Experiences from the Field

Reaching Targeted Audiences with Email Newsletters





Nancy Dowd Product Manager, LibraryAware Author of Bite-Sized Marketing, Realistic Solutions for the Overworked Librarian



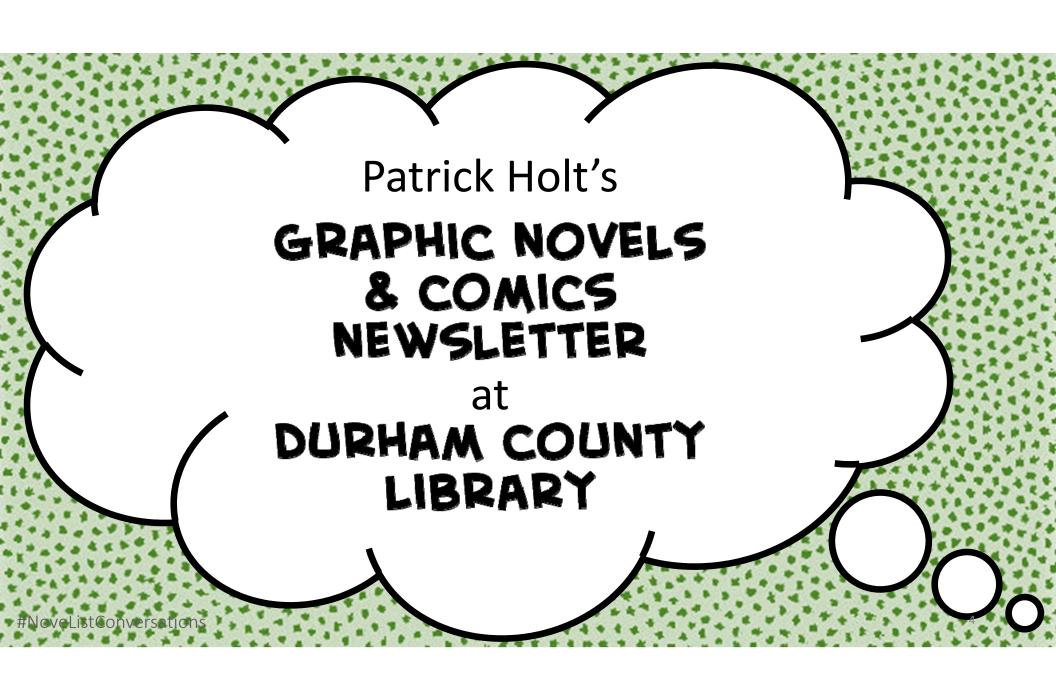
Kathy Lussier LibraryAware Customer Engagement Coordinator NoveList, a division of EBSCO



Patrick Holt

Adult Services Librarian

Durham County Library (NC)







Having trouble viewing this newsletter? Click Here

Graphic Novels & Comics - April 2012

My name is Patrick, and I work in Adult Services at the Main Library. I'm also a lifelong reader of comics and graphic novels as well as the author of the <u>rate</u>, and thus none long about comics in the library. Check out the constant of this month's newsletter in the "In This issue" box to the right. I hope you find these recommendations worthwhile, and please <u>small me</u> if you have any thought or questions. Thanks and eight

New @ Durham County Library

Petrograd - Philip Gelatt and Tyler Crook

Check Library Catalog



sp04441 A gry ramed Cleary is the principle weapon in the quiet war that English intelligence is wagning in Tiarist Russia, the estima for this compelling political thirlier. Bending in equally well among Ensia's arrindormy as its required to the state of the principle of the state of the s

Cleveland - Harvey Pekar

Publisher: Diamond Comic Distributors Pub Date: 03/08/2012 ISEN-13: 9781603090919 ISEN-10: 1603090916



INEM-101 1002090940

Amery Pelar (1993-2010) was the pioneer responsible for American Schriger the series that opened the comies would to autobiography and memoric. Greed-only pothermously published with at the practional tokespand Remnant, chronicles the history of Felar's homestown and dwells in particular on the years that he lived them. Publisher's Fleeding hosts in its retarred review that. Despite his personal productings: Pelar occasionally most described by the latest fleet with and all for his entire life; there is even the names him of optimism that the mistake by the lake might recended present in the of going.

