

TO: ALA Executive Board

RE: Public Information Office second quarter 2012 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

CONTACT PERSONS:

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DRAFT OF MOTION:

NA

DATE: May 30, 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 (Mar 22 – May 25) has focused in several areas including the announcement of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction finalists, National Library Week, ALA’s State of America’s Library Report, the 2011 Top Ten List of Frequently Challenged Books, El dia de los ninos/El dia de los libros and Preservation Week. This quarter the ALA achieved more than 7,444 mentions/articles, which resulted in a circulation rate of more than 6.1 billion.

National Library Week



Media outreach efforts began this quarter with National Library Week (NLW), April 8-14. This year’s theme was “You belong @your library.” Such headlines as “Families ‘belong’ at Union West Regional Library” and “You Belong @ Your Library As Libraries Transform Lives Through Technological Literacy,” could be found as hundreds of libraries continued to take advantage of free ALA publicity templates and video PSAs featuring best-selling author and honorary chair Brad Meltzer.

PIO worked with Meltzer to craft an opinion piece for the Huffington Post in celebration of School Library Month (April) and in response to deep cuts to school library budgets. Entitled “The Unsung Heroes in our Schools,” the opinion piece illustrated the value of school librarians and called for legislators to support efforts to establish dedicated funding for school libraries. Meltzer said “When I see what is happening to school library budgets today, I am horrified to think that we live in a country where school librarians – with the power to inspire, as my former teacher inspired me – are considered expendable just for the sake of saving a few bucks.” More than 780 shared the article via Facebook, Twitter, Google +, or email. The article also served as an advocacy tool as library associations, mommy blogs and parenting magazines circulated it.



PIO also worked with PIO President Molly Raphael to craft an opinion piece for CNN.com’s *School for Thought* section. The article entitled “My View: Why libraries matter more than ever” discussed the critical role libraries play in transforming lives. Raphael stated “With the growing need for access to digital and online information, including e-government services, continuing education resources and employment opportunities, libraries are essential in communities, large and small, throughout the country.” The article received more than 1,000 likes, more than 40 comments and was tweeted more than 290 times.

NLW served as a national platform that highlighted several daily observances including the release of the ALA 2012 State of America’s Libraries Report, Library Workers Day, ALA’s Top Ten List of the Most Frequently Challenged Books of 2011, National Bookmobile Day and Support Teen Literature Day.

The State of America’s Library Report with its Top Ten List of the Most Frequently Challenged Books of 2011 generated the majority of NLW coverage. More than 760 mentions/articles were secured which resulted in a circulation rate of more than 626 million. Barbara Jones, director of ALA’s Office of Intellectual Freedom, participated in multiple interviews including the Associated Press.



Preservation Week

From April 22-28, libraries celebrated Preservation Week @ your library. Themed "Pass it on," participating libraries helped connect library users with preservation tools. During the week, libraries focused on preservation themes including: Monday, LP (vinyl) records; Tuesday, quilts; Wednesday, comic books; Thursday, slides; Friday, digital photos; and Saturday, family letters.

Preservation Week caught the interest of mainstream, library trade and hobby publication editors and reporters. Creative Leisure News (Newsletter for retailers such as Michaels and Jo Ann Fabrics) expressed interest in partnering with Association for Library Collections and Technical Services (ALCTS) to support Preservation Week 2013.

Best-selling author and Preservation Week national spokesman Steve Berry crafted an opinion piece for the Huffington Post. More than 428 shared the article entitled “Why Preserving History Matters” via Facebook, Twitter and Google+.

PIO worked with Berry’s local library, St. Johns County Public Library System, to produce broadcast quality audio Public Service Announcements (PSAs). Berry’s audio PSAs were just as well received. Radio stations in Washington, D.C., Chicago, Nevada, California, North Carolina and Ohio aired Berry’s recordings.

