American Library Association  
Committee Information Update

Report for Midwinter 2010  
ALA Public and Cultural Programs Advisory Committee  
Chair: Carolyn A. Anthony  
Committee Members Present: Chapple Langemack, Luren Dickinson, Terrilyn Chun, Nann Blaine Hilyard, Andrea Lapsley, Maureen Sawa, Jennifer Longee (intern), Angelica Fortin (intern)  
Committee Members Absent: Vandella Brown, Valerie Elena Wonder  
Others Present: Deborah Robertson (staff), Tom Phelps (NEH), Roberta Stevens (ALA Executive Board Liaison), Arthur Meyers (Russell Library, Middletown, CT), Carrie Russell (re Traditional Cultural Expressions document), Cathleen Bourdon

Accomplishments (at this meeting):  
Suggestions for additions to ALA LRP: Under Desired Future---People are civicly engaged, using information to solve problems and build bridges between people. Under Dore Organizational Values, add---Value of bringing people together, physically as well as virtually, for shared experience and interaction (or this idea could be included also under Desired Future).

We had an update on happenings at PPO including news from the forthcoming annual report, start-up of the Great Stories Club, sale of birdhouses in style of Carnegie library as a fundraiser for CCF, a new film program funded by NEH, redesign of ProgrammingLibrarian.org, presence of PPO on Facebook (140 Fans) and Twitter (30 Followers), new PPO electronic newsletter.

Discussion of E-Learning topics for Webinars: Suggestions included Event Planning 101, Non-traditional Marketing using social media and newspaper marketing partnerships such as done by Hamilton Public Library, Small and Rural Library Programming  
For ProgrammingLibrarian.org, a suggestion for a calendar of relevant upcoming grant deadlines and also upcoming anniversaries or commemorative opportunities.

2010 ALA Conference Program will be Public Programming: A How to Guide; discussion of video and podcasting options; handouts

Decision to develop a Pre-Conference for PLA 2012, possibly on topic of collaboration and partnerships; Maureen Sawa agreed to investigate and pursue.
The Strategic Plan for the PPO 2010-2015 notes from meetings in 2009 were reviewed and consolidated for clarity and development of work plans for the Advisory Committee as well as the Office. Specific objectives were agreed to, along with responsibility by various committee members.

The Committee reviewed the Traditional Cultural Expressions document and moved to endorse it.

Planned activities for upcoming year: Initiate plan for PLA pre-conference, Provide one Webinar (based on program at ALA Annual), article in Public Libraries by Spring 2011, expanded use and participation in ProgrammingLibrarian.org; investigate the availability of bilingual programs and support materials.

Submitted by: Carolyn Anthony, Chair

Date Submitted: February 27, 2010