

American Library Association
Committee Information Update

Please note: ALA and Council committees are required to **submit an update of their activities within one-month after each Midwinter Meeting and Annual Conference.** This form will be sent to the ALA Council and the ALA Committee on Organization.

Report for Midwinter x

Report for Annual Conference _____

Name of Committee: Public Awareness Committee

Committee Chair: Sonia Alcantara-Antoine

Committee Members Present:

Holly Carroll
Michele Cloonan
Nancy Dowd
Judith Gibbons
Sharon Johnson
Kendra Jones
Diane Kachmar
Donna Morris
Brenda Pruitt-Annisette
Kathy Rosa

Committee Members Absent:

Brian Crowell
Cressida Hanson
Bohyun Kim
Desiree Leary
Laura O'Connell
Cyndi Phillip
Manya Shorr
Scott Smith

Others Present:

Sylvia Norton, ALA Executive Board
Mark Gould, Director, Public Information Office
Megan Humphrey, manager, Campaign for America's Libraries, PIO
Macey Morales, manager, media relations, PIO
Megan McFarlane, PIO

Accomplishments [at this meeting], a concise account:

Manager of ALA Media Relations Macey Morales gave a recap of coverage by local and national media on the Midwinter Meeting and Youth Media Awards.

Mark Gould presented the committee with an update of ALA's Public Information Office. The presentation included updates on the 2012 I Love My Librarian Award, placement of the Library Card Sign-up Month 2011 public service announcement (PSA) featuring Cal Ripken, Jr. and upcoming PSA campaigns featuring Brad Meltzer (National Library Week 2012) and Troy Polamalu (Library Card Sign-up Month 2012). Gould also highlighted the growth of the at @ your library.org web site, which encourages the public to visit their library. He said over the past six months that the site has averaged 15,000 visitors per month, a significant upward trend over a year ago.

Megan Humphrey provided an update on the Campaign for America's Libraries. The update included the translation of materials for the Connect with your kids @ your library campaign into Spanish; the conclusion of the sixth season and the restructuring of season seven of the Step Up to the Plate @ your library program; Taiwan and Barbados' inclusion into the Campaign for the World's Libraries; the FINRA Smart investing @ your library initiative; The American Dream Starts and @ your library initiative.

Holly Carroll of the National Library Week Subcommittee presented the Subcommittee's recommendation to award the Sacramento Public Library as the recipient of the 2012 Scholastic Library Publishing National Library Week Grant for its public awareness campaign using the, You belong @ your library theme to promote the library to the local GLBT community. Donna Morris moved for the grant's approval and was seconded by Michele Cloonan.

Megan Humphrey presented on behalf of the PR Assembly regarding plans for the 2012 PR Forum, which will take place at the ALA Annual Conference in Anaheim, Calif. The proposed program will discuss social networking trends.

The Committee expressed their support for targeting key audiences: families and kids, seniors and multi cultural audiences, and encouraged the ALA Board to continue to support public awareness programs.

Other comments/information you believe will help the Association in its work:

Submitted by: Mark Gould

Date Submitted: Feb. 1, 2012

Please return the completed form to Delores Yates, Executive Board Secretariat, American Library Association, 50 E. Huron Street, Chicago, IL 60611, dyates@ala.org.