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: January 11, 2013

Executive Summary


Caroline Kennedy, the speaker at last year’s I Love My Librarian Award ceremony, will serve as the Honorary Chair of National Library Week 2013 (April 14-20). Ms. Kennedy is the latest in a series of National Library Week Honorary Chairs, which has included Brad Meltzer, John Grisham, Neil Gaiman, Jamie Lee Curtis, and Julie Andrews.
Robert K. Massie speaks at 2012 I Love My Librarian Award ceremony in New York

At the award ceremony in December for the Carnegie Corporation of New York/New York Times I Love My Librarian Award, Robert K. Massie spoke to an audience of 250 librarians and library supporters about the important role of libraries and librarians in his career as an author.

Massie had previously been named the first-ever winner of the Andrew Carnegie Medal for Excellence in Nonfiction for his work, “Catherine the Great: Portrait of a Woman,” an award sponsored by ALA that was made possible by Carnegie Corporation of New York.

This year marked the final of the initial five funded years of the award by Carnegie Corporation. Carnegie Corporation has said that it will continue to support the award for an additional three years, along with continued promotional support from The New York Times.

(l-r): Carl A. Harvey III, I Love My Librarian selection committee; Eva Poole, I Love My Librarian selection committee; winners Rae Anne Locke, Beatriz Guevara and Sue Kowalski; Robert K. Massie; winners Greta Marlatt, Madlyn Schneider, Roberto Delgadillo, Mary Ellen Pellington, Dorothy Davison and Rachel Hyland; Molly Raphael, ALA Past President and chair of the I Love My Librarian selection committee; winner Julie Wales; Barbara Stripling, ALA President Elect; Maureen Sullivan, ALA President; Joyce Ogburn, I Love My Librarian Selection committee.
Vartan Gregorian, President of Carnegie Corporation of New York, also spoke at the event, along with Maureen Sullivan, ALA President. Molly Raphael, ALA Past President and Chair of the I Love My Librarian selection committee, presented the awards to the 10 winners.

The ceremony celebrated the 10 winners of the 2012 Carnegie Corporation of New York/New York Times I Love My Librarian Award.

The 2012 winners are:

**Dorothy J. Davison**  
Dean of the Library  
Horrmann Library, Wagner College  
New York, New York

**Roberto Carlos Delgadillo**  
Librarian  
Humanities, Social Sciences and Government Information Services Department  
Peter J. Shields Library  
University of California, Davis

**Beatriz Adriana Guevara**  
Librarian  
Charlotte Mecklenburg Library  
Charlotte, North Carolina

**Rachel Hyland**  
Reference and Collection Development Librarian  
Tunxis Community College Library  
Farmington, Connecticut

**Susan Kowalski**  
School Librarian  
East Syracuse Minoa School District: Pine Grove Middle School Library  
East Syracuse, New York

**Rae Anne Locke**  
Elementary Library Media Specialist  
Saugatuck Elementary “Secret Garden” Library  
Westport, Connecticut

**Greta E. Marlatt**  
Outreach and Collection Development Manager  
Naval Postgraduate School - Dudley Knox Library  
Monterey, California

**Mary Ellen Pellington**  
Library Director  
Octavia Fellin Public Library  
Gallup, New Mexico
Each received a $5,000 cash award and a travel stipend to attend the award ceremony.

Over the summer and fall, 1,500 library supporters nationwide submitted nominations for their librarians on atyourlibrary.org. A selection committee comprised of librarians and representatives from Carnegie Corporation and The New York Times decided the winners. The members of this year’s committee were Molly Raphael, chair, and ALA Past President; Rookaya Bawa, Carnegie Corporation of New York; Diane McNulty, The New York Times; Carl A Harvey, III, Past-President, AASL; Joyce Ogburn, Past-President, ACRL; and Eva Poole, President, PLA.

In 2008, Carnegie Corporation of New York awarded ALA $489,000 to support the award for five years. Each year since then, the award has invited library users nationwide 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. Up to 10 winners receive a $5,000 cash award and are honored at an award ceremony at The New York Times. In total, library users have sent in more than 11,500 nominations for librarians over the award’s five year run.

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 (full page ad to congratulate the 2012 winners below).

The award is administered by ALA’s Public Information Office and Campaign for America’s Libraries.
THE CARNEGIE CORPORATION OF NEW YORK/NEW YORK TIMES

I Love My Librarian!
2012 Award

These awards are given to librarians from across the country who have demonstrated outstanding public service and who make a difference in their communities.

