

TO: ALA Executive Board

RE: Public Information Office/Campaign for America's Libraries

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: December 13, 2010

Executive Summary

Lifetime Networks has come on as the latest sponsor of the Campaign for America's Libraries' "Connect with your kids @ your library" initiative. Lifetime will support the development of television public service announcements (PSAs) by providing ALA a grant to support PSA production and will also donate air time. "Connect with your kids" seeks to strengthen families by motivating parents to spend more quality time with their children. 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.

Ten librarians have been named winners of the 2010 Carnegie Corporation of New York/New York Times I Love My Librarian Award. The librarians, who are from public, school and academic libraries, were honored at a ceremony hosted by The New York Times in December.

Author John Grisham will serve as the Honorary Chair of National Library Week, appearing in a print PSA. He also shares his thoughts about his love of libraries in an online video hosted on ALA's public awareness website atyourlibrary.org.

Lifetime Networks joins ALA and the Campaign for America’s Libraries in promoting “Connect with your kids @ your library”

ALA has entered into an agreement with Lifetime Networks to support the “Connect with your kids @ your library” campaign. As part of the agreement, Lifetime Networks will provide ALA with a grant to produce two television public service announcements (PSAs) – a 15-second and a 30-second television spot – and will provide donated air time for one year following the completion of the PSAs. Lifetime will also consider working with the producers of its original programming to explore the possibility of on-set placement of campaign posters, photo opportunities and script content.

“Connect with your kids” seeks to strengthen families by motivating parents to spend more quality time with their children. 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 campaign’s print media sponsor. The magazine is donating full-color ads in six issues throughout the next two years: August/September 2010 [right], 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.

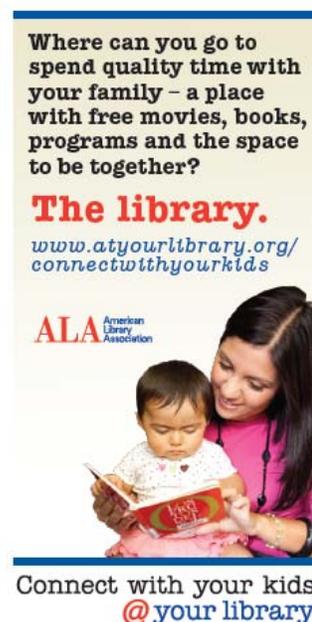
Development of a family activity guide is underway to complement the campaign, including tips for parents and caregivers on spending quality time with their children in the library, at home or out in the community.

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

2010 I Love My Librarian Award winners honored in New York



On December 9, the 10 award winners of the 2010 Carnegie Corporation of New York/New York Times I Love My Librarian Award were honored at The New York Times Building. Joining the winners were Janet L. Robinson, president and CEO of The New York Times Co.; Vartan Gregorian, president of Carnegie Corporation of New York; New York Times columnist Gail Collins; Molly Raphael, ALA president-elect; Keith Michael Fiels, ALA executive



director; and Mary Ghikas, ALA senior associate executive director. Also attending were members of the award selection committee: Cassandra Barnett, AASL past president; Audra Caplan, PLA president; Lori Goetsch, ACRL past president; Dr. Rookaya Bawa, program officer, Carnegie Corporation of New York; and Diane McNulty of The New York Times. The winners

are:

Paul Clark
Clay County Library System
Fleming Island, Fla.

Ellen M. Dolan
Shrewsbury Public Library
Shrewsbury, Mass.

Jeff Dowdy
Bainbridge College Library
Bainbridge, Ga.

Laura Farwell Blake
Harry Elkins Widener Memorial Library,
Harvard University
Cambridge, Mass.

Melissa McCollum
County of Los Angeles Public Library,
Lawndale Library
Lawndale, Calif.

Kelley I. McDaniel
Helen King Middle School
Portland, Maine

Patricia J. Updike
Webb Street School
Gastonia, N.C.

Doug Valentine
McKillop Elementary School
Melissa, Texas

Christina Wagner
Goodman South Madison Branch Library
Madison, Wis.

Stefanie Wittenbach
Texas A&M University-San Antonio
San Antonio, Texas

Nominations for nearly 1,400 librarians were received during the award nomination period.

