

what's new

ALA ANNUAL CONFERENCE, TORONTO

SUMMER 2003 UPDATE

@ your library®

NASA BECOMES LATEST CAMPAIGN FOUNDING PARTNER

The National Aeronautics and Space Administration is the newest founding partner in the @ your library campaign. NASA's Office of Biological and Physical Research and ALA are co-sponsoring a three-year program designed to drive participation at public libraries, raise awareness and interest in science, encourage young people to pursue science careers, and increase the visibility of NASA programs and many of its findings. The program is administered by the Association for Library Service to Children, a division of the ALA, and supported by Apple.

As part of the NASA @ your library program, an exciting interactive exhibit begins traveling this summer through 120 libraries on a nationwide tour that will last two years. The exhibit will feature information on shuttling to space, living in space, conducting science in space, operating the International Space Station laboratory in space, conducting commerce in space, and the nation's future in space. This summer, a Web site for parents and their children will also go online at www.ala.org/alsc. For more information and to apply to host the traveling exhibit, please contact Linda Mays at lmays@ala.org or 312-280-1398.

ACADEMIC AND RESEARCH LIBRARY CAMPAIGN LAUNCHES DURING ACRL CONFERENCE

The Academic and Research Library campaign to promote the value of academic libraries and librarians launched at the ACRL National Conference in Charlotte, N.C., in April, which was also National Library Week. The campaign was developed to: promote awareness of the

unique role of academic and research libraries and their contributions; increase visibility and support for academic and research libraries and librarians; better market library services; and present academic and research librarianship as a desirable career. Throughout its duration, the campaign will emphasize that:

- College and research libraries are an essential part of the learning community.
- College and research libraries connect you with a world of knowledge.
- College and research libraries are investing in the future, while preserving the past.

The Charlotte conference featured a "train the trainer" preconference during which 65 attendees were led through the process of building their own marketing plans and conducting trainings on the campaign in their own communities.

The conference also marked the debut of an @ your library toolkit, which was distributed to all attendees. The toolkit contains messages, ideas, and strategies for promoting the value of academic and research libraries and librarians in the 21st century, tips on building a marketing communications plan and using the @ your library brand, sample media relations tools and more.

A downloadable version of the toolkit can be found on the @ your library Web site at www.ala.org/@yourlibrary by clicking on the "Academic and Research Library Campaign" button. Additional online tools include free downloadable graphics, case studies, and librarian profiles.

Here are some ways that college and research libraries celebrated National Library Week with @ your library in tandem with the launch of the campaign:

College of San Mateo

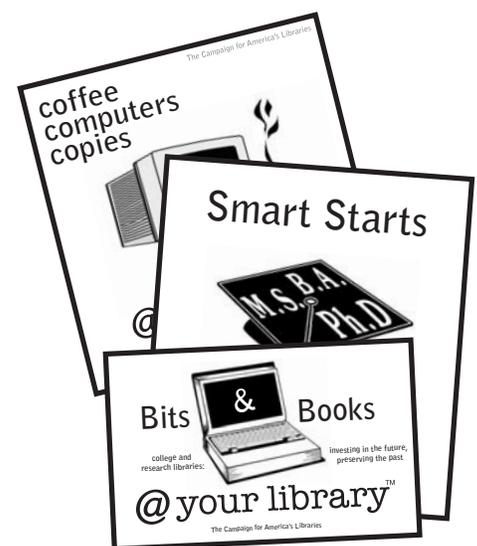
This community college library celebrated National Library Week with the theme, "fantasy, mystery, reality @ your library." Throughout the week, the library hosted authors and cultural events.

University of Missouri-Kansas City

The library at the University of Missouri-Kansas City hosted the University Libraries' Friends of the Library 2003 program, "World War II: Living Voices @ your library." The three-part program featured voices of the past, from world leaders to anonymous citizens, captured on archival sound recordings.

