Going Virtual: Programs and Insights from a Time of Crisis

October 20, 2021
This webinar has been made possible in part by the National Endowment for the Humanities (NEH).
Microphones
Only our presenters have microphone access.

Questions?
Type them in the chat box! There will be time at the end for questions.

Tech Issues?
Send a message through Q&A.
Our Agenda

Introductions

The Programs!

- The History of Witchcraft (Evelyn Shapiro)
- COVID-19 Misinformation Challenge (Jen Bonnet and Senta Sellers)
- Hot Dog Man (Chris Heady)
- Bilingual Kwentuhan (Celina Tirona)
- BookFix (Cara Brancoli)

Q&A

Going Virtual: Programs and Insights from a Time of Crisis

by Sarah Ostman for the ALA Public Programs Office, ALA Editions, 2021
“I’m willing to bet your education and training did not prepare you for this. ... The world is a Dumpster fire, and we are all just doing the best we can.”

-- Chelsea Price, director, Meservey Public Library
Public Libraries Respond to COVID-19 Survey

March 24 - April 1, 2020, conducted by PLA & partners
Libraries’ challenge
To serve library patrons -- in a time of the greatest possible need -- when it was harder than ever to connect with one another

Their response
Curbside pick-up, increased digital services and lending, asynchronous activities on social media, take-and-make kits, window displays, outdoor and socially distanced interactions, phone outreach, virtual programming, and more
Evelyn Shapiro
Promotions Manager
Champaign Public Library
Champaign, Illinois
The History of Witchcraft
When Your Library Webinar Draws 100K Witchcraft Fans Worldwide
The History of Witchcraft

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Evelyn Shapiro
Champaign Public Library
Champaign, Illinois
Thursday · Oct 29 · 7 pm
The History of Witchcraft
With the U of I Rare Book & Manuscript Library
Broadcast live via YouTube!
champaign.org/live

PROGRAMMING Librarian
An initiative of the American Library Association Public Programs Office
What do witchcraft, writer’s workshops, and live storytimes have in common? Your library.

The History of Witchcraft

Thu., Oct 29, at 7 pm | LEARN ABOUT European witchcraft in the 16th and 17th centuries from Cait Coker and Ruthann Miller, curators at the U of I Rare Book and Manuscript Library. Reservations are required, so sign up to get the Zoom link.

WANT TO KNOW what to expect when you visit? Masks are required and visitors 15 years and younger need to be accompanied by an adult. Curbside pickup is available at both locations.

Library tables and study rooms are available by reservation only.

>> To reserve a meeting

Library Newsletter

PROGRAMMING Librarian
An initiative of the American Library Association Public Programs Office
The History of Witchcraft | Live Broadcast!

THURSDAY, OCTOBER 29, 2020 AT 7 PM – 8 PM

Join the Champaign Public Library and the University of Illinois Rare Book & Manuscript Library as we explore the history of European witchcraft from the medieval period through modern popular culture.

Drawing on sixteenth and seventeenth century manuscripts, books, and herbs, we will discuss the case of the Lancashire, or Pendle, witches whose arrests, trials, and executions captured the attention of the day. Cait Coker and Ruthann Miller are curators of Rare Books and Manuscripts who specialize in medieval and early modern literatures and cultures. The Rare Book & Manuscript Library is one of the premiere repositories for this material in the United States.

Recommended reading from the Champaign Public Library and Urbana Free Library collections:

People Reached: 2,424,178
Responses: 136,478

Audience: Women 25-34, 25% of total respondents

Track ticket sales on your next event by adding a ticket link
Love that this will be broadcast at midnight in the UK, the true witching hour 🎃
FRAXINUS

De virtutibus herbarum. Shelfmark: Incunabula 580.2 H4131499.

PROGRAMMING Librarian
An initiative of the American Library Association Public Programs Office
Going Virtual? 19 Strategies for Success

1. For marketing, select an iconic image you can use for branding everything—newsletter stories, library lobby screens, event pages, emails.

2. Carry your branding into the Zoom room with a beautiful start screen so when people arrive, they know they are in the right place.

3. Managing comments and questions in real time is worth it—that’s a huge part of creating a memorable experience for participants.

