

Minister Danyluk challenges public libraries to become key celebration sites for Alberta Arts Days

Alberta Arts Days
Sept 18-20 AlbertaArtsDays.ca
Discover Experience Celebrate

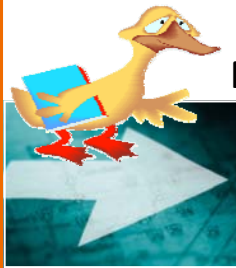
An important part of advocacy for libraries is events and the way you promote your events. Participating in Alberta Arts Days in September is a great opportunity to showcase your library.

When libraries can coordinate their promotional activity/event with other initiatives such as **Alberta Arts Days**, public awareness doubles or even triples. Check out the media/press release templates and customizable posters at: <http://culture.alberta.ca/artsdays/resources.aspx>

Local publications and radio stations are wonderful channels of publicity for libraries. Invite the local newspaper to your Alberta Arts Day event. Or call them and ask/volunteer to be interviewed about Alberta Arts Days @ your library. Mail the radio station your press release and other information about your event.

Tips for talking to the media

- Cite positive trends relating to the increase in use of your library - talk about the value of your library in the community and the programs it provides.
- Get your facts right - keep a fact sheet with important information and statistics about your library/regional system on hand.
- If the media calls you, ask if you can get back to them in an hour — ask if it's possible to get a list of their questions.
- Ask for clarification if you don't understand something.
- Always answer with a positive - rephrase the question if needed.
- Avoid negative statements.
- If you are meeting face to face take yourself seriously — make sure you dress professionally (that means no baggy library t-shirts, shorts, leggings, flip-flops, or jeans).
- Never assume anything is "off the record".



Maintaining momentum

Alberta's libraries have been in the news lately with our increase in funding. Let's keep libraries in the news by talking about the Summer Reading Program, Teen Reading Club, International Literacy Day, Alberta Arts Days, Canadian Library Month, and the Books and Beyond campaign.

Marigold supports Alberta Arts Days

Video conference — author Betty Jane Hegerat, a Calgary author, will be giving an author talk on Saturday September 19th sometime in the afternoon. One (yet to be determined) library will host Betty Jane. Other Marigold libraries are invited to join in Betty Jane's talk via videoconference. Here is a link to Betty Jane's website for more information about her:

<http://bettyjanehegerat.wordpress.com/>

Birthday Party — Marie-Louise Gay's best-selling character, Stella, reaches the 10 year milestone. To mark the occasion, Groundwood Books is helping 14 Marigold libraries have a birthday party!

Alberta Arts Days

Sept 18-20 AlbertaArtsDays.ca

Discover Experience Celebrate
@ your library

Rise to the challenge



Municipal Affairs Minister Ray Danyluk has challenged public libraries to become key celebration sites for Alberta Arts Days.

Register your event with Ken Feser at Municipal Affairs

ken.feser@gov.ab.ca.

Alberta Arts Days is an important part of The Spirit of Alberta, Alberta's cultural policy. Alberta Arts Days is all about having fun!

Start Small, Start Simple — An easy way to do this is to turn an existing event at the library into an Arts Days event. You could invite an artist or musician to the library, reschedule a previously planned arts-themed event or craft program so that it occurs on the Arts Days weekend. Don't forget to register your event.

The Power of Partnerships — You can multiply your resources and share the fun and the work of holding an event by partnering with another community or group. Partners can be found in your community or in nearby communities:

- Cultural groups
- Arts, sports or recreation associations
- Organizations with similar interests or who work with similar people
- Educational and public institutions, such as schools or health care facilities
- Associations such as Scouts, Guides or groups representing people with disabilities
- Businesses and employers
- Service clubs
- Religious groups
- Other libraries

MORE ...

- Encourage local businesses to become involved. Ask them to sponsor part of the event, provide give-away items, or help promote your event to their customers.
- Create a role for local youth. Is there something in your event at the library that could help a youth beef up their resume?
- Offer promotional opportunities to businesses or associations in return for support.

