

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:

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DRAFT OF MOTION: N/A

DATE: May 28, 2013

Executive Summary

Members of the Public Awareness Committee and Campaign for America's Libraries Subcommittee will participate in a planning session to identify future goals and priorities for the Campaign.

The PR Forum showcases a speaker who will discuss libraries, branding and e-books.

Disney Book Group and PIO/Campaign are in discussion about a public awareness campaign to promote reading.

ALA has applied for a 2-year renewal of the Carnegie Corporation of New York/New York Times I Love My Librarian Award. Carnegie Corporation invited ALA to apply for the award, with continued support from The New York Times.

National Library Week Honorary Chair Caroline Kennedy appeared in two televised public service announcements (PSAs) about the value of libraries that ran on the Disney Channel. Approximately 1.4 million viewers saw the PSAs every time they aired.

Two-time NBA all-star Luol Deng of the Chicago Bulls has been named the Honorary Chair of Library Card Sign-up Month 2013. Library Card Sign-up Month takes place each year in September.

Campaign for America's Libraries planning session

A planning session on behalf of the Campaign for America's Libraries will take place on Thursday, June 27, from 1 p.m. to 5 p.m. at ALA headquarters in Chicago.

Librarians on ALA's Public Awareness Committee (PAC), the Campaign for America's Libraries Subcommittee and other stakeholders have been invited to attend this session led by Eric Friedenwald-Fishman, Creative Director-President of Metropolitan Group, a strategic communications firm. The Campaign's messages and goals have evolved over the years through planning and feedback sessions in collaboration with PAC and the Campaign Subcommittee. In this latest session, attendees will have the opportunity to weigh in on the Campaign's goals, audiences and messages. A group of 20 members and staff will participate.

Forbes.com blogger and branding expert to speak at 2013 PR Forum

David Vinjamuri, branding expert and New York University (NYU) professor, will speak at the 2013 PR Forum from 8:30-10 a.m., Sunday, June 30. He will discuss why libraries matter and can do more in the era of e-books, social media and branding. In January 2013, Mr. Vinjamuri wrote a two-part post about libraries and e-books on his Forbes.com blog.

He is the president of ThirdWay Brand Trainers, a contributor to Forbes.com and adjunct instructor of marketing at NYU, as well as the author of *Accidental Branding: How Ordinary People Build Extraordinary Brands* and the novel *Operator*.

The PR Forum will be held at the McCormick Place in room S402a.

The annual PR Forum is coordinated by the ALA Public Awareness Committee.

Disney Channel runs PSAs featuring National Library Week Honorary Chair Caroline Kennedy

Caroline Kennedy appeared in two televised public service announcements (PSAs) about the value of libraries that ran on the Disney Channel. Approximately 1.4 million viewers saw the PSAs every time they aired.





Kennedy appeared in the PSAs with the star of Disney’s “Austin and Ally,” Laura Marano, discussing the value and opportunities available at libraries. Each PSA was tagged with the ALA logo and the URL of ALA’s public awareness website, atyourlibrary.org.

Disney Book Group coordinated the opportunity with Ms. Kennedy and provided the PSAs to ALA to give libraries the option to embed the PSAs on their websites, blogs or Facebook pages. The PSAs have received more than 9,300 views on the atyourlibrary.org YouTube channel.

The digital edition of Cosmopolitan also ran a print PSA of Caroline Kennedy. The full-page placement yielded \$15,000 in free ad space.

In addition, during School Library Month, Ms. Kennedy made appearances at two school libraries as part of her tour to promote her latest book, *Poems to Learn by Heart* (published by Disney-Hyperion, an imprint of Disney Publishing Worldwide). ALA’s Public Information Office coordinated with AASL staff to identify school libraries with AASL-member librarians in two markets, Seattle and Los Angeles.

Ms. Kennedy read to children from *Poems to Learn by Heart* and led discussions about the students’ favorite poems and the school library. Student responses to the question of why they like the school library included, “There are a bunch of books, and I love books!”; “It makes my brain better!”; “I like the library because there is never someone mad here; books make people happy!”



AASL member Sheryl Grabow-Weiss and Caroline Kennedy at Horace Man Elementary School Library in Beverly Hills



AASL member Craig Seasholes and Caroline Kennedy at Seattle's Sanislo Elementary School



Atyourlibrary.org promotes National Library Week and School Library Month

COMMUNITIES @ your library

A Colorado study found that the reading scores of students in grades 3-5 are consistently 4-8% higher for schools that have at least one full-time librarian.

APRIL IS SCHOOL LIBRARY MONTH

For daily facts and quotes about the value of school libraries and librarians, visit: facebook.com/atyourlibrary

AASL
American Association of School Librarians

COMMUNITIES @ your library

"A great school library becomes the heart of the school and the center of the larger community."