College of William and Mary

Taking a suggestion from a student assistant, the Swem Library collaborated with the college's Dining Services department on a theme dinner at the student cafeteria: "Read and Relax @ your library." The dinner focused on the regional cuisine of six authors: Ernest Hemingway – Cuban/Key West; Amy Tan –



CAMPAIGN FOUNDING PARTNERS

3M Library Systems • Center for the Book, Library of Congress • International Federation of Library Associations and Institutions (IFLA) • Major League Baseball • Morningstar Foods Inc. • National Aeronautics and Space Administration • Wells Fargo Home Mortgage • Woman's Day magazine

Join ACADEMICPR, the first listserv dedicated to marketing and public relations in academic and research libraries. Share your successes, brainstorm ideas, learn about your colleagues' strategies for reaching out to students, faculty, administrators and other key audiences. To subscribe, send an email to: listproc@ala.org. In the body of the message, type: *subscribe ACADEMICPR* and your first and last name.

Chinese; Fannie Flagg – Southern; Arthur Conan Doyle – English; Anita Desai – Indian; and John Steinbeck – Californian. About 1,500 students enjoyed the event. It was also the first time such collaboration took place on campus, and library staff expects that it will turn into an annual event.

COMING OCTOBER 2003: SCHOOL LIBRARY CAMPAIGN

In March, approximately 30 school library media specialists attended a strategic planning and marketing retreat hosted by 3M Library Systems to help shape the upcoming School Library Campaign that will launch in October 2003 at the AASL National Conference in Kansas City, Mo. Participants discussed key issues concerning marketing and publicity efforts, including how to identify key users or "customers," how to develop targeted messages, tactics for reaching out to key audiences, and how to prepare long-term marketing plans. The group critiqued a marketing manual that will train school library media specialists around the country in how to develop an effective marketing plan.

Developed in connection with AASL, the campaign will aim to:

- increase public awareness of the significant contributions made by school library media specialists through school library media programs to further student academic achievement and lifelong learning.
- strengthen a belief in the value of school library media programs and school library media specialists.
- position school librarianship as a desirable career opportunity.

Is your library involved with the campaign? We want to hear from you! Send examples to: Megan Humphrey, ALA PIO, 50 E. Huron St., Chicago, IL 60611 or e-mail mhumphrey@ala.org.

A new toolkit with messages, strategies, sample press materials, and best practices is being developed.

School library media centers and school library organizations have already taken advantage of the campaign's resources. Below are just a few examples of how some have gotten involved:

Reidland High School

Paducah, Kentucky

Reidland High School posts an electronic newsletter on its Web site called, "What's happening @ your library." A recent issue featured events such as "Lunch @ your library," an event that brought together members of the high school's class of 1940 and current students, and "Poetry contest @ your library," a contest to celebrate National Poetry Month. Next year, the library will use the theme "Check it out @ your library" to promote library happenings.

Park Hill School District

Kansas City, Missouri

Collaborating with Kansas City's Maple Woods Community College, selected schools in the Park Hill School District hosted storytellers as part of "Storytelling 2003 @ your library." A giant "@ your library" card was created to promote the event. The card can be downloaded from the @ your library Web site at www.ala.org/@yourlibrary in the "PR Tools and Resources" section.

New York State Education Department & the School Library Media Section of the New York Library Association

The New York State Education Department promotes its "School Library Media Program Improvement Initiative" with the slogan "Information Literacy @ your library." Through this program, the Department of Education works with approximately 100 "SURR" schools ("Schools Under Registration Review") to improve school libraries through workshops, on-site technical assistance and small grants for materials. The slogan has been printed on pins and lanyards.

The same pins were also used at the 2002 conference of the School Library Media Section of the New York Library Association, as the theme of the conference was, "Information Literacy @ your library." This year's theme was "Celebrate Success @ your library."

ARKANSAS TEEN WINS CHECKERED FLAG IN DRIVE TO READ @ YOUR LIBRARY

Marcus Moreno, 15, of Pleasant Plains, Arkansas, was named winner of this year's Drive to Read @ your library program, sponsored by ALA and Morningstar Foods Inc., maker and distributor of Hershey's

Milk. The teen wrote an essay on the book,



@ your library™

A Matter of Profit by Hilari Bell. This year,

teens were asked to read a book from YALSA's 2002 Best Books for Young Adults list and submit an entry based on the character from the book that was most heroic to them.

