

TO: ALA Executive Board

RE: Second quarter 2010 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: May 19, 2010

BACKGROUND:

Media relations activities for the past quarter (March 22 – May 22, 2010) have focused in several areas:

- National Library Week
- Dia de los ninos/dia de los libros
- Choose Privacy Week
- Preservation Week @ your library
- Library use, budget cuts

Since our last report to the Executive Board, the American Library Association's (ALA) media analysis service of online news scans found more than 8,970 articles that mentioned ALA.

According to the Newspaper Association of America, there are more than 1,400 daily newspapers and 6,700 weekly newspapers in the United States, so the following list of placements should be viewed as a snapshot of coverage achieved by the ALA.

Summary

Second quarter media coverage began with National Library Week, April 11 – 17. This year’s theme was ‘Communities thrive @your library.’ Libraries throughout the country took advantage of the Public Information Office (PIO) publicity tools. Dozens of calendar listings appeared in the media based on the template offered through the National Library Week (NLW) Web site.

This year’s publicity efforts resulted in more than 4,500 articles and mentions, which resulted in a circulation total of 232 million and a publicity value of more than \$3.9 million. More than 225 blogs have posted NLW event information and more than 2,270 have tweeted about library contests or have re-tweeted NLW tweets from NLW Honorary Chair Neil Gaiman. Participating libraries produced more than 50 YouTube videos.



NLW served as a national platform that highlighted several daily observances including the release of the ALA State of America’s Libraries Report, Library Workers Day, ALA’s Top Ten List of Frequently Challenged Books, the first-ever National Bookmobile Day, and Support Teen Literature Day.

A lot of NLW media coverage focused on the release of the ALA Top Ten List of Frequently Challenged Books. PIO pitched the release of the list to the Associated Press (AP). Its coverage resulted in thousands of national and international placements. The AP article focused on the Twilight series, which ranked at number five on the list.



PIO also worked closely with ALA President-Elect Roberta Stevens to create materials to support a Webinar that showcased this year’s State of America’s Libraries Report. PIO prepared a PowerPoint presentation and script that detailed this year’s key findings. The SirsiDynix Institute hosted the Webinar and also purchased an ad in Library Journal to promote the event.

PIO also worked to secure NLW PSAs with radio stations in Cleveland, Boston, Los Angeles, Minneapolis, New York, Seattle and Washington D.C. More than 160 radio PSAs were secured with English and Spanish language radio stations.

ALA leadership and NLW Honorary Chair Neil Gaiman participated in radio interviews that discussed national library Week and the value of libraries. Gaiman’s interview with Minnesota Public Radio mirrored ALA messaging perfectly. PIO provided Gaiman with talking points that he used while sharing stories on how the library has shaped his love of reading and impacted his career as an author. The full interview can be found at <http://tinyurl.com/ngonlibraries>.

“Award-winning author Neil Gaiman says libraries are more vital than ever. To press his point he’s serving as honorary chair for National Library Week.” - Minnesota Public Radio

NLW Radio Interviews

Outlet	Market	Outcome	Length	Interview Date
XM Sirius Book Radio	NATIONAL	Camila Alire interviewed	15 min.	4/1/10
WGHT-AM	New York	Camila Alire interviewed	8 min.	4/8/10
CBS Radio	Boston	Camila Alire interviewed	10 min.	4/9/10
WXBR-AM	Boston	Camila Alire interviewed	8 min.	4/12/10
MN Public Radio	St. Paul	Neil Gaiman interviewed	30 min.	4/12/10
Minnesota News Network (86 stations)	Minneapolis	Lois Langer Thompson interviewed	10 min.	4/14/10

Total Stations: 92

NLW Public Service Announcements (PSAs)

Market	Secured Script PSAs	Secured Recorded PSAs	Secured Spanish Script PSAs	Secured Spanish Recorded PSAs	Web Site Listing
Boston, Mass.	3	10		2	1
Cleveland, Ohio					7
Los Angeles, Calif.	3				1
Minneapolis, Minn.	96	1			1
New York, N.Y.	7	4	1	3	
Seattle, Wash.	1	1	1	1	
Washington, D.C.	8	9	3	2	
TOTAL	118	25	7	6	10

Total PSAs and Web listings: 166

El día de los niños/El día de los libros (Children’s Day/Book Day), also known as Dia, was celebrated on April 30. Thousand of libraries celebrated “book joy” and diversity. Libraries throughout the country showcased their collections for diverse communities and hosted celebrations with family programs, including bilingual story hours, book giveaways and other literacy events. It is an annual celebration of the joys and wonders of childhood and the importance of literacy in the lives of families.



