

Leveraging Libraries with the Power of Focus and Attraction



Nancy Dowd
Product Manager, LibraryAware

SELLING SOUP.



Campbell's

CONDENSED



Tomato

SOUP

NET WT.
10 FL. OZ.
(283g)





Give us some grain!
Chicken & Quinoa
with POBLANO CHILIES

Cook this up!
Moroccan STYLE
Chicken
with CHICKPEAS

Make your market proud!
Golden Lentil
with MADRAS CURRY

What's crackin'!
Coconut Curry
with CHICKEN & Shiitake Mushrooms

So, can ya handle it?
Spicy Chorizo
& PULLED CHICKEN BEANS

Campbell's
GO

Campbell's
GO

SOUP
Curry up ahead!
The soup is ready to eat!
NET WT. 14 OZ (398g)

SOUP
Give your taste buds a heart!
The soup is ready to eat!
NET WT. 14 OZ (398g)

IT'S STILL SOUP.

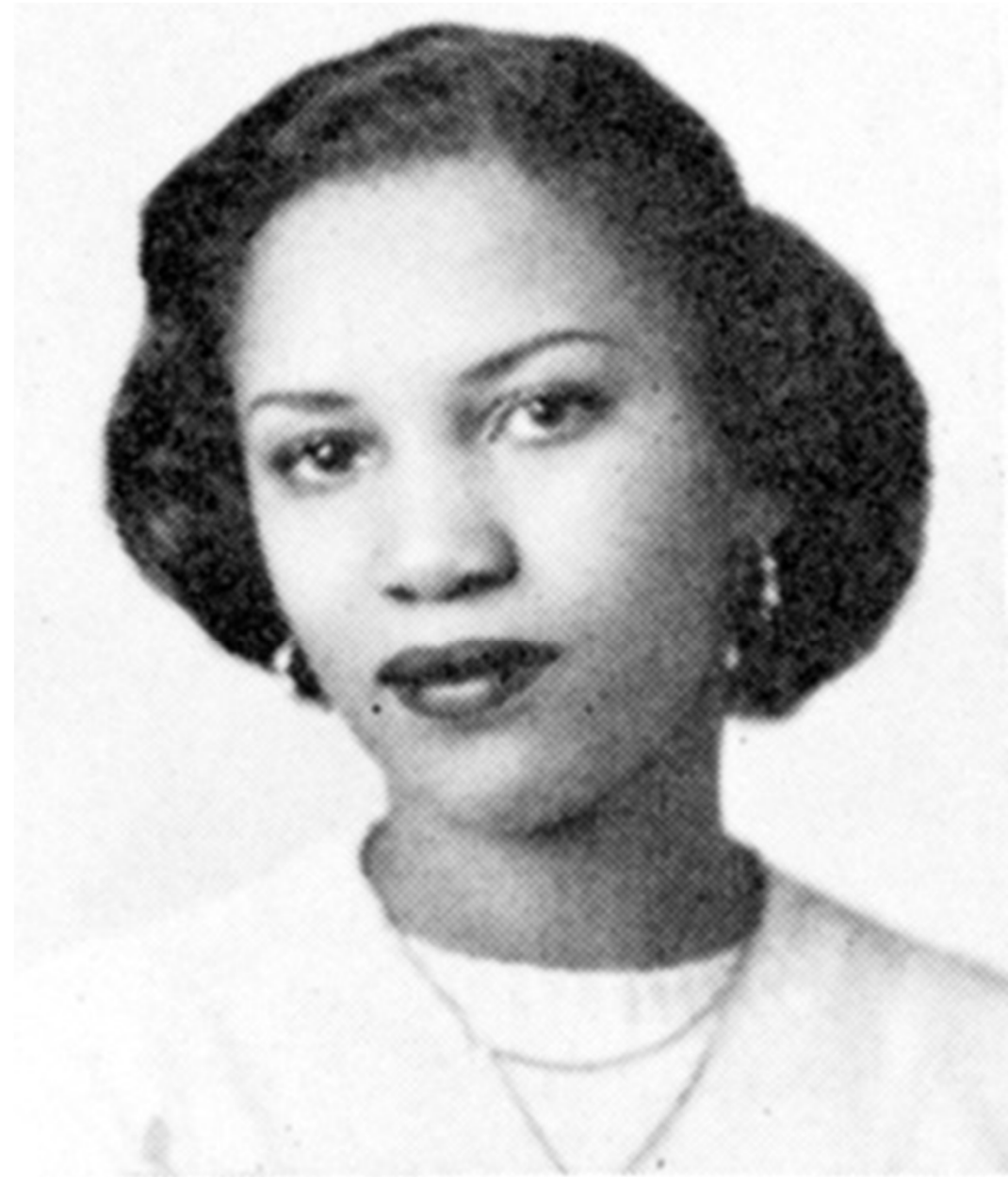
WHAT'S OUR SOUP?



