

**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<sup>®</sup> Campaign projects, partnerships and initiatives

**ACTION REQUESTED BY:**

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**DRAFT OF MOTION:** N/A

**DATE:** June 1, 2011

**Executive Summary**

The "Connect with your kids @ your library" initiative launches at the ALA Annual Conference in New Orleans. 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 television public service announcements (PSAs) and will provide donated air time to them. "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.

Nominations for the fourth year of the Carnegie Corporation of New York/New York Times I Love My Librarian Award open at Annual Conference. Members of the public are encouraged to nominate a librarian in a school, public or college, community college or university libraries for his or her contributions to their community. Ten librarians will win \$5,000 and be honored at an award ceremony at The New York Times building in December.

The atyourlibrary.org website continues to publish content that connects people back to their libraries, including recent articles on classic films, a touring baseball exhibit and museum exhibits. Social media activity through atyourlibrary.org supported the promotion of ALA activities during National Library Week, including the release of the State of America's Libraries report and the Office for Intellectual Freedom's Top 10 list, National Bookmobile Day, Support Teen Literature Day, and also School Library Month. Since the spring, the site's Facebook page is up 600 followers; the Twitter account is up more than 1,000 followers.

## **“Connect with your kids @ your library” launches at the ALA Annual Conference in New Orleans**

The “Connect with your kids @ your library” initiative launches at the ALA Annual Conference in New Orleans. 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 television public service announcements (PSAs) and will provide donated air time to them.

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The PSAs feature families visiting the library. The activities that they engage in at the library – reading



together, computer use, discovering their family tree – are 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.



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

A family activity guide will be hosted on a section of [atyourlibrary.org](http://atyourlibrary.org), ALA’s public awareness website, dedicated to the initiative. The guide includes tips for parents and caregivers on spending quality time with their children in the library, at home or out in the community with resources from the public or school library. Activities presented in the guide include reading together, raising money smart kids, homework help, cultural heritage and more. Different suggested activities are grouped by theme: learn, explore, connect, play and create.



A print version of the guide and bookmarks will be distributed through libraries in Lifetime priority markets. All libraries can download the guide and bookmarks. The PSAs are also available for online sharing and for local broadcast use.

## 2011 I Love My Librarian Award nominations to open at ALA Annual Conference

Nominations for the 2011 Carnegie Corporation of New York/New York Times I Love My Librarian Award will open at the ALA Annual Conference. They will run through September 14.



Each year since 2008, the award has invited 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. This year's award ceremony will tie into the 100th anniversary of Carnegie

Corporation of New York. 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.

In 2010, nominations for nearly 1,400 librarians were received during the nomination period. In total, library users have sent in more than 8,000 nominations for librarians in three years. Library users can nominate their librarian in 2011 through an online form hosted on [atyourlibrary.org](http://atyourlibrary.org).

Each year, the ALA Past President chairs the award selection committee, with appointees from AASL, ACRL and PLA. In 2010, the divisions agreed to have their past presidents or current president automatically be appointed to the committee. Members of Carnegie Corporation and The New York Times also sit on the committee.

This is the fourth year of five for the award. In 2008, Carnegie Corporation of New York awarded the American Library Association (ALA) \$489,000 to support the award for five years. ALA is working with Carnegie Corporation on the possibility of renewing the award for an additional five years.

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

## Atyourlibrary.org website hosts activities for National Library Week, Preservation Week

The [atyourlibrary.org](http://atyourlibrary.org) website continues to publish content that connects people back to their libraries, including recent articles on classic films, a touring baseball exhibit and museum exhibits.

In addition to regular content, the site hosted specific content on its blog for National Library Week and sought to engage the public through social media around the week's, "Create your own story @ your library" theme. The social media content supported the promotion of ALA activities during National Library Week, including the release of the State of America's Libraries report and the Office for Intellectual Freedom's Top 10 list, National Bookmobile Day, Support Teen Literature Day, and also School Library Month.



During National Library Week, [atyourlibrary.org](http://atyourlibrary.org) had 13,915 page views and 6,415 unique visitors. The [atyourlibrary.org](http://atyourlibrary.org) Facebook account acquired 480 new followers and received nearly 200 comments on multiple posts. On Twitter, the hashtag #NLW11 had 1,389 mentions. "National Library Week" received 3,402 mentions on Facebook. A "twaiiku" contest asked [atyourlibrary.org](http://atyourlibrary.org) Twitter and Facebook followers to submit haiku about libraries. The contest had 258 entries.

