

**Collaborative Summer Library Program  
Board of Directors**

Regularly Scheduled Meeting  
Monday, June 16, 2008  
Noon CDT—Conference Call

Present

Carol Baughman (KY), Adrienne Butler (OK), Enid Costley (VA), Karen Drevo (NE), Grace Greene (VT), Cathy Howser (AR), Rhonda Puntney (WI), Sally Snyder (NE), Julie Tomlianovich (KS), Jan Wall (ID), Laura Lee Wilson (OH), Nikole Wolfe (KY)

Karen Day and Barb Shultz—Administrative Services Agency

Matt Mulder—Highsmith  
Melissa Scholz—CSLP attorney  
Karen Yother (ID)—Vendor Committee member

Attributed speech is not necessarily quotation.  
Underscores indicate agenda items.

Snyder called the meeting to order at 12:15 p.m. CDT

Minutes

Discussion of minutes from BOD meetings on April 23 and May 23, 2008

Howser: **Motion** to approve minutes of both meetings as submitted    Puntney: Second  
Passed by voice vote

Treasurer's Report

Attachment #1

Wall: Reviewed balances and profit and loss reports through end of fiscal year. Annual conference and teen PSA came in under budget.

Wall: Giving the Budget and Finance Committee report, Wall discussed Marketing and Public Relations Committee's request for a face-to-face committee meeting. B&F Committee notes that there is nothing in CSLP policy or budget that allows for face-to-face committee meetings. In view of the number of committees, the B&F Committee believes this could quickly become a financial drain. B&F Committee is hoping teleconferences, conference calls, and e-mail will suffice. B&F is recommending against face-to-face committee meetings.

Matt Mulder and Melissa Scholz with Karen Drevo

Drevo: On pieces of art for sponsors and partners, how are we progressing?

Mulder: Will have those tomorrow—both color and gray scale for both themes. These will also be included on the CD for the 2009 program.

Drevo: Will forward the images to those who need them for this year after she receives them from Mulder

Mulder: 2008 sales are winding down. Chiefly trying to fill reorders. There are market problems both in US and in China chiefly because fuel prices are fluctuating. Making plans to manage these problems for next year.

Drevo: Have you spoken with your legal team about posts on social networking sites?

Mulder: We have no legal issues with that. It depends on how you want to control it from your side.

Howser: No problem with the artists' contracts?

Mulder: No, we have the usage rights.

Howser: Does that hold true for the Bliss art that Weston Woods has animated for the PSA? Is it OK to put it on social networking sites?

Mulder: Highsmith is not involved in the contract for the PSA. Weston Woods has permission to use Bliss' work.

Scholz: That is one of the "permissible uses" understood by Weston Woods.

Mulder: We're wrapping up 08 and launching 09.

Mulder signs off

Drevo: Referred BOD to Scholz' file on corporate sponsorship

Attachment #2

Scholz: There is a number of practical issues related to how CSLP wants to control its message. From a legal standpoint, however, for a 501C3 organization such as CSLP, you must be concerned that you are not allowing a sponsor to advertise and generate income. Corporate sponsorship is permissible as long as it does not generate taxable income. Scholz' document lists IRS tests for when a message is a sponsorship and when it is an advertisement. The key issue is that the message does not include a qualitative promotion of the sponsor's products. Document describes what can be included in the tag-line message. There is no restriction on who can be sponsors. If it were a governmental entity or another 501C3, there would be no issue at all.

Scholz: You need to think about how the PSA would be used. Are they really using it in a way that furthers the CSLP tax exempt purpose—education, reading, etc. There is

likely to be a number of venues in which it would be educational. There may be “incidental benefit” to the sponsor. WalMart using the CSLP PSA unaltered in the store is OK. But using it to sell their specific products is not OK.

Drevo and Scholz: Confirmed that the following statement is acceptable:

*The CSLP Board of Directors has approved the following script (it will be added to our Rules of Use) to be used by an official sponsor or partnering agency of a CSLP member state, state library agency, library system or public library for the 5-second tagline on the end of the audio and video CSLP PSAs. This script is to be used is:*

*(Name of Official Sponsor/Partnering Agency) is a proud (insert term "Sponsor" or "Partner") of the Collaborative Summer Library Program (insert word "at" or "in") (insert name of member state, state library agency, library system or public library).*

Scholz: BOD should develop a policy and standards about who you want sponsors/partners to be, for example, you wouldn't want a cigarette manufacturer or beer distributor. The same for groups that would post it on a site such as YouTube.

