

TO: ALA Executive Board
RE: Public Information Office Media/Social Media Report

ACTION REQUESTED/INFORMATION/REPORT:

Information Item – No Action Required

ACTION REQUESTED BY:

Cathleen Bourdon, Associate Executive Director, Communications and Member Relations

CONTACT PERSONS:

Mark Gould, Director, Public Information Office, 312-280-5042,
mgould@ala.org

Macey Morales, Media Relations Manager, 312-280-4393, mmorales@ala.org;

DRAFT OF MOTION:

NA

DATE: Jan. 7, 2014

BACKGROUND:

According to the Newspaper Association of America, there are more than 1,400 daily newspapers and 6,700 weekly newspapers in the United States, so the following report should be viewed as a snapshot of coverage achieved by the American Library Association (ALA).

EXECUTIVE SUMMARY:

Media relations activity from May 1 - Dec. 31, 2013 has focused on several areas including ALA Annual Conference, Library Card Sign-up Month, Banned Books Week, Teen Read Week, AASL National Conference and the I Love My Librarian Award. This quarter the ALA achieved more than 44,120 mentions/articles, which resulted in a circulation rate of more than 8 billion.

ALA Annual Conference

More than 21,000 library leaders, publishers, authors and guests gathered in Chicago for the American Library Association's (ALA) Annual Conference & Exhibition, June 27- July 2, 2013.

PIO secured more than 4,890 mentions/articles resulting in a circulation rate of more than 2.1 billion. Press groups were interested in securing sources to discuss the changing role of libraries, community engagement, ebook lending, the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction, and conference programming.



Publicity efforts began with multiple placements from the *Chicago Sun-Times* regarding the changing role of libraries and the relevance of library service in the age of Google. Such articles as "[Editorial: Libraries see opportunity in changing times](#)" and "[Libraries beyond the shelves](#)" promoted the value of library service and highlighted programs and services that Chicagoland libraries offer to their communities.



PIO secured an Editorial Board Meeting with the *Chicago Tribune*. On June 27, ALA President Maureen Sullivan, Rich Harwood, founder, Harwood Institute, Brian Bannon, Commissioner, Chicago Public Library, and Barbara Jones, director, ALA Office for Intellectual Freedom met with such top Tribune editors as Bruce Dold, Marie Dillon, Dodie Hofstetter, and Paul

Weingarten. ALA leadership and other participants discussed such library issues as community engagement, funding, antiviolenace programs and campaigns, technology trends and the ALA Annual Conference.

The *Chicago Tribune* also had several reporters onsite and generated such articles as "[Reference lives on, no question](#)" and "[Hipsters, librarians check each other out](#)" that focused on the changing role of librarians and library services.

Andrew Carnegie Medals for Excellence in Fiction and Nonfiction

The ALA Annual Conference came to a close with the announcement of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction. The medals serve as a guide to help adults select quality reading material and are the first single-book awards for adult books given by the American Library Association (ALA) and reflect the expert judgment and insight of library professionals who work closely with adult readers.



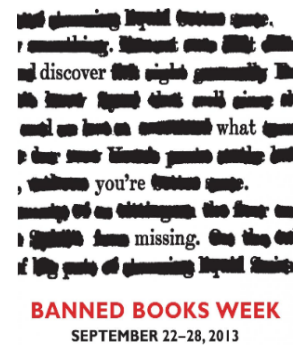
2013 medal winners were "Short Nights of the Shadow Catcher: The Epic

Life and Immortal Photographs of Edward Curtis,” by Timothy Egan and Richard Ford’s “Canada,” were highlighted on thousands of news websites. The AP’s article entitled ["Ford, Egan win literary medals"](#) was picked up by such publications as *BBC News*, *Publishers Weekly*, *Los Angeles Times*, and the *Huffington Post*.

Media outreach activities resulted in more than 1,800 mentions/articles, a circulation rate of more than 820 million and a publicity value of more than \$250,000.