Moreno's essay was only one among many creative entries. One teen submitted a pair of jeans decorated like the pair in the book, *The Sisterhood of the Traveling Pants*, by Ann Brashares. A group of teens produced a police report folder based on a murder in one of the books, complete with mock witness interviews and crime scene photos. There were also several paintings, collages and poems and an American flag quilt.

Over 1,200 libraries registered for this year's program on the Drive to Read Web site. Librarian Karen Wells from Pleasant Plains High School will join this year's teen winner at the Daytona 400 in July where they will meet program spokesperson and NASCAR driver Ward Burton.

Three libraries also won prizes for their promotional efforts. First place went to Harris-Elmore Public Library in Elmore, Ohio; second place went to Hopkins High School, Hopkins, Michigan; and third place was awarded to the Wayland Free Library, Wayland, New York.

The excitement will continue next year with another teen reading program. The program focus will shift to extreme sports, with legendary skateboarder Tony Hawk as the spokesperson.

THE PATH TO HOMEOWNERSHIP BEGINS @ YOUR LIBRARY

This past year, 10 libraries received grants to host free homebuying seminars as part of The Path to Homeownership Begins @ your library program, sponsored by ALA and Wells Fargo Home Mortgage. Seminars were held at libraries in Atlanta, Boston, Ft. Worth, Houston, Oakland (Calif.),



Phoenix, Queens (N.Y.), San Diego, San Francisco and Washington, D.C.

ALA and Wells Fargo Home Mortgage announced the national initiative last summer in Washington, D.C. Mel Martinez, secretary of U.S. Housing and Urban Development, and Olympic speedskating gold medallist Derek Parra, spokesperson for the program, were on hand to help launch the effort.

PUT IT IN WRITING @ YOUR LIBRARY: ASPIRING WRITERS PARTICIPATE IN WORKSHOPS ACROSS THE COUNTRY; LIBRARIANS FEATURED AS PART OF NEW ONLINE BOOKCLUB



Libraries in 15 cities hosted workshops on how to break into the writing business during National Library Week as part of the second year of the Put it in Writing @ your library program. Each workshop was led by a writer from *Woman's Day* magazine.

Sponsored by ALA and *Woman's Day* magazine, the program is designed to promote the opportunities that all types of libraries offer to spark a writer's imagination and help build a community of writers.

The libraries that hosted the workshops were: County of Los Angeles Public Library/Culver City Julian Dixon Library; San Francisco Public Library; Aurora (Colo.) Public Library; The Ferguson Library (Stamford, Conn.); Martin Luther King Jr. Memorial Library (Washington, D.C.); Gwinnett County (Ga.) Public Library; Highland Park (Ill.) Public Library; Newton (Mass.) Free Library; Columbia (Mo.) Public Library; Camden County (N.J.) Library; Scarsdale (N.Y.) Public Library; Public Library of Charlotte & Mecklenburg County (N.C.); Public Library of Cincinnati and Hamilton County; Knox County (Tenn.) Public Library; and Vancouver (Wa.) Community Library, a branch of Fort Vancouver Regional Library District.

The ALA partnership with *Woman's Day* also expanded this year with 12 librarians participating in the magazine's new online

bookclub. Librarians representing ACRL, PLA and RUSA are: Marilyn Carbonell, University Libraries, University of Missouri-Kansas City; Celeste B. Choate, Clinton Macomb Public Library, Clinton Township, Mich.; Danielle Clarke, Beeghly Library, Ohio Wesleyan University; Carol Kem, University of Florida; Victor Kralisz, Dallas Public Library; Heather Lawson, Memphis/Shelby County (Tenn.) Public Library & Information Center; Jennifer Lynne, Washington-Centerville (Ohio) Public Library; Christina Martinez, Kraemer Family Library, University of Colorado at Colorado Springs; Nancy Pearl, Washington Center for the Book at the Seattle Public Library; C. L. Quillen, Mount Laurel (N.J.) Library; Jacqueline Sasaki, Ann Arbor (Mich.) District Library; Terri Works, Stockton-San Joaquin County (Calif.) Public Library.

Visit www.womansday.com to see the latest picks.

