

**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](mailto:mgould@ala.org)  
Megan Humphrey, Campaign Manager, 312-280-4020, [mhumphrey@ala.org](mailto:mhumphrey@ala.org)

**DRAFT OF MOTION:** N/A

**DATE:** May 31, 2012

**Executive Summary**

Nominations for the fifth year of the I Love My Librarian Award open in June. Sponsored by Carnegie Corporation of New York with support from The New York Times, the award gives ten librarians in school, public, college, community college or university libraries \$5,000 in honor of their contributions to their communities.

Step Up to the Plate @ your library continues this summer in partnership with the National Baseball Hall of Fame and Museum. This year's program offers weekly opportunities for baseball fans to enter to win a trip to the Hall of Fame.

Two-time Super Bowl winner and Honorary Chair of Library Card Sign-up Month Troy Polamalu is the Honorary Chair of Library Card Sign-up Month 2012.

## **Nominations open in June for fifth year of I Love My Librarian Award**

Nominations for the fifth year of the I Love My Librarian Award open on June 22. Members of the public will be invited to nominate their librarian for the award on [atyourlibrary.org/ilovemylibrarian](http://atyourlibrary.org/ilovemylibrarian).

Sponsored by Carnegie Corporation of New York with support from The New York Times, the award recognizes the accomplishments of exceptional public, school, college, community college, or university librarians. Ten librarians will win \$5,000 in honor of their contributions to their communities.

In addition, the 10 winners will join representatives from Carnegie Corporation of New York, The New York Times, ALA and the library community at an award ceremony in their honor hosted by The New York Times. The ceremony will take place on December 18, 2012, at The New York Times.

Information on the 2011 winners, including video interviews with each, is available on [atyourlibrary.org](http://atyourlibrary.org) [<http://atyourlibrary.org/ilovemylibrarian/2011-winners>].

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 presidents 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. ALA is exploring with Carnegie Corporation the possibility of renewing the award for an additional five years.

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

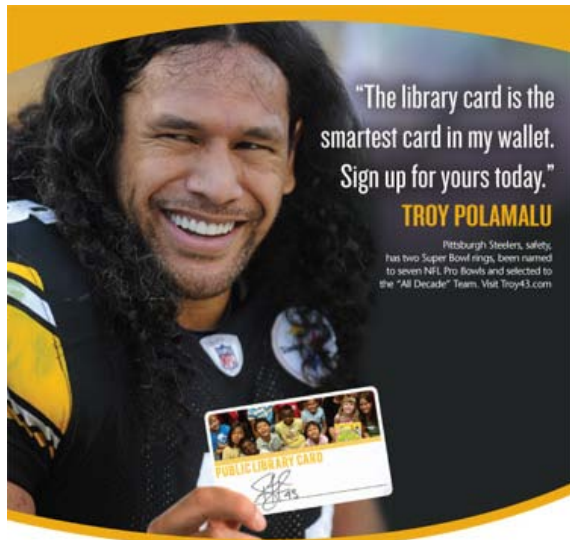
## **Step Up to the Plate @ your library offers library users weekly chances to win**

The 2012 season of the Step Up to the Plate @ your library program, developed by ALA and the National Baseball Hall of Fame and Museum, opens June 4.

The baseball trivia contest offer additional chances for baseball fans to enter to win a trip to the Hall of Fame. New questions will be posted weekly on [atyourlibrary.org/baseball](http://atyourlibrary.org/baseball). One winner will be chosen weekly at random to receive a prize package. The grand prize winner will be selected from the pool of all eligible players from throughout the season.

The library and research staff at the Hall of Fame again has developed the trivia questions. Hall of Fame staff will promote the program to the Hall of Fame's 39,000 Facebook followers and 32,000 Twitter followers. They will also provide baseball-related content to [atyourlibrary.org](http://atyourlibrary.org).

**Super Bowl winner named Library Card Sign-up Month Honorary Chair**



Two-time Super Bowl winner Troy Polamalu is the Honorary Chair of Library Card Sign-up Month 2012. A print public service announcement (PSA) developed by ALA features the player for the Pittsburgh Steelers. ALA is seeking placement in national publications. In addition, libraries can download the PSA at no charge from the Library Card Sign-up Month website. ALA offers customization of the PSA for libraries at no charge.

Polamalu joins past chairs Kareem Abdul-Jabbar, WNBA star Candace Parker, NBA star Dwyane Wade and Baseball Hall of Famer Cal Ripken in this role.

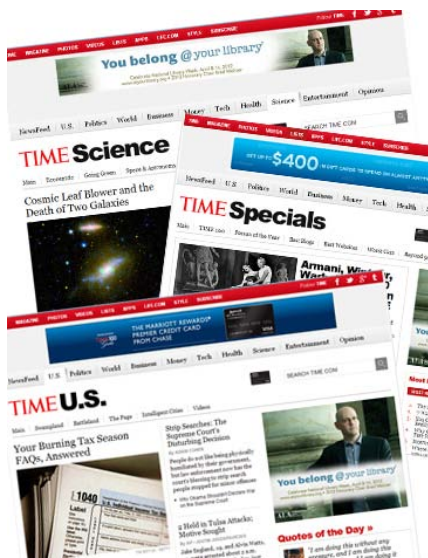
**SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH**

Visit your library today. It is a community hub of activity. In tough economic times, your library card gives you free access to books and computers, homework help, assistance with resumes and job searches, accurate financial information, adult education courses, music, movies and much more.

For more information, please visit: [www.ala.org/library.org](http://www.ala.org/library.org)



**National Library Week Honorary Chair featured in TIME magazine and on TIME.com**



National Library Week Honorary Chair, author and the host of the History Channel's "Decoded," Brad Meltzer appeared in a full page PSA in the April 2 issue of TIME magazine.

