

## SAMPLE MEDIA ALERT

### (NAME OF LIBRARY) TO SPONSOR "STORYLINES AMERICA" RADIO DISCUSSION SERIES

- WHO:** (NAME OF LIBRARY) is participating in an exciting reading and radio discussion series that explores some of the best books about the Midwest through a partnership between libraries, public radio stations, authors and regional scholars. "StoryLines America: A Radio/Library Partnership Exploring Our Regional Literature" is organized by the American Library Association (ALA) and funded by a grant from the National Endowment for the Humanities (NEH), with additional support from Barnes & Noble.
- WHAT:** "StoryLines America" is a live radio series that features outstanding writing about the Midwest. Participating public radio stations throughout the region will air 13 weekly programs beginning on October 7, 2001. Each program features a different book. Each book serves as a catalyst for examining the experience of living in the Midwest and the unique historical and cultural heritage shared by residents of the area. Listeners can borrow the books discussed in the series and obtain discussion guides for each book from participating libraries. Tapes of radio programs will be available at the end of the series.
- WHERE:** Programs will air on (NAME(S) OF STATION(S)). Listeners will have an opportunity to contribute to the on-air book discussion featuring authors, historians, and other guests by calling a toll-free telephone number that will be announced on the air.
- WHEN:** (INSERT LOCAL PROGRAM DATES, TIMES, AFTER CONSULTING WITH YOUR RADIO STATION)
- WHY:** "StoryLines America" is based on the model of "Big Sky Radio," a Montana-based series of library-sponsored call-in radio programs funded by the NEH in 1993. "StoryLines America" debuted in the Northwest and Southwest in 1997, funded by the NEH. A second series, with additional funding from Barnes & Noble, took place in California and the Coastal Southeast in 1999. The NEH and the ALA believe that continuing such programming in other regions of the country will help to expand Americans' understanding of their cultural heritage and make them more aware of notable works of literature from their region.
- CONTACT:** (LOCAL CONTACT NAME AND TELEPHONE NUMBER). Updated information is available on the "StoryLines America" web site at <http://storylines.ala.org>.