

4-1-2013

Multifaceted Promotion and Outreach of Banned Books Week Library Programming

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Colorado Talking Book Library

Multifaceted Promotion and Outreach of Banned Books Week

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Emily Zegers, Coordinator of Marketing & Outreach

Megan Reilly, Colorado Talking Book Library



Raynor Memorial Libraries





Megan Reilly
Colorado Talking Book Library



Raynor Library at Marquette University

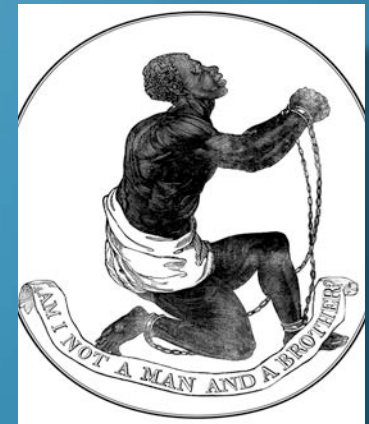


Banned Books Week 2012



FREEDOM PROJECT

- Year-long campus wide commemoration of the Sesquicentennial of the Civil War exploring many meanings and histories of emancipation and freedom in the United States and beyond.
- Speakers (Eric Foner) and Panel Discussions
- Exhibits at Haggerty Museum of Art
- Performances at Helfaer Theater
- Library displays, (School Choice, Banned Books)



PROGRAM DEVELOPMENT



BANNED BOOKS

Program Development

- Program Goal
 - Inform students about the historical and continued banning of books and other information
 - New, engaging, and interactive...Edutainment
- Program Events
 - Virtual read-out, film festival, and interactive displays





Banned Books Week

VIRTUAL READOUT



FORBIDDEN FILM FESTIVAL: FOUR FILMS BASED ON BANNED BOOKS

Thursday, October 4th @ 1pm
Raynor Conference Room B/C



Lord of the Flies

Showtime: 1:00 PM

William Golding's classic tale depicts a group of plane-wrecked boys' descent into savagery amidst the backdrop of a deserted island. Challenged on grounds of graphic violence, profanity, and pessimistic view of humanity.

Howl

Showtime: 3:00 PM

James Franco stars as Beat poet Allen Ginsberg whose poem "Howl" was subjected to a landmark obscenity trial in 1957. Challenged over issues of profanity, illicit drug use, and sexually explicit content, including homosexuality.



Twilight

Showtime: 5:00 PM

Seventeen-year-old Bella moves to a new town and falls in love with Edward, who just so happens to be a vampire. Challenged over concerns of age-appropriate content, religious viewpoints, and being sexually explicit.

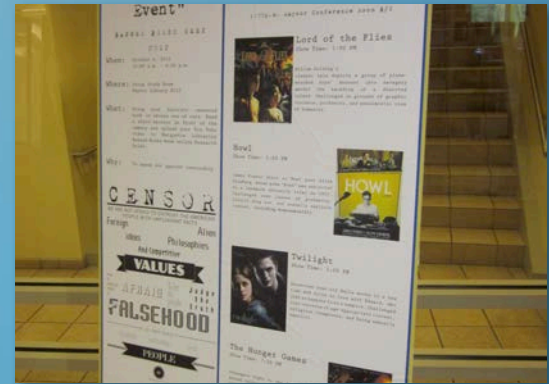
The Hunger Games

Showtime: 7:30 PM

Teenagers fight to the death during an annual televised event in this Dystopian thriller. Criticisms range from explicit violence, unsuitable for age group, to anti-ethnic, anti-family, and satanic.



FILM FESTIVAL



Included a white board, plasma screen, display case featuring selected Banned Books and poster of events.





THE OPUS NORTH BRIDGE

EXIT

What's Your Favorite Book?

What is Your Favorite Book?

BANNED BOOKS WEEK

VIRTUAL READ-OUT

Room R25





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Admin Sign In

Banned Books Week 2012



Banned Books Week (BBW) is an annual event celebrating the freedom to read and the importance of the First Amendment. Held during the last week of September, Banned Books Week highlights the benefits of free and open access to information while drawing attention to the harms of censorship by spotlighting actual or attempted bannings of books across the United States.

Intellectual freedom - the freedom to access information and express ideas, even if the information and ideas might be considered unorthodox or unpopular - provides the foundation for

Banned Books Week.