A Game of Thrones: the Graphic Novel, Volume 1 - Daniel Abraham, Tommy Patterson and George R. R. Martin

Publisher: Bantam Books Pub Date: 03/27/2012 ISBN-13: 9780440423218 ISBN-10: 044042321X

Assignment by again the morally complex world of the Starls, the Laminters Emily new of the hingdom of Vistence Vistors Dayl Assignment and urtist Tommy Patterson have undertaken the ambitious task of adapting George R.E. Martin best-relling fantary series, working on a kind of 1-to-1 scales one page of comics for each page of text. Check out a preview and an interview with David Abraham over at <u>Comit Eook Resources</u>.





New & Durham County Library
Petrograd - Philip Gelatt and Tyler
Crook
A Game of Thrones: the Graphic Nov Crook
A Game of Thrones: the Graphic Novel.
Volume 1 - Daniel Abraham. Tommy
Patterron and George R. R. Martin
L. Vampire - Mark J. Dematteit and
Thomas Sutton
Nate Powell. Guest at Comics Fest

2012
The Silence of Our Friends - Mark Long.
The Silence of Our Friends - Mark Long.
Jim Demonakes and Nate Fowell
Swallow Rick Whole - Nate Fowell
Arv Empire - Nate Powell
Arv Empire - Nate Powell
Arv Empire - Nate Powell
Assured - William - August - Market - Nate Powell
Assured - William - Stran Leo O'Malley
Estman : Year 100 - Paul Pope
Estman : Year 100 - Paul Pope

Durham County Library Comics Fest!
May 19-20 at Southwest Regional
(5605 Shannon Rd.)
Featuring special guests
Nate Fowell
Mark Crilley
Willow Davson
Flux a special panel discussion:
Comics Go To College!
More info at 560-8590



Graphic Novels and Comics June 2016



In this Issue

New at the Library

Spotlight on Adapted Comics

Graphic Book Club

More Events at the Library and Beyond

More Recommendations

Newsletter Archive

Hello there!



My name is Patrick Holt, and I'm a librarian at Southwest Regional Library. I'm also a lifelong reader of comics and graphic novels. Check out the contents of this month's newsletter in the box to the left, and get access to past editions in the archive at the bottom of the page.

I hope you find these recommendations worthwhile, and please email me at pdholt@dconc.gov if you have any thoughts or questions.

New at the Library



Action Philosophers: The Tenth Anniversary Uberedition!

by Fred Van Lente and Ryan Dunlavey

It's the biggest possible edition of the "award-winning, critically praised comic book series detailing the lives and thoughts of history's A-list brain trust in a hip and humorous way that proves that philosophy can be for everyone!" - from the publisher















Graphic Novels and ComicsJune 2016



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The Art of Charlie Chan Hock Chye

by Sonny Liew

From the publisher: "Meet Charlie Chan Hock Chye. Now in his early











Spotlight On Science Fiction

Graphic Book Club

More Events at the Library and Beyond

More Recommendations

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New at the Library



Curveball

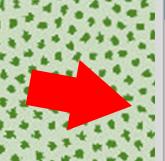
by Jeremy Sorese

From the publisher: "Curveball is a science fiction graphic novel telling the story of a waiter named Avery coping with the ending of a difficult relationship. Having spent years attempting to build something substantial with an indecisive sailor named Christophe, Avery stubbornly holds on despite the mounting evidence against him. The idea of the relationship has eclipsed its reality and in Avery's already troubled life, the allure of something dependable is a powerful force.

"Curveball focuses on the duality of hope and delusion. How ignorance is integral to surviving our day to day lives but can be incredibly destructive if allowed to blossom into 'optimism'."







Spotlight On Science Fiction

Want more? Join in the discussion at Southwest Library's monthly Graphic Book Club!

Details below, or visit Meetup.com/graphic-book-club.

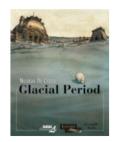


The Private Eye

by Brian K Vaughan and Marcos Martin

From Slate: "In the post-Internet world of this colorful and relevant comic, every fear you've ever had about privacy, leaks, oversharing, and technology has come true [but] the anonymity that used to flourish on the Internet has been flipped: now everyone has multiple, masked secret identities (called *nyms*) in the real world, so they can live with a little of the freedom we enjoy (and abuse) on the web, [and] those masks—portrayed energetically by artist Marcos Martin and colorist Munsta Vicente—add drama to a murder mystery and a plot to bring back that wrecker of lives, the Internet.

