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## It Started With A Zine and Ended With A Zoom: How We Successfully Created a Virtual Arts Festival During Covid-19 at ODU

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# IT STARTED WITH A ZINE AND ENDED WITH A ZOOM: HOW WE SUCCESSFULLY CREATED A VIRTUAL ARTS FESTIVAL DURING COVID-19 AT ODU



Virginia Library Association

Annual Conference

October 29, 2021

Presented by:

LaraAnn Canner, Gay Acompanado, & Jennifer Hoyt





# From Spidey to Spidey: Passing Along What We Learned





# Hey...Do You Have Zines?



*Hey, do you have zines in Special Collections? Nearly spot on reenactment...LOL!*



# Wow, That's Cool: Looking to Our Collections



**Art Zines!**

**Composer  
Sketchbooks!**

**An  
Emmy  
Award!**





# Alright, People, Let's Do This One Last Time!



## *Advocating for Collections During Challenging Times*

<https://www.connectingtocollections.org/advocating-for-collections-during-challenging-times/>



# Spider-People Unite!

## Building Your Team and Finding Your Partners







# Don't Get Tangled Up in Webs: Keeping Organized



Group Email  
Thread

Microsoft  
Teams

Check List

Timeline





# We Don't All Have a SP//dr Suit, but We Do Have This:



- Cupix
- Prezi
- Zoom Webinar

- Kaltura
- YouTube
- Facebook Live





# Questions We Had to Ask Ourselves:

- What do you want the website to accomplish?
- Who is the target audience?
- What is the site's primary goal?
- Are there any features you think would be useful for your audience?
- What design elements should be consistent across your site?
- What metrics to measure success?



# The Arts in the Libraries Virtual Festival:



6

Pre-recorded lectures, on an array of topics - music, film production, art history, costume design, theatre and a panel discussion.



# The Arts in the Libraries Virtual Festival:



5

In-depth digital exhibits using Special, Art and Music collections, featuring art magazines, a historic film collection, music compositions, rare books, and a senior art show.



# The Arts in the Libraries Virtual Festival:



# 4

Dance and opera performances headlining students, faculty, and even a Humanities Librarian.



# The Arts in the Libraries Virtual Festival:



# 4

**b**

Artist talks given by both student and professional artists conversing on their craft, inspirations, and techniques.



## The Arts in the Libraries Virtual Festival:



# 3

Virtual tours of the Diehn Composers Room Music Library and Hofheimer Art Library inviting viewers to learn all about the resources available and discovering fun facts about the spaces.



# The Arts in the Libraries Virtual Festival:



# 2

Where is Into the  
Spider-Verse 2?!



# The Arts in the Libraries Virtual Festival:



# 1

## Virtual Arts Festival!



# Spreading the Word (even better than the Daily Bugle):

## PROGRAM OF EVENTS

Monday, March 22nd at 1pm

### FRANK GUIDA & THE NORFOLK SOUND

Presented by Madeline Dietrich, MM, MM/MLIS

This presentation explores the period between 1959 and 1963 in Norfolk music history when local record maker Frank Guida produced several hit singles which made the Billboard Hot 100, including songs by Gary U.S. Bonds and Jimmy Soul.

**Madeline Dietrich** works in ODU Library's Special Collections and University Archives under the title Music Special Collections and Research Specialist where she processes new collections and performs research in selected existing collections. She also works as a freelance bassist in the Hampton Roads area.



ODU Libraries Present

## THE ARTS IN THE LIBRARIES VIRTUAL FESTIVAL

March 22-26, 2021

### Festival Events:

- Lessons from ODU Lecturers
- Performances from Faculty & Students
- Meet Our Materials in 5 Minutes
- Virtual Exhibits of Arts Collections
- Take a Stroll - ODU Art & Music Libraries

[odu.edu/library/arts-lib-festival](https://odu.edu/library/arts-lib-festival)



OLD DOMINION UNIVERSITY

Libraries

## THE ARTS IN THE LIBRARIES VIRTUAL FESTIVAL

March 22-26, 2021

### Festival Events:

- Lessons from ODU Lecturers
- Performances Pieces from Faculty & Students
- Meet Our Materials in 5 Minutes
- Experience the Arts Collections Through Virtual Exhibitions
- Take a Stroll Through the ODU Art & Music Libraries