Publicity efforts began with a national release entitled “Libraries and families celebrate Diversity and Culture” which was distributed via PR News Wire. More than 184 new Websites including Yahoo



News picked up the press release. More than 60 million visitors viewed the Dia release.

PIO secured placements with AOL Latino, About.com, EFE and several Hispanic radio stations ran Dia PSAs.

The EFE article entitled "Día de los niños, día de los libros" promueve la lectura entre los menores” was picked up by hundreds of Spanish language publications.

This quarter the ALA introduced two new public awareness initiatives: Choose Privacy Week, May 2 – 8, and Preservation Week @ your library. Both received mild mainstream coverage but did well with social media coverage.

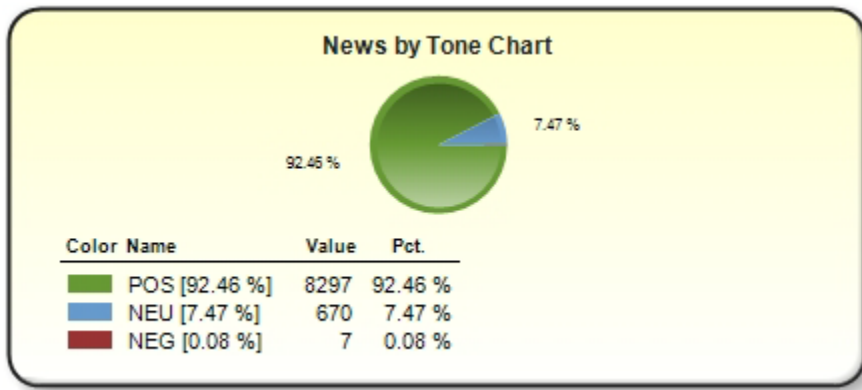
PIO provided both with Web press kits and a variety of supporting press materials including, media plans, calendar notices and national press releases.

Library budget cuts continued to make headlines. Headlines such as “Shhh! That’s the sound of a library closing” and “Budget forcing cuts in library hours” detailed the many financial challenges libraries are facing. The trend of closures and budget cuts runs deep and will most likely continue to make headlines throughout the year.

FINDINGS AT A GLANCE:

	Positive	Negative	Neutral
Total Clips	8297	*7 (All Social Media)	670
Total Circulation	2,220,603,944	0	258,271,720
Publicity Value	\$10,414,547	0	\$1,059,459

*Social Media does not hold circlation or publicity values.

