

A #NoveListConversations webinar



Library Newsletters: Best Practices



Samantha Bonnette

Marketing and Development Manager Shreve Memorial Library

<https://www.shreve-lib.org/226/Newsletter>

The Shreve Read Online
09.18.2019

Join SWL & Professor Q2 and the Kids at Fun September 19!
Aha, Mahey! September 19 is **International Talk Like a Pirate Day!** Join us for a special event featuring Professor Q2, pirate activities, and a special book display. We'll have a fun day with all ages will laugh and have fun through the entire show. You can catch Professor Q2 today at the **North Branch** and **South Branch** and **West Branch** and **Shreve Branch**. We will have your favorite books, films, and more fun in taking the pirate theme up a notch.

Upcoming Events

Join a Book Club
Reading is better together!

Upcoming Book Club Meetings at SWL
Looking for book companions or a way to read library? Join an upcoming SWL book club meeting and enjoy reading with friends!

218 Censorship Murder Mystery Book Club
(The Mystery Lark)
222 **Shah Chohan Book Club**
(The Mystery Lark)
222 **Shah Chohan Book Club**
(The Mystery Lark)

Experts in Arthritis Seminar Sept. 24
The **Shreve Branch** is looking for people with arthritis and those who care about them. Dr. Marlene Kilduff, MD, of LSU Health Shreveport will be the speaker and provide current academic evidence and management strategies in the treatment and care of osteoarthritis, rheumatoid arthritis, and juvenile arthritis.

The Experts in Arthritis Seminar
September 24 at 10:30 a.m. at the Shreve Branch. Registration is not required to attend.

Heritage & Harvest Your Steps in Gilliam Sept. 25
Head Over Crossroads Museum is presenting a special event. The museum features displays dating from the Civil War to the development of plantations and towns along the clearing of the Red River rail. A special exhibit from the **Sergeant Brown Cotton** will be on display.

Be sure to stop by the library on your last! The tour takes place Saturday, Sept. 25 from 10 a.m. to 4 p.m.

Library Spotlight - Keep the Light On: Censored Books Week

CENSORSHIP LEAVES US IN THE DARK
BANNED BOOKS WEEK

KEEP THE LIGHT ON
SEPTEMBER 22-26

Censored Books Week (September 22 - 26, 2019) is an annual event celebrating the freedom to read. Typically held during the last week of September, it spotlights current and historical attempts to censor books in libraries and schools. It brings together the entire book community - librarians, bookshelves, publishers, journalists, teachers, and readers of all types - in shared support of the freedom to seek and to express ideas, even those some consider controversial or unpopular. Visit Shreve Memorial Library branches throughout the week to help keep the light on and celebrate the freedom to read! Check out the **2019** website for a list of programs and events planned for **Censored Books Week**.

News & Tech Updates

Celebrate National Comic Book Day September 22
Shreve Memorial Library branches are celebrating **National Comic Book Day**! Visit your favorite branch to share your own comic story, watch movie trailers of comic book classics, or check out a comic book or graphic novel to read.

National Comic Book Day celebrates one of America's most beloved literary exports - the comic book. The day celebrates all aspects of the comic book genre including comic books, comic strips, television movies, graphic novels, and movie adaptations.

Nominate Your Favorite Librarian for the 2019-2020 Librarian Award
Librarians touch the lives of people they serve every day. The **2019-2020 Librarian Award** honors the accomplishments of exceptional librarians. Each year, 12 librarians are selected. Each librarian receives a \$250 cash award, a plaque, and a travel stipend to attend an awards ceremony and reception held in their honor.

Nominations for the 2019-2020 Librarian Award are open through October 21. Winners will be announced in early December. [Click here for more information and to nominate.](#)

What's New at the Library

New Adult Fiction
New Children's Fiction
New Teen Books

Stream. Discover. Do.

Shreve Memorial Library
Support Shreve Center
350 West Young/Jefferson Loop
318-212-1611
www.shreve-lib.org

The Shreve Read Online

Presented by Samantha Bonnette



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

Library Newsletters: Best Practices 10.10.19

This is Shreve Memorial Library

Serving Caddo Parish

21 Branches

2 Mobile Libraries

1 Mobile Makerspace

1 Support Services Center

24/7 e-Branch

Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

You can do WHAT at the Library?



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

Introducing The Shreve Read Online

Bi-Weekly Newsletter

Opt-Out Subscription

Mix of Information – Programs, Services, etc.

Book Suggestions for all ages



The Shreve Read Online 09.18.2019



Join SML & Professor QB and Talk Like a Pirate September 19!

Ahoy, Matey! September 19 is [International Talk Like a Pirate Day](#)! Join SML and [Professor QB](#) for a pirate-talking good time! Professor QB, pirate extraordinaire, is visiting SML branches with a fantastic show full of magic, jokes, ventriloquism, and quirky fun. Children of all ages will laugh and have fun through the entire show. You can catch Professor QB today at the [North Shreveport](#) and [Cedar Grove/Line Avenue](#) Branches and tomorrow at [Hamilton/South Caddo](#), [Mooringsport](#), and [Broadmoor](#) Branches. Be sure to don your favorite pirate hat, brush up on your [pirate lingo](#), and join the fun in talking like a pirate!

Upcoming Events



Upcoming Book Club Meetings at SML

Looking for book suggestions or



Experts in Arthritis Seminar Sept. 28

The [Broadmoor Branch](#) is



Heritage & Harvest Tour Stops in Gilliam Sept. 28

[Red River Crossroads Historical](#)

Better Together



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

Marketing Efforts

Newsletters & E-mail Blasts

Billboards

Posters & Flyers

Print, Radio & TV ads

Social Media (@shrevememorial)

Website

Press Releases



Discover the magic of a library card this holiday season, a gift that keeps on giving.



Atkins | Belchen-Hyche | Blanchard | Broadmoor | Cedar Grove-Line Avenue | Hamilton/South Caddo | Higginbotham-Bryson | Hollywood Main | Means | Mooretown | Mooringsport | North Caddo | North Redessa | Wallerite | West Shreveport

The Shreve Read Online
09.18.2019

Join SML & Professor QB and Talk Like a Pirate September 19!

