

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:

Cathleen Bourdon, AED, ALA Communications and Member Relations,
312-280-3217

CONTACT PERSON:

Mark Gould, Director, Public Information Office, 312-280-5042, mgould@ala.org
Megan Humphrey, Campaign Manager, 312-280-4020, mhumphrey@ala.org

DRAFT OF MOTION: N/A

DATE: June 1, 2010

**The Campaign for America’s Libraries and Scholastic Parent & Child magazine sponsor
“Connect with your kids @ your library”**

Connect with
your kids...

@your library®

Specifically, the campaign 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 free high quality programs at the library for parents and children.

In June, Scholastic Parent & Child magazine came on board as the magazine media sponsor of the Connect with your kids @ your library campaign. The campaign seeks to strengthen families by motivating parents to spend more quality time with their children.

The magazine will donate full-color ads in six issues throughout the next two years: August/September 2010, April 2011, May 2011, August/September 2011, April 2012 and May 2012. The magazine also included a “Connect with your kids” mention in its June/July 2010 issue and will include other editorial mentions of the initiative.

In addition, Scholastic will link to the campaign’s website, publish on its website at least one page dedicated to describing the Connect with your kids @ your library initiative and donate banner ads across its parenting websites.

Development of a family activity guide is underway to complement the campaign, including tips for parents and caregivers on spending quality time with their children in the library, at home or out in the community.

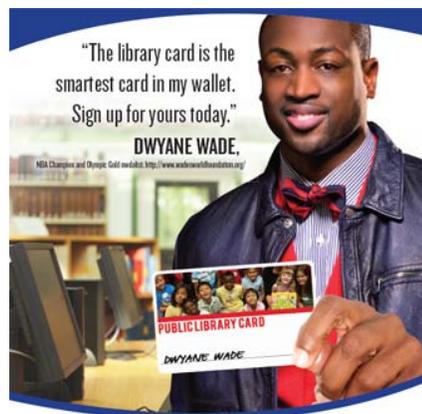
All content for the Connect with your kids @ your library campaign will live on atyourlibrary.org, ALA public awareness website.

Metropolitan Group is pursuing corporate partners to financially support the effort. Funds would go to support the printing of the family activity guide, as well as posters, bookmarks and other collateral materials for libraries.

**NBA star and Olympic gold medalist Dwyane Wade to serve as Library Card Sign-up
Month Honorary Chair**

Dwyane Wade, the NBA star and Olympic Gold medalist who last September donated \$25,000 to help save his hometown library, will serve as the Honorary Chair of Library Card Sign-up Month.

Wade donated his image to a print public service announcement (PSA) that will be placed in national publications. ALA also offers the PSA as a free download and customization is available at no charge to libraries that would like to use the piece in local media.



SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH

Visit your library today. It is a community hub of activity. In tough economic times, your library card gives you free access to books and computers, homework help, assistance with resumes and job searches, accurate financial information, adult education courses, CDs, DVDs and much more.

For more information, please visit www.atyourlibrary.org

ALA American Library Association

Library Champions

@your library

Nearly 700 Neil Gaiman fans and library lovers unite online for live video event

Celebrate National Library Week
April 11-17, 2010

Honorary Chair Neil Gaiman
Neil Gaiman, the winner of the 2009 Newbery Medal for *The Graveyard Book*, is a bestselling author for readers of all ages, and prolific creator of works of prose, comics, poetry, film, journalism and drama.
neilgaiman.com

It is a hub of activity where communities thrive. In tough economic times, libraries give free access to books and computers, homework help, assistance with resumes and job searches, accurate financial information, adult education courses, assistance for new Americans, CDs, DVDs and much more.

ALA American Library Association

Library Champions
Investing in America's Libraries

@your library
The Campaign for America's Libraries

Newbery Medal winning author Neil Gaiman served as the Honorary Chair of National Library Week 2010 (April 11-17).

