

Fig. 2.3 Chapter Checkup : Clean Books USA is on Line 5

Your library’s Challenge Management Game Plan named you as spokesperson. You just found out that Staci Stickler, whose husband is running for city council, was on Vic Vocal’s radio shock show. “ I filed formal complaints on six dirty books in the children’s section,” she told Vic and his avid audience. “They need to be removed immediately. Clean Books USA is behind us, too!”

Now, your the secretary has just announced that “Clean Books USA is on Line 5.” What should you do to carry out your library’s *High Profile Challenge Plan*?

#1. Put these steps in the correct sequence

- ___ A)Tell Clean Books USA on line 5 you’ll call back after getting the facts.
- ___ B)Get hold of the six books and Staci’s written challenges.
- ___ C)Confirm that the library’s *High Profile Challenge Plan* has been activated.
- ___ D)Review the facts with your director.
- ___ E)Tell Rick Reporter, who’s in the foyer, that you’ll comment after getting the facts.
- ___ F)With the director, decide on 3-4 messages for the media and stakeholders.
- ___ G)Clear your calendar for emergency meetings.

#2. List two risks that your board must understand about this challenge:

- A) _____
- B) _____

#3. Outline three short messages to use with the media:

- A) _____
- B) _____
- C) _____

#4. Which of these rights are covered by the First Amendment?

	<u>Yes</u>	<u>No</u>
A) Freedom of religion	___	___
B) Freedom to bear arms	___	___
C) Right to petition government for redress of grievances	___	___
D) Freedom of the press	___	___
R) Freedom to criticize government leaders	___	___

Answers to Form 2.3. Chapter Checkup

“Clean Books USA is on Line 5”

#1. The correct sequence

A=1, B=6, C=4, D=3, E=2, F=7, G=5.

#2. Two risks your board must understand are:

- The library could be fielding questions 24/7 and high visibility on the issue could last for months, as a result of involving a national group.
- Contradictory statements about the issue may be released, unless the entire director-board team agrees to use the same 3-4 messages with stakeholders and the media.

#3. Three short messages (in rough order that could change due to local circumstances:

- The library is handling the formal challenges according to its policies.
- The library takes customer complaints very seriously and is fully investigating.
- The library will keep the media and community up-to-date on findings and decisions within the bounds of its legal authority. [Privacy and confidentiality of employees and customers must be respected.]

#4. The correct answers are:

A=Yes, B=No, C=Yes, D=Yes, E=No