

**TO:** ALA Executive Board

**RE:** Public Information Office third quarter 2010 Media/Social Media Report

**ACTION REQUESTED/INFORMATION/REPORT:**

Information Item – No Action Required

**ACTION REQUESTED BY:**

Cathleen Bourdon, Associate Executive Director, Communications and Member Relations

**CONTACT PERSONS:**

Mark Gould, Director, Public Information Office, 312-280-5042,  
[mgould@ala.org](mailto:mgould@ala.org)

Macey Morales, Media Relations Manager, 312-280-4393, [mmorales@ala.org](mailto:mmorales@ala.org);

**DRAFT OF MOTION:**

NA

**DATE:** September 27, 2010

**BACKGROUND:**

Media relations activity for the past quarter (May 23 – September 27, 2010) has focused in several areas:

- ALA Annual Conference
- E-books, Library Technology
- Library Card Sign-up Month
- Quran Read Out
- Banned Books Week

Since our last report to the Executive Board, the American Library Association's (ALA) media analysis service of online news scans found more than 5,100 articles that mentioned ALA. PIO publicity efforts for the third quarter has generated a circulation rate of more than 1.8 billion and achieved more than \$8.6 million in free publicity, also known as publicity value.

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 placements should be viewed as a snapshot of coverage achieved by the ALA.

## Summary

Third quarter media coverage began with the ALA Annual Conference in Washington, D.C. The conference began with a national placement with the *Associated Press* (AP) on the value and importance of school libraries. The article entitled “Libraries fading as school budget crisis deepens,” by national education reporter Donna Blankenship discussed the critical role libraries play in supporting education. American Association for School Librarians (AASL) President Cassandra Barnett (2009 – 2010) was one of the article’s main sources. The article also featured quotes from school librarians from across the country. More than 280 News Websites picked up the article, which was widely disseminated to conference attendees and was a topic of discussion in a number of meetings.



More than 115 members of the media registered for advance media credentials; more than 40 registered on site. Registrants included library trade, education trade, local and national media. Producers and reporters from National Geographic Television, “Talk of the Nation,” *USA Today*, “Tell Me More” were also onsite.

ALA leadership participated in a variety of interviews with several high-profile media organizations including the CBS Radio Network, NPR’s Diane Rehm Show, Kojo Nnombi Show, NPR’s “All Things Considered Weekend,” Book-TV and PBS’ NewsHour.

On Thursday, June 24, ALA President (2009- 2010) Camila Alire taped an interview for NPR’s “All Things Considered Weekend.” The program entitled, “Returning a Library Book, 5 Years Late,” was a feature piece that also included DC Public Library Director Ginnie Cooper. Although lighthearted, the piece focused on the importance of returning library materials.

The Huffington Post posted an article entitled “ALA Conference This Week: Libraries -- Delivering Technology for All,” which discussed the critical role libraries play in connecting patrons with technology resources. The article also discussed library budget cuts and the ALA Advocacy Rally.



On Monday, June 28, Alire and Public Library Association President (2009-2010) Sari Feldman participated in an hour long discussion with NPR’s Diane Rehm on the value of libraries and the ALA Annual Conference. The program entitled, “The Changing Role of Public Libraries” can be heard at <http://thedianerehmshow.org/audio-player?nid=12667>.

The Wall Street Journal discussed technology trends in public libraries with a member of the ORS staff.

On Tuesday, June 29, Camila Alire participated in an interview with PBS's NewsHour on the state of America's libraries and the ALA Conference. Young Adult Library Services Association (YALSA) Sarah Debraski Cornish discussed summer reading with NPR's "Kojo Nnombi Show."

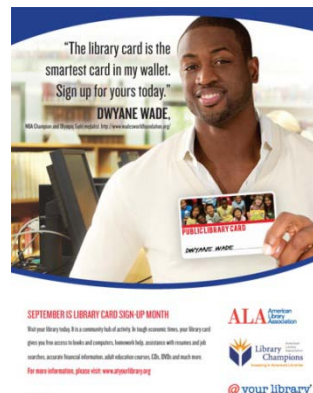
C-SPAN taped "The Best of the Best from University Presses: Books You Should Know About." The program aired the week of July 10.



