”. It marked a new progress in the Librarian qualification system in China. In 2005-2008, commissioned by the Ministry of Culture, “Standard for Public Library Construction” was compiled. As a professional indicator system, it follows the law of library development and international practice, and serves as an important guarantee for government’s decision-making to be more scientific and government action to be more legalized. It will significantly influence China’s public library construction and its services, and also proves to be one of major achievements in China’s library law legislation.

Secondly, LSC strengthened self-discipline in the library community. Enacted in 2002-2003, “Code of Ethics for Librarians in China (For Trial Implementation)” was

the first guideline for all LIS professionals, which went beyond the boundary of regions, library types and library systems. “Statement on Copyright Issues” was published in 2005-2006. LSC participated in making regulations for protecting the rights of information online transmission. It was the first time for China’s library community to be wholly engaged in the national copyright legislation in an organized manner. By delivering the philosophy and attitude of the library community to the society and letting the voice of the public be heard, LSC contributed to the establishment of a balanced and sound copyright protection system in China. Drafted in 2007 and published in 2008, “the Declaration of Library Services” was the first document released to the public by the library community, stating the social responsibilities, professional conception and services of China’s Libraries. As an important part of self-disciplined code of ethics for the library community, the Declaration marked the establishment of self-disciplined system within Chinese library law system. During 2006 to 2008, “Library Acquisition Regulation” and “Study on Public Library Online Service” were completed and submitted to relevant government departments as a reference for decision-making. Meanwhile, we initiated media promotion campaign to draw Government’s attention, which played an important role in urging government to make policies concerning about China’s libraries in rural areas.

Thirdly, LSC made great efforts to promote the launching of legislation. Pre-legislative research was carried out during 2002 to 2007. Relevant sub-themes were set in the annual meetings of LSC for six consecutive years. LSC also called for academic papers and studies in this field. In 2007, LSC funded a project named “Process and Needs for Library Legislation” and drafted “Legislative Proposals for Library Law”, which proposed the framework for library law system by providing legislative suggestions as well as a theoretical basis for the system. In March 2008, Deputy to the National People's Congress (NPC), the Executive Director of LSC, Mr. Zhan Furui submitted “Proposal on Promoting ‘Library Law’ Legislation” to the National People’s Congress, calling for national legislation. In July, 2008, , LSC and National Library of China (NLC) made a joint effort to give a report on “Legislative Suggestions for Library Law” at the Library Law Investigation Conference held by Education, Science, Culture and Public Health Committee of NPC.

### 3.1.3 Assume tasks

In November 2008, the government restarted the legislation. The Ministry of Culture officially commissioned LSC and NLC to implement a research project for public library legislation which provided a basis for decision-making in legislation. In February 2009, the first meeting for the project was held. LSC invited over 70 professionals from ten professional committees among 33 libraries and university departments to conduct eleven thematic studies. The meeting marked the seven-year-efforts made by LSC for urging the Government to start library law legislation were finally paid off. Furthermore, LSC won Government trust by its demonstrated strong sense of mission, perseverance and meticulous scholarship, so that LSC not only participated in but played a key role in the legislative practice. It will be of great significance for LSC to play a key role in voicing the need of the

public and striving for fitted social status for the whole library community.

In this case, Library Society of China collected professionals' intelligence and resources, balanced interests among different systems to promote simultaneous progress in theoretical research and in practice. As a medium as well as a library spokesman, LSC communicated with government, library community, society (readers) and media with a proactive image, objective standing and scientific attitude. In particular, LSC not only won the support of libraries but gained affirmation, trust and appreciation from government by its down-to-earth practice. LSC's efforts provided a basis for China's library law to be established and further improved and also prepared the library community scientific conditions and sufficient brain for development. To sum up, the LSC practice in this case proved to be an indispensable power for promoting the launching of library law legislation in China.