More than 1,500 literary users nationwide nominated a librarian for this award.

CONGRATULATIONS TO THE WINNERS:

Dorothy J. Davison
Hampshire College
Amherst, Massachusetts

Rae Anne Luce
The Syosset Library
Syosset, New York

Mary Ellen Pollington
Oklahoma City Public Library
Oklahoma City, Oklahoma

Sabel T. Schnur
Queens Library
Queens Village, New York

Julie Notassi Weber
Hershey Magnet School
Roseville, Florida

SPECIAL THANKS TO THE FOLLOWING INDIVIDUALS WHO SERVED ON THE I LOVE MY LIBRARIAN AWARDS SELECTION COMMITTEE:

Caryn Hooper
Chair
American Library Association

Carolyn Kopp
Program Officer
Carnegie Corporation of New York

Dr. Richard E. Biles
President
American Association of School Librarians, a division of the American Library Association

Diane McCurdy
Executive Director, Marketing
The New York Times

To find out more about the recipients of the 2012 I Love My Librarian Award, please visit:

To find out more about the program, please visit:
www.mylibrary.org/library/llab
Caroline Kennedy to serve as Honorary Chair, National Library Week 2013; scheduled to speak at ALA Midwinter Meeting

Caroline Kennedy will serve as the Honorary Chair of National Library Week 2013 (April 14-20). As Honorary Chair, Kennedy will appear in public service announcements (PSAs) promoting National Library Week. The PSAs, developed by the American Library Association’s Campaign for America’s Libraries, will be placed in magazines and online throughout the spring. ALA will also offer free customization of the PSAs for libraries.

In addition, Ms. Kennedy will record television and radio PSAs and appear at school libraries in one or two cities on her book tour, which aligns with the work being done by the School Library Task Force.

An advocate for reading, literacy and libraries, Kennedy has written or edited 10 bestselling books on American history, politics and poetry. Her latest book, “Poems to Learn by Heart” is due to be published in March 2013 from Disney-Hyperion, an imprint of Disney Publishing Worldwide.

In addition, Kennedy is scheduled to speak at the 2013 ALA Midwinter Meeting in Seattle at 10 a.m. on Sunday, Jan. 27.

In December 2011, Kennedy spoke at the Carnegie Corporation of New York/New York Times I Love My Librarian Award ceremony in New York City. She said that many librarians she has met are “professionals who are excited about their changing role in a changing world – who are dedicated to serving others, who respect scholarship, and who understand that you are our guides on a lifelong journey of intellectual collaboration and collaborative composition…Your work is truly life changing.”
National Library Week theme: Communities matter @ your library®

The National Library Week theme for 2013 will be, Communities matter @ your library. The National Library Week subcommittee of the Public Awareness Committee worked with ALA President Maureen Sullivan to connect National Library Week to her presidential themes.

Tools to help libraries develop promotions around National Library Week are available on the National Library Week webpage and include sample press materials and a downloadable web graphic, in addition to the Caroline Kennedy PSA.

The Public Awareness Committee will announce the winner of the 2013 Scholastic Library Publishing National Library Week grant following the ALA Midwinter Meeting in Seattle.

This fall, U.S. libraries of all types submitted applications to win $3,000 to support their National Library Week activities centered on the week’s theme.

Atyourlibrary.org website highlights 75th anniversary of the Caldecott Medal, Youth Media Awards

The atyourlibrary.org website continues to publish content that encourages visitors to utilize the resources at their library. Recent features include those on current events, museum exhibits, author interviews and more.

In addition, the site runs sections of public-interest books from ALA Editions. The latest is the “Entrepreneur’s Starter Kit,” offering 50 things budding business owners need to know before starting a business.

In addition, atyourlibrary.org hosted the I Love My Librarian Award nominations and information about the winners. The site is featuring video interviews with each of the 10 winners.

The site will also host a promotion tied into the 75th anniversary of the Caldecott Medal in the lead up to the 2013 Youth Media Awards.
News Know-How

The Campaign is working with the Office for Intellectual Freedom in promotion of its News Know-how program, funded by the Open Society Foundations.

This literacy education program engages students working through and with librarians, journalists, news ethicists to distinguish fact from opinion, check news and information sources and distinguish between propaganda and news in a nonpartisan manner.

Selected libraries receive more than $50,000 worth of training and support; opportunity to provide a chance for young people to work and connect with highly respected journalists from around the country and become part of a national network; and a stipend to give to each student who completes the project.