

**TO:** ALA Executive Board

**RE:** Campaign for America's Libraries-PIO

**ACTION REQUESTED/INFORMATION/REPORT:**

Informational report providing update on status of @ your library<sup>®</sup> Campaign projects, partnerships and initiatives

**ACTION REQUESTED BY:**

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**DRAFT OF MOTION:** N/A

**DATE:** September 29, 2009

## **Carnegie Corporation of New York/New York Times I Love My Librarian Award**

Nominations are open for the 2009 Carnegie Corporation of New York/New York Times I Love My Librarian Award.

The award invites library users 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. Nominations run through October 9 and are being accepted online at [ilovelibraries.org/ilovemylibrarian](http://ilovelibraries.org/ilovemylibrarian). More than 1,800 have been received to date.

Up to 10 librarians will be selected. Each will receive a \$5,000 cash award, a plaque and a \$500 travel stipend to attend an awards ceremony and reception in New York, hosted by The New York Times, on December 3. In addition, a plaque will be given to each award winner's library.

Each nominee must be a librarian with a master's degree from a program accredited by the ALA in library and information studies or a master's degree with a specialty in school library media from an educational unit accredited by the National Council for the Accreditation of Teacher Education. Nominees must be currently working in the United States in a public library, a library at an accredited two- or four-year college or university or at an accredited K-12 school.

Nominees will be judged by a selection committee based on quality of service to library users, demonstrated knowledge of the library and its resources, commitment shown in helping library users and the difference they have made in their community.

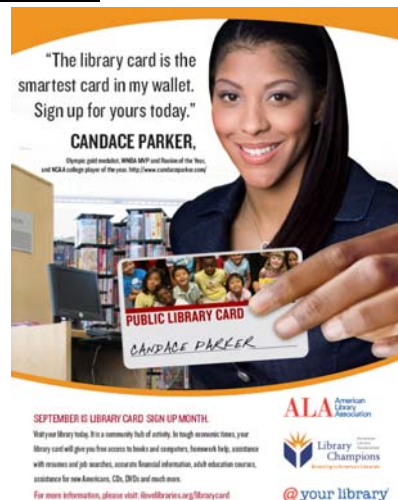
In 2008, Carnegie Corporation of New York awarded the American Library Association (ALA) \$489,000 to support the award for five years. The award continues in the tradition of one The New York Times presented from 2001 to 2006.

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

The New York Times supports the award by hosting the awards ceremony and by donating ad space. To date, the paper has donated three full-page ads announcing the call for nominations, each valued at \$35,000. Ads also appear on [nytimes.com](http://nytimes.com).

## **WNBA star Candace Parker promotes Library Card Sign-up Month**

Continuing a multi-year tradition of engaging celebrity personalities to help raise awareness of libraries, Olympic Gold medalist and WNBA star Candace Parker served as Honorary Chair of Library Card Sign-up Month (September). Parker has lent her image to a print PSA. The PSA has appeared in national magazines, totaling more than \$400,000 in donated ad space. Parker also recorded radio PSAs, which have played in markets nationwide.



## Neil Gaiman to serve as Honorary Chair of National Library Week

Newbury Medal winning author Neil Gaiman has been named the Honorary Chair of National Library Week 2010 (April 11-17). Gaiman will appear in a print PSA to be placed with national media outlets. A radio PSA will be recorded as well.

Previous National Library Week Honorary Chairs have included actresses and authors Julie Andrews and Jamie Lee Curtis.

### Safeway

Beginning in October, the @ your library® brand will be featured on the back panel of tens of thousands of Safeway-brand cereal boxes. The boxes will be sold in approximately 1,500 stores in the U.S.

Safeway will roll out the first two of five Safeway-brand cereal boxes in October. The first boxes to feature the library-related content are Toasted Oats and Honey Nut Toasted Oats. There will be a staggered launch for the rest of the panels.