Banned Books Week

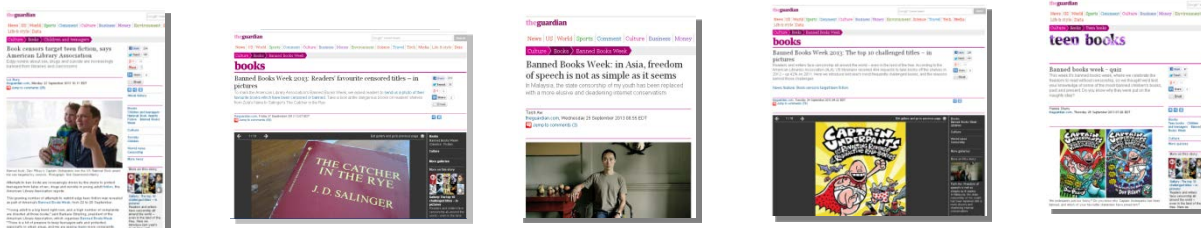
First observed in 1982, Banned Books Week reminds Americans not to take this precious democratic freedom of free access to information for granted. Banned Books Week is sponsored by the American Booksellers Association; American Booksellers Foundation for Free Expression; the American Library Association; American Society of Journalists and Authors; Association of American Publishers; and the National Association of College Stores. It is endorsed by the Center for the Book in the Library of Congress. In 2011, the Comic Book Legal Defense Fund, the Freedom to Read Foundation, National Coalition Against Censorship, National Council of Teachers of English, and PEN American Center also signed on as sponsors.



From Sept. 1 – Oct. 7 more than 2,602 articles were captured by PIO’s monitoring software CisionPoint. As of Oct. 7 media outreach efforts produced a snapshot circulation rate of more than 1.3 billion.

PIO has secured national and international print and radio interviews for ALA and OIF leadership with the [Huffington Post](#), [CNN.Com](#), [The Guardian \(UK\)](#), [BBC Persia](#) and [Sydney Educational Broadcasting](#). Banned Books Week articles/mentions appeared on news websites including: [UPI](#), [ABC News](#), [MSNBC](#), [Entertainment Weekly](#), [Market Place](#), [Parade](#), [Washington Post](#), [Forbes](#), [Christian Science Monitor](#), and [Boing Boing](#),

Publications focused on such topics as the OIF’s Top Ten List of Frequently Challenged Books, the freedom to read, woes of censorship, and Banned Books Week events. Several publications such as the [Huffington Post](#) and the [Guardian](#) ran a series of Banned Books Week articles.



PIO and OIF developed op-eds for the Huffington Post. This is the first year that the Huffington Post ran two ALA opinion pieces regarding Banned Books Week. The First piece entitled “Freedom to Read Under Fire as Attempts to Ban Books Continue” was crafted by PIO for ALA President-Elect Courtney Young. The piece received more than 850 facebook posts, 185 tweets and received more than 70 comments. OIF also produced a piece entitled “Censorship and Invisibility: A Boomer Perspective,” which focused on U.S. censorship trends and Banned Books Week activities. The piece was posted to facebook 751 times, was tweeted 142 times and received 11 comments including several from Banned Books Week opponents with their usual claims that book banning doesn’t happen in the U.S.



PIO secured placement with the BBC. Sam Farzaneh with BBC Persian Service traveled to Chicago from Washington, D.C., to attend a Banned Books Week Read-Out event at the Glencoe Public Library. While in Chicagoland Farzaneh spoke with Barbara Jones, director, ALA OIF; Levi Todd, one of the students who challenged the removal of Persepolis, and Anne Christopherson, co-owner of Women & Children First. The report aired on Sept. 25, in Iran, Afghanistan, Uzbekistan and Tajikistan. According to the BBC Website their Persian channel reaches more than 100 million viewers.

PIO also crafted a series of press materials, including PSAs, a Web press kit, calendar notice, press release, media plan and talking points. Banned Books Week PSAs aired in several states including New York, California and Illinois.

Teen Read Week

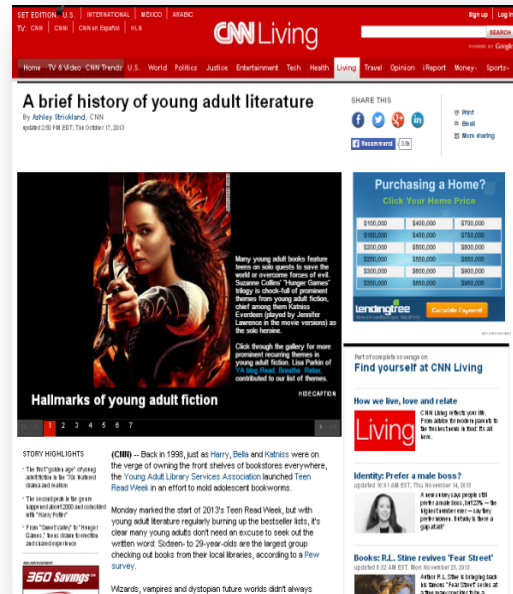


Teens from across the nation participated in Teen Read Week (TRW), October 13 – 19, 2013. This year’s sub-theme was Seek the Unknown @ your library, which encouraged teens to read for the fun of it. The event offered librarians and educators a chance to encourage teens to read for pleasure and to visit their libraries for free reading materials.

