

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: January 9, 2012

Executive Summary

Caroline Kennedy offered opening remarks to an audience of 300 librarians and library supporters at the Carnegie Corporation of New York/New York Times I Love My Librarian Award ceremony in December. The New York Times hosted the event, which honored the 10 winners of the 2012 award and commemorated Carnegie Corporation of New York's Centennial.

Author Brad Meltzer will serve as the Honorary Chair of National Library Week 2012 (April 8-14). Meltzer is the latest in a series of National Library Week Honorary Chairs, which has included John Grisham, Neil Gaiman, Jamie Lee Curtis, and Julie Andrews.

Caroline Kennedy speaks about the “life changing” work of librarians at 2012 I Love My Librarian Award ceremony in New York

At the award ceremony in December for the Carnegie Corporation of New York/New York Times I Love My Librarian Award, Caroline Kennedy spoke to an audience of 300 librarians and library supporters about the “life changing” work of librarians.

After speaking about her work in New York City schools and at the Kennedy Library in Boston, Kennedy remarked:

None of these efforts would have been possible without dedicated, committed and visionary librarians. Professionals who are excited about their changing role in a changing world - who are dedicated to serving others, who respect scholarship, and who understand that you are our guides on a life long journey of intellectual collaboration and collaborative composition.



(l-r): Arthur O. Sulzberger, Jr., Chairman and Chief Executive Officer, The New York Times Company; Vartan Gregorian, President, Carnegie Corporation of New York; Janet L. Robinson, former President and CEO of The New York Times Company; Molly Raphael, ALA President; Caroline Kennedy; Keith Michael Fiels, ALA Executive Director



(l-r): Vartan Gregorian, President, Carnegie Corporation of New York; Roberta Stevens, ALA Past President; Molly Raphael, ALA President; Caroline Kennedy; Maureen Sullivan, ALA President Elect; Keith Michael Fiels, ALA Executive Director



(l-r): Vartan Gregorian, President, Carnegie Corporation of New York; Marcia Warner, President, PLA; Nancy Everhart, Past President, AASL; Caroline Kennedy; Lisa Janicke-Hinchliffe, Past President, ACRL

Vartan Gregorian, President of Carnegie Corporation of New York, also spoke, noting that “libraries are stations of hope” and speaking about the role libraries have played in Carnegie Corporation’s century of work:

One of our proudest achievements is the part that Carnegie Corporation played in the first major cause that Andrew Carnegie supported, and the one that was always closest to his heart: helping to build public libraries. Mr. Carnegie believed that libraries are essential to the strength and progress of American society because there are three critical purposes they serve. They democratize access to information and knowledge. They empower local communities. But most importantly, they empower individuals to fulfill their aspirations and their potential.

Full remarks and video from the award ceremony are available on atyourlibrary.org, ALA’s public awareness website.

The ceremony celebrated the 10 winners of the 2012 Carnegie Corporation of New York/New York Times I Love My Librarian Award and commemorated the Centennial of Carnegie Corporation.

The 2012 winners are:

Venetia V. Demson
DC Public Library, Adaptive Services
Division
Washington, D.C.

Martha Ferriby
Hackley Public Library
Muskegon, Michigan

Jennifer O. Keohane
The Simsbury Public Library
Simsbury, Connecticut

Dr. Rhonda Allison Rios Kravitz
Sacramento City College
Sacramento, California

Jennifer U. LaGarde
Myrtle Grove Middle School
Wilmington, North Carolina

Elizabeth “Betsy” Long
Doby’s Mill Elementary School Media
Center
Lugoff, South Carolina

Michelle Luhtala
New Canaan High School Library
New Canaan, Connecticut

Saundra Ross-Forrest
North Avondale Branch Library
Birmingham Public Library System
Birmingham, Alabama

Rebecca Traub
Temple University Harrisburg
Harrisburg, Pennsylvania

Barbara K. Weaver
Ivy Tech Community College Northwest
Gary, Indiana

Each received a \$5,000 cash award and a travel stipend to attend the award ceremony.