The panels focus on five content areas:

- *Get rich @ your library* lists free resources available at libraries and encourages readers to add up how much they save by using the library's resources;
- *Learn for a lifetime @ your library* features the ways that school and public libraries encourage lifelong learning;
- *Great mysteries answered @ your library* contains fun facts about libraries, including the number of questions answered weekly by reference librarians at our nation's academic and public libraries;
- *Discover the world @ your library* positions a library card as a passport to the world; and
- *Discover your family tree @ your library* encourages readers to go to the library to research their family tree.

All link to resources available at [www.ilovelibraries.org](http://www.ilovelibraries.org), ALA's advocacy Web site for the public.



## Preservation @ your library

ALCTS has approached the Campaign for America's Libraries and ALA's Public Information Office to collaborate on Preservation @ your library. The initiative seeks to raise awareness of preservation issues across the whole spectrum of library formats and to connect the public to preservation in a "fun" way. Desired outcomes include enabling the public to preserve their personal keepsakes and making preservation of America's cultural heritage a highly visible part of what libraries do. Preservation Week will be held in May 2010, but efforts will continue beyond this timeframe. The effort is being led by the ALCTS Preservation and Reformatting Section (PARS).

## Connect with your kids @ your library

### Connect with your kids... @your library®

ALA has contracted with the strategic communications agency Metropolitan Group to find media and corporate partners to support a new public awareness effort to directly reach parents and children.

Connect with your kids @ your library seeks to strengthen families by motivating parents to spend more quality time with their children. Specifically, Connect with your kids @ your library will promote the library as a trusted place to spend quality time with children, reinforce the notion that taking children to the library is a sign of being a good parent and demonstrate the spectrum of free high quality programs at the library for parents with children of all ages. Connect with your kids @ your library will communicate that libraries are both an oasis of calm in our busy lives and an exciting place for family excursions and quality time spent between parent and child.

Metropolitan Group has identified media prospects for donated print space, air time or Web site content. Metropolitan Group is pursuing corporate partners to financially support the effort. Funds would go to support the print and development of a customizable Family Activity Guide, printing of posters, bookmarks and other collateral materials for libraries and possible television public service announcement.

Para encontrar...

- ayuda para las tareas escolares
- sugerencias sobre libros
- información sobre la salud
- información sobre
- empleo o nuevos negocios
- nuevas películas y música



**en tu biblioteca**  
www.entubiblioteca.org

ALA American Library Association  
en asociación con  
Univision Radio

## ALA and Univision Radio relationship extended into 2009-2010

As part of a partnership with ALA, Univision Radio, the nation's largest Spanish-language radio broadcaster in the United States, will again air Spanish-language PSAs about the value of libraries and librarians in Univision Radio markets in 2009-10. The PSAs will air in two concentrated flights in the fall and spring, with the PSAs also available to stations throughout the year.

This agreement continues a collaboration that began in 2008, when Univision Radio aired PSAs in 13 of the country's top Latino markets – Albuquerque; Austin, Texas; Chicago, El Paso, Texas; Houston; Fresno, Calif.; Las Vegas; Los Angeles; New York; Miami; Phoenix; San Antonio, Texas; and San Francisco. The combined value

of the donated air time is \$1 million.

The PSAs that ran in spring 2008 emphasized the free resources at the library. Univision Radio personality Javier Romero, a well-known and trusted figure among Univision listeners, starred in the PSAs. A 30-second PSA also featured the voice of a librarian, who was recruited to record the PSA through the Midwest Chapter of REFORMA.

Campaign staff conducted phone interviews with representatives of some of the libraries in major markets where the PSAs ran in fall 2008. All of the representatives responded that the PSAs were valuable – or even critical – to the outreach work they are doing in their communities, citing that having the Univision brand behind positive messages about libraries is powerful in reaching out to Latinos. Some libraries also cited declining local resources for marketing and public relations as reasons why the PSAs were valuable.