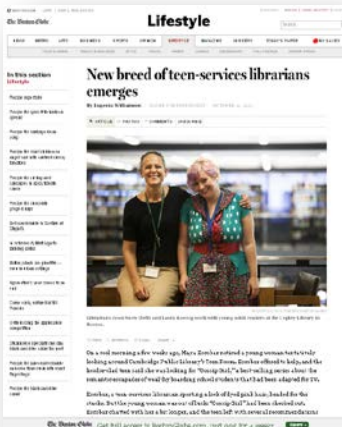
Thousands of schools and libraries from coast-to-coast hosted a variety of special programs and events to encourage teens to explore and learn about the “unknown” through mystery, adventure, sci-fi, and fantasy books and e-books and other reading materials available at the library.

PIO worked to inform the general public about the importance of teens reading as a leisure activity and how reading for the fun of it plays an important part in academic achievement. A variety of media materials were created to support publicity efforts including a calendar notice, talking points, national press release, PSA scripts, PSA alert and Web press kit.

This year's coverage snapshot (Aug. 1 – Oct. 31) consisted of more than 5,200 Web and print placements, a circulation rate of more than 142 million and an impression rate (circulation rate x 2.5 to reflect other readers and listeners) of more than 355 million according to PIO's media tracking software CisionPoint. Coverage highlights include *Girl's Life*, CNN Living.com and the *Boston Globe*.



YALSA President Shannon Peterson and young adult literature expert Michael Cart were interviewed by CNN.com to discuss teen read week and popularity of teen literature. The article entitled "A brief history of young adult literature" was published on October 17 and was posted to the CNN wire. Hundreds of news organizations posted the article to their websites as well as book bloggers. The piece also was tweeted and posted to facebook by thousands of young adult literature enthusiasts.



The value of teen-services librarians also was on the forefront of discussion during Teen Read Week. The *Boston Globe* spoke with YALSA President Shannon Peterson regarding the uptick in the demand for young adult services librarians. Peterson talked at lengths about the key role young adult librarians play in providing teens with resources that interest them. "Instead of just pushing books, we try to provide more of a connective learning approach," Peterson told the *Globe*. "We connect what they're interested in to our programming, sneaking in research and books." According to a recent Pew Research Center survey about the library usage of young Americans, they are "significantly more likely than those ages 30 and older to

use the library as a study or 'hang out' space."

School Libraries

PIO continues to work with American Association of School



Librarians (AASL) and the school Library Taskforce to bring the value of school libraries to the forefront of discussion. Highlights include a joint op-ed on the value of school libraries with the Hartford Courant and an in-studio interview with NBC Connecticut with AASL President Gail Dickinson. Since May, PIO's monitoring service has captured more than 900 articles/mentions regarding AASL and school library trends resulting in a circulation rate of more than 38 million. Currently PIO is working with the National PTA's publication *Our Children* to secure an op-ed from ALA President Barbara Stripling on school libraries. PIO is also working to secure School Library Month placements in *Harper's Magazine*, *Woman's Day Magazine* and other publications.

I Love My Librarian Award



Ten librarians from various types of libraries joined the company of a select few as recipients of the Carnegie Corporation of New York/New York Times I Love My Librarian Award. 2013 recipients were selected for their dedicated public service and the valuable role they play in our nation's communities in transforming lives through education.

As part of the nominating process, more than 1,100 library patrons submitted detailed stories regarding how their librarian had an impact on their communities and lives. The nominations detailed how local librarians provided life-changing resources for multicultural communities and new Americans, created fun and educational safe havens for youth, and strived to preserve local history.

