

**TO:** ALA Executive Board

**RE:** Public Information Office first quarter 2011 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:**

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**DRAFT OF MOTION:**

NA

**DATE:** March 10, 2011

**BACKGROUND:**

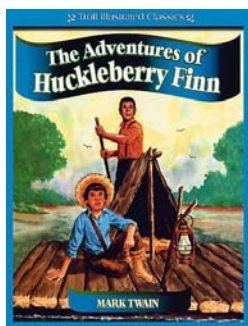
According to the Newspaper Association of America, there are more than 1,400 daily newspapers and 6,700 weekly newspapers in the United States, so the following report should be viewed as a snapshot of coverage achieved by the American Library Association (ALA).

Media relations activity for the past quarter (December 16, 2010 - March 14, 2011) has focused in several areas including the ALA Midwinter Meeting, ALA Youth Media Awards, Teen Tech Week and library technology trends. This quarter the ALA has achieved more than 13,000 mentions/articles, which totaled a circulation rate of more than 4.1 billion and generated more than \$4.9 million of free publicity.

**EXECUTIVE SUMMARY:**

Extensive coverage of the Youth Media Awards, ALA Midwinter, ALA's response to the new censored version of "The Adventures of Huckleberry Finn," the library e-book lending issue, and Teen Tech Week were the highlights of the last quarter.

## Huckleberry Finn Censorship Controversy



The first quarter began with ALA Public Information Office (PIO) working with the Office for Intellectual Freedom (OIF) to respond to press queries regarding a new censored version of “*The Adventures of Huckleberry Finn*,” by Mark Twain. Alabama publishing house NewSouth Books released a modified version of the novel that replaces the word “nigger” — which appears 219 times — with the word “slave.” The PIO received multiple interview requests from several high-profile media groups looking to speak with ALA experts regarding our views on removing library materials, which is a violation of the Library Bill of Rights. The ALA achieved more than 280 placements which resulted in a circulation rate of more than 161 million. Placement highlights included *NBC Nightly News*, *USA*

*Today* and *AOL News*.

## ALA Midwinter Meeting

The ALA Midwinter Meeting achieved more than 1,400 mentions and articles which resulted in a circulation rate of more than 460 million.

PIO reached out to more than 100 local media contacts within the San Diego market, as well as mainstream and library trade press. Pitching efforts resulted in interviews with print, radio and television media outlets including *the San Diego Union Tribune*, *PBS San Diego (KPBS-TV)*, and *NPR (KPBS-FM)*.



More than 70 members of the media registered for advance media credentials. Notable onsite press included *KPBS (NPR Affiliate)*; *FOX San Diego (KSWB-TV)*; *Univision San Diego*; *Library Journal*; *School Library Journal*; *Publishers Weekly*; *Parent's Choice*; and the *San Diego Union Tribune*.

## ALA Youth Media Awards



After months of planning, the PIO offered a live Webcast of the ALA Youth Awards. More than 10,000 people logged on to view the award announcements. The Webcast took months of preparation and coordination with ALA's onsite audio/video vendors and our Web vendor Unikron, as well as participating ALA units.

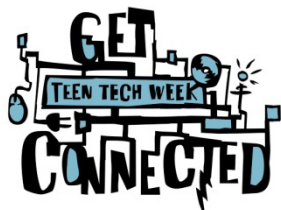
This year more than 2,919 logged on to follow ALA Youth Media Award Results via Twitter and more than 1,754 Facebook fans followed results.

Prior to the Webcast, PIO received many calls from educators and librarians who planned to use the Webcast as a learning tool. Many held Newbery/Caldecott mock elections in their classrooms or libraries and wanted to compare their election results to the award results.

The Youth Media Award recipients may not have received national coverage on the *Today Show*, but they did receive coverage in many high-level print newspapers. More than 1,500 mentions were achieved resulting in a circulation rate of more than 766 million.

ALSC member leaders were interviewed by *The New York Times* and a variety of high-level press. Associated Press (AP) national reporter Hillel Italie wrote about the awards and his article was picked up by more than 97 newspapers from around the country. Highly circulated publications such as the *Wall Street Journal*, *CBS News*, *AOL News*, *NPR.Org*, and *Salon.com* provided coverage.

## Teen Tech Week



As social networking tools such as Face book, texting, and Smartphone apps become a staple of teen culture, school and public libraries from across the country showcased technological resources available @ your library during Teen Tech Week™, March 6 – 12, 2011. Thousands of teens participated and took advantage of free social networking and computer workshops, gaming tournaments, online homework help and much more.

This year's theme is Mix and Mash @ your library, which focuses on encouraging teens to use library resources to express their creativity. Teens will work with librarians as they create their own unique Web and technological content and safely share it with online collaborative tools.

Young Adult Library Services President Kimberly Patton participated in interview with the *Chicago Tribune* on teens and library technology use, which appeared on more than 80 Tribune blogs and the March 17 print edition. Patton also participated in lengthy radio interviews with Kiss FM Seattle and KCUR radio's Education Today. Teen Tech Week achieved more than 240 placements which resulted in a circulation rate of more than 217 million.



