

**TO:** ALA Executive Board

**RE:** Public Information Office second 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:** May 20, 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 (March 14 – May 20, 2011) has focused in several areas including the ACRL National, National Library Week, State of America’s Libraries Report, the Top Ten List of the Most Frequently Challenged Books of 2010 and El dia de los ninos / El dia de los libros (Children’s Day/Book Day). This quarter the ALA has achieved more than 13,300 mentions/articles, which totaled a circulation rate of more than 5 billion.

**ACRL National Conference**  
The second quarter began with the Association of College and Research Libraries (ACRL) National Conference. More than 3,000 librarians and staff from college and university libraries met in Seattle to discuss a host of pressing issues affecting higher education during the Pushing the Edge: Explore, Engage, Extend” 14th National Conference March 12-15.



2008/2009 ACRL president Erika Linke and ACRL National Conference Committee Chair Betsy Wilson co-authored an op-ed titled, “Academic libraries foster key skills in next generation.” The opinion piece appeared in the March 4 edition of the Seattle Times Online, and highlighted the important role academic libraries and librarians play in a college student’s education. The Seattle Times Online receives 1,993,608 visitors per month. Other placement highlights included the Chronicle of Higher education and Library Journal.

The Public Information Office (PIO) managed overall media strategy and on-site media activities through reaching out to more than 180 journalists with library trade, higher education and Seattle press agencies. Outreach efforts fostered 21 press placements, which resulted in a circulation rate of more than 6.8 million.

### **National Library Week**

National Library Week, April 10 – 16. This year’s theme was “Create your own story @your library.” Libraries throughout the country took advantage of the Public Information Office (PIO) publicity tools. Dozens of calendar listings appeared in the media based on the template offered through the National Library Week (NLW) Web site.



This year’s publicity efforts resulted in more than 3,986 articles and mentions.

NLW served as a national platform that highlighted several daily observances including the release of the ALA 2011 State of America’s Libraries Report, Library Workers Day, ALA’s Top Ten List of the Most

Frequently Challenged Books of 2010, National Bookmobile Day, and Support Teen Literature Day.

ALA spokespersons participated in multiple interviews regarding National Library Week, the release of the 2011 State of America’s Library Report and the release of Top Ten List of the Most Frequently Challenged Books of 2010.

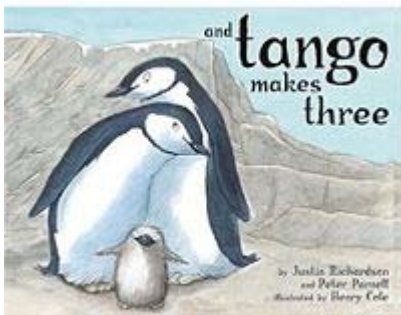
### **State of America’s Library Report**

Public Library Association President (PLA) Audra Caplan participated in several interviews regarding the State of America’s Libraries Report. More than 197 news publications ran in-depth articles that featured report data on budget cuts and technology trends. Highlights include an interview with the CBS Radio Network, which reached more than 800+ affiliates and a lengthy interview with a radio program entitled “Twin Cities Insight” (Minn.) to discuss the state of America’s libraries. PIO also invited Sarah Rosenblum, library strategies division manager, Hennepin County Library and Chris Olson, executive director, Metropolitan Library Service Agency (MELSA) to participate in the conversation. More than 5 stations in Minneapolis aired the program reaching more than 500,000 listeners.



## Frequently most challenged books of 2010

The 2011 State of America's Library Report featured ALA's Top Ten List of Most Frequently Challenged Books. The list is compiled annually by the ALA Office for Intellectual Freedom (OIF). This year Justin Richardson's and Peter Parnell's *And Tango Makes Three* ranked as the number one most frequently challenged book of 2010. OIF Executive Director Barbara Jones talked with multiple high-level media organizations including the Associated Press.



