EBD #12.34
2011-2012

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: March 28, 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 (Jan. 1 – Mar. 22) has focused in several areas including the ALA Midwinter Meeting, ALA Youth Media Awards, Teen Tech Week and eBook lending in libraries. This quarter the ALA achieved more than 6,600 mentions/articles, which resulted in a circulation rate of more than 4.1 billion.

Midwinter Meeting
The first quarter began with the ALA Midwinter Meeting, Jan. 19 – 24. The ALA Public Information Office (PIO) began ALA Midwinter publicity efforts by responding to press queries regarding the ALA Youth Media Awards. Pre-announcement coverage included an Associated Press article regarding the William C. Morris Award, which reached hundreds of publication in the U.S. and Canada; and an article in Publisher's Weekly on the history of the Newbery and Caldecott Medals.

PIO reached out to more than 162 local media contacts within the Dallas market, as well as 600 mainstream and library trade press members. Pitching efforts resulted in interviews with local print and television media groups including the Dallas Morning News, 5NBCDFW and Univision.

The Dallas Morning News provided the most coverage with five articles ranging in topics from how the ALA Midwinter Meeting will impact the local economy to the ALA Youth Media Awards.

5NBCDFW Reporter Julie Tam talked with attendees and ALA Sr. Associate Executive Director Mary Ghikas who discussed why the ALA selected Dallas as the host city for the ALA Midwinter Meeting.

Other interviews onsite included Keith Michael Fiels with *Publisher's Weekly* Features Editor Andrew Richard Albanese on the issue of e-books and publishers and Past REFORMA President Oralia Garza Cortes spoke with Dallas' Univision23.

Other coverage included a segment from B.J Austin from KERA AM (NPR Affiliate) on the economic impact the conference will have on the City of Dallas.

The Midwinter Meeting's Youth Media Awards received national coverage. The PIO coordinated interviews with The Associated Press (AP), NPR's All Things Considered, CNN En Espanol's Café , CNN.com and TIME. The AP article reached more than 1,000 news websites and blogs and such publications as USA Today and the Washington Post provided coverage.

After months of planning, the PIO offered a live Webcast of the ALA Youth Awards. More than 18, 900 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 4,100 Twitter followers and 1,985 Facebook subscribers tracked ALA Youth Media Award results live.

New to this year's social media efforts is the ALA Youth Media Awards YouTube channel. The channel features videos posted by 2012 winning authors as well as videos from past winners.

2012 ALA Youth Media Awards Emcees: [from left to right] Chrystal Carr Jeter, Chair Coretta Scott King Book Awards Committee; Molly Raphael, President, American Library Association; Sarah Flowers, President, Young Adult Library Services Association (YALSA); Mary Fellows, President, Association for Library Service to Children (ALSC); and Maria Kramer, President, The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, REFORMA.

Andrew Carnegie Medals for Excellence in Fiction and Nonfiction

This quarter the PIO began work on supporting publicity efforts for the new Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. The awards are administered by *Booklist Magazine* and the Reference and User Services Association (RUSA). In an effort to announce the creations of the new awards, PIO reached out to the AP to secure coverage, which resulted in a news brief that reached thousands of news websites and blogs. Also PIO distributed the award announcement press release to thousands of print, television and radio contacts via PR NewsWire's US1 and direct email.

Teen Tech Week

During Teen Tech Week, March 4 – 10, themed "Geek Out @ your library, hundreds of libraries opened their physical and virtual doors and showcased technological programs and resources libraries offer Teens. Teen Tech Week is sponsored by the Young Adult Library Services Association (YALSA) and members and YALSA leadership participated in interviews. YALSA President Elect Jack Martin participated in a 30 minute in-studio interview with New York CBS Radio Affiliate Fresh102.7. Millions listened as Martin discussed Teen Tech Week and the valuable technology resources that libraries offer teens and their families. YALSA members in Denver also participated in a television interview with NBC Affiliate's 9News . This year PIO also edited Teen Tech Week audio PSAs from Tom Kenny, voice of Sponge Bob Square Paints. More than 15 states aired the PSAs reaching millions of listeners.