GET THE WORD OUT — For help in planning read the planning guide at :

http://culture.alberta.ca/artsdays/resources/ArtsDaysEventPlanning_Guide.pdf

PROGRAM IDEAS

Look Behind the Desk @ your library You may be surprised at the range of skills staff have to bring art to life in your community.

Alberta Authors @ your library Alberta authors can take you from the forest primeval to outer space and from ancient Egypt to beyond the grave. The Book Publishers Association of Alberta <http://www.bookpublishers.ab.ca/> features a listing of new books by Alberta authors. Offer recommendations to your customers — or do a display in the library of Alberta authors.

Karaoke Night @ your library Feature songs of Alberta performers. If you're not into singing, invite a local band to the library.

Listen to Music @ your library It sounds like a very basic activity, but how often do we truly listen when music is playing? Have your customers sit around in a group and listen to a piece of music. Promote discussion of the music after.

Shoot and Click @ your library Invite teens to take your/their digital or video camera on a walk around the library and capture some unique moments. Host a premiere party.

Crafternoon Delights @ your library Choose a craft project and invite families to come to the library and work on the craft together. There are many different things you can do – quilting, pottery, card-making, painting, wood carving. Post a list of supplies in advance so everyone knows what to bring. Not enough room to host a program? Invite a local shop to display Alberta crafts in the library. If the artist lives nearby invite them to speak.

Culinary Arts @ your library Host a recipe exchange at the library. Issue a challenge to execute the recipe by using local ingredients from local gardens — the staff at the library are always willing to do a taste test!

Become an Exhibitionist @ your library Turn your library into an art gallery. Host a painting party with the local kids and tape their artworks to the walls or floor. Or, hand out the sidewalk chalk and make each square of pavement a blank canvas. Ask a local artist or art club to give pointers and perhaps critique the results.

Magic Quilts @ your library Invite local quilters to display their quilts and to talk to a group about their craft. Discuss colour choice, design, meaning of patterns, or inspiration for quilt.

Dance

Theatre

Photography

Sculpture

Aboriginal Arts

Poetry

Film

Pottery

Painting

Arts & Crafts

Quilting

Culinary Arts

Music

Storytelling

Embrace Alberta's Cultural Mosaic @ your library Host a multicultural arts and craft show in your library featuring arts, dance, food and stories.

Reel-to-Real Adventure @ your library Talk to Drumheller Public Library or Rockyford Library about their *Travel Nights* and *The Reel Alternative* program.

Story Slam @ your library Gather local writers and story tellers (or aspiring writers). Throw out a theme and have them create a story on the spot. Encourage young writers to share their experiences.

I Remember When...@ your library Invite seniors to the library. Ask them to talk about "the good old days" or retell a story from way back when to children and teens. Consider recording them and/or writing down their stories and creating a book.

Glorious Texts @ your library Ask teens in the library to take an actual text or social media message they wrote and commit it to paper. Encourage them to decorate it as lavishly as a medieval manuscript, to make it a true work of literary art. Does it change their perception of what they wrote?

Cover Story @ your library Ask teens or other age groups to design a jacket of a book they've read, or one they imagine. Have them choose artwork and font, and write a "teaser" description and snippets of reviews.

Write a Future @ your library Ask teens to set up an author's webpage, detailing their future success as a world-famous Alberta author. Include descriptions of projects, photos of their jet-set lifestyle, excerpts of their masterpieces, television interviews, etc.

Living Books @ your library Have people sit with a person for 15-20 minutes to share his/her life experiences on topics such as immigration, abuse, etc.

Create a Work of Art @ your library ...

Origami

Decoupage

Wind chimes out of found objects

Dance

Theatre

Photography

Sculpture

Aboriginal Arts

Poetry

Film

Pottery

Painting

Arts & Crafts

Quilting

Culinary Arts

Music

Storytelling

Advocacy! @ your library® focuses on advocacy, marketing, public relations and promotion for libraries

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- issued six times a year — current and back issues are available at www.marigold.ab.ca
- invites your ideas, questions, comments and success stories

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