While talking with AP Reporter Hillel Italie, Jones stated “The closer books come to things that are really happening in a lot of lives, the more they become a reminder of what people don't like to think about.”

The AP story was picked up by hundreds of newspapers, news Websites and blogs. The list also achieved international coverage including the United Kingdom's *Guardian* and BBC's “News Hour.”

## 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 15th anniversary of El día de los niños / El día de los libros (Children's Day/Book Day), also known as Dia, which was celebrated on April 30.

Thousand 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.



This publicity support went outside the scope of tradition outreach efforts. PIO produced a Dia member publicity tool kit, Interactive Press Kit and a variety of multilingual press materials that were distributed to mainstream and Spanish language press. From March 1 – May 5, more than 1,000 members visited the kit.

PIO secured placements with About.com, which received 36.8 million visitors per month. Blogger Elizabeth Kennedy produced a piece entitled “Celebrate Día with Book Fiesta!” The article was posted on April 28, and provided visitors with book recommendations for Día including “Book Fiesta!” by Día founder Pat Mora and illustrator Rafael Lopez. The article also provides links to this year's Pura Belpre winners.

AOL Latino's Lliana Mugula also produced an article which provided stats on Latino reading habits, Día Web site information, and discussed the value of libraries. AOL Latino receives more than 62 thousand visitors per month.

Dia spokes people participated in multiple interviews. REFORMA President Lucia Gonzalez participated in interviews with La Ley (Spanish Radio, Tampa, Fla.), AM1340 WHAT and CNN En

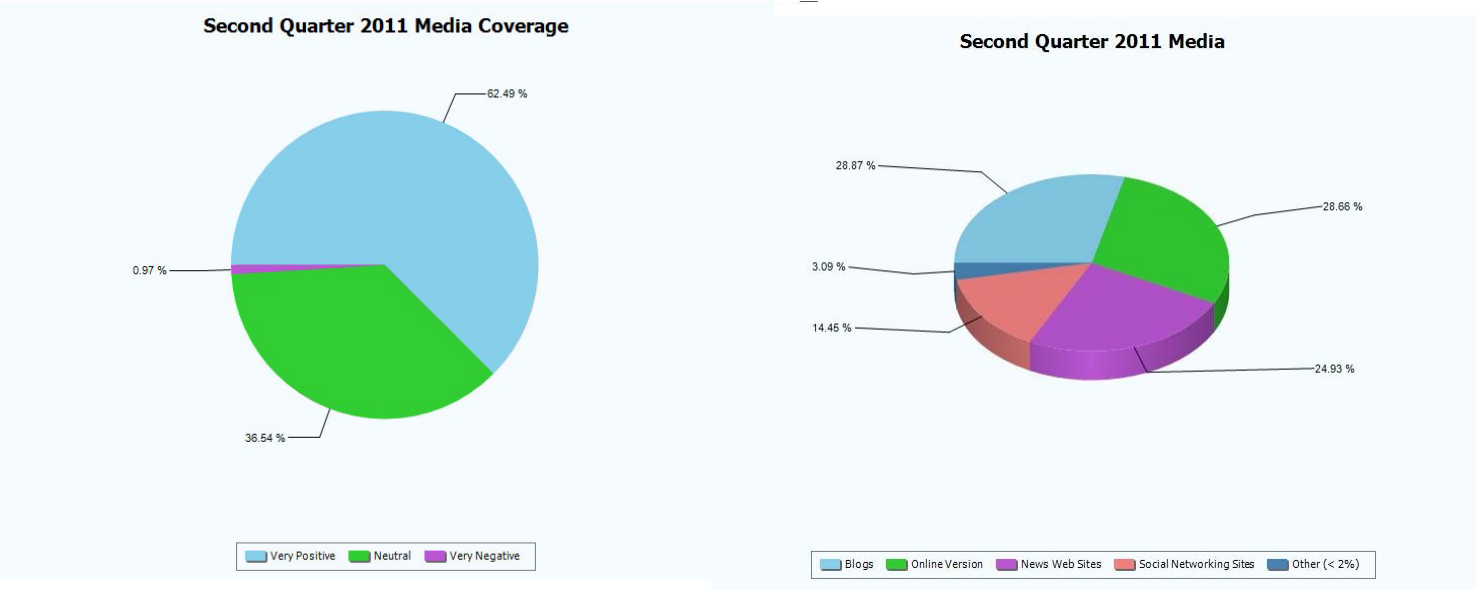
Espanol’s international morning show program entitled “Café CNN.” Dia founder Pat Mora also participated in an interview with the Orange County Register.

