

TO: ALA Executive Board

RE: Public Information Office third 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: Sept. 30, 2011

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 (May 20 – Sept 23, 2011) has focused in several areas including the ALA Annual Conference, eBooks, Library Card Sign-Up Month and book banning/censorship. This quarter the ALA has achieved more than 12,300 mentions/articles, which totaled a circulation rate of more than 15.3 billion.

ALA Annual Conference



More than 20,000 library leaders, publishers, authors and guests gathered in New Orleans for the American Library Association's (ALA), Annual Meeting, June 23 - 28, 2011. The Public

Information Office (PIO) secured coverage with a majority of local print, television and radio news agencies as well as national media. More than 1,000 mentions/articles were secured resulting in a circulation rate of more than 4 billion.

Annual Coverage began with multiple Associated Press articles. The first entitled “Budget Cuts Force Libraries to Re-Examine Their Purpose,” ran on June 21 and detailed the challenges libraries are facing during the poor economic environment. The article was picked up by more than 370 news Web sites including the Huffington Post, Forbes and Fox News. Another highlight included an article entitled “Library Volunteers Spend Day Working.” The article focused on the Libraries Build Communities volunteer effort and was picked up by more than 460 Louisiana regional news websites.



PIO coordinated interviews for ALA leadership and conference guests with Clear Channel New Orleans (KOBW-FM) “Community Focus” with Ray Romero; WRBH-FM “Writer’s Forum” with Sherri Alexander; WYLD-FM “Sunday Journal” with Hal Clark; and *The Times-Picayune*.

The Times-Picayune provided daily coverage. Such articles as “The American Library Association returns to New Orleans this Week,” praised the ALA for returning to New Orleans as well as discussed the city’s commitment to rebuilding their library system.

ALA Annual received a great deal of local television coverage including segments on WGNO-TV (ABC), WDSU-TV (NBC), WVUE (Fox) and WWLT (CBS). ALA President-Elect Molly Raphael; American Association of School Librarians (AASL) President Nancy Everhart; and Office for Library Service and Outreach Services Director Miguel Figueroa participated in a series of onsite live interviews. Topics varied from Bookmobile Sunday, Beyond Words: The Dollar General School Library Relief Fund to discussions regarding conference highlights.



e-Books

This quarter the closure of Borders bookstores and announcements from HarperCollins and Amazon.com placed the topic of e-Books on the forefront of discussion. PIO was contacted by several news organizations that wanted to discuss how the popularity of eBooks would impact library service. ALA Executive Director Keith Michael Fiels participated in a roundtable discussion with WTTW, a Chicago PBS affiliate, and stated that “libraries are rapidly adapting to e-books, with two-thirds of libraries already making e-Books available to users – and the figure approaching 100 percent at college and university libraries.” ALA leadership also participated in interviews with the *Baltimore Sun*, “Libraries go High-Tech to Lure Patrons,” *Buffalo News* “It’s a Brave New World at the Library,” and CNN.com “Amazon Launches No-Fees Digital Library Program.”

Library Card Sign-Up Month

Articles that focused on the value of libraries including Bob Greene’s “Free Entertainment for Life,” CNN.com and Money Columnist Gregory Karp’s “Spending Smart: You can get that at the library?” paved the way for Library Card Sign-Up Month Coverage.

Hundreds of libraries participated in Library Card Sign-Up Month and key messaging on the value of libraries and event listings could be found in a variety of newspapers including *The Chicago Sun-Times* and *The Chicago Tribune*. Library Card Sign-up Month achieved more than 200 placements and with a circulation total of more than 80 million.

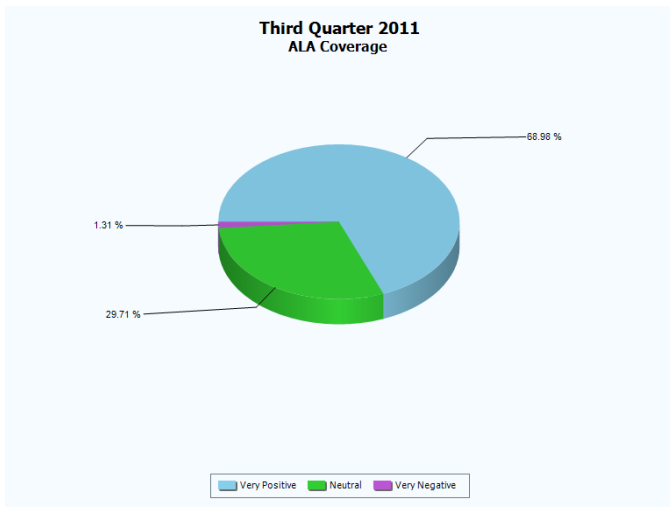
Book Banning/Censorship

As libraries and bookstores prepared to celebrate Banned Books Week, Sept. 24- Oct. 1, several book bans made headlines including Kurt Vonnegut's *Slaughterhouse-Five*, which was removed from The Republic (Mo.) High School due to a complaint that the book “teaches principles contrary to Biblical morality and truth,” and the banning of Sherlock Holmes from the Albemarle County (Va.) School District due to its portrayal of Mormons. More than 400+ News groups including *USA Today*, *Washington Post*, *Huffington Post* and the *Wall Street Journal* published data and book lists from ALA’s Office for Intellectual Freedom (OIF). Many publications also plugged Banned Books Week.