Scholz: Agreed to assist with developing a contract template to be used with sponsors or partners.

Drevo: Will consult with Scholz and develop a template for the BOD to look at.

Costley: You give a definition for a corporate sponsor but not for a partner

Scholz: Where IRS is concerned, you can call it various things, but the concept is that CSLP can't be promoting a product or service. You must be careful that the CSLP name and good reputation are used in a way that furthers the CSLP mission. From a practical standpoint, you might want to define what CSLP means by the two terms—partner or sponsor—general principles about who you'll do business with.

Howser: We may be thinking of partners as other non-profits or governmental agencies.

Scholz signs off

### Welcome to New Board Members

Snyder: When we have these conference calls, it is helpful if you identify yourselves when you speak. Please ask plenty of questions.

### CSLP Secretary's Position

Baughman: Is willing to stay in the secretary's position until the end of December when she retires. Believes it would be important for the new secretary to be at the face-to-face meeting in Chicago in August. Suggesting that she be replaced in time for that meeting.

Wilson: Believes it would be good to have Baughman in Chicago taking minutes and have her replacement there also for orientation. Should discussion related to potential future employment of Baughman by CSLP come up, she could leave the room and someone else could take notes.

Wall: We may not be talking specifically about Baughman. We may be talking about the general concept of hiring a stenographer. Agrees it would be difficult for new secretary to take minutes at the Chicago meeting because it is an intense meeting.

General agreement to have both the new secretary and Baughman in Chicago

Snyder: Be thinking about people to suggest for the secretary's position. Martha Shinners (WA) is willing to handle nominations again.

Drevo: It would be helpful if the person has been secretary of an organization previously.

Greene: But we don't want to cut off a good candidate without experience.

Tomlianovich: Allison Santos from New Jersey might be good. She was in Little Rock and Portland. She's sharp and interesting.

Puntney: Will send Santos' contact information to Shinners.

### New CSLP Members

Day: Tennessee has joined for 2009 program year. Louisiana is still saying they want to join for 2009 but no commitment yet. Had a call from Kathleen James, the coordinator for the Minnesota state program (MELSA), saying they will be in for 2009—entire state of Minnesota is back in. Has had a call from New Hampshire inquiring about 2010. Greene will be speaking about CSLP to the children's services section of the New Hampshire Library Association in October. Christine McNew from Texas called again and wants to join for 2010. Day has been conferring with McNew and Mulder on price comparisons for various products. Hasn't had current contact with Massachusetts. Florida is currently a full member. Illinois is currently the only partial CSLP state.

### Marketing and Public Relations Committee Proposal

#### Attachment #3

Snyder: Called for discussion

Howser: Has many questions. Wasn't sure exactly what was being requested in terms of the job description. Wondered who would be overseeing the project, and why the PSAs need a project manager outside of the companies contracted to produce them. If the person were hired to create a three-year plan, why do we need that person in place for an additional two years?

Snyder: Asked Costley, chair of Marketing and Public Relations Committee, to address the proposal

Costley: The form didn't ask for a job description. The PR committee would develop a job description and would be overseeing the person hired. Costley felt the need for a marketing specialist to oversee the PSA because she doesn't know the language or procedures for creating a PSA. There are technical issues related to new formats and higher production values for television broadcast that need to be addressed. Committee wanted a marketing specialist to consider the PSA from a national perspective and create something with broad appeal. Committee wanted the option to keep the person for two additional years if the person worked out well and to make that person available for additional assignments. We have a national summer reading program with potential for national promotion that would benefit each individual library but also opens possibilities for promotions we haven't been able to do before. For example, the Committee looked at options of having illustrators featured on Good Morning America or having Reading Rainbow do a summer reading segment or placing the PSA in national movie theatre chains. Wants to work with Diversity Committee to create targeted promotions for diverse populations. Marketing and PR Committee wants to move to promotions wider than just the video and audio PSAs. Committee doesn't know the best ways to do this and wants some real expertise to help plan and execute promotions.

Drevo: Who are we marketing our program to?

Costley: Ultimately to the end users—children, teens, parents, and those who cannot get to the library.

