

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

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Carnegie Corporation of New York/New York Times I Love My Librarian Award

The winners of the 2009 Carnegie Corporation of New York/New York Times I Love My Librarian Award were announced in December. This year's winners are:

Sol A. Gómez
Branch Manager, Librarian II
Pima County Public Library, Sam Lena-South Tucson Branch
Tucson, Ariz.

Laura Grunberg
Director of Youth and Young Adult Services
River Edge Public Library
River Edge, N.J.

Lucy Hansen
Lead Librarian
South Texas Independent School District, Biblioteca Las Américas
Mercedes, Texas

Alice K. Juda
Reference Librarian
U.S. Naval War College
Newport, R.I.

Karen E. Martines
Public Administration Library Department Head
Cleveland Public Library
Cleveland, Ohio

Dwight McInvaill
Director
Georgetown County Library
Georgetown, S.C.

Séamus Ó'Scanláin (Scanlon)
Librarian and Assistant Professor
Center for Worker Education Library (The City College of New York)
New York, N.Y.

Dana Thomas
Media Specialist
Cypress Lake Middle School
Fort Myers, Fla.

Carolyn Wheeler
Media Specialist
Conant Elementary School
Bloomfield Hills, Mich.

Rochester Hills Public Library
Youth Services Librarian
Rochester, Mich.

Oceana Wilson
Director of Library and Information Services
Crossett Library, Bennington College
Bennington, Vt.

A selection committee composed of ALA members and representatives from Carnegie Corporation of New York and The New York Times chose the winners from among 3,200 nominations. Members of this year's selection committee were Dr. Rookaya Bawa, program officer at Carnegie Corporation of New York; PLA President Sari Feldman, executive director, Cuyahoga County Public Library, Parma, Ohio; Sandra M. Marcus, assistant professor/ coordinator library public relations, Queensborough Community College, Bayside, N.Y.; Diane McNulty, executive director of Community Affairs and Media Relations at The New York Times; Immediate ALA Past President Jim Rettig, university librarian, Boatwright Memorial Library, University of Richmond, Va.; and Rocco A. Staino, contributing editor, School Library Journal, retired, North Salem Central School District, N.Y.

The award invites library users to recognize the accomplishments of librarians in public, school, college, community college and university libraries for their efforts to improve the lives of people in their community. Nominations ran from August 15 through October 9, and library users submitted nominations on the ilovelibraries.org Web site.

Each winner received a \$5,000 cash award, a plaque and a travel stipend to attend an awards ceremony and reception in New York, hosted by The New York Times, on December 3.

Each nominee was required to be a librarian with a master's degree from a program accredited by the ALA in library and information studies or a master's degree with a specialty in school library media from an educational unit accredited by the National Council for the Accreditation of Teacher Education. Nominees had to be currently working in the United States in a public library, a library at an accredited two- or four-year college or university or at an accredited K-12 school.

Nominations were judged by the selection committee based on the nominees' quality of service to library users, demonstrated knowledge of the library and its resources, commitment shown in helping library users and the difference the nominee made in his or her community.

In 2008, Carnegie Corporation of New York awarded the American Library Association (ALA) \$489,000 to support the award for five years.

The New York Times supports the award by hosting the awards ceremony and by donating ad space in the newspaper and on NYTimes.com. New York Times donated two full page ads, three half page ads and one smaller ad, at a value estimated by The New York Times of \$375,000. According to The New York Times, the ads on NYTimes.com generated nearly 55 million impressions.

In addition, the Public Information Office worked with winners to ensure local coverage. All ten winners received coverage in their local markets. Coverage includes print, TV and Web.

The award is administered by ALA's Public Information Office and Campaign for America's Libraries.

Neil Gaiman to serve as Honorary Chair of National Library Week

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 has been named the Honorary Chair of National Library Week 2010 (April 11-17). Gaiman appears in a print PSA to be placed with national media outlets. A radio PSA will be recorded as well.

Libraries can download the PSA for free from the National Library Week Web page, and ALA is offering 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.

In addition to the print PSA, libraries can 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 ALA president-elect Camila Alire. As with past National Library Week themes, "Communities thrive @ your library" ties into Alire's communications goals for her presidential year.

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 library's renewable resource theme will show how the Poudre River community thrives as "green" community.

The grant is sponsored by Scholastic Library Publishing and administered by 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.

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.

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.

Originally funded for two years through a grant from Carnegie Corporation of New York, the content management of the site is now being brought in house, although funding opportunities continue to be sought.

New articles feature the latest trends, how-tos and tips for parents, job seekers, teenagers and kids. Where available, recommended resources are linked to the World Cat database, which provides a list of the nearest libraries with the recommended item.

IMAX 3D

ALA is in final discussions with IMAX for a promotion on atyourlibrary.org of the movie Hubble 3D, a movie that offers a look into the Hubble Space Telescope's legacy and highlights its impact on the way we view the universe.

The promotion would directly reach the public through atyourlibrary.org and give children ages 17 and under the opportunity to win tickets to see the movie, a telescope and posters. Children would be asked to answer a series of trivia questions about the Hubble. All children with correct answers would be entered into a drawing for the chance to win the prizes.

Connect with your kids @ your library

Connect with
your kids...

@your library®

Outreach to potential media and corporate 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.

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.”)

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.

Preservation @ your library

ALCTS has approached the Campaign for America's Libraries and ALA's Public Information Office to collaborate on Preservation @ your library. 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. Preservation Week will be held in May 2010, but efforts will continue beyond this timeframe. The effort is being led by the ALCTS Preservation and Reformatting Section (PARS).

Safeway

Beginning in October, the @ your library® brand will be featured on the back panel of tens of thousands of Safeway-brand cereal boxes. The boxes will be sold in approximately 1,500 stores in the U.S.

Safeway rolled out the first two of five Safeway-brand cereal boxes in October. The first boxes to feature the library-related content are Toasted Oats and Honey Nut Toasted Oats. There will be a staggered launch for the rest of the panels.

The panels focus on five content areas:

- *Get rich @ your library* lists free resources available at libraries and encourages readers to add up how much they save by using the library's resources;
- *Learn for a lifetime @ your library* features the ways that school and public libraries encourage lifelong learning;
- *Great mysteries answered @ your library* contains fun facts about libraries, including the number of questions answered weekly by reference librarians at our nation's academic and public libraries;
- *Discover the world @ your library* positions a library card as a passport to the world; and
- *Discover your family tree @ your library* encourages readers to go to the library to research their family tree.

All link to resources available at www.ilovelibraries.org, ALA's advocacy Web site for the public.

