American Library Association
Committee Information Update

Please note: ALA and Council committees are required to **submit an update of their activities within one-month after each Midwinter Meeting and Annual Conference.** This form will be sent to the ALA Council and the ALA Committee on Organization.

Report for Midwinter ________

Report for Annual Conference ____x____

Name of Committee: Public Awareness Committee

Committee Chair: Rocco Staino

Committee Members Present:
Holly Clark Carroll
Nancy Dowd
Judith Gibbons
Sharon Johnson
Bohyun Kim
Donna Morris
Kenton Oliver
Brenda Pruitt-Annisette

Committee Members Absent:
Brian Crowell
Desiree Leary
Cyndi Phillip
Kathy Rosa
Scott Smith
Sue Tyson

Others Present:
Sonia Alcantara-Antoine
John W, Berry
Cathleen Bourdon
Mark Gould
Megan Humphrey
Megan McFarlane
Accomplishments [at this meeting], a concise account:

Public Information Office (PIO) Director, Mark Gould provided an update on the activities of the Public Information Office, including development of Our Authors, Our Advocates public service announcement (PSAs) and op-eds featuring nationally known authors, as part of Roberta Steven’s presidential initiative.

Media Relations Manager, Macey Morales provided a media relations report.

Campaign for America’s Libraries Subcommittee Chair, John W. Berry and Campaign for America’s Libraries Manager, Megan Humphrey updated the committee on the Campaign for America’s Libraries. The report included updates on atyourlibrary.org, the 2011 I Love My Librarian Award, ALA President Roberta Stevens Why I Need My Library video contest and the launch of Connect with your kids @ your library. Updates were also provided on the Campaign’s partnerships with IFLA (the Campaign for the World’s Libraries), Dollar General (The American Dream Starts @ your library), the National Baseball Hall of Fame and Museum (Step Up to the Plate @ your library) and FINRA (Smart Investing @ your library).

Mark Gould and Megan Humphrey led a discussion on audiences that the Campaign for America’s Libraries should should target in the future. The committee identified the following priority audiences:

- Seniors
- Job seekers
- New immigrants/multicultural audiences
- Youth: tweens, teens, emerging adults

In this discussion the committee also recommended that additional funding resources be available for the Connect with your kids @ your library initiative. Connect with your kids @ your library encourages parents and caregivers to spend quality time with their kids and teens at their public and school library or at home or in the community using resources from the library. The initiative is hosted on atyourlibrary.org, ALA’s public awareness website. A Family Activity Guide provides tips for parents on spending quality time together.

Chair of the PR Assembly Sonia Alcantara-Antoine discussed the 2011 PR Forum held on Sunday, June 26. Joe Murphy, mobile technology innovator and Yale University librarian, presented on how mobile phones provide a unique opportunity for libraries to market themselves. The program received strong reviews from attendees. The PR Assembly met to discuss next year’s PR Forum. Possible programming ideas put forward by the committee included geotagging and working internally with library IT departments to implement mobile applications.

Mark Gould discussed Library Card Sign-up Month and National Library Week. Baseball Hall of Famer and author Cal Ripken, Jr. will serve as the Honorary Chair of Library Card Sign-up Month 2011. As the Honorary Chair, Ripken has donated his image to both a print and electronic PSA, which ALA will place in national publications and websites through the month of September. It was announced author and television host Brad Meltzer will serve as the Honorary Chair of National Library Week 2012, as such Meltzer.

Campaign for America’s Libraries Coordinator Megan McFarlane presented the results of the National Library Week subcommittee meeting. The subcommittee worked with ALA President-Elect Molly Raphael to develop the 2012 National Library Week theme: You belong @ your library. During its meeting, the subcommittee chose to condense the Scholastic Library Publishing National Library Week Grant schedule and have the application process run from mid-August to the end of October. The subcommittee made the decision to remind school librarians of it at the beginning of the school year and to create a greater sense of urgency in completing the application in a timely manner.
Committee member, Judith Gibbons asked that the committee to continue to co-sponsor the John Cotton Dana Award Ceremony by promoting the program award ceremony. Holly Clark-Carroll moved and Brenda Pruitt-Annisette seconded the motion.

Other comments/information you believe will help the Association in its work:

Submitted by: Mark Gould

Date Submitted: 7/21/2011

Please return the completed form to Delores Yates, Executive Board Secretariat, American Library Association, 50 E. Huron Street, Chicago, IL 60611, dyates@ala.org.