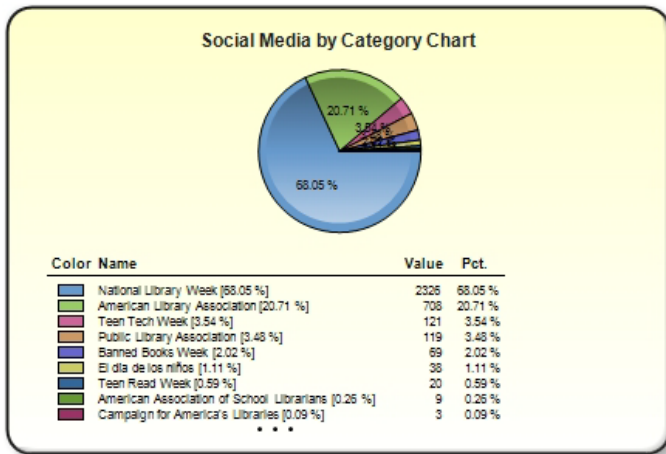


Total Clips: 8.974

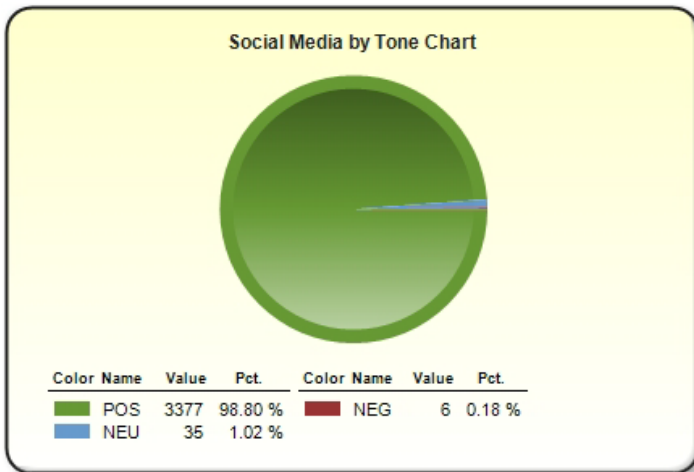
Total Circulation: 2,478,875, 664

Total Publicity Value: \$11,474,007.06

SOCIAL MEDIA



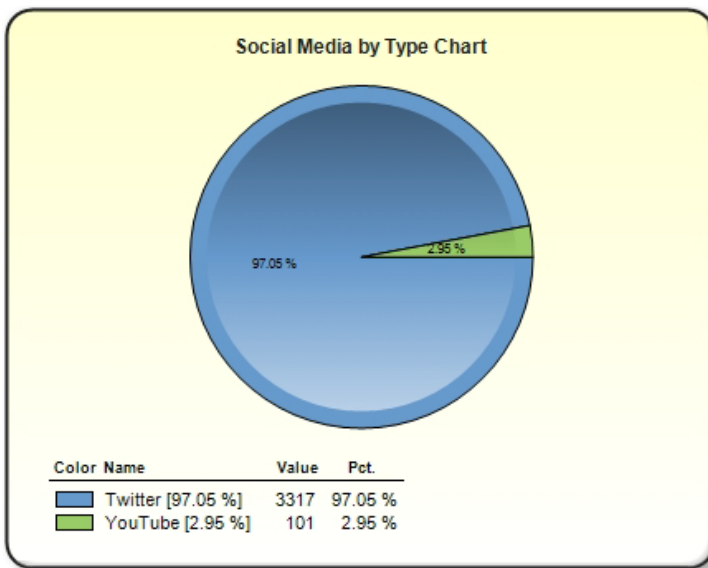
This quarter the ALA received 3,418 mentions via tweet or blog. The majority of social media coverage received focused on National Library Week followed by ALA and Teen Tech Week.



The majority of Social Media Coverage was positive.

[Positive: 3,377] [Neutral: 35] [Negative: 6]

Total: 3,418

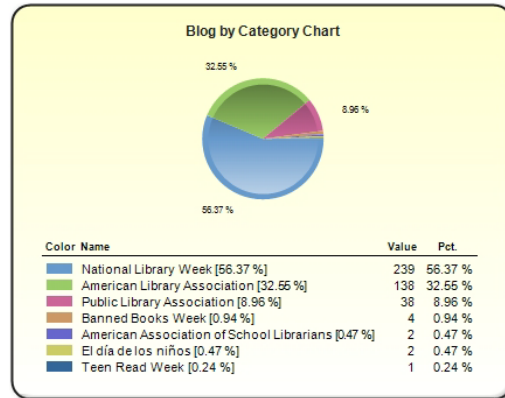
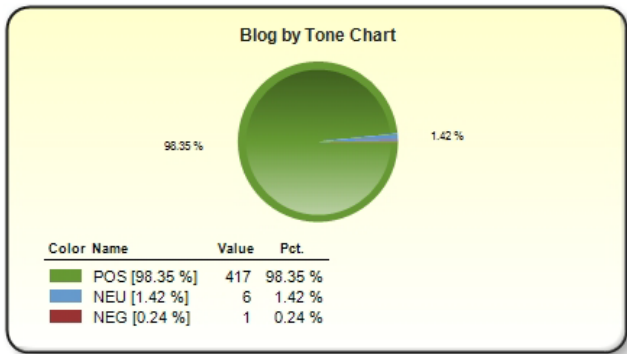


Twitter

The majority of second quarter social media coverage was from twitter with more than 3,317 tweets from members, ALA staff and outside groups. Tweets ranged in topic from ALA’s Choose Privacy Week to tips on how to celebrate National Library Week.

Blogs

Most Blog coverage from the second quarter focused on National Library Week announcements and activities, followed by American Library Association posts. Most Blog activity took place during National Library Week and more than 98 percent of coverage was positive.



[Positive: 417] [Neutral: 6] [Negative: 1] Total: 424

[END]