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:
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DRAFT OF MOTION: N/A

DATE: March 16, 2011

Executive Summary

The production of the television public service announcements (PSAs) for the “Connect with your kids @ your library” initiative is underway. Lifetime Networks, which came on as the cable television media sponsor of “Connect with your kids,” provided ALA with a grant to support the development of the PSAs. The network will also provide donated air time to the PSAs. “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.

Step Up to the Plate @ your library launches its sixth season on March 31. Developed by ALA and the Baseball Hall of Fame, the program focuses on baseball's 150-year history, highlighting in particular famous baseball families and historical baseball franchises. This is the first year that Step Up to the Plate is hosted on ALA's public awareness website, atyourlibrary.org. The librarian registration page includes language that introduces librarians to the site, emphasizing the free content that librarians can use in their own newsletters, blogs, and websites.

Author John Grisham serves 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 atyourlibrary.org.
Production underway for Lifetime Networks public service announcements

The production of the television public service announcements (PSAs) for the “Connect with your kids @ your library” initiative is underway. Lifetime Networks, which came on as the cable television media sponsor of “Connect with your kids,” provided ALA with a grant to support the development of two PSAs: a 15-second and a 30-second spot. The network will also provide donated air time to the PSAs.

The PSAs will feature five families visiting the library. The activities that they engage in at the library – reading together, computer use, discovering their family tree – will be augmented with custom animation to convey the excitement of the family adventures.

ALA worked with the Massachusetts Board of Library Commissioners to identify possible locations for the Boston-based production company to shoot the PSAs. Ultimately, Cambridge Public Library was selected. The image of the library exterior is from the St. Michaels Branch of the Talbot County Free Library in Maryland.

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Scholastic Parent & Child magazine is the campaign’s print media sponsor. The magazine is donating full-color ads in six issues.

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.

Images from the PSA storyboards
John Grisham serves as Honorary Chair of National Library Week 2011

Author John Grisham is the Honorary Chair of National Library Week 2011. Print and web PSAs of Grisham are 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 a video interview for ALA posted on YouTube and shared through atyourlibrary.org, Grisham tells of the relationship he has had with libraries since childhood, his post-Katrina fundraising efforts that benefited libraries in the Gulf Coast region and the value of today’s libraries.

In addition to the PSA, libraries can download sample media materials and a web banner with the theme of National Library Week 2011: Create your own story @ your library.

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

Step Up to the Plate @ your library kicks off on baseball opening day

Year six of the Step Up to the Plate @ your library program, developed by ALA and the National Baseball Hall of Fame and Museum, will kick off on March 31, to coincide with baseball opening day. Librarian registration opened the second week of March.

Step Up to the Plate teams up two American classics – libraries and baseball – to promote libraries and librarians as essential information resources. The program encourages people of all ages to use the print and electronic resources available at their library to answer a series of trivia questions designed for their age group (10 and under; 11-13; 14-17; and 18 and over). This year, the program connects generations by exploring baseball’s more than 150-year history through topics like famous baseball families and historical baseball franchises.

Librarians can now register for free promotional tools on the program’s new website, atyourlibrary.org/baseball. This is the first year that atyourlibrary.org is hosting Step Up to the Plate. Tools available now for librarians include program logos in both English and Spanish, a downloadable flier and bookmarks and a toolkit that includes sample press materials and programming ideas.

One winner will receive a trip for two in October to the Hall of Fame’s World Series Gala event in Cooperstown, N.Y. and a family membership to the Baseball Hall of Fame. Prizes are also available for librarians who promote the program. Librarian winners will be selected at random from the pool of contestant entries.

The program runs through Sept. 1, 2011.
**Atyourlibrary.org website continues to grow with new content and initiatives**

The atyourlibrary.org website continues to publish content that connects people back to their libraries, including recent articles on gardening, classic movies and museum exhibits.

Over the course of the Step Up to the Plate program, which was moved to atyourlibrary.org this year from its former ala.org location, the site will publish articles about baseball to draw Step Up to the Plate participants into the site and to offer content to librarians to use in conjunction with their own Step Up to the Plate promotions. Library and research staff from the Hall of Fame will also contribute blog posts to the site throughout the program season.

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.

In addition, the site will again host public content for ALCTS’ Preservation Week @ your library.

A database to house personal stories collected from the public about the value of libraries is also housed on the site and will debut to the public during National Library Week. In addition to library stories, it features 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.

Newly published audio interviews by Booklist staff member Donna Seaman include those with authors Jeff Libman and Nancy Goldstein, and new videos feature authors such as Luanne Rice, T. Jefferson Parker and Richard Rhodes sharing their thoughts on the value of libraries.

The number of followers on social media outlets continues to grow; the site has more than 1,100 Facebook fans and more than 3,200 Twitter followers. The atyourlibrary.org blog, Twitter account and Facebook will engage the public around libraries. Plans include a Twitter story contest and supporting Facebook and blog content around the State of America’s Libraries report, National Library Workers Day, National Bookmobile Day and School Library Media Month.

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.

**2011 I Love My Librarian Award nominations to open in June**

Nominations for the 2011 Carnegie Corporation of New York/New York Times I Love My Librarian Award will open at the ALA Annual Conference.

This year is the fourth year of five for the award. Each year, the award invites library users nationwide 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. Up to 10 winners receive a $5,000 cash award and are honored at an award ceremony at the New York Times Building. Promotion of this year’s award will tie into the 100th anniversary of Carnegie Corporation of New York.

In 2010, nominations for nearly 1,400 librarians were received during the award nomination period.

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.

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.