Tomlianovich: What Costley is saying is not what I took away from the request form. It sounds like we'd be looking at an ad agency to do the PSA placement. What I'm hearing today is not like what I'm reading. It's like two different things.

Drevo: We've done quite well getting new members over the last five years. Maybe we should put this on the agenda for the August face-to-face meeting.

Tomlianovich: Agreed. It sounds like the Marketing and PR Committee would be turning over what they do to an ad agency.

Costley: Committee is asking for expert help to create a plan. We're asking for help with creating deadlines, contacts, and putting together a national plan. That is very different from saying the Committee won't be doing anything and is just hiring an ad agency. We've been brainstorming, but we don't have a plan. We especially need a timeline, for example, what is the lead time for a billboard? We are not planning to hire someone and then walk away from it. I need a timeline for the PSA. Currently I have nothing. We are asking for help doing a national campaign, and that is different from doing a local campaign.

Discussion

Wall: Budget and Finance considered this proposal at length in a conference call. Greene and Tomlianovich were part of that call. What I'm hearing from Costley today is not what B&F took from the written request. It appeared to B&F that a lot of the duties of the Marketing and PR Committee would be outsourced. As I understand from what

Costley said today, that was not the intent of the proposal, but that's what it looked like. B&F members were concerned that we'd not just be paying for a consultant but would be engaging someone in an ongoing position without enough detail about what that person would be doing. While the form does not ask for that, B&F felt it needed more detail about the consultant's position in order to make a decision. It wasn't clear from the request what the benefits would be to local libraries. Could the work be handled by a consultant on a one-time basis rather than ongoing? Was it for more than just the PSA? What do members want from Marketing and PR? What do they need to help them promote their programs? What is the philosophy of CSLP concerning promotion? Who is our clientele? What is our mission as far as promoting is concerned? Do we want to get into national promotion, or are we just providing materials for local libraries to do their own along with some sort of education and promotion to the states on how to handle their marketing and public relations? These questions go beyond the request, and when I was listening to the discussion, it almost seemed like we were putting the cart before the horse. CSLP and the BOD in general don't have our philosophy down as to who our clientele is, who we're marketing to, what we want to accomplish, how thin do we spread ourselves, what's our philosophy behind this. These were some of B&F's concerns. A suggestion that came from B&F was to have a consultant come to our annual meeting and help us as an organization to work through these issues and perhaps help state reps decide about promotion in their own states taking their local conditions into consideration. Patricia Romig from Florida suggested Christine Koontz of Florida State University to help us work through some of these issues.

Tomlianovich: Yes, we're marketing summer reading, but within that, states and agencies are autonomous, so it's not a one size fits all program. We have to keep this in mind. Yes, we have to have a plan, and we have to have options, but use in every area will be different.

Greene: What we talked about in the meeting is not what Costley said today. We might have had a very different discussion if we had heard all her wants and interests.

Drevo: Would it be beneficial to have Christi Koontz come to Chicago?

Tomlianovich: It would be better to have her at the April annual meeting. We need to revisit what Costley has on the request form and what she has told us today because they are two different things.

Costley: Doesn't think it's two different things.

Greene: I don't think it's two different things, but today when you fleshed it out for us, it made what you are requesting a lot clearer.

Discussion about public relations on the local level as related to public relations on the national level and CSLP's potential role in each type of promotion. Concern about disconnect between national promotions and local promotions. Concern about maintaining CSLP as support for a grassroots program.

Costley: It is possible to do things nationally that a local library could not do, such as putting ads in movie theaters that would not be cost effective at a local level but would be possible at a national level. This applies to national news blitzes. Wants to use the numbers in CSLP to gain national attention for summer reading.

Greene: This is a conversation we all need to have face-to-face. Many issues need to be clarified. New chairs of committees were not necessarily told exactly what they were supposed to do. Costley wanted to do the best job she could, and she knew she needed help, so I think we can all work together and figure out what's the best thing for everybody.

Snyder: We just initiated use of the request form in April, and this is our trial run, so we may have to make adjustments in the form to deal with some things people have expressed here.

Snyder: Concerned about waiting until August which would be too late to get the 2009 PSAs under way.

Baughman: Since we were pleased with the work of ImaginOn and Weston Woods last year, could we forego the RFP process this year and simply renew their contracts?