\*Lecture registration begins March 8, 2021\*





# Spreading the Word (even better than the Daily Bugle):

## Outlets and Forms of Promotion:

- ODU Libraries Web Pages – Graphics Created
- Internal and External Emails – Graphics Created
- Social Media through ODU Libraries – Graphics Created
- News Release to Media Outlets
- Article to Promote Event – for ODU Homepage and Outside Media
- Posters Designed, Printed, and Distributed Across Campus



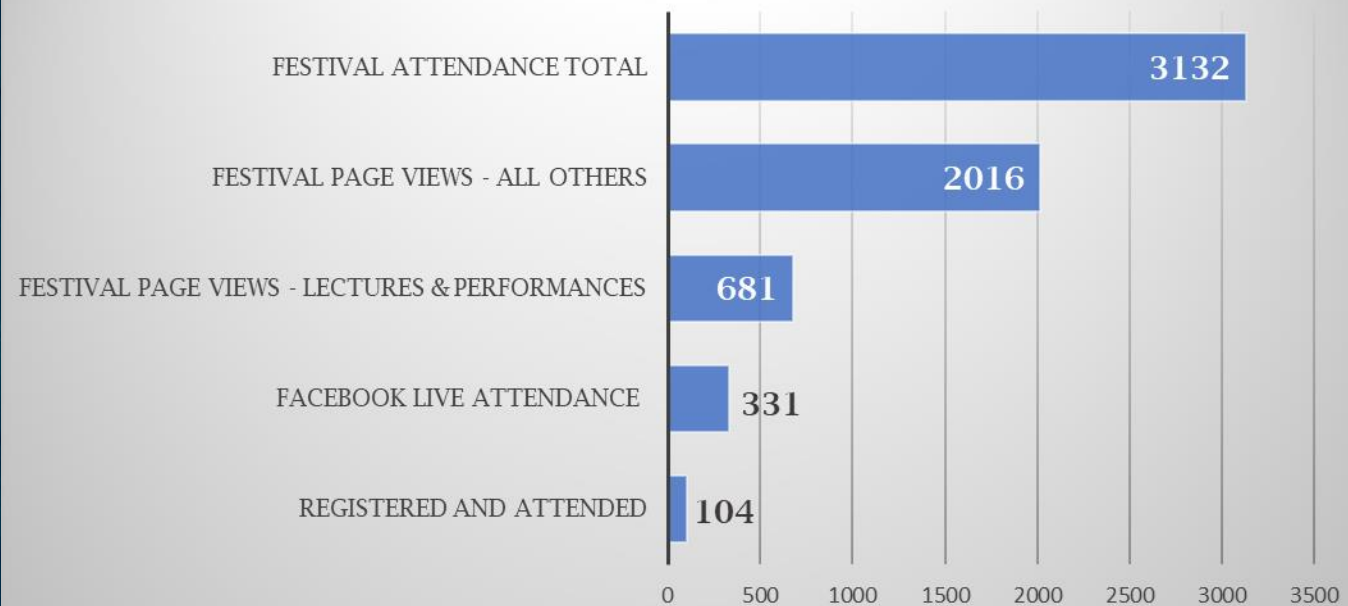
# Times We Dropped Our Web Shooter





# The Results Were In!

## Arts in the Libraries Attendance Numbers



\* Results as of October 8, 2021





# Whoa, We Just Did That! Or Our Takeaways:



**Good  
Collaborative  
Relationships**

**Finding the  
Right People**

**Organization**



# Embracing Change, Or Making Future Improvements





# Meeting Others Like Us: Tell Us Your Thoughts, Fellow Spidey-People!



Please Take This Poll Through [Poll Everywhere](#)

1. Are you interested in holding your own virtual festival or programming?
2. What types of collections might your institution highlight through virtual programming?
3. What is one thing you learned today that will help you plan your own virtual programming?



# Thank You!!!



<https://www.odu.edu/library/arts-lib-festival>



# Do You Have Questions? We Have Answers!...Probably...



If you have further questions, please  
contacts us at:

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Jennifer Hoyt – [jhoyt@odu.edu](mailto:jhoyt@odu.edu)





**“ALL PICTURES COURTESY OF THE DAILY BUGLE!!!”** –J. Jonah Jameson

\*Actually, all pictures courtesy of *Marvel Comics & Spider-Man: Into the Spider-Verse*, Columbia Pictures, 2018