Ebooks

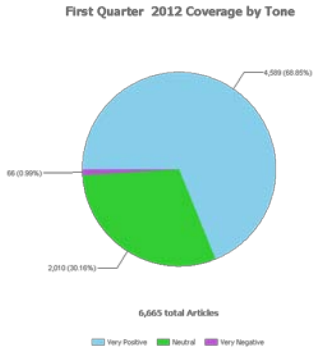
ALA's efforts to work with eBook publishers continued to make headlines. PIO worked with the ALA Washington Office and leadership to craft and distribute statements on eBook lending practices. Such headlines as PC World's *"Ebook publishers want library borrowing difficult,"* to the Huffington Posts' *"Libraries in Crisis: Urging Random House to Reconsider Pricing Decision,"* are just a couple of examples of how eBook lending is on the forefront of discussion for not only libraries but also their users.

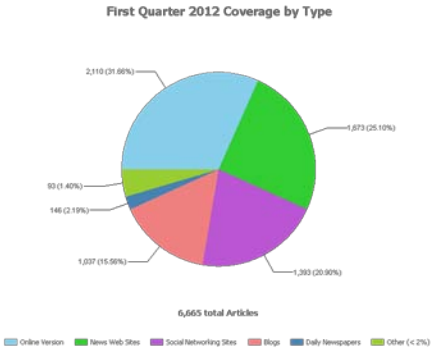
The ALA continues to have a national voice in the eBook debate. From Mediabistro's *"ALA President 'Deeply Disappointed' in Random House's 'Severe Escalation' in Library eBook Prices,"* to Raphael's meeting with eBook publishers, the ALA has become a valuable source for producers and reporters.

This quarter there was very little negative coverage. The top two ALA issues that fueled the majority of negative coverage include Internet filtering and book banning/challenges. All coverage was from conservative groups that lack a clear understanding of ALA policies and the freedom of information.

Below is a snapshot of coverage achieved during the first quarter of 2012.

COVERAGE AT A GLANCE



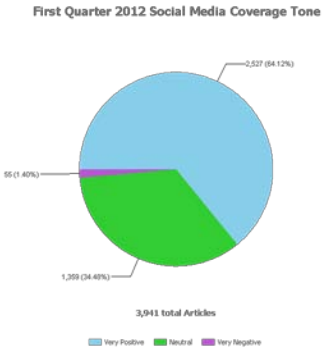


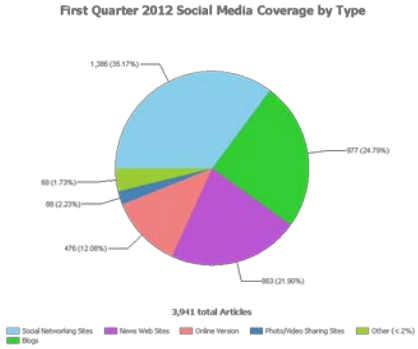
	POSITIVE	NEUTRAL	NEGATIVE
Total Clips	4,589	2,010	66
Total Circulation	2,726,775,230	1,378,064,653	5,397,967

Total Articles/Mentions: 6,665
Circulation: 4,110,237,580

SOCIAL MEDIA

The following is a snapshot of social media coverage. Please note that PIO's monitoring vendor does not provide social media circlation.





This quarter the ALA received more than 3,900 social media mentions. The majority of social media coverage focused on the ALA Youth Media Awards and eBook lending in public libraries. Negative coverage was fueled by conservative views on Internet filtering in public libraries.

Positive: 2,527, Neutral: 1,359, Negative: 55

Total: 3,941

BLOGS

The majority of blog coverage was positive and focused on the ALA Youth Media Awards.

[Positive: 1,616] [Neutral: 822] [Negative: 29]

Total: 2,467

SOCIAL MEDIA [TWITTER & FACEBOOK]

The majority of Tweets focused on the ALA Midwinter Meeting and its Youth Media Awards.

[Positive: 841] [Neutral: 519] [Negative: 26]

Total: 1,386

PHOTO SHARING [YOUTUBE & FLICKR]

CisionPoint captured various photo and video posts that range from ALA Midwinter Meeting photos to Teen Tech Week videos.
[Positive: 70] [Neutral: 18] [Negative: 0]

Total: 88

[END]