Costley: Has heard from the Marketing and PR Committee that Weston Woods is not interested in doing the 2009 PSA. According to their contract, we had until February to renew, and it wasn't renewed. Costley hasn't talked to WW yet.

Discussion about working with Weston Woods

Tomlianovich: Believes Weston Woods could negotiate placement of the PSA with national movie theatre chains. Suggested that someone should talk to Weston Woods right away

Drevo: Jasmine Rockwell (SD) said she would be willing to manage the teen PSA again this year.

Costley: Was told not to contact Weston Woods

Snyder: Told Costley not to contact Weston Woods outside the RFP process

Schulz: Worked with teen PSA group fairly extensively last year. Doesn't think we need to worry whether Weston Woods is in or out. Thinks we should send them the RFQ and let them bid just like everybody else. Thinks all three companies that bid last year would have done a good job. Last year's RFQ document and contracts would require little editing for this year. Wouldn't take long to put the process together. Is not sure we're in the dire straits everyone thinks we're in.

Costley: PR Committee can come up with names of companies, too. Has never managed a bid process and will need help answering technical questions.

Discussion of how to handle inquiries from production companies that might respond to request for quotes and of how ASA can help with editing the template for the RFQ that the attorney created last year, same with the contracts.

Discussion of continuing contracts from last year

Howser: Both RFQs and vendor contracts are available from last year. We've produced PSAs for several years. We are not starting from scratch. Many BOD members have

experience and can help Costley. This is why we're dubious about paying someone \$30,000 to manage the process when we already know how to do it.

Costley: Help with PSA was only one part of the committee proposal. Putting together a marketing plan was the bigger part of the request. Looking at the country as a national entity and at different target audiences. Without a plan and without knowing what the possibilities are, it won't be possible to do the best promotion.

Snyder: We will have this discussion at the August meeting

Costley: Requested the BOD give her questions, so she can bring them to PR Committee.

Snyder: As I understand it, we'll deal with Marketing and PR's request form at the August face-to-face meeting and focus on the three-year promotion plan. We'll take out the PSA parts at this point.

Costley: Not for me. I'd really like that person to be able to answer questions for me.

Howser: We need to start the 2009 PSA RFQ process before August. Whether or not we're going to have PSAs is not being debated.

Costly: That was going to be in my Marketing and PR Committee report. I was going to ask people to start the PSA process.

Snyder: We need to start the PSA RFQ process now, but we will address the full Marketing and PR proposal in August. Send questions about the proposal to Costley as soon as possible.

Tomlianovich: Since all the paperwork is at the ASA office, can it be updated and mailed now?

Schulz: Yes. Marketing and PR Committee needs to determine when they want to see the documents and what the turnaround time will be. Last year some vendors approached the artists, so we should allow more time for that this year. ASA will work on this.

Tomlianovich: Everything was behind last year because the Bliss art was so slow.

Drevo: This year we should have the art available by the end of July. Will help Marketing & PR Committee get art from Highsmith

### August Face-to-Face BOD Meeting

Meeting will start 8:00 am Tuesday, August 26 and end by 3:00 pm on Wednesday. Asked each member to make their own hotel reservations. When registering, CSLP will cover room charges but members will need credit cards for incidentals. Meals to be provided— Monday night dinner, all day Tuesday, and Wednesday breakfast and lunch. If you stay over, CSLP will pay for Wednesday dinner, but must have receipts. Flight reservations can be made by individuals or by CSLP by contacting Karen Day.

Send Karen Day e-mail immediately letting her know how you want to handle airline reservations.

### Requests for early distribution of summer reading manuals

Snyder: Several states are having summer reading workshops in the fall and want manuals. This is problematic for CSLP because we don't really have the finished manuals in the fall, only drafts for editing. Manuals are not available until after printing.

Day: By end of June, a message will go to state reps asking how many manuals, where to send them, when are the summer reading workshops or fall conferences, etc. We rank for shipping priority based on who needs the manuals soonest for state conferences, workshops, etc.

Day: We send one copy to each state rep immediately after printing is finished. We try to do this around the 1<sup>st</sup> of September.

### WalMart Proposal

Snyder: There's nothing to report because the man she's supposed to talk to is unavailable. Will call back.

### Summer Reading Program Theme Song

Snyder: Has had an artist proposing CSLP give him a contract to write a song for next year. What do you think?