"The Private Eye offers the pulpy thrills of the best comics—secret identities, private investigators, and a villain with a rocket—while taking a serious look at the fear that our digital shenanigans will ultimately doom us."



Glacial Period

by Nicolas De Crécy

Part of a series of comics commissioned by the Louvre, this story follows adventuring archaelogists in an ice-bound, distant future as they explore the remains of contemporary France. A treasure trove of art awaits them beneath the snow, but what does it all mean? Quirky, thought-provoking, and sweet, and highly recommended too!





Saturday, September 23, 2 p.m.
Southwest Regional Library - 3605 Shannon Rd.
Questions? Call John Davis at 919-560-0125
Join our MeetUp group at meetup.com/graphic-book-club

Enjoy comic books or graphic novels? Join us for the monthly meeting of Main Library's Graphic Book Club.

This month we're reading SCIENCE FICTION!

Check out some recommended titles above







Ultimate Ladies Book Club Thursday, July 6, 7:30 p.m.

Thursday, July 6, 7:30 p.m.
Ultimate Comics Raleigh,1301 Buck Jones Rd, Raleigh

The first Thursday of each month the Ultimate Ladies Alliance meets to discuss a different comic or graphic novel. Join the <u>Ultimate Ladies' Alliance</u> on Facebook for more info and to vote on your top picks for the next month's meeting, plus suggest books for future discussion and share your favorites.

This month's title: Kim & Kim vol. 1 by Visaggio and Cabrera.



Color of Fandom Book Club

Sunday July 9

Meets every month, alternating between comics and prose written by and/or featuring main characters who are people of color. This month's title: <u>Letter 44 vol. 1 and 2</u>.

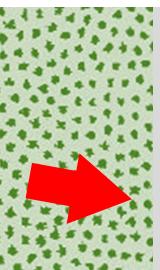
More info at meetup.com/the-color-of-fandom.



Durham Comics Project: Drink & Draw

Wednesday, July 19, 7-9 p.m. Location TBD - check the Meetup page for updates

This monthly meetup is for those new to comics and seasoned vets alike. The hardest part of making comics is often making the time to draw, so let's make that time together! We'll have an exercise or two (often collaborative), but you're welcome to just come to work on your own thing.



More Recommendations



For personalized reading recommendations from Durham County librarians, try My Next 5! Simply complete an online form to tell us a little about what genres, books, and authors you like (or dislike). A DCL librarian will review your submission and reply with a list of the next five books you should read -- all ages of readers welcome!

FIND **YOUR** NEXT READ.

Want to keep up-to-date on new books at the library? We've got <u>even more NextReads e-newsletters</u> on everything from Horror to Home & Garden!



NoveList Plus is a comprehensive database of fiction and nonfiction titles for all ages, including recommendations, articles, and lists for your fiction and nonfiction needs.

DCL cardholders can access NoveList Plus from any computer.



Check out <u>the library's top ten checkouts!</u> Lists include top tens for adult fiction and nonfiction, movies, young adults fiction, picture books and kids' fiction.

Newsletter Archive



Links to newsletters from the past year:

August 2017: Spotlight on Wonder Woman
July 2017: Spotlight on Westerns
Special Edition: Durham Comics Fest 2017
June 2017: Spotlight on The Great Plan
May 2017: Spotlight on Reboots
April 2017: Spotlight on World-Ending Threats
March 2017: Spotlight on Editor's Faves!
February 2017: Spotlight on Habibi
January 2017: Spotlight on Dan Clowes
December 2016: Spotlight on Batman: Year One
November 2016: Spotlight on Death in Comics
September 2016: Spotlight on Banned Comics



Durham Comics Fest 2017! July 6 - 12



Durham County Library's annual celebration of comics and graphic novels is back for another year of fun. Can't wait to see you!

Questions about the event? Contact Patrick Holt at 919-560-8648 or pdholt@dconc.gov. Visit our website for even more information: durhamcomicsfest.org.

Durham Comics Fest is funded by the Friends of the Durham Library. Thank you Friends!

Click here for the latest Graphic Novels & Comics newsletter.

This Year's Guests



Kristy Guevara-Flanagan is the director of Wonder Women!: The Untold History of American Superheroines and teaches documentary filmmaking at UCLA. Read more about Kristy at chuparosafilms.com.