the stories
we love best
live in us
forever

~ j.k rowling

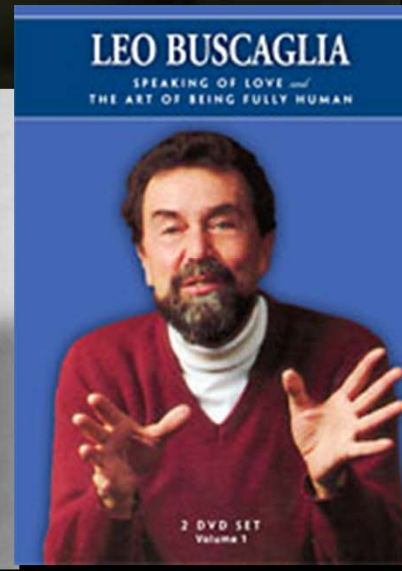
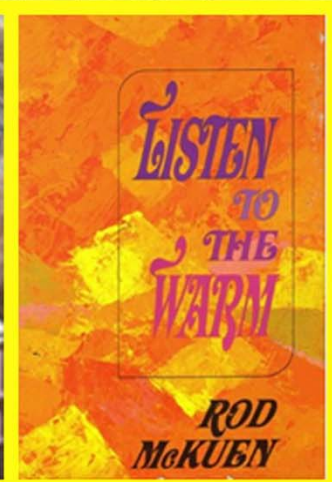
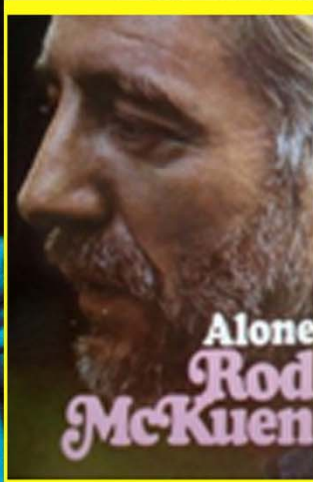
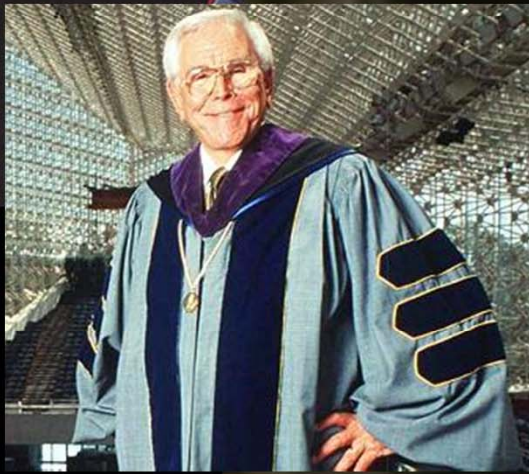
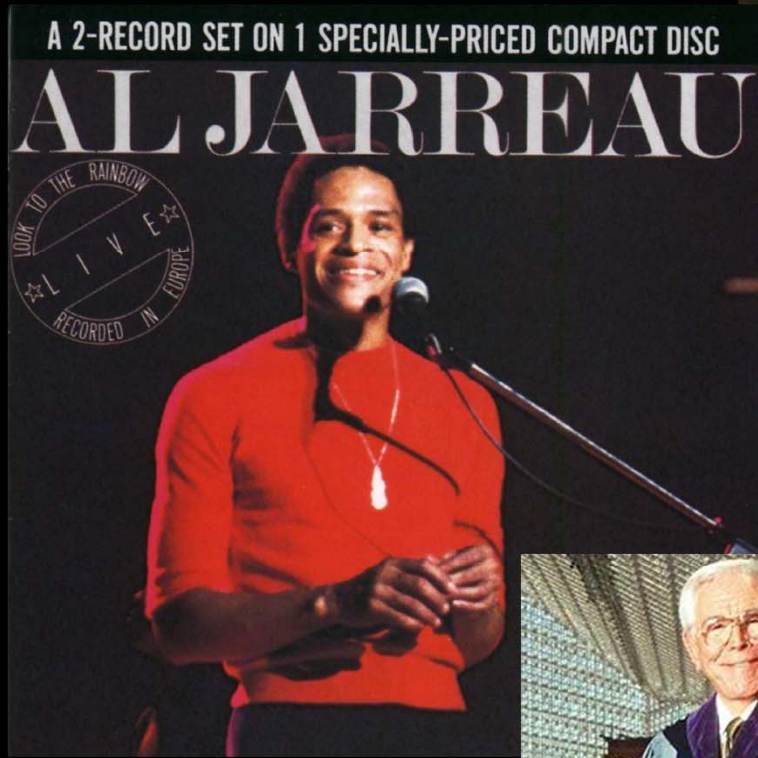
The stories we read
transform us into the
people we believe
ourselves to be.



CHLOE WOFFORD



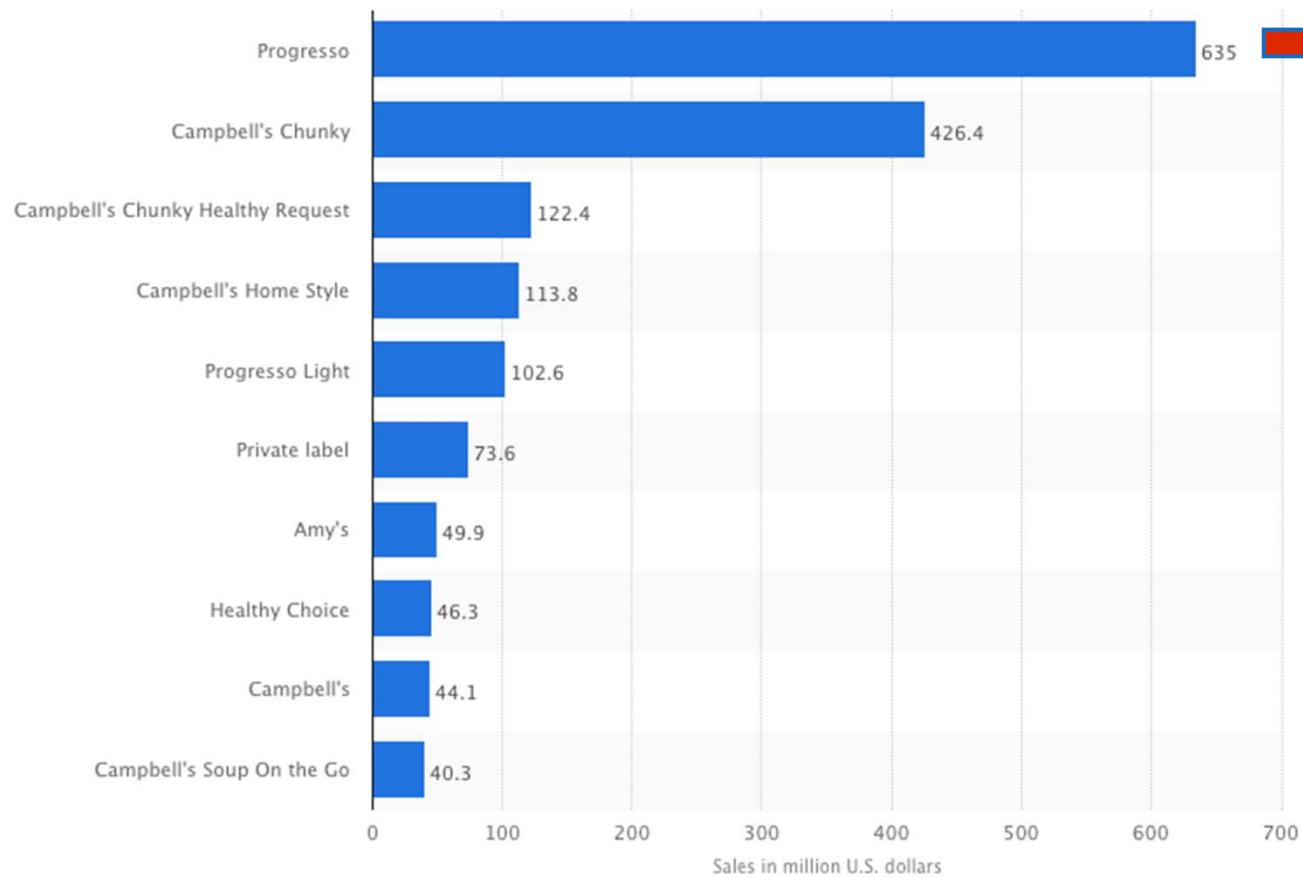
Toni Morrison



BUT...

Sales of the leading 10 ready-to-serve wet soup brands of the United States in 2015 (in million U.S. dollars)

This graph shows the sales of the leading 10 ready-to-serve wet soup brands of the United States in 2015. Progresso was the top ranked ready-to-serve wet soup brand of the United States with about 635 million U.S. dollars worth of sales in 2015.



Healthier

WHAT IS OUR STIGMA?



WE MUST REBRAND **AND THEN** GET THE WORD TO PEOPLE.

GET OUT OF THE
LIBRARY.



“Research and Travel Guides”

“ Probably only been there twice this year which is much less frequent than past years.

Internet (even available in flight) and electronic readers has made everything so much more accessible.

Perhaps if some **grandkids** come along I will make more frequent visits again.”