Baughman: Is this for the Marketing and PR committee?

Discussion

Costley: If we do a theme song, the logical place would be to go with a PSA or a radio spot. Could the Marketing and PR Committee discuss this and report back to the BOD?

Snyder: Yes

### Committee Reports

#### Vendor Committee

Drevo: Committee has been looking at art and products for the 09 program. All is going smoothly. Must leave meeting now and asked to have Rules of Use issues discussed in Chicago. Mulder is sending images for use of sponsors tomorrow, and Drevo will forward those to the BOD. Will forward Scholz' document with sponsor definitions.

## Children's Manual Committee

### Attachment #4

Butler deferred to Tomlianovich: During annual conference, can we put in a time during the full meeting for people to make comments about the manual? The Committee meeting is spent on dealing with the themes and slogans, and there was no time to evaluate the manual. Would like to have time during the general meeting. Used to do this and wants it reinstated in the agenda.

## Teen Manual Committee

### Attachment #5

Wolfe: Committee now has 37 members, 26 of whom are practicing teen and/or children's librarians. Has scheduled a conference call for July 30 to discuss changes for 2010 manual and to consider incentives, if there is time. Wolfe, Eskridge, and Rockwell did final edits on the 09 manual in May.

## Diversity Committee

### Attachment #6

Puntney: Has been working on Brailled and tactile graphic materials for next year's program. The signers are willing to work on another video for next year's theme. Is working on material for the web site.

## Membership Committee

Greene: Has firmed up the membership list. Has been studying the paperwork from Dahms-Stinson and has decided to first work on committee descriptions, missions, and timelines. Will be working with the committee chairs to create/update this material and have them ready for the August meeting.

## Website Committee

Wilson: Gave overview of recent changes and updates

On the agenda for the August meeting is modifying the Rules of Use to allow partners and sponsors to use an image. These will be updated on the site after adoption.

Elizabeth Rafferty (MD) is planning to submit a new program request for a blog or wiki.

## New Business

Wall: Discussed new dues billing for Missouri which excludes charges for schools because they cannot be members as outlined in the new bylaws. This will make approximately \$5,000 less income for CSLP but will be more fair for Missouri.

Costley: Has the conversation about the Rules of Use ended?

Snyder: Discussion of changes to the Rules of Use will be on the agenda for the August meeting

Snyder: Requested agenda items for the August meeting. So far she has

1. WalMart proposal
2. Ways to assist BOD members, including Baughman's proposal for the secretary
3. Marketing & PR committee request form
4. Rules of Use changes

Discussion of who's going to American Library Association conference

Howser: **Motion** to adjourn Tomlianovich: Second  
Passed by voice vote

Adjournment at 3:34 p.m. CDT

Attachment #1

May 31, 08

**ASSETS**

**Current Assets**

**Checking/Savings**

Cash in bank - checking 112,386.33

NSB Horizon Inv 152,956.24

Savings-CD 506,619.97

**Total Checking/Savings 771,962.54**

**Accounts Receivable**

Accounts Receivable -9,098.77

**Total Accounts Receivable -9,098.77**

**Other Current Assets**

Undeposited Funds 1,276.99

**Total Other Current Assets 1,276.99**

**Total Current Assets 764,140.76**

**TOTAL ASSETS 764,140.76**

**LIABILITIES & EQUITY**

**Equity**

\*Retained Earnings 576,420.07

Retained earnings 9,628.52

Net Income 178,092.17

**Total Equity 764,140.76**

**TOTAL LIABILITIES & EQUITY 764,140.76**

9:26 AM **CSLP- Summer Library Prog.**

06/10/08 **Balance Sheet**

Accrual Basis **As of May 31, 2008**

Page 1

10:10 AM

06/10/08

Accrual Basis

## CSLP- Summer Library Prog.

### Profit & Loss Budget vs. Actual

June 2007 through May 2008

Budget Jun '07 - May 08 Budget Balance % of Budget

Ordinary Income/Expense

#### Income

Dues 22,460.00 30,760.00 8,300.00 136.96%  
Manuals 150,000.00 162,651.56 12,651.56 108.43%  
Postage & Shippin Income 14,000.00 16,407.13 2,407.13 117.19%  
1 PSA purchases -660.28  
Rebates 250,000.00 263,318.00 13,318.00 105.33%  
2 Reimbursable Merchandise 48,793.46  
Total Income 436,460.00 521,269.87 84,809.87 119.43%