A great school librarian understands that kids can't succeed without the support of parents, teachers, business partners and 21st century research and writing skills."

Caroline Kennedy
National Library Week
2013 Honorary Chair

APRIL IS SCHOOL LIBRARY MONTH

For daily facts and quotes about the value of school libraries and librarians, visit: facebook.com/atyourlibrary

AASL
American Association of School Librarians

Staff from the Public Information Office and AASL worked together to create a social media campaign in support of School Library Month, "30 Reasons to Celebrate School Libraries." The goal was to mine existing resources (quotes, stats, videos, etc.), package them together and make them visually enticing to facilitate online sharing through social media in order to promote the positive impact and importance of school libraries.

Stats and quotes were pulled from author quotes on atyourlibrary.org; facts from the Add it Up database; quotes that AASL collected from authors as part of the School Library Month committee's author outreach (<http://www.ala.org/aasl/slm/community-gallery>); the quotes database housed on ilovelibraries.org; quotes from AASL award-winning administrators; I Love My Librarian nominations; [the Washington Library Media Association video](#); videos from the Why I Need My Library initiative; and other sources.

One quote or fact per day – designed with a motif that supported the School Library Month/National Library Week theme of “Communities matter @ your library” - was posted on atyourlibrary.org's Facebook page (facebook.com/atyourlibrary), AASL's Facebook page and the ALA Facebook page. On the first day of the initiative alone, a quote from Caroline Kennedy saw 355 shares on Facebook, the highest ever seen on the atyourlibrary.org Facebook page. In the month of April, the atyourlibrary.org Facebook page saw 849 new likes, more than double the total number of likes for the month of March. The reach of the Facebook page also saw big gains, with a total reach of 23,060 more than the 1,086 reached during the same period in March, attributed to the wide sharing of the daily School Library Month quotes and facts. The Facebook page yielded a total of 5,023 shares in content posted on the site, with an average of 120 shares per post.

There was an increase in activity on Twitter about National Library Week over that of National Library Week 2012, as well, with more than 13,000 tweets mentioning National Library Week or using the National Library Week hashtag #nlw13. Others also promoted the State of America's Libraries Report, the Top Ten Most Challenged Books, National Bookmobile Day and School Library Month.

Examples

2,294,680 followers



347,824 followers



78,730 followers

 **HuffPost Books** @HuffPostBooks 20 Apr

This week, we learned the **most banned** and challenged **books** from 2012 huff.to/17d72SI

 Retweeted 30 times

 Collapse  Reply  Retweet  Favorite  More

Banned Books List Revealed

NEW YORK-- Here's a list "Fifty Shades of Grey" was destined to make: The books most likely to be removed from school and library shelves. On Monday, E L James' multimillion selling erotic trilogy...

 **HuffPost Books** @HuffPostBooks · Follow



58,732 followers

 **HuffPostEnt** @HuffPostEnt 16 Apr

"Fifty Shades of Grey" makes list of **most frequently banned books** huff.to/15dsIBN

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Banned Books List Revealed

NEW YORK-- Here's a list "Fifty Shades of Grey" was destined to make: The books most likely to be removed from school and library shelves. On Monday, E L James' multimillion selling erotic trilogy...

 **HuffPostEnt** @HuffPostEnt · Follow




20,798 followers

 **ProQuest** @ProQuest 19 Apr


"Fairy tales are more than true..." ow.ly/1MJTO #nlw13

 View photo

 **ProQuest** @ProQuest 19 Apr


One day left to take advantage of special offers for U.S. National Library Week @ prq.st/LibWeek13. #nlw13

Expand


 **ProQuest** @ProQuest 20 Apr

Thanks for celebrating U.S. National Library Week with us—and for supporting your community of library users all year long. #nlw13

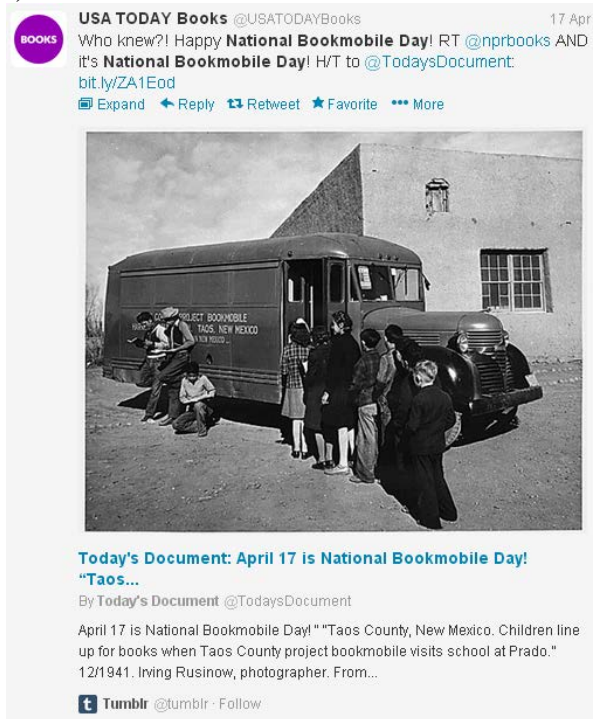
Expand

 **ProQuest** @ProQuest 20 Apr

This renowned author couldn't go to college, so he went to the library. ow.ly/1MJVU #nlw13