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Upcoming Events



Upcoming Book Club Meetings at SML

Experts in Arthritis Seminar Sept. 28

Heritage & History Stops in Gillis

Looking for book suggestions or a way to meet others? Attend an

The [Broadmoor Branch](#) is hosting a free public seminar for

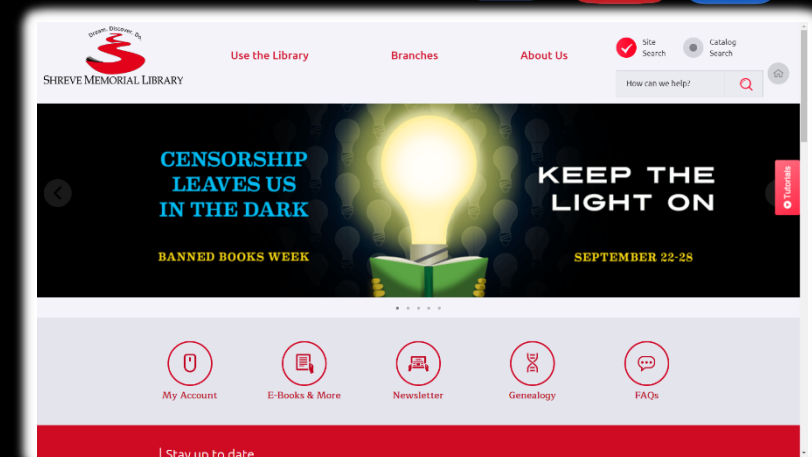
[Red River Crossroads Historical & Cultural Association's annual](#)

We asked. You voted.

Dream. Discover. Do.
ONE BOOK ONE PARISH
SHREVE MEMORIAL LIBRARY



Read the book. Join the Conversation.
This October at Shreve Memorial Library!



Sneak Peek

SYSTEM-WISE PROGRAMS

- KIDS TEENS ADULTS ALL**
- * SEPTEMBER ***
- NATIONAL COMIC BOOK DAY SEPT. 25
- PROFESSOR QB - TALK LINE A PRERATE DAY
- TALK TOPICS SERIES
- BALLED BOOKS WEEK SEPT. 22-28
- * OCTOBER ***
- MAD MATTER UNBROKEN TEA PARTIES
- DAT BALLOON SHOWS (BALLOONS AROUND THE WORLD DAY)
- TEEN READ WEEK
- ONE BOOK ONE PARTISAN
- * NOVEMBER ***
- INTERNATIONAL GAMES WEEK
- DODD'S LABS - STEAM DAY
- NANOUR'S MO (ADULTS)
- NANOUR'S MO (TEENS)
- * DECEMBER ***
- HOUR OF CODE (KIDS)
- HOUR OF CODE (TEENS)

PRESS RELEASES

- ~~* KIDS FIRST LITERACY STOP AT MOUNTAIN (SEPTEMBER)~~
- ~~* ADULT BOOKING LINKS: SEARCH WORKING FOR LINKS (OCTOBER)~~
- ~~* HILL TOPICS: A SERIES OF POSTERS BUILTING POSTER CONTENT~~
- ~~* HEALTHY CHOICES: NUTRITION LINKING COMMUNITY TO HEALTHY CHOICES~~
- ~~* LADY: WHILE THE WORLD SLEEPS - ALL EDITED DONE~~
- ~~* TALK TOPICS DISCUSSIONS 11/1-10/1~~
- ~~* ALIENFEST'S PARAGENERS SYMPOSIUM BOOK STARTING CCCL 9/13~~
- * PROFESSOR QB TALK LINE A PRERATE SHOWS SEPT 17-19
- * BALLED BOOKS WEEK SEPT 22-28
- * NATIONAL COMIC BOOK DAY SEPT 25
- * ONE BOOK ONE PARTISAN PROGRAMMING
- * EXPERTS TO ACTIVITIES @ BROOKWOOD SEPT 28
- * DAT BALLOONS AROUND THE WORLD OCTOBER
- * PUMPKIN PAINTING: DRAWING 101 TO OCTOBER
- * GROW WITH GOOGLE TOUR STOP @ WOL 10/7
- * FRENCH FALL BOOK SALE 10/12-13
- * LAWYERS IN LIBRARIES @ MAIN 10/22 & 10/25
- * AMNESTY DAYS / FOOD FOR THOUGHT IN NOVEMBER
- * DODD'S LABS 11/5-8
- * MAD MATTER TEA PARTIES (OCTOBER)
- * NANOUR'S MO (NOVEMBER)

SAM / JIM TBD
~~DELETED~~ **DONE**
~~DELETED~~ **DONE**
~~DELETED~~ **DONE**
~~DELETED~~ **DONE**
~~DELETED~~ **DONE**

NEWSPAPER ARTICLES

- NATIONAL COMIC BOOK DAY
- ONE BOOK ONE PARTISAN
- BALLED BOOKS WEEK
- SCAVENGER HUNTING LIBRARY
- PALS TO BEND: A TALK THERAPY PROGRAM
- HEALTHY PROGRAMS

* Read for the Record Days NOV. 7
 * Think Money Exhibit

Quarter

E-NEWSLETTER - NEXT ISSUE 9/4 - SCHEDULED 9/4 @ 11AM

- HEADLINE: LIBRARY CARD SIGN-UP MONTH
- EVENT:
 - 1) ~~NAIVE~~ GO W/ WOMEN & VALUETOCKETS
 - 2) ~~ALTERNATIVE SYMPOSIUM BOOK SIGNING~~
 - 3) ~~WAGETTE: NANCY LEWIS WHITE~~
- SPOTLIGHT: ~~SMALL FRIENDS~~
- NEWS/TECH:
 - 1) ~~ACROSS SCHOOL FESTIVAL PROGRAM~~
 - 2) ~~TALK TOPICS~~
- SAVANNAH NEWSLETTERS
 - NEW CARPONS (2 WKS - 3 MINS) ONGOING
 - ONE BOOK ONE PARTISAN - START SEPT. 15 - OCT. 31
 - TARGET: PAGE TURNERS: DEPENDABLES