As part of the week, Gaiman spoke about his lifelong love of libraries and the role they play in a democratic society in a live Internet event. The event was coordinated by the Campaign for America's Libraries and Kentucky's Jessamine County Public Library (JCPL), in conjunction with the University of Minnesota, Internet2 and OARnet, the regional Ohio research and education network.

In addition to the 700 fans that watched the event live on ustream.tv, 120 libraries hosted National Library Week events around the event.

The event is archived on ALA's public awareness website at <http://www.atyourlibrary.org/evening-neil-gaiman>.

In addition to the event, Gaiman appeared in a print PSA that ALA placed in national publications, with a value of \$118,000 in donated ad space.

Communities thrive @ your library was the theme for National Library Week, and the Campaign hosted tools to support local libraries' National Library Week efforts on its website.

Woman's Day magazine initiative receives more than 200 essays on "how the library is important to my community."

In its March issue, Woman's Day magazine announced a call for entries for its latest library initiative, asking its readers to write in on how the library is important to their communities. The initiative netted 220 essays from women ages 18 and up. ALA and Woman's Day will choose four of those who submitted essays to appear in the magazine or on womansday.com next March.

This initiative continues the Campaign for America's Libraries' nine-year partnership with the magazine that has generated millions of dollars worth of editorial coverage for libraries.

This spring, Woman's Day profiled the stories of four women who used the resources at their libraries to save money. Featured in the magazine is the story of Karen Schmidt of Camano Island, Wash., who uses the resources and programs at her library to homeschool her son. All four stories are featured on womansday.com/library and include Tammy Thomas of Stuarts Draft, Va., who used interlibrary loan to check out her college textbooks; Stefanie Schmidt of

Las Vegas, who uses the library for entertainment; and Cassandra Robbers of Almond, N.Y., who learned how renovate her 1880's home with books from the library.

Woman's Day magazine has a readership of 22 million and more than 1.5 million unique visits to womansday.com per month.

Previous topics have included "how the library has changed my life," "why I would want to be a librarian for a day" and "how the library helped improve my health."

Woman's Day magazine is a Partner in the Campaign for America's Libraries.

Step Up to the Plate @ your library

Season five of Step Up to the Plate @ your library launched to the public in April, on baseball opening day. This program, developed by ALA and the National Baseball Hall of Fame, teams up two American classics – libraries and baseball – to promote information literacy and the library as an essential information resource.

Step Up to the Plate @ your library encourages people of all ages to use the print and electronic resources available at libraries to answer a series of trivia questions designed for their age group (10 and under, 11-13, 14-17 and 18 and over). One grand-prize winner will receive a trip for two in October to the Hall of Fame's World Series Gala event in Cooperstown, N.Y., including a behind-the-scenes tour of the library and archives. The program runs through Sept. 4, 2010.

This year, Step Up to the Plate @ your library celebrates the history of baseball and the preservation of our cultural heritage, as a tie-in to ALA's first Preservation Week, sponsored by ALCTS.

Online tools for librarians include program logos in both English and Spanish, a downloadable poster and bookmarks and a toolkit that includes sample press materials and programming ideas.

The National Baseball Hall of Fame and Museum is a Partner in the Campaign for America's Libraries.

The American Dream Starts @ your library

The Campaign for America's Libraries is working with ALA's Office for Literacy and Outreach Services (OLOS) to promote The American Dream Starts @ your library. In January, ALA received a two-year grant of \$750,000 from the Dollar General Literacy Foundation for a second term of grant. Since then, OLOS selected 70 public libraries to receiving \$5,000 to develop literacy programs for adult English language learners.

To be eligible for funding, the applicant institution had to be a public library or a public library with a bookmobile providing literacy services for adult English language learners within 20 miles of a Dollar General Store, distribution center or corporate office.

In 2007, the ALA received a similar grant from Dollar General. ALA ultimately funded 34 public libraries in 18 states serving communities from under 850 to more than 1 million. Libraries used these funds to expand multi-lingual print and digital literacy collections, improve

technology, build mobile language labs, add literacy programs and services, develop training manuals, produce outreach videos and train tutors. OLOS chose five libraries from the original grant to re-fund in this round.