### 3.2 Influence decision-making of government, and promote library standardization

#### 3.2.1 The significance of standards

In September 2005, LSC was commissioned by the Government to work out China's first "Standard for Public Library Construction", which aimed at helping government be more scientific in decision-making and investment in public library construction. Its direct users are decision-making sectors of governments at all levels and departments of inspection and supervision. As a national standard for government to make scientific decisions on project initiation and investment plans, the Standard was a basis for government to investigate and approve proposals as well as feasibility reports on public library construction. Meanwhile, with the help of the standard, government could measure the primary design of public library construction projects and monitor the whole process of the construction.

#### 3.2.2 Four breakthroughs

Commissioned by the Ministry of Culture, LSC organized professionals from the library community and construction community to draft "Standard for Public Library Construction". Early period preparation started from May of 2005 and drafting was officially launched in September of 2005. It took over three years for the drafting team to visit more than 80 public libraries home and abroad, collect and study the relevant standards and regulations from over 50 countries and regions and make survey and analysis on large samples of domestic and international statistic data. Nearly 30 seminars were held, and nearly 400 comments and suggestions from all aspects were collected and analyzed one by one during the period.

Library Society of China kept on learning and improving itself from practice. It always adhered to "four unity" including unity between theoretical research and down to earth practice, unity between library spokesman and professional responsibility, unity between scientific evidence and administrative management, unity between sector interests and national interests. As a result, four major breakthroughs were achieved in "Standard for Public Library Construction".

First, it establishes the principle that the scale of public library construction should be

based on the size of population it serves, demonstrating the principles for public cultural services of “people first” and “universal and equal benefit to all people”.

Secondly, it forms a comparatively systematic and forward-looking monitoring indicator system based on current level of public library construction. The system displays applicability, maneuverability and forward-looking capability.

Thirdly, it proposes the layout and construction requirement fitted for modern library conception and modern library service patterns, following the principle of “function first, economical and suitable” for public buildings.

Fourthly, it attached importance to environmental construction of public libraries, demonstrating integrated functions of public libraries as a place for knowledge sharing, information communication, cultural and recreational activities.

### 3.2.3 Establish good public relations with government

In this case, Library Society of China represents the interests of readers. The professional discourse power has been fully realized through making Standards. At the same time, through making dialogue with the government and drafting the Standard, the close tie between library community and government ran through the whole process of standard making and examining. The three-year journey of research, discussion, coordination and compromise witnessed numerous conflicts such as the conflicts between the current and the long-term, the general and the special, needs and feasibilities, administration and library practice, theory and practice and so on. There were many problems and issues that require consensus between LSC and government through communication. For LSC, some of the problems required LSC to influence and persuade government with a scientific attitude and scientific methods. To this end, firm yet reserved manners as well as solid evidence are the keys. As for some other problems, LSC needed to stand in the shoes of the whole nation to protect national interests by admitting current conditions of China and overcoming narrow-minded protectionism, whether it be departmental, regional or industrial. In the end, “Standard for Public Library Construction” was approved and implemented on November 1st, 2008.

Due to the outstanding performance of Library Society of China, LSC was commissioned once again in March 2009 to compile the first “Standard for Cultural Station Construction in Townships and Villages”, which will be another opportunity for LSC to develop with government support.

## 3.3 Working with the Government to Face the Disaster

At 2:28pm on May 12, 2008, Wenchuan was struck by an 8.0-magnitude earthquake, which affected a number of provinces and killed over 80,000 people in China. In Sichuan Province which was worst hit by the earthquake, 37 libraries were destroyed or damaged, 13,000 pieces / sets of library equipment were ruined, and 1,822,400 volumes of books were destructed in the disaster, with direct economic losses of libraries amounting to 59,000,000 U.S. dollars. Facing the unusually severe disaster, Library Society of China (LSC) soon realized that the libraries in the quake-stricken

area needed reconstruction and post-disaster reconstruction would be a long-term task, requiring the joined participation of librarians in affected area, domestic and foreign counterparts, the Government as well as social forces.

