

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: September 27, 2010

Author John Grisham to serve as Honorary Chair, National Library Week 2011 (April 10-16)

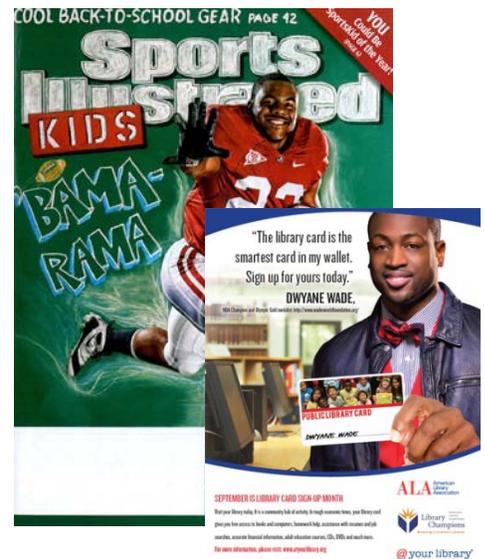


Author John Grisham will serve as the Honorary Chair of National Library Week 2011. A print PSA of the author will be sent to national publications. Grisham joins author Neil Gaiman, actresses Julie Andrews and Jamie Lee Curtis in the role of National Library Week Honorary Chair.

NBA star and Olympic gold medalist Dwyane Wade to serve as Library Card Sign-up Month Honorary Chair

Dwyane Wade, the NBA star and Olympic Gold medalist who last September donated \$25,000 to help save his hometown library, is serving as the Honorary Chair of Library Card Sign-up Month.

A print public service announcement (PSA) featuring Wade has appeared in Sports Illustrated for Kids and in other nationally sold publications. Libraries also used the PSA to promote Library Card Sign-up Month locally. ALA offered the PSA as a free download and customization at no charge to libraries.



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



Nominations nearly 1,400 librarians came in during the nomination period for the 2010 Carnegie Corporation of New York/New York Times I Love My Librarian Award.

The award invited 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 ran from August 3-September 20 and were accepted online at ilovelibraries.org/ilovemylibrarian. More than 2,000 library supporters from 50 states submitted nominations.

Up to 10 librarians will be selected to win. 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. 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 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.

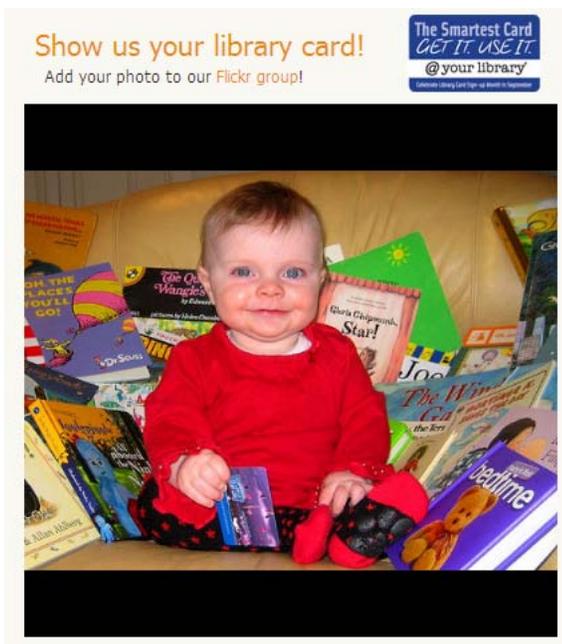
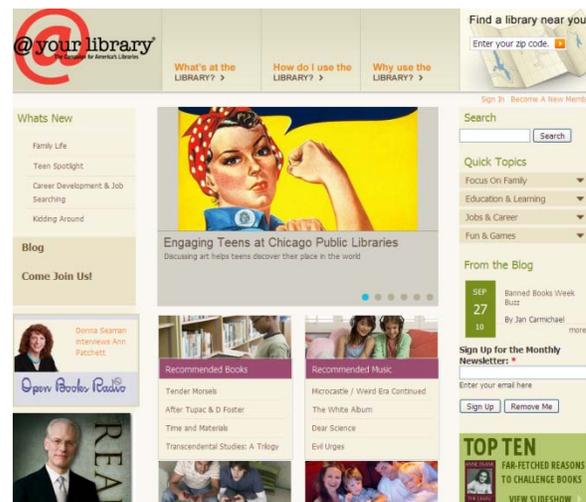
In 2008, Carnegie Corporation of New York awarded the American Library Association (ALA) \$489,000 to support the award for five years. The award continues in the tradition of one The New York Times presented from 2001 to 2006.

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 both in the paper and on NYTimes.com.

atyourlibrary.org

ALA's public awareness website continues to post articles on culture, job hunting and finances, as well as interviews with authors. The number of unique visitors to the site has increased 11.5% in the time ALA staff has managed the site as compared to the site's previous vendor. The number of followers on social media outlets also continues to grow; the site has 918 Facebook fans, 2,283 Twitter followers and an email newsletter is distributed to 574 subscribers every other week.

