

**TO:** ALA Executive Board

**RE:** Second quarter 2009 Media Relations Activities Report

**ACTION REQUESTED/INFORMATION/REPORT:**

Information Item – No Action Required

**ACTION REQUESTED BY:**

Cathleen Bourdon, Associate Executive Director, Communications and Member Relations

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**DRAFT OF MOTION:**

NA

**DATE:** June 12, 2009

**BACKGROUND:**

Media relations activities for the past quarter (April - mid June) have focused in several main areas:

- Judith Krug
- National Library Week
- Día de los niños/ Día de los libros
- Library use during economic recession

Since our last report to the Executive Board, the American Library Association's (ALA) media analysis service of online news scans found more than 2,000 articles that mentioned ALA, representing a circulation of more than 1.7 billion with a publicity value of more than \$2 million.

## Summary

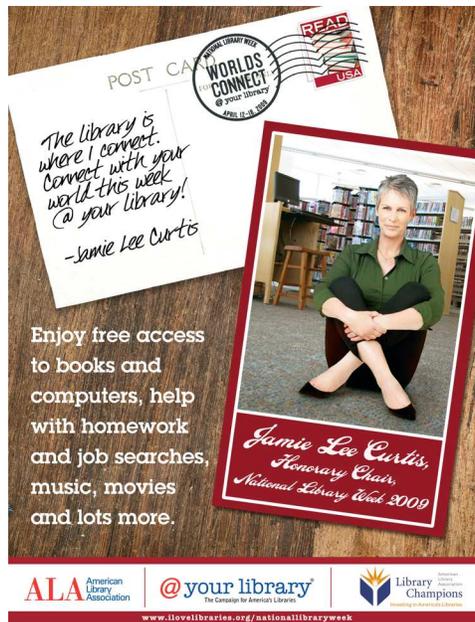


During the second quarter the nation and the library community mourned the passing of Judith Fingeret Krug, 69, long-time director of the ALA's Office for Intellectual Freedom (OIF) and executive director of the Freedom to Read Foundation. For more than four decades Judith Krug inspired librarians and educated government officials and others about everyone's inviolable right to read.

The ALA Public Information Office (PIO) reached out to hundreds of news editors to inform them of Krug's passing. PIO provided statements from ALA leadership, biographical information and photographs to press members. PIO efforts resulted in achieving coverage with several high-level media organizations including multiple NPR mentions and an obit segment on NPR's All Things considered; multiple Associated Press articles; and obit placements with TIME, New York Times, and the Washington Post.

Headlines such as "The Ultimate Role Model," "Banned Books Week founder dies," and "The Irreplaceable Krug" could be found on news Web sites and in newspapers across the country. Media coverage exceeded a circulation rate of more than 525 million readers.

To support Krug media outreach efforts and to communicate with ALA members, PIO crafted a highlights icon that linked to a Web page where visitors could find Krug's obituary, organizational statements and news coverage. Visitors were also able to express their condolences. There were over 800 recorded visits to the Krug Web page.



National Library Week (NLW) 2009, “Worlds connect @ your library,” provided a national platform for ALA spokespeople and members to discuss such key issues that affect U.S. libraries and the critical role libraries and library workers play during an economic downturn. Interview messaging focused on libraries as a source for personal finance information, tax tools, job search resources and unemployment forms; the surge in library usage; and the release of the “2009 State of America’s Libraries Report.”

ALA’s NLW 2009 media coverage consisted of multiple Web, print and Blog placements and surpassed last year’s totals. Totals included more than 5.6 million in daily newspaper circulation; 275 million viewers per month from online news outlets; and more than 950 Blog hits.

ALA leadership also participated in more than 10 radio interviews which aired in nine markets including: Atlanta, Boston, Denver, Detroit, Minneapolis, New York, Dallas, Philadelphia and Washington, D.C.



To kick-off National Library Week, Reverend Jesse L. Jackson, Sr., president and founder of the RainbowPUSH Coalition, and ALA Executive Director Keith Michael Fiels participated in the Coalition’s Saturday Morning Forum, which reaches more than 1 million viewers. During the Forum, Jackson and Fiels discussed how libraries are an important community hub for literacy and learning, and a valued resource people turn to during difficult economic times.