The *Associated Press* ran multiple articles on the Library Book Cart Drill Team Championships, which was picked by hundreds of newspapers and news Websites across the country.

Public library technology trends were of significant interest during the third quarter. Such media groups as *Newsweek*, Bloomberg News, NBC News Channel, and the *Wall Street Journal* produced stories on the popularity of ebooks in public libraries. ALA President Roberta Stevens and ALA's Office for Research and Statistics (ORS) Project Manager Larra Clark participated in the majority of interviews. Spokespeople provided reporters with data pulled for the 2010 Public Library Funding & Technology Access Study.

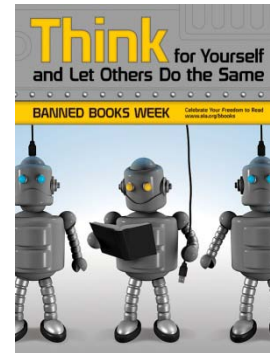
Hundreds of libraries across the nation celebrated Library Card Sign-up Month. Olympic gold medalist and 2008-2009 NBA top scoring player Dwyane Wade served as Honorary Chair of Library Card Sign-up Month 2010. ALA members took advantage of free publicity tools developed by the ALA's Campaign for America's Libraries. Key messaging on the value of libraries could be found in a variety of newspapers including *The Economist*, *Detroit Free Press* and *Indianapolis Star*. Library Card Sign-up Month achieved more than 200 placements and achieved a circulation total of more than 140 million and achieved a publicity value of more than \$62,000.



On September 11, 2010, the American Library Association (ALA) and guests from Chicago Islamic organizations participated in a Quran read out. The reading event was in response to a Florida pastor's threat to burn the Quran on the 9th anniversary of the 9/11 terrorist attacks. More than 50 people listened intently as ALA leaders and guests read select verses from the Quran outside of ALA headquarters. The purpose of the event was to send a clear message to those who would use book burning as a means to spread fear. The Read Out received coverage from Chicago print, newswire, television and radio organizations. Local coverage mushroomed to national and international coverage. More than 2,600 Web sites posted *Associated Press* coverage, while such social media vehicles as Facebook and Twitter provided

links to achieved coverage. Event coverage garnered more than 36 million in circulation figures. Also television coverage reached more than 3.5 million households.

Banned Books Week, Sept. 25 – Oct. 2, has generated a great deal of coverage. ALA leadership has recently participated in interviews with BBC.com, AOL, multiple NPR affiliates and the Huffington Post.

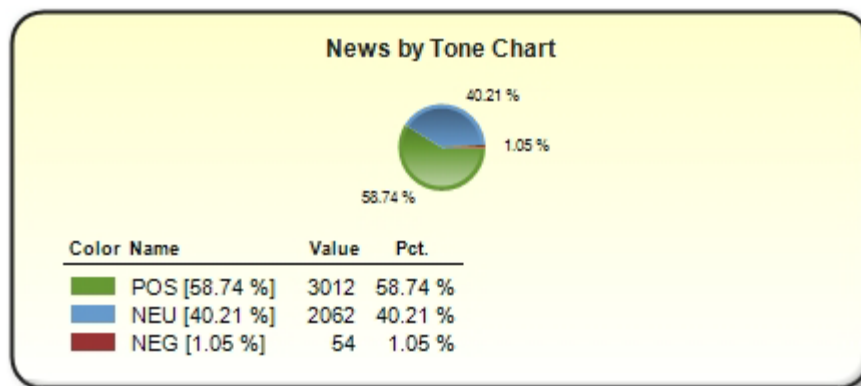


Publicity efforts are underway to secure placement for Teen Read Week, National Gaming Day @ your library, ALA Midwinter and the ALA Youth Media Awards.