New additions to the site include long format audio interviews with authors by Booklist staff member Donna Seaman and video interviews with authors. The site has also featured promotional tie-ins with existing ALA initiatives; for Library Card Sign-up Month, the site asked people to pose with their library cards and post the photos to a common Flickr group.

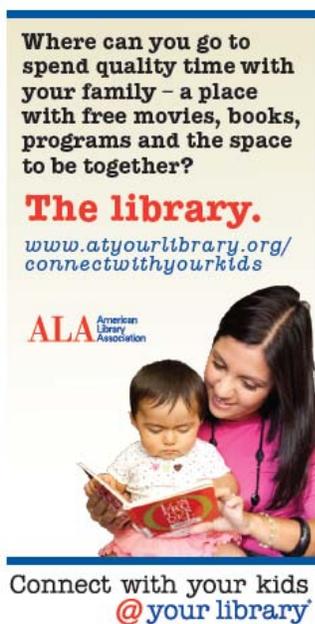


The website was designed for the general public – library users and non-users – and aims at increasing and improving the use of libraries by all kinds of people of all ages. The message implicit and often overt in every web page: visit your library often, in person and online.

The site was originally funded for two years through a generous grant from Carnegie Corporation of New York.

All of the articles are shared with libraries under a Creative Commons license so that libraries can repurpose the articles in either an online or offline format, with credit to atyourlibrary.org. Recent articles include those on cooking classes for teens, financial management, reading enrichment activities and how to select the best college for your child. Each article includes recommended books or online resources to complement the subject. Where available, recommended resources are linked to the World Cat database.

The Campaign for America’s Libraries and Scholastic Parent & Child magazine sponsor “Connect with your kids @ your library”



In June, Scholastic Parent & Child magazine came on board as the magazine media sponsor of the Connect with your kids @ your library campaign. The campaign seeks to strengthen families by motivating parents to spend more quality time with their children. Specifically, the campaign 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 free high quality programs at the library for parents and children.

The magazine will donate full-color ads in six issues throughout the next two years: August/September 2010 [left], April 2011, May 2011, August/September 2011, April 2012 and May 2012. The magazine also included a “Connect with your kids” mention in its June/July 2010 issue and will include other editorial mentions of the initiative.

In addition, Scholastic will link to the campaign’s website, publish on its website at least one page dedicated to describing the Connect with your kids @ your library initiative and donate banner ads across its parenting websites.

Development of a family activity guide is underway to complement the campaign, including tips for parents and caregivers on spending quality time with their children in the library, at home or out in the community.

All content for the Connect with your kids @ your library campaign will live on atyourlibrary.org, ALA’s public awareness website.

ALA is working with the strategic communications agency Metropolitan Group to pursue corporate partners to financially support the effort. Funds would go to support the printing of the family activity guide, as well as posters, bookmarks and other collateral materials for libraries.

Step Up to the Plate @ your library

Season five of Step Up to the Plate @ your library has concluded, with more than 1,000 libraries having registered to promote the program. Launched to the public in April on baseball opening day, the program teamed up two American classics – libraries and baseball – to promote information literacy and the library as an essential information resource.

The program encouraged people of all ages to use the print and electronic resources available at libraries to answer a series of trivia questions designed for their age group (10 and under, 11-13, 14-17 and 18 and over). One grand-prize winner will receive a trip for two in October to the Hall of Fame's World Series Gala event in Cooperstown, N.Y., including a behind-the-scenes tour of the library.

This year, Step Up to the Plate @ your library celebrates the history of baseball and the preservation of our cultural heritage, as a tie-in to ALA's Preservation Week, sponsored by ALCTS.

Online tools for librarians included program logos in both English and Spanish, a downloadable poster and bookmarks and a toolkit that includes sample press materials and programming ideas. Here are a few examples of how libraries promoted the program:

Davenport (Iowa) Public Library

The library partnered with its local minor league team, the Quad Cities River Bandits, for a Library Night at the local ballpark. Fans showing a library card received \$2 off the price of a ticket. During the evening, library staff distributed Step Up to the Plate playbooks to attendees. The library and the River Bandits also tied Step Up to the Plate into the library's Go Healthy program by promoting exercise through baseball. The River Bandits' mascot and team coaches came to the library to teach kids the basics of hitting and throwing. Playbooks were given to all participants.

New Berlin (Wis.) Public Library

The library tied Step Up to the Plate into its summer reading initiative. After a child turned in a summer reading form, each was asked to complete 8 out of 10 library activities, of which Step Up to the Plate was the most popular. Teens were given further incentive; any teen who completed a Step Up to the Plate playbook was given an extra entry to the library's weekly summer reading prize drawing. The library is already planning a tie-in with Step Up to the Plate and its adult summer reading program.