#### Expense

Annual Conference Expenses 77,050.00 40,202.42 -36,847.58 52.18%  
Audit 2,000.00 1,200.00 -800.00 60.0%  
Bank charges 546.39  
BOD /Committee Meetings 13,225.00 9,823.06 -3,401.94 74.28%  
Diversity 4,750.00 650.00 -4,100.00 13.68%  
3 Equipment 444.00  
Gifts, Memorials, & Recognitions 8,000.00 3,275.00 -4,725.00 40.94%  
Insurance 1,500.00 1,078.00 -422.00 71.87%  
Management reimbursement 50,000.00 37,500.00 -12,500.00 75.0%  
Manual expense 143,500.00 128,540.94 -14,959.06 89.58%  
Office supplies 1,350.00 364.52 -985.48 27.0%  
Officer Conference Travel Exp. 10,500.00 4,530.76 -5,969.24 43.15%  
Postage & shipping Expense 14,800.00 16,942.56 2,142.56 114.48%  
Professional fees 8,000.00 1,095.00 -6,905.00 13.69%  
PSA Expense 69,000.00 52,989.45 -16,010.55 76.8%  
Rebate Enhancement 70,000.00 21,570.00 -48,430.00 30.81%  
Reimbursable Mdse Expense 48,793.46  
Telephone 1,000.00 621.07 -378.93 62.11%  
Travel expenses 500.00 0.00 -500.00 0.0%  
Website 2,500.00 2,074.66 -425.34 82.99%  
Total Expense 477,675.00 372,241.29 -105,433.71 77.93%  
Net Ordinary Income -41,215.00 149,028.58 190,243.58 -361.59%  
Other Income/ExpenseOther Income  
Interest income 17,000.00 29,063.59 12,063.59 170.96%  
Total Other Income 17,000.00 29,063.59 12,063.59 170.96%  
Net Other Income 17,000.00 29,063.59 12,063.59 170.96%  
-24,215.00 178,092.17 202,307.17 -735.46%

#### NOTES:

1 PSA credits - double payment from States

2 North Carolina pass through funds

3 Purchase of recording equipment

Page 1 of 1

## Attachment #2

### Corporate Sponsorship

To qualify as a corporate sponsorship, the corporation must *not* have any expectation of a substantial return benefit for its payment. A “substantial return benefit,” is :

A “use or acknowledgement” that qualifies under the proposed regulations as other than advertising. An acknowledgement may include names, logos, slogans that do not contain qualitative or comparative descriptions of the sponsor’s products, services, facilities, or company and value neutral descriptions, including displays and depictions of the sponsor’s products or services. The logo or slogan that contains language as an established part of the sponsor’s identity is not disqualifying. An acknowledgement may also contain sponsor’s locations, phone numbers, internet addresses, as well as its brand or service names and a list of products or services it offers for sale. A mere distribution of sponsor’s product or services whether for free or for a fee is not considered an inducement to purchase therefore does not affect character of sponsorship payments.

Acknowledging a business as the exclusive sponsor of an event or activity is not a substantial return benefit and therefore does not affect corporate sponsorship payments.

Payments for advertisements, unlike corporate sponsorships, are considered taxable income. Advertising is *any message or a programming material that promotes or markets a trade, business, product, service or facility*. Advertising includes messages that contain *comparative or qualitative language* or any of the languages listed in § 513(i)(2)(A). If a part of the message contains any advertising, then the entire message is deemed to be an advertisement. Advertising conducted by a sponsor does not taint the exempt organization’s activities or status as a qualified sponsor.

Limiting the sale, use or availability of competitors’ products, services or facilities in connection with an exempt organization’s activities, however, constitutes a substantial return benefit that affects unrelated business income tax.

As noted above, *a tax exempt organization may acknowledge a sponsorship by publishing the sponsor’s internet address. The organization may also provide a link from its website to the corporate sponsor’s website as part of the sponsorship acknowledgement.* The organization, however, must pay particular attention to these links to ensure that the sponsorship does not morph into an advertisement. When analyzing sponsorship links, the IRS will utilize a facts and circumstances test that inquires into the intent of the organization, content of the message and why the link was created in order to determine if the link is actually an advertisement. Accordingly, an organization must be extremely vigilant when placing links to sponsors websites on its own website.