Liz Prince is the writer and artist of many comics memoirs including <u>Tomboy</u>, and has also provided art for <u>Adventure</u> <u>Time</u> and <u>Steven Universe</u> comics stories, and the writing for <u>Clarence</u> and <u>Coady and the Creepies</u>.



R. Sikoryak is the virtuosic cartoonist behind <u>Masterpiece</u> <u>Comics</u> and <u>Terms and Conditions</u>. Read more about him at <u>drawnandquarterly.com</u>.



Jeremy Sorese is the writer of the <u>Steven Universe</u> comics and the writer and artist of Curveball.

Saturday, July 8: The Big Day!

All Saturday events are at the Southwest Regional Library 3605 Shannon Rd. in Durham



Comic Book Swap

11 a.m. - 12 p.m. in the Meeting Room

Hang out with fellow comics lovers and trade your way to a new collection! Single issues and collected editions are welcome. Please note that no money may be exchanged during this event. For all ages – no registration required.



Local Artists Alley

12:30 - 5 p.m. in the Meeting Room

Meet members of the local comics scene to chat about their process and sell their work! For all ages, but some artists' work may contain mature images and language.



Caricature and Autobio Comics with Liz Prince

1 p.m. in the Meeting Room

The cartoonist behind *Tomboy* and *Clarence* will walk you through the elements of caricature and help you use your new skills to create a guick autobiographical comic book to take home.

For kids, teens, and parents; no registration required. Book sale and signing afterwards!



Injury Prevention Workshop with Kriota Willberg

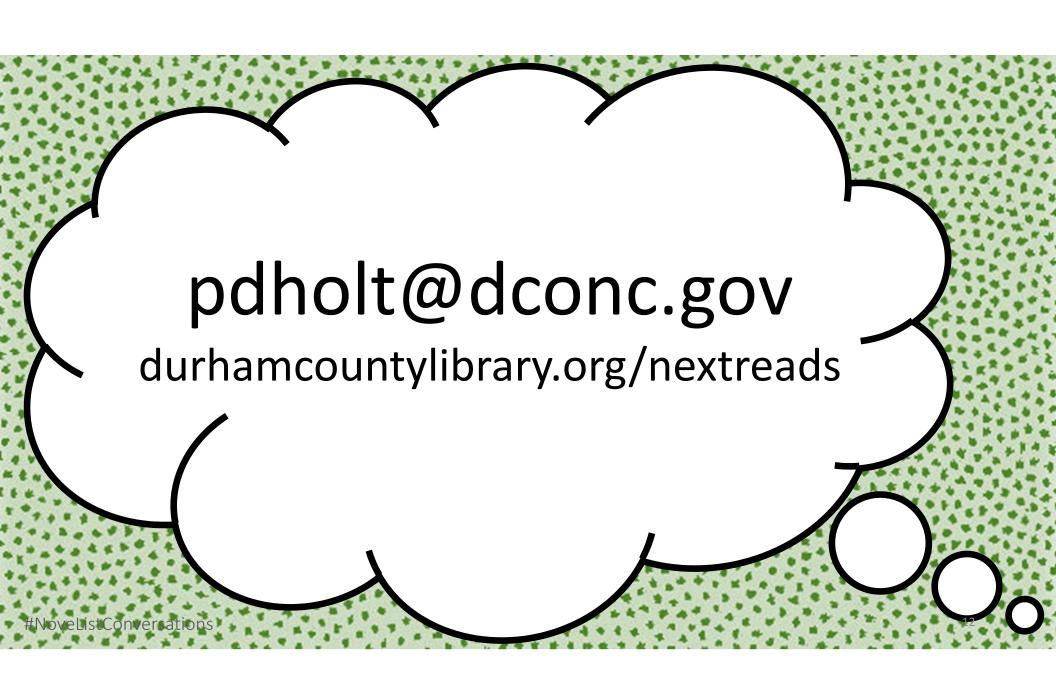
1-2 p.m. in the Children's Program Room

Get started on the path to a pain-free drawing career with cartoonist and massage therapist Kriota Willberg! We will explore: types of drawing injuries; when to see a doctor; exercises and stretches to help reduce drawing pain, and more. Book sale and signing afterwards!

For adults and teens age 15 and up; registration is required. Register online or at 919-560-8590.

Book sale and signing afterwards!

