TO: ALA Executive Board

RE: Communication Marketing Office Report

ACTION REQUESTED/INFORMATION/REPORT:
Information only

ACTION REQUESTED BY:
N/A

CONTACT PERSON:
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DRAFT OF MOTION:
N/A

DATE: January 8, 2022
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.

I Love My Librarian Award

On January 10, CMO announced the 10 winners of the prestigious I Love My Librarian Award for outstanding public service.

ALA received more than 1,300 nominations from library users for this year’s award, which demonstrates the breadth of impact of librarians across the country. Hundreds of nominations focused on librarians’ swift and effective response to the COVID-19 pandemic, from hosting virtual programs to distributing books and technology safely to those in need. This year’s award recipients include four academic librarians, four public librarians and three school librarians.

Honorees will each receive a $5,000 cash prize, a $750 donation to their library, and complimentary registration to ALA’s LibLearnX. The virtual award ceremony will take place during the conference at 3:30 p.m. CT on Saturday, Jan. 22, 2022, and will be available to stream live at https://www.youtube.com/user/AmLibraryAssociation.

The winners are:

- **Yuliana Aceves, Arlington Public Library, Arlington, Texas**
  After the library space closed due to the COVID-19 pandemic, Aceves became a bright light for library users in her community. She led weekly virtual programs on the library’s social media platforms, notably her Spanish storytime program for children, keeping library users engaged and connected.

- **Shamella Cromartie, Western Carolina University, Cullowhee, North Carolina**
  Cromartie has made the library at Western Carolina University a leader in diversity and inclusion efforts, notably for her development and implementation of a program that coaches faculty to employ inclusive pedagogy in their courses and provides funding for classroom materials.

- **William Gibbons, City College of New York, New York City, New York**
  Gibbons is guiding students to academic success through his service at the City College of New York and across Harlem, notably with his involvement with Harlem Little League Baseball, his forging of partnerships with local organizations, and his work with the City University of New York’s Black Male Initiative.

- **Renee Greenlee, For her work at Marion Public Library, Marion, Iowa**
  Following a devastating derecho that affected the entire Marion area and forced the library to permanently close its doors, Greenlee provided vital services to the community, including assessing the structural safety of homes, staffing temporary technology locations across the city, and starting a digital archive to collect and preserve stories of how the community was affected. Greenlee has currently moved to a position with Vinton Public Library in Vinton, Iowa.
- **Shannon Horton,Decorah Middle School and High School, Decorah, Iowa**  
  Horton has transformed the libraries at Decorah Middle School and High School into more welcoming environments that encourage reading and collaboration within the student population. She has worked to diversify the collection with the addition of books featuring LGBTQ characters and topics addressing racism and celebrating differences so all students can see themselves represented in the books available in their libraries.

- **John Paul Mahofski, Eastern Correctional Institution, Westover, Maryland**  
  During his time at Eastern Correctional Institution, Mahofski has introduced an array of programs that have improved library and information services for the prison population he serves, including creative writing, typing and summer reading programs, and a “Bookmobile” to deliver books to and from people in the institution.

- **Tammi Moe, Octavia Fellin Public Library, Gallup, New Mexico**  
  Through forging partnerships with community organizations and city departments across Gallup, Moe has greatly expanded the library’s reach beyond its walls. Under her leadership, the library has offered educational and thought-provoking programming covering historically sensitive topics to the city’s majority-indigenous American community with a presence at a variety of local events.

- **George D. Oberle, George Mason University, Fairfax, Virginia**  
  A dedicated historian, Oberle has worked to uncover the hidden racial histories of George Mason University and its namesake through his work establishing the university’s Center for Mason Legacies. His work has resulted in numerous educational resources for the campus community, including a memorial in the center of campus recognizing the individuals enslaved by George Mason.

- **Melissa Pillot, Forsyth School, St. Louis**  
  After joining the Forsyth School, Pillot quickly centered sustainability in the library’s programming and instructional initiatives. Her efforts include storytimes focused on caring for the planet, teaching students to use information literacy strategies to evaluate recycling facts and myths, and planning a multi-week educational event focused on single-use plastics and plastic bag usage.

- **Arnulfo Talamantes, Sul Ross Middle School, San Antonio, Texas**  
  The culture of reading at Sul Ross Middle School has transformed as a result of Talamantes’ innovative programs and initiatives, notably the Rebel Bucks program that implements a bookstore model under which books can be purchased through campus currency earned through positive behavior in the classroom. Through the program, students are empowered to read independently and build their own libraries at home.

**Public Service Announcements**

CMO partnered with two celebrities to promote the value of libraries this fall.

YouTube sensation Blippi has entertained millions of preschoolers for years with his viral videos and catchy songs and racked up more than a billion views a month on YouTube. Now starring in an Amazon Kids+ Original live-action series called *Blippi’s Treehouse*, Blippi and his co-host Meekah shared a special message to pre-readers and their parents: The best place to learn, go on adventures, and have fun is your library!
Actress and author Isla Fisher voices the character Maddie, a poisonous (and adorable) Taipan snake, in Netflix's latest animated adventure, *Back to the Outback*. The story follows some of Australia's most dangerous creatures as they embark on a fantastic journey to escape captivity and return to their families in the wild. Isla took time to let everyone to know that when you visit your local library, you too can visit faraway places and uncover characters who have their own beautiful story.

### National Library Week update

Molly Shannon, Emmy-nominated actress, comedian, and legendary Saturday Night Live cast member, will be the honorary chair of National Library Week, April 3–9, 2022

“I am so honored to serve as honorary chair of National Library Week for 2022. My mom was a librarian. She encouraged kids to read. So, the work of librarians and libraries has such a special place in my heart,” Shannon said. “Libraries are places where communities connect—to things like broadband, computers, programs and classes, books, movies, video games, and more. But most importantly, libraries connect us to each other. Supporting National Library Week in this role allows me to connect to my mother’s memory and all the librarians out there. Thank you for everything you do.” CMO, along with it’s the Public Affairs Committee, is delighted to share the theme for National Library Week 2022 - “Connect with Your Library.”

As a reminder, the theme “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.”