 View photo

7,528 followers



1,780,945 followers



113,859 followers



683,351 followers



In celebration of National Library Week, our librarian is taking your questions! Leave 'em here: bit.ly/YUWC1e **#askalibrarian**

69,881 followers



Celebrate National Library Week 2013 (April 14-20) with free access to @OED & Oxford Reference: oxford.ly/122Bhff

42,377 followers



HarperCollins
@HarperCollins



Follow

It's National Library Week. Do you have a librarian to thank? <http://ow.ly/4zb9q>

35,646 followers



Random House Kids ✓
@randomhousekids



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Happy National Library Week! ht.ly/k4XcI

← Reply ↻ Retweet ★ Favorite ⋮ More

YouTube



Caroline Kennedy National Library Week PSA :30

Author, editor, library and literacy advocate and Honorary Chair of National Library Week Caroline Kennedy and Austin and Ally star Laura Marano discuss the ...

[View on web](#)

17,549 followers



Disney Hyperion @DisneyHyperion

10 Apr

Check out @AtYourLibrary's photos of Caroline Kennedy and the Sanislo Elementary poetry club in Seattle! facebook.com/media/set/?set...

[Collapse](#)

10:31 AM · 10 Apr 13 · Details

493,146 followers



Library of Congress ✓
@librarycongress



Follow

To commemorate National Library Week, look at the Most Beautiful Libraries Around the World from @abcnews #nlw13 abcnews.go.com/Travel/national...

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192,657 followers



Rotary International ✓
@rotary



Follow

For National Library Week, 14-20 April, read about our partnership with Imagination Library @dollyslibrary. ow.ly/k5qc3 #literacy

41,826 followers



Pew Internet
@pewinternet



Follow

It's National Library Week ow.ly/k7ehf. For everything you need re libs + the digital age —libraries.pewinternet.org #nlw13

Poetry promotion on atyourlibrary.org



Atyourlibrary.org received 134 entries for the National Library Week Book Spine Poetry Contest, a promotion run through social media. Participants were asked to create a poem about libraries using the titles of books.

Book spine poetry is a popular online engagement. The promotion was chosen for National Library Week as a tie-in with Caroline Kennedy's new poetry book. Book lovers create poems using the titles of books, lining up the book spines to create a unique "poem." During National Library Week, atyourlibrary.org readers took photos of their book spine poems and uploaded them to the atyourlibrary.org website. The top 10 poems were posted, allowing readers to vote on a favorite.

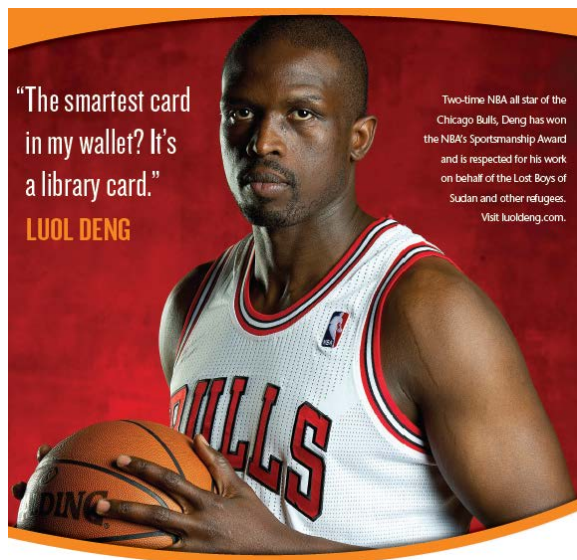
Carnegie Corporation invites ALA to apply for renewal of Carnegie Corporation of New York/New York Times I Love My Librarian Award

ALA has applied for a 2-year renewal of the Carnegie Corporation of New York/New York Times I Love My Librarian Award. Carnegie Corporation invited ALA to apply for the award, with continued support from The New York Times. If approved at Carnegie Corporation's June board meeting, the award would continue to award 10 librarians in academic, public and school libraries with \$5,000. Members of the public would be invited to nominate their librarians beginning at the ALA Annual Conference in Chicago in June. An award ceremony would again be hosted by The New York Times in December, and The New York Times would again support the call for nominations through online and in-print ads.

Over the award's first five years, library users sent in more than 11,500 nominations for their librarians. Each year, the award invited library users nationwide to recognize the accomplishments of librarians in public, school, college, community college and university libraries for their efforts to improve the lives of people in their community. Ten winners each year received a \$5,000 cash award and were honored at an award ceremony at The New York Times.