1





Kim Cashman

Reference Services Supervisor Mishawaka-Penn-Harris Library (IN)



Books in the National Media

Presented by: Kim Cashman Thursday, September 26, 2017

About the Mishawaka-Penn-Harris Public Library

- We serve Penn and Harris Townships in northern Indiana
- We serve a population of 89,652 which is 93% urban
- Three locations each with very different character and demographics: Mishawaka Library, Harris Branch, Bittersweet Branch



MPHPL Locations







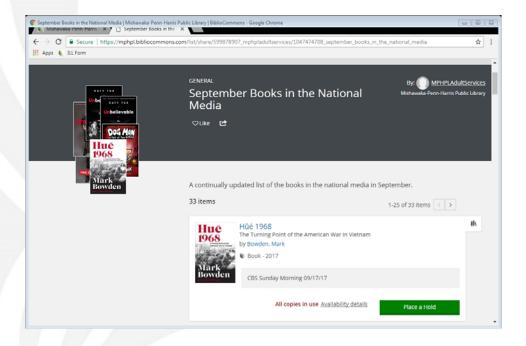


Target Audience

- Patrons interested in new releases, fiction and nonfiction that is creating a buzz
- Patron-driven list like many of our newsletters
- Useful to staff as well



How the List Came About





How the Newsletter Came About (cont.)

Sarah Feldbaum suggested turning it into a newsletter as well





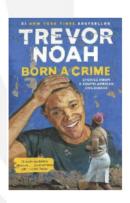
Strategic Plan

Newsletter and list on website serve 3 goals in strategic plan

- Increase circulation
- Provide useful content on website for patrons
- Increase awareness of multiple formats



Multiple Formats in Newsletter



<u>Born a Crime: Stories From a South African</u> Childhood

by Trevor Noah

The host of The Daily Show With Trevor Noah traces his wild coming of age during the twilight of apartheid in South Africa and the tumultuous days of freedom that followed, offering insight into the farcical aspects of the political and social systems of today's world.

PBS NewsHour 08/18/17

This title is also available as an eBook



Y is for Yesterday

by Sue Grafton

A penultimate installment in the best-selling series follows the release of a young rapist who Kinsey Millhone carefully monitors in the wake of a vengeful sociopath's determination to exact revenge. By the award-winning author of W Is for Wasted.

All Things Considered (NPR) 08/20/17

This title is also available as a Downloadable Audiobook



Other Tools for Reaching This Audience

- Recommended reads lists on our website
- Book clubs
- Bookmarks created in LibraryAware of recent, popular fiction and nonfiction



Bookmark example





Secrets in Death: An Eve Dallar Novel
by J. D. Robb

When a professional gas apinfor muon is
more inclined as dark Manharan hospor, Eve
Dallalaran statuture women had brens hiding
her more deciding before made in though a
yearm of a range bilescent, a statution that
for confer to unsurer undeligation that the ones had been consulted as the conference of the professional and the gare.



The Summer That Made Us by Robyn Carr Summer That Made Us by Robyn Carr Summer Summer Summer Summer Summer related for its dark leading by the American of the summers the speen with her altern and causis before a single or marks they turn to a reasonber quite differently. Sup 1, 2017



Hausted by James Paterson Vacationing in the Maine woods after a series of remained order, denote the Mehad Bennett is pulled into the case of a settin of child disappearance from a tight-fast community that is rediing from a deally addedon. Bog 18, 2017



Proof of Life
by Judith A. Jance
When his lengtime normals den in what is
officially declared an autidential five,
uncomfinably write of J. P. Resument is
uncomfoundly write of J. P. Resument is
uncomfoundly trained in some ensuing
investigation as the majora of the document.
top, 5, 2017



Origin by Dan Brown Harvard symbologist Robert Langdon navigors a dangerous internation of humanity's two most enclusing questions, interweaving codes, intence,





Features

- Ease of use to save staff time
- Links to catalog
- Not generic---includes library brand



Is it worth it?

- Anecdotally, yes!
- It adds very little staff time
- Can often be done at quiet times on desk
- Saves staff time finding books and collecting books
- Seems to increase patron demand
- Number of subscribers increasing
- Hard to quantify exactly how much demand is created by our website lists and newsletters



Thank you! k.cashman@mphpl.org





Jez Layman

Adult Services Librarian Indian Prairie Public Library (IL)

Reaching Unique Communities: Millennials and Job Hunters

JEZ LAYMAN, ADULT SERVICES LIBRARIAN INDIAN PRAIRIE PUBLIC LIBRARY – DARIEN, IL



Jobs and Careers Newsletter



Job Prep Week - September 18 - 23



Job Hunting Drop-In

Tuesday, September 19, 5:00 p.m. - 7:00 p.m. Lobby

Learn about the many resources and services available for job hunters through the Goodwill Workforce Connection Center and ask your personal job hunting questions.

