

TO: ALA Executive Board

RE: Public Information Office Fourth 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

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DRAFT OF MOTION:

NA

DATE: Jan. 3, 2012

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).

EXECUTIVE SUMMARY:

Media relations activity for the past quarter (Sept. 23 – Dec. 31) has focused in several areas including Banned Books Week, the American Association of School Libraries (AASL) National Conference, Teen Read Week, eBooks, the destruction of Occupy Wall Street New York's People's Library and National Gaming Day@ your library. This quarter the ALA achieved more than 7,862 mentions/articles, which resulted in a circulation rate of more than 5.9 billion.

Banned Books Week



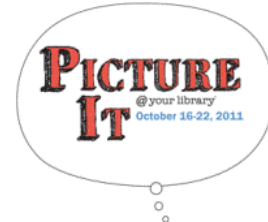
The quarter began with Banned Books Week, Sept. 24 – Oct. 1. This year marked the 30th anniversary of Banned Books Week, and the American Library Association's (ALA) Public Information Office (PIO) worked closely with the Association's Office for Intellectual Freedom (OIF) to secure media coverage with national and international news organizations.

Publicity efforts resulted in more than 2,300 articles resulting in a circulation

rate of more than 3.8 billion. Interview highlights included *USA Today*, Ireland Public Radio, The *Guardian*, Al Jazeera, multiple NPR affiliates and the *Huffington Post*. The *Huffington Post* published multiple articles including an op ed by ALA President Molly Raphael and Web slideshow of banned children's books. Hundreds of newspapers produced stories on Banned Books Week, local events and OIF's first-ever Virtual Read-Out.

Teen Read Week

This year marked the 14th Anniversary of Teen Read Week, October 16 – 22. Schools and libraries across the country hosted a variety of special programs and events to encourage teens to visit their public and school libraries, select their own reading material and read for “the fun of it.” This year's theme was “Picture It @ your library,” which focused on the popularity of graphic novels and other illustrated materials.



PIO worked with staff and members of the Young Adult Library Services Association (YALSA) to secure interview opportunities. This year's coverage consisted of more than 557 Web, print, radio placements resulting in a circulation rate of more than 282 million.

YALSA President Sarah Flowers participated in interviews with Common Sense Media, the *Chicago Tribune* and penned an original article for *Parenting Magazine* online, while a local spokesperson participated in a radio interview with the community affairs program “Twin Cities Insight,” which aired on six stations in the Minneapolis area. PIO also secured placements and mentions on teen and family blog sites such as I Heart Daily and *Girls Life Magazine*.

AASL National Conference



More than 3,000 school librarians, educators, publishers and guests gathered in Minneapolis from Oct. 27 - 30 to discuss key issues that impact our nation's school libraries during the American Association of School Librarians (AASL) 15th National Conference & Exhibition, themed “Turning the Page.”

PIO managed overall media strategy and onsite media activities through pitching journalists with library and education trade, national and local media.

Outreach efforts fostered more than 130 Web, print, radio and television placements with a circulation rate of more than 202 million.

School libraries in crisis

PIO continues to work with the AASL and the School Library Crisis Task Force to achieve national placements to generate public awareness of the deep budget cuts impacting the nation's school libraries and to advocate for funding. This quarter AASL President Carl Harvey II participated in interviews with the *Huffington Post* and American Public Media on the value of school libraries. PIO also crafted an op ed entitled “*What You Can Do To Support School*

Libraries In Crisis,” which was published by the Huffington Post on Dec. 8. The op ed is now being used by school library supporters to advocate for funding for school libraries.

Harvey also participated in a podcast with American Public Media (APM) and talked with host Stephen Smith about why school libraries are essential to academic success. The podcast series has a strong Web presence with hundreds of APM affiliates posting its content to their sites.

Destruction of the People’s Library

In mid November, PIO worked with OIF, the Office for Library Advocacy (OLA) and Governance to craft a statement regarding the destruction of the “People’s Library,” a community library erected by Occupy Wall Street New York protestors. The People’s Library was seized by the New York Police Department during a raid to evict protestors from Zuccotti Park. The library held a collection of more than 5,000 items and provided free access to books, magazines, newspapers and other materials. Although city officials promised all items would be returned, the majority of the collection is still missing and returned items were damaged. Several national and international news groups featured the ALA statement in coverage including *The Guardian* (UK), *Mediabistro*, *Washington Post*, *International Business Journal*, *New York Observer*, and the *Boston Globe*. *American Libraries* and *School Library Journal* also included the statement in coverage.



eBooks

The issue of eBook availability in libraries continues to grab headlines. PIO worked with the ALA WO to craft a statement on Penguin’s plan to eliminate lending new title eBooks in public libraries. The WO crafted the statement and PIO distributed it to library trade, book editors, network TV and NPR. The statement attracted the attention of NPR’s Lynn Neary and Market Place.

Shortly after ALA released a statement on this issue, Penguin announced that it would place plans to eliminate new title lending on hold until the first of the year.