“

The last time I went to a library was with Winston to visit you. I know its so sad but, there is Amazon and the Internet.

Library's are getting obsolete (even though i do like to read with a physical book versus a kindle, ipad etc...."



“

Sadly, I don't use it unless my kids need books for school projects -

as a mother of 2 children who works full time, with all of their activities, it's just one more chore -

and returning books is the worst.

I don't know anyone my age (and income level) who uses their library, ***unfortunately.***”

MAKE CONNECTIONS



DENVER PUBLIC LIBRARY

PEDAL POWER

CONNECT
SITE
SECRET
TECH
TAGS
CLEAN
SPEAK
LOSE
GROW
FIND
YOUR MIND
READ
FREE
CREATE
LEARN
REACH
SHARE
LOVE
SEE
NEED
DREAM
STAY
SHARE

DENVER PUBLIC LIBRARY
DENVER LIBRARY
ORG

DPL CONNECT
DENVERLIBRARY.ORG

ENGAGE WHERE THEY ARE

- FREE WI-FI
- LIBRARY REGISTRATION
- CIRC ITEMS
- COLLATERAL



BOOKS BIKES & BEER

JOIN OUR HUMAN-POWERED MOBILE LIBRARY & OUR
FANTASTIC DRIVER ZAC (AKA CAPTAIN LIBRARIAN) AT

DENVER BICYCLE CAFE

SATURDAY, APRIL 12

11 A.M. - 6 P.M.

1308 E. 17TH AVENUE



Bikes. Beer. Coffee.



METROPOLITAN UNIVERSITY OF DENVER

STREET TEAMS

METROPOLITAN STATE UNIVERSITY OF DENVER

- Pridefest
- Denver PL Summer Reading Program
- Futbolito Soccer Event



GET THE WORD OUT

The library has lots of great programs for everyone in Ferndale

We are looking for people to **get the word on the street.** Help us **distribute flyers** for events at the library throughout the community & beyond

If interested, ask our staff (Darlene or Lindsey) for a pack of flyers to post in your favorite quadrant of t



Metropolitan State University of Denver

June 26 · 🌐

👍 Like Page

The MSU Denver Street Team will be at MLS ¡Futbolito! this Saturday to hand out temporary tattoos, frisbee flyers and two free MSU Denver all-sport passes. They'll be there at 7:30 a.m. at Dick's Sporting Goods Park. Gooooooooaaaaa!!!!!! http://www.mlxfutbolito.com/lang/en_home.html

MLS ¡Futbolito!™ presented by Volkswagen and Wells Fargo 2014

As the official 4v4 tournament of Major League Soccer, MLS ¡Futbolito! presented by Wells Fargo and Volkswagen brings fast-paced soccer action to 8 communities across the country.

MLXFUTBOLITO.COM





PERKS

- Advance copies of books
- Letters of recommendation
- Volunteer hours
- Get a Say



CBC Street Team

Be Social. Be Authentic. Be CBC.



**Apply to be part of the CBC Street Team!
Deadline is September 5.**

Deadline is September 5.

ENGAGE IN CONVERSATION

ASSIST WITH ARTS AND CRAFTS

ABILITY TO LIFT, ETC.

SET UP, STAFF AND CLEAN UP
TABLES

55+ (MUST BE 18)

2-4 HOURS PER EVENT

BACKGROUND CHECK

ABILITY TO PROVIDE OWN
TRANSPORTATION

EARN FREE T-SHIRT



OUTREACH

POP UP LIBRARIES





YOUR LIBRARY WITHOUT LIMITS!

- check out books
- download music
- get a book recommendation
- ask a librarian
- do some research

The Seattle Public Library
BOOKSONBIKES

www.spl.org • 206-462-1626

YOUR LIBRARY WITHOUT LIMITS!



OUTREACH

BOOKCARTS





PARTNERSHIPS

RICHLAND COUNTY PL



EREADY?

Download free eBooks now!



www.myRCPL.com

MOBILE LAB 1 STAFF + VOLUNTEERS

- eBook demos/instruction
- Drawing iTunes gift card
- Display sign/invitation
- Card with links
- Uses a hotspot
- Likes personal contact



NEW MATH

$$1 + 2 = 802 + 12 (8) = ?$$

Staff
Volunteers
Conversations
New Partnerships
New Additional Staff
Unlimited Possibilities

$$1 + 2 = 8 \quad 02 + 12 \quad (8) = ?$$

FUN

FRESH

EASY AS POSSIBLE

PERSONAL

CONVERSATIONAL

PARTNERSHIPS

AUTHORS

Consider partnering with an author

LIBBY'S
STREET
TEAM



EXAMPLES OF HOW YOU MIGHT HELP OUT ARE:

- WRITE AN ONLINE REVIEW (AMAZON, GOODREADS, BARNES & NOBLE).
- POST A LITTLE SOMETHING ON SOCIAL MEDIA (EXAMPLES MADE AVAILABLE).
- ASK YOUR LOCAL BOOKSTORE IF THEY CAN STOCK A FEW OF LIBBY'S BOOKS
- REQUEST THAT YOUR LIBRARY CARRY LIBBY'S BOOKS, IF THEY DON'T ALREADY.

THESE ARE THINGS THAT YOU MIGHT DO ANYWAY — EASY, RIGHT?!

SOCIAL AND DIGITAL

Search Find anything at the library. Start here.



[Advanced catalog search](#)



Citizenship classes
Register for fall sessions



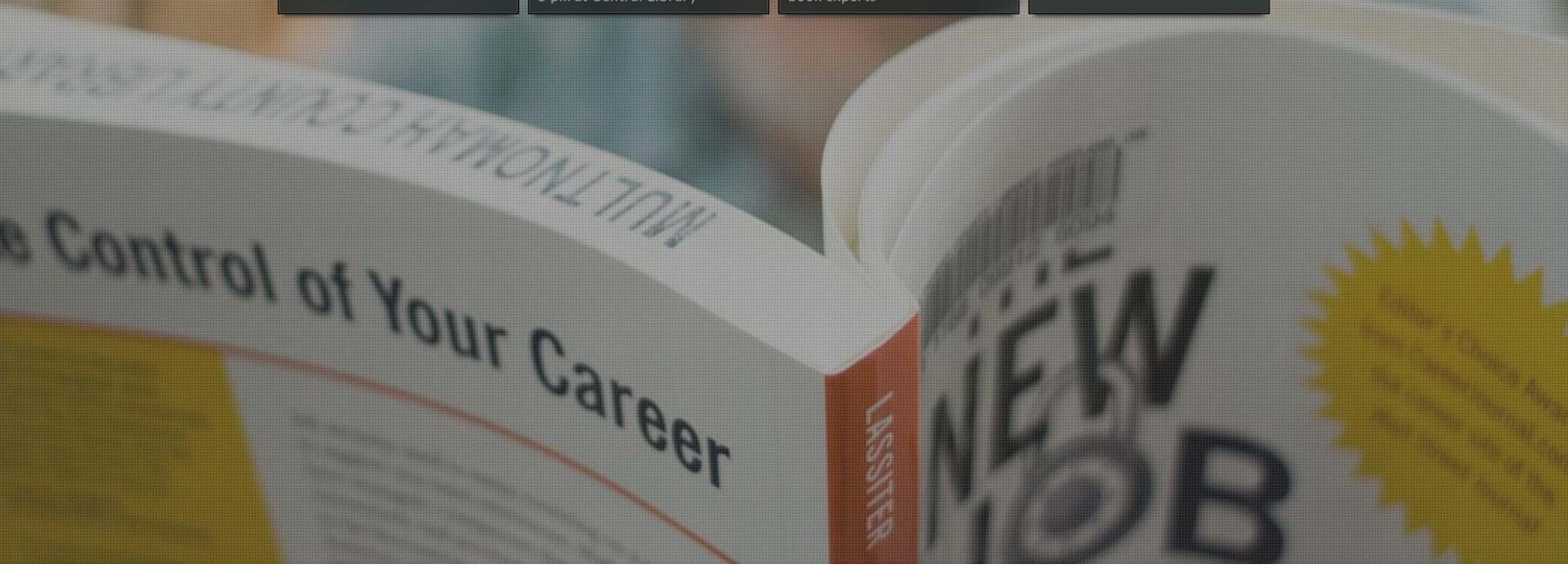
Saturday, Sept. 27
You're invited to a very special community celebration. 11 am-5 pm at Central Library



