

## Catching Up on the Kids! Campaign

The ALSC Public Awareness Committee (PAC) has been busy this year developing new resource materials for the Kids! @ your library® Campaign and planning for its future. Now there are even more great reasons to check out the Kids! Campaign tool kit, which is filled with great, FREE resources for promoting libraries to youth!

**What's New?** The latest tool kit additions include *The Library Dragon* readers theater script; line art adapted from Michael P. White's Kids! Campaign artwork; a bibliography of books about kids and libraries; a list of songs for kids about reading and libraries; a Dr. Seuss-themed hidden treasure puzzle; and a Dr. Seuss Mad Libs™-type game. They are all free to download and use in your library and community.

Get the message out that there is So Much to See. So Much to Do. @ your library® with fun, temporary tattoos or a rubber stamp, both bearing Kids! Campaign logo art. ALSC has teamed up with JanWay and Kidstamps to make our logo available to librarians on their products. For pricing information and to purchase tattoos, contact JanWay at 1-800-877-5242. Mention ALSC's customer number (26981). You will not be charged a setup fee—it has already been paid by ALSC. For information on the rubber stamps, contact Kidstamps at [www.kidstamps.com](http://www.kidstamps.com); 216-291-6885 (phone); 216-291-6887 (fax); or Kidstamps, PO Box 18699, Cleveland Heights, OH 44118. Each stamp is \$8.50. Shipping is free and there is no setup charge!

ALSC is offering ten **\$100 cash prizes** to libraries for the best use of Kids! Campaign materials. For details of the contest, visit [www.ala.org/ala/alsc/contest](http://www.ala.org/ala/alsc/contest). Contest entries will be due on **October 15, 2008**, and winners will be announced at the 2009 ALA Midwinter Meeting.

**Phase 2 Plans.** PAC has begun planning efforts for phase 2 of the Kids! Campaign. Phase 2 will bring additional resources and materials to the tool kit to help librarians promote the library to kids in grades 5–8. Phase 1 of the campaign is focused on K–4 children, their parents, and caregivers.

PAC members held a survey in February to collect information from librarians that would help guide the development of phase 2 materials. ALSC hired consultants to facilitate focus groups in April and May with kids in grades 5–8. The purpose of the focus groups was to connect directly with kids and find out what they think and feel about the library and how it should be promoted to them. On the February survey of librarians, respondents were given the opportunity to share questions they'd like to ask tweens. We received many thoughtful responses, and many of their questions were incorporated into the discussion guides for the focus groups.

The survey results and focus group findings will help ALSC develop relevant and practical tools to help libraries reach out to kids in grades 5–8. Phase 2 will kick off in 2009.

For more information about the campaign and to check out all the free tool kit materials available, visit [www.ala.org/kids](http://www.ala.org/kids) and click on the tool kit link.

Awards; and Puentes de la Comunidad: Understanding and Bridging the Gaps between South Carolina's Latinos, Libraries, and Legislators. (March 2008)

### 2008 Annual Conference Actions

During the 2008 Annual Conference in Anaheim, California, the board voted to take the following actions:

VOTED, to choose a marketing plan for professional awards as the assignment for the 2008–09 ALSC Emerging Leader project.

VOTED, to approve the recommendations stated in the Awards Eligibility Task Force report, as amended to clarify wording under definition of "children's book" in section II.C.

VOTED, to approve the board meeting agendas for Annual Conference 2008.

VOTED, to approve a publication proposal from the Intellectual Freedom Committee to update "The Censor Is Coming" as an electronic publication.

VOTED, to approve the proposed FY'09 budget as submitted by the Budget

Committee, including the use of Friends of ALSC funds for Emerging Leaders (\$1,000) and the blog manager (\$3,000).

VOTED, to authorize an additional \$2,000 for the Kids! @ your library® Campaign in FY'09, for a total of \$11,000.

VOTED, to revise the membership statement for the Program Coordinating Committee to read: "Chair + 5, including the past chair who serves an additional year as the ALSC representative to the ALA Conference Planning Coordinating Team (CPCT)."