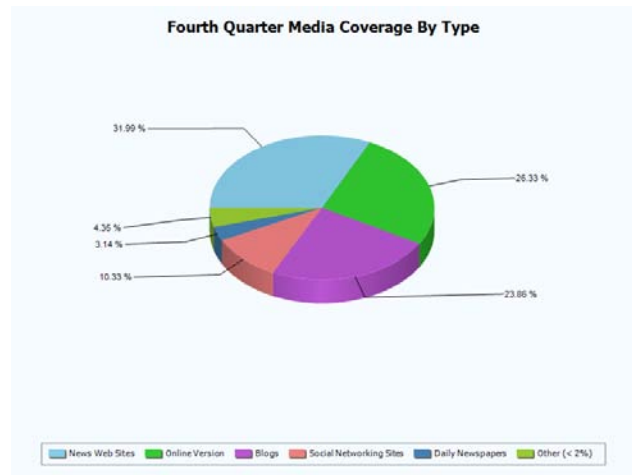
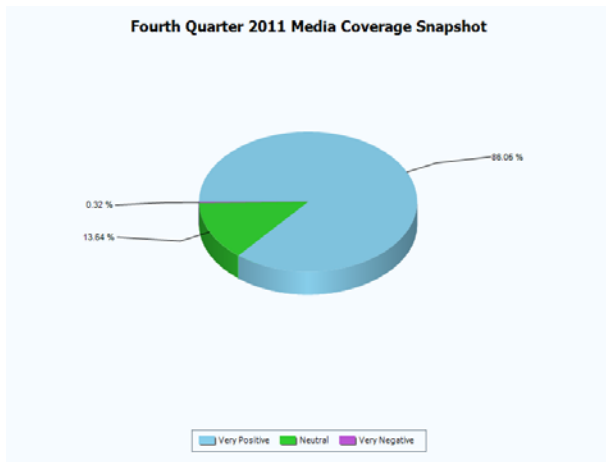
National Gaming Day @ your library



This year more than 27,700 people of all ages came together in their local communities to participate in National Gaming Day @ your library, Nov. 12. More than 760 U.S. libraries and 21 international libraries in 14 countries offered family gaming events/programs. An estimated 39 libraries competed with one another in a National “Epic Smash Bros. Brawl” tournament.

PIO worked with National Gaming Day sponsor FamilyAndPartyGames.com to secure media coverage. Efforts resulted in more than 200 articles/mentions and a circulation rate of 43.6 million. Coverage highlights include *The Press of Atlantic City*, *Newsday*, *Minneapolis Star Tribune*, *USA Today*, *The Oregonian*, *Oswego Patch*, *The Courier-News*, *The Record*, *The Times Leader*, and *Rome Sentinel*.

COVERAGE AT A GLANCE



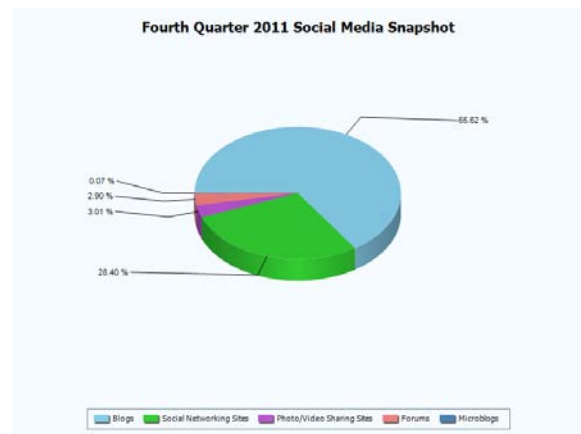
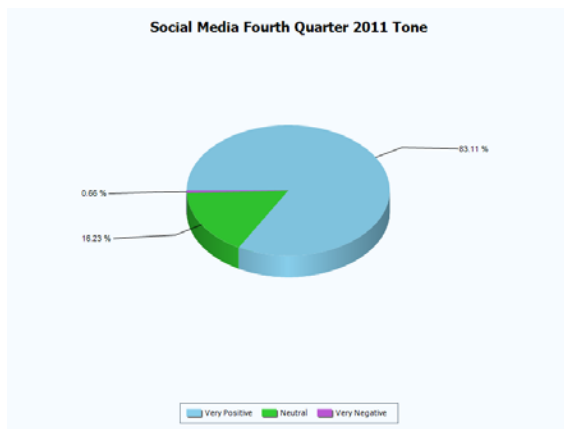
	POSITIVE	NEUTRAL	NEGATIVE
Total Clips	6,765	1,072	25
Total Circulation	5,506,171,003	421,956,272	2,424,911

Total Articles/Mentions: 7,862

Circulation: 5,930,552,186

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 2,859 social media mentions. The majority of social media coverage received focused on Banned Books Week and Teen Read week.

Positive: 2,376, Neutral: 464, Negative 19:

Total: 2,859

BLOGS

The majority of Social Media Coverage was positive and focused on Banned Books Week, Teen Read Week and the ALA Youth Media Awards.

[Positive: 1,576] [Neutral: 286] [Negative: 14]

Total: 1,876

SOCIAL MEDIA [TWITTER & FACEBOOK]

The majority of Tweets focused on Banned Books Week and ALA's Top Ten list of frequently challenged books.

[Positive: 716] [Neutral: 176] [Negative: 5]

Total: 897

PHOTO SHARING [YOUTUBE & FLICKR]

CisionPoint captured various photo and video posts that range from Banned Books Week Read Out videos to student video projects on their favorite banned or challenged book.

[Positive: 84] [Neutral: 2] [Negative: 0]

Total: 86

[END]