My Librarian
Reading recommendations the way you like them - from our book experts



Commemorative 150th anniversary library cards
Available at your library



Contact one of these librarians for a personalized reading recommendation or [let us pick one for you](#). For all other requests, [Contact us](#).

Meet the librarians

Diana A.

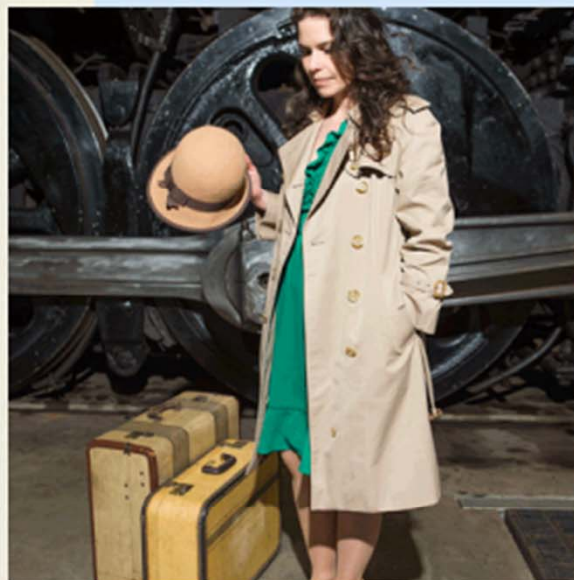


Literary, Parenting, Kids, Teens, Audiobooks, Classics, Cooking

[Read more about Diana and her recommendations.](#) →

Ask Diana A. what to read

Heather E.



Travel, Lost Generation, Classics, Women in Literature, Poetry

[Read more about Heather and her recommendations.](#) →

Ask Heather E. what to read

Laural W.



Crafts, Romance, Women and Friendship, Fantasy, Comics, Zines

[Read more about Laural and her recommendations.](#) →

Ask Laural W. what to read

Karen S.



Kids, Teens, Parenting, Science Fiction, Asia, Nature

[Read more about Karen and her recommendations.](#) →

Ask Karen S. what to read



ALISON

Infrequent sunlight impressionist and ...

YOUR PERSONAL EXPERT

My Librarian

Custom reading suggestions

multcolib.org

Contact My Librarian

[Home](#)



How do you want to have this conversation? *

- Email
- Phone
- Chat
- Video chat
- In person

Pick one.

YOUR CONTACT INFORMATION

Your name *

Email address *

County where you reside *

Note: Please tap Submit only one time.

Alison K.

Home



I read like lightning when the book is just okay, but I slow down for the really good stuff. I'm drawn to literary fiction, memoirs and coming-of-age stories, and stories of survival and the apocalypse. I'll read them in any format - comics, ebooks and audio books, and for any audience - kids, teens, adults - it doesn't matter. After all, a good story is a good story. Some recent favorites: Nick Harkaway's *Tigerman*, Dee Williams's *The Big Tiny: A built it myself memoir* and Bryan Doyle's *The Plover*.

I admire tiny-houses and tiny dogs, though I own neither. I enjoy going long distances by bike, foot, kayak and other means of self-propulsion, hence the audiobooks and podcasts.

I love talking books. Ask me for a list or tell me what you're reading. I look forward to hearing from you.

[Sign up for my monthly reading recommendations](#) delivered right to your in-box.

Ask Alison K. what to read

Reading lists

Philosophical dogs, talking cats

Stories of sentient animals and their human companions.



Blog Posts

[A mouse-t read tale for kids and adults alike](#)

I've heard the critics who say adults should read adult books. Like Madeline, I say, "pooh-pooh". If you don't have a child in your life, you're missing out. Picture books have the ability to charm...

[The kids are all right; it's the parents you should worry about](#)

Stories about the precarious limbo between childhood and adulthood.

[Westerns, little-w](#)

A no-good varmint, and underdog with a cause, and justice. What could be better?

[Unwanted passengers](#)

Brian Doyle's *The Plover* tells the story of a misanthrope at sea.

[Tiny house, big heart](#)

When all the stuff is gone your only company is yourself.

[see more blogs](#)



ALISON

Infrequent sunlight impressionist and ...

YOUR PERSONAL EXPERT

My Librarian

Custom reading suggestions

multcolib.org

**THE
Library
FOUNDATION**



Multnomah County Library

August 14

Don't let a computer tell you what to read.
Librarian.

<https://multcolib.org/my-librarian>

Like · Comment · Share

👍 848 people like this.

💬 35 shares



Lana Pries Kindles and other e-re...
okay, but there is nothing like read
cover to cover and the smell of the
turn them. I love books and I love
are the glue in all American comm
so much to all no matter what color
religion etc.

Like · Reply · 🔄 10 · August 14 at 7



Mary Keller I like holding a book in

Like · Reply · 🔄 5 · August 14 at 7



Felicia Fulks Vertrees Alison Kas
amazing!

Like · Reply · 🔄 4 · August 14 at 4



Barbara Metcalf They are always
in any way they can! I love Librarian

Like · Reply · 🔄 2 · August 15 at 12



Tricia Leach The photos of the lib
really fun. This is such a good idea

Like · Reply · 🔄 1 · August 14 at 10



Sharon Kent I don't know what I w
without books. And the library, thro
outreach program, is my primary s
Thank you Multnomah county libra

Like · Reply · 🔄 1 · August 15 at 1



Write a comment...



