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: September 30, 2011

Executive Summary

ALA received nearly $500,000 in donated ad space through the placement of a print PSA featuring baseball legend Cal Ripken, Jr. As part of his role as Honorary Chair of Library Card Sign-up Month, Ripken donated his image to the PSA.

Library supporters nationwide submitted 1,700 nominations for the fourth year of the Carnegie Corporation of New York/New York Times I Love My Librarian Award. Members of the public were 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. Major award supporter Carnegie Corporation of New York celebrates its 100th anniversary in 2011.

Since the Connect with your kids @ your library® initiative launched at the ALA Annual Conference in New Orleans, libraries have distributed nearly 80,000 Connect with your kids Family Activity Guides and 1 million bookmarks in their communities. The guide contains ideas on how families can spend quality time together at the library or by using resources from the library at home. In addition, Lifetime Television has been airing public service announcements (PSAs) that encourage parents to spend quality time with their children at the library.
Value of Library Card Sign-up Month PSA placement more than $450,000

A full page PSA for Library Card Sign-up Month featuring Baseball Hall of Famer and author Cal Ripken, Jr. appeared in the September 26 issue of *Time* magazine. The magazine has a circulation of 3.3 million.

The ad also appeared in *Country Living* magazine and others. The total value of the donated ad space is nearly $500,000.

Ripken was 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 lent his image to the PSA.

Libraries downloaded the PSA at no charge from the Library Card Sign-up Month webpage. ALA offered customization of the PSA for libraries at no charge.

1,700 nominations received for 2011 I Love My Librarian Award

Library supporters nationwide again sent in nominations for the Carnegie Corporation of New York/New York Times I Love My Librarian Award. Nominators sent in 1,700 nominations for their librarians through the atyourlibrary.org website over the summer.

Promotion of the award included a digital supplement of *American Libraries* magazine. The supplement highlighted previous years’ winners and pointed to the atyourlibrary.org website where librarians could access promotional tools to encourage local nominations.

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.

The *New York Times* supports the award by hosting the awards ceremony and by donating ad space both in the
In total, library users have sent in nearly 10,000 nominations for librarians over the award’s four year run.

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 or current president automatically be appointed to the committee. Members of Carnegie Corporation and The New York Times also sit on the committee.

In 2008, Carnegie Corporation of New York awarded the American Library Association (ALA) $489,000 to support the award for five years. This year’s award ceremony will tie into the 100th anniversary of Carnegie Corporation of New York. A feature on the centennial appeared in American Libraries magazine’s September issue (http://tinyurl.com/663w5or).

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

**Connect with your kids @ your library®**

The *Connect with your kids @ your library* initiative launched at the ALA Annual Conference in New Orleans.

Since the summer, Lifetime Networks, the cable television media sponsor of *Connect with your kids*, has aired television PSAs in promotion of the campaign. The PSAs will air through 2012. (http://tinyurl.com/3rgcxbu)

*Scholastic Parent & Child* magazine is the campaign’s print media sponsor. The magazine is donating a total of six full-color ads.

In addition, a total of 79,000 *Connect with your kids* Family Activity Guides and more than 1 million *Connect with your kids* bookmarks have been distributed by libraries across the country. Libraries in 19 major media markets distributed the material. Other libraries were able to order guides and bookmarks from ALA following the ALA Annual Conference in New Orleans. The materials have been distributed at summer reading programs, at local Head Start outlets, at library story time and other early literacy programs, and at local book festivals and other community events outside the library.

*Connect with your kids* seeks to strengthen families by motivating parents to spend more quality time with their children. Specifically, the campaign promotes 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.

The program lives on atyourlibrary.org. Elements include a web version of the Family Activity Guide. 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, homework help, cultural heritage and more. Different suggested activities are grouped by theme: learn, explore, connect, play and create. In late summer, ALA translated the guide into Spanish at popular request.

In addition, the site includes a blog dedicated to content for parents and stories from families who use the library together.
Libraries can download the *Connect with your kids* materials, including the Family Activity Guide in English and Spanish and *Connect with your kids* logos, at no charge from atyourlibrary.org/connectwithyourkids. The PSAs are also available for online sharing.

**Twelve-year-old baseball fan headed to Hall of Fame as grand prize Step Up to the Plate @ your library® winner**

Twelve-year-old Kelsey Willems will soon be on her way to the National Baseball Hall of Fame and Museum in Cooperstown, N.Y., thanks to the resources at her school library and some quality family time with her father.

