

Going Virtual: Programs and Insights from a Time of Crisis

October 20, 2021

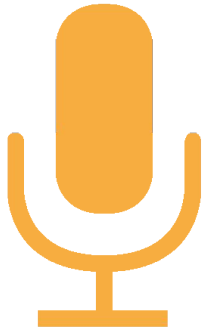


NATIONAL
ENDOWMENT
FOR THE
HUMANITIES

This webinar has been made possible in part by the
National Endowment for the Humanities (NEH).

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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.

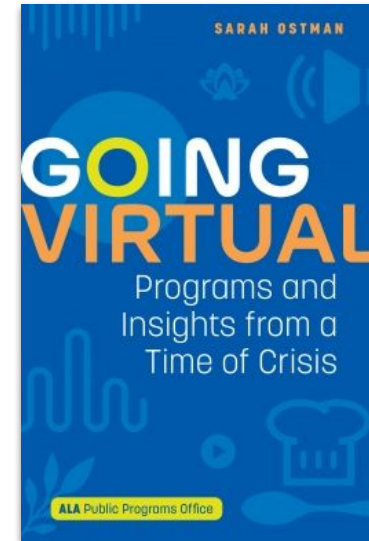
Our Agenda

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

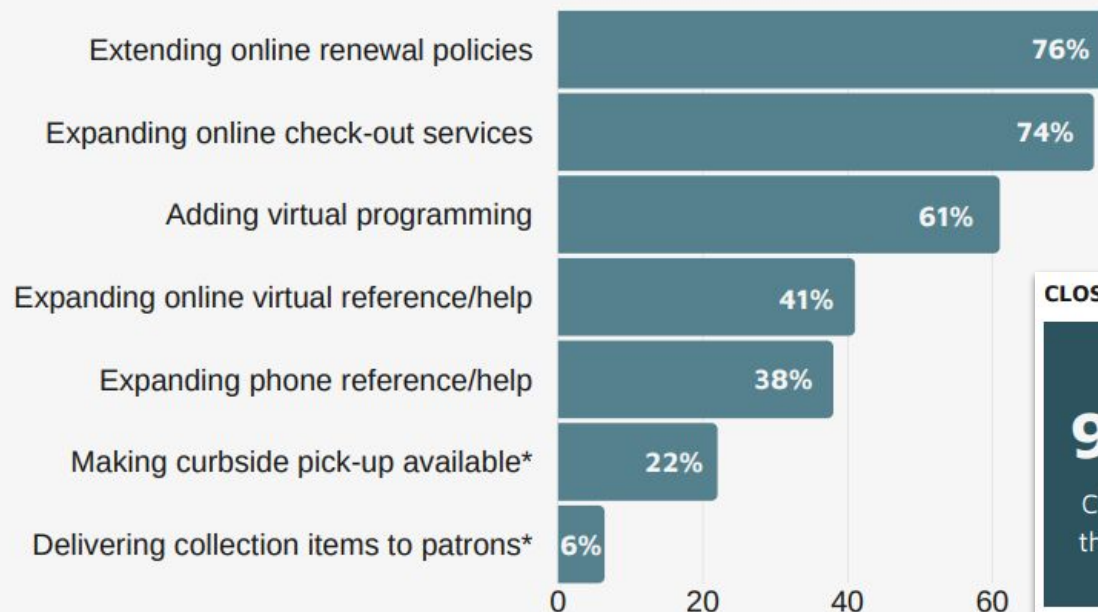


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Public Libraries Respond to COVID-19 Survey

PUBLIC LIBRARY ACTIVITIES



CLOSURES*

98%

Closed to
the public



1% of respondents reported that their library is still open to the public, and less than 1% reported that their library is mostly closed to the public with some exceptions.

March 24 - April 1, 2020, conducted by PLA & partners

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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