PIO worked closely with Carnegie Corporation of New York and secured placement with the AP. The AP crafted an article entitled "[10 librarians receive \\$5,000 awards for service.](#)" The article ran over the AP entertainment wire and was picked up by [thousands](#) of news websites, blogs and social media platforms. AP Highlights included *Huffington Post*, *Salon.com*, *Washington Post*, *ABC News* and thousands others. More than 250 news websites picked up the ALA press release entitled "Ten librarians from across the nation receive prestigious public service honor," and several of the winner's local newspapers produced coverage including the [Press Atlantic](#), [Bainbridge Island Review](#), [Chattanooga Times Free Press](#), [Daily Athenaeum](#), and the [Cincinnati Enquirer](#).

Coverage this report cycle

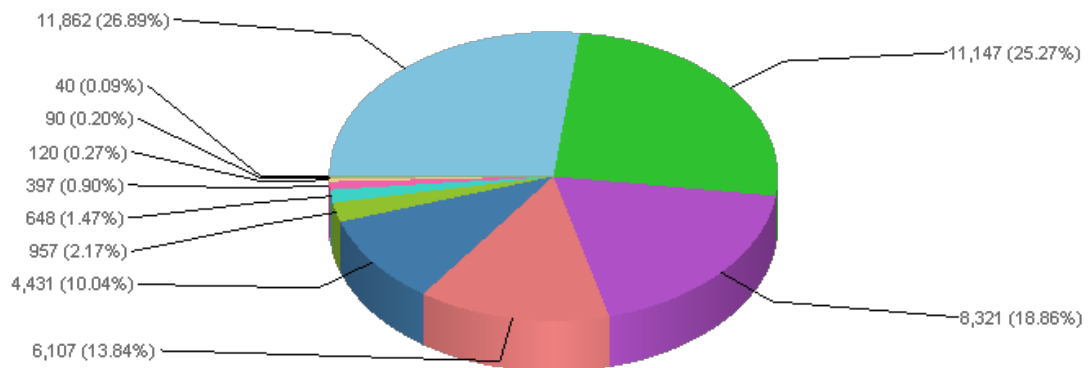
There are few negative articles to report this report cycle. The few negative articles captured were from conservative groups critical of ALA’s views on intellectual freedom and the ALA Public Programs’ *Bridging Cultures Bookshelf: Muslim Journeys*.

Coverage at a Glance:

**According to the Newspaper Association of America, there are more than 1,400 daily newspapers and 6,700 weekly newspapers in the United States, so the following placements should be viewed as a snapshot of coverage from between May 1 – Dec.31, 2013.*

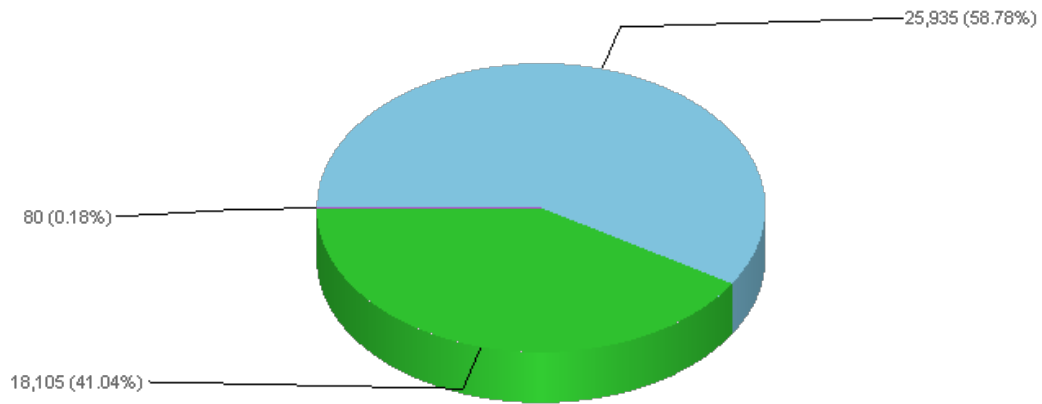
	Positive	Negative	Neutral	Grand Total
Total Clips	25,935	80	18,105	44,120
Total Circulation	5,642,542,958	110,592,042	2,367,791,915	8,120,926,916
Publicity Value	\$6,083,198.84	\$63,563.48	\$4,392,314.93	\$10,539,077.25

ALA Media Coverage Snapshot
By Media Type



- Blogs
- Social Networking Sites
- Online Version
- Daily Newspapers
- Forums
- Community Newspapers
- Microblogs
- News Web Sites
- News Services
- Photo/Video Sharing Sites
- Magazines

ALA Media Coverage Snapshot By Tone



44,120 total

Very Positive Neutral Very Negative

[END]