The LSC adopted a series of fast action to appeal to the Government and the public to concern over libraries in the quake-hit area and post-disaster reconstruction. On May 16, the Secretariat of LSC issued "A Letter for Advice on Assistance to Affected Libraries in the Earthquake Area" to all executive directors and the event has received a total of 15 important recommendations on post-disaster reconstruction, which later became an essential basis for the LSC to offer advice to the Government. On May 18, the LSC issued a proposal of "Providing Disaster Relief & Rescue and Rebuilding Our Homeland" to all its branches, all the local societies and their members as well as library colleagues, calling for donations to the affected libraries from domestic and international librarians, LIS institutions and funding agencies. Through this proposal, the LSC hoped to help the affected areas seek for assistance and at the same time to show the Government and the public the confidence and courage of China's libraries in the fighting against the disaster. On May 19, the official website of LSC opened up the "Disaster-Relief & Reconstruction" channel, making it an authority source of the Government and the public to approach to the damage of libraries.

Among these events, the most important one is LSC 's "Views on the Standards for Post-disaster Reconstruction of Public Libraries in Sichuan and Other Areas" to the Government on May 28. Shortly after the disaster, the Government set about the reconstruction of libraries in the quake-hit area. One of the key issues about reconstruction policy was the standards for library reconstruction, including the cost of rebuilding the library, the number of books required for library reconstruction, the area and functional layout of the new library, etc. However, the Government needed to listen to the recommendations of the library professionals. In this case, the LSC drew up the "Views on the Standards for Post-disaster Reconstruction of Public Libraries in Sichuan and Other Areas" and soon submitted to the Government.

The core of "Views on the Standards for Post-disaster Reconstruction of Public Libraries in Sichuan and Other Areas" is based on the "Standard for Public Library Construction". In 2006, the Government planned to develop the "Standard for Public Library Construction", and the LSC accepted the commission to organize experts responsible for the drafting and preparation. It had been finished when the earthquake happened and instantly became the core guideline of LSC 's advice to the Government. After integrating views of many library professionals and the "Standard for Public Library Construction", LSC submitted to the Government the "Suggestions on the Standard for Public Library Reconstruction in the Earthquake-affected Cities and Counties in Sichuan", "Views on the Standards for Post-disaster Reconstruction of Public Libraries in Sichuan and Other Areas". The two standards cover many aspects such as construction principles, area standards, seismic level, valuation and investment of municipal and county libraries. This proposal was adopted by the Government as an important reference for the post-disaster reconstruction policy-making.

### 3.4 Assist the grass-roots libraries with support from the Government

#### 3.4.1 Background

Measuring the development of libraries in a region or country can not rely only on one or a few large and strong libraries, but also on the level and condition of all public libraries in that region as a whole. Public libraries in China have a century-long history, but the concept of modern libraries has not been fully established. As a result of economic, cultural and geographical differences, China's libraries had a very uneven development; nearly a third of the county libraries failed to perform the social function of modern libraries very well, or to provide due library services for the improvement of local population's cultural quality and for the economic and social development due to lack of funding or other problems such as concept, quality of personnel, mechanism and management, etc. To this end, the Chinese government has issued a series of policies and measures to build a more complete public cultural service system that covers the entire society and to strengthen the rural grass-roots cultural construction during the past eight years, enabling the construction of county libraries in China to make breakthroughs in development.

In order to meet the growing needs of grass-roots librarians in terms of practice guidance, academic and scientific research, LSC set up the Committee of Rural Community Libraries in 2001 to do specialized research on theoretical and practical problems of the grass-roots libraries. In the two national academic meetings of LSC in 2005, "Report on Development of County Libraries in China" and "Countermeasures for the Survival and Development of County Libraries in China" were issued, and two Consensus (Declarations) were released to the society on behalf of 100 county-level librarians, advising the government authorities to give special attention to the formulation of development policies for our public libraries and calling for the implementation of training programs for our county-level librarians.

This immediately aroused universal concern over the survival and development of grass-roots libraries from the "People's Daily", "China Youth Daily" and other media as well as the community, and our national leader Li Changchun also gave special instructions to this end. At the same time, experts' passion for their career in libraries at all levels and LIS professors across the country were stimulated and mobilized to an unprecedented degree.