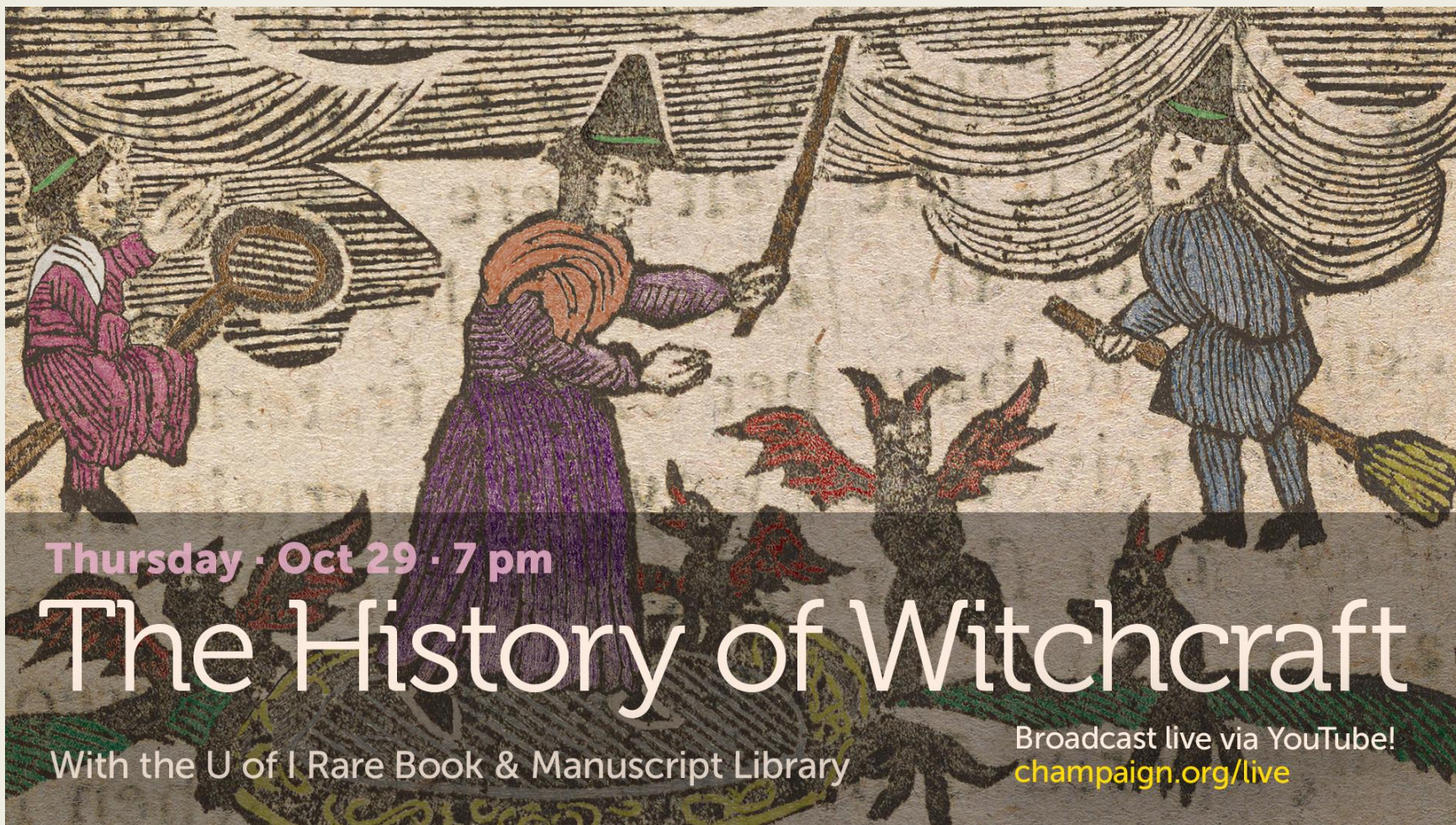
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Thursday · Oct 29 · 7 pm

The History of Witchcraft

With the U of I Rare Book & Manuscript Library

Broadcast live via YouTube!
champaign.org/live

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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](#).

Wednesday
Oct 7
7 pm



October 2020



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

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29

The History of Witchcraft
With the U of I Rare Book & Manuscript Library

Champaign Public LIBRARY

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

The History of Witchcraft | Live Broadcast!

Online Event

Insights

AboutDiscussion

InviteEdit...

Details

1 hr

136.5K people responded

Event by **The University of Illinois Rare Book & Manuscript Library and Champaign Public Library**

Public · Anyone on or off Facebook

**** FREE LIVE Broadcast – Due to unprecedented demand (105K witchcraft fans!) we are offering this presentation streamed live via the library's YouTube channel (youtube.com/c/ChampaignLibrary) and here on Facebook. ****

.....

THU OCT 29 7 PM CDT (Central Daylight Time) USA

.....

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 herbals, 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:

Insights

Last 7 Days: Sep 24 – Oct 1

People Reached
2,424,178
+4 last 7 days

Responses
136,478
+0 last 7 days

Audience
Women 25-34
25% of total respo...

Track ticket sal...
Track ticket sales on your next event by adding a ticket link

See more

Guests [See All](#)

14K
WENT

122.5K
INTERESTED

Facebook Event Page

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THU, OCT 29 · 7:00 PM

The History of Witchcraft | Live Broadcast!

Online Event

Event Performance



People Reached

2,424,178

+4 last 7 days



Responses

136,478

+0 last 7 days

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Andrea Collins
Alberta, Canada

Love · 48w



Johanna Cornish
Melbourne, Australia 🇦🇺

Love · 48w



Laura Burden
Vancouver, BC. Canada! 🇨🇦

Love · 48w



Felicia Kassoff Taylor Brown
Archbald, PA

Love · 48w



Denish Maharjan
Nepal, kathmandu 🇳🇵

Love · 48w · Edited



Jen Kruger
Lenawee county, Michigan

Love · 48w



...



Susan Valerio Long
Little Rock, AR

Love · 48w



Facebook Discussion

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Ruth Gordon

October 27, 2020 · 🌐



Love that this will be broadcast at midnight in the UK, the true
witching hour 🧙‍♀️