Free Resume Review, Career Assistance, and more



Job Hunting with Brainfuse JobNow

Tues., September 19, 7:00 p.m. Meeting Room

Learn how to use our Brainfuse JobNow database for resume creation and review, live interview prep, career assessments, searching for job postings, and more. A representative from Brainfuse will be here to facilitate the training and answer any of your questions on how to make JobNow work for you.



Overcoming Job Hunting Obstacles & Fears

Thursday, September 21, 7:00 p.m. Meeting Room

A representative from WorkNet DuPage will address obstacles throughout the job search process, including applying online, creating a resume, networking, employer objections, and confronting your own fears and anxieties.

#LIBSOCIAL For 20-30somethings

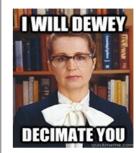
#LibSocial



Don't know what to do with your eclipse glasses?

Bring them to the library! We are collecting them for Astronomers Without Borders to send to underprivileged schools in South America and Asia when eclipses cross those continents in 2019. Look for the donation box in our lobby through Sept. 8.

Upcoming Events



Pub Trivia: Are You Smarter Than a Librarian?

Friday, September 1, 7:00 pm Meeting Room

Test your wits and know-how against the original search engine: librarians. Join in on this pub trivia-style night to prove your superior knowledge of science, history, literature, and pop culture. Prizes will be awarded.

RSVP on the IPPL website, Meetup, or Facebook



Buy Your First Home

Thursday, September 14, 7:00 p.m. Meeting Room

A mortgage lender, a real estate agent, and a home inspector will be here to walk you through the steps of buying your first house, covering financing, working with an agent, the inspection process, and preventative maintenance for your new home. A Q&A session will follow.

RSVP on the IPPL website, Meetup, or Facebook

▶ Includes:

- Upcoming programs
- Recent job hunting books
- Current job openings at the library
- Databases & other resources

▶ How we built the list:

- Advertised it at job & career programs
- ▶ Put out a physical sign-up list at programs and community events, such as job fairs
- Included on newsletter opt-in page

► Tips:

- Keep it professional & to the point
- Use images wherever possible

Jobs and Careers Newsletter



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A representative from WorkNet DuPage will address obstacles throughout the job search process, including applying online, creating a resume, networking, employer objections, and confronting your own fears and anxieties.

- ▶ Was it worth it? Yes! We wanted to reach job hunters where they were at & let them know about new programs and services.
- ► Important Email Features Used:
 - Special mailing lists.
 - ► Metrics on subscribers, open rate, and clicks
- Does this fit your strategic plan? Yes. We wanted to offer more job & career related services and make people aware of them to boost attendance & usage.

Other Upcoming Events



Job Club

Wednesday, September 13, 10:00 AM Conference Room 202

Meet with other job seekers and a coordinator from the Goodwill Workforce Connection Center for support, to discuss job hunting challenges, and to learn new ways to promote yourself. This drop-in club will meet on the second Wednesday of each month this summer.

Upcoming Community Events



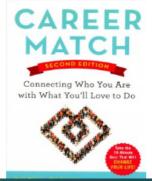
WorkNet DuPage Job Fair

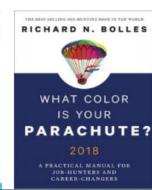
Thursday, August 31, 10:00 a.m. - 12:00 p.m. 2525 Cabot Dr., Suite 302 Lisle, IL

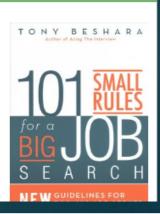
Employers on hand include FedEx, O'Reilly Auto Parts, Diamond Envelop Corporation, Four Seasons Heating and Cooling, VALID, Spraying Systems Co., Sonitrol Verified Electronic Security, United Health Group, Edward Don and Company, and other companies will be offering current employment opportunities. Potential employees will have the chance to talk one on one with employers!