A series of Virtual Exhibits listed in the right hand navigation bar, highlight books that have been targets of attempted banning. Fortunately, while some books were banned or restricted, in a majority of cases the books were not banned, all thanks to the efforts of librarians, teachers, booksellers, and members of the community who fought against the restraints imposed on the availability of information in a free society.

Share your Voice »

Below are authors of banned and challenged books speaking out about their experiences and calling attention to censorship. Add your voice to the conversation by participating in our virtual read-out. [Find out how to submit your video »](#)



- [Top 10 Banned Books of 2011](#)
- [Classic Banned Books](#)
- [Books Banned by Governments](#)
- [Young Adult Banned Books](#)
- [Wisconsin Cases Map](#)
- [Censorship Case Timeline 1920s](#)
- [Virtual Read-out](#)
- [Fun & Games](#)



INTERACTIVE LIBGUIDE

INTERACTIVE LIBGUIDE



BANNED BOOKS LIBGUIDE

- <http://libguides.marquette.edu/banned-books-week>
- Emily and Megan developed content, Eric developed LibGuide
- Utilized jQuery and CSS to create interactive list of Banned Books by various categories.
- Megan developed an interactive Google map of a selection of censorship cases in the state of Wisconsin.
- Created an interactive Censorship Timeline and Banned Books Week Quiz using Articulate Studio.



The Data Says...



Where did they come from?

URL	#
http://www.marquette.edu/library/news/fall12.shtml	9
http://libguides.marquette.edu/browse.php?o=l	8
http://libguides.marquette.edu/index.php?gid=2479	6
http://www.marquette.edu/library/services/freedom-project/	3
http://www.mu.edu/library/news/fall12.shtml	3
http://www.bannedbooksweek.org/events	2
http://www.marquette.edu/newsbriefs/2012/Staff/September-2012-Staff/September-27-12-NB-STAFF.html	2
http://www.marquette.edu/newsbriefs/2012/Students/September-2012-Students/September-27-12-NB-STUDENTS.html	1
http://www.mu.edu/library/services/freedom-project/	1
http://bannedbooksweek.org/events	1
http://t.co/foMAGmLH	1
http://libguides.marquette.edu/browse.php?o=g&gid=2479	1
http://www.facebook.com/...	1





September 30 through October 4

INTERACTIVE LIBRARY DISPLAY



Interactive Display Usage

<input type="checkbox"/> Page	Pageviews	Time on Page
1. /library/lor/banned-books-display/games.shtml	11	00:00:48
2. /library/lor/banned-books-display/	10	00:00:37
3. /library/lor/banned-books-display/index.shtml	8	00:16:40
4. /library/lor/banned-books-display/word-search.shtml	8	00:01:41
5. /library/lor/banned-books-display/children.shtml	6	00:00:18
6. /library/lor/banned-books-display/top-10.shtml	5	00:25:28
7. /library/lor/banned-books-display/classic.shtml	3	00:02:50
8. /library/lor/banned-books-display/government.shtml	3	00:02:35
9. /library/lor/banned-books-display/map.shtml	3	00:02:53
10. /library/lor/banned-books-display/timeline.shtml	2	00:00:17
11. /library/lor/banned-books-display/quiz.shtml	1	00:02:14



PROMOTION



PROMOTION

- *News Briefs*
- AXIS television
- *The Marquette Tribune*
- Posters and table tents (dorms, Libraries, AMU)
- Direct e-mail to target faculty
- Graduate Student Newsletter
- Library website
- Social media
- Collaborations (Freedom Project, courses, and OSD)



SEPTEMBER 27, 2012

5. Activities offered as part of Banned Books Week

[Raynor Memorial Libraries](#) will host a series of events as part of The Freedom Project's [Banned Books Week](#) Sunday, Sept. 30, through Saturday, Oct. 6. "Banned Books: The Reading" will take place Monday, Oct. 1, from 10 a.m. to 2 p.m. in the upper gallery of the Haggerty Museum of Art. Faculty and administrators from across campus will read selections from banned books across different genres, including Dr. Larry Watson, visiting professor of English, who will read from his own work and reflect on the experience of having it banned. A complete lineup of readers can be found online. For additional information, contact [Dr. James Marten](#), chair and professor of history, at 8-7901, or [Dr. Stephanie Quade](#), dean of students, at 8-1412.

A "Virtual Read-Out" will take place Thursday, Oct. 4, from 10 a.m. to 4 p.m. in Raynor Memorial Libraries, second floor. Participants are invited to read an excerpt from their favorite book to show support of their favorite author and join the conversation about censorship.