4. Use a single page on your website to link to all your livestreams, e.g. champaign.org/live.

5. Create vanity links to share long URLs like catalog links, e.g. bit.ly/cpl-history-of-witchcraft.

6. Tailor your messaging for the online venue: “Sign up to get the Zoom link: champaign.org/events” or “Broadcast live! champaign.org/live.”

7. When partnering, leverage each other’s strengths—including Zoom room capacity and marketing savvy.

8. Stay flexible leading up to the event so you can adjust marketing messaging as you go.

9. Schedule a run-through to check tech, plan transitions, test lighting, and capture a recording to use as a backup.

10. Coach your presenters on lighting and pacing as needed.

11. Join the Programming Librarian Interest Group on Facebook to crowdsource ideas and celebrate successes.

12. You never know who will be tuning in. Our audience included subject experts, scholars, armchair historians, and people who were just curious about learning more and having fun.

13. Plan for extra staff to help on event day; we had eight staff members fielding questions, deleting spam and links to fake ticket sale scams.

14. Take advantage of real-time communications channels for anyone behind the scenes; our team was working from home, in different staff areas of the library, and at the public service desk.

15. Make the most of your recorded content after the event. Publish on your YouTube channel, create playlists, and stream on your website.

16. Maximize adjacency effect; your posts will get more views than usual when scheduled near viral content.

17. Keep a conversation going in the comments.

18. Public libraries bring connections to the community and marketing savvy to the table. We know how to connect with audiences who are not scholars.

19. Dream big!
Jen Bonnet
Social Sciences and Humanities Librarian
University of Maine

Senta Sellers
Business Librarian
Miami University
The COVID-19 Misinformation Challenge

Jen Bonnet, University of Maine, jenbonnet@maine.edu

Senta Sellers, Miami University, sellers@miamioh.edu
COVID-19 Misinformation Challenge

Day 1: The Virus Goes Viral
Day 2: Trick or Treatment
Day 3: Doctor or Doctored?
Day 4: Fact or Fiction (Toilet Paper Edition)
Day 5: Science or Science Fiction?
Example Question from Day 4
Fact or Fiction: Toilet Paper Edition

Is the following story real or fake?

Oregon Police Remind Residents: Don't Call 911 If You Run Out Of Toilet Paper
from National Public Radio

Take a guess in the chat!
COVID-19 Misinformation Challenge
Getting the Word Out
“This is a great exercise in thinking.”

"I would love to provide it to my middle school students and their parents."

"[I] thought the questions and feedback were pitch perfect."

"Fun, serious, instructive. All in all a very effective program. Many thanks for creating and sharing it! Have to go wash my hands now.”
The COVID-19 Misinformation Challenge

libguides.library.umaine.edu/covid19
Chris Heady
Outreach Associate
Carroll County Public Library
Westminster, Maryland
HOT DOG MAN

by Chris Heady

https://youtu.be/RJcj2Bw-ByQ
BASIC OUTLINE OF EPISODES:

HOT DOG MAN HAS A PROBLEM
USES LIBRARY RESOURCE
FINDS CREATIVE SOLUTION TO THE PROBLEM

SERVICES PROMOTED:

ONLINE STREAMING SERVICES: HOOPLA, KANOPY
EXPRESS PICK UP SERVICES
TAILS AND TALES SUMMER READING PROGRAM
STORYTIME EXPRESS CONTACTLESS DELIVERIES
MAKERSPACE: 3D PRINTING
MAKE AND LEARN KITS
USING ZOOM

7 EPISODES
FACEBOOK DATA

Hot Dog Man Episode 1
ESTIMATED REACH 4000+
  3 SECOND VIEWS 2,316
  10 SECOND VIEWS 1,154
  1 MINUTE VIEWS 315

8/29/2019 9/15/2021
293 Likes 692 Likes
WHAT I LEARNED

WHAT SIZZLED

- Trusting my instincts - unconventional.
- CCPL said yes.
- Consistent audience engagement.
- HOT DOG MAN is rewatchable.
- It highlighted Library Resources.
- Media Outlets and Oscar Mayer.
- We grew our Facebook Channel.