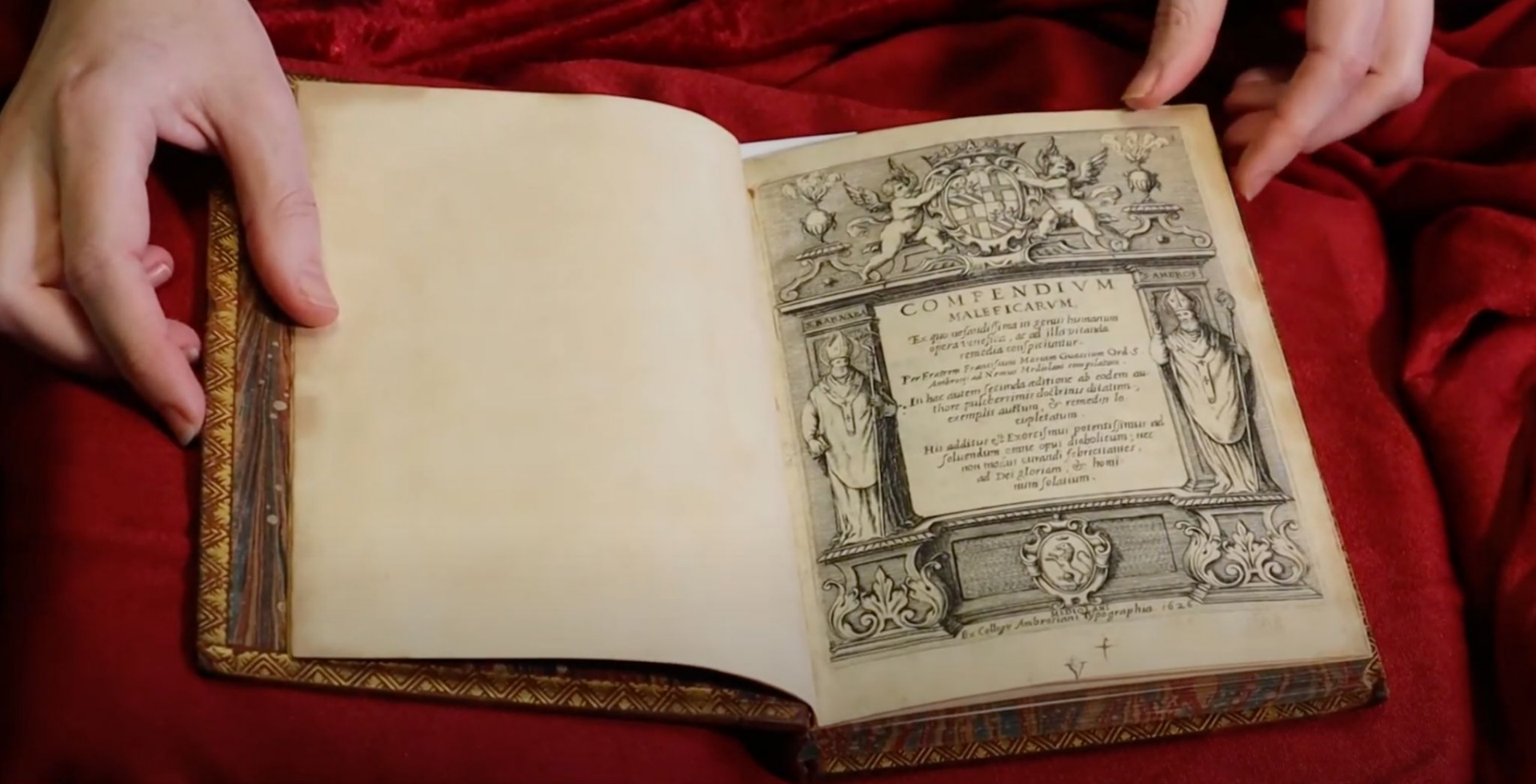


You and 24 others

1 Comment

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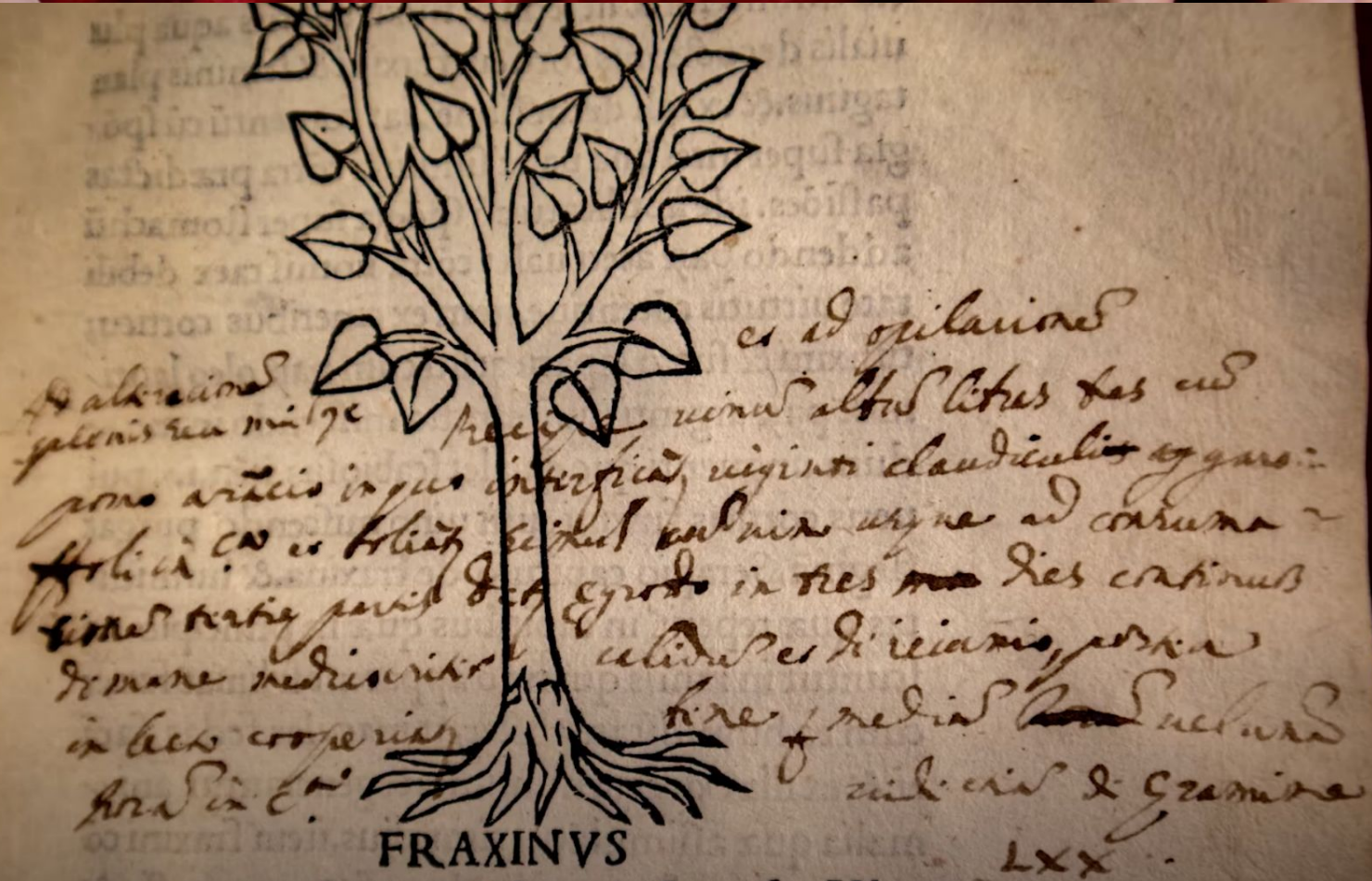


