

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: March 30, 2009

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

At the 2009 ALA Midwinter Meeting in Denver, both the Public Awareness Committee 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. PAC reviewed these priority issues against the Campaign's Phase II message frame and provided feedback and suggestions on specific messages relevant to the priority issues. 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.

PAC voted to recommend that the ALA Executive Board approve the extension of the Campaign for America's Libraries for five years, 2011-2015. PAC directed the Campaign subcommittee and Campaign staff to work together to develop a Phase III action plan, currently in progress. PAC will present their recommendations for the extension to the Executive Board by the 2009 Annual meeting.

ALA and Univision Radio relationship continues in spring 2009; negotiations under way to extend partnership into 2009-2010

Campaign phase two target audience: multicultural populations



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www.entubiblioteca.org

American Library Association

en asociación con

UNIVISION Radio

Nine Univision Radio markets -Austin, Chicago, Houston, Los Angeles, Miami, New York, San Antonio and San Francisco - gave advanced commitment to run PSAs about libraries in the spring, continuing a public awareness effort that began with Univision Radio in the fall.

The spring scripts emphasize the free resources at the library and will be recorded by Univision Radio personalities Javier Romero and/or Dr. Isabel Gómez-Bassols, two well-known figures among Univision listeners. "Dr. Isabel," as she is known, is also a popular author.

There will again be two PSAs: a 15-second and a 30-second PSA, recorded in Spanish. The 30-second PSA will again also feature the voice of a librarian, who was recruited to record the PSA through the Midwest Chapter of REFORMA.

ALA and Univision are in negotiations to extend the partnership into 2009-2010.

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, a strategic communications agency. 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.

Woman's Day magazine features readers who improved their health and wellness at the library; has generated \$20 million in donated value

Campaign phase two goal: Increase awareness of libraries

As part of its multi-year partnership with The Campaign for America's Libraries, *Woman's Day* magazine featured the four finalists who wrote in about how they used the library to improve their health and wellness in its March 2009 issue.



Featured are a wife who turned to the library for solace during her husband's illness, a new mom who sought answers about postpartum depression at the library, a retiree who learned how to find trusted medical resources at a free library class and a reader who rediscovered books through the Library of Congress' Talking Books program after she lost her sight. It also announced the next initiative: how *Woman's Day* readers have used the library to save money. Up to four winners will be profiled in the March 2010 issue.

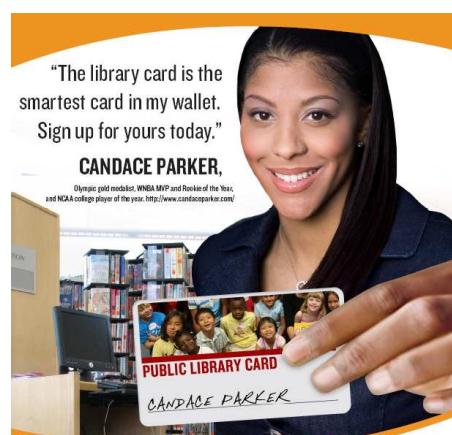
magazine donating an average of four pages of editorial content about libraries and library issues every year, at a value of \$250,000 per page. Also, the cost of having a partnership with *Woman's Day* is approximately \$1 million per year. . *Woman's Day* has a readership of more than 22 million. This is the seventh year of the partnership with the magazine.

WNBA star Candace Parker to serve as Honorary Chair of Library Card Sign-up Month

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.

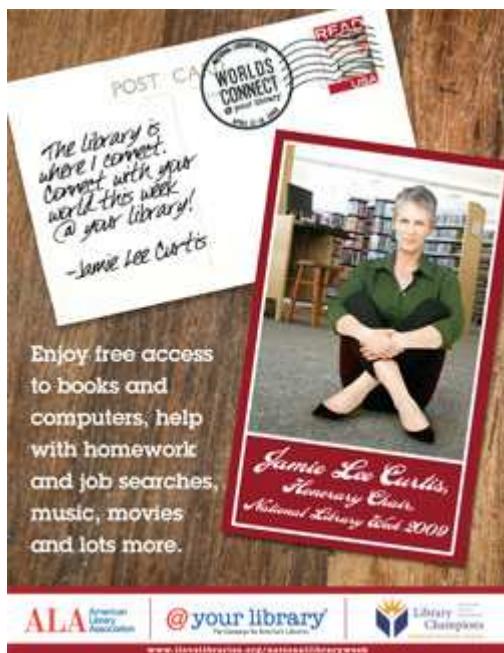
Previous stars ALA has engaged in support of national promotions include Julie Andrews, George Lopez, Kareem Abdul-Jabbar and Jamie Lee Curtis.