Multnomah County Lib

@MultCoLib

Library serving Multnomah County, Oregon, including the cities of Portland, Gresham, Troutdale and Fairview

📍 Multnomah County, Oregon

🌐 multcolib.org

🕒 Joined October 2008

📷 126 Photos and videos



TWEETS
10K

PHOTOS/VIDEOS
126

FOLLOWING
724

FOLLOWERS
7,903

FAVORITES
116

More ▾

Tweets

Tweets & replies



Multnomah County Lib @MultCoLib · 1h

"You want a good book but don't have a clue? Get Elmore." ow.ly/B485f



Multnomah County Lib @MultCoLib · 20h

#onorder Perfidia - @PublishersWkly calls it an "uncompromising epic of crime and depravity" - must be Ellroy. ow.ly/AVbSw



[View summary](#)



Multnomah County Lib @MultCoLib · 21h

Librarian Catherine helps you start your own front yard victory garden: ow.ly/B49oE



Multnomah County Lib @MultCoLib · 22h

More on what water has meant to us throughout history: ow.ly/B6jb4



Multnomah County Lib @MultCoLib · 23h

"The best that could be said of water, wrote one unhappy 17th-century drinker, was that it was better than bad beer." ow.ly/B6iGN



Multnomah County Lib @MultCoLib · Sep 6

Powered human? Science, technology & the future of human nature with

PRINT

DISPLAYS

What book should be made into a movie?

Monument #1 The Chronicles Of Vladimir Todd Game by Walter Dean Myers!

The Knife & Never Letting Go
Stupid Fact
LEGEND
By more Lu

Life as We Knew It Series 😊

Perfect Chemistry
Crash into me
Evermore series
Marked series
HATE LIST!
Wonder by R.J. Palacio
Winger
Doomed by Tracey Deans

Paper Towns
Crank
Looking for Alaska
The Hate U Give Series
Wonder

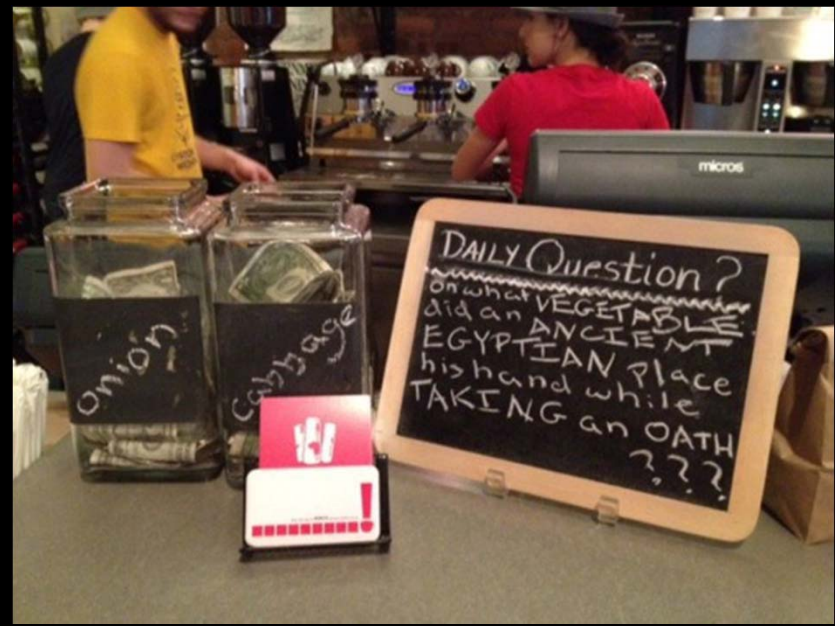
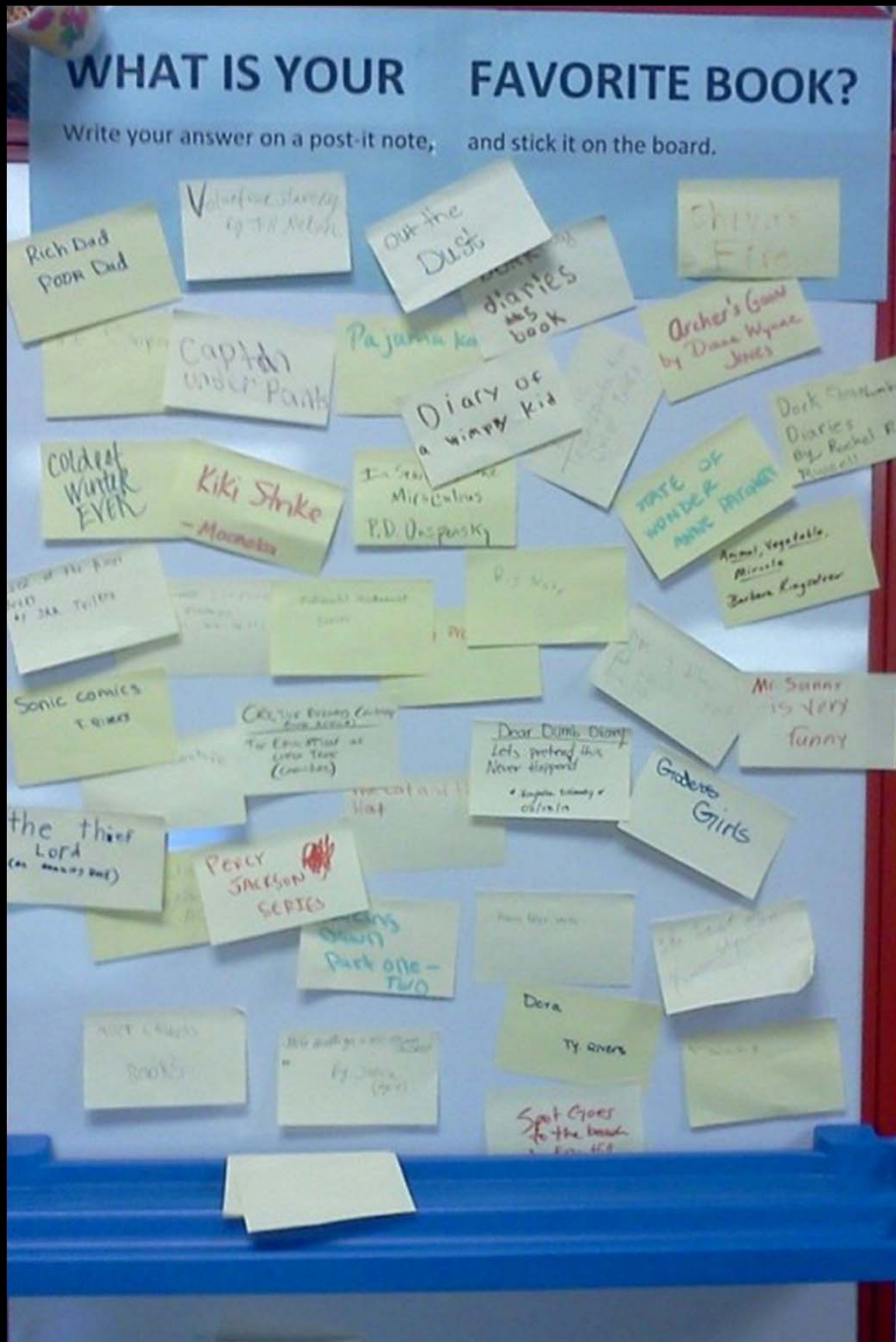
CHAINS
Of Poseidon Series
Shimmer
November Blues
Hate List!