3:02 / 1:42:12



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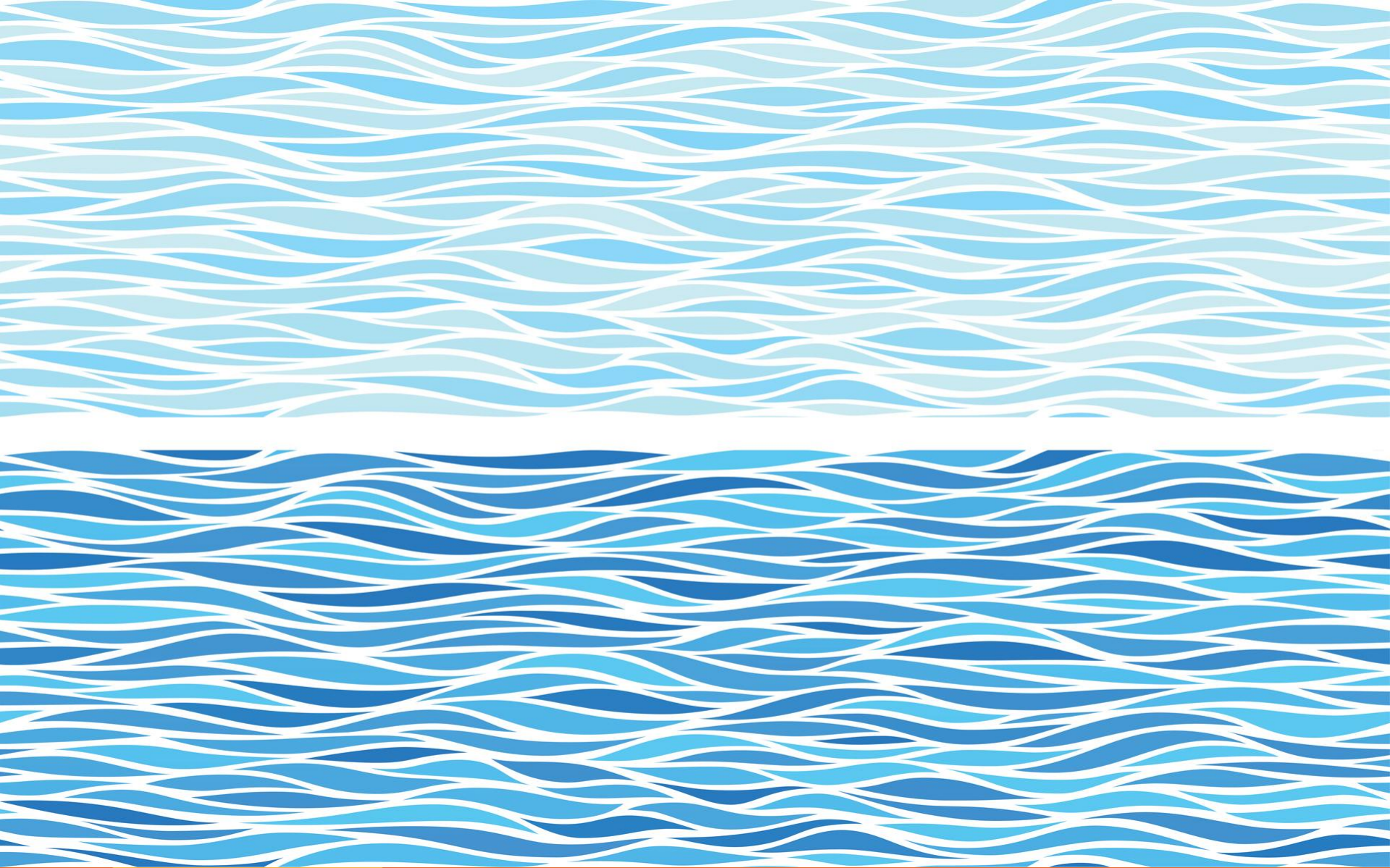
FRAXINVS

Fraxinus frigidus & siccus in secundo: Virtus

De virtutibus herbarum. Shelfmark: Incunabula 580.2 H4131499.

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Going Virtual? 19 Strategies for Success

champaign.org/goingvirtual

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!



Evelyn Shapiro
Champaign Public Library
eshapiro@champaign.org
217/403-5365

Champaign Public
 **LIBRARY**
A library for **life**.

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Jen Bonnet

Social Sciences and
Humanities Librarian
University of Maine



Senta Sellers

Business Librarian
Miami University

The COVID-19 Misinformation Challenge



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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?

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COVID-19 Misinformation Challenge

Example Question from Day 4
Fact or Fiction: Toilet Paper Edition

Is the following story real or fake?