The total circulation for the publications is 5.4 million, and the donated ad value is more than \$400,000.

Electronic banner ads also appeared on TIME magazine's website during National Library Week.

The Huffington Post also ran an op-ed by Meltzer, in which the author said that he counts school librarians among his heroes.

## Atyourlibrary.org website promotes libraries through national initiatives: National Library Week, Preservation Week, Choose Privacy Week

Atyourlibrary.org hosted content and promotions around national library promotions during the spring. During April alone, the site received 38,000 visits and 66,000 page views, and the number of newsletter subscribers jumped to 4,000.

Working in conjunction with ALCTS, atyourlibrary.org hosted content for the public for Preservation Week. Content included the top 10 tips for caring for family slides, preserving digital photos and tips for preserving comic books.

For Choose Privacy Week, members affiliated with OIF provided tips for parents on online privacy. The tips were promoted under the Connect with your kids @ your library banner.



During National Library Week, atyourlibrary.org made new Facebook cover art available as a free download. The art was downloaded more than 3,500 times from Saturday, April 7, through the end of National Library Week. Facebook had recently made a switch to the layout format of Facebook pages, which required users to use new cover images – banners across the top of a Facebook page - making it an optimum time to run a promotion using Facebook to disseminate information about National Library Week. The banner images included no URL or overt call-to-action, as to comply with Facebook policy.

Several versions of the banner were available for library advocates, librarians, school libraries. ALA offices and divisions as well as libraries adopted the cover art.

Atyourlibrary.org also ran a contest on Twitter during National Library Week. More than 500 people submitted six-word stories about libraries, (compared with the 250 that submitted haiku for a similar engagement during National Library Week 2011).

In addition, atyourlibrary.org launched new Pinterest boards for National Library Week.

The Pinterest boards focus on story collection and dissemination of library stories from users, in connection with the You belong @ your library story database that lives on atyourlibrary.org. The boards give a call to action to submit a story to the database and images link back to atyourlibrary.org.

ALA promoted the Twitter hashtag of #nlw12, and 6,500 tweets mentioned National Library Week or used the National Library Week. Others also promoted the State of America's Libraries Report and the Top Ten Most Challenged Books.

3,338,391 followers

**TIME.com** @TIME  
The Hunger Games trilogy are now the third most-challenged books in the U.S. | [ti.me/ICDLrh](http://ti.me/ICDLrh) (via @TIMENewsFeed)

50+ RETWEETS    50+ FAVORITES

2,000,000 followers


**EW** Entertainment Weekly @EW  
'The Hunger Games' ignites the American Library Association's list of most challenged books [ow.ly/aa5BV](http://ow.ly/aa5BV)

37,000 followers

**H** HuffPost Books @HuffPostBooks  
Why school librarians are my heroes [huff.to/HupnC4](http://huff.to/HupnC4)  
#nationallibraryweek #hugalibrarian

### Government/Non-Profit Organizations

644,000 followers

 **Smithsonian** @smithsonian  
MT @silibraries: It's National Library Week! We hold >1.5 million volumes, over 5,700 of are available free online [ow.ly/aeuWd](http://ow.ly/aeuWd)


27 RETWEETS    8 FAVORITES

88,000 followers

 **USA.gov** @USAgov  
It's National Library Week. Search for your local public library to get free books and other resources for your family: [1.usa.gov/lqBkLa](http://1.usa.gov/lqBkLa)

15 RETWEETS    1 FAVORITE

52,000 followers

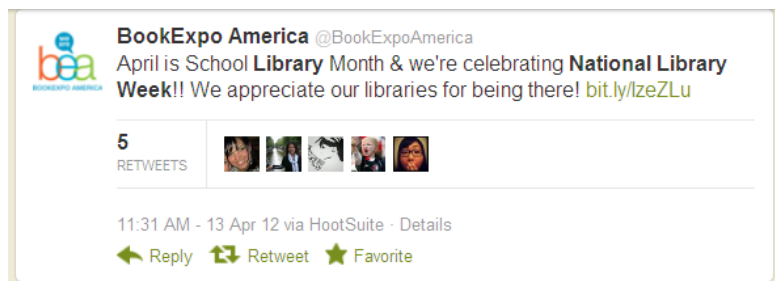
 **NEA Today** @NEAToday  
It's National Library Week! Get info & free resources at [ala.org/conferenceseve...](http://ala.org/conferenceseve...) #nlw12

12 RETWEETS    1 FAVORITE

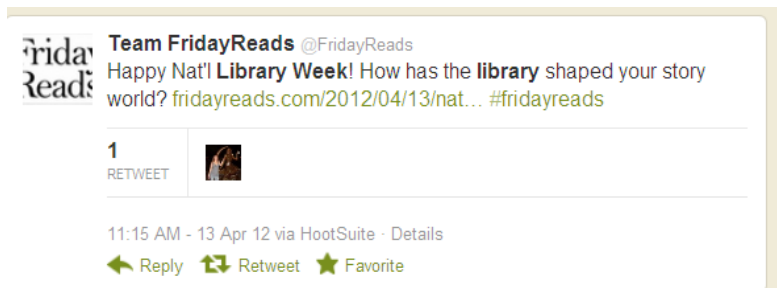
197,000 followers



17,000 followers



143,000 followers



**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](http://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](http://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](http://atyourlibrary.org/connectwithyourkids).

### **The American Dream Starts @ your library® digital supplement**



The Public Information Office and ALA's Office for Literacy and Outreach Services have prepared 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.

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.