



Welcome!

**The webinar will begin at
1:00 Eastern/10:00 Pacific**



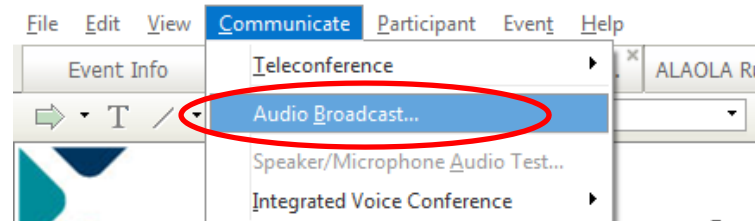
Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:



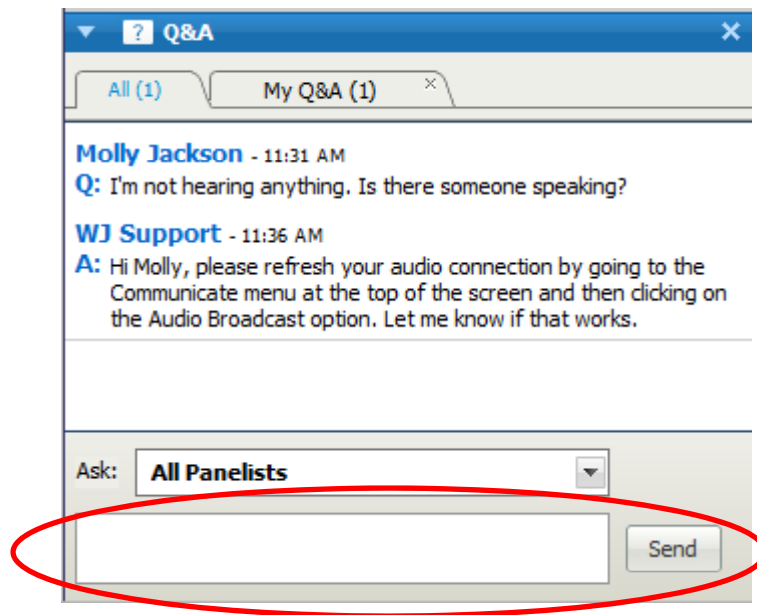
Lost all sound? Hear an echo? Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





Need Help?

Please post **technical support questions** into the **Q&A Panel**.



Step 1: Type the problem in the **dialog box**.

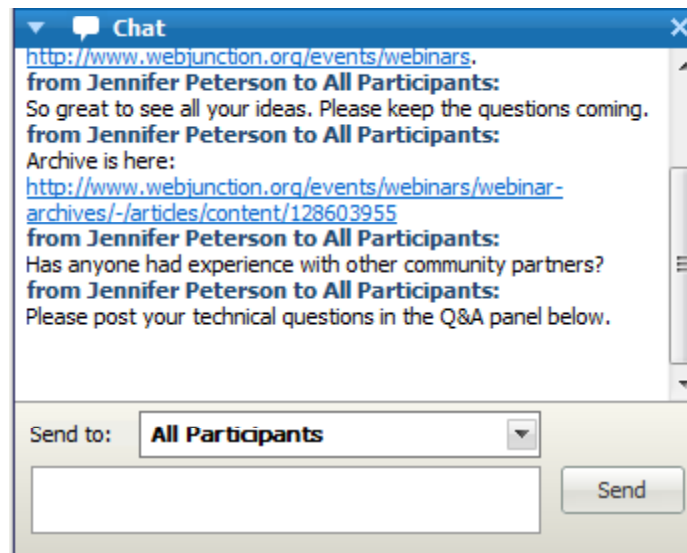
Step 2: Click **Send**.



Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use these hashtags: **#wjwebinar**



Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