Matched Series
The Fault in our Stars
Perfect
Delirium Series
Shadow and Bone Series
Thirst Series

Vampire Academy Series
Hush Hush Series
Blue Bloods Series

Hunger
Power of 6
Hex Hall Series







travel

including



Phrase Books

900's
900's
900's
900's
900's

travel

Including
travel bags for these
popular destinations



New York City



Chicago

DisneyWorld

Kansas City

Osaka

Texas

Washington DC

900's
900's
900's
900's
900's

travel

Including
travel bags for these
popular destinations



New York City



Chicago

DisneyWorld

Kansas City

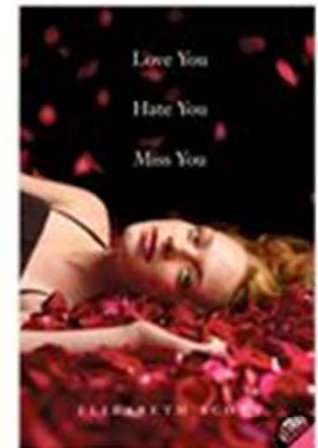
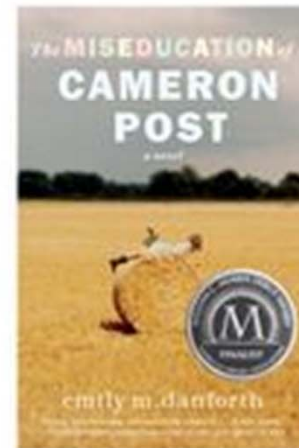
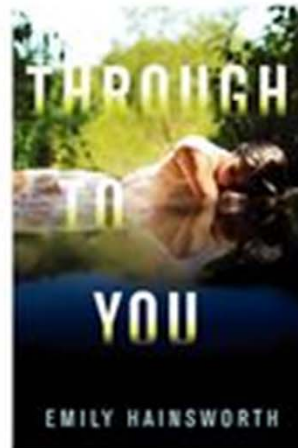
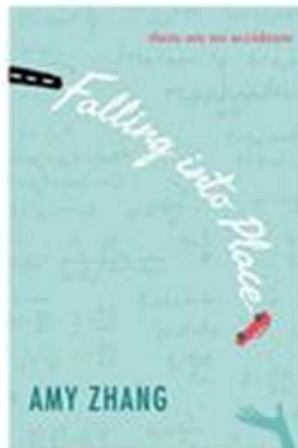
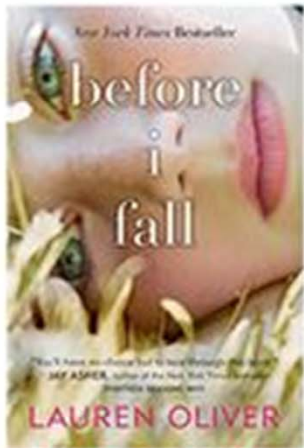
Osaka

Texas

Washington DC

BUCKLE UP!

18 Car Crashes in YA



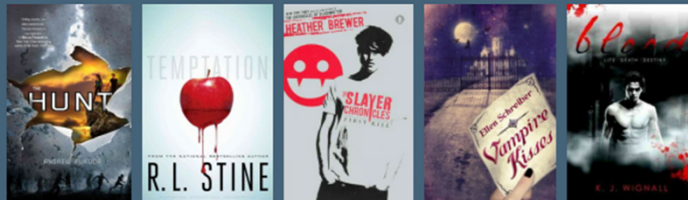
POSTER BY EPIC REDS

Creepy, Scary, and Thrilling

Killers



Vampires



Supernatural



Werewolves



SAN MATEO COUNTY LIBRARY
Connect. Discover. Evolve.

Atherton Library

2 Dinkelspiel Station Lane
Atherton, California 94027 | 650-328-2422
<http://www.smcl.org/en/content/atherton>

IF YOU
LIKE



THEN
TRY



HERE'S
WHY

The Fault in Our Stars was inspired by a girl named Esther Earl. This memoir is filled with journal entries and letters from Earl as she fought cancer.

Location: Biography
921 Earl, E.

A shy and sweet girl has trouble making friends; but when the most popular boy in class befriends her, she learns she has enemies as well.

Location: Graphic Novel
and Comics
741.5 Shi

An adrenaline ride from start to finish! When a cyber-terrorist threatens virtual gamers, Michael is called upon to destroy the threat.

Location: Fiction
F Das



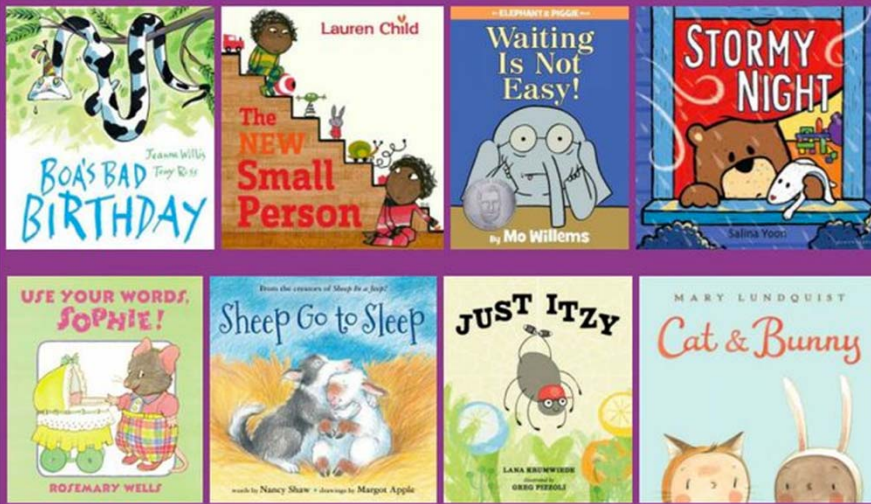
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Atherton Library

2 Dinkelspiel Station Lane
Atherton, California 94027 | 650-328-2422
<http://www.smcl.org/en/content/atherton>



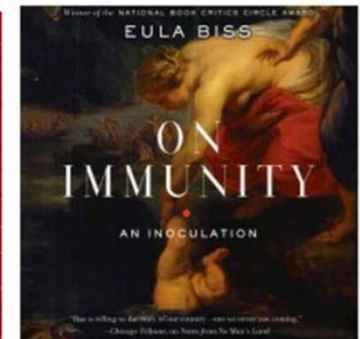
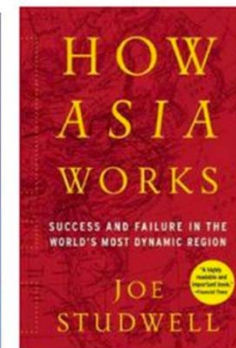
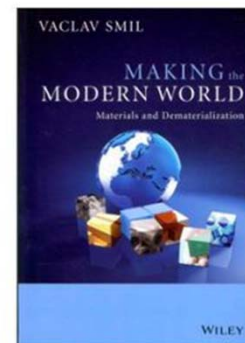
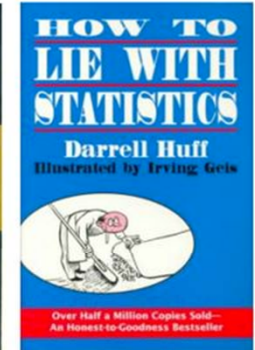
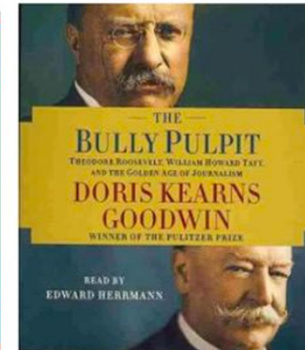
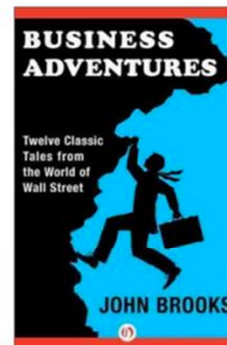
We've got you covered when life's little bumps come along...