Additional information about the funded libraries is available at www.americandreamtoolkit.org. Dollar General is a Partner in the Campaign for America's Libraries.

atyourlibrary.org

Atyourlibrary.org is the public website for the Campaign for America's Libraries. The goal of www.atyourlibrary.org is to provide information and recommended resources that everyone can take advantage of at their local library. In January, ALA staff from PIO and American Libraries magazine took over administration of the site from an outside vendor.

Articles feature the trends, how-tos and tips for parents, job seekers, teenagers and kids. All of the articles are shared with libraries under a Creative Commons license so that libraries can repurpose the articles in either an online or offline format, with credit to atyourlibrary.org. Recent articles include those on cooking classes for teens, financial management, reading enrichment activities and how to select the best college for your child. Each article includes recommended books or online resources to complement the subject. Where available, recommended resources are linked to the World Cat database.

In addition, the site has a blog, Twitter account and Facebook page.

The mission of the site is to be a catalyst that drives people to their local libraries and to encourage a long-term, vibrant relationship between communities and their libraries. The goal is to get the word out that libraries are fun and easy-to-use.

IMAX 3D

More than 800 kids and teens entered the Explore the universe @ your library contest, sponsored by ALA and IMAX. As part of the atyourlibrary.org website, Explore the universe @ your library gave kids and teens the opportunity to win IMAX tickets, telescopes and signed posters from the IMAX "Hubble 3D" movie. All who answered a series of six trivia questions correctly about the Hubble Space Telescope were entered to win prizes. The contest ran through April 30.



Supporting content on the site includes picks of top online videos about Hubble, Hubble facts, Hubble websites and books about astronomy, divided by age group.

Preservation @ your library

As part of its first Preservation Week, held May 9-15, ALCTS developed content for the public to live on atyourlibrary.org. The goal of Preservation Week was to raise awareness of preservation issues across the whole spectrum of library formats and to connect the public to

preservation in a “fun” way. Content for the public included links on preserving family treasures, disaster recovery, stories about the ways that preservation has touched the lives of families and communities and activities for families and children. The content will live indefinitely on atyourlibrary.org and be augmented with additional resources for Preservation Week 2011.



ALA and Univision Radio relationship extended into 2010

As part of a partnership with ALA, Univision Radio, the nation’s largest Spanish-language radio broadcaster in the United States, will again air Spanish-language PSAs about the value of libraries and librarians in Univision Radio markets in 2009-10. The PSAs will air in two concentrated “flights” in the fall and spring, with the PSAs also available to stations throughout the year.

In addition, Univision has indicated a strong interest in partnering with libraries on its latest education campaign, which would expand the partnership beyond radio, into TV and Web. The Public Information Office continues talks with Univision representatives about this effort.

This agreement continues a collaboration that began in 2008, when Univision Radio aired PSAs in 13 of the country’s top Latino markets – Albuquerque; Austin, Texas; Chicago, El Paso, Texas; Houston; Fresno, Calif.; Las Vegas; Los Angeles; New York; Miami; Phoenix; San Antonio, Texas; and San Francisco. The combined value of the donated air time is \$1 million.

The PSAs emphasize the free resources at the library. Univision Radio personality Javier Romero, a well-known and trusted figure among Univision listeners, starred in the PSAs. A 30-second PSA also featured the voice of a librarian, who was recruited to record the PSA through the Midwest Chapter of REFORMA.

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.”)

Scholastic National Library Week grant opens; theme for National Library Week 2011: Create your own story @ your library

The theme for National Library Week 2011 will be Create your own story @ your library. The theme was one of three put forth by the National Library Week Subcommittee of the Public Awareness Committee for the approval of ALA President-Elect Roberta Stevens.

As a tie-in with the theme, the application for the \$3,000 Scholastic Library Publishing National Library Week Grant opened in May. The grant is awarded annually for the best public awareness campaign in support of National Library Week. Libraries of all types are invited to apply. The deadline is October 1.