Over the summer and fall, more than 1,700 library supporters nationwide submitted nominations for their librarians on atyourlibrary.org. A selection committee comprised of librarians and representatives from Carnegie Corporation and The New York Times decided the winners. The members of this year’s committee were Roberta Stevens, ALA Past President and Chair of the selection committee; Nancy Everhart, Past President, AASL; Lisa Janicke-Hinchliffe, Past President, ACRL; Marcia Warner, President, PLA; Rookaya Bawa, Program Officer, Carnegie Corporation; and Diane McNulty, Executive Director of Community Affairs and Media Relations, The New York Times Company.

In 2008, Carnegie Corporation of New York awarded ALA \$489,000 to support the award for five years. Each year since then, 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. In total, library users have sent in nearly 10,000 nominations for librarians over the award’s four year run.

The award will continue in 2012.

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 (full page ad to congratulate the 2011 winners below. The ad ran nationally on January 5, 2012, and in the New York edition on December 25, 2011).

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

THE CARNEGIE CORPORATION OF NEW YORK/NEW YORK TIMES

I Love My Librarian!

2011 Award

These awards are given to librarians from across the country who have demonstrated outstanding public service and who make a difference in their communities.

More than 1,700 library users nationwide nominated a librarian for this award.

CONGRATULATIONS TO THE WINNERS.

Venetia V. Demson
DC Public Library
Adaptive Services Division
Washington, D.C.

Martha Ferriby
Hackley Public Library
Muskegon, Michigan

Jennifer O. Keohane
The Simsbury Public Library
Simsbury, Connecticut

Dr. Rhonda Allison Rios Kravitz
Sacramento City College
Sacramento, California

Jennifer U. LaGarde
Myrtle Grove Middle School
Wilmington, North Carolina

Elizabeth "Betsy" Long
Doby's Mill Elementary School
Media Center
Lugoff, South Carolina

Michelle Luhtala
New Canaan High School Library
New Canaan, Connecticut

Sandra Ross-Forrest
North Avondale Branch Library
(Birmingham Public Library System)
Birmingham, Alabama

Rebecca Traub
Temple University Harrisburg
Harrisburg, Pennsylvania

Barbara K. Weaver
Ivy Tech Community College
Northwest
Gary, Indiana

SPECIAL THANKS TO THE FOLLOWING INDIVIDUALS WHO SERVED ON THE I LOVE MY LIBRARIAN AWARDS SELECTION COMMITTEE:

Robert A. Stevens
Committee Chair
Past President
American Library Association

Dr. Rookaya Bawa
Program Officer
Carnegie Corporation of New York

Nancy Everhart
Past President
American Association of School Librarians, a division of the American Library Association

Lisa Janicke Hinchliffe
Past President
Association of College and Research Libraries, a division of the American Library Association

Diane McNulty
Executive Director
Corporate Communications
The New York Times Company

Marcia A. Warner
President
Public Library Association, a division of the American Library Association

To find out more about the recipients of the 2011 I Love My Librarian Award, please visit www.NYTimes-Community.com.

To find out more about the program, please visit www.atyourlibrary.org/ilovemylibrarian



Carnegie
CORPORATION
OF NEW YORK

The New York Times
NYTIMES.COM

ALA American Library Association

@your library®
The Campaign for America's Libraries



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

Celebrate National Library Week

April 8-14, 2012

Visit your library today and create your own story.

