

TO: ALA Executive Board

RE: Campaign for America's Libraries-PIO

ACTION REQUESTED/INFORMATION/REPORT:

Informational report providing update on status of @ your library[®] Campaign projects, partnerships and initiatives

ACTION REQUESTED BY:

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DRAFT OF MOTION: N/A

DATE: June 19, 2009

ALA Public Awareness Committee and Campaign for America's Libraries Subcommittee recommends 5-year Campaign extension

At the 2009 ALA Midwinter Meeting in Denver, both the Public Awareness Committee (PAC) and Campaign for America's Libraries Subcommittee recommended a 5-year extension for the Campaign.

The recommendation followed a focus group with PAC and the Campaign for America's Libraries Subcommittee to review key priority issues going forward, audiences and messages. Eric Friedenwald-Fishman, principal with the Metropolitan Group, led the discussion with PAC members. PAC decided priority issues for the Campaign's phase three extension should include the value of the library during tough economic times, the library as a place of civic engagement and the library as community space and hub. The group also identified key audiences that have needs for library services related to these issues and/or those who have influence and impact on them.

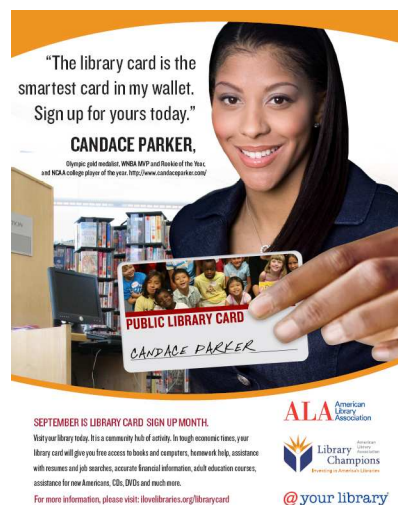
Campaign engages celebrities to promote Library Card Sign-up Month and National Library Week

Campaign phase two goal: Increase awareness of libraries

Continuing a multi-year tradition of engaging celebrity personalities to help raise awareness of libraries, Olympic Gold medalist and WNBA star Candace Parker is serving as Honorary Chair of Library Card Sign-up Month (September). Parker has lent her image to a print PSA that will be placed in national magazines and has recorded radio PSAs, as well.

In addition, Newbury Medal winning author Neil Gaiman has signed on to be the Honorary Chair of National Library Week 2010.

Previous stars ALA has engaged in support of national promotions include Julie Andrews, George Lopez, Kareem Abdul-Jabbar and Jamie Lee Curtis.

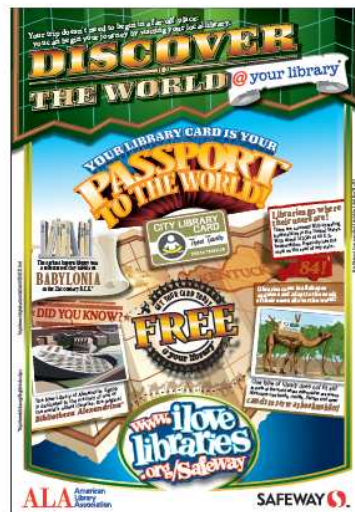
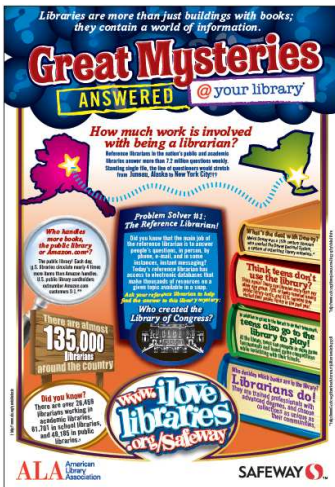


Safeway

Campaign phase two goal: Increase awareness of libraries

Beginning in late summer/early fall 2009, the @ your library brand will be featured on the back panel of five of Safeway-brand cereal boxes. The boxes will appear in approximately 1,500 stores in the U.S., and the panels will rotate every six months among different cereals.