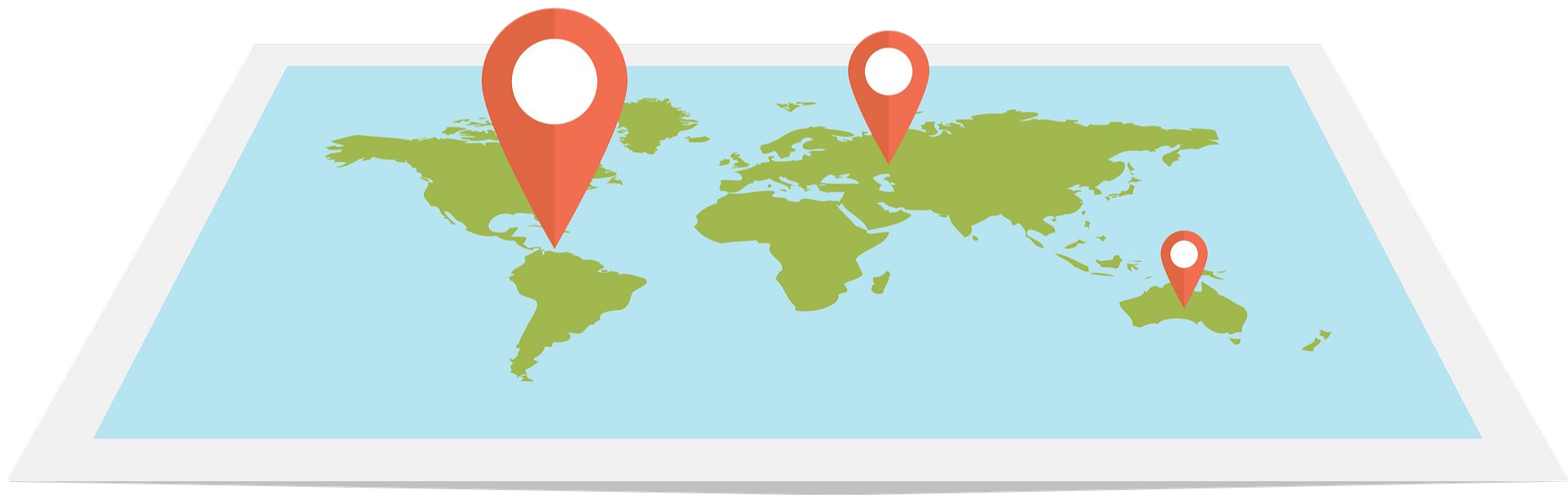
**Oregon Police Remind Residents:
Don't Call 911 If You Run Out Of Toilet Paper**
from *National Public Radio*

Take a guess in the chat!

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COVID-19 Misinformation Challenge



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Getting the Word Out



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Getting the Word Back

"This is a great exercise in thinking."

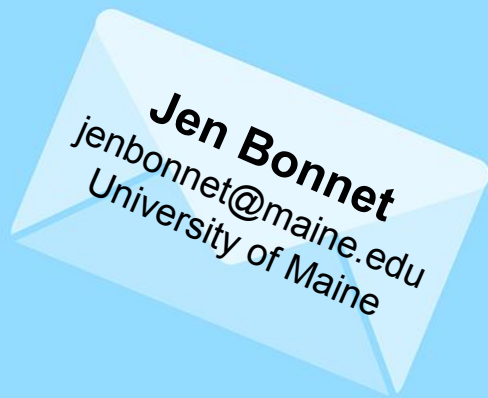
"I would love to provide it to my middle school students and their parents."

"[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



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Chris Heady
Outreach Associate
Carroll County Public Library
Westminster, Maryland



by
Chris Heady

<https://youtu.be/RJcj2Bw-ByQ>

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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



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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

293 Likes

9/15/2021

692 Likes



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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.

Remote

Collaborations

WHAT STUNK

Decrease attendance over time.

Drop in watching past 10 minutes.

Librarians Back to work.

Burnout.

THANK YOU!