Focusing on interpersonal relationships and building trust, the campaign presents the librarian as a trusted provider of information and support, capable of providing access to the wide range of opportunities represented by the local library. The primary message is, “Yo te puedo ayudar.” (“I can help you.”)

A Spanish-language web site for the public - [www.entubiblioteca.org](http://www.entubiblioteca.org) – has been built to support the messages of the campaign. The site contains broad messages about what libraries offer and encourages people to visit their local library.



Also on the site (specifically at [www.entubiblioteca.org/bibliotecarios](http://www.entubiblioteca.org/bibliotecarios)) are downloadable bookmarks, a flyer/ad, poster and web buttons that libraries can download and print to use locally. The materials can be printed as-is, or libraries can customize the pieces with their logo. Downloadable web buttons are also available for use on web sites and blogs.

The U.S. Census estimates that one in four people in the United States will be Latino by the year 2050.

Member leaders such as Camila Alire, Mario Gonzalez, Carol Brey-Casiano, Mario Ascencio, Luis Herrera and Jose Aponte have helped guide this effort. In addition, libraries in the top 20 Latinos markets were engaged by ALA in this project. The libraries include: Albuquerque (N.M) Public Library; Baton Rouge (La.) Public Library; County of Los Angeles Public Library; Brownsville (Texas) Public Library; Chicago Public Library; Denver Public Library; D.C. Public Library; El Paso Public Library; Free Library of Philadelphia; Fresno (Calif.) County Free Library; Greenwich (Conn.) Library; Harlingen (Texas) Public Library; Houston Public Library; Maricopa County (Ariz.) Library District; Miami Dade Public Library; Pima County (Ariz.) Public Library; Queens Library; Sacramento (Calif.) Public Library; San Antonio Public Library; San Diego Public Library; and San Francisco Public Library.



## **Step Up to the Plate @ your library**



An 11-year-old from Pennsylvania is the winner of this year's Step Up to the Plate @ your library program.

Hall of Famer Ozzie Smith drew Elizabeth Ann Bishop's name from the entries sent in by baseball fans of all ages.

Designed to promote the importance of information literacy skills and increase awareness of the library as an essential information resource, Step Up to the Plate @ your library encourages people of all ages to use the resources at their

public or school library to look up the answers to a series of baseball trivia questions developed by the library staff at the Hall of Fame. The questions this year focused on multiculturalism in baseball and baseball around the world.

The program launched to the public during National Library Week, which also coincides with Youth Baseball Week at the Hall of Fame. The Hall of Fame coordinated in-museum promotions for the week, which typically sees 2-3,000 visitors per day.

Tools to help libraries easily and inexpensively promote the program were available on the Step Up to the Plate Web site at [www.ala.org/baseball](http://www.ala.org/baseball). A toolkit includes sample programming ideas and media materials. In addition, logos and print-ready bookmarks and fliers are available. Approximately 6,000 school and public libraries have promoted the program since 2006. Libraries have partnered with local little league, minor league and Major League teams, held family trivia nights, used Step Up to the Plate as a theme in local parades and in conjunction with summer reading programs, hosted school-wide trivia challenges and other activities.



## **National Library Week 2010 theme: Communities thrive @ your library; Scholastic Library Publishing continues \$3,000 National Library Week grant**

The theme for National Library Week 2010 is "Communities thrive @ your library." The theme was recommended by the National Library Week Subcommittee of ALA's Public Awareness Committee and approved by ALA president-elect Camila Alire. As with past National Library Week themes, "Communities thrive @ your library" ties into Alire's communications goals for her presidential year.

An application is available for the 2010 Scholastic Library Publishing National Library Week Grant. The grant is sponsored by Scholastic Library Publishing and administered by the Public Awareness Committee. The \$3,000 grant is awarded annually for the best public awareness campaign in support of National Library Week. This year, libraries are asked to develop a proposal using the 2010 National Library Week theme. Libraries of all types are invited to apply for the grant. The deadline is November 6, 2009.