Charles D. Owen High School Library, Black Mountain, N.C.

The library kicked off its Step Up to the Plate program as a tie-in with School Library Month. The library partnered with the Asheville Tourists, its local minor league team, who provided the library with free tickets, baseball hats, autographed balls and backpacks; every student who entered the contest selected one of the donated prizes.

The National Baseball Hall of Fame and Museum and the American Library Association developed the program.

Univision Radio

To continue its relationship that began in 2008, ALA and Univision Radio have been in discussion about how to fold in library messages into Univision's public education campaign, "Es el momento," including new public service announcements and content about libraries on the campaign's web page.

ALA first began working with Univision Radio, the nation's largest Spanish-language radio broadcaster in the United States, in 2008. Stations aired PSAs about the value of libraries and librarians in Univision Radio markets in two concentrated "flights" in the fall and spring.

The American Dream Starts @ your library



The Campaign for America's Libraries is working with ALA's Office for Literacy and Outreach Services (OLOS) to promote The American Dream Starts @ your library. In January, ALA received a two-year grant of \$750,000 from the Dollar General Literacy Foundation for a second term of grant. Since then, OLOS selected 70 public libraries to receiving \$5,000 to develop literacy programs for adult English language learners.

To date, information about the American Dream project has appeared in a variety of publications with a total circulation number of nearly 2 million. Campaign staff is also collecting stories of libraries' activities and promoting those stories through ALA channels. To date, press releases to the library community have featured the stories of the following grantee libraries:

- The Bentonville (Ark.) Public Library hosted its first United States Naturalization Ceremony. Thirty Benton County residents from 14 countries took the Oath of Allegiance to become United States citizens.
- The Friends of North Port (Fla.) Library honored its local Dollar General store manager Denise Rafn. Friends of the Library used the ceremony to encourage and support its local Dollar General store's involvement with the library's American Dream program.
- Berwyn (Ill.) Public Library has begun hosting a Monday evening adult English as a Second Language (ESL) conversation class, with a group of 15 adult English language learners. The library also dedicated its new literacy center to Lucy Barahona, a retired ESL educator.
- The Kewanee (Ill.) Public Library purchased new computers and software for their bi-weekly adult English language classes. The computers and software are available at all times, encouraging students to practice their new skills between classes.
- Independence (Kan.) Public Library created a computer lab for its weekly ESL classes. The computer lab provides access to Mango Languages, foreign language software that offers tutorials on 11 different languages, including ESL.
- The Boone County (Ky.) Public Library is partnering with Boone County Public Schools on the English Learners Family Involvement Program. The program includes a series of workshops for parents and children.
- The Russell County Public Library of Jamestown, Ky., has teamed up with the local adult education center to provide ESL classes. One class has already taken place, with six students making one grade level worth of progress in six weeks.
- Hamtramck (Mich.) Public Library launched its ESL summer reading program titled Dive into English. This program introduced 43 participants to the ESL teacher, conversation group leaders and librarians.
- Charlotte Mecklenburg (N.C.) Library completed its first two Spanish language computer classes. These classes are designed to provide access to computers, along with workforce development training.
- The Vineland (N.J.) Public Library completed training for its first group of volunteer ESL tutors. Tutors are currently working with Spanish speakers, as well as individuals from China, Russia, the Ukraine and other countries.
- The Eva K. Bowlby Public Library of Waynesburg, Pa., offers one-on-one literacy classes to both children and adults.
- Arlington Reads is the literacy program of the Arlington (Texas) Public Library System. Their classes focus on ESL literacy and computer literacy as these skills relate to the workplace.
- The Little Elm (Texas) Public Library is expanding its Open Doors With Literacy @ your library program. The program began with an adult basic literacy class and has expanded to include an ESL class.

To be eligible for funding, the applicant institution had to be a public library or a public library with a bookmobile providing literacy services for adult English language learners within 20 miles of a Dollar General Store, distribution center or corporate office.

In 2007, the ALA received a similar grant from Dollar General. ALA ultimately funded 34 public libraries in 18 states serving communities from under 850 to more than 1 million. Libraries used these funds to expand multi-lingual print and digital literacy collections, improve technology, build mobile language labs, add literacy programs and services, develop training manuals, produce outreach videos and train tutors. OLOS chose five libraries from the original grant to re-fund in this round.

Additional information about the funded libraries is available at www.americandreamtoolkit.org. Dollar General is a Partner in the Campaign for America's Libraries.

National Library Week 2011 theme: Create your own story @ your library; Scholastic Library Publishing continues \$3,000 National Library Week grant

The theme for National Library Week 2011 is, “Create your own story @ your library.” The theme was recommended by the National Library Week Subcommittee of ALA’s Public Awareness Committee and approved by ALA president Roberta Stevens. As with past National Library Week themes, “Create your own story @ your library” ties into Stevens’ initiatives 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. Libraries of all types are invited to apply for the grant. The deadline is October 22, 2010.