

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, San Antonio
January 20-25, 2006**

Topic: Opportunities to Partner

Background: YALSA has been approached by a few organizations and asked to partner with them on their initiatives. In the past, this has been determined on an individual basis. As YALSA has grown and become more well-known, it may be time to put in place a formal structure for handling partnerships. At this time National Drop Everything and Read Day and TVTurn-off.org are both asking for YALSA's support.

Action Required: Discussion/Decision

National DEAR Day

What is National DEAR Day?

DEAR stands for Drop Everything And Read. National DEAR Day is a special reading celebration to remind and encourage families to make reading together on a daily basis a family priority.

Who is sponsoring National DEAR Day?

HarperCollins Children's Books with the National Education Association, the National PTA, and these division of the American Library Association: American Association of School Librarians (AASL), Association for Library Service to Children (ALSC), Public Library Association (PLA) and Young Adult Library Services Association (YALSA).

When is National DEAR Day?

APRIL 12th. HarperCollins Children's Books is marking the 90th birthday of beloved author Beverly Cleary as the official event date. Ramona Quimby is the program's spokesperson.

Why is National DEAR Day celebrated on Beverly Cleary's birthday?

When Beverly Cleary's own children were young, they participated in DEAR at school. Their interest and enthusiasm for this special reading activity inspired Mrs. Cleary to give the same experience to Ramona Quimby, who gets to enjoy DEAR time with the rest of her class in *Ramona Quimby, Age 8*.

How Can I Participate?

Schools, libraries, bookstores and other organizations are being asked to host Drop Everything and Read events on April 12. You can attend an event in your community or participate right in your own home by reading for 30 minutes!

Where Can I Get Beverly Cleary's Books and Other Great Titles for a DEAR Celebration?

Visit www.harperchildrens.com, your local bookstore, or your local library. Booksellers should call customer service at 800-900-9000 to order.

What Materials are Available for National DEAR Day?

Retail kits with in-store promotional materials and event activities are available for booksellers. Call 800-800-8000 to request your kit or additional posters. There's also a special section on www.dropeverythingandread.com for educators and librarians with reproducible activities and templates for planning DEAR events.

National Drop Everything and Read Day is a special celebration to remind and encourage families to make reading together on a daily basis a family priority. The goal of National DEAR Day is to show families how easy and fun it is to make time in their busy schedules to drop everything and read. This annual event takes place on April 12, the birthday of family-favorite author Beverly Cleary.

When Beverly Cleary's own children were young, they participated in DEAR at school. Their interest and enthusiasm for this unique reading activity inspired Mrs. Cleary to give the same experience to Ramona Quimby, National Drop Everything and Read Day spokesperson, who gets to enjoy DEAR time with the rest of her class in *Ramona Quimby, Age 8*.

HarperCollins Children's Books sponsors and spearheads the DEAR campaign with support from national non-profit and association partners. In joining our effort to generate excitement for reading among America's children and their families, we would ask you to:

- disseminate and share information with members and constituencies about how to participate in National Drop Everything and Read Day
- promote your organization's involvement in National Drop Everything and Read Day through your print and electronic publications
- provide contact information for your organization at the national, regional, or state level
- consider opportunities for greater involvement (i.e., special events, contests, promotions)
- include DEAR in your literacy events, activities, meetings, etc.
- offer your celebrities and spokespeople in support of National Drop Everything and Read Day
- facilitate relationships between your organization and your members and other National Drop Everything and Read Day partners

In return, HarperCollins would promote your organization as a national partner in promotional materials, media releases, and on the Drop Everything and Read Web site. We

would also work with you to find ways to use DEAR to make connections at the national, state, and local level and provide you with quality materials, tailored for your members and constituencies. We would also:

- Follow up with partners with successes (news clips, copies of highlights tape, etc.)
- Provide partners with save the date announcements for DEAR activities and news releases for use in partner publications
- Invite partners to provide content for National Drop Everything and Read Day materials
- Share partner activities with the media and other DEAR partners
- Share funds/resources (books, collateral materials, etc.) for special events and activities
- When possible, share celebrities and authors/illustrators with partners
- Promote DEAR partners and their activities/resources/etc.
- Offer DEAR presence at special literacy events sponsored by partners

Questions about DEAR partners should be directed to Rachael Walker, Consultant for National Drop Everything and Read Day, 703-237-5455 or reading@mindspring.com.