#### 3.4.2 Implementation

Initiated by Professor Yu Liangzhi, from Nankai University and Professor Fan Bingsi, from East China Normal University, LSC carried out grass-roots librarian training with the help of a volunteer scheme. This initiative immediately attracted attention of the Ministry of Culture and gained support from LSC since it was first brought forward. The Council of LSC decided to put the issue of helping grass-roots public libraries on the agenda. The Council launched "Volunteer Action of LSC" - training project for grass-roots librarians and included it in the 2006 work plan.

During the three years from 2006 to 2008, the LSC had successfully implemented the "Volunteer Action" for three times. It inherited the spirit of international volunteers—"Dedication, Fraternity, Mutual-aid & Progress" and stuck to the

"Free-of-charge, Non-profit and Altruistic" criteria, to conduct a professional training for county-level librarians. LSC is good at coordinating, resource integrating and influencing government. Therefore it recruited professionals, librarians and professors across the country as volunteers. It has completed training for 1636 grass-roots public librarians in 15 provinces and autonomous regions including Hunan, Shaanxi, Heilongjiang, Gansu, Guangxi, Hebei, Qinghai, Shanxi, Sichuan, Anhui, Guizhou, Henan, Hubei, Jilin and Shandong. A total of 82 volunteers from 43 institutions (including libraries, university schools or departments, social organizations, etc.) have taught 480 hours of lecture, produced 90 kinds of CD-ROM courseware, prepared 3 versions of reference materials amounting to 860,000 words and published 2000 volumes.

### 3.4.3 Significance and Achievement

This is a successful case initiated by individuals, launched by the non-governmental sector, organized and implemented by LSC, and ultimately promoting and influencing the Government so as to win the Government's recognition and support. The implementation of this case integrated talents and resources from the public, won support and participation from the Government, and ultimately made the Government an important leading force. During the whole process, the Non-governmental Organization (NGO) LSC played a crucial role as a leader as well as a chief executive. LSC not only courageously took actions to meet the needs of grass-roots library community, with libraries and library professionals at county level in particular, but tried to influence the Government with its self-confident, self-reliant and self-helping attitude. By doing so, it was finally able to win the government support.

With its volunteer spirit of serving the industry, relentlessly self-conscious actions and well-organized implementation, LSC got trust and recognition from the central government, local provincial government and the Science and Technology Association, and ultimately won financial support of about 500,000 yuan from the central and local finances. The National Library and the local Cultural Office (Personnel Office) cooperated with the LSC as a co-organizer, who invested special funds to subsidize volunteers and related work costs, training venues, facilities & equipment and transport and accommodation of training personnel, etc., providing an important safeguard for the sustainable development of volunteer actions.

The participation of the Government has made it possible for LSC's volunteer action project to develop sustainably until being carried out around the whole of China. Six provinces and autonomous regions in China will see this action implemented in 2009, i.e. Hainan, Yunnan, Jiangxi, Chongqing, Ningxia and Xinjiang.

## **3.5 Offering advice and suggestions to government decision-making and promoting the introduction of rural library policy with "General/Branch Library System".**

General/Branch Library Construction is a basic direction of the future development of the national library clearly stated in the Outline of China's "Eleventh Five-Year Plan" for National Cultural Development. The Library Society of China (LSC) has been

very concerned about the survival and development of grass-roots libraries and carried out a lot of work around the General/Branch Library Construction and the construction of public library service system. From raising questions to arouse attention in 2005 and organizing research in 2006, to exerting in-depth study to facilitate development in 2007 and making a phase summary and then advice to the Government in 2008, LSC has made four years of ongoing efforts, with progress achieved year after year and the "Four-phase Plan" eventually completed within four years, which not only promoted the construction of General/Branch Library in an active, orderly and effective way, but also gave full play to its role as the bridge, bond and advisory in decision-making.

### 3.5.1 "Four-phase Plan"

The first phase was to specifically set up the "Committee of Community and Rural Libraries" and hold a symposium in 2005, arousing the concerns of "China Youth Daily", "People's Daily" and other media as well as the leadership of the state; at the same time, to unite and reach a consensus with the grass-roots librarians nationwide, laying a good basis in terms of both theories and reality for the future special study of General/Branch Library.