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

Luol Deng named Honorary Chair, Library Card Sign-up Month 2013



SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH

Visit your library today. It is a community hub of activity. A library card grants access to books and computers, homework help, assistance with resumes and job searches, adult education courses, music, movies and more.

For more information, visit www.atyourlibrary.org



Two-time NBA all-star Luol Deng of the Chicago Bulls has been named the Honorary Chair of Library Card Sign-up Month 2013. Library Card Sign-up Month takes place each year in September.

Deng was born in Wau, Sudan (now South Sudan). Deng attended Duke University and joined the Chicago Bulls in 2004. He is admired for his efforts on behalf of charity; he is respected for his work on behalf of the Lost Boys of Sudan and other refugees. He is also a spokesperson for the World Food Program

Deng has won the NBA's sportsmanship award in a vote by players. The award honors the player who best exemplifies ethical behavior, fair play, and integrity on the court. Deng also won the Golden Icon Award for Best Sports Role Model and the 2008 UN Refugee Agency's

Humanitarian of the Year Award for his efforts to bring education and sports to millions of displaced children.

Disney's Belle and Library Card Sign-up Month



Disney Book Group is in discussions with the Public information Office and Campaign for America's Libraries to launch a literacy public service announcement campaign that encourages kids to read. The main character in the public service announcement is Belle, who appears in Walt Disney Pictures' thirtieth animated feature film Beauty and the Beast. In the animated film, Belle is considered strange and an outcast because of her love of reading and non-conformity. Belle remains one of Disney most popular characters and has appeared in many films, TV shows and books. Disney is working on a budget for the project.

News Know-How projects featured on atyourlibrary.org



Student projects from the News Know-how project have been highlighted on atyourlibrary.org.

The Campaign is working with the Office for Intellectual Freedom in promotion of its News Know-how program, funded by the Open Society Foundations.

This literacy education program engages students working through and with librarians, journalists, news ethicists to distinguish fact from opinion, check news and information sources and distinguish between propaganda and news in a nonpartisan manner.

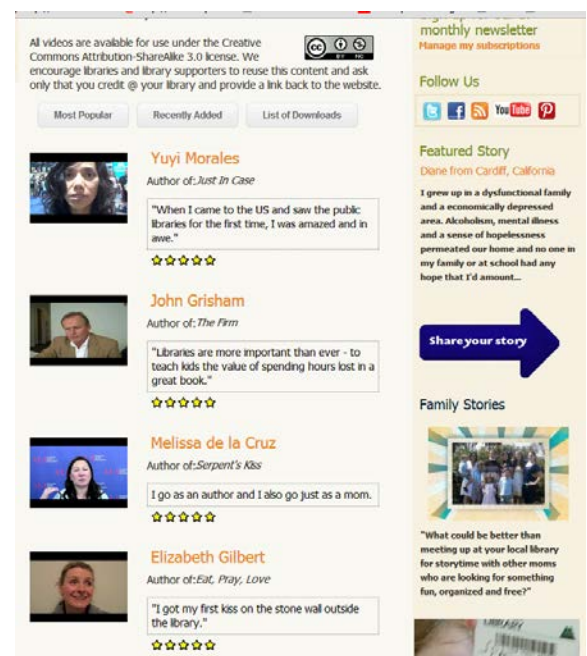
Selected libraries receive more than \$50,000 worth of training and support; opportunity to provide a chance for young people to work and connect with highly respected journalists from around the country and become part of a national network; and a stipend to give to each student who completes the project.

Demco and the Campaign

Demco recently reported that it is incentivizing a customer survey to current and recent (former) customers by donating \$5 to the Campaign for America's Libraries for every survey completed. This survey will be carried out over the next few weeks.

Author videos available for download on atyourlibrary.org

Librarians can now download 80 videos featuring authors talking about their personal experience with libraries from the atyourlibrary.org website. Among the authors starring in videos are John Grisham, John Green, Yuyi Morales, Elizabeth Gilbert, Brian Selznick and Lauren Myracle.



You belong @ your library story collection database on atyourlibrary.org



The story database encourages library users to submit their stories about why the library is important to them. The database was seeded with stories from the Campaign's Woman's Day initiative and I Love My Librarian nominations.

The story database has been integrated into various atyourlibrary.org promotions, including those for National Library Week and Library Card Sign-up Month. In addition to online engagement, the story database provides a next step in engagement for library users, allowing them to feel like they are supporting

libraries in a simple way while harnessing existing goodwill for libraries and creating a single online home for positive stories about libraries that can be used by ALA and librarians in advocacy or other outreach efforts.

Videos from celebrities and authors are highlighted alongside stories from library users, allowing ALA to cross-promote these projects.