Today's libraries can help you discover a new and exciting world. Take advantage of the free access to books and computers, homework help, assistance with resumes and job searches, accurate financial information, adult education courses, support for new Americans, CDs, DVDs and much more. Don't forget, your librarian is information smart and can help you find the right answer @ your library.

www.atyourlibrary.org

Honorary Chair Brad Meltzer

Brad Meltzer, National Library Week Honorary Chair, is the author of *The Book of Fate*, *The Tenth Justice*, and *The Inner Circle*. He is also the host of Brad Meltzer's "Decoded" on the History Channel.

www.bradmeltzer.com

ALA American Library Association

Library Champions
Promoting in America's Libraries

@your library
The Campaign for America's Libraries

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

ALA also offers free customization of the PSA to libraries who want to use it in local publications, newsletters or other media.

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.

Tools to help libraries develop promotions around National Library Week are available on the National Library Week webpage and include sample press materials and a downloadable web graphic, in addition to the Brad Meltzer PSA.

The Public Awareness Committee will announce the winner of the 2012 Scholastic Library Publishing National Library Week grant following the ALA Midwinter Meeting in Dallas.



This fall, U.S. libraries of all types submitted applications to win \$3,000 to support their National Library Week activities centered on the week's theme.

Connect with your kids @ your library® in Spanish debuts

In response to member request, the *Connect with your kids @ your library* Family Activity Guide has been translated into Spanish. The guide is available as a free download for librarians from atyourlibrary.org/connectwithyourkids. A Spanish web page is also available for the public.



Since the summer, more than 1 million *Connect with your kids @ your library* bookmarks and nearly 80,000 *Connect with your kids @ your library* Family Activity Guides have been distributed through libraries nationwide.



Libraries in 19 major media markets distributed the bookmarks and guides. 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.

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

Scholastic Parent & Child magazine is the campaign's print media sponsor. The magazine has donated a total of six full-color ads.

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.

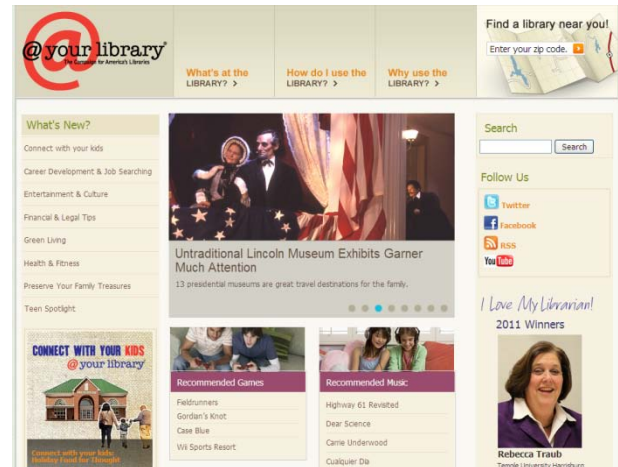
In addition, the site includes a blog dedicated to content for parents and stories from families who use the library together.

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.

Atyourlibrary.org website highlights Youth Media Awards

The atyourlibrary.org website continues to publish content that encourages visitors to utilize the resources at their library. Recent articles include those on jobs, book clubs, film preservation, exhibits at national museums, author interviews, family outings to Presidential museums, and more.

In addition, atyourlibrary.org hosts the I Love My Librarian Award nominations and information about the winners. Recent additions include the full remarks from Caroline Kennedy and Vartan Gregorian, video interviews with the winners, the full video of the award ceremony and photos from the December event.



In addition to regular content, the site hosts tie-ins with ALA-sponsored events. Beginning in December, the site began rolling out a series of articles featuring the Youth Media Awards, highlighting in succession each of the awards. The site also recently sponsored a contest in which readers could win a copy of the Caldecott Medal winning book, "The Invention of Hugo Cabret" by Brian Selznick, as a tie-in with the release of the feature film "Hugo."

To date, atyourlibrary.org has nearly 2,500 Facebook fans, up 200 from the fall, and more than 6,800 Twitter followers, up 800 from the fall. Nearly 2,600 subscribers receive the bi-weekly atyourlibrary.org email newsletter.

The website was designed for the general public – library users and non-users – and aims at 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 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.