CREATIVE REQUESTS

- * STAFF DEVELOPMENT DAY LUNCH NOTES (OCT. 14)
- * ONE BOOK ONE PARTISAN ~~DELETED~~ **DONE!**
 - ONE BOOK ONE PARTISAN
 - SB AD (OCT 9/10)
 - PROGRAM POSTER (FUTURE)
 - TALKS LOCAL TO: DIGITAL AD
- * DAT BALLOON SHOW - POSTER (FUTURE)
- * DODD'S LABS POSTER (FUTURE)
- * TALKS AD NOVEMBER & DECEMBER
- * TRANSPARENT COURSE NOTES 11/24-29

WEB/SOCIAL MEDIA

- LIBRARY CARD SIGN-UP MONTH #GETLIBRARYCARD
- GROW WITH GOOGLE STAFF TRAINING
- HANNOVER PART PARTIES
- JEWELRY CHALLENGE
- FACEBOOK LIVE OBOP BOOK DISCUSSION

PR

- KTRN - LIVING LOCAL 8/28
- CATHY BAPTIST CHURCH 8/27

OUTREACH

- 9/7 - MISS MAJOR FAIR
- 9/14 - HIGHLAND JAZZ & BLUES FEST
- 9/17-19 - OBOE FEST
- 9/20 - CHECKS ON LAKE STREET
- 9/21 - SUPER SAFETY SATURDAY
- 9/21 - FRENCH HERITAGE FESTIVAL
- 9/24 - WELLSFORD SQUARE ART MARKET
- 9/24 - 10/6 RED RIVER RIVER
- 10/23 - INCLUSION JOB FAIR
- 10/24 - SCHOOL EXPO @ FAYETTEVILLE

SWAG REQUESTS

- BROOKWOOD: SWAG FOR PAPER INFO TABLE
- DELETED MAD MATTER 8/15
- JUDYAN = 100 PAPER

Hi Guys!

Thanks for attending today's round-up. Here is a recap of all that was discussed.

Outstanding Items

- **Banned Books Week 9/22 – 9/28 (IVY):** Ivy is currently working on gathering information for Banned Books Week programs. The release needs to go out early next week (Monday or Tuesday). I have included a blurb about Banned Books Week in the e-newsletter scheduled to go out next Wednesday (9/18).
- **National Comic Book Day 9/25 (IVY):** Ivy is working on the press release for National Comic Book Day. Most of the branch-developed programs have been added to the web calendar. The release for National Comic Book Day needs to go out next Wednesday (9/18). National Comic Book Day was also included in next week's e-newsletter.
- **One Book One Parish Programming 10/1 – 10/31 (SAM):** All of the flyers, posters, ads, Facebook events, web graphics, etc. have been created for OBOP. I will work on getting the preliminary save the date press release out today or Monday morning. The Marketing Team is working on setting up an OBOP Facebook Live book discussion in October. Ivy has contacted Tannie Bradley to be a part of the discussion. Ivy will also moderate the discussion. This event will be included in the release that goes out October 1 to say that OBOP is happening now.
- **Experts in Arthritis Seminar @ Broadmoor 9/28 (SAM):** I will work on the press release for this program after I return from conference. The press release will go out next Friday (9/20).
- **DAT Does the Trick & Balloons Around the World (October) (SAM):** I will work on the posters, flyers and press release for this event.
- **Grow with Google Tour Stop @ HSC 10/7 (IVY):** Google is sending out a press release and will begin promoting the event on Monday (9/16). Ivy will work with Paula Fogarty (Google) to coordinate communications with the Google Team and how best to highlight the library. Caleb will use the social media resources provided by Google to help promote on social media. Registration opens on Monday.
- **SML Friends Fall Book Sale @ Main 10/12 – 10/13 (IVY):** Ivy is working on the press release for the Friends fall book sale.

SEPTEMBER 2019 - LIBRARY CARD SIGN UP MONTH/Hispanic Heritage Month (Sept 15 - Oct 15)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Broadmoor	Gilliam	Hollywood/Union Avenue	Main	North Caddo	rodessa
Cedar Grove/Line Avenue	Hamilton/South Caddo	Hosston	Mooretown	North Shreveport	Wallette
David Raines	Higginbotham - Bryson	Means	Mooringsport	Oil City	West Shreveport
23	24	25	26	27	28
BANNED BOOKS WEEK	BANNED BOOKS WEEK	BANNED BOOKS WEEK	BANNED BOOKS WEEK	BANNED BOOKS WEEK	BANNED BOOKS WEEK
Water Cycle in a Bag @Atkins 4p-5p	Drop in Story Time: Autumn Begins @Blanchard 1p-4p	**NATIONAL COMIC BOOK DAY**	Drop in Story Time: Autumn Begins @Blanchard 1p-4p	Computer Club for Adults @Atkins 9:30a-11a	Banned Book Debate @Atkins 1p-2p
Computer Class: Pronunciator @Broadmoor 10a-12p	Music & Movement Story Time @Broadmoor 10a-10:30a	National Comic Book Day Craft for Teens @Atkins 5p-6p	Baby Bounce: A Lapsit Story Time @Broadmoor 10a-10:30a	Adult DIY Series @Atkins 4p-5p	Adult Guided Meditation Class & Workshop @Atkins 2p-3p
Code a Keychain @Broadmoor 4p-5p	Music & Movement Story Time @Broadmoor 11a-11:30a	Drop in Story Time: Autumn Begins @Blanchard 1p-4p	Computer Class: Word @Broadmoor 10a-12p	Rock Club @Atkins 4p-5p	Experts in Arthritis @Broadmoor 10:30a-11:30a
Uke Jam @Broadmoor 4p-6:30p	German Ancestry in Louisiana and Texas @Broadmoor 4p-5:30p	Little Listeners Story Time @Broadmoor 10a-10:30a	Preschool Story Time @Broadmoor 11a-11:30a	Coffee and Coloring @Blanchard 1p-3p	Saturday Story Time @Broadmoor 11a-12p
Basic Computer Skills @Cedar Grove 11a-12p	TACT: Teen Arts & Crafts Time @Broadmoor 4p-5:30p	Drop in Story Time: Autumn Begins @Broadmoor 11a-11:30a	Pokemon Trainer Club @Broadmoor 4p-5:30p	Computer Class: Publisher @Broadmoor 10a-12p	Family Game Day @Broadmoor 1p-2p
Coffee & Coloring @David Raines 10a-11a	Cut the Craft! Club @Broadmoor 5p-7p	Gamer Wednesday @Broadmoor 3:30p-5p	Teen Scene: Nerd Debate @Broadmoor 4p-5:30p	Building Club @Broadmoor 3p-5p	Blast-Off Bingo @Broadmoor 2p-3p
Computer Classes @David Raines 5:30p-6:30p	Computer Class: Gale Legal Forms @Broadmoor 6p-8p	Science Fiction Movie Club @Broadmoor 6p-8p	Twisted Stitches @Broadmoor 5p-7p	Programming with Python @Broadmoor 4p-5:30p	Guided Meditaion @Broadmoor 2p-3p
Pirate Day @Gilliam 3:45p-4:45p	Basic Computer Skills @Cedar Grove 11a-12p	Basic Computer Skills @Cedar Grove 11a-12p	Storytime @Cedar Grove 10a-11a	Basic Computer Skills @Cedar Grove 11a-12p	Learn to Speak Spanish @Cedar Grove 9a-11a
Technology Class: Flash Drives @Hamilton 10a-12p	Teen Time Tuesdays Present: UNO Tournament @Cedar Grove 4:30p-5:30p	Make & Go: Windmill STEM Challenge @Cedar Grove 3:30p-4:30p	Basic Computer Skills @Cedar Grove 11a-12p	PreK Storytime @David Raines 10a-11a	Cinema Saturdays! @Cedar Grove 3p-5p
Just 4 Teens: Creation Stations @Hamilton 3p-5p	Toastmasters Public Speaking Class @Cedar Grove 6p-7p	Bricks @Cedar Grove 4p-5p	Crochet Academy: Tunisian Crochet @David Raines 3p-4:30p	Tea Time @David Raines 4:15p-5:15p	Adult Bingo @David Raines 10a-11:30a
Make & Go: Windmill STEM Challenge @Hamilton/South Caddo 4p-5p	Craft Corner @David Raines 4:15p-5:15p	Colorama Art Station @Cedar Grove 4:30p-6:30p	Light Up Corner Bookmarks @David Raines 4:30p-5:30p	Just 4 Teens: Eye Candy Competition @Hamilton 3p-5p	Heritage and Harvest Tour @Gilliam 10a-4p
Tough Topics Series: Child Abuse @Hamilton 6p-7p	Preschool Storytime: Back to School @Hamilton 9:30a-10:30a	Learn to Speak Spanish @Cedar Grove 5:30p-6:30p	Painting with Friends @Gilliam 1p-2p	One-on-One Digital Device Training @Hamilton 2p-5p	Meditation Workshop @Hamilton 10:30a-11:30a
JULY 2019	AUGUST 2019	SEPTEMBER 2019	OCTOBER 2019	NOVEMBER 2019	