"Forbidden Film Festival: Four Films Based on Banned Books," will be held Thursday, Oct. 4, in Raynor Memorial Libraries' Beaumier Suites. Film showings are meant to bring awareness to the campaign that challenges censorship and celebrates the freedom to read.

- *Lord of the Flies* at 1 p.m.
- *Howl* at 3 p.m.
- *Twilight* at 5 p.m.
- *Hunger Games* at 7:30 p.m.

All events are free, and no registration is required.

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6. Department of Theology to hold annual Theotokos Lecture

The [Department of Theology](#) will hold the annual [Theotokos Lecture](#) Tuesday, Oct. 2, from 4 p.m. to 5:30 p.m. in Cudahy Hall, 001. Dr. Kevin Hart, theologian, philosopher, poet and professor of Christian studies at the University of Virginia, will address "Contemplation and Concretion: Four Marian Lyrics." A pre-lecture reception with refreshments will be held from 3:30 p.m. to 4 p.m. outside the lecture room.

For more information, contact [Dr. Mark Johnson](#), associate professor of theology, at 8-7646.

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5. [Activities offered as part of Banned Books Week](#)
6. [Department of Theology to hold annual Theotokos Lecture](#)
7. [PR + Social Media conference to be held at Marquette](#)
8. [Tolkien scholar to explore how The Hobbit came to Milwaukee](#)
9. [Integrative Neuroscience Research Center hosting seminar on drug addiction](#)
10. [Connect with alumni professionals through CIRCLES eMentor Network](#)
11. [Theatre Arts Department presents *The Foreigner*](#)



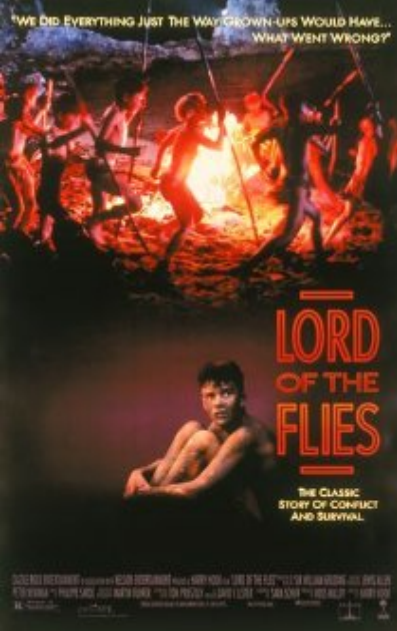
News Briefs is published for Marquette students, faculty and staff every Monday and Thursday, except during summer and academic breaks when only the Monday edition is published. The deadline for the Monday edition is noon Friday. The deadline for the Thursday edition is noon Wednesday. Highest priority notices as determined by university leadership are also sent periodically.

To [comment, ask a question or submit news](#) to share, [e-mail](#), call 8-6712 or send your note in campus mail to *News Briefs*, Office of Marketing and Communication. Please review the [submission guidelines](#) before sending news items. Past issues of *News Briefs* are available [online](#).



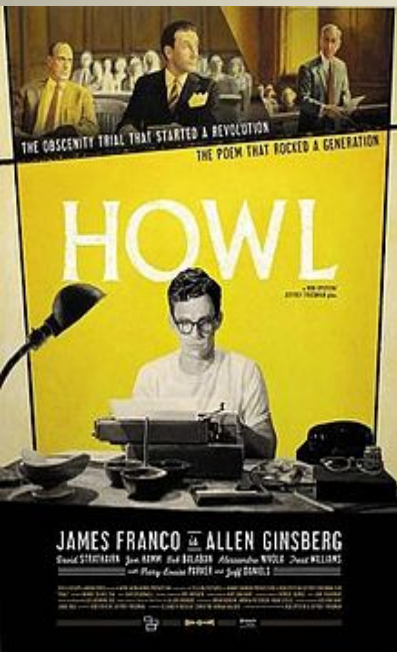
FORBIDDEN FILM FESTIVAL

4 Films Based on Challenged Books



Lord of the Flies @ 1:00

Howl @ 3:00



Cost: *Free!* Includes film and popcorn

When: October 4, 2012

Where: Beaumier Suites B/C,
Raynor Library (Lower Level)



Twilight @ 5:00

Hunger Games @ 7:30



Banned Books Week

September 30-October 6, 2012

More Info: <http://libguides.marquette.edu/banned-books-week>

VIRTUAL READ-OUT



Support the annual censorship awareness campaign, Banned Books Week.

Bring your favorite book to Raynor Library, 2nd floor (R215), between 10 AM and 4 PM.

