Public Information Office 2015

Public Information Office (PIO): Communication Services, Media Relations, Public Awareness

PIO Goals

- Increase public awareness of the value of libraries, librarians, library workers.
- Develop awareness, acceptance of ALA’s mission and messages.
- Motivate key constituencies to advocate on behalf of ALA’s mission.

PIO Committees

Public Awareness Committee

Ms. Nancy R. Dowd, Chair Project Lead LibraryAware at NoveList EBSCO Publishing, Timberlake, NC
Charter: To develop programs that promote libraries and library issues nationwide Subcommittees: Campaign for America’s Libraries, Chair Carol A. Brey

PIO Communications Services

Results:

- Media relations training for ALA President-Elect, division presidents-elect
- Public service announcements
- Author interviews

Pictured: Author David Baldacci, author Brad Meltzer, author Sharon Draper, author Scott Turow, Caroline Kennedy, ALA President Courtney Young.

Ongoing projects:

- Youth Media Awards press conference
- PR Forum
- ALA Online Message Book
- ALA online press center for journalists
- Libraries Transforming Communities
- Weekly news summary of ALA press releases

Pictured: ALA Youth Media Awards, ALA Online Message Book, Libraries Transforming Communities, ALA News

PIO Crisis Communications

Goal: To monitor environment and identify potential crisis situations that may damage reputation of ALA.

Objectives:

- To respond quickly to breaking news stories or developing trends.
• To support the efforts of member response task force; work with Office for Library Advocacy; other ALA units.

Pictured: ALA Press release, media coverage of Kentucky Appeals Court decision which quotes ALA spokesperson.

PIO Media Relations

Goals
• Deliver ALA messages on a consistent basis to targeted audiences.
• Emphasize messages that drive home the value of libraries and librarians.

Tasks
• Cultivate and coordinate daily interview opportunities for ALA leadership.
• Craft media materials including: op-eds, talking points, web content, press releases, and letters to the editor.

Initiatives
• ALA Youth Media Awards
• Banned Books Week
• Library Card Sign-up Month
• National Library Week
• School Library Month
• Andrew Carnegie Medals for Excellence in Fiction and Nonfiction
• ALA/Division Conferences
• I Love My Librarian Award

Pictured: ALA Youth Media Awards, Preservation Week, Día! Diversity in Action, National Library Week, Andrew Carnegie Medal for Excellence in Fiction and Nonfiction

Media Targets
• Mainstream Media
• Library Trade
• Social Media
• Ethnic press
• Talk Radio
• Newswires
• Local and network television stations


Publicity Tools
• Web Press Kits
• Member Press Material Templates
• Build & Maintain Press Lists

Pictured: Online press kits for Preservation Week and Día! Diversity in Action

Recent Media Topics
• National Library Week
• ALA’s State of America’s Libraries Report
• Top Ten List of Frequently Challenged Books
• Andrew Carnegie Medals for Excellence in Fiction and Nonfiction finalists
• Changing role of libraries
• Library community engagement
• School library funding
• El día de los niños/El día de los libros – Día


PIO Public Awareness: Campaign for America’s Libraries

Key Messages
• Libraries are changing, dynamic places.
• Libraries are places of opportunity.
• Libraries bring you the world.
• Libraries change communities.

Tools
• Information and resources for implementing turnkey programs to use locally
• Downloadable promotional materials for National Library Week, Library Card Sign-up Month

Pictured: National Library Week 2015 public service announcement featuring David Baldacci, Library Card Sign-up Month public service announcement featuring Snoopy, Download @ your library logos

American Dream Starts @ your library


Pictured:

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

Pictured: Dr. Vartan Gregorian President Carnegie Corporation of New York, 2014 winners,

National Library Week April 12-18, 2015 Unlimited possibilities @ your library
• Honorary Chair David Baldacci
• Release of the 2015 State of America’s Library Report - April 13
• National Library Workers Day - April 14
• National Bookmobile Day - April 15

National Library Week Publicity/ Social Media Highlights

• Traffic to the State of America’s Libraries Report increased by 69%
• Received more than 15,500 social media hits from April 13 – 16.
• Achieved more than 2,000 placements with a circulation rate of more than 1.1 billion.
• Coverage highlights include the AP, Time Magazine, Smithsonian Magazine, Huffington Post and New York Times.

Library Card Sign-up Month September 2015

• Library Card Sign-Up Month is a time to remind parents, caregivers, and kids that a library card is the most important school supply of all.
• Honorary Chair Snoopy
• Possible Snoopy appearances in libraries
• Currently working on print, digital and video PSAs.

Social media goals:

• Increase engagement and build relationships with a variety of audiences: State libraries and library associations, general public, authors, publishers, Library Champions.
• Look for opportunities to integrate the Campaign’s key messages with social media conversations.
• Participate in efforts to improve ALA’s internal and external communication efforts through increased collaboration with Social Media Working Group.

Pictured: Images created for use in social media: Props for use in 2015 National Library Week social media #librarymade campaign, March Medals Madness ad for social media (to promote Andrew Carnegie Medals for Excellence), key facts from the 2015 State of America’s Libraries Report were created as images to promote the report on social media.