Other placement highlights include EFE, a Spanish language national/international news wire, Yahoo News and MSN.

Overall all publicity efforts resulted in more than 300 articles and achieved a circulation rate of more than 154 million.

Negative coverage during the quarter was minimal with 130 articles. The majority of the coverage was fueled by Safelibraries.org which featured rants regarding ALA’s policies on censorship and Internet filtering.

**COVERAGE AT A GLANCE**



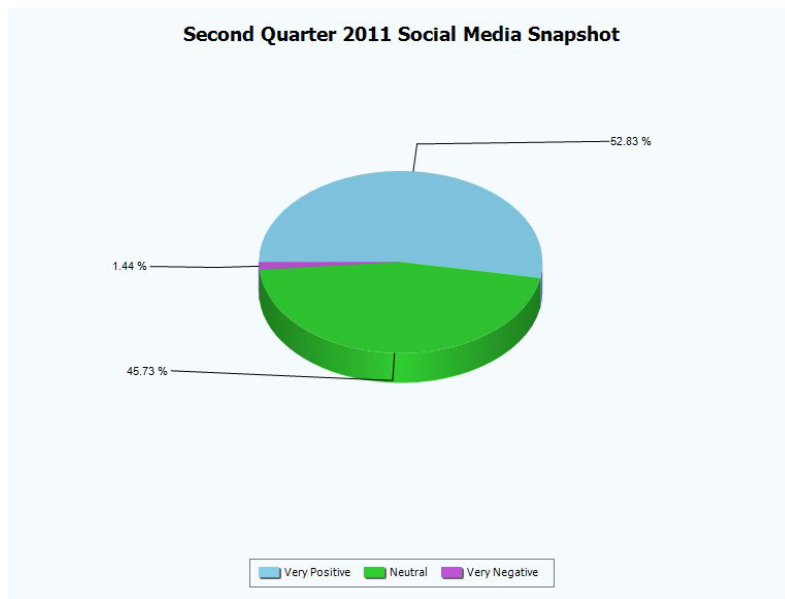
|                   | Positive      | Neutral       | Negative   |
|-------------------|---------------|---------------|------------|
| Total Clips       | 8,339         | 4,876         | 130        |
| Total Circulation | 2,864,135,994 | 2,167,992,788 | 16,667,591 |

Total Clips: 13,345

Total Circulation: 5,048,796,373

## 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 7,403 social media mentions. The majority of social media coverage received focused on National Library Week, Top Ten List of Frequently Challenged Books, and The State of America's Libraries Report

Positive: 3,858, Neutral: 3,440, Negative: 105, Total: 7,403

### BLOGS

The majority of Social Media Coverage was positive.

[Positive: 2,329] [Neutral: 1,471] [Negative: 43]

Total: 3,843

### SOCIAL MEDIA [TWITTER & FACEBOOK]

The majority of first quarter social media coverage was positive. Tweets ranged in topic from the Top Ten List of Challenged Books to the ALA Annual Conference.

[Positive: 848] [Neutral: 1,102] [Negative: 6]

Total: 1,956

### PHOTO SHARING [YOUTUBE & FLICKR]

CisionPoint captured various photos sharing posts that range from videos and photos from the "Why I Need My Library" contest to "Our Authors, Our Advocates" PSAs.

[Positive: 79] [Neutral: 20] [Negative: 0]

Total: 99