You and your family are invited (and encouraged) to:

Drop Everything and Read!

- **Who:** HarperCollins Children's Books with the National Education Association (NEA), National Parent Teach Association (PTA), and these divisions of the American Library Association (ALA): American Association of School Librarians (AASL), Association for Library Service to Children (ALSC), Public Library Association (PLA) and Young Adult Library Services Association (YALSA)
- **What:** Participate in "National Drop Everything and Read Day" with your family and community
- **When:** On April 12th, for 30 minutes
- **Where:** In homes, libraries and bookstores nationwide
- **Spokesperson:** Ramona Quimby and Family
- **Why:** To promote the importance of setting aside time for reading into a family's busy schedule

AND

In honor of Beverly Cleary's 90th Birthday!

National Drop Everything and Read Day

Overview:

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| <ul style="list-style-type: none">• HarperCollins Children's Books have partnered with the National Parent/Teacher Association, the National Education Association's Read |
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Across America, and these divisions of the American Library Association: American Association of School Librarians (AASL), Association for Library Service to Children (ALSC), Public Library Association (PLA) and Young Adult Library Services Association (YALSA) to assist in a new national initiative to encourage families to designate a special time to **"Drop Everything and Read"**.

- The idea of this program is to have families take a break from their busy routine and sit together and read as a family.
 - This could take place in the home, or they can go to a library or bookstore for a "DEAR" event.
- HarperCollins Children's Books is using the 90th birthday of beloved author Beverly Cleary for the official event date **APRIL 12th**, and Ramona Quimby as the program's spokesperson.
 - The concept of "Drop Everything and Read" is referenced on pages 39-41 in *Ramona Quimby, Age 8*.

Mission:

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| <ul style="list-style-type: none">• The mission of this initiative is simple. It is to get families to spend time reading together and to put aside all other distractions and enjoy books that have lasted through the generations. Whether they read a book aloud together, or independently read, it is time spent together sharing in the love of reading.• Harper Collin's Children's Books goal is for teachers, librarians, bookstores and key literacy organizations to initiate this program by announcement advertising, and distributing and promoting materials for this program. The end result would be for kids to take these materials home to parents to help them execute it in a fun and interesting way.<ul style="list-style-type: none">• Schools and libraries can also host "DEAR" events and open it up to the community.• While it will be officially celebrated annually, the sponsoring organizations hope that families designate a "DEAR" day on a regular basis throughout the year. |
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Materials:

- An announcement ad one sheet to be distributed at ALA Mid-Winter and an account mailing
- Double Sided Poster
 - To include Ramona, the "Drop Everything and Read" logo and the date, April 12, 2006.
 - The other side of the poster will have various support materials for the program.
 - A reproducible flyer for teachers to include in kids backpacks to take home with an overview for parents and how to have a fun "DEAR" family night.
 - Suggested reading lists
 - Reproducible activities for retailer
 - Website and sponsor information
 - How to host a "DEAR" event at home, in libraries, schools and retailers
 - A complete biography and listing of titles for Beverly Cleary and MORE!
- Retailer Program Packet
 - Similar to an event kit booklet, this packet will give retailers everything they need to promote this program, host a pre-event and event, copies of the poster, merchandising suggestions, and event activities, literacy information, counter cards and more.
- A Beverly Cleary video to show at "DEAR" events and for schools, libraries and retailers year around

Announcement Advertising and Poster Distribution:
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- Announcement sheets ALA Mid Winter Meeting
- Announcement ads in NEA Today, PTA periodical, ALA newsletter and IRA newspaper with a total circ of 2.9 million subscribers
- Distribution of posters to 26,000 local PTA units, 15,000 NEA schools, 15,000 local partners and organizations
- Targeted distribution of posters to AASL, ALSC, YALSA, and PLA (25,000 posters available)
- 9,000 + HarperTeacher subscribers will get an online version, and can request posters
- All details on "DEAR" will be posted on www.dropeverythingandread.com.
- PTA and ALA divisions listserv blasts
- Account Mailing

Timeline:

- JANUARY 2006 - Announcement of program at Mid Winter ALA
- FEBRUARY 2006 - Announcement ads in above periodicals
- MARCH 1, 2006 - All posters to be distributed
- MID-MARCH THRU APRIL 2006 - Short lead publicity and call outs for scheduled events
- APRIL 12, 2006 - NATIONAL DEAR DAY