Dream. Discover. Do.
Shreve Memorial Library
and You!



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

Something for Everyone

System-Wide Events

Programs for Children, Teens, and Adults

Library Spotlight

News & Tech Updates

New Books at the Library

Library branches throughout the week to help keep the light on and celebrate the freedom to read! [Check out the SML website for a list of programs and events planned for Banned Books Week.](#)

News & Tech Updates



Celebrate National Comic Book Day September 25

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National Comic Book Day celebrates one of America's most famous literary exports - the comic book. The day celebrates all aspects of the comic book genre including comic books, comic strips, full-length novels, graphic novels and movie adaptations.

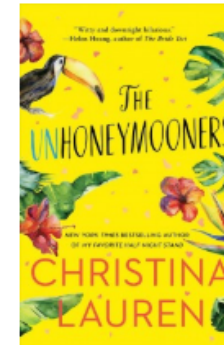


Nominate Your Favorite Librarian for the I Love My Librarian Award

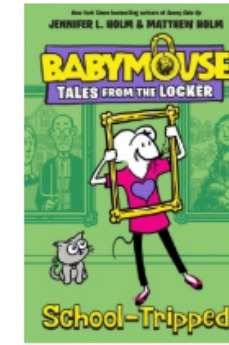
Librarians touch the lives of people they serve every day. The [I Love My Librarian Award](#) encourages library users to recognize the accomplishments of exceptional librarians. Each year 10 librarians are selected. Each librarian receives a \$5,000 cash award, a plaque, and a travel stipend to attend an awards ceremony and reception held in their honor.

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What's New at the Library



[New Adult Fiction](#)



[New Children's Fiction](#)



[New Teen Books](#)

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Support Services Center**
885 Bert Kouns Industrial Loop
Shreveport, LA 71118
318-212-1011

www.shreve-lib.org



Share Your Story



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SHREVE MEMORIAL LIBRARY

Challenges



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

Measuring Success



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY



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Upcoming Events



Upcoming Book Club Meetings at SML

Looking for book suggestions? Meet others...

The Shreve Read Online

- General Newsletter
- First Issue 3/9/17
- Largest Distribution (40K+)
- Open Rate 11% - 13%



Tell Us What You Think!



Thank you for being a part of the Shreve Memorial Library Family!

At Shreve Memorial Library, we strive to provide the best resources, services and support available to help create a better world. Our goal is to provide services that create and maintain young readers, stimulate imagination, foster lifelong learning, provide ready references, and keep our citizens informed. We'd love to hear from you on how well you think we are doing and how we can better serve our patrons. Please take a few minutes to complete this brief survey and let your voice be heard.

Again, thank you for being a part of Shreve Memorial Library and remember to always dream, discover, do!

[Take the Survey Now](#)

Shreve Memorial Library Support Services Center
885 Bert Kouns Industrial Loop
Shreveport, LA 71118
318-212-1011

www.shreve-lib.org



Email Blasts - CSS

- Random Sample
- Medium Distribution (3K-5K)
- Open Rate 10% - 15%



Welcome to Shreve Memorial Library!

Now that you are the proud owner of a [Shreve Memorial Library](#) card, be sure to unlock all of the benefits that come with having a library card.

With your library card, Yes You Can!

- Check out books, magazines, comics, DVDs and more
- Read eBooks, stream videos and music, and download audiobooks, all from the comfort of your couch
- Attend programs and events at any of [SML's 21 branches](#)
- Learn a new language or skill
- Research your family history
- Get access to free online tutoring

At SML, it's easy to Dream, Discover, Do. Shreve Memorial Library and You!