No Registration Needed! For more information call 630-955-2030

New Releases







#LIBSOCIAL For 20-30 somethings

- Sent to 5800+ subscribers
- How we built the list:
 - Advertised it at programs & book club
 - Included on newsletter opt-in page
 - Limited opt-out system set to cardholders who fell into the age range
- ► Tips:
 - ► Have fun with it! Use memes, funny titles, and other Millennial in-jokes.
 - Keep it casual and friendly
 - Use first person

Upcoming Events



Mo' Money, Mo' Problems? Not with our Budgeting Makes Cents class!

Friday, October 7, 6:30 pm Meeting Room

A representative from the Illinois Comptroller's office will be here to discuss financial goals, budgeting, ways to cut expenses, credit history and credit score, paying off debts, and how to avoid identity theft.

Register here



Frankie Says Relax: Art Therapy Night

Friday, October 21, 7:00 pm Meeting Room

Stressed out? Come unwind with adult coloring books and other forms of art therapy while enjoying friendly conversation and soothing music.

>>> RSVP on Meetup or on our website <<<



Only the 90s Kids Will Remember This Awesome Party

Friday, November 4, 7:00 PM Meeting Room

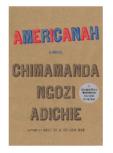
Relive your childhood with music, games, & activities at our I Love the 90s Party.

> > Register with IPPL, Facebook, or Meetup <<<

For 20-30 somethings

- ▶ 16% of program attendees heard about it from the enewsletter
- ▶ Important Email Features Used: Special mailing lists. Click statistics help us see what topics were most interesting; creative titles vs. informative titles.
- Use statistics to justify your programs (and ask for more money in your budget)

GenLit Book Club



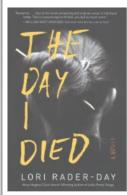
Americanah: a novel by Chimamanda Ngozi Adichie

Weds., September 27, 6:30 p.m. Meet at Taste of India 7243 Kingery Hwy., Willowbrook

RSVP on Facebook, Meetup, or email jennifera@ippl.info

Separated by differing ambitions after falling in love in occupied Nigeria, beautiful Ifemelu experiences triumph and defeat in America, while Obinze endures an undocumented status in London until the pair is reunited in their homeland fifteen years later

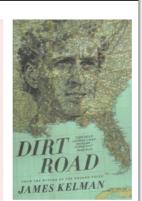
New Releases

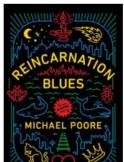












Jez Layman

Adult Services Librarian Indian Prairie Public Library Darien, IL

JEZL@IPPL.INFO

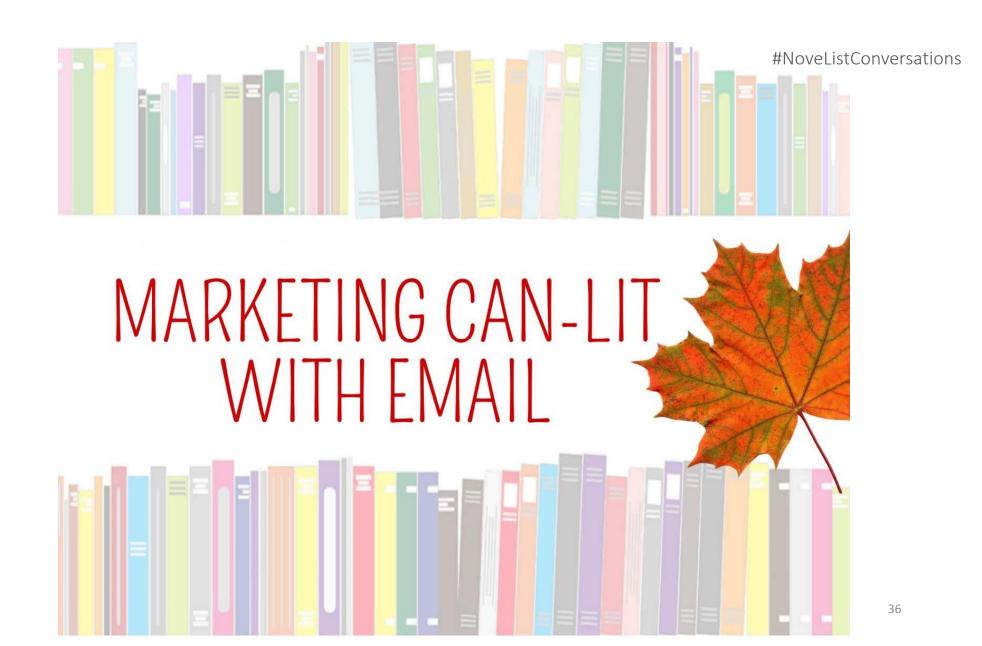
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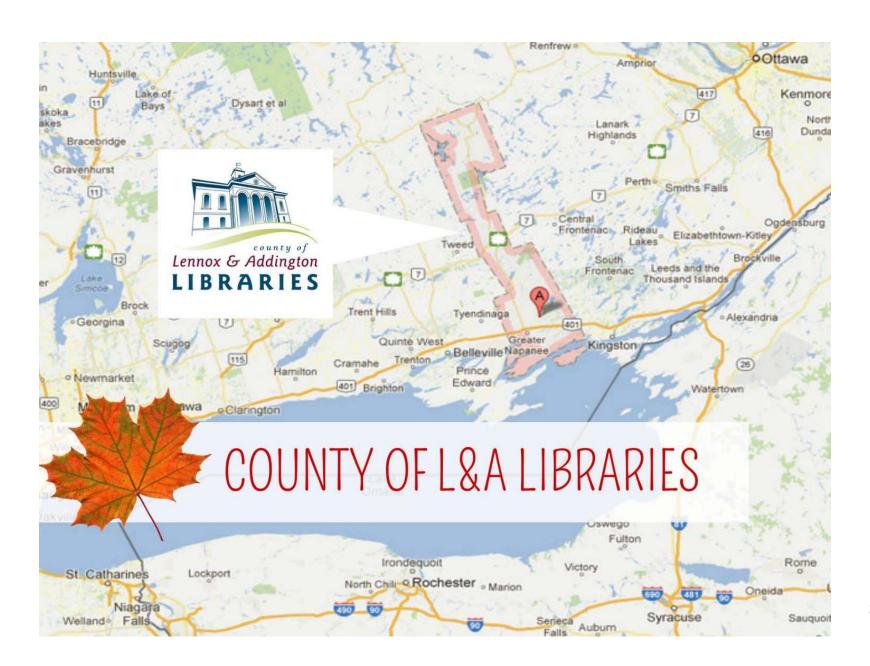