The second phase was to establish a specially-funded project in 2006: "Research on the Construction of Library Service Network", with concern given to the cases of General/Branch Library System in Suzhou, Foshan and other areas to conduct in-depth studies and active promotion.

The third phase was to launch promotion and research work on full scale in 2007, when building the system of public library services and the construction of General/Branch Library became the core issues and main purpose of LSC's important meetings such as its annual conference, etc.

The fourth phase was to propose to the Ministry of Culture and make a number of recommendations on the General/Branch Library Construction at the beginning of the year 2008 with the name of LSC's "Research Group on the Construction of Library Service Networks". In April the same year it held a "Jiaxing High-level Forum on Constructing the System of Public Library Services", causing extensive attention from the industry and the media.

### 3.5.2 Initial Achievements

Marked by the "Jiaxing Forum", LSC's research and practice on the "General/Branch Library System" had achieved initial results. First of all, the forum was organized by LSC and co-sponsored by the Government of Jiaxing City, with support from the local government in the form of human, material and financial resources, which fully reflected the leading role of the Government and the joint interaction between the Government and NGO organizations, and therefore successfully won support from the Provincial Government and the Central Government.

Secondly, the contents discussed, methods summarized, experience extracted and problems analyzed at the forum had provided an ideological, theoretical, academic

and example support for all levels of government to develop leading principles and policies of building the system of public library services; also provided a scientific reference and practical guidance for the General/Branch Library Construction of grass-roots libraries, and guided the business into a healthy and orderly scientific development step by step .

Third, the forum planned and invited a dozen central and local media such as the "People's Daily" and "Guangming Daily", etc. to report the entire process, organized an in-depth publicity of a whole feature of 16,000 words in "China Culture" with the title of "The Practice and Thoughts of China's General/Branch Library Model", and published articles in professional journals like the "Journal of Library Science in China (JLSC)" and others for thorough discussion. It spread advanced concepts of library over the whole society and the industry through mass media and professional media, so as to raise people's awareness of library user's rights and interests and promote public library services to depth.

### 3.5.3 Positive Results

After the forum, LSC has submitted the "Jiaxing Consensus", the feature in "China Culture" entitled "The Practice and Thoughts of China's General/Branch Library Model" and a book with the name of "The Society-wide Public Library Service System: Models, Technical Support and Program" to the Ministry of Culture, and once again made a number of recommendations on strengthening the General/Branch Library Construction of public libraries, which were fully affirmed by government departments.

At the first anniversary of the "Jiaxing Forum", the Ministry of Culture held an "Experience-sharing Meeting of Construction of Rural Library Service Networks Nationwide" in Jiaxing in mid-April 2009, with presence of government leaders of the Cultural Office and provincial-level librarians from 30 provinces to study the grass-roots library services in rural areas and the issue of General/Branch Library Construction. The Deputy Minister of Culture delivered an important speech on building a system of public library services in urban and rural areas of China. Among these, the research achievements and recommendations made by LSC provided an important reference for government policy-making and policy-making access and therefore won the Government's praise.

In this case, advocated and organized by LSC, library practitioners and professional theory researchers worked together to take full advantage of media's role of promotion, causing encouraging eye-catching changes in China's General/Branch Library Construction, whether it be the policy environment and the public opinion environment, or the accumulation of theories and the basis of practice, effectively guiding and promoting the building of public library service system and the process of General/Branch Library Construction.