JOIN THE MAJOR LEAGUES @ YOUR LIBRARY: SECOND INNING IN FULL SWING

Batter up! The second year of the Join the Major Leagues @ your library program launched in April at Enoch Pratt Free Library and at Camden Yards in Baltimore, with ALA President-Elect Carla Hayden throwing the first pitch of a game. Events



were also held at libraries and ballparks in Kansas City, Anaheim, San Diego, Cincinnati, Miami and Toronto. The program also will be promoted at the All-Star fanfest in Chicago.

The program, sponsored by ALA and Major League Baseball, is designed to heighten awareness of 21st century literacy skills. The centerpiece of the program, which runs until September 12, 2003, is an online baseball trivia contest that tests players' information literacy skills and encourages them to use the resources of their library and librarian to find the answers. Players who answer questions correctly are eligible to win a pair of tickets to the 2003 World Series.

ALA and Major League Baseball once again sponsored a contest for the best local promotion tied to the program. The winning library will earn a weekend prize package, including tickets to the Major League Baseball All-Star Game. The library will also win a library event with Sharon

Robinson, Vice President of Educational Programming for Major League Baseball.

This year the program also is reaching out to the Hispanic community with a new, Spanish-language Web site.

For more information, see www.ala.org/@yourlibrary/jointhemajorleagues.

NOW AIRING ON ABC-TV: 6 NEW PSAs PROMOTE READING AND THE CAMPAIGN

ABC-TV's primetime stars are talking up literacy as part of ABC's new public service initiative, "A Better Community."

The stars include Diedrich Bader of "The Drew Carey Show," Constance Marie of "George Lopez Show," Leslie Stephanson of "MD's," Bradley Cooper and Michael Vartan of "Alias," and James Bulliard of "That Was Then."

The end of each segment is tagged with "The Campaign for America's Libraries" and the ALA Web address.

THE CAMPAIGN FOR THE WORLD'S LIBRARIES: CANADIAN LIBRARY ASSOCIATIONS FIRST ON BOARD

The Canadian Library Association and 4 provincial associations are on board with The Campaign for the World's Libraries, a public education effort co-sponsored by ALA and the International Federation of Library Associations and Institutions (IFLA). In fact, they were among the very first to join the campaign, which launched at the 2001 IFLA conference to promote the value of libraries and librarians in countries around the world.

Canadian Library Association

The Canadian Library Association has joined the world campaign and is making plans for next year.

Library Association of Alberta

"Hot" off the presses in Alberta is "Hot picks @ your library," a 2004 calendar featuring "sixteen photos of vibrant, dynamic, creative, smart, adventurous, sexy librarians." Proceeds from the sale of the calendars will go to the association. The idea for the calendar came from two Calgary librarians who wanted to debunk the librarian "bun" stereotype. Visit its Web site at www.laa.ab.ca for ordering information.

The association has used @ your library in all of its publications over the past year and received a grant to promote the @

your library campaign. Last year, the association hosted 8 regional workshops across the province, as well as a session at the Alberta Library Conference 2002.

Also, the Alberta Library Trustees Association, the Learning Resources Council and the Library Association of Alberta used @ your library in the theme for their joint conference, the Alberta Library Conference 2003: "Building Bridges, Exploring New Pathways @ your library." The theme for their 2002 conference was "Back to the Future @ your library."

Manitoba Library Association

The Manitoba Library Association's 2003 conference featured an @ your library training. The association's booth was also decorated with @ your library bookmarks that were distributed at the conference.

Ontario Library Association

The Ontario Library Association has continued its province-wide campaign with the development of a new Web site and a shift in focus. The site contains information about Ontario's campaign and using the @ your library brand, a toolkit, a story bank, as well as a page to purchase @ your library products.

In 2001, the association started its campaign with a series of "Passion Up" workshops. In spring 2003, the association began a series of workshops that focus on using @ your library as well as general advocacy. The workshops encourage cooperation across library types to develop campaigns that will best promote all of the libraries in a particular region.

The library association uses its conference to promote the brand as well. The exhibit area displays how libraries are involved in the campaign. During the conference's session breaks, librarians and OLA staff present 20-minute idea-generating sessions and other topics related to the campaign.

OLA is also spearheading an effort to promote idea and resource sharing among the other library associations of Canada.

