

**TO:** ALA Executive Board

**RE:** Public Information Office 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:** May 30, 2013

**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. 7, 2013 – April 30, 2013) has focused on several areas including ALA Midwinter, ALA Youth Media Awards, Teen Tech Week, School Library Media Month/National Library Week, El dia de los ninos/ El die de los libros, and ebook lending in libraries. This quarter the ALA achieved more than 42,100 mentions/articles, which resulted in a circulation rate of more than 6 billion.

**ALA Midwinter Meeting**



More than 4,324 articles/mentions were achieved from Jan. 21 – Jan. 30. Coverage focused on such Midwinter Meeting discussion topics such as the changing role of libraries, e-books, technology trends and advocacy.

Nearly 10,000 librarians, authors and supporters gathered in Seattle for the ALA Midwinter Meeting. Discussions focused on

the changing role of libraries and how libraries are becoming centers for community engagement.

A Pew Report released just days prior to the Midwinter Meeting set the stage for national discussions on the value of our nation's libraries. The Pew Research Center Internet & American Life Project report's "Library Services in the Digital Age," revealed that people value public libraries and librarians and believe they are important to their communities. Half of all those who have visited their library say they did so to get help from a librarian. The study provided further evidence that libraries are centers for technological and traditional learning and discovery, and that librarians serve as guides and teachers.



ALA President Maureen Sullivan participated in several interviews regarding Pew's findings including a lengthy interview with the *Seattle Times*, which resulted in an article entitled "Libraries in the digital age: Do you know what yours offers?"



The theme of libraries as centers of community continued throughout the conference including Caroline Kennedy's Auditorium Speaker Series session, "Libraries hold the power to transform lives and break down barriers," stated Kennedy. The event was covered by onsite library trade, the *Seattle Times* and KOMO TV, Seattle's ABC affiliate.

ALA President Maureen Sullivan held a media briefing with Harwood Institute founder Richard Harwood to discuss a new partnership between ALA and the Harwood Institute of Public Innovation. "The Promise of Libraries Transforming Communities" is a multi-phase initiative funded through an IMLS grant that provides librarians with the tools and training they need to lead communities in finding innovative solutions by advancing library-led community engagement and innovation. Attending media included *American Libraries*, *Library Journal*, *School Library Journal*, *Publishers Weekly* and local education blogs.

ALA leadership participated in a total of three interviews onsite with library trade and local media. Interview topics spanned from discussing the Midwinter Meeting to library trends and advocacy. Maureen Sullivan participated in three radio interviews within the Seattle Market: "Community Matters" on KFNQ-AM; "The Joe Show" on KGMI-AM; and an in-studio interview with "The Conversation with Ross Reynolds," on Seattle's NPR affiliate, KUOW-FM. and Good E-Reader.com.

The *Seattle Post-Intelligencer's* "Book Patrol" blogger attended the Libraries Build Communities event at the local homeless organization Compass Housing Alliance.

More than 84 members of the media registered for advance media credentials. Notable onsite press included The *Seattle Times*, *Seattle Post Intelligencer's* "Book Patrol Blog, Amazon.com, Good E-

reader.com, *Redmond Reporter* and library trade outlets such as *Library Journal*, *School Library Journal* and *Publishers Weekly*.



Worldwide Trends · Change  
#Beatrix  
#InitialsOfSomeoneWhoMeansSomething  
#14MillionSelenators  
#alayma  
#HappyLovaticDay  
Friso  
Tamora Pierce  
Lovatics Are Proud Of You Demi  
Bryan Googs  
M&G

The ALA Youth Media awards received substantial coverage from national press. Highlights included the *Associated Press*, *USA Today*, *New York Times*, *Entertainment Weekly* and NPR. Also the #ALAYma hashtag trended within the top ten worldwide topics discussed on Twitter the morning of the announcements.

The ALA Youth Media Awards onsite event was extremely well attended. More than 1,300 attended the event onsite and more than 25,000 virtual viewers logged on to the ALA Youth Media Awards webcast.

### Teen Tech Week

Libraries from coast-to-coast threw open their physical and virtual doors to teens and showcase technological resources during Teen Tech Week™, March 10 - 16. Thousands of public and school libraries offered special programs and events that showcase digital media resources available @ your library.



This year's Teen Tech Week theme was Check in @ your library and PIO secured radio interviews for Young Adult Library Services Association leadership. YALSA President Jack Martin participated in an interview with the Family Radio Network and discussed Teen Tech Week and provided tips on how caregivers can encourage strong reading habits. YASA President Elect Shannon Peterson participated in a live interview with New Jersey ABC Radio affiliate WRNJ.

In support of Teen Tech Week, PIO crafted talking points, press releases, a web press kit, and a series of PSAs which aired in California, Connecticut, Massachusetts, and Utah.

