

# Council Committee Report Form

**TO:** ALA Council

**RE:**

- ACTION REQUESTED
- INFORMATION
- REPORT

**ACTION REQUESTED BY:** *(if no action, please leave blank)*

**CONTACT PERSON:** Stephanie Freas

**STAFF LIAISON CONTACT:** Kerry Ward

**DATE:** June 1, 2022

**BACKGROUND:** Minutes of the Public Awareness Committee held on January 26, 2022.

**(ADD REPORT BELOW)**

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## Public Awareness Committee

Wednesday, January 26, 2022, 1-2 p.m. CT, via Zoom

### Minutes

**Attending members:** Milagros Maria Andrada-Tañega; Stephanie Freas; Lindsay Moen; Natalie Huff; Michael Gutierrez; Katilyn Miller. **Staff:** Stephanie Hlywak, Macey Morales, Phil Morehart

### Approval of Agenda and Minutes

The committee approved the agenda for the meeting. The committee also approved the minutes from the Public Awareness Committee meeting on June 23, 2021.

### Reports from Public Awareness, Media Relations and Social Media

Members reviewed the written reports for June 1 – December 31, 2021 of the Communications and Marketing Office Public Awareness/Social Media and the Media Relations Reports in advance of the meeting, and there were no questions or formal action. The group discussed the success of the Libraries Transform Campaign over the previous few years.

### Intellectual Freedom in the Media and Social Media

The group discussed the prevalence of intellectual freedom challenges in the media throughout the nation in the past six months. Members of the ALA staff mentioned that these challenges and the media coverage have been higher than they have ever seen it in the past. ALA has been doing a fantastic job, particularly the Office for Intellectual Freedom, in supporting libraries across America with these challenges and bringing the challenges to light. No formal action was taken by the group.

### Update on ALA Branding Workgroup

Stephanie H. and Stephanie F. gave an update on the new ALA Branding Workgroup. Both are participating in a temporary one-year workgroup to review the possibility of a new ALA brand after the Libraries Transform campaign. The workgroup has sent out an RFP for consultants to develop a public awareness campaign to encourage an affinity relationship with interested members of the general public. In February, the group will review RFPs, select a consultant, and begin the work to be completed in 2022. No formal action was taken by the group.

### Future of PAC

In an open discussion, committee members conversed about ways the group could expand their work and impact, particularly in the I Love Libraries magazine, which is always looking for

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content. Group members expressed interest in this, and the Chair suggested that those who are interested help by providing an article for content by end of July 2022.

Meeting adjourned at approximately 1:55 p.m. CT.

*Please note that due to staffing changes in 2022, some details of the meeting may be left out.*

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