

TO: ALA Executive Board

RE: Public Information Office Fourth 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

Macey Morales, Media Relations Manager, 312-280-4393, mmorales@ala.org

DRAFT OF MOTION:

NA

DATE: December 9, 2010

Executive Summary:

Media relations activity for the past quarter (September 27 – December 9, 2010) saw a great deal of coverage of Banned Books Week, the Stonewall Book Award, Teen Read Week, and the issue of privatization of public libraries.

Banned Books Week coverage included an op-ed by the ALA President that appeared in the Huntington Post, several NPR interviews, plus a great deal of online and print coverage. The announcement of the Stonewall Awards was reported in the New York Times, Yahoo News, Washington Post, plus many other outlets.

Teen Read Week was covered by the Washington Post, Newsday and NPR, to name a few outlets. Letters to the editor written by the ALA President appeared in the New York Times on privatization and in the Wall Street Journal about the value of librarians.

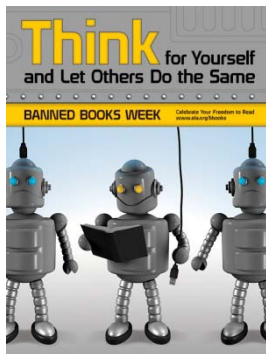
Since our last report to the Executive Board, the American Library Association's (ALA) media analysis service of online news scans found more than 12,770 articles that mentioned ALA.

PIO publicity efforts for the fourth quarter have generated a circulation rate of more than 4.6 billion.

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.

Banned Books Week generates circulation rate of 1.4 billion.

Banned Books Week, Sept. 25 – Oct. 2, generated the majority of fourth quarter initiative coverage. PIO's media analysis service of online news scans found more than 639 articles that mentioned Banned Books Week. ALA Public Information Office (PIO) publicity efforts generated a circulation rate of more than 1.4 billion.



This year marked the 29th anniversary of Banned Books Week and the ALA PIO worked closely with the Association's Office for Intellectual Freedom (OIF) to secure media coverage with Chicago media and national news organizations.

ALA leadership participated in interviews with AARP, BBC.com, AOL, multiple NPR affiliates and the Huffington Post.

Coverage highlights included multiple articles from the Huffington Post including an Op Ed by Roberta Stevens on celebrating the freedom to read and two well-received slideshows of banned books that later became movies and banned graphic novels (<http://huff.to/d5o8Eu> and <http://huff.to/b70dJm>).

Hundreds of newspapers produced stories on Banned Books Week and local events. Publications ran the OIF's Top Ten List of Frequently Challenged Books and included interviews from local groups that discussed the importance of the freedom to read.

On Saturday, Sept. 25, 2010, the ALA held a Read Out event at Chicago's historic Bughouse Square. Authors and local celebrities performed readings from the ALA OIF's "Top Ten List of Most Frequently Challenged Books." The event attracted more than 200 attendees and calendar mentions were achieved in the Chicago Tribune; WMAQ NBC 5; metromix.com; and the Associated Press State Wire.



There were few negative articles. PIO's monitoring vendor retrieved 8 negative articles that either discussed why we need to censor materials or how the ALA is banning books. Negative publicity reached an audience of more than 155 million.

Stonewall Children's and Young Adult Literature Award receives national coverage.

During the quarter, the ALA announced the addition of the Stonewall Children’s and Young Adult Literature Award to the ALA Youth Media Award announcements. Recognized worldwide for the high quality they represent, the ALA Youth Media Awards guide parents, educators, librarians and others in selecting the best materials for youth. Selected by committees composed of librarians and other literature and media experts, the awards encourage original and creative work in the field of children’s and young adult literature and media.

The award is administered by the ALA’s Stonewall Book Awards Committee of the Gay, Lesbian, Bisexual and Transgendered Round Table and is awarded annually to English-language works for children, or teens of exceptional merit relating to the gay, lesbian, bisexual and transgendered experience.

The PIO reached out to the Associated Press and pitched the new award. Media outreach efforts resulted in national coverage including the Associated Press, Yahoo News, New York Times and the Washington Post. PIO’s monitoring service retrieved more than 400 articles which achieved a circulation total of more than 373 million.

The award announcement did receive negative coverage from various conservative groups, which resulted in a circulation rate of 955,000.

