

Council Committee Report Form

TO: ALA Council

RE:

ACTION REQUESTED

INFORMATION

REPORT

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

CONTACT PERSON: Erin Barnthouse

STAFF LIAISON CONTACT: Macey Morales

DATE:

May 11, 2021

BACKGROUND:

Minutes of the Public Awareness Committee meeting held on January 22, 2021

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Public Awareness Committee

Friday, January 22, 2021, 2-3 p.m. CT, via Zoom

Minutes

Attending members: Erin Barnthouse, chair; Milagros Maria Andrada-Tañega; Steve Black; Stephanie R. Freas; Dr. Michael Gutierrez; Katilyn Marie Miller; William Daniel Martino; Lauren Read; Lamonica Sanford. **Guest:** Lessa Kanani'opua Pelayo-Lozada **Staff:** Stephanie Hlywak, Heather Cho.

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 August 25, 2020.

Discussion of the Next Committee Meeting in Summer 2021

The committee talked about scheduling a meeting during ALA Annual Conference or sometime in early June or even possibly in May. Staff will send out a Doodle poll with some potential dates/times.

Reports from Public Awareness, Media Relations and Social Media

Members reviewed the written reports in advance of the meeting and there were a few questions and comments:

- The number of total downloads for the LT Book Pick in September was approximately 77,000.
- The Associated Press coverage of Natalie Portman's participation in National Library Week helped with garnering media hits all across the country.
- The proceeds from the R.E.M. READ puzzle have topped \$10,000 so far.
- People were happy to see Curbside Larry and library cats in the list of most popular stories on I Love Libraries.
- Lupin, a show on Netflix, has a good quote about libraries that could possibly be used in marketing efforts.
- ALA's social media manager recently left and CMO staff will be taking on some of the responsibilities for the foreseeable future.

Update on National Library Week

This year's honorary chair is Natalie Portman and the theme is "Welcome to your library." To help libraries promote the week, CMO developed free digital graphics featuring Natalie Portman and the theme as well as media tools like a template press release and sample social media copy. The various themed days during the week were also mentioned as ways to engage the community, including the release of the State of America's Libraries Report which includes OIF's Top 10 Most Challenged Books list, National Library Workers Day, National Day for Bookmobiles and Outreach

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Services, Take Action for Libraries Day and School Library Month.

Discussion of PAC Programming

Staff wanted to gauge interest from the committee about the possibility of becoming more involved in public awareness activities such as putting together webinars or toolkits or conducting a session at Annual Conference. Some members expressed interest in the idea of working with ALA President Julius C. Jefferson, Jr. on one of his monthly ALA Connect Live sessions to include marketing and outreach efforts for National Library Week. Members also liked the idea of reviewing a draft of the State of America's Libraries Report and providing feedback. The topic of guest blogging for I Love Libraries on various topics like how libraries of all types are adapting to COVID was also discussed. Staff said they would look into these ideas and follow up with the committee in the coming months.

Future of Libraries Transform

The Libraries Transform program is scheduled to sunset at the end of August. ALA is currently working on plans for a wider visibility campaign to better tell its own story about its support of libraries to the general public. The program wind down will include some retrospective programming, perhaps even at Annual. After Libraries Transform sunsets, CMO will maintain the website so libraries will still be able to access the free content. Staff should have more details on the visibility campaign at the next PAC meeting.

Guest Speaker

Lessa Kanani'opua Pelayo-Lozada, who is running for ALA president, joined the meeting. She introduced herself and shared her vision for ALA and what she would like to accomplish if she is elected president. She provided a link to her website and asked the committee to reach out directly with any questions or concerns.

Meeting adjourned at 2:43 p.m. CT.