The panels feature five different themes, supported by high-interest facts about libraries and librarians. The themes are, "Learn for a lifetime @ your library," "Great mysteries answered @ your library," "Discover your family tree @ your library," "Get rich @ your library," and "Discover the world @ your library."



Preservation @ your library

Campaign phase two goal: Increase awareness of libraries

ALCTS has approached the Campaign for America’s Libraries and ALA’s Public Information Office to collaborate on “Preservation @ your library.” The initiative would seek to raise awareness of preservation issues across the whole spectrum of library formats and to connect the public to preservation in a “fun” way. Desired outcomes identified to date include enabling the public to preserve their personal keepsakes and making preservation of America’s cultural heritage a highly visible part of what libraries do. Preservation Week would be held in March 2010 but efforts would continue beyond this timeframe. The effort is being led by the ALCTS Preservation and Reformatting Section (PARS).

Connect with your kids @ your library

Campaign phase two goal: Increase awareness of libraries

ALA has contracted with Metropolitan Group, the strategic communications agency with whom ALA contracted on the Univision Radio project, to find media and corporate partners to support a new public awareness effort to reach parents and children.

“Connect with your kids @ your library” seeks to strengthen families by motivating parents to spend more quality time with their children. Specifically, “Connect with your kids @ your library” will promote the library as a trusted place to spend quality time with children, reinforce the notion that taking children to the library is a sign of being a good parent, and demonstrate the spectrum of free high quality programs at the library for parents with children of all ages. “Connect with your kids @ your library” will communicate that libraries are both an oasis of calm in our busy lives and an exciting place for family excursions and quality time spent between parent and child.

Metropolitan Group has identified top media prospects to donate print space, air time or Web site content. Conversations are currently open with Lifetime Networks and Meredith Publishing (owners of Parents, Parents.com and Family Circle).

Metropolitan Group is also pursuing corporate partners to financially support the effort. Funds would go to support the print and development of a customizable Family Activity Guide, printing of posters, bookmarks and other collateral materials for libraries and possible television public service announcement.

ALA and Univision Radio relationship continues in spring 2009; partnership extended into 2009-2010

Campaign phase two target audience: multicultural populations

Para encontrar...

- ayuda para las tareas escolares
- sugerencias sobre libros
- información sobre la salud
- información sobre
- empleo o nuevos negocios
- nuevas películas y música



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ALA American Library Association
en asociación con

UNIVISION Radio

ALA has reached an agreement with Univision Radio, the nation’s largest Spanish-language radio broadcaster in the United States, to again air Spanish-language PSAs about the value of libraries and librarians in Univision Radio markets in 2009-10.

This agreement continues a collaboration that began in fall 2008, when Univision Radio aired PSAs in 11 markets – New York, Los Angeles, Chicago, San Antonio, San Francisco, Phoenix, El Paso, Houston, Austin, Miami, and Fresno.

Univision Radio also donated air time in the spring, and this round of PSAs emphasized the free resources at the library. The PSAs were again recorded by Javier Romero, a well-known and trusted figure among Univision listeners. A 30-second PSA also featured the voice of a librarian, who was recruited to record the PSA through the Midwest Chapter of REFORMA.

The combined value of the donated air time in fall and spring is \$1 million.

Campaign staff conducted phone interviews with representatives of some of the libraries in major markets where the PSAs ran in fall 2008. All of the representatives responded that the

PSAs were valuable – or even critical – to the outreach work they are doing in their communities, citing that having the Univision brand behind positive messages about libraries is powerful in reaching out to Latinos. Some libraries also cited declining local resources for marketing and public relations as reasons why the PSAs were valuable.

Focusing on interpersonal relationships and building trust, the campaign presents the librarian as a trusted provider of information and support, capable of providing access to the wide range of opportunities represented by the local library. The primary message is, “Yo te puedo ayudar.” (“I can help you.”)