## E-books

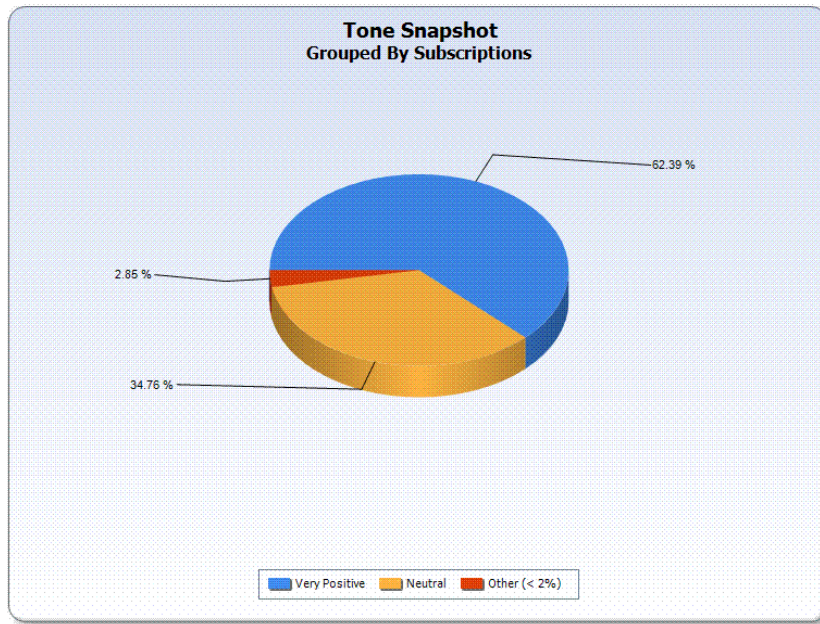
The quarter came to an end with HarperCollins placing limitations on library e-book lending. ALA leadership spoke with several top tier media groups including the Associated Press, *New York Times* and *USA Today*. ALA president Roberta Stevens issued a statement to the press that focused on how e-book lending limitation would impact library budgets and equality to access to information. As the library community continues to work to establish possible lending models PIO's monitoring service retrieved more than 100 articles on this issue resulting in a circulation rate of more than 16 million.

E-book coverage did receive mild negative coverage via social media. Members wanted a stronger response from ALA leadership and its support of a HarperCollins boycott.

Other negative coverage was produced by Dan Kleinman of Safelibraries and other conservative groups. Posts attacked ALA's position on the worker's rights which was fueled by a statement released by ALA President Roberta Stevens regarding Wisconsin protests. Other issues that attracted negative coverage included ALA's position on the freedom to read and ebooks.

## FINDINGS AT A GLANCE:

	Positive	Neutral	Negative
Total Clips	8,266	4,663	159
Total Circulation	2,845,756,922	1,312,652,626	24,958,916
Publicity Value	\$ 3,041,417	\$ 1,862,800	\$56,114



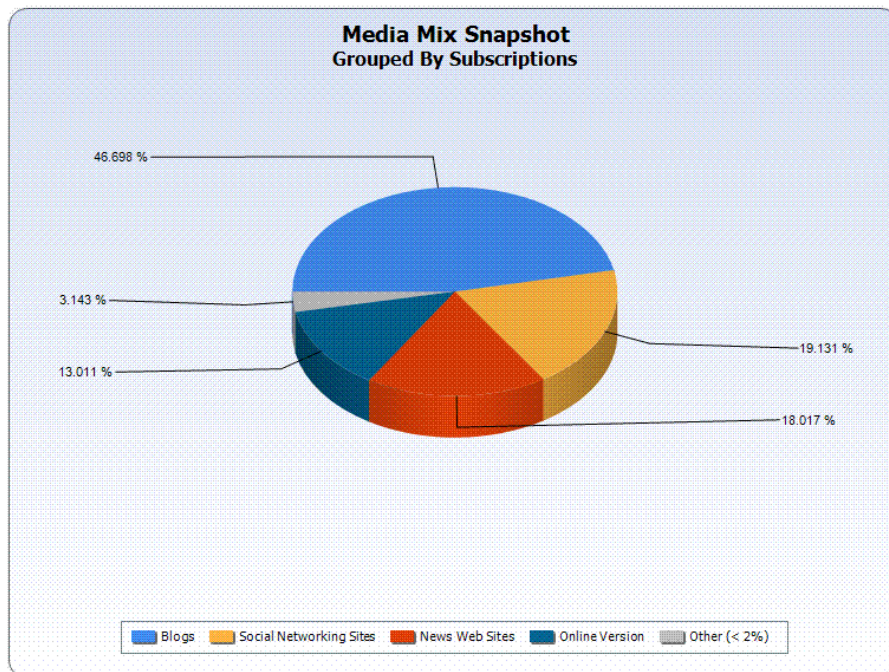
Total Clips: 13,088

Total Circulation: 4,183,368,464

Total Publicity Value: \$4,960,331

**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 8,734 mentions via tweet or blog. The majority of social media coverage received focused on the ALA Youth Media Awards, the Huck Finn controversy and e-book trends.

Positive: 5,094; Neutral: 3,525; Negative: 115; Total: 8,734

#### **BLOGS**

The majority of Social Media Coverage was positive.

[Positive: 3,912] [Neutral: 2,010] [Negative: 94]

Total: 6,016

#### **SOCIAL MEDIA [TWITTER & FACEBOOK]**

The majority of first quarter social media coverage was positive. Tweets ranged in topic from the Today Show controversy to e-book trends.

[Positive: 1,030] [Neutral: 1,496] [Negative: 21]

Total: 2,547

#### **PHOTO SHARING [YOUTUBE & FLICKR]**

CisionPoint captured various photos sharing posts that range from videos and photos from the ALA Midwinter Meeting to ALA Youth Media Awards.

[Positive: 152] [Neutral: 19] [Negative: 0]

Total: 171