From The **TED**Blog...

Picked by Bill Gates

At TED2105 Bill Gates offered these selections as some of his favorite books. How many have you read?



TEEN MOVIES @ the Library



The Amazing Spider Man
Wed., June 3
3:00 p.m.
Columbia Pictures
PG-13; 136 min



Thor the Dark World
Wed., June 10
3:00 p.m.
Walt Disney Pictures
PG-13; 136 min

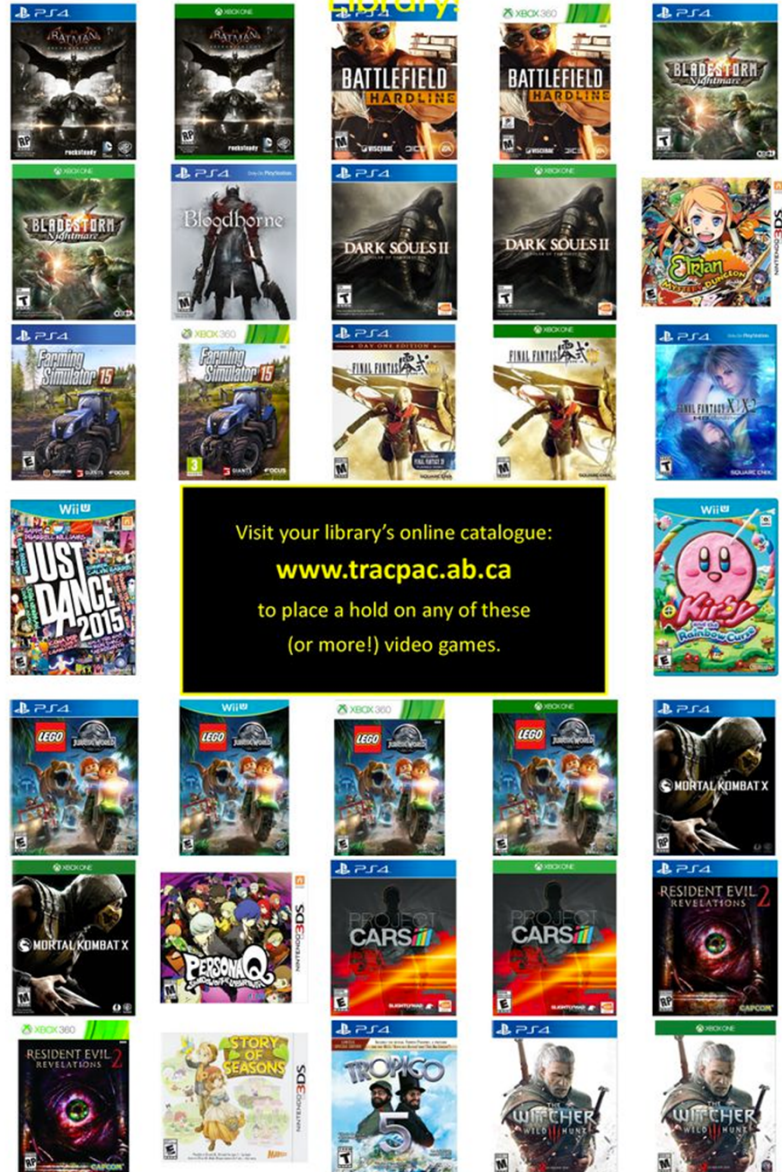
The Dark Knight
Wed., June 17
3:00 p.m.
Warner Brothers
PG-13; 152 min



The Dark Knight Rises
Wed., June 24
3:00 p.m.
Warner Brothers
PG-13; 164 min

Guardians of the Galaxy
Wed., July 8
3:00 p.m.
Walt Disney Pictures
PG-13; 121 min

New Video Games Available Through Your Library!



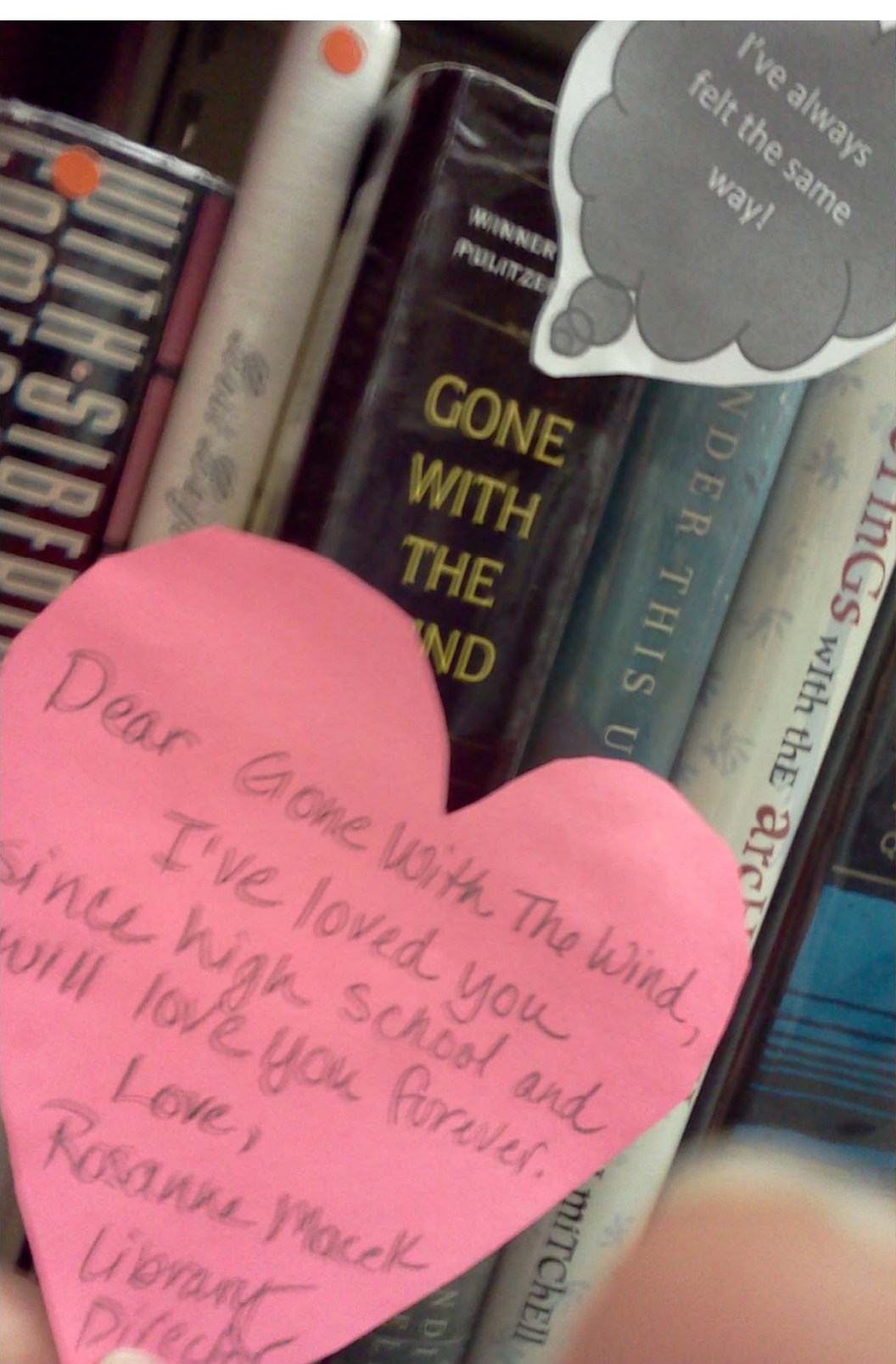
Visit your library's online catalogue:
www.tracpac.ab.ca
to place a hold on any of these
(or more!) video games.



