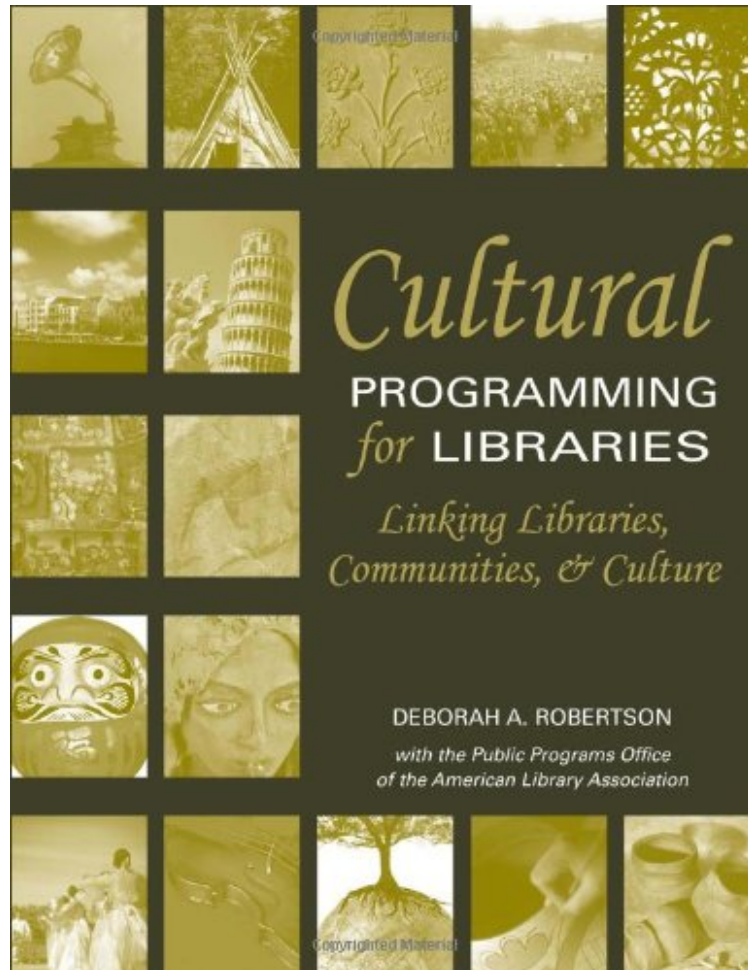


Cultural Programming for Libraries: Linking Libraries, Communities, and Culture

Deborah A. Robertson

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Deborah A. Robertson : Cultural Programming for Libraries: Linking Libraries, Communities, and Culture before purchasing it in order to gauge whether or not it would be worth my time, and all praised Cultural Programming for Libraries: Linking Libraries, Communities, and Culture:

0 of 0 people found the following review helpful. A practical-minded how-to manual for putting together a broad cultural programBy Midwest Book ReviewWritten by the director of the American Library Association's Public Programs Office, Cultural Programming For Libraries: Linking Libraries, Communities Culture is a practical-minded how-to manual for putting together a broad cultural program. Covering basics, common problems and troubleshooting for all the steps from planning to funding and promoting, Cultural Programming For Libraries offers resources such as sample courtesy letters for notifying educational and other institutions of one's exhibit, case studies of successful

collaborations, a selection of "five star" program series, and much more. A superb resource for public librarians, offering methods tested through direct experience.

For a library to fulfill its mission to provide community engagement and cultural dialogue, then diverse, excellent cultural programming is the key. In *Cultural Programming for Libraries*, the director of ALA's Public Programs Office shares time-tested strategies and practical, inspiring samples from first-rate programs across the country. Librarians, staff, and volunteers will find the practical how-to for creating comprehensive cultural program series from planning to funding to promoting. This authoritative resource outlines all the steps to: * Assess current community needs * Set goals and establish measurable outcomes * Develop winning partnerships that result in high quality, well-attended programs * Highlight and drive the use of collections * Gain community support and visibility through programming * Enhance your library's role as cultural center based on successful models. Eleven five-star programs highlight outstanding events for varying audience sizes and price points to help customize your own library's effort. Marketing and promotional samples also inspire creativity in every chapter to help advance your library as a community cultural hub. Programming advocates in libraries of any size or type can use this authoritative resource to enhance skills, increase effectiveness, and expand their creative vision for promoting winning cultural programs.

From *Booklist* Cultural programs are offered in libraries nationwide. In 1989 fully 86 percent of libraries surveyed reported engaging in cultural programming. It is safe to assume that the figure is considerably higher 16 years later and that libraries not so engaged will want to be. In this informative handbook, eight clearly written chapters offer information on making the case for cultural programming, assessing community needs, and planning from the goal stage through evaluation, developing audiences, collaborating with other cultural and community entities, identifying formats and themes, locating talent and venue, finding funding, and marketing. The author, director of the Public Programs Office of ALA, is knowledgeable and savvy, and sample letters, worksheets, and forms are invaluable. An appendix outlines eight "Five Star" program series, and the handbook also includes a list of references and an accurate index. Frequent black-and-white reproductions of promotional and informational materials from successful cultural series extend and illuminate the text. An excellent resource for public libraries making a first foray into cultural programming or looking to refine and improve an existing program. Ann Welton Copyright American Library Association. All rights reserved About the Author Deborah A. Robertson is Director, Public Programs Office of the American Library Association. She established the Public Programs Office in 1990; its audience has grown to an estimated 10 million participants. Robertson has created more than 20 nationwide programs and initiatives, including traveling exhibitions, reading and discussion program series, and literary and cultural programming. She has served as an advisor on library projects to such organizations as the Smithsonian Institution, PBS, the Poetry Foundation Y.M.C.A. National Writers Voice, and Brown University. She is a popular ALA speaker at national, division and state library association conferences. Robertson holds a B.A. from University of Michigan and received her MLS from the University of Illinois. She would like to thank Susan Brandehoff, Mary Davis Fournier, and Laura Hayes for their assistance.