Saskatchewan Library Association

In 2003, the Saskatchewan Library Association used @ your library for both its summer reading program theme – "Camp Out @ your library" – and its Saskatchewan Library Week theme – "Everything but the kitchen sink @ your library." But the association's involvement started in 2001, with the theme "Open House @ your library" part of its Saskatchewan Library Week promotion.

Involvement continued in 2002 with the summer reading theme, "Uncover the Mysteries @ your library." About 320 public libraries participate in the program.

During 2002's Saskatchewan Library Week, @ your library was printed on 2,500 posters and 57,000 bookmarks and the association hosted a "My Favorite Book" contest.

In addition to Canada, 20 other countries are involved in the campaign, including Armenia, Australia, Azerbaijan, Brazil, Bulgaria, Georgia, Iceland, Italy, Japan, Kazakhstan, Korea, Mexico, Moldova, Nepal, Nigeria, Portugal, Serbia, Singapore, Turkey, and Venezuela.

NEW @ YOUR LIBRARY AWARD AVAILABLE TO FRIENDS GROUPS

FOLUSA and Baker & Taylor are sponsoring a new \$2,000 award, given in partnership with the American Library Association, to honor the Friends group that has made the most creative use of the ALA's @ your library brand during the previous calendar year. The award competition is open to Friends groups of all sizes and types. Applications are judged on planning, implementation, innovation, community and volunteer involvement, and measurable results. The first winner was announced at the ALA Annual Conference in June 2003.

If your Friends group has not yet joined the @ your library campaign, plan now to take part this year so that you will be eligible for the award in 2004! More information about the award can be found on the FOLUSA Website at www.folusa.org. If you have any questions about your eligibility, please call 800-936-5872 or send email to folusa@folusa.org.

LPERCY AWARD TO INCLUDE "@ YOUR LIBRARY" CATEGORY FOR SECOND YEAR

For the second year in a row, the Library Public Relations Council included an @ your library category in its LPeRCy Awards, which were announced at the ALA Annual Conference in Toronto. The honor was given to the library or libraries that most creatively used the @ your library brand on publicity and promotional materials, such as brochures, bookmarks, annual reports, Websites or booklists.

Last year, there were three @ your library winners: Baltimore County Public Library for a series of bookmarks and ads produced during National Library Week 2001 to promote their library staff;

Southfield (Mich.) Public Library for its @ your library newsletter; and Des Plaines (Ill.) Public Library for a booklist entitled, "Mysteries in the Windy City @ your library." For more information on how to apply for next year's award, please contact Joe Catrambone, President of the Library Public Relations Council at Joe.B.Catrambone@QueensLibrary.org.

KANSAS CITY PUBLIC LIBRARY WINS 2003 GROLIER NATIONAL LIBRARY WEEK GRANT

The Kansas City (Mo.) Public Library celebrated National Library Week 2003 with "Future librarians @ your library" and the "Library Olympics," activities outlined in its Grolier National Library Week Grant-winning proposal. Working with the local Boys and Girls Club, the program paired 25 area youth with library staff members to introduce them to opportunities in the library profession. The library also hosted its first annual "Library Olympics" that emphasized the need for skilled librarians in the future.

The \$4,000 grant, sponsored by Scholastic Library Publishing and administered by the ALA Public Awareness Committee, is awarded to a United States library for the best proposal for a public awareness campaign in support of National Library Week. Libraries were asked to develop a proposal using the @ your library brand to promote the value of librarians in the 21st century. This year, 83 proposals were submitted, making this the third straight year that a record number of entries were received for the award.

Scholastic Library Publishing has increased the award for 2004 to \$5000. Applications will be available on the @ your library Web site this summer.

WHO'S ON BOARD @ YOUR LIBRARY: FIND OUT THE LATEST AT WWW.ALA.ORG/@YOURLIBRARY

Looking to share your local success with the @ your library campaign or want to get a better idea of how to get involved? Visit the new @ your library interactive story database on the @ your library Web site. This new feature allows libraries to electronically submit stories of how they're involved. The stories are displayed online and can be sorted by state as well as type of library or type of communications program. Libraries that send examples of their involvement also can have images posted alongside the stories. ■