A Spanish-language web site for the public - www.entubiblioteca.org – has been built to support the messages of the campaign. The site contains broad messages about what libraries offer and encourages people to visit their local library.



Also on the site (specifically at www.entubiblioteca.org/bibliotecarios) are downloadable bookmarks, a flyer/ad, poster and web buttons that libraries can download and print to use locally. The materials can be printed as-is, or libraries can customize the pieces with their logo. Downloadable web buttons are also available for use on web sites and blogs.

The campaign was developed with Metropolitan Group. Metropolitan Group exhibited at the REFORMA conference in El Paso in September. ALA staff also worked the booth.

The U.S. Census estimates that one in four people in the United States will be Latino by the year 2050.

Member leaders such as Camila Alire, Mario Gonzalez, Carol Brey-Casiano, Mario Ascencio, Luis Herrera and Jose Aponte have helped guide this effort. In addition, libraries in the top 20 Latinos markets were engaged by ALA in this project. The libraries include: Albuquerque (N.M) Public Library; Baton Rouge (La.) Public Library; County of Los Angeles Public Library; Brownsville (Texas) Public Library; Chicago Public Library; Denver Public Library; D.C. Public Library; El Paso Public Library; Free Library of Philadelphia; Fresno (Calif.) County Free Library; Greenwich (Conn.) Library; Harlingen (Texas) Public Library; Houston Public Library; Maricopa County (Ariz.) Library District; Miami Dade Public Library; Pima County (Ariz.) Public Library; Queens Library; Sacramento (Calif.) Public Library; San Antonio Public Library; San Diego Public Library; and San Francisco Public Library.

Verizon Volunteer Day @ your library

Campaign phase two goal: Increase awareness of libraries

In the spirit of the White House's United We Serve national community service initiative, nearly 200 Verizon interns will take part in Verizon's Volunteer Day @ your library in July by donating their time to public libraries in 15 cities across the U.S. The interns will be assisting with gaming or summer reading programs. All interns will receive information prepared by ALA on the exciting things happening in today's libraries and the connection between gaming and literacy. Markets were determined by Verizon and the location of its interns. Participating libraries include: Grant R. Brimhall Library, Thousand Oaks, Calif.; Pikes Peak Library District, Colorado Springs, Colo.; District of Columbia Public Library; Tampa Hillsborough Public Library; Atlanta-Fulton Public Library System; Schaumburg (Ill.) Public Library; Southfield (Mich.) Public Library; Lincoln City Libraries, Neb.; Berkeley Heights (N.J.) Library; Bernards Township Public Library, Basking Ridge, N.J.; Summit (N.J.) Public Library; New York Public Library; Carnegie Library of Pittsburgh; Dallas Public Library; and L.E. Phillips Memorial Public Library, Eau Claire, Wisc.

National Library Week 2010 theme chosen; Scholastic Library Publishing continues \$3,000 National Library Week grant

Campaign phase two goal: Provide an opportunity to share public relations/marketing/advocacy best practices within the library community

The theme for National Library Week 2010 (April 11-17) is "Communities thrive @ your library." The theme was recommended by the National Library Week Subcommittee of ALA's Public Awareness Committee and approved by ALA president-elect Camila Alire. As with past National Library Week themes, "Communities thrive @ your library" ties into Alire's communications goals for her presidential year.

An application is now available for the 2010 Scholastic Library Publishing National Library Week Grant. The grant is sponsored by Scholastic Library Publishing and administered by the Public Awareness Committee. The \$3,000 grant is awarded annually for the best public awareness campaign in support of National Library Week. This year, libraries are asked to develop a proposal using the 2010 National Library Week theme. Libraries of all types are invited to apply for the grant.

Step Up to the Plate @ your library

Campaign phase two goal: Increase awareness of libraries



The fourth year of Step Up to the Plate @ your library continues through the summer. To date, nearly 1,100 librarians have registered to promote the program locally and 500 players are signed up for the online game.

