

TO: ALA Executive Board

RE: Communication and Marketing Office Report

ACTION REQUESTED/INFORMATION/REPORT:

Information

ACTION REQUESTED BY:

N/A

CONTACT PERSON:

Stephanie Hlywak, Director of Communication and Marketing Office

shlywak@ala.org

DRAFT OF MOTION:

N/A

DATE: October 13, 2021

BACKGROUND:

Please see Executive Director's report for additional information about the work of the office, including highlights from public awareness activities, media relations, and social media statistics.

ATTACHMENTS:

N/A

Communications and Marketing Office Report

Please see Executive Director's report for additional information about the work of the office, including highlights from public awareness activities, media relations, and social media statistics

Media Relations Successes for Banned Books Week (September 26 – October 2)

From Sept. 20 to Oct. 1, ALA's monitoring software Cision has captured more than 995 Banned Books Week mentions and articles. This snapshot of coverage has a publicity value of \$2.3 million reaching more than 1.5 billion consumers.

[Nikole Hannah-Jones on the meaning of 'Banned Book Week'](#) (CNN)

[Author Ta-Nehisi Coates on Banned Books Week, anti-racist books being banned](#) (CBS)

[Banned Books Week: We defend 30 challenged books including 'Beloved' and '1984' \(USA Today\)](#)

[Book banning isn't a thing of the past. We spoke to authors who have experienced it.](#)

Washington Post (The Lily)

[It's hard to believe America still needs 'Banned Books Week,' but the left and the right both keep censoring ideas and people they don't like](#) (Business Insider)

[High school activists get controversial book ban reversed in Pennsylvania: 'They are heroes'](#) (Yahoo)

[Author of the most-banned book in the U.S. speaks out: 'I expect to be relegated to the edges'](#) (Yahoo)

[ALA Kicks Off Banned Books Week 2021](#) (Publishers Weekly)

[Adolf Hitler and Captain Underpants: Banned Books Week throws up some surprises](#) (New Zealand Herald)

[During Banned Books Week, Readers Explore What It Means To Challenge Texts](#) (NPR National)

[Libraries: Strongholds of the First Amendment](#) (South Dakota Public Radio)

[On eve of Banned Books Week, FCPS pulls books after mom protests sexual content](#) (RestonNow.com)

[Calls to Ban Books by Black Authors Are Increasing Amid Critical Race Theory Debates](#) (Ed Week)

National Library Week update

CMO, along with it's the Public Affairs Committee, is delighted to share the theme for National Library Week 2022 - "Connect with Your Library."

"Connect with Your Library" is meant to express that:

- Libraries are places to get connected to technology (literally) by using broadband, computers and other resources
- Libraries are places to connect with media, programs, ideas, classes, etc – all the things libraries offer beyond books!
- Libraries also connect communities to each other
- Moreover, it's an explicit call to action -- an invitation for community to join/associate with their library
- It can be used in all library types – school, public, and academic

The theme also has the added bonus of tying into President Patty Wong's areas of interest and investment in her presidential year. She is particularly committed to broadband access as a human right. Her overall theme is "Libraries Connect."