Teen Tech Week received more than 1,800 mentions and a circulation rate of more than 5.3 million.

### ACRL 2013



NPR’s Maria Hinojosa brought ACRL 2013 to a close, as more than 4,800 library staff, exhibitors, speakers and guests from 50 states and 19 countries met from April 10 – 13 at the Indiana Convention Center to discuss the changing role of academic libraries.

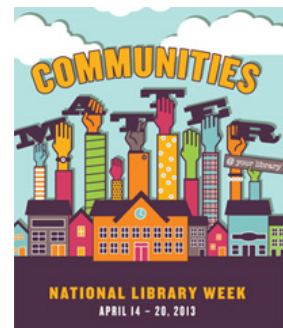
The “Imagine, Innovate, Inspire” conference offered more than 300 programs that featured a wide range of content curated by academic librarians, addressing the value of academic libraries and librarians.

Library and education trade publications attended the conference, which resulted in multiple placements with *American Libraries*, *Library Journal* and *Chronicle for Higher Education*. ACRL leadership participated in interviews with Indianapolis NPR affiliate WFYI and attending trade media.

Conference keynote speaker Henry Rollins participated in an interview with FOX radio affiliate WIBC and discussed the conference.

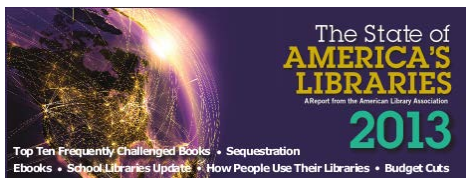
**School Library Month/National Library Week**

In support of School Library Media Month, PIO crafted and recorded PSAs, which aired over multiple stations in Birmingham, AL, Chicago, Kansas City, MO, Los Angeles, New York, and San Francisco. PSA scripts were also translated into Spanish. All PSA materials were posted to a Web-based PSA page located at <http://www.ala.org/news/mediapresscenter/presskits/slmpsas> .



PIO also worked with ALA President Sullivan to craft an op-ed piece for the *Huffington Post*. Sullivan’s piece entitled “The State of School Libraries,” was posted on April 15 and has received more than 850 likes. The op-ed discussed the value of school libraries and the various challenges librarians and programs are facing.

National Library Week (NLW), held April 14 – 20, is a time to celebrate the contributions of our nation’s libraries and library workers and to promote library use and support. This year’s theme, “Communities matter @ your library,” was a time to remind all Americans that the library is the heart of the communities that they serve. National Library Week and the week’s events received the majority of coverage this reporting cycle with more than 18,000 articles.



The Release of the State of America’s Library Report fueled a flurry of coverage. Interview and coverage highlights include the *New York Times*, CBS Radio, *Reuters*, *Guardian*, and *Vanity Fair*. The *Associated Press* produced an article entitled “Fifty Shades

makes list of challenged books,” which was picked up by thousands of U.S. and International news websites. The report had more than 220,000 page views and



10,500 visits.

*Woman's Day* magazine produced a full page article on the value of school and public libraries. The article entitled "Help your library thrive," provided tips on how readers can support their local public library as well as highlighted the valuable contribution of school libraries. PIO coordinated efforts and as a result the full page article featured contributions from PIO, AASL, President Maureen Sullivan and others in the library community. *Woman's Day* has a circulation of more than 3.4 million readers.

### **Carnegie Medals for Excellence in Fiction and Nonfiction**



ALA announced six books as finalists for the 2013 Andrew Carnegie Medals for Excellence in Fiction and Nonfiction, awarded for the previous year's best fiction and nonfiction books written for adult readers and published in the U.S. The awards are the first single-book awards for adult books given

by the ALA and reflect the expert judgment and insight of library professionals who work closely with adult readers.

The awards are made possible by a grant from Carnegie Corporation of New York in recognition of Andrew Carnegie's deep belief in the power of books and learning to change the world, and are co-sponsored by ALA's Booklist publications and the Reference and User Services Association (RUSA).

The PIO reached out to library and publishing trade publications and achieved coverage with the Associated Press. The article entitled "Diaz, Erdrich among finalists for Carnegie prize," was picked up by hundreds of news websites. Placement highlights include the *Huffington Post*, NPR, *Publishers Weekly*, Yahoo News and the *Washington Post*. PIO was able to capture more than 600 placements with a circulation value of more than 200 million. Thousands of web sites highlighted the awards.

### **El día de los niños/El día de los libros**

On April 30, libraries from coast-to-coast celebrated Diversity in Action during El día de los niños/El día de los libros (Children's Day/Book Day), also known as Día.



PIO worked with the Association of Library Service to Children (ALSC) to showcase libraries continued commitment to connecting children and their families to multicultural books, bilingual services and educational resources.