Library staff will record you reading an excerpt . Videos will be added to the BBW Website.



THE MARQUETTE TRIBUNE

See Forum, page 8

By Alexandra Whittaker
alexandra.whittaker@marquette.edu

tion over the economy and the responsibility of the government to

wedding anniversary, both candidates' claws came out almost

See Debate, page 7

Banned books week lends to discussion of liberty



Raynor presentation part of university's 'Freedom Project'

By Jacob Born
jacob.born@marquette.edu

Raynor Library is celebrating Banned Books Week, which started Sept. 30 and ends this Saturday – an event “celebrating the freedom to read,” according to its website.

“Because we’re librarians, we want to show support ... in creating awareness (of) censorship,” Emily Zegers, a digital projects technician for Raynor Memorial Libraries, said. “That’s what this week is about.”

Raynor Library has a display

books pulled straight from their shelves, along with an interactive display and whiteboards filled with students’ favorite books. In

addition to this exhibit, there will be a screening of movie adaptations of challenged and banned books today at 1 p.m.. An unaffiliated event planned by Haggerty Art Museum had professors read excerpts of their favorite banned books to students Monday.

These events are part of the National Banned Books Week put on by the American Library

association’s former director of its office of intellectual freedom. Krug started the event to fight to keep books available that had

sensitive content despite the challenges of concerned citizens not wanting people to be exposed to the content.

“The events were created to make this an interactive experience for students,” Zegers said. “It’s one thing to tell somebody about it, but it’s another

thing to have a conversation and participate. We all should have access -- unrestricted access to

“Because we’re librarians, we want to show support ... in creating awareness (of) censorship.”

Emily Zegers, digital projects technician for Raynor Memorial Libraries

Student Newspaper



POSTER

"Live Virtual Readout Event"

BANNED BOOKS WEEK

2012

When: October 4, 2012
10:00 a.m. - 4:00 p.m.

Where: Group Study Room
Raynor Library R215

What: Bring your favorite censored book or choose one of ours. Read a short-excerpt in front of the camera and upload your YouTube video to Marquette Libraries Banned Books Week online Research Guide.

Why: To speak out against censorship

CENSOR

WE ARE NOT AFRAID TO ENTRUST THE AMERICAN PEOPLE WITH UNPLEASANT FACTS

Foreign ideas Alien Philosophies
And Competitive

VALUES

FOR A NATION THAT IS AFRAID OF ITS PEOPLE TO LET JUDGE THE TRUTH

FALSEHOOD

.....IN AN OPEN MARKET.....

IS A NATION THAT IS AFRAID OF ITS

PEOPLE



© President John F. Kennedy

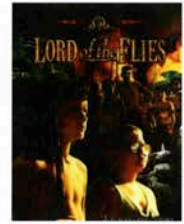
 <http://libguides.marquette.edu/banned-books-week>

Forbidden Film Fest

Thursday, October 4th

FOUR FILMS BASED ON BANNED BOOKS

1:00p.m. Raynor Conference Room B/C



Lord of the Flies
Show Time: 1:00 PM

William Golding's classic tale depicts a group of plane-wrecked boys' descent into savagery amidst the backdrop of a deserted island. Challenged on grounds of graphic violence, profanity, and pessimistic view of humanity.

Howl

Show Time: 3:00 PM

James Franco stars as Beat poet Allen Ginsberg whose poem "Howl" was subjected to a landmark obscenity trial in 1957. Challenged over issues of profanity, illicit drug use, and sexually explicit content, including homosexuality.



Twilight

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Seventeen-year-old Bella moves to a new town and falls in love with Edward, who just so happens to be a vampire. Challenged over concerns of age-appropriate content, religious viewpoints, and being sexually explicit.

The Hunger Games

Show Time: 7:30 PM

Teenagers fight to the death during an annual televised event in this Dystopian thriller. Criticisms range from explicit violence, unsuitable for age group, to anti-ethnic, anti-family, and satanic.




TABLE TENTS

Banned Books Week, Sept. 30 - Oct. 6
Free Event

Virtual Read-out

October 4th, 10-4
Raynor Library, 2nd Floor, R215



Read an excerpt of your favorite book. Library staff will record readings. Videos will be added to the **Banned Books Week** website.