WHAT STUNK

- Decrease attendance over time.
- Drop in watching past 10 minutes.
- Librarians Back to work.
- Burnout.
- Remote Collaborations
THANK YOU!

cheady@carr.org

https://www.youtube.com/c/CCPLKidsFamilies

https://www.facebook.com/ccploutreach/

www.chrisheady.com
Celina Tirona
Library Assistant
Daly City Public Library
Daly City, California
BILINGUAL KWENTUHAN

facebook.com/DalyCityLibrary

Celina Tirona, Daly City Public Library
tirona@plsinfo.org
Inspiration

Next up: "Beautiful Eyes" Read Aloud with Jerel and Janine.

Ang aking ilong ay maganda.
I have a beautiful nose.
Kwentuhan = Storytime

- Books
- Read-aloud permission
- Songs and chords
- Filming + video editing
Kwentuhan = Storytime

- Books *in Tagalog* or *from #OwnVoices*
- Read-aloud permission *from Filipino publishers*
- Songs and *improvised* chords
- Filming + video editing
- *Basic knowledge of Tagalog/Filipino language*
Itsy Bitsy Spider
Maliliit na Gagamba

Tong, tong, tong, tong,
Pakitong-kitong!
Alimango, sa dagat
Malaki at masarap
Mahirap mahuli
Dahil siya'y nangangagat!

facebook.com/dalycitylibrary or bit.ly/bilingualkwentuhan
Marketing

or finding Filipino people on Facebook

**Subtle Filipino Traits**
Private group · 116K members

**This Filipino American Life**
Page · 15,502 followers

**Filipinos in San Francisco Bay Area**
Private group · 3.5K members

**The Tagalog Project**
Private group · 262 members
Let’s teach our children Tagalog!
8,449 3-second views
4,300 minutes viewed
28,345 people reached
Cara Brancoli
High School Librarian
St. Ignatius College Prep
San Francisco, California
Personal Book Styling for Everybody

Get started with your Personal Book Style Quiz

We'll Find A Book Style For You

With books hand selected by our expert book stylists for your unique reading interests, you’ll always be reading a book you love. No subscription required.
Why BOOK FIX?
YOUR BOOKFIX...
...is on its way

How Book Fix Works

Take your Personal Book Style Quiz.
Tell us how many & what kind of books you would like.

Receive your Book Fix at your home or at school.
Read as many or as few of the 3 books as you like and return when you are done.

When you're ready for more books, send us a Feedback Form.
We'll send you a new batch. No commitment required--stop and start anytime.

Endless books for your best fit
Your personal book stylist will get to know you, discovering your perfect fit from limitless book options. You can also check out our curated book recommendation lists and request specific titles.
How BOOK FIX works

We will personally select your books.

PROGRAMMING Librarian
An initiative of the American Library Association Public Programs Office
Delivering Books & Connection

Dear Jamie,

We hope you enjoy these books, but more than that we hope you will let us know how you felt about them either way! Thank you for being our first Book Fixer! Love, The Library

August 28, 2020
Nuts & Bolts (August 2020-present)

Advance Planning

● Created website, Personal Book Style quiz & Feedback Form.
● Ordered bags, boxes and labels.
● Set up a postage account.
● Created branding using Canva.
● Promoted the program to our community.

Marketing

● Library & school Instagram, & SITV
● Parent Newsletter.

Budget Details

Postage = $334
Packaging = $100
Faculty time = Approx. 100 hours
Results & Impact

The numbers:

❖ 79 BookFixes
❖ 23 Return clients

The intangibles:

• GETTING TO KNOW OUR COMMUNITY BETTER.
• POSITIVE FEEDBACK AND GROWTH.
• HIGH VOLUME USERS.
• TOUCHSTONE FOR CONNECTION.
• THE LIBRARY IS MORE THAN JUST A PHYSICAL SPACE.
• PROVIDED PHYSICAL BOOKS TO OUR COMMUNITY.
Thank you

THANK YOU
CARA BRANCOLI, LIBRARIAN
ST. IGNATIUS COLLEGE PREP

Questions? Get in touch:
cbrancoli@siprep.org
www.siprep.org/library
Special thanks to our presenters!

Evelyn Shapiro (The History of Witchcraft)
Jen Bonnet and Senta Sellers (COVID-19 Misinformation Challenge)
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