Targeted Emails

- Specific Audience
- Small Distribution (500)
- Open Rate 26%



The Daily Prophet
Escape from Azkaban!

DAILY PROPHET
SPECIAL EDITION
HE WHO MUST NOT BE NAMED RETURNS

The Daily Prop
Quibbled World Cup Spect
Bulga
Vs
Ire
The E

HOGWARTS

Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY



Jaime Wong
Public Relations Officer
San Francisco Public Library
jaime.wong@sfpl.org

<http://bit.ly/SFPL-Newsletter>

San Francisco Public Library
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SUMMER STRIDE 2019

June 2019

Get Started, Stay Active All Summer Long
Summer Stride is back! The Library's annual summer learning, reading and exploration program for all ages and abilities runs this year from June 1 through August 15. We're hosting more than 1,000 free events to:

- Deepen reading enjoyment
- Spark STEM (science, technology, engineering and math) learning
- Connect with mindful experiences in nature

Find out more about how you can participate. Pick up a Summer Stride Guide, packed full of our summer programs, at any branch library or the Main Library, or [download here](#). And follow #SummerStride and @SFPL on all to keep up with all the fun!

- Celebrate with Summer Stride illustrator **Jacbariah O'Hara** & **Scrapbook Sisters** live in the [Theater](#)
- Learn to lend your own backyard chickens with [Pogo City Gardens](#)
- Lounge around during our [Beach Day on the Patio](#)
- Socialize and eat treats at [The Mix's fourth birthday party](#)
- [Sike around the city while learning about the rich African American history of the Western Addition](#)
- [Attend an author event about our ecological crisis with climate policy professor Jason M. Wirth](#)

Show Your Pride This Month
The Library has a special lineup of LGBTQIA events this June. We are proud to host two days of LGBTQIA films from Southeast Asia. Our queerest library ever, the Serrano Valley Branch, celebrates its annual open house featuring face painting, music, and Drag Queen Story Hour. This (P)ROUD year, come to a series of engaging author talks and panel discussions. Get yourself to the dance floor, celebrate, educate, learn and read—all at the library.

[Embracing the Love: LGBTQIA Films From Southeast Asia](#) – June 2 and 9, 12:30 p.m., Main Library, Korel Auditorium

[SF's LGBTQIA History: Names, Memory, Value and Love](#) – June 13, 6 p.m., Main Library, Korel Auditorium

[Serrano Valley Branch Annual Open House](#) – June 15, 12 p.m.

[Author Talk & Book Release Celebration: We Are Everywhere: Power, Pride in the history of Queer Liberation](#) – June 19, 7 p.m., Queen Nightclub, 206 11th St.

Library Services

LGBTQIA Database: Archives of Sexuality & Gender
Not only does SFPL have a rich assortment of LGBTQIA materials throughout the branches and the Main Library's James C. Hormel LGBTQIA Center available to borrow, but also you can find valuable digital materials right from home, for free.

One essential resource is the Archives of Sexuality & Gender database, available via SFPL's website on the [Articles and Database page](#). The numerous historical documents in this database are drawn from hundreds of institutions and organizations, including major international activist organizations, as well as local, grassroots groups, such as San Francisco's own GLBT Medical Society and the New York City-based Lesbian Ministry Archive. You can find letters, photographs, transcripts of oral histories, newsletters, magazines and much more.

To access the Archives of Sexuality & Gender database with your library card, visit [sfpl.org/database](#), then click the [Topics](#) tab and select LGBTQIA in the menu.

Exhibitions & Events

[Alcides and the Identity of Incarceration](#)
June 16, 7 p.m., Serrano Valley Branch
June 25, 7 p.m., Park Branch

[Miguelito Memorias: San Francisco](#)
June 20, 5:30 p.m., Main Library
Latino/Hispanic Community Room

View all events on the ONLINE CALENDAR

RADAR Superstar
June 8
Main Library, Korel Auditorium

Lorena Library
June 8
Western Addition Branch

You're Invited
to the San Francisco Public Library's
Community Baby Showers!
June 8
Mission Valley Branch

Festival of Microbiology
June 20
Main Library, Korel Auditorium

Alcides Memorias: How the System Could Transform San Francisco
June 25
Main Library, Children's Center

New York Times talk: How the Tech Boom Could Transform San Francisco
June 27
Main Library, Korel Auditorium

On the Same Page

On the Same Page Read Alikes
If you enjoyed *Pachinko* by Min Jin Lee, check out these entrancing epics.

NATIONAL BESTSELLER
BONE
by Fae Myenne Ng

Ng takes readers into the hidden heart of San Francisco's Chinatown, to the world of one family's honor, their secrets, and the lost bones of a "paper father." Two generations of the Leung family live in an uneasy tension as they try to fathom the source of a brave young girl's sorrow.

The Leavers
by Lisa Ko

Set in New York and China, *The Leavers* is a vivid evocation of borders and belonging, a moving story of how a boy comes into his own when everything he knows is taken away, and how a mother learns to live with the mistakes of the past.

A National Book Award finalist

THE LEAVERS
a novel

The Ministry of Utmost Happiness
by Arundhati Roy

At once a love story and a provocation, this novel is as inventive as it is emotionally engaging. It is told with a whisper, in a hush, through joyous leers and sometimes with a bitter laugh. Its heroes, both present and departed, have been broken by the world we live in, and then mended by love. For this reason, they will never surrender.

View the pdf edition of *All The Library Newsletters*.
Subscribe to our [branch and department newsletters](#) as well as [monthly book lists](#).

San Francisco Public Library
100 Larkin St.
San Francisco, CA 94102
415-557-4400

[sfpl.org](#)



At the Library

SAN FRANCISCO PUBLIC LIBRARY

JAIME WONG, PUBLIC RELATIONS OFFICER



San Francisco Public Library



SUMMER STRIDE 2019

June 2019

Get Started, Stay Active All Summer Long

Summer Stride is back! The Library's [annual summer learning, reading and exploration program](#) for all ages and abilities runs this year from June 1 through August 18. We're hosting more than 1,000 free events to:

- Deepen reading enjoyment
- Spark STEM (science, technology, engineering and math) learning
- Connect with mindful experiences in nature

[Find out more](#) about how you can participate. Pick up a Summer Stride Guide, packed full of our summer programs, at any branch library or the Main Library, or [download here](#). And follow #SummerStride and #LibrariesForAll to keep up with all the fun!