PIO also developed publicity tools for participating libraries and partners. Tools included PSA, Press Release and letter to the editor templates.

El día de los niños / El día de los libros

PIO worked closely with the Association for Library Service to Children (ALSC) to generate coverage for the 16th anniversary of El día los niños / El día de los libros (Children’s Day/Book Day), also known as Dia, which was celebrated on April 30.



Thousands of libraries celebrated “book joy” and diversity. Libraries throughout the country showcased their collections for diverse communities and hosted celebrations with family programs, including bilingual story hours, book giveaways and other literacy events. It is an annual celebration of the joys and wonders of childhood and the importance of literacy in the lives of families.

PIO produced a Dia member publicity tool kit, supported a PSA campaign and reached out to a variety of mainstream and Spanish language press.

Dia spokes people participated in multiple interviews. REFORMA Past President Lucia Gonzalez participated in an interview with CNN En Español’s international morning show program entitled “Café CNN” and REFORMA President Maria Kramer participated in an interview with Clear Channel Radio in San Francisco.

Radio stations in San Francisco, Atlanta and New York aired Dia PSAs.

Latino news groups such as OC Latino, La Raza, Telemundo and Latina Lista.

Other Dia placement highlights include About.com, Yahoo News, Reuters, Seattle Times, Orange County Register and El Paso Times. Also several Mommy Blogs posted Dia event information and booklists including Moms Raising, Macaroni Kid and MOM magazine.

Overall all publicity efforts resulted in more than 350 placements and a circulation rate of more than 236 million.

Andrew Carnegie Medals for Excellence in Fiction and Nonfiction finalists



The finalists for the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction were unveiled on May 17. The Associated Press (AP) posted a

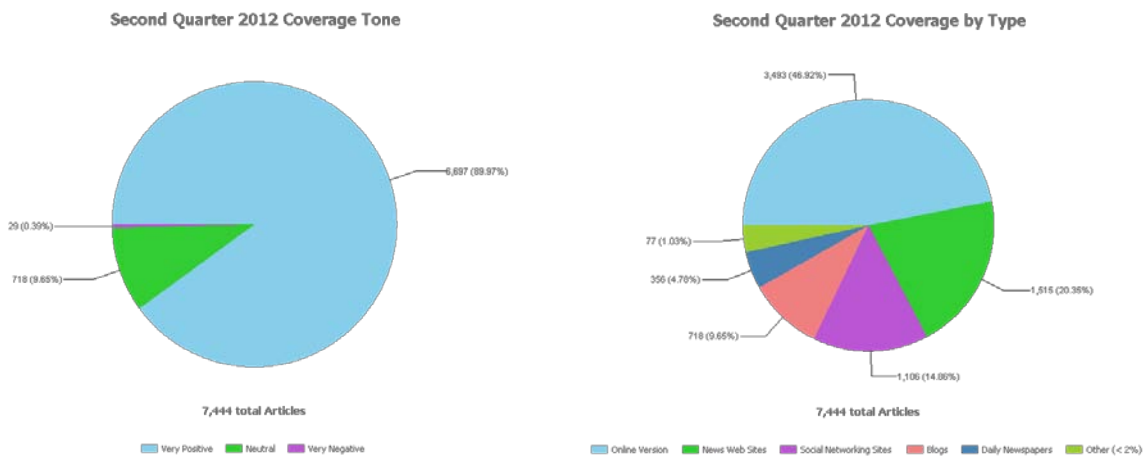
mention to its Entertainment Wire. Per a Google and Yahoo search, thousands of news sites, blogs and social media picked up the story entitled “Finalists announced for new literary prize.” Such high-level publications as the *Washington Post*, *Wall Street Journal* and *Salon* picked up the article. More than 300 news outlets posted ALA’s PR NewsWire release entitled “ALA and Carnegie Corporation of New York announce finalists for first Andrew Carnegie Medals for Excellence in Fiction and Nonfiction” to their sites. Highlights include Yahoo News and Reuters. PIO is continuing to tally successes, but at the present time outreach efforts have resulted in a circulation rate of more than 238 million with a publicity value of more than \$100,000.