Catherine Coles

Manager of Library Services/County Librarian County of Lennox & Addington (Ontario)



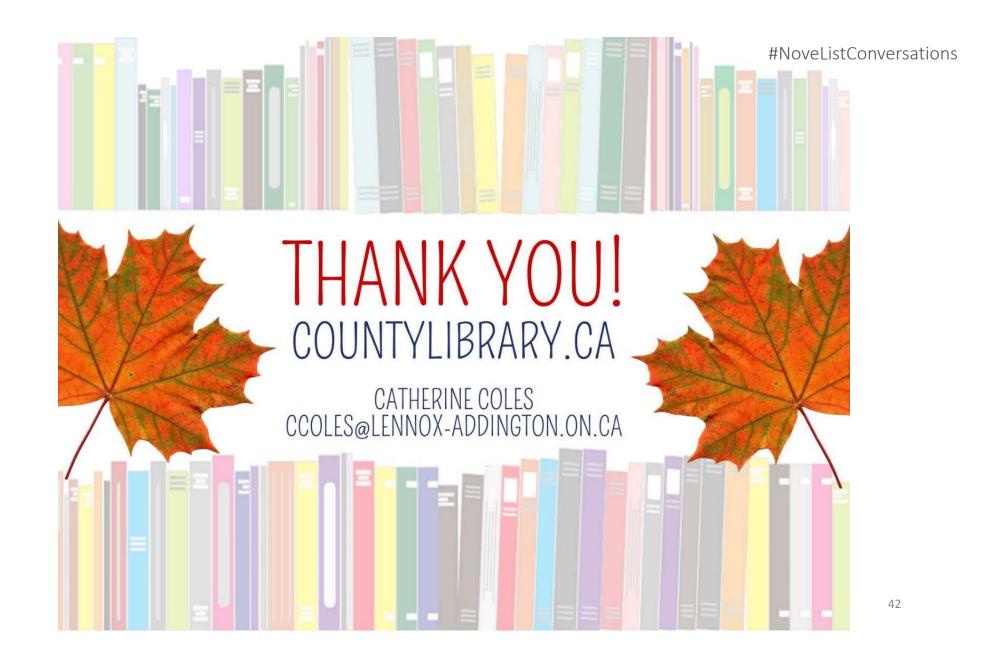














Thank You

www.ebscohost.com/novelist