- [Celebrate with Summer Stride illustrator Zachariah OHora & Scrapper Bikes live in the Presidio](#)
- [Learn to tend your own backyard chickens with Fog City Gardener](#)
- [Lounge around during our Beach Day on the Patio](#)
- [Socialize and get festive at The Mix's fourth birthday party](#)
- [Bike around the city while learning about the rich African American history of the Western Addition](#)
- [Attend an author event about our ecological crisis with philosophy professor Jas on M. Wirth](#)



Show Your Pride This Month

The Library has a [great lineup of LGBTQIA events this June](#). We are proud to host two days of LGBTQ films from Southeast Asia. Our queerest library ever, the Eureka Valley Branch, celebrates its annual open house featuring face painting, music and Drag Queen Story Hour.

Meet Our eNewsletter

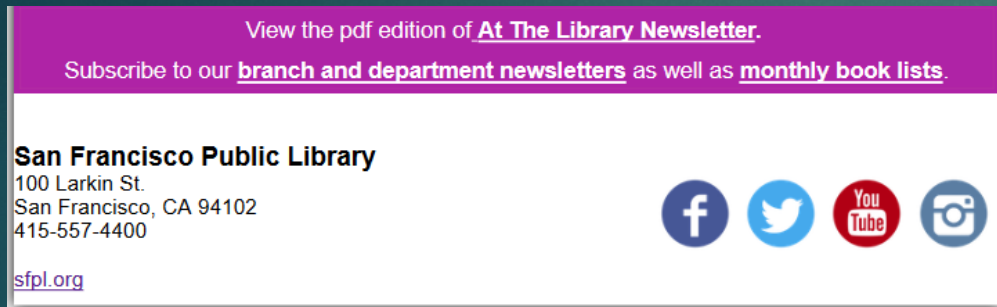
- ▶ **Timing:** Monthly
- ▶ **Subscribers:** All library cardholders (330K+)
- ▶ **Goals:** To promote participation in and raise awareness of:
 - ▶ Major programs happening system-wide
 - ▶ Noteworthy events with partners
 - ▶ Book clubs
 - ▶ Exhibitions
 - ▶ Valuable eResources
 - ▶ Efforts of Friends of SFPL



Template Building Blocks



- ▶ **Header:** evergreen links to drive traffic to SFPL website



- ▶ **Footer:** key contact information, other newsletter offerings + links to drive traffic to our social media accounts



- ▶ **Hero image:** promotes headliner news of the month



Content Building Blocks

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[Embracing the Love: LGBTQ Films From Southeast Asia](#) – June 2 and 9, 12:30 p.m., Main Library, Koret Auditorium

[SF's LGBTQIA Historic Places: Meaning, Value and Use](#) – June 13, 6 p.m., Main Library, Koret Auditorium

[Eureka Valley Branch Annual Open House](#) – June 15, 12 p.m.

- ▶ **2-3 lead articles** with links to program listings
- ▶ **High-interest images** with captions including a clear call-to-action (CTA)



You're sporting your team cap, jersey and pin. But true fans know the best swag that money can't buy. [Sign up for your very own SFPL Warriors library card right here.](#)



Content Building Blocks

Library Services



LGBTQIA Database: Archives of Sexuality & Gender

Not only does SFPL have a rich assortment of LGBTQIA materials throughout the branches and the Main Library's James C. Hormel LGBTQIA Center available to borrow, but also you can find valuable digital materials right from home, for free.

One essential resource is the Archives of Sexuality & Gender database, available via SFPL's website on the [Articles and Databases webpage](#). The numerous historical documents in this database are drawn from hundreds of institutions and organizations, including major international activist organizations, as well as local, grassroots groups, such as San Francisco's own GLBT Historical Society and the New York City-based Lesbian Herstory Archives. You can find letters, photographs, transcripts of oral histories, newsletters, magazines and much more.

To access the Archives of Sexuality and Gender database with your library card, visit sfpl.org/databases, then click the Topics tab and select LGBTQIA in the menu.

Monthly highlights:

- ▶ Library Services
- ▶ Exhibitions and Events
- ▶ Include link to full calendar

View all events on the [ONLINE CALENDAR](#)

Exhibitions & Events



Alcatraz and the Identity of Incarceration

June 18, 7 p.m., Eureka Valley Branch
June 25, 7 p.m., Park Branch



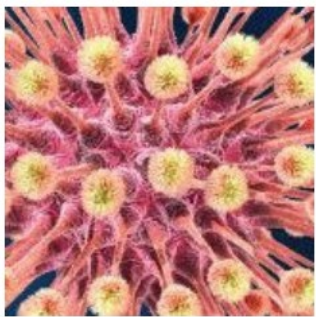
Mapping Memories: Cine Francisco

June 20, 5:30 p.m., Main Library
Latino/Hispanic Community Room



San Francisco Public Library

Content Building Blocks



Festival of Microbiology

June 20

Main Library, Koret Auditorium

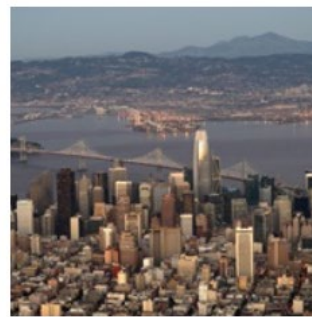


Alphabet Rockers

Rise Shine #Woke

June 26

Main Library, Children's Center



New York Times Talk:

How the Tech Boom Could Transform San Francisco

June 27

Main Library, Koret Auditorium

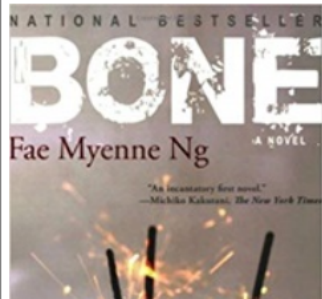
▶ Program highlights

- ▶ In matrix of 3 x 1, 3 x 2
- ▶ Top line information with links to program listings

On the Same Page

On the Same Page Read Alikes

If you enjoyed *Pachinko* by Min Jin Lee, check out these enthralling epics.