PIO created a Web-based publicity tool kit, PSA English & Spanish scripts and a series of press releases. Publicity efforts resulted in three interview opportunities including radio and Spanish language print with member leaders in Washington, D.C. and Illinois. More than 1,100 Día articles and mentions were captured resulting in a circulation rate of more than 180 million.

PSAs aired in Chicago, Washington, D.C, San Francisco and Dallas. Highlights include Sirius/XM Radio and Oprah Radio.

**Ebooks**

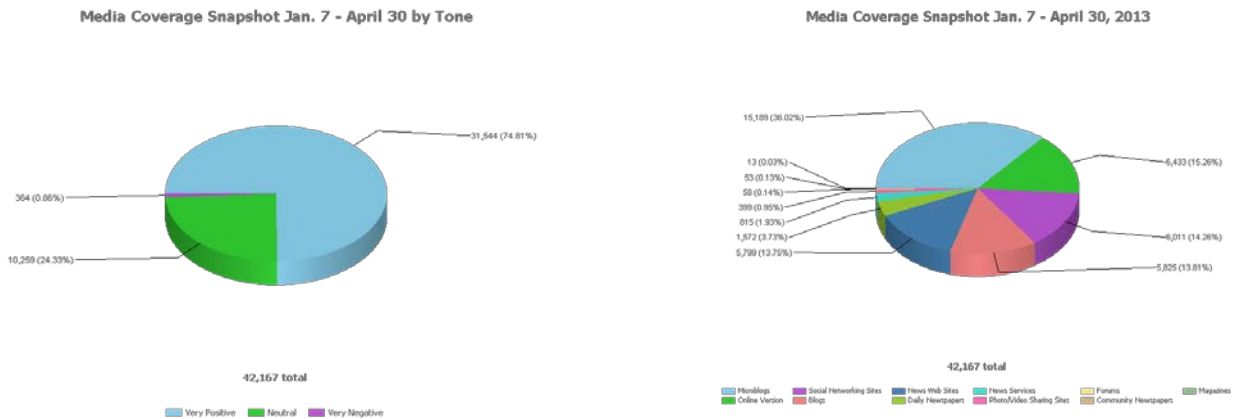
ALA’s efforts to keep library e-book lending in the limelight continued. Mainstream and publishing media picked up ALA’s statements regarding the new lending practices adopted by publishing giants Macmillan and Hachette. Both statements were included in coverage by the *Associated Press*, *Publishers Weekly* and a variety of library and publishing trade publications.

**Coverage**

There are few negative articles to report this report cycle. The few negative articles captured were from conservative groups critical of ALA’s views on intellectual freedom and the ALA Public Programs’ *Bridging Cultures Bookshelf: Muslim Journeys*.

Other ALA initiatives that received coverage include Smart Money Week; Preservation Week @ your library and various National Library Week observances including National Library Workers Day and National Bookmobile day.

**Coverage at a Glance**



	POSITIVE	NEUTRAL	NEGATIVE
Total Clips	31,544	10,259	364
Total Circulation	4,939,104,411	1,881,237,095	106,398,698

Total Articles/Mentions: 42,167  
 Circulation: 6,926,740,204

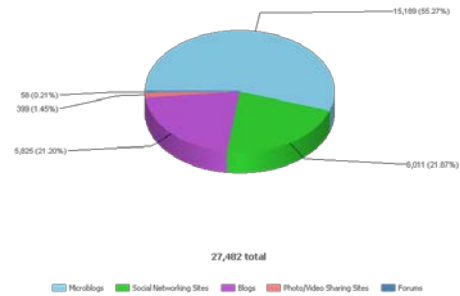
## SOCIAL MEDIA

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

Social Media Snapshot Tone, Jan. 7 - April 30



Social Media Coverage Snap Shot, Jan. 7 - April 30



This quarter the ALA received nearly 28,000 social media mentions. The majority of social media coverage focused on Banned Books Week and ebook lending in libraries. Negative coverage was fueled by conservative views on ALA's stance on book banning.

[Positive: 21,406] [Neutral: 5,746] [Negative: 330]

Total: 27,482

## BLOGS

The majority of blog coverage was positive and focused on National Library Week and Top Ten List of Most Frequently Challenged Books, and ALA's ebook efforts.

[Positive: 2,689] [Neutral 3,186] [Negative: 8]

Total: 5,883

## SOCIAL MEDIA [TWITTER & FACEBOOK]

The majority of Tweets focused on the ALA Youth Media Awards, National Library Week and Top Ten List of Most Frequently Challenged Books.

[Positive: 18,451] [Neutral: 2,427] [Negative: 322]

Total 21,200

## PHOTO SHARING [YOUTUBE & FLICKR]

The majority of video posts were from ALA Midwinter and the ALA Youth Media Awards.

[Positive: 266] [Neutral: 133] [Negative: 0]

Total: 399

[END]