

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 29, 2010

Neil Gaiman serves as Honorary Chair of National Library Week

Celebrate National Library Week

April 11-17, 2010

Visit your library today

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 to Attract, Retain and Educate Librarians

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

Gaiman will speak about his lifelong love of libraries and the role they play in a democratic society by supporting intellectual freedom and privacy in a live Internet event during National Library Week. Helping kick off the week, the event is from 6 to 8 p.m. on April 12. It is coordinated by the Campaign for America's Libraries and Kentucky's Jessamine County Public Library (JCPL).

Gaiman will virtually join a live audience at JCPL from the University of Minnesota, using high definition videoconferencing technology supported by Internet2 to enable an interactive discussion with the author.

Librarians across the country can stream the talk live through OARnet, the regional Ohio research and education network. Library lovers and Gaiman readers across the country can join in the event live via UStream.tv. The event will be archived on ALA's public awareness Web site www.atyourlibrary.org following the event.

In addition to the event, Gaiman appears in a print public service announcement (PSA) to be placed with national media outlets.

Libraries can download the PSA for free from the National Library Week Web page, and ALA offers free customization of the PSA to any library that makes a request.

Previous National Library Week Honorary Chairs have included actresses and authors Julie Andrews and Jamie Lee Curtis.

Libraries can also access tools that support the week's theme of, "Communities thrive @ your library," including a sample press release, PSA scripts and more.

The "Communities thrive @ your library" theme was recommended by the National Library Week Subcommittee of ALA's Public Awareness Committee, in consultation with then president-elect Camila Alire. As with past National Library Week themes, "Communities thrive @ your library" ties into the president's communications goals for her presidential year.

Woman’s Day magazine features ways to save money at the library, begins collecting entries on “how the library is important to my community.”

Continuing a nine-year partnership with the Campaign for America’s Libraries that has generated millions of dollars worth of editorial coverage for libraries, Woman’s Day magazine this spring profiled the stories of four women who used the resources at their libraries to save money.

The article appeared in the magazine’s March issue. 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.

Woman’s Day announced the initiative last February, asking its readers to submit stories of how they save money and get through tough economic times with the help from library resources. 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.”

Entries are also currently coming in for the latest Woman’s Day magazine initiative, which asks Woman’s Day readers to write in on “how the library is important to my community.” Entries will be collected through May 9 via womansday@ala.org. The Campaign has sample tools to help libraries promote the initiative locally at www.ala.org/womansday. Up to four readers’ stories will be included in the magazine or on womansday.com.

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 launches to the public on April 5, 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

In January, ALA received a two-year grant of \$750,000 from the Dollar General Literacy Foundation for a second term of "The American Dream Starts @ your library." The funding makes it possible for ALA to fund 70 public libraries in Dollar General communities to develop literacy programs for adult English language learners. ALA's Office for Literacy and Outreach Services administers the grant, with promotional support from the Campaign.

ALA will announce the list of funded libraries in mid-April. To be eligible for funding, the applicant institution must be a public library or a public library with a bookmobile providing literacy services for adult English language learners. Each must be within 20 miles of a Dollar General Store, distribution center or corporate office, and each funded library will receive a onetime \$5,000 grant.

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. 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 Web site 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.

New articles feature the latest 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 the history of baseball's Negro Leagues, tax resources at libraries, an interview with author Sharon Robinson, daughter of baseball legend Jackie Robinson and financial management.

Where available, recommended resources are linked to the World Cat database, which provides a list of the nearest libraries with the recommended item.

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.

The site was originally funded for two years through a grant from Carnegie Corporation of New York.

IMAX 3D

As part of the atyourlibrary.org Web site, ALA has partnered with IMAX on a contest called, “Explore the universe @ your library.” The promotion gives kids and teens the opportunity to win IMAX tickets, telescopes and signed posters from the IMAX Hubble 3D movie. All



kids and teens who answer a series of six trivia questions correctly about the Hubble Space Telescope are entered to win prizes. The contest runs through April 30.

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

Preservation @ your library

ALCTS is kicking off its first Preservation Week, May 9-15. The initiative seeks 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 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. Staff from the Campaign and the Public Information Office are working with ALCTS staff on promoting Preservation Week, and materials for the public will live on atyourlibrary.org.

Connect with your kids @ your library

Connect with
your kids...

@your library®

Outreach to potential partners continues to support a new public awareness effort to directly reach parents and children. For this, ALA has contracted with the strategic communications agency Metropolitan Group. ALA is currently in negotiation with potential media partners

Scholastic Parent and Child Magazine and Lifetime Networks.

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 media prospects for donated print space, air time or Web site content. Metropolitan Group is 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 announcements.



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.

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.”)

National Library Week Subcommittee chooses Poudre River Public Library District as the winner of the 2010 Scholastic Library Publishing National Library Week grant

The National Library Week Subcommittee of the Public Awareness Committee chose Poudre River Public Library District of Fort Collins, Colo., as the winner of the 2010 Scholastic Library Publishing National Library Week Grant.

For National Library Week, the library has connected the theme “Communities thrive @ your library” with the concept of the library as being the “original renewable resource.” The library will host a series of programs and activities centered on the theme of renewable resources, sustainability, energy savings and waste reduction.

The grant is sponsored by Scholastic Library Publishing and administered by the National Library Week Subcommittee of 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 were asked to develop a proposal using the 2010 National Library Week theme. Libraries of all types are invited to apply.