cheady@carr.org



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



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



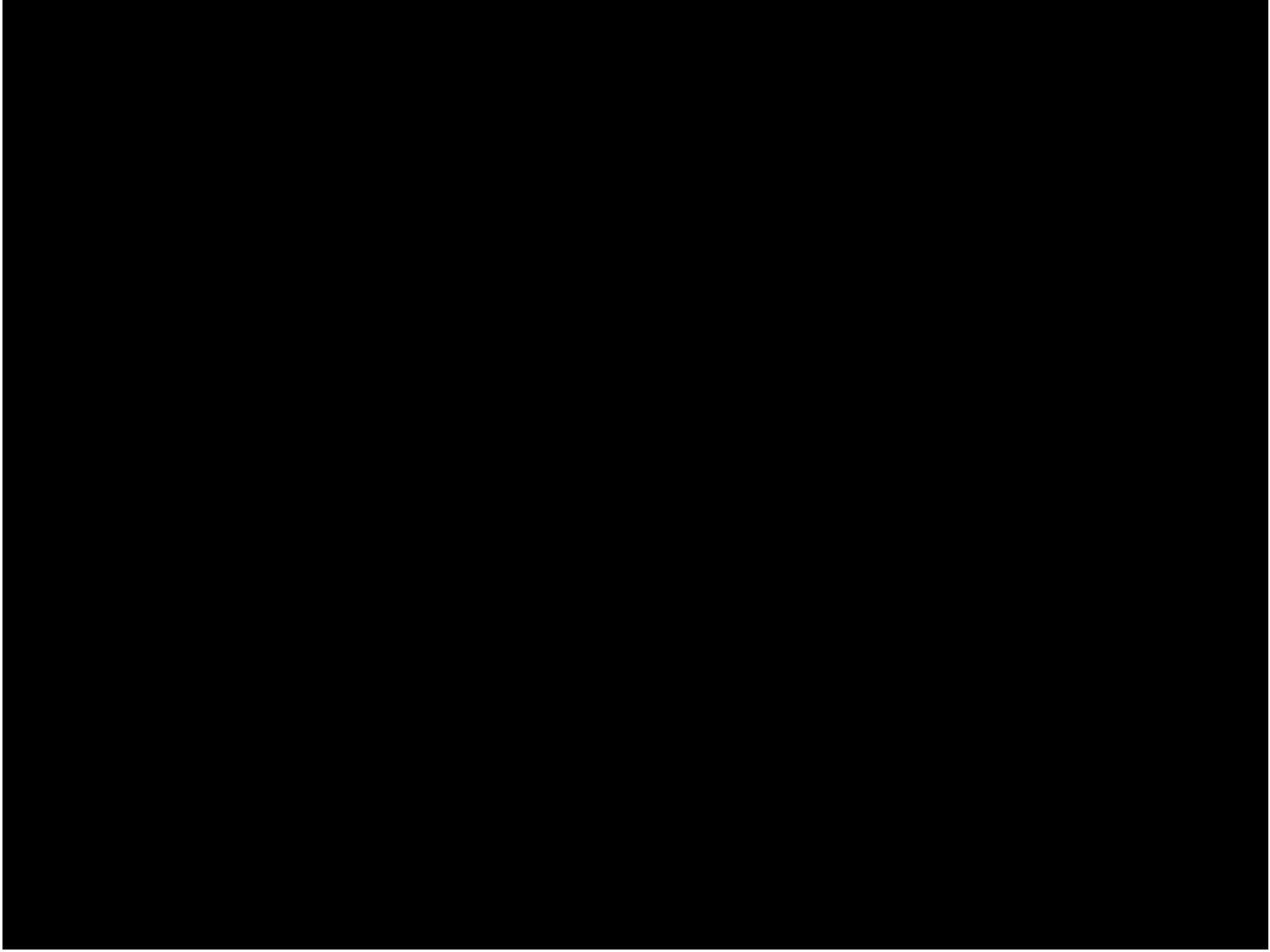
www.chrisheady.com

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Celina Tirona
Library Assistant
Daly City Public Library
Daly City, California



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BILINGUAL KWENTUHAN

Ἰῶνῆς - ἡ Κῆρ with Ate Celina

facebook.com/DalyCityLibrary



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

Inspiration



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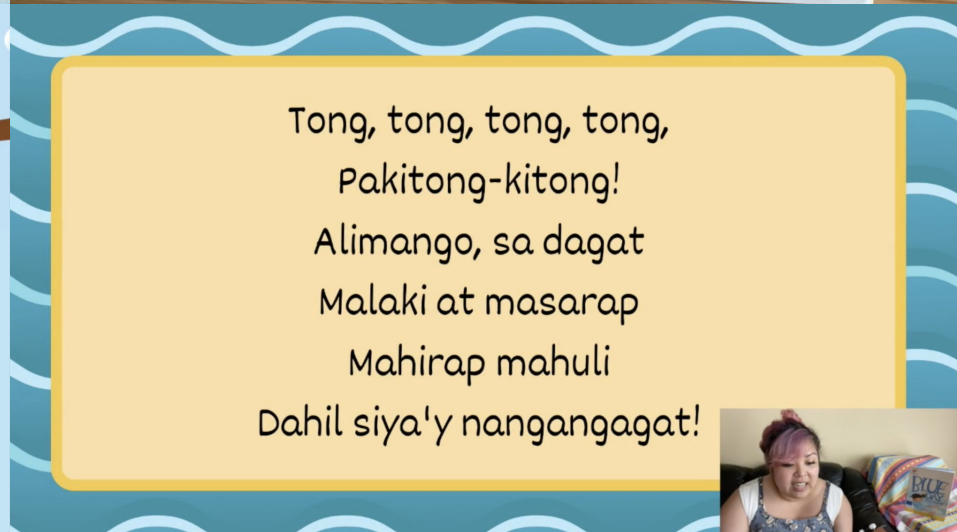
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Kwentuhan = Storytime

- ☒ 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*



facebook.com/dalycitylibrary or bit.ly/bilingualkwentuhan

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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!

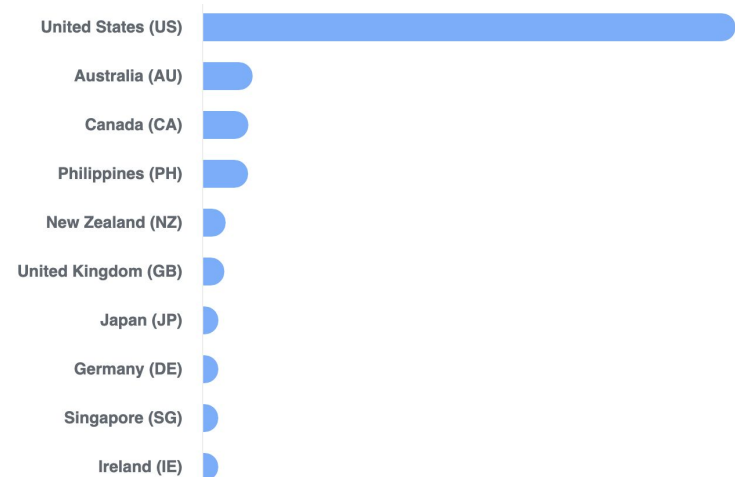
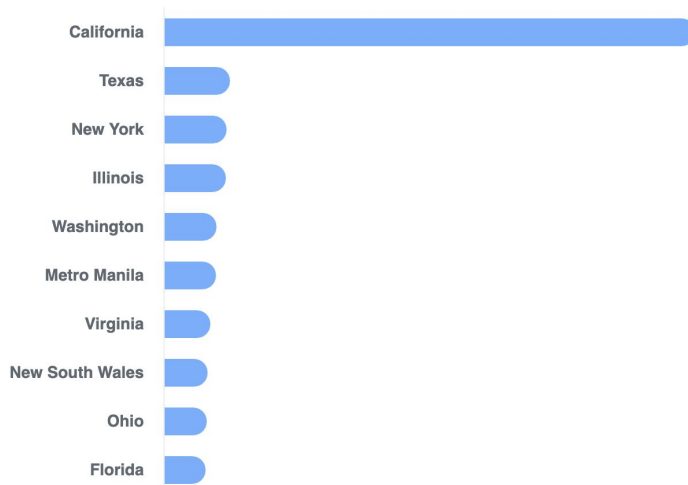
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Response