**FINDINGS AT A GLANCE:**

|                   | Positive    | Negative   | Neutral**   |
|-------------------|-------------|------------|-------------|
| Total Clips       | 3012        | 54         | 2062        |
| Total Circulation | 860,166,989 | 25,836,580 | 934,277,606 |
| Publicity Value   | \$3,488,948 | \$64,660   | \$5,107,596 |

\*\* This quarter ALA neutral clips spiked due to ALA Annual Conference vendor announcements. Announcements did not go into details about the Annual Conference, but rather mentioned the event.



Total Clips: 5,128

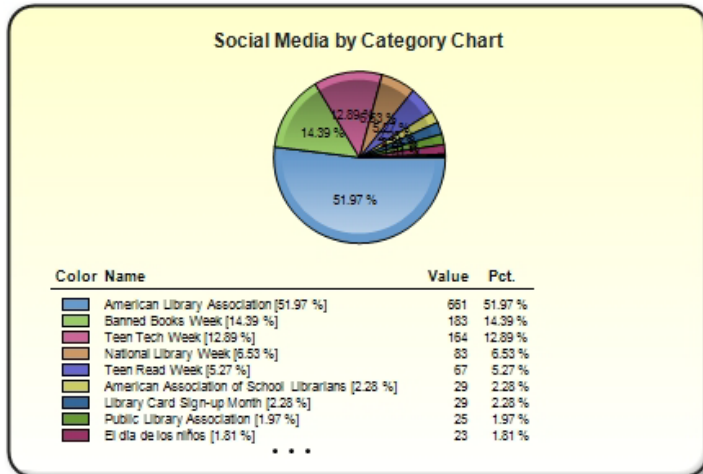
Total Circulation: 1,820,281,175

Total Publicity Value: \$8,661,206.02

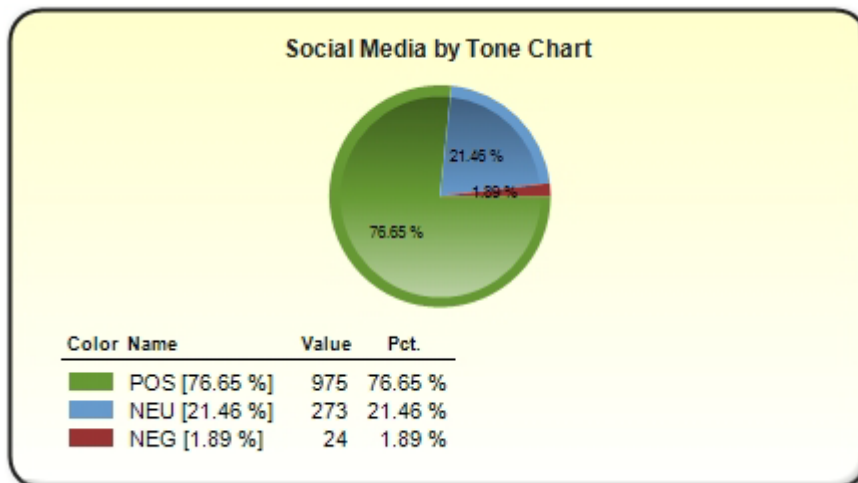
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## SOCIAL MEDIA

The following is a snapshot of social media coverage. Please note that PIO's monitoring vendor does not provide social media circulation or publicity values.



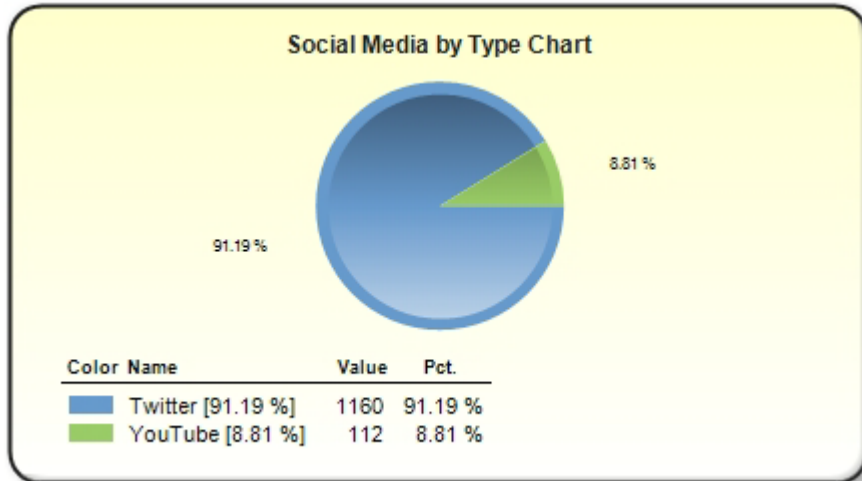
This quarter the ALA received 1,272 mentions via tweet or blog. The majority of social media coverage received focused on the ALA Annual Conference followed by Banned Books Week and Teen Tech Week.



