Read, Discuss, Meet, & Act:
The Power of Words

September 7, 2017
Welcome and Announcements

• Today’s webinar is a presentation of ALA’s Public Programs Office, with support from ALA’s Cultural Communities Fund. (www.ala.org/CCF)

• Visit www.programminglibrarian.org for more online learning sessions, program ideas and grant announcements.

• Tech issues on today’s webinar? Send a private message to PPO Admin.
Today’s Presenter

Michael Hoerger, Monroe County Public Library

Michael Hoerger is the communications and marketing manager at Monroe County Public Library, where he sets the foundation and leads the creation and delivery of the library’s comprehensive communications and marketing strategy. He has worked in marketing and graphic design for nonprofits for more than 15 years. Prior to joining Monroe County Public Library, Hoerger managed online communications for the independent news program Democracy Now!
Today’s Presentation

- Our Community & Library
- Working with the Friends of the Library
- The Power of Words: Changing Our World—One Author at a Time
- The Perfect Match: John Lewis and March
- It Takes a Community
- Read, Discuss, Meet, & Act Defined
- A Comprehensive Website
- Work Across the Library
- READ: Supporting a community-wide read
- DISCUSS: A month of programming and book discussions
- MEET the authors
- ACT
- Outcomes & Evaluation
- An Award-Winning Program & Application
- Contact
Monroe County, Indiana
The Friends & the Library
The Power of Words

Nicole Mones (2013)
James McBride (2011)
Rick Bragg (2009)
Luis Alberto Urrea (2007)

One Book
One Bloomington
Friends of the Library
50th Anniversary

Celebrating 50 Years of support for the Library

Best Friends Forever
March: Book One
Announced at ALA Chicago, 2013
It Takes a Community

Community Partner Goals:
• Race, Diversity, & Civil Rights
• Town & Gown
• Civic Engagement
• Underserved Populations

• The Center on Congress at Indiana University
• City of Bloomington
• IU Civic Leaders Living-Learning Center
• IU English/African American and African Diaspora Studies
• IU Lifelong Learning
• IU Neal-Marshall Black Culture Center
• IU Office of the Vice President for Diversity, Equity, and Multicultural Affairs
• IU Union Board
• Ivy Tech Community College
• Monroe County Community School Corporation
• Richland-Bean Blossom Community School Corporation
• South Central Community Action Program
Read, Discuss, Meet, Act
Read

The community was invited to discover the phenomenal graphic novel *March* by John Lewis, Andrew Aydin, and Nate Powell.
Discuss

We invited everyone to join the community conversation through book discussions, wisdom circles, a Civil Rights film series, art talks and exhibits, and much more.
Meet

The entire community was invited to meet John Lewis, Andrew Aydin, and Nate Powell and get free tickets for the event at IU Auditorium.
Act

We invited people to visit the event website for more information about the event and programs, as well as more information on the authors, the books, the Civil Rights movement, and graphic novels.
A Comprehensive Website
Work Across the Library

As the community steering committee focused on planning community-wide events, the Library focused on how to support such a large endeavor. Just as the whole community had a stake in this historic visit, so did every department in the Library.
Work Across the Library

- Community Engagement & Learning Services
- Access & Content Services
- Customer Service
- Community Access Television Services
- Communications & Marketing
DISCUSS
A Month of Programs

- Civil Rights Film Series
- Reflections on Race in the Work of Robert Colescott and Thornton Dial
- Books Plus (Book Discussions)
- An Introduction to Comics and the Graphic Novel
- March: Book One Discussion for Teens
- The March (Documentary)
- The Power of Words and Pictures: Nate Powell’s Original Artwork for March
- Author Talk with Nate Powell for Teens
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An Introduction to Comics and the Graphic Novel

John A. Walsh, Associate Professor of Information and Library Science at IU, discusses the history and development of the comic book and graphic novel and the formal features of this exciting and popular art form. Drop in.

7–8 p.m.
Tuesday, September 15
Program Room 2B, second floor

Monroe County Public Library (Indiana)
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DISCUSS
Wisdom Circles:
• A Friend of Martin Luther King, Jr.
• Black Education
• Social Justice and Community Activism: Fighting the Good Fight
• Mothers of Black Children
• Thriving Connections Elders Conversation
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The Power of Words
Monroe County Public Library (Indiana)
MEET
The Power of Words: March
MEET
The Power of Words: March
READ, DISCUSS, MEET, & ACT

ACT

The Power of Words
Monroe County Public Library (Indiana)

PROGRAMMING Librarian
An initiative of the American Library Association Public Programs Office
OUTCOMES

Chart 1: As a result of participating in this event:

- I am more aware of the graphic novel format: 1% Strongly Agree, 17% Agree, 30% Neutral, 47% Disagree.
- I learned something new about the civil rights movement: 0% Strongly Agree, 14% Agree, 32% Neutral, 50% Disagree.
- I am more committed to assuring civil rights in our community: 9% Strongly Agree, 28% Agree, 62% Neutral, 0% Disagree.
**EVALUATIONS**

Chart 3: Have you read *March: Book One*?

- Yes: 49%
- Plan to read: 38%
- No: 13%

Chart 4: Overall, I was satisfied with the event.

- Strongly Agree: 88%
- Agree: 10%
- Neutral: 2%
- Disagree: 0%
- Strongly Disagree: 0%
- Don't Know/No Opinion: 0%
ALA Excellence in Library Programming Award
Contact

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