“Books with Beat @ your library”—Teen Read Week 2010



This year marked the 13th Anniversary of Teen Read Week (TRW), October 17 – 23, 2010. This year’s theme was “Books with Beat @ your library,” and schools and libraries across the country hosted a variety of special programs and events to encourage teens to visit their public and school libraries, select their own reading material and read for “the fun of it.” More than 4,500 librarians and educators nationwide registered to celebrate this event as young adult literature continues to enjoy popularity.

The PIO worked closely with staff and members of the Young Adult Library Services Association (YALSA) to secure media coverage that promoted key messaging.

This year’s coverage consisted of more than 426 Web, print, radio placements resulting in a circulation rate of 53 million.

YALSA President Kimberly Patton participated in four high-level interviews while a local spokesperson in Seattle participated in an interview with [NPR’s Seattle](#) affiliate. YALSA leadership interviews included [Newsday](#), [The Washington Post](#), The BookRadio Show and [About.com](#). Also, PIO was able to secure placements and mentions on teen and family blog sites such as [OC Family](#), [Teen Vogue](#), [Girls Life](#), [I Heart Daily](#) and [Treasure Valley Teen](#).

PIO worked with Clear Channel Radio to place Teen Read Week PSA scripts on their Internal PSA Calendar, which made them available to more than 1,300 radio and television stations in the United States. For the fourth year in a row, PIO secured placements on the Web site About.com, which has more than 45 million visitors per month. About.com's children's book editor, Elizabeth Kennedy, also conducted an interview with YALSA president Kimberly Patton via e-mail.

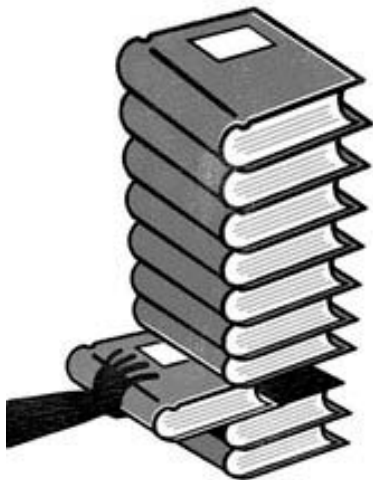
PIO recorded a podcast with YALSA's Stephanie Kuenn that was posted on PIO's blog, [Visibility @ your library](#). A press release announcing the availability of the podcast was also created and distributed through ALA News reaching ALA members and library trade press.

ALA responds to “Anger as a Private Company Takes over Libraries” article in NY Times

As library budget cuts continue, LSSI (Library Systems & Services LLC) continues to make headlines. LSSI, a private company in Maryland, has taken over public libraries in ailing cities in California, Oregon, Tennessee and Texas, growing into the country's fifth-largest library system.

In a New York Times article entitled “Anger as a Private Company Takes Over Libraries,” LSSI Chief Executive Frank A. Pezzanite stated “A lot of libraries are atrocious. Their policies are all about job security. That's why the profession is nervous about us. You can go to a library for 35 years and never have to do anything and then have your retirement. We're not running our company that way. You come to us, you're going to have to work.”

PIO worked with ALA President Roberta Stevens to draft a letter to the editor regarding library privatization and Pezzanite's comment. The letter entitled “Public Libraries: Endangered or Saved?” was published on Oct. 3, 2010.



“The American Library Association opposes shifting policy making and management oversight of library services from the public to the private sector, not because of its impact on job security, but rather because communities may lose access to trained information professionals — librarians.

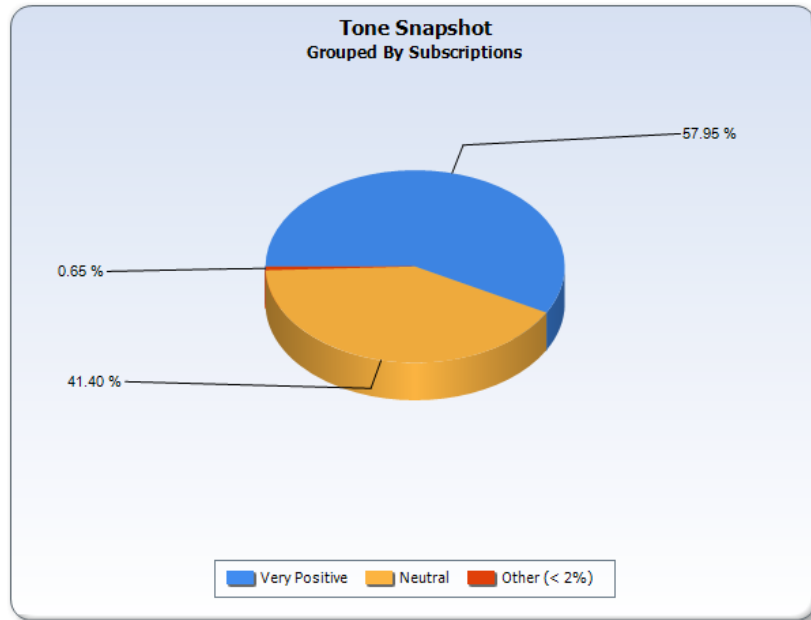
“I disagree with the statements by Frank Pezzanite, the chief executive of Library Systems & Services, the private company that runs 14 library systems operating 63 locations. Implying that library staffs are just waiting around to cash in on retirement, when in fact there are thousands of librarians serving 1.5 billion visitors a year with dedication, assumes that people will fall for the “demonization” of the public sector.”