<http://go.mu.edu/read-out>
Tweet #MUreads

Front

Banned Books Week, Sept. 30 - Oct. 6
Free Event



Lord of the Flies @ 1:00



Howl @ 3:00

**Forbidden Film Festival:
4 Films Based on Banned Books**
October 4th
Beaumer Suites B/C -- Raynor Library (Lower Level)



Twilight @ 5:00



Hunger Games @ 7:30

<http://go.mu.edu/read-out>
Tweet #MUreads

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VPN & off-campus access
Research consultations
Research guides
Subject liaisons
More...



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More...

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Directories
Hours
Policies
Scholarly communication /
Open access
More...

APRIL 9, 2013

Library News



3rd International Caribbean
Conference – April 11-13

International Poetry Reading
April 16th 11:30 a.m.-1:00 p.m.

Dorothy Day Exhibit
and Events

- Library Video Tour
- Equipment available for student checkout
- Employment Opportunities @ the Libraries
- Library News Archive

RESEARCH QUESTION OF THE WEEK

I am looking for a scholarly source with basic information about a disease (incidence, symptoms, treatment, etc.). Instead I am finding

e-Publications@Marquette

What are Marquette faculty and students writing about? Find out at **e-Publications@Marquette**. See the most recent additions:

- Digital Innovations: Becoming an Entrepreneur in a Digitally Diverse World (Apr 19, 2013 17:00)
- Private Beaches and Rising Tides: The Environmental Implications of Property Regimes along America's Coasts (Apr 19, 2013 17:00)

e-Archives at Marquette



e-Archives is an online collection of audio recordings, photos, serials, and other materials for digitization from the Archives. Search all dig



LIBRARY
WEBSITE
News

SOCIAL MEDIA

Twitter

The screenshot shows a Twitter profile for MarquetteRaynor. The header includes the Twitter logo, a search bar, and a link to "Have an account? Sign in". The profile section on the left features a "Follow MarquetteRaynor" button and a "Sign up" button. Below this are navigation links for "Tweets", "Following", "Followers", "Favorites", "Lists", and "Recent images". The main content area displays a list of tweets from MarquetteRaynor, each with a profile picture, name, handle, time, and text. The tweets include announcements about library hours, conferences, film festivals, and book events. A footer contains copyright information and various links.

Follow MarquetteRaynor

Full name
Email
Password
Sign up

Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images

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Tweets

- MarquetteRaynor** @MarquetteRaynor 15h
Fall Mid-term Break....rest and relax. Library diehards, remember there are special hours. See bit.ly/U0i8DT
Expand
- MarquetteRaynor** @MarquetteRaynor 5 Oct
What's Next for Latin America? Join the conversation today 4-5 pm. Raynor Conference Center marquette.edu/library/news/2...
Expand
- MarquetteRaynor** @MarquetteRaynor 4 Oct
U still have time for the Forbidden Film Festival. Twilight at 5 & Hunger Games at 7:30. Raynor Library Lower Level. Popcorn too. #MUreads
Expand
- MarquetteRaynor** @MarquetteRaynor 4 Oct
Celebrate the IDEAS they didn't want you to Read. Banned Books and Films at Raynor Library today marquette.edu/library/news/f... #MUreads
Expand
- MarquetteRaynor** @MarquetteRaynor 2 Oct
Discover: How The Hobbit came to Milwaukee, 10/3 at 4:30, Raynor Conference Center. Pre-register at 414-288 7256 bit.ly/Ppchre
Expand
- MarquetteRaynor** @MarquetteRaynor 27 Sep
Get Ready for Banned Book Week....Join fun: movies and readings marquette.edu/library/news/f...
Expand
- MarquetteRaynor** @MarquetteRaynor 25 Sep
English 1001 students. Get to the Global Health and Popular Culture research pages. bit.ly/P1YKUW. Click on the English 1001 tab.
Expand
- MarquetteRaynor** @MarquetteRaynor 24 Sep
The 2012 Edition of Foundations in Wisconsin is now in Raynor library and available for purchase. marquette.edu/library/news/2...
Expand
- MarquetteRaynor** @MarquetteRaynor 21 Sep
The Hobbit was published 75 yrs ago today. See a showing of JRRT manuscripts at the library archives at 2:30pm. See bit.ly/O1iFI



GOING FORWARD



Takeaways

- Have investors before starting outreach
 - Get student participation well before launching a campaign
 - Make collaborative efforts with other departments early
- Choose outreach efforts in line with your library's strategic goals
- Integrate Libguide more in publicity



QUESTIONS and DISCUSSION



Questions and Discussion

- What outreach efforts have been particularly successful at your library?

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Emily Zegers: emily.zegers@marquette.edu