The majority of Social Media Coverage was positive.

[Positive: 975] [Neutral: 273] [Negative: 24]

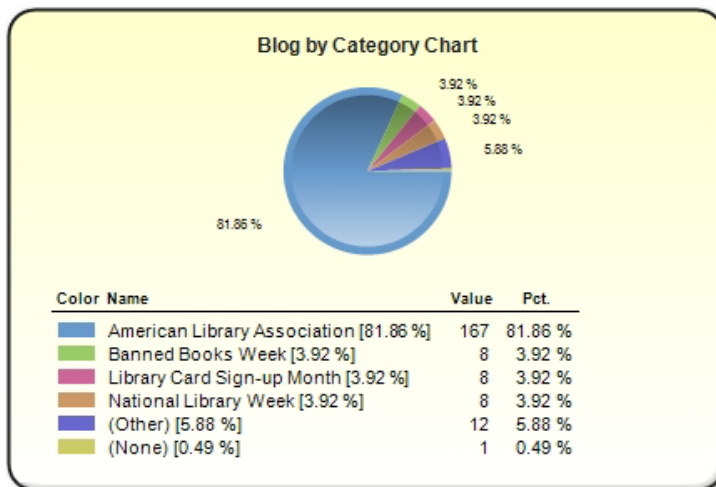
Total: 1,272



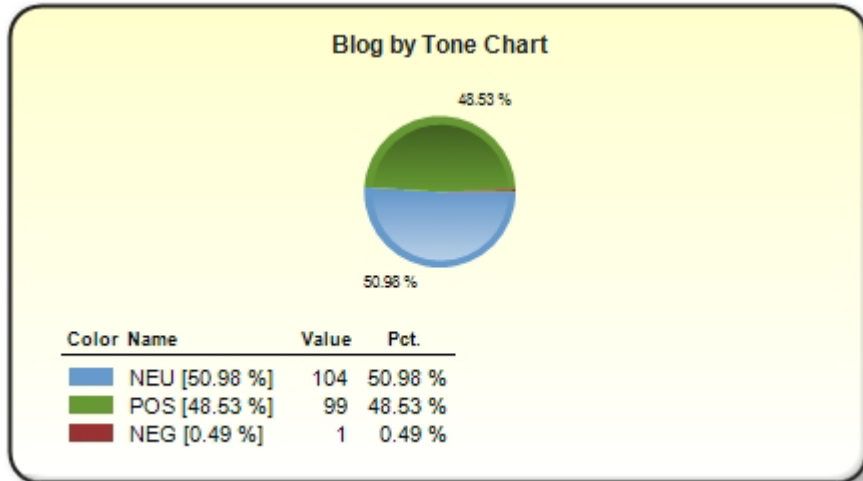
### Twitter

The majority of second quarter social media coverage was from twitter with more than 1,160 tweets from members, ALA staff and outside groups. Tweets ranged in topic from ALA’s Annual Conference to tips on how to celebrate Banned Books Week.

### Blogs



Most Blog coverage from the third quarter focused on the ALA Annual Conference activities followed by Banned Books Week program announcements. Most Blog activity took place during the ALA Annual Conference and the majority of coverage was neutral (50.98%) followed by positive coverage (48.53%).



[Positive: 99] [Neutral: 104] [Negative: 1] Total: 204

**TELEVISION SEGMENTS**

**TOTAL SEGMENTS: 145**

Clips ranged from segments on e-books to the value of libraries. The majority of television coverage was positive.

[END]