The award invited 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 3-September 20 and were accepted online at ilovelibraries.org/ilovemylibrarian. More than 2,000 library supporters from 50 states submitted nominations.

Each winner received a \$5,000 cash award, a plaque and a plaque for his/her library.

In 2008, Carnegie Corporation of New York awarded the American Library Association (ALA) \$489,000 to support the award for five years. The award continues in the tradition of one The New York Times presented from 2001 to 2006.



The award is administered by ALA's Public Information Office and Campaign for America's Libraries. The New York Times supports the award by hosting the awards ceremony and by donating ad space both in the paper and on NYTimes.com.

John Grisham print public service announcement available to libraries as free download



Print and web PSAs of National Library Week Honorary Chair John Grisham are now available to libraries as free downloads on the National Library Week website at www.ala.org/nlw. ALA is also pitching the PSAs to national print publications and websites.

In addition to the PSA, libraries can download sample media materials and a web banner with the theme of National Library Week 2010: Create your own story @ your library. A download of Grisham's comments about his love of libraries is also available.

Grisham follows author Neil Gaiman and actresses Julie Andrews and Jamie Lee Curtis in the role of National Library Week Honorary Chair.

Library story database debuts on atyourlibrary.org at ALA Midwinter Meeting; atyourlibrary.org to promote ALA division initiatives

ALA's public awareness website, atyourlibrary.org, will debut a new feature at the ALA Midwinter Meeting. A new story collection database will house personal stories collected from the public about the value of libraries. It will also feature videos of authors and celebrities sharing their library stories. The initial pool of stories comes from those submitted through ALA's nine-year partnership with Woman's Day magazine. The database will continue to grow by stories submitted from the public and from those gathered from librarians and ALA.

The website also continues to publish content that connects people back to their libraries, including articles on making workplaces greener, online museum exhibits, classic films and understanding the personal long term impact of social media activity. Where available, recommended resources paired with each article are linked to the World Cat database.

Newly published audio interviews by Booklist staff member Donna Seaman include those with authors Vickram Chandra and Robert Olen Butler, and new videos feature authors Ellen Gordon Reeves, Christopher Paul Curtis and Katrina Kittle sharing their thoughts on the value of libraries.

In January, the site will promote RUSA's award-winning books for adults, including the new titles on its Notable Books List, The Reading List and the Sophie Brodie Award. In the spring, atyourlibrary.org will again house content for the public for Preservation Week @ your library, sponsored by ALCTS.

The number of followers on social media outlets continues to grow; the site has more than 1,000 Facebook fans and nearly 2,700 Twitter followers.



The website was designed for the general public – library users and non-users – and aims at increasing and improving the use of libraries by all kinds of people of all ages. The goal is to provide information and recommended resources that everybody can take advantage of at their local library. Carnegie Corporation of New York provided a generous two-year grant to originally fund the site.

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.

Step Up to the Plate @ your library

ALA will continue its relationship with the National Baseball Hall of Fame and Museum in 2010. The program will focus on the theme, “Connecting generations,” which ties into the museum’s motto and connects to ALA’s “Connect with your kids” initiative.

2011 will begin the sixth year of ALA’s relationship with the Hall of Fame. Each year, more than 1,000 libraries have registered to promote the Step Up to the Plate @ your library program, which teamed up two American classics – libraries and baseball – to promote information literacy and the library as an essential information resource.

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

The American Dream Starts @ your library grant recipient named 2010 I Love My Librarian winner

A recipient of a grant from The American Dream Starts @ your library initiative, Chris Wagner of the Goodman South Madison (Wisc.) Branch Library, has been named a winner of the 2010 I Love My Librarian Award. In her award nomination, Wagner was praised for making the library “one of the most vibrant and culturally diverse places in the entire city.”



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. Since then, OLOS selected 70 public libraries to receive \$5,000 to develop literacy programs for adult English language learners.

To date, information about the American Dream project has appeared in a variety of publications with a total circulation number of nearly 2 million. Campaign staff is also collecting stories of libraries’ activities and promoting those stories through ALA channels.

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.