Central Mississippi Regional Library System
100 Tamberline Street | Brandon, Mississippi 39042 | 601-825-0100 | <http://www.cmr.is.lib.ms.us>



Acadia Municipal Library
103 1st Ave North | Acadia Valley, AB | 403-972-3744 | www.acadialibrary.ca



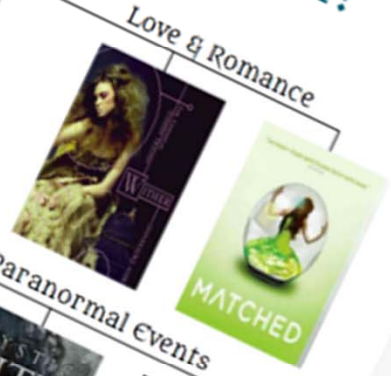


COOK
the Nonfiction
Exhibition @WPL

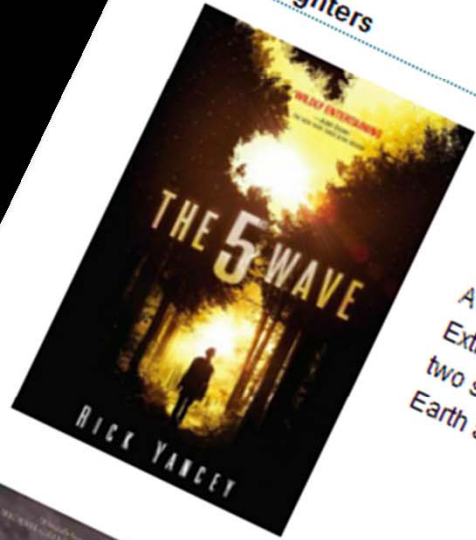


ENERDI
LACASSE
THERE'S A CH...
DRS CHILDREN'S C...
THERE'S A...
Dora

You read after Divergent?

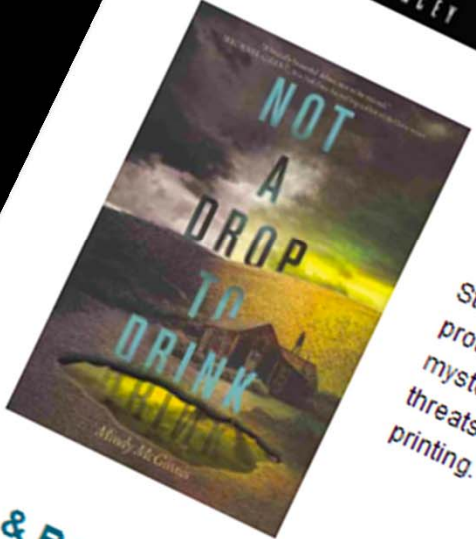


Female Fighters



The 5th Wave by Richard Yancey

A first entry in a new series by the award-winning author of The Extraordinary Adventures of Alfred Kropp follows the experiences of two survivors of apocalyptic disasters that have decimated life on Earth and transformed nearly everyone into crazed killers.



Not a Drop to Drink by Mindy McGinnis

Struggling for survival in a drought-stricken world, teen protects her pond from strangers and finds her mysterious adversaries who leave footprints and fire warning gunshot printing.



Reserve your copy now!

In a Manhattan where the streets are under water and outcasts called "mystics" have paranormal powers, Aria Rose is engaged to Thomas Foster and the powerful Rose and Foster families--longtime enemies--are uniting politically; the only trouble is that Aria has no memory of ever meeting Thomas, much less falling in love with him.

FACEBOOK AND THE WEB

If you haven't read *Divergent*, we have it as an ebook. [Click it to download.](#)



"Can you be a girl for a few seconds?"

"I'm always a girl" I frown.

"You know what I mean. Like a silly, annoying girl"

I twirl my hair around my finger. "Kay."

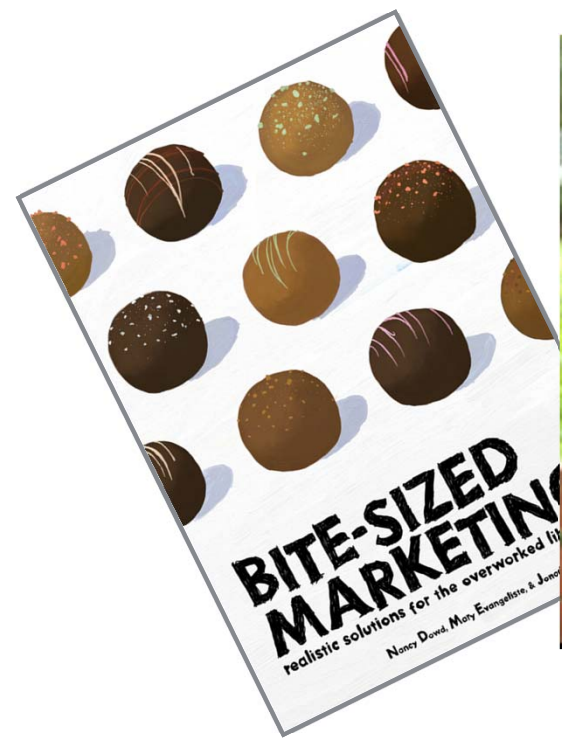
— Veronica Roth, *Divergent*

FACEBOOK AND TWITTER



What they don't know will kill YOU.

THANK YOU



EMAIL: NDOWD@EBSCO.COM

SOCIAL MEDIA: NANCYDOWD