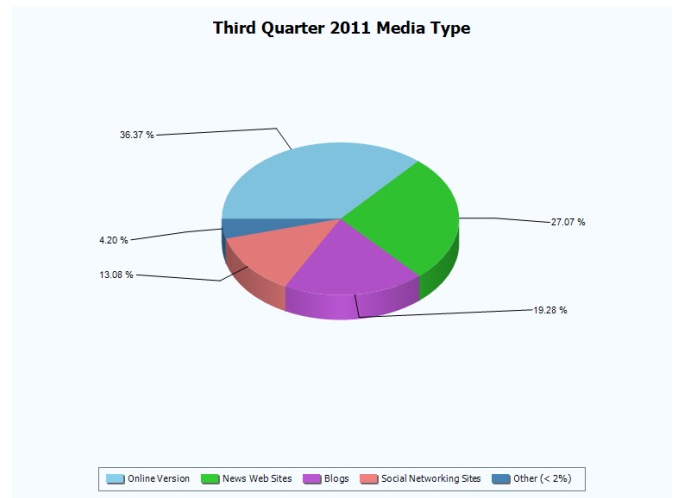
There were more than 160 negative clips this quarter. The majority of clips focused on ALA’s position on library filtering, book banning and censorship. Also ALA’s position on the imprisonment of Cuban librarians was under attack.

Publicity efforts are underway to secure placement for Banned Books Week, Teen Read Week, National Gaming Day @ your library, ALA Midwinter and the ALA Youth Media Awards.

COVERAGE AT A GLANCE



Total Clips: 12,339

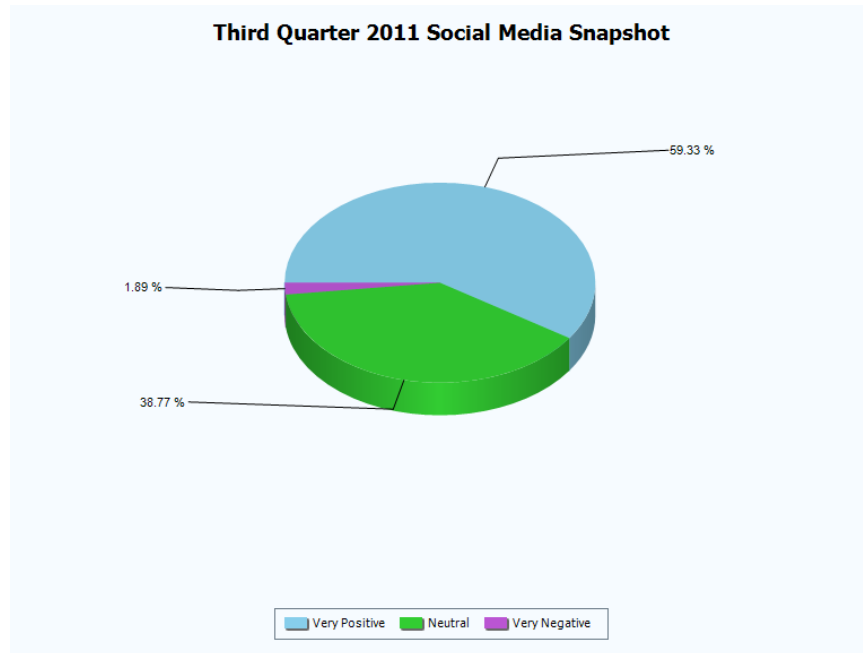


Total Circulation: 15,344,620,848

	Positive	Neutral	Negative
Total Clips	8,553	3,684	162
Total Circulation	10,029,191,067	5,269,418,536	46,011,245

SOCIAL MEDIA

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



This quarter the ALA received 4,276 social media mentions. The majority of social media coverage received focused on e-Books, book bans/censorship, and Library Card Sign-Up Month.

Positive: 2,537, Neutral: 1,658, Negative: 81

Total: 4,276

BLOGS

The majority of Social Media Coverage was positive and focused on book banning/censorship and e-books.

[Positive: 1,400] [Neutral: 940] [Negative: 50]

Total: 2,390

SOCIAL MEDIA [TWITTER & FACEBOOK]

The majority of third quarter social media coverage was positive. Tweets ranged in topic from the ALA Annual Conference to Library Card Sign-Up Month.

[Positive: 1,047] [Neutral: 705] [Negative: 31]

Total: 1,783

PHOTO SHARING [YOUTUBE & FLICKR]

CisionPoint captured various photos sharing posts that range from videos and photos from the ALA Annual Conference to Library Card Sign-Up Month.

[Positive: 90] [Neutral: 13] [Negative: 0]

Total: 103

[END]