

TO: ALA Executive Board

RE: Communications and Marketing Office Media/Social Media Report

ACTION REQUESTED/INFORMATION/REPORT:

Information Item – No Action Required

ACTION REQUESTED BY:

Mary Ghikas, Executive Director
Stephanie Hlywak, Director, Communications and Marketing Office (CMO)

CONTACT PERSON:

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DRAFT OF MOTION: NA

DATE: June 25, 2019

Subject: Annual Conference Media Activity Report (June 1 – June 25, 2019)

BACKGROUND:

At the Walter E. Washington Convention Center in Washington, D.C., more than 23,000 library professionals and supporters from coast-to-coast gathered for the American Library Association (ALA) Annual Conference & Exhibition from June 20-25, 2019. Attendees shared their expertise and explored new ways to transform their communities through education and lifelong learning.

MEDIA COVERAGE SNAPSHOT:

According to Meltwater News, the American Library Association Annual Conference & Exhibition earned 600 articles, with a reach of more than 35 million and a publicity value of more than \$800,000.

To pitch ALA issues and awards, the ALA's Communications and Marketing Office (CMO) reached out to more than 220 local media contacts in the Washington, D.C. market, as well as more than 115 mainstream and library trade press members. In addition, more than 50 press members registered for media credentials. Local press, including the Washington Examiner, also registered onsite.

Publishers Weekly wrote a [preview](#) of the conference, covered the Opening Keynote speech by [Jason Reynolds](#), as well as the appearance of U.S. Supreme Court Justice [Sonia Sotomayor](#), and published a feature article on [Sari Feldman](#).

Library Journal [previewed](#) the conference and wrote about a protest of the CIA on the [Exhibits Floor](#).

[Graphic Policy](#) and [Comics Beat](#) focused on Annual's emergence as one of the biggest comics conferences of the year.

American Libraries provided extensive coverage of the conference, including articles on the celebration of the 50th Anniversary of the [Coretta Scott King Book Awards](#), council's approval of the [renaming](#) of the Dewey medal, and ALA President Loida Garcia-Febo's [Rally for Libraries](#).

The CMO coordinated media interviews during the conference, including Spanish language media outlets like WLZL and Telemundo, with speaker Mariana Atencio. ALA President Loida Garcia-Febo also spoke with Pedro Biaggi Encendio with La Red Hispana and Autentica 950 AM.

Area print media covered the conference, including the Washington Post, the Washington Examiner, and the Washington Informer.

Local radio attended the event, including David Whettstone, producer and host at WPFW, 89.3 FM – Pacifica Radio, Washington, D.C.

Television media was represented by CBS Sunday Morning, which conducted a feature piece on Colson Whitehead, the Pulitzer Prize-winning author of "The Underground Railroad," who will be the keynote speaker for the Freedom to Read Foundation's 50th anniversary celebration.

The ceremony for the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction attracted interest from Publishers Weekly and Library Journal.

The CMO coordinated two events involving ALA President Loida Garcia-Febo on Saturday, June 22. CMO participated in the preparation of food, the setup of technical equipment, and the decoration of the stage for Cooking with ALA President Loida Garcia-Febo, during which the president, as part of her commitment to workplace wellness, shared healthy recipes at the ALA cooking stage with 60 to 70 attendees. Also, CMO arranged the Garcia-Febo's Rally for Libraries, the culmination of her yearlong Libraries = Strong Communities advocacy effort. CMO gathered supporters and provided them with blue Libraries = Strong Communities T-shirts and blue signs on sticks representing every US state.

Snacks and charging stations were made available to members of the media.

A full detailed report will be coming in the next couple of weeks from the CMO.