Designed to promote the importance of information literacy skills and increase awareness of the library as an essential information resource, Step Up to the Plate @ your library encourages people of all ages to use the resources at their public or school library to look up the answers to a series of baseball trivia questions developed

by the library staff at the Hall of Fame. This year, the questions are inspired by the history and diversity of our national pastime. Questions focus on multiculturalism in baseball and baseball around the world.

The program launched to the public during National Library Week, which also coincides with Youth Baseball Week at the Hall of Fame. The Hall of Fame coordinated in-museum promotions for the week, which typically sees 2-3,000 visitors per day.

Tools to help libraries easily and inexpensively promote the program are available on the Step Up to the Plate Web site at www.ala.org/baseball. A toolkit includes sample programming ideas and media materials. In addition, logos and print-ready bookmarks and fliers are available. Approximately 4,200 school and public libraries have promoted the program since 2006.



In previous years, libraries have partnered with local little league, minor league and Major League teams, held family trivia nights, used Step Up to the Plate as a theme in local parades and in conjunction with summer reading programs, hosted school-wide trivia challenges and other activities.

Public awareness programs at ALA Annual Conference

Campaign phase two goal: Provide an opportunity to share public relations/marketing/advocacy best practices within the library community

The Public Awareness Committee, Campaign for America's Libraries and the Public Information office will sponsor two public awareness programs at the ALA Annual Conference in Chicago.

The Annual PR Forum – 8-10 a.m., July 12, McCormick Place West, room 196A - focuses on “Breaking through the message clutter @ your library.” A panel will address how to reach multicultural audiences, communicating with audiences through social media, using ALA communications channels, delivering library messages through radio and developing effective letters to the editor and op-eds. Speakers include Tom McNamee, editorial page editor, Chicago Sun Times; Dave Baum, Chicago broadcaster and media trainer; Eric Friedenwald-Fishman, creative director/president, Metropolitan Group; Kevin Kirkpatrick, executive vice president, Metropolitan Group; George Eberhart, editor, American Libraries Direct; and Megan Humphrey, manager, Campaign for America's Libraries. The program is sponsored by the PR Assembly of the ALA Public Awareness Committee in cooperation with the ALA Public Information Office, and co-sponsored by the Campaign for America’s Libraries.

Sunday afternoon, 3:30-5:30 p.m., July 12, McCormick Place West, room W-194B, legendary Chicago broadcaster and media trainer Dave Baum returns to offer his popular media relations training session. Baum will provide tips on how librarians can effectively deliver their key messages and garner favorable media coverage. Baum has trained dozens of ALA presidents and division presidents since 2000.

The Campaign for America’s Libraries and the Public Programs Office highlight the African American Baseball Experience at ALA Annual Conference

“Pride and Passion: The African American Baseball Experience” will be hosted by the ALA’s Campaign for America’s Libraries and Public Programs Office (PPO) in conjunction with ALA’s Public Awareness Committee and Public Information Office, 10:30 a.m.-noon, Saturday, July 11, at McCormick Place West in room W-192B.

The program features a distinguished panel of speakers, including Lawrence R. Hogan, author of “Shades of Glory: The Negro Leagues and the Story of African-American Baseball”; author Sharon Robinson, daughter of Jackie Robinson; Coretta Scott King Book Award winner Kadir Nelson, author and illustrator of “We Are the Ship: The Story of Negro League Baseball”; and Susan Brandehoff of ALA's Public Program Office.

In addition, the “Pride and Passion: The African American Baseball Experience” traveling exhibit, based upon a permanent exhibit at the National Baseball Hall of Fame and Museum, will be on display at McCormick Place during the ALA Conference. The exhibit is sponsored by the National Endowment for the Humanities (NEH), the Hall of Fame and PPO. The NEH has provided funding for the exhibit to travel to 25 selected libraries in 2009.