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

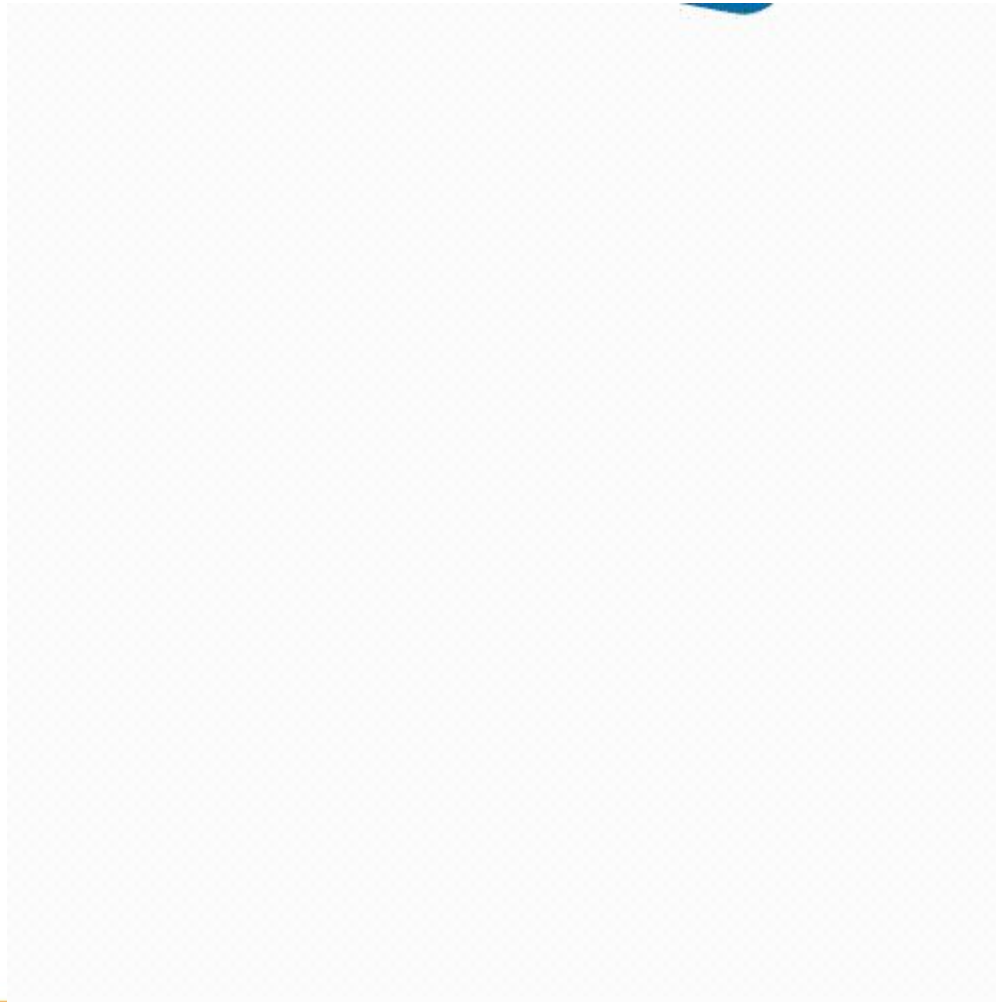
We'll Find A Book Style For You

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.

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Why BOOK FIX?



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YOUR BOOKFIX...

...is on its way



BOOK FIX

[Home](#)

[Personal Book Style Quiz](#)

[Feedback Form - return users](#)

[FAQs](#)



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.

