Sonia:

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

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

A proposal on how to sustain the awards program beyond 2014 is under discussion.

Interviews with the winners can be viewed on the ALA website.

To date 60 librarians from around the country have been honored. A document with photo highlights of the event was sent to you as part of the Executive Board report.
Staff secured placement about the winners with the Associated Press and many other media outlets.

The AP released 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.

Media that published the information also included the Washington Post, Salon.com, and ABC News.

Media that serve the communities of the winners were given press releases about the award.
Author and intellectual freedom advocate Judy Blume will serve as Honorary Chair, National Library Week, 2014.

Tools for librarians on how to promote NLW have been posted on the ALA website.

In the course of discussing this opportunity with us, Judy Blume said 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 has worked closely with the National Coalition Against Censorship as well as the American Library Association’s Office for Intellectual Freedom.

She is proud to be a recipient of the Margaret A. Edwards Award for Lifetime Achievement from the American Library Association.
PIO and Campaign staff will support the Libraries Transforming Community grant funded by the Gates Foundation.

Staff will conduct media relations outreach and develop a media relations webinar. The webinar—for grant recipients—will share best practices about communications planning and messaging.

PIO/Campaign staff will also 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 related accomplishments by libraries and will publicize them.
As part of Library Card Sign Up Month in September, The Campaign for America’s Libraries created an embeddable slideshow, “60 Ways to Use Your Library Card,” that was posted on the at your library website.

The slideshow aligned with key Campaign messages. New slides featured e-books and digital content, ways that libraries are innovating to better engage their communities, school library accomplishments.

The slideshow had 250,738 page views from September through December.

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

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.

5000 subscribers receive the monthly @ your library email newsletter.

Overall there was an increase in traffic to the @ your library website in 2013.  
(+ 6%  639,872 page views.)
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 the Sudan. He is admired for his efforts on behalf of charity; and for his work on behalf of the Lost Boys of Sudan and other refugees. He is also a spokesperson for the World Food Program.

In addition to a media relations campaign, libraries used the print and electronic PSAs to highlight Library Card Sign-up Month.

Also electronic billboards with this public service announcement were seen throughout Chicago’s north side during September.
Another at your library website initiative is the posting of 100 author interviews.

The authors, who have attended ALA Conferences, share their love of libraries on the site.

All interviews can be downloaded and are available for reuse under Creative Commons license.

You can find interviews with such authors as Khaled Hosseini (“The Kite Runner”), Laura Moriarty (“The Chaperone”), John Grisham (“The Firm”), Elizabeth Gilbert (“Eat, Pray, Love”), and Brian Selznick (“The Invention of Hugo Cabret”).
The website also offers transcripts of the author remarks.

During each interview, the authors 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.

Videos on the @ your library YouTube channel received 27,446 views in 2013.
PIO/Campaign staff prepared and released 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 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.
PIO and the Campaign for America’s Libraries continue to support the efforts of the OLOS American Dream Starts @ your library initiative.

PIO and the Campaign are developing a series of press releases about grant recipients, activities, editing videos that highlight their work, and will produce a digital supplement in 2014, as we did in 2012.

The digital supplement will showcase the key accomplishments of the third generation of the initiative, funded by Dollar General Foundation.
Some Other Highlights

PIO and the Campaign worked on the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction in 2013.

2013 medal winners 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.
From Sept. 1 – Oct. 7 there were more than 2,602 articles on Banned Books Week.

PIO secured national and international print and radio interviews for ALA and OIF leadership in The Huffington Post, CNN.Com, The Guardian (UK), and more.

Banned Books Week, cont.

PIO and OIF developed op-eds for The Huffington Post on behalf of Banned Books Week. It’s 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 authored by Courtney Young.

OIF also produced a piece entitled “Censorship and Invisibility: A Boomer Perspective,” which focused on U.S. censorship trends and Banned Books Week activities.
As an outgrowth of the Campaign for America’s Libraries Planning session, PIO/ Campaign, AASL, and OLA staff will be participating in a half-day planning session in March to develop online tools for the school library campaign, including a PowerPoint presentation that supporters can use to deliver key messages to community groups on the value of school libraries.
Sonia:

Also, AASL and PIO and the Campaign will also be meeting to identify publications that will be sent op-eds by ALA leadership on the value of school libraries.
Some of the work that has been done includes a joint op-ed on the value of school libraries placed in the Hartford Courant written by AASL President Gail Dickinson during the recent AASL conference.

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.

The Philadelphia Inquirer has indicated it will run an op-ed as well.