“Librarians Help You Navigate Sea of Data” subject of ALA Letter to Editor in Wall Street Journal

PIO also worked with ALA leadership to craft a letter to the Wall Street Journal in response to an article that implied that book lockers are more cost-effective than library staff. In a letter entitled "Librarians Help You Navigate Sea of Data," ALA president Roberta Stevens stated "A community may save money replacing librarians with book lockers and vending machines, but in the long run it will find itself at a significant educational and economic disadvantage ("New Library Technologies Dispense With Librarians," U.S. News, Oct. 25)."

FINDINGS AT A GLANCE:

	Positive	Negative	Neutral
Total Clips	7,427	30	5,313
Total Circulation	2,680,009,193	167,773,979	1,799,842,194
Publicity Value	\$ 1,154,183.76	\$44,139.88	\$777,348.33



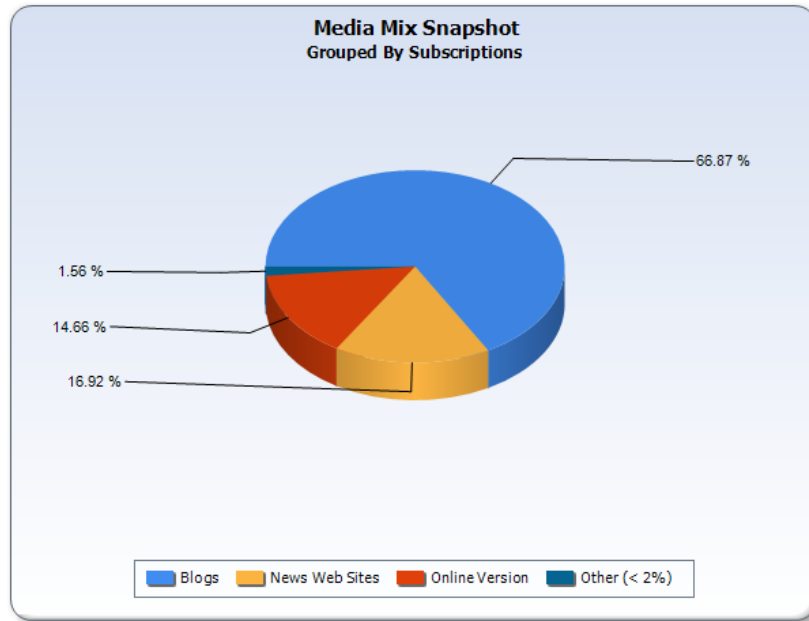
Total Clips: 12,770

Total Circulation: 4,647,625,366

Total Publicity Value: \$1,975,671.97

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 8,581 mentions via tweet or blog. The majority of social media coverage received focused on Banned Books Week, the Stonewall award announcement and Teen Read Week.

BLOGS

The majority of Social Media Coverage was positive.

[Positive: 5,399] [Neutral: 3,168] [Negative: 14]

Total: 8,581

TWITTER

The majority of fourth quarter social media coverage was from twitter with more than 590 tweets from members, ALA staff and outside groups. Tweets ranged in topic from Banned Books Week to Teen Read Week.

[Positive: 340] [Neutral: 249] [Negative: 1]

Total: 590

FACEBOOK

More than 240 Facebook mentions occurred during the fourth quarter. Posts mentioned ALA in passing opposed to discussing ALA issues at length.

[Positive: 1] [Neutral: 239]

YOUTUBE

CisionPoint captured 10 YouTube posts from various libraries that focused on the American Dream Starts @ your library and other library themed events.

[Neutral: 10]

Total: 10

-END-