PIO also produced a video featuring Andrew Carnegie Medals award chair Nancy Pearl, ALA President Molly Raphael and Carnegie Corporation of New York President Dr. Vartan Gregorian. The video served as an anchor for the announcement and was posted to ALA’s YouTube Channel, RUSA and Booklist pages and award press kit. The video has received more than 1,000 views.

Negative coverage during the quarter was minimal with 29 articles. The majority of the coverage was fueled by Safelibraries.org which featured posts on ALA’s policies on censorship and Internet filtering.

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

COVERAGE AT A GLANCE

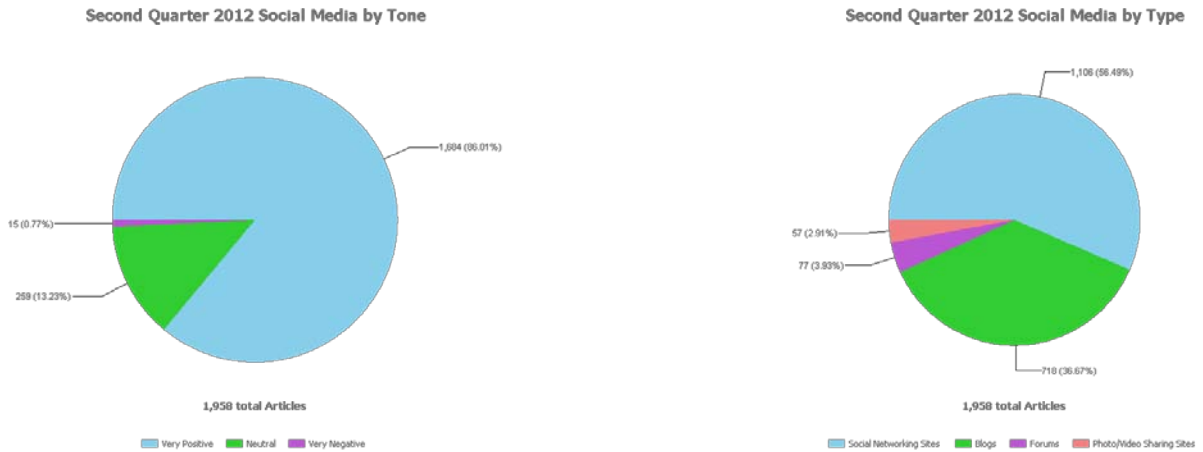


	POSITIVE	NEUTRAL	NEGATIVE
Total Clips	6,697	718	29
Total Circulation	5,586,300,449	513,897,718	348,643,433

Total Articles/Mentions: 7,444
 Circulation: 6,100,546,810

SOCIAL MEDIA

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



This quarter the ALA received more than 1,958 social media mentions. The majority of social media coverage focused on the Top Ten List of most Frequently Challenged Books and the Carnegie Medals. Negative coverage was fueled by conservative views on book banning and Internet filtering in public libraries.

[Positive: 1,684] [Neutral: 259] [Negative: 15]

Total: 1,958

BLOGS

The majority of blog coverage was positive and focused on the National Library Week, Andrew Carnegie Medals and the Top Ten List of frequently challenged books.

[Positive: 578] [Neutral: 130] [Negative: 10]

Total: 718

SOCIAL MEDIA [TWITTER & FACEBOOK]

The majority of Tweets focused on the Top Ten List and National Library Week.

[Positive: 1,053] [Neutral:125] [Negative: 5]

Total: 1,183

PHOTO SHARING [YOUTUBE & FLICKR]

CisionPoint captured various photo and video posts The majority focused on National Library Week.

[Positive: 53] [Neutral: 4] [Negative: 0]

Total: 57