

TO: ALA Executive Board

RE: Public Information Office/Campaign for America's Libraries

ACTION REQUESTED/INFORMATION/REPORT:

Informational report providing update on status of @ your library® Campaign projects

ACTION REQUESTED BY:

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DRAFT OF MOTION: N/A

DATE: January 8, 2014

Executive Summary

- Winners honored at the I Love My Librarian Award on December 17, 2013
- Author and intellectual freedom advocate Judy Blume will serve as the 2014 Honorary Chair of National Library Week.
- At yourlibrary.org website highlights content about school libraries, e-books and digital content and community engagement initiatives, and Declaration for the Right to Libraries
- Campaign has produced a digital supplement to promote the OIF News Know-how Program

Carnegie Corporation of New York/New York Times I Love My Librarian Award Honors Ten Winners

Ten librarians were honored the Carnegie Corporation of New York/New York Times I Love My Librarian Award at The TimesCenter in New York City on Dec. 17.

This year's I Love My Librarian Award recipients were:

- Julia Allegrini, Covington (Ky.) Branch of the Kenton County Public Library
- Dr. Shahla Bahavar, University of Southern California Libraries. Los Angeles
- Holly Camino, Buckeye Library, Medina (Ohio) County District Library
- Kathy Meulen Ellison, Sonoji Sakai Intermediate School Bainbridge Island, Wash.
- Harold M. Forbes, West Virginia and Regional History Center, West Virginia University Libraries Morgantown, W.Va
- Caroline "Xiaofang" Han, Cleveland Public Library
- Jennifer J. Jamison, Atlantic City (N.J.) High School
- Julie Kane, Sweet Briar (Va.) College
- Molly Ledermann, Missoula (Mont.) Public Library
- Charlotte Carr Vlasis, Chattanooga (Tenn.) School for the Liberal Arts

Carnegie Foundation of New York and The New York Times will continue to fund the initiative through December 2014.

For more information regarding 2013 I Love My Librarian recipients please visit:

<http://www.ilovelibraries.org/lovemylibrarian/home>.

Best-selling author and intellectual freedom advocate Judy Blume will serve as Honorary Chair of National Library Week 2014

Judy Blume will serve as Honorary Chair, National Library Week, 2014. Tools for librarians on how to promote NLW have been posted at:

<http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek>.

Judy Blume writes that she found her first favorite books while sitting on the floor of the children's room at the public library in Elizabeth, New Jersey. She grew up with her own

characters and stories running around inside her head.

Today her characters live in twenty-eight books in thirty-two languages. Blume is a longtime advocate of intellectual freedom. She has worked closely with the National Coalition Against Censorship as well as the American Library Association's Office for Intellectual Freedom to protect the freedom to read. She is proud to be a recipient of the Margaret A. Edwards Award for Lifetime Achievement from the American Library Association. Most recently she was co-writer/producer of a film adaptation of her novel "Tiger Eyes." Currently

she is writing a new novel.

The poster is for National Library Week 2014, held from April 13-19. It features a portrait of Judy Blume, Honorary Chair. The text on the poster includes: 'celebrate NATIONAL LIBRARY WEEK April 13-19, 2014', 'Lives change @ your library', and a paragraph about the week's events. Logos for ALA, American Library Association, and Library Champions are also present.

ala.org
atyourlibrary.org

celebrate
NATIONAL LIBRARY WEEK
April 13-19, 2014

Lives change @ your library

During NATIONAL LIBRARY WEEK and throughout April, libraries host special events to highlight the unique role libraries play in changing people's lives. Today's libraries can help you and your family discover a new and exciting world. Visit your library for computer resources for teens and adults, help with your job search, access to subscription databases, library recommended websites, and homework help. You also can obtain information about how to become a U.S. citizen, bilingual resources and mental health information to help you make important decisions. Libraries are an asset if you are looking for adult education classes, or for a recommendation on the best books or ebooks to expand your horizons. Open the door to change, visit your library!