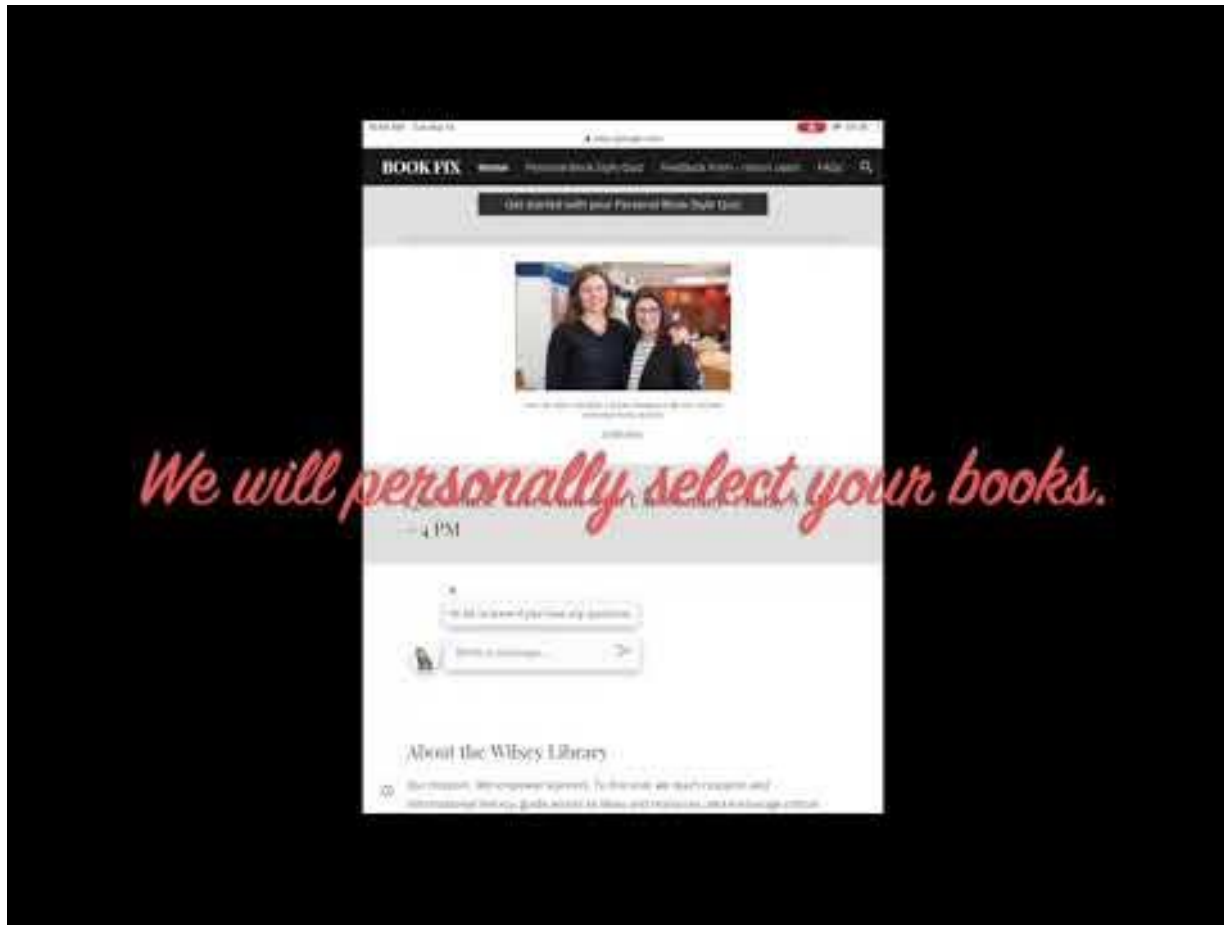
Endless books for your best fit

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.

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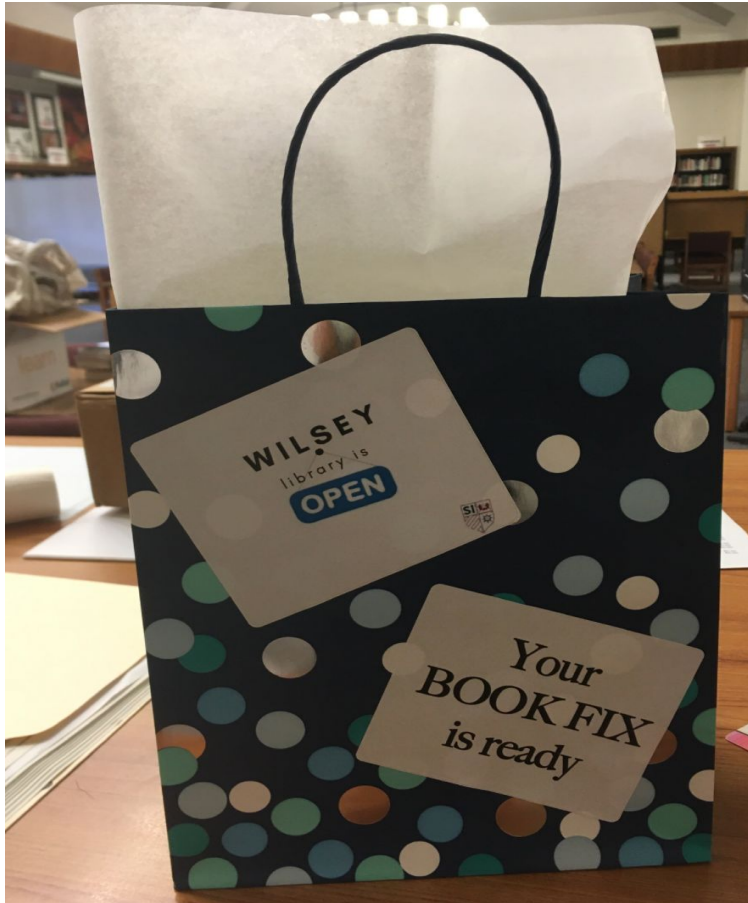
How BOOK FIX works



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Delivering Books & Connection



August 28, 2020
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

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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.



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Thank you

THANK YOU

CARA BRANCOLI, LIBRARIAN
ST. IGNATIUS COLLEGE PREP

Questions? Get in touch:

cbrancoli@siprep.org

www.siprep.org/library



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Contact Us:

ALA's Public Programs Office
publicprograms@ala.org

Special thanks to our presenters!

Evelyn Shapiro (The History of Witchcraft)

Jen Bonnet and Senta Sellers (COVID-19 Misinformation Challenge)

Chris Heady (Hot Dog Man)

Celina Tirona (Bilingual Kwentuhan)

Cara Brancoli (BookFix)

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