

# Council Committee Report Form

**TO: ALA Council**

**RE: Public Awareness Committee Report**

**ACTION REQUESTED**

**INFORMATION**

**REPORT**

**ACTION REQUESTED BY:** *(if no action, please leave blank)*

**CONTACT PERSON:** Stephanie Freas

**STAFF LIAISON CONTACT:** Macey Morales

**DATE:** December 14, 2021

**BACKGROUND:**

Minutes of the Public Awareness Committee meeting held on June 23, 2021.

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## Public Awareness Committee

Wednesday, June 23, 2021, 1-2 p.m. CT, via Zoom

### Minutes

**Attending members:** Erin Barnthouse, chair; Milagros Maria Andrada-Tañega; Stephanie R. Freas; Dr. Michael Gutierrez; Katelyn Marie Miller; Lamonica Sanford. **Guest:** Libre Booker **Staff:** Stephanie Hlywak, Macey Morales.

#### Approval of Agenda and Minutes

The committee approved the agenda for the meeting. The committee also approved the minutes from the Public Awareness Committee meeting on January 22, 2021.

#### Reports from Public Awareness, Media Relations and Social Media

Members reviewed the written reports in advance of the meeting, and there were no questions.

#### New PAC Staff Liaison

Committee members were introduced to Macey Morales, deputy director, ALA Communications and Marketing Office, who will serve as PAC's new Staff Liaison.

#### Update on CMO staff and programs

Two CMO staff who were instrumental in the success of the office and association's public awareness efforts departed the organization in April. Their absences will be deeply felt as we work on this year's I Love My Librarian Award efforts. Our current team will continue to support programs like Libraries Transform and Library Card Sign-Up Month, National Library Week, and [ilovelibraries.org](http://ilovelibraries.org), and their contributions are greatly appreciated.

Due to the staff turnover and the pandemic, PAC chair Erin Barnthouse will be appearing before the Executive Board at its next meeting to request an extension of Libraries Transform as the official public awareness campaign of the association through the end of fiscal year 22. The EB had previously approved an extension through the end of FY21; however, we are not ready to sunset the campaign or replace it yet.

Committee members asked about member involvement in the next campaign and expressed interest in making it member-informed. They recommended we make announcements through our chapters as well if there is news or opportunities to share.

#### Discussion of PR Forum 2021

The committee was encouraged to watch the on-demand 2021 PR Forum as part of the Annual Virtual Conference. "PR Forum 2021: Social Media Masterclass with Oprah's Book Club" offers viewers an inside look into how Oprah's Book Club uses social media to engage and build their community. Jill Adams, Creative Director of Oprah's Book Club, and Liz Lenkinski, Director of Content Development for Oprah's Book Club, will discuss how they create immersive experiences online and share best digital practices for making meaningful connections across digital divides. They will discuss marketing, social media

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strategies, and, of course, books with Stephanie Hlywak, director of ALA's Communications and Marketing Office. The conversation provides libraries with inspiration and ideas to incorporate into their public awareness efforts and reading programs.

## **Future of PAC**

In an open discussion, committee members conversed about ways the group could expand their work and impact. They expressed interest in contributing media (such as photos and videos) for our use in media relations; they also recommended that CMO explore working more with ALA Chapter Relations and ask about target marketing. How does CMO deliver messages to the right audiences? Committee members also indicated a willingness to serve as "on the ground experts" to inform CMO staff about libraries' needs and are willing to share messages of our work with their networks.

Meeting adjourned at 1:37 p.m. CT.

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