Bone

by Fae Myenne Ng

Ng takes readers into the hidden heart of San Francisco's Chinatown, to the world of one family's honor, their secrets, and the lost bones of a "paper father." Two generations of the Leong family live in an uneasy tension as they try to fathom the source of a brave young girl's sorrow.

▶ Monthly book club picks



San Francisco Public Library

Content Building Blocks

Friends of the San Francisco Public Library

Why Do You Care About Our Library?

Friends' volunteers are back, and they want to hear from you. At the branches, on the streets and in our bookstores they'll be asking you to answer the essential question: "[Why do you care about our Library?](#)" This question intends to inspire community conversations about how important the Library is in our lives and to raise awareness about how our Library is funded. This is part of Friends' annual membership drive and kicks off their citywide educational campaign about the Library Preservation Fund.

What do *you* care about most that the Library provides free to you, your family and the community? Literacy, democracy, free and equitable access, computers, story time, quiet space—what do you love about your Library?

Books & Brews Summer Sale

Come enjoy fabulous June weather with friends and browse books on the outdoor patio at Anchor Public Taps on June 23, 12-6 p.m., hosted by Friends of the San Francisco Public Library. This event is family and dog friendly.



▶ Friends section

- ▶ Membership drives and initiatives
- ▶ Social events
- ▶ Book sales



Performance Analytics



- ▶ **Unique Opens:** 33.28%, or 105.7K
- ▶ **Total clicks:** 11,164
- ▶ **Top 5 Clickthroughs:**
 - ▶ Summer Stride headline program
 - ▶ Sfpl.org
 - ▶ Library card signup/Warriors card highlight
 - ▶ Cine San Francisco exhibit
 - ▶ Summer Stride PDF

Email Overview

Emails Sent	Unique Opens	Unique Views	Total Clicks
318,413	33.28%	0.29%	11,164
Mobile 📱 32.19%	Desktop 🖥️ 67.81%		





Thank You!

JAIME WONG

JAIME.WONG@SFPL.ORG



San Francisco Public Library



Sufa Anderson
 Access Services Manager
 Las Vegas-Clark County Library District
 andersons@lvccld.org

PRIMARY SOURCE

Welcome back to *Primary Source!*

In this month's edition, we've got the scoop on UVCCLD collections, eResources, and lots of training. You will also find a poll (results to be posted in next month's edition), and this month's Current Faves, so keep on scrolling.

Library news:
 For general library trends, information, and news, [click here](#) to visit the Public Library Association, or [click here](#) to visit the American Library Association.

ACCESS SERVICES

Interlibrary Loan (ILL) Returns
 When ILL items are returned, staff should give the return receipt to the customer to take with them. The receipt should not be placed in the ILL Bookstrap.

In order to help preserve ILL Bookstraps:

1. The ILL white label should not be turned around in the pocket; this causes damage to the pocket.
2. Please do not tape an ILL item or ILL Bookstrap; the tape can cause damage (we are accountable to the lending library for damage to items), and the tape residue is very difficult to remove.
3. Please do not mark on the ILL Bookstrap or white ILL label in any way.

Thank you for helping us, help us, help our customers!

Contact Us

Sufa Anderson
 Access Services Manager
 andersons@lvccld.org
 702.507.6293

Stacie Schwartz • Renee Smith
 Interlibrary Loan Associates
 @lvccld.org
 702.507.6306

ADULT COLLECTION DEVELOPMENT

Real Heroes Weed Old Editions: Superseded Text Guides

The 2020 text guides have been ordered, and it's time to weed the old ones. In general, keeping the previous year's edition (in this case, 2019) is acceptable until the newest editions arrive. Editions older than one year should not be kept. Patrons are counting on us to save them from misinformation and outdated materials. It's up to YOU!

Contact Us

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 Pre-Kit and New Staff, A/V, Graphic Novels, etc.

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 Bilb Lists, VT Care, and Large Print

Dan Wig
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 702.507.6318
 OverDrive eBooks & eAudiobooks, local authors, etc.

DISTRIBUTION CENTER

Holiday Books are Coming!

Current Holiday Storage Users:

- Halloween books went out last week!
- Check out the schedule below to prepare for upcoming shipments.

Non Holiday Storage Users:

- You can request DC holiday books **ASIDE** the redistribution week has ended.
- If you'd like to participate, check out the Guidelines [list](#).

Upcoming Holiday Book Redistribution

Thanksgiving: 2nd week of October
 Christmas/Hanukkah/Kwanzaa et al.: 1st week of November

Collection Maintenance Schedule

September
 Midway List
 Long Overdue Check

October
 Collection Check

November
 catch up month! Use this opportunity to catch up on past assignments.

What's your favorite read?

Mystery - When you have eliminated all which is impossible...
Romance - HEA's for everyone!
Fantasy - Swords and horses, witches and magic
Science Fiction - To boldly go where no man has gone before.
Horror - I sleep with the lights out
Young Adult - That was a fun 6-hour read, genuine emotion!
Nonfiction - Reading but the truth!
Other - You cannot classify the stuff I read.

Staff Poll
 Try it out!

[Check back for results in a week!](#) [Click to vote!](#)

ELECTRONIC RESOURCES

Chalk library ready for machine hookup

What's my art worth?
 A patron who was the victim of a crime...
 What's my art worth? Check the price in **2019!** [Click on the image above to read the article](#) or see our **eResources** collection.

Blast from the Past
 We now have a digital version of the **Las Vegas Bulletin Special 1930s** collection. [Click on the image above to read the article](#) from October 14, 1974. [Full address of the LVPL is available in color.](#)

Contact Us

For general ER questions, you can reach us at:
ask@lvccld.org or 702.507.6300

Jocelyn Bates
 ER Manager
 jbates@lvccld.org

Ria Eufemio
 ER Librarian
 reufemio@lvccld.org

Kristine Segura
 ER Librarian
 ksegura@lvccld.org

YPL COLLECTION DEVELOPMENT

GET THEM TO READ IT!

Shelvin loves to read, but finds turning pages to be exhausting work.

Got the empty shelf blues?
 Here's what to do!

1. Check the DC, either visit and check, or place an item specific request on any item you would like.
2. Send an email to the DL, RESERV, YPL list, and let fellow branches know what you need. They may be happy to brighten their shelves to brighten yours!
3. If your shelves are still looking sparse, contact your friendly neighborhood collection development librarians, and they will work with you to form a plan to get your shelves stuffed up again.