ALA
American Library Association
@ your library

Library Champions

JUDY BLUME, HONORARY CHAIR
Judy Blume found her first favorite books while sitting on the floor of the children's room at the public library in Elizabeth, New Jersey. She grew up with her own characters and stories running around inside her head. Today her characters live in twenty-eight books in thirty-two languages. Blume is a longtime advocate of intellectual freedom. She has worked closely with the National Coalition Against Censorship as well as the American Library Association's Office for Intellectual Freedom to protect the freedom to read. She is proud to be a recipient of the Margaret A. Edwards Award for Lifetime Achievement from the American Library Association. Most recently she was co-writer/producer of a film adaptation of her novel Tiger Eyes. Currently she is writing a new novel. She lives in the state of Florida. Visit her at judyblume.com or join her on Twitter @judyblume.

PIO/Campaign for America’s Libraries to provide communications support to Libraries Transforming Communities initiative

PIO and Campaign staff will support the grant through media relations outreach and developing



a media relations webinar. The webinar will share best practices about communications planning and messaging effectively with grant recipients.

PIO/Campaign staff will develop an in-depth media relations planning document that grant recipients can access through the project’s toolkit.

PIO/Campaign staff will work closely with the project’s Communications Officer to identify examples of library community engagement as part of the media relations outreach efforts.

Atyourlibrary.org website highlights content about school libraries, e-books and digital content and community engagement initiatives, and Declaration for the Right to Libraries

The Campaign for America’s Libraries’ embeddable slideshow, “[60 Ways to Use Your Library Card](#),” was updated for 2013 to align with key Campaign messages. New slides featured e-books and digital content and ways that libraries are innovating to better engage their communities such as maker spaces and community specific library collections, and the Declaration for the Right to Libraries

Page views for the 2013 embeddable slideshow increased 28% to 250,738 (Sept-Dec 2013)

Many libraries also picked up on the idea and promoted their own “ways to use your library card” content on social media channels.

Social media

To date, atyourlibrary.org has over 6500 Facebook fans, up 50% in the last year. Followers of the @ your library Twitter account increased 42% in the last year, to 14,880. Nearly 5000 subscribers receive the monthly @ your library email newsletter.

Atyourlibrary.org highlights key messages from Campaign Planning Session

The atyourlibrary.org website continues to publish content that encourages visitors to utilize the resources at their library, with an emphasis on reinforcing key messages on the importance of school libraries: ([School Libraries: Champion of Change](#), [Carolyn Foote](#), [School Libraries: Students Call Michigan Library 'Home'](#), and [School Libraries: Small Town School Library Equips Its Students for the 21st Century](#)); e-books and digital content in libraries: ([Illinois Authors](#), [Drop Your Manuscript @ your library for a Chance to Be Famous](#), [Cory Doctorow on E-books in Libraries: 'Libraries' and writers' interests are closely aligned'](#), [David Vinjamuri: 'Libraries are the reason that people read'](#), and [E-books and Libraries: Younger Americans Reading Habits Still Anchored in the Book: PEW](#)) and new ways that libraries are engaging their communities: ([Libraries Engage Communities: An Innovative Collaboration Brings a Series of Bullying Forums to Birmingham Public Library](#), [Libraries Engage Communities: StoryCorps @ your library and Smithville Texas Public Library](#), and [Libraries Engage Communities: Library Wants to Help Keep Bellmore's 'Rich History Alive and Leave a Legacy for Future Generations' Through StoryCorps @ your library](#)).

Overall there was an increase in traffic to the @ your library website in 2013. (+ 6% 639,872 page views.)





Hosseini



Grisham



Gilbert

More than 100 authors share their love of libraries on video

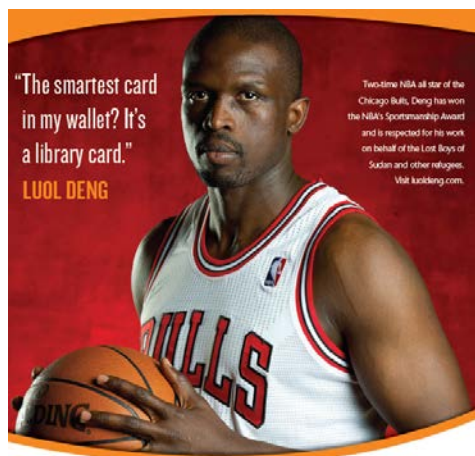
One hundred authors share their love of libraries on the American Library Association's website for the public, atyourlibrary.org. All interviews can be downloaded and are available for reuse under Creative Commons license. Visit