Overall, *what is at issue is the distinction between providing mere acknowledgement of a corporate sponsor’s contribution and selling advertisement or some other service for a fee.* At issue is also a concern that the IRS may conclude that exclusive provider arrangements should be treated as other exclusive sponsorships, thereby substantially affecting the qualified sponsorship status.

# CSLP Request Form

May 6, 2008

New Program

Enhanced Program

Submitted by            Enid Costley  
Committee                Public Relations Committee

## Contact Information

Enid Ruth Costley  
Library of Virginia  
800 East Broad Street  
Richmond, VA 23219  
804.692.3765  
enid.costley@lva.virginia.gov

## Description of Project

Contract with a project manager to do the following:

- Oversee the creation of the at least two Public Service Announcements for the children and teens 2009 Summer Reading Program.
- Oversee the creation of a radio spot for 2009 Summer Reading Program in English, Spanish and up to ten other languages to be determined by the Diversity Committee
- Provide a promotional plan for the Public Service Announcements and for the radio spots.
- Work with Public Relations Committee to create a national three year promotional plan. Submit a proposal for possible Public Relations training at a state and local level.

## How will the project support the CSLP purpose?

This project will ensure that libraries have the materials for reaching a broad and diverse audience.

Provide CSLP via the Public Relations Committee with a plan for the promotion of the summer reading program at the national level.

## Who will benefit from this project?

All communities and all libraries

## Anticipated Results

Increase in promotion and outreach to more children and teens

A more focused approach to public relations.

A return on our investments, by providing a plan to effectively use the Public Service Announcements to promote the summer reading program.

Develop a detailed plan and proposed timeline for creating CSLP promotional materials that support the needs of the membership.

**Who will manage this project?**

Public Relations chair with support of the public relations committee

**How will the project be managed?**

The project manager and the Public Relations chair will create a detailed timeline for tasks to be accomplished. This will be done with input by the CSLP board and Public Relations Committee.

**Is this a one-time project/program or will it be ongoing?**

The creation of the Public Service Announcements will be an ongoing project each year. The creation of the promotional plan will be for three years.

**What are the estimated costs?**

\$30,000 per year this is above the cost of production of the PSAs

**Will the cost be an annual ongoing expense?**

The costs for the PSA are an annual ongoing budgeted expense. The contact costs are one time, but we would like to be able to extend the contract for a total of three years.

**Expected timeline for expenditures?**

12 months with the option of extending the expenditure to 36 months

CSLP Board of Directors

- Approved
- Rejected

Date

CSLP Budget and Finance Committee

- Approved
- Rejected

Date

Program begins

**Children's Manual Committee Report  
June 16, 2008**

**Children's Manual 2009:** The final chapters of the 2009 children's manual *Be Creative @ Your Library*, have been sent to committee members from Highsmith. These have been reviewed for formatting and a final overview. All comments have been sent to Heidi Green at Highsmith. The overwhelming consensus of the committee has been extremely positive and they are looking forward to seeing the final printed manual.

**Request for early distribution:** There has been a request to have electronic files of the manual before it is printed and distributed in the early fall. This request was made because of the state doing their summer reading program workshop in the fall. While it is understood that there are states that have their workshops early, the manual is not available for early distribution. As has been explained, the manual, before it is printed is not under the Rules of Use, it is a copyrighted work, Highsmith holds the copyright not CSLP, neither electronic files or paper copies will be distributed before final printing, files both electronic and paper at this point are only for the committee to evaluate, etc. and not for public use, there is a timeline that involves formatting, corrections, translations and indexing and the production of the clip art and files compact discs.

**Translated pages:** Rhonda Putney, chair of the Diversity committee sent copies of the Spanish translated pages.

**Indexing:** Indexing will begin. Heidi and I have spoken about a more detailed index and this is being looked into. It may be in the final printed copy or at this point be a file to be placed on the CSLP website.

**2010 Manual puppet plays:** A request from manual editor Patti Sinclair asking for puppet plays for the 2010 summer manual was sent to the children's manual committee, state representative, and executive board lists. Patti said that she has heard from people and feels that there will be several to choose from. If there are too many to put in the manual then the others may be put on the website.