Some notable tweets about National Library Week that reached more than 5 million followers include:



- 1.5 million followers

[neilhimsself](#): RT [@neilhimsself](#): A big welcome to John Grisham, who succeeds me as Honorary Chair of National Library Week <http://exm.nr/hZ0m4k> 4 days ago 11



- 2.4 million followers

[time](#): RT [@TIME](#): It's National Library Week. Why not celebrate by checking out one of the books on our Top 10 Novels of 2010 list? | <http://ti.me/hy4KVQ> 4 days ago 58 retweet



- 700,000 followers

[newyorker](#): RT [@NewYorker](#): Questions from National Library Week: Again with the Gay Penguins? <http://nyr.kr/hTik76> [@bookbench](#) 4 days ago 29



- 133,000 followers

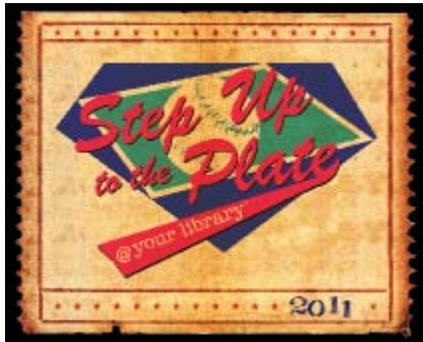
[latimesbooks](#): RT [@LATimesbooks](#): It's National Library Week. Do you have a librarian to thank? <http://lat.ms/eXMF3U> 3 days ago 4 retweet

Author Brad Meltzer, who is involved in ALA President Roberta Stevens' "Our Author, Our Advocates" program, also tweeted about National Library Week nearly every day. He has 8,600 followers.

To date, the site has more than 1,700 Facebook fans, up 600 from the spring, and more than 4,200 Twitter followers, up 1,000 from the spring.

Following National Library Week, atyourlibrary.org hosted content for the public in support of ALCTS' Preservation Week. Content included a video with an ALCTS member about his personal record collection, activities for families and stories about the ways that preservation has touched the lives of families and communities.

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 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, kicked off on baseball opening day.

“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.

Several hundred people have already sent in entries in hopes of winning the grand-prize trip to the Baseball Hall of Fame World Series Gala in October 2011. Trivia questions are available on [atyourlibrary.org](http://atyourlibrary.org).

Librarians can now register for free promotional tools on the program’s new website, [atyourlibrary.org/baseball](http://atyourlibrary.org/baseball). This is the first year that [atyourlibrary.org](http://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. Prizes are available for librarians who promote the program.

The program runs through Sept. 1, 2011.

**New Jersey State Library shares its new initiative for job seekers with libraries nationwide through the Campaign for America’s Libraries website**



Posters, bookmarks and other free downloadable promotional tools from the New Jersey State Library’s “NJ works @ your library” initiative are now available for free download through the Campaign for America’s Libraries’ website.

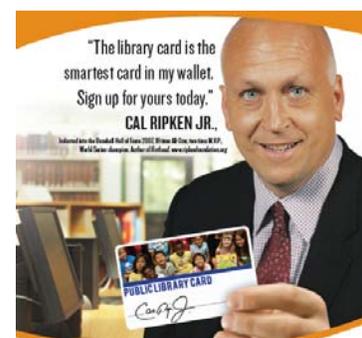
With a federal American Recovery and Reinvestment Act (ARRA) Broadband Technology Opportunity Program (BTOP) award, the state library developed “NJ works @ your library” to remind New Jersey job seekers that the public library is the place for the unemployed and underemployed to find the resources needed for landing a new job.

The initiative’s slogan, “It’s time... to land that new job,” was intended to set a positive tone and to position the library as a place that can empower job seekers with free resources like email, online job searches, access to online job applications and resume writing classes.

Librarians across the country are encouraged to download tools from the New Jersey campaign for local use. Materials have been rebranded with a new logo: “USA works @ your library,” reflecting what libraries across the country are doing to meet the needs of job seekers. An action plan and webinar are also available.



**Cal Ripken Jr. named Honorary Chair of Library Card Sign-up Month**



Baseball Hall of Famer and author Cal Ripken Jr. has been named the Honorary Chair of Library Card Sign-up Month. Inducted into the Baseball Hall of Fame 2007, this 19-time All-Star, two time M.V.P. and World Series champion has lent his image to a print PSA that ALA will place in print magazines and on website. Libraries can download the PSA at no charge from the Library Card Sign-up Month webpage. ALA also offers customization of the PSA for libraries at no charge.

### **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](http://www.americandreamtoolkit.org).

### **@ your library logo translated into Polish**



In conjunction with the U.S. embassy in Warsaw, the Campaign has developed a new Polish “@ your library” logo. The embassy is currently developing “America @ your library” – or “Ameryka w twojej bibliotece” - programs with local libraries in Poland. Previous “America @ your library” initiatives have been created by U.S. Embassies in both Germany and Finland.

The @ your library logo is currently available in 32 languages as part of the Campaign for the World’s Libraries, developed by the ALA and the International Federation of Library Associations and Institutions (IFLA) and is designed to showcase the unique and vital roles played by public, school, academic and

special libraries worldwide. Thirty-six countries have joined the campaign, and logos are also available in each of the partner country's flag colors.

**PR Forum 2011 - Going mobile @ your library: How libraries can serve mobile phone users**

The PR Assembly, a subcommittee of the Public Awareness Committee, has planned this year's PR Forum around how libraries can serve mobile phone users.

The PR Forum, one of the most anticipated programs for library public relations and marketing professionals at the ALA Annual Conference, will be led by Joe Murphy (Twitter @libraryfuture), a librarian at Yale University and mobile technology innovator.

The PR Forum will take place from 8 to 10 a.m. on June 26 at the Morial Convention Center in room 344. Librarians can add the PR Forum to their New Orleans schedule through the conference scheduler in ALA Connect.