## 3.6 Accept the Government's commission to revitalize old projects

### 3.6.1 Acceptance of commission and formulation of goals

In 2003, the National Leading Group Office of Knowledge Engineering

commissioned LSC to organize and implement the "Knowledge Engineering • National Reading Month" campaign. This is a governmental project of carrying out national reading activities established and carried out by 11 ministries such as the Ministry of Culture in 1995, which had been undertaken for 8 years before handed over to LSC. So besides happiness due to trust from the Government, the most difficult problem and challenge facing LSC was how to inject new content and form into the project to display its fresh and new vitality? Aware of the heavy responsibility, LSC also realized that this was both an opportunity and a challenge. It made timely adjustment in the work deployment and developed a 3-year strategic goal - to strengthen the central role and important position of libraries in building a reading society and taking the library as a platform, to build a literary family, campus, city and community with all the people's efforts. Specific measures are as follows:

- Enhance the appeal of the industry through creation of the "Nationwide Reading" brand;
- Taking libraries as the reading base, organize reading promotion activities of wide coverage, great diversity and extensive social impact via the joint efforts of cultural, educational, scientific and technological, and the publishing industries as well as the linkage between social organizations and enterprises, and various types of libraries at all levels across the country.

### 3.6.2 Branding

Based on this idea, LSC gave the Government a "surprise" in the first year (2004) after commissioned. First of all, it took "Nationwide Reading" as the command to deliver a fresh and new feeling in terms of both the content and the form, with its impact rapidly spreading to the national library and publishing industries, winning media and social concerns and good social benefits, and therefore LSC also received awards from the Government. For the next two years, LSC invited relevant government authorities as the guide unit in its annual "Nationwide Reading" campaign, with the leadership of various ministries invited to attend the activity and give speeches. At the same time, LSC attached great importance to playing the role of more than 30 media including television, radio, magazine and internet, in order to create a good atmosphere of public opinion and form a wide range of social effects for the reading promotional activities. Practice has proved that the Government's support and the media's participation createf a favorable policy environment and public opinion environment for LSC's work, enhanced the credibility and appeal of LSC, raised the concern and participation of all sectors of the society and eventually achieved the goal of expanding the influence and cohesion of reading activities.

### 3.6.3 Government's recognition

After 2007, the reading activity planned and implemented by LSC in the national library community not only became an important part of the reading activities advocated and organized by the Government, but the word "Nationwide Reading" first initiated by LSC was also adopted and used in the Government's newly-issued policies or documents, marking the work and contribution of LSC had received the recognition of the Government, the library was playing an increasingly significant

role as an important force in the reading promotion of Chinese society, and the industry image and social reputation of libraries had accordingly been enhanced.

In this case, the work of LSC enabled the Government's "old" projects to display a "new" vitality, jointly promoted the improvement of China's national quality, the development of public services and the progress of social civilization, and brought good benefits to the three parties involved, i.e. the Government, the society and LSC through the circulating "interaction" and complementing "booster" between the Government's acts and acts of NGOs as well as the media's synchronous communication.

#### **4. Conclusion**

4.1 What we have learned are:

- Only by conforming to national strategies, can we win government's recognition;
- Only by mobilizing the appeal of media, can we arouse government's concern;
- Only by coming up with concrete evidence, can we influence government's decision-making;
- Only by working hard, can we obtain government's trust;
- Only by generating true effect, can we get government's investment;
- Only by establishing good public relations, can we gain more opportunities.

4.2 How to strengthen the advocacy capability?

- To pull together the intellectual and physical resources (manpower, financial and material resources) of the library community.
- To establish the communication and coordination among libraries of all types at all level.
- To take the advantages on combination of theory and practice.
- To serve as a spokesperson of the library community when dealing with the government, the library community, the general public and the media. which would be beneficial to maintaining an objective stance and scientific perspective.

## **About authors:**

### **Ms. Tang Gengsheng**

After got the bachelor of Chinese Classic Document in Peking University, Tang Gengsheng had been worked for the National Library of China for around ten years. After that, in 1998, she went to the secretariat of Library Society of China. In 1999, she began her career as the General Secretary for Library Society of China. Till now, she has worked for the LSC for 10 years, and has rich experience in how to advocate for library associations and how to influence the government policy.

### **Wu Yue**

Wu Yue got her master degree and came to the LSC in 2004. Now she is in charge of the International Cooperation for the Secretariat of LSC and is the coordinate of the program for “Construction Library Standard”. She also took part in some advocacy programs.