**CSLP Annual Conference:** During the children's manual committee meeting on Wednesday, April 23, 2008 the list of slogans for the 2010 water theme were narrowed down as was the 2011 general theme list. During the general meeting on Thursday, April 24, 2008 the children's slogan was chosen and will be **MAKE A SPLASH- READ!** The 2011 general theme is World Cultures.

I would like to ask that there be time during next year's conference in Omaha, for comments concerning upcoming children's manuals: what they would like to see more of and/or any changes.

**Last official children's manual chair duty:** Those who have requested to be on the 2010 children's manual committee have been compiled and sent to the ASA office and to

the new children's manual chair, Adrienne Butler of Oklahoma. The Flashdrive with files pertaining to the Children's Manual Committee was sent to Adrienne.

I wish to thank everyone for their help and patience over the last several years: All those who have been on the committee and took the time and care to submit ideas and read the initial chapters; The State Reps list who I hope will now think of Valentine's Day as slogan/theme day; Patti Sinclair who thinks ahead and understands what working children's librarians can use; Heidi Green at Highsmith who made me laugh when I would call asking if we had forgotten anything and would it be possible to add something extra; Karen Day who from the beginning always took the time to explain one more thing one more time; Adrienne Butler for being an insightful committee member and agreeing to be the new chair; and finally, Mary Cameron for making me believe that I could do this.

*Respectfully submitted: Julie Tomlianovich; Thursday, June 12, 2008*

Attachment #5

#### **CSLP Teen Manual Committee Members**

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### **Teen Manual Committee Report BOD Meeting June 16, 2008**

**Teen Manual 2009:** Highsmith sent a draft of the complete 2009 teen manual to Nikole Wolfe, Randi Eskridge, and Jasmine Rockwell on May 20<sup>th</sup>. It was reviewed for formatting and final overview. All comments have been sent to Heidi Green at Highsmith. The overwhelming consensus of the committee has been extremely positive and they are looking forward to seeing the final printed manual.

#### **New Committee Members:**

An email was sent to all the state representatives asking for potential new committee members. Sign-up sheets were also available at the annual meeting. The response was very positive and I'd like to thank everyone for recommending people. We now have 37 members, 26 of whom are practicing teen librarians. Whoo hoo!!! An up-to-date member list is attached.

#### **Upcoming Meeting:**

There will be a phone conference of the teen manual committee on July 30th from 1-3 pm EST. Seventeen people are signed up to attend. Any committee chair or board member is welcome to attend. The agenda will be to 1) Discuss possible changes to the 2010 manual. Suggestions for chapter outlines, different ways to conduct a teen summer reading program, etc. 2) Suggestions for Highsmith/Upstart incentives for 2010 theme.

**CSLP Annual Conference:** During the teen manual committee meeting on Wednesday, April 23, 2008 the list of slogans for the 2010 water theme were narrowed down as was the 2011 general theme list. During the general meeting on Thursday, April 24, 2008 the teen slogan was chosen and will be “Make Waves at your library.” The 2011 general theme is World Cultures.

*Respectfully submitted: Nikole Wolfe; Thursday, June 12, 2008*

Attachment #6

**CSLP EXECUTIVE BOARD MEETING  
Diversity Committee Report  
June 16, 2008**

Allegro Translations has completed translation work for the manuals including the teen contract page, call for volunteers page, sample press release page, family fun pages, and coloring pages. These translated pages have been returned to Upstart for inclusion in the manual.

Barb Huntington (WI) and I have been working with ABLE, Inc. and the Oshkosh (WI) Correctional Facility to get pricing on Braille and tactile graphics sheets. We've requested both organizations to provide samples and pricing schedules and are waiting for their responses. Samples and information will be sent to member states when this information becomes available.

Response to the baby signing video has been very positive. I've contacted signer and the videographer and both of them are eager and excited to work with us again on a video for “Be Creative @ Your Library”.

I have been working on a list of contacts at state library agencies that provide services and materials to individuals with visual disabilities. This will be posted on the Diversity website when it is complete.

Thanks to Karen Balsen (NY), who gave permission to link to the New York SRP fact sheets page, which includes tips sheets for parents on helping kids succeed in school and six easy ways to get your kids to read this summer in English, Spanish, Haitian Creole, Chinese, Korean, Urdu, Arabic, Bengali and Russian. This is located on the Diversity webpage in the Other Resources section.

Respectfully submitted,  
Rhonda Puntney