Fortunately media loans have come to his rescue.

CURRENT FAVES

Jocelyn
 White Houses
 Amy Bloom

Kathy
 WOLF BY WOLF
 Ryan Grudin

Teresa
 A Song for a New Day
 Sarah Prosser

UPCOMING TRAINING

Collection Maintenance
 Instruction for all levels of branch staff.
[Click here to register.](#)

Collection Maintenance 1: Weeding 101 Workshop
 November 13 - 10:15 a.m. - 11:45 a.m.

Collection Maintenance 2: Decision Center 6 eHQ
 November 19 - 2:00 p.m. to 2:20 p.m.

Collection Maintenance 3: Assess Your Collection
 October 30 - 10:30 a.m. - 12:30 p.m.

Interlibrary Loan (ILL)
 Join us in the Training Lab at the Windmill Service Center for an introduction to ILL. [Click here to register.](#)

November 19 - 10:30 a.m. - 11:30 a.m.

View Outstanding Holdings
 This webinar provides an overview of how to review outstanding holds, helping to ensure we satisfy requests in a timely manner.
[Click here to register.](#)

October 1 - 2:15 p.m. - 4:15 p.m.

Can't make a class? We can come to you!
 Contact us to schedule.

Fun Fact
 There are more public libraries than Starbucks in the U.S. - a total of 16,568, including branches. Nearly 100% of public libraries provide wifi and have no-fee access to computers.

TAKE OUR SURVEY

Las Vegas-Clark County Library District
 7000 W. Winnona Lane
 Las Vegas, Nevada 89113
 702.734.7223
www.lvcclib.org

[f](#) [t](#) [@](#)

Las Vegas-Clark County

**LIBRARY
DISTRICT**

www.lvccld.org

Primary Source, a staff newsletter



Background: Las Vegas-Clark County Library District (LVCCCLD)

- 6 million visits yearly
- 12.1 million circulations
- 2.8 million items
- 2 million computer use sessions

- Serves 1.6 million people
- 25 branches
- 600,000 cardholders
- Service area consists of Las Vegas, and most of Clark County



What we were trying to achieve...



Bringing an Idea to Life

- Start with an idea
- Validate with others
- Map out a plan of action
- Develop and publish
- Evaluate
- Optimize



Hello there!

We are so happy you're here, and we hope you are ready to be informed and inspired. In our staff newsletter *Primary Source*, you can expect to find:

- Information related to materials and collections provided by Collection and Bibliographic Services and the Distribution Center.
- Electronic Resources updates.
- Interlibrary Loan and Access Services related information.
- And, **Current Faves**, a peek at what we are reading, listening to, or watching.

Developing a Newsletter

- Start with an idea
- Establish the goal, and the message
- Determine the audience
- Give it a name
- Discuss frequency
- Create a structure of format to deliver intended message

YPL COLLECTION DEVELOPMENT



Whaaa? A Quiz About Weird Stuff

Occasionally something might go awry with the materials ordering process. Do you know what to do when it happens?

- LibraryAware Templates
- Header
- Introduction
- Department Sections
- Feedback and Suggestions

The Lay of the Letter or Newsletter Layout



FEEDBACK AND SUGGESTIONS

Do you have feedback or suggestions for Primary Source?

We would love to hear from you!

Send us an email, give us a call, or take our survey.



- Current Faves
- Contact Us
- Upcoming Training

The Lay of the Letter or Newsletter Layout Continued

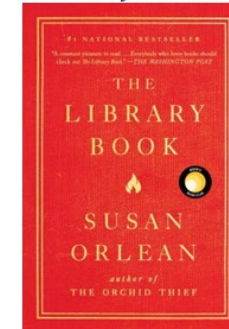
CURRENT FAVES

Kathy



[Grace and Fury](#)
Tracy Banghart

Raychel



[The Library Book](#)
Susan Orlean

Jocelyn



[Lost and Wanted](#)
Nell Freudenberger

Contact Us

For general ER questions, you can reach us at:
ask@lvccld.org or 702.507.6300

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batesj@lvccld.org

Ria Eufemio
ER Librarian
eufemiom@lvccld.org

Kristine Segura
ER Librarian
segurak@lvccld.org

Sample Content

Did you know?

Fresh Picks

Our Fresh Picks newsletter provides reading recommendations via email on a weekly, bi-weekly, or monthly basis (depending on the topic). Visit lvccld.org/freshpicks today to register. Please share with customers, and [email Sufa](#) for additional promotional bookmarks.

**WE'VE GOT
A BOOK
FOR THAT**



Sample Content Continued



Spotlight on: JobNow

Can I get help with my resume?

With JobNow, find live resume help, and interview coaches.

Job coaches can help with searching, applying, and preparing for jobs.



UPCOMING TRAINING

SIGN UP!

Collection Maintenance
Instruction for all levels of branch staff.
[Click here to register.](#)

Sample Content Continued

Staff Poll
Try it out!

1. **What's your favorite read?**

- Mystery** - When you have eliminated all which is impossible.....
- Romance** - HEA's for everyone!
- Fantasy** - Swords and horses, witches and orcs!
- Science Fiction** - To boldly go where no man has gone before.
- Horror** - I sleep with the lights on!
- Young Adult** - That was a fun 6 hour read, gimme another!
- Nonfiction** - Nothing but the truth!
- Other** - You cannot classify the stuff I read.

Check back for results in our next issue!

Click to Vote



Blast from the Past

We now have a digitized version of the Las Vegas-Review Journal 1929 to present. Click on the image above to read the article from October 16, 1974. Daily edition of the LVRJ is available in color.

Library Newsletters: Best Practices



A GUIDE TO
Connecting With Your
Community Through Newsletters

Novelist

Download our guide

<http://bit.ly/LibNewslettersBestPractices>

A blurred background image of a library. The top half shows a purple-tinted view of bookshelves filled with books. The bottom half shows a bright, out-of-focus view of a reading area with wooden tables and chairs. The word "Questions" is centered in white text over the purple-tinted area.

Questions



Thank you
Learn more at
[ebscohost.com/novelist](https://www.ebscohost.com/novelist)