ALA American Library Association
Library Champions
Investing in America's Libraries
The Campaign for America's Libraries
@yourlibrary

Jamie Lee Curtis serves as Honorary Chair of National Library Week; Tools online to help libraries promote National Library Week locally

Campaign phase two goal: Increase awareness of libraries



Author and actress Jamie Lee Curtis is the Honorary Chair of National Library Week 2009 (April 12-18). She has lent her image to a print PSA that has been placed in national magazines, including *Good Housekeeping* (circulation 4,668,818, value \$274,530), *Professional Woman's Magazine* (circulation 150,000, value \$7,800) and *TV Guide* (circulation 3,274,187, value \$204,500). Libraries can also download the PSA from the Campaign Web site, along with other free tools to promote National Library Week, or get the PSA customized with their library's logo at no charge.

Moline Public Library wins 2009 Scholastic Library Publishing National Library Week Grant

Campaign phase two goal: Increase awareness of libraries; Bring renewed energy to the promotion of libraries

The Moline Public Library, Moline, Illinois, is the winner of the 2009 Scholastic Library Publishing National Library Week Grant. The \$3,000 grant, sponsored by Scholastic Library Publishing and administered by the ALA Public Awareness Committee, is awarded annually for the best public awareness campaign in support of National Library Week. This year, libraries were asked to develop a proposal using the 2009 National Library Week theme, “Worlds connect @ your library.”

The Moline Public Library’s campaign will be a community “kaleidoscope” of programs to promote National Library Week, as well as the library’s entire year of programming and promotions. Librarians Lisa Powell Williams and Christina Conklin said the library is like a kaleidoscope, having many different shapes, colors and ideas that connect the community.

Each day will focus on a different “kaleidoscope” themed program such as a visit from Skylab, a traveling planetarium provided by the Rock Island County Regional Office of Education for children and families, author appearances by Chris Crutcher and James Loewen organized through the Quad City Arts’ Super Author program for teens and educators, and a jazz appreciation program for adults.

Throughout the spring, the library will advertise on some of the city’s Metrolink buses. The library will also create a commercial that will be aired on Moline’s local ABC-TV affiliate,

WQAD, during the program, "Good Morning, Quad Cities" throughout National Library Week. Outreach to area press is also planned for the weeks leading up to National Library Week.

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 has launched to libraries. Librarians can go online to download a free toolkit with ideas to help promote the program locally. 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 will launch to the public during National Library Week, which also coincides with Youth Baseball Week at the Hall of Fame. The Hall of Fame is coordinating several in-museum promotions for the week, which typically sees 2-3,000 visitors per day, as the schools in the region are on spring break. Additional promotions will take place at the opening of the Hall of Fame's new ¡Viva Baseball! exhibit, honoring the Latin-American impact on baseball and the Hall of Fame Classic (a game featuring Hall of Famers and retired Major League players).

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.



Thinkfinity @ your library with Verizon Foundation

Campaign phase two goal: Increase awareness of libraries

Verizon Foundation and the Campaign are partnering to support student achievement through promoting Thinkfinity.org/@yourlibrary, a new page on the Thinkfinity.org site that is tailored specifically for librarians. Thinkfinity.org is a digital learning platform that provides interactive activities, reference materials and other online resources for educators, students and parents. The site's content is provided by Thinkfinity partners, such as the Smithsonian National Museum of American History, National Geographic Society, John F. Kennedy Center for the Performing Arts, the International Reading Association and the National Center for Family Literacy.

ALA initiatives, such as the Youth Media Awards, Pura Belpré and Coretta Scott King book awards, the ALA's Add It Up Web site, as well as other initiatives have been highlighted on the site. There have been approximately 2,000 visits each time ALA posts content to the Thinkfinity.org/@yourlibrary Web page. The promotion will continue through spring 2009.