Publicity:

- Publicity Opportunities
 - Long lead media at time of announcement
 - Retail pre-events with media
 - Full scale media campaign including tv, radio and print
 - Publicity outlets through our endorsement and distribution partners
 - Endorsement of NBA player Kevin Garnett and distribution of AAP Get Caught Reading poster featuring Kevin reading a Beverly Cleary title

Events in local markets on April 12th with media support

Background information on TV-Turnoff:

TV-Turnoff Network believes that it is essential for people to do more and view less. It is our mandate to collect and then make useable, the myriad of information coming out of scientific institutions on screen-time abuse and its related problems. Our goal is make it possible for people to use that information and take control of technology using it properly; not letting technology control them. However, we are 100% opposed to censorship and would not want to see government intervention in television programming decisions, or limiting access to the web and certainly not in dictating what and when people can see, hear or view information or entertainment.

We look to the libraries as partners in getting the word out, encouraging literacy, providing tools for knowledge and reestablishing the basics for community building.

Currently, TV-Turnoff Week is our only event. It happens all over the world, and reaches millions of people each year. We know we have to do more. The library system across the nation, reaches tens of millions of people...through public and school libraries. In some cases, those organizing TV-Turnoff Week are the same as your members. We would like to make sure that they have the best tools at their disposal to get the message out, to have a successful week and to expand the message beyond one week.

We are not suggesting that there should be no screen-time, but that there should be reduced screen-time (after the week). We would like the library system to be aware, as it goes forward, our Strategic Initiative to Reduce Screen-Time, being funded by the Robert Wood Johnson Foundation. The initiative will be announced at the end of Turnoff Week 2006.

In addition we would like to work with you on literacy projects, celebration of books and literature...and having communities look to their local library as the "village green" of their respective towns, cities and villages. There are few better places for young people to go, it is the perfect place for young children to get exposed to the written word, even prior to their school-aged years and it is ideal for seniors who need to keep their brains sharp, as normal aging begins to take its toll on memory and the like.

For all these objectives, we see the library as a partner of choice...for dissemination of information, as a gathering place and as a central location to promote a healthy, active and creative lifestyle for all people.

There is some information on what we do, although limited, on our website.

But it does give you some basic notion of where we are coming from. The site will be fully redone. We will add sections on gerontology studies, newborns, things to do, speakers bureau, products to help you gain control of technology and much more.

Suggested Involvement from TV-TurnOff:

1. As per our conversation, it would be ideal if you could include information about what we are doing in any emails or newsletters your divisions might produce. We would welcome your, and your members, participation in the following activities:
2. March 2006 Press Conference: Calling on major retailers of televisions to promote their products that encourage a healthy lifestyle and have a moratorium on television sales during TV-Turnoff Week (April 24-30, 2006). I would welcome librarians to join us at this event.
3. Turnoff Week Kickoff: April 21, with events in Washington, DC, NYC and LA. The DC event will focus on literacy and reading (for AM news programs), the NYC event will look at all cultural activities (theater, museums, libraries, concerts, dance, film, etc.) This event will take place late AM or early PM. LA will focus on anything we can do outdoors and is scheduled to make the 11 PM news on the East Coast. We will enlist the support of celebrities and others to make each event topical and interesting to the local and national media.
4. TV-Turnoff Week: We would appreciate letting librarians know that we have materials, posters and other items to help produce a successful TV-Turnoff Week in their schools or community libraries. We will do whatever we can to help them do it for the first time, or help them achieve greater success if they are doing it for the 12th time.

Prior ALA Involvement with TV-Turnoff:

Below is the resolution not to support National TV-Turnoff Week, adopted February 3, 1999 by ALA and signed by Bill Gordon:

Whereas, ALA News Release, "ALA Encourage Visits to Libraries," dated January 1999, states ALA support of the fifth annual National TV-Turnoff Week, April 22-28, 1999.

Whereas, This support conflicts with ALA's strong stand for intellectual freedom.

Whereas, It denigrates the value of visual resources, ignoring the positive impact of these media on 20th Century life.

Resolved, ALA withdraw its support of the fifth annual National TV-Turnoff week, April 22-28, 1999, and invest its energies into promoting intelligent choices in selection and using information in all formats and of all types.