<http://atyourlibrary.org/librarystories/video-stories> to find

interviews with such authors as Khaled Hosseini ("The Kite Runner"), Laura Moriarty ("The Chaparone") John Grisham ("The Firm"), Elizabeth Gilbert ("Eat, Pray, Love"), Brian Selznick ("The Invention of Hugo Cabret") and Steve Sheinkin ("Bomb"). The website also provides transcripts of the author remarks. During each interview, the subjects share their favorite memories of libraries, and express their thoughts on such topics as library budget cuts, e-books, school libraries and book challenges. One

of the most popular author interviews in 2013 was Cory Doctorow speaking about e-books in libraries. Views for the @ your library YouTube channel were 27,446 in 2013 (up 18% over 2012). Lifetime views for the channel are 82,380.

Luol Deng Honorary Chair, Library Card Sign-up Month, 2013; featured on electronic billboards in Chicago.



Two-time NBA all-star Luol Deng, formerly of the Chicago Bulls, served as the Honorary Chair of Library Card Sign-up Month in September 2013.

Deng was born in Wau, Sudan (now South Sudan). Deng attended Duke University and joined the Chicago Bulls in 2004. He is admired for his efforts on behalf of charity; he is respected for his work on behalf of the Lost Boys of Sudan and other refugees. He is also a spokesperson for the World Food Program.

SEPTEMBER IS LIBRARY CARD SIGN-UP MONTH

Visit your library today. It is a community hub of activity. A library card grants access to books and computers, homework help, assistance with resumes and job searches, adult education courses, music, movies and more.

For more information, visit www.atyourlibrary.org



@yourlibrary

Deng has won the NBA's sportsmanship award in a vote by players. The award honors the player who best exemplifies ethical behavior, fair play, and integrity on the court. Deng also won the Golden Icon Award for Best Sports Role Model and the 2008 UN Refugee Agency's Humanitarian of the Year Award for his efforts to bring education and sports to millions of displaced children.

Electronic billboards with this public service announcement were seen throughout Chicago's north side during September.

News Know-How digital supplement released, project featured on atyourlibrary.org

PIO/Campaign staff prepared a digital supplement about the News Know How initiative developed by the Office of Intellectual Freedom that was released recently. The key content from the initiative has been posted on atyourlibrary.org.

The Campaign is working with the Office for Intellectual Freedom in promotion of its News Know-how program, funded by the Open Society Foundations.

This literacy education program engages students working through and with librarians, journalists, news ethicists to distinguish fact from opinion, check news and information sources and distinguish between propaganda and news in a nonpartisan manner.

Selected libraries receive more than \$50,000 worth of training and support; opportunity to provide a chance for young people to work and connect with highly respected journalists from around the country and become part of a national network; and a stipend to give to each student who completes the project

Campaign continues its communications work on behalf of the American Dream Starts@ your library



PIO and the Campaign for America's Libraries continue to support the efforts of the American Dream Starts@ your library initiative. PIO and the Campaign will develop a series of press releases about grant recipients, edit videos that highlight their work, and produce a digital supplement in 2014, as it did in 2012. The digital supplement will showcase the key accomplishments of the third generation of the initiative, funded by Dollar General Foundation.

Since 2007, American Dream grants have helped 100 libraries throughout Dollar General's market area develop strong English as a Second Language collections, increase computer access, build community partnerships and raise the visibility of library services to immigrant communities. Additionally, American Dream libraries

developed an accessible knowledge base of easily replicable programs, coalition-building strategies and print and digital resources for libraries to use in their communities.

This new funding builds on and expands the efforts of the previous two rounds. In this round, 50 libraries have been selected to receive \$5,000 to \$15,000 American Dream grants. Public libraries or public library bookmobiles focused on literacy services for adult English language learners and their families were eligible. Libraries must be within 20 miles of a Dollar General store, distribution center or corporate office.

To learn more about the "American Dream Starts @ your library®" literacy grants and to access the grant application, please visit www.americandreamtoolkit.org.