

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: March 28, 2012

Executive Summary

Author Brad Meltzer is serving 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.

Sacramento Public Library is the winner of the 2012 Scholastic Library Publishing National Library Week grant. The library won \$3,000 to support its National Library Week activities centered on the week's theme, You belong @ your library.

Atyourlibrary.org, ALA's public awareness website, continues its upward growth. The site has nearly 2,900 Facebook fans, up 156% from one year ago, and more than 7,600 Twitter followers, up 141% from one year ago. More than 3,500 subscribers receive the bi-weekly atyourlibrary.org email newsletter, up 246% from one year ago. Page views and site visits have jumped 141% over a one year period.

Brad Meltzer serves as Honorary Chair, National Library Week 2012

“Without librarians, I wouldn’t be a writer today.” --Brad Meltzer

Celebrate National Library Week
April 8-14, 2012

Honorary Chair Brad Meltzer

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

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.ala.org/yourlibrary

ALA American Library Association
Library Champions
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Library Funding: 34 Second PSA



Job Seekers: 48 Second PSA



Author Brad Meltzer will serve as the Honorary Chair of National Library Week 2012 (April 8-14). ALA is pitching a print public service announcement (PSA) featuring the author to national publications.

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

ALA has re-branded the video PSAs Meltzer recorded for ALA Past President Roberta Stevens' Our Authors, Our Advocates initiative with a National Library Week introduction. The videos are available for libraries from YouTube and for download.

Meltzer also recorded a testimonial on the powerful role libraries have played in his life, in which he explains, “Without librarians, I wouldn’t be a writer today.”

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National Library Week theme: You belong @ your library®; Sacramento Public Library wins National Library Week Grant

The National Library Week theme for 2012 is, 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, a downloadable web graphic and audio PSAs, in addition to the Brad Meltzer PSAs.

Following the ALA Midwinter Meeting in Dallas, the Public Awareness Committee announced Sacramento Public Library as the winner of the 2012 Scholastic Library Publishing National Library Week grant. The library won \$3,000 to support its National Library Week activities centered on the week’s theme.



The library will present a series of programs during National Library Week aimed at the gay, lesbian, bisexual, transgender, questioning, intersex and ally (GLBTQIA) community. Through its programming series and in conjunction with a comprehensive marketing campaign, the Sacramento

Public Library will reinforce the message that the library is a place for all members of the community.

Working with area GLBTQIA designers, the library has developed print and electronic ads that will be placed in local and GLBTQIA publications. Ads will also be placed throughout the Sacramento’s public transit system. Additional promotional materials will be distributed at the library’s 28 branch locations and among local partner organizations.

The library will make the campaign’s creative components available for use by all libraries following National Library Week.

ALA in talks with Lifetime Networks about continued support for Connect with your kids @ your library®

ALA is currently in talks with Lifetime Networks about continued support for the *Connect with your kids @ your library* campaign. The campaign, which launched at the ALA Annual Conference last June in New Orleans, seeks to strengthen families by motivating parents to spend quality time with their children at the library.

In 2011, Lifetime Networks, the campaign's cable television media sponsor, gave ALA a grant to produce two television PSAs (<http://tinyurl.com/3rgcxbu>) in support of the campaign. Lifetime provided donated air time for one year to the spots. ALA is hoping to continue support for donated air time.



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.

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

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

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.

Atyourlibrary.org website hosts promotions for The Lorax and The Hunger Games, promotes Women's History Month

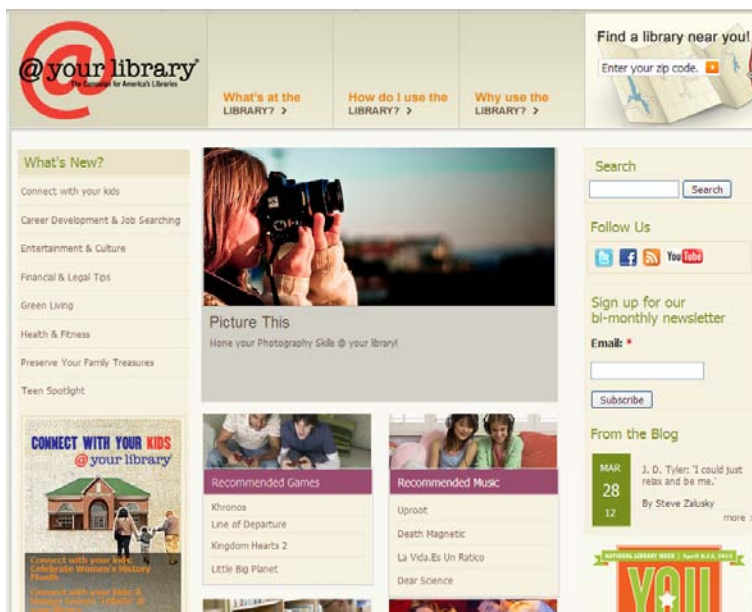
The atyourlibrary.org website continues to publish content that encourages visitors to utilize the resources at their library. Recent articles include those on Women's History Month, teen photography, crafting effective cover letters, financial education and Teen Tech Week.

In addition to regular content, the site hosts initiatives to engage visitors, such as recent sweepstakes with tie-ins to "The Lorax" and "The Hunger Games."

During National Library Week, visitors will be encouraged to submit a story about why they belong at the library through the site's story collection web page. It will also feature content on School Library Month, the State of America's Libraries Report, National Library Workers Day, National Bookmobile Day, Support Teen Literature Day and the release of the Top Ten Most Frequently Challenged Books of 2011.

To date, atyourlibrary.org has nearly 2,900 Facebook fans, up 156% from one year ago, and more than 7,600 Twitter followers, up 141% from one year ago. More than 3,500 subscribers receive the bi-weekly atyourlibrary.org email newsletter, up 246% from one year ago. Page views and site visits have jumped 141% over a one year period.

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.



The American Dream Starts @ your library® digital supplement coming in April



The Public Information Office and ALA's Office for Literacy and Outreach Services are preparing a digital supplement to American Libraries magazine that highlights the impact the American Dream Starts @ your library program has had on library users and grantee libraries. The supplement will roll out in April.

With generous support from the Dollar General Literacy Foundation, OLOS in 2010 selected 73 public libraries to receive \$5,000 to develop literacy programs for adult English language learners.