Shortly after the forum, more than 10 children ranging in ages from 5 to 12 gathered in the Coalition’s library and listened as Reverend Jackson and Fiels shared passages from their favorite children’s books. Reverend Jackson read a passage from the 2009 Coretta Scott King Book Author Award winner and Illustrator Honor Book winner “We Are the Ship: The Story of Negro League Baseball” by Kadir Nelson.

National Library Week print Public Service Announcement (PSA) featuring Jamie Lee Curtis were published in several national magazines, which resulted in an impression rate of nearly 21 million and generated more than \$440,000 in donated ad space.



Held annually each April 30, Día, is a national celebration that brings together children, books, languages and cultures emphasizes the importance of literacy for children of all linguistic and cultural backgrounds.

In support of Día, PIO worked closely with the Association of Library Service to Children (ALSC) to develop effective media materials to support Día publicity efforts.

Media outreach efforts resulted in more than 377 articles and mentions, which generated an estimated circulation total of more than 168 million and an impression rate (circulation rate x 2.5) of more than 421 million. National and international placements included *EFE*, (Spanish language equivalent to the *Associated Press*); *Yahoo! En Español*; *La Prensa*; *Univision.com*; *About.com*; *American Libraries*; *Seattle Times*; *Austin American Statesman*; *El Paso Times*; *Reno Gazette Journal*; and *the Detroit News*.

PIO worked with Día founder Pat Mora and the ALSC, to mine stories to support a national radio segment with NPR's Latino USA. Efforts resulted in a segment titled "Librarian Rockstars," and millions listened as show host Maria Hinojosa discussed the value of libraries and the critical roles librarians play in supporting literacy.

Spanish and English Public Service Announcements (PSAs) featuring Pat Mora aired on KCBS which covers San Francisco, San Jose and Oakland, Calif.; LaPreciosa. Radio stations in Salinas, Santa Cruz and Monterey, Calif.; KQFX in Amarillo, Texas; "La 10 Q" radio network that covers central Alabama, north Alabama, and central Tennessee; KNOP Port Angeles, Wash.; KYW AM, Philadelphia; and KATD 990 AM, Pittsburg, Calif., to name a few.



The surge in library use during the economic downturn continued to generate coverage. PIO was contacted by the *Today Show*. Producers wanted to produce a segment on the value of public libraries and the challenges they face during the recession. Producers wanted to focus on how library workers are dealing with the surge in usage and the flux of challenging users (i.e. grumpy users, homeless, mentally ill).

Immediately PIO met with PLA to discuss messaging, and created talking points that kept a positive light on the value of libraries.

PIO put the *NBC's Today Show* in touch with members that could discuss how public libraries are community assets, and how Americans turn to – and depend on – their libraries and librarians during tough economic times. PIO also encouraged all participating libraries, including New York Public Library and Germantown Public Library, to use messaging developed by PIO and PLA.

The segment aired on the *Today Show* and *NBC Nightly News*, and focused on the value of libraries. The coverage was well received by the library community. Libraries across the country are posting the clip to their Web sites and using the segment as a tool to fuel local advocacy efforts. It later ran on MSNBC.

To view a full report that lists media placements please visit the Public Information Office Press Center at <http://tinyurl.com/piopresscenter>.

**Findings at a glimpse:**

	Positive	Neutral	Negative
Total Clips	2,435	557	1
Total Circulation	1,533,117,304	172,553,505	976,249
Total Impressions	3,832,793,260	433,824,385	2,440,622
Publicity Value	\$1,990,979	\$46,606	\$822

Total Clips: 2,993

Total Circulation: 1,706,647,058

Total Impressions: 4,266,617,645

(\* Impression rate is factored by multiplying the circulation by a pass-along rate of 2.5 - the estimated number of people who see each article.)

Total Publicity Value: \$2,038,407

(\*not including Spanish language press and radio values)