On September 23, Jim Gates, library director at the Baseball Hall of Fame, drew Willems’ entry form in the grand-prize drawing in Cooperstown out of those submitted over the spring and summer by 1,000 baseball fans nationwide.

After an introduction to Step Up to the Plate at school, Willems’ worked on the contest at home with her father, a lifelong Milwaukee Brewers fan. Father and daughter answered the questions together and used the skills she had learned at her school library to verify their answers online.

Willems and her father will travel to Cooperstown on Oct. 22 for the Hall of Fame’s World Series Gala, an annual celebration of the postseason which features the live broadcast of a World Series game in the museum’s Grandstand Theater. She will also receive a behind-the-scenes tour of the museum and archives.

Developed by ALA and the National Baseball Hall of Fame, Step Up to the Plate officially wrapped up its sixth season with the national drawing. The winner was randomly chosen from eligible contestants who correctly answered a series of baseball trivia questions developed by the Hall of Fame’s library staff.

Season six of Step Up to the Plate @ your library teamed up two American classics - baseball and libraries - to promote libraries and librarians as essential information resources. The program encouraged 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, Step Up to the Plate connected generations by exploring baseball’s more than 150-year history through topics like famous baseball families and legacy teams. The contest lived on atyourlibrary.org.
Atyourlibrary.org website hosts activities for Library Card Sign-up Month, Banned Books Week

The atyourlibrary.org website continues to publish content that encourages visitors to utilize the resources at their library. Recent articles include how to use the library to find a job, the centennial of Carnegie Corporation of New York, baseball legend Satchel Paige and how libraries commemorated September 11.

In addition to regular content, the site hosted specific content for Library Card Sign-up Month and Banned Books Week. Library card holders were encouraged to post a photo with their library cards; the homepage featured a slideshow of the photos. Blog content also connected back to the importance of getting a library card.

Atyourlibrary.org hosted several initiatives during Banned Books Week to drive interest around banned and challenged books. 1,250 people took a Banned Books Week quiz. A poll asked readers to weigh in on the top far-fetched reasons to ban a book in order to win a Banned Books tote bag. More than 1,500 people participated.

To date, the site has more than 2,200 Facebook fans, up 500 from the spring, and nearly 6,000 Twitter followers, up 1,800 from the spring. Nearly 2,500 subscribers receive the bi-weekly atyourlibrary.org email newsletter. The site averages more than 13,000 visitors per month, and projects a year-long visitor total of 150,000.

The website was designed for the general public – library users and non-users – and aims at increasing and increasing the use of libraries by 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. The site is also supported by Disney Book Group, FINRA and Library Champions. 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.

The American Dream Starts @ your library®

The Campaign for America’s Libraries is working with ALA’s Office for Literacy and Outreach Services (OLOS) on a digital supplement to highlight the activity of The American Dream Starts @ your library program. Through the grant, public libraries received $5,000 to develop literacy programs for adult English language learners.

The libraries have used grant funds in a variety of ways to augment their services for adult English language learners. The digital supplement will focus on those stories.
Additional information about the funded libraries is available at www.americandreamtoolkit.org.

**Brad Meltzer to serve as Honorary Chair, National Library Week 2012**

Author Brad Meltzer will serve as the Honorary Chair of National Library Week 2012 (April 8-14). ALA will pitch a print PSA featuring the author to national publications. The author was part of ALA Past President Roberta Stevens’ Our Authors, Our Advocates initiative; Meltzer recorded a television PSA and wrote an op-ed placed in the *Miami Herald*.

Meltzer is the latest in a series of National Library Week chairs which has included John Grisham, Neil Gaiman, Jamie Lee Curtis and Julie Andrews.

**National Library Week theme: You belong @ your library®**

The National Library Week theme for 2012 will be, You belong @ your library. The National Library Week subcommittee of the Public Awareness Committee recommended the theme for ALA President Molly Raphael’s approval. The theme ties in with Raphael’s presidential themes around access and diversity.

Applications for the 2011 Scholastic Library Publishing National Library Week grant are open through October 7. A U.S. library will win $3,000 to support its National Library Week activities centered on the week’s theme. All types of libraries can apply for the grant at [www.ala.org/nlwgrant](http://www.ala.org/nlwgrant). The Public Awareness Committee will announce the winner following the ALA Midwinter Meeting in Dallas.

Tools to help libraries develop promotions around National Library Week will be posted on the National Library Week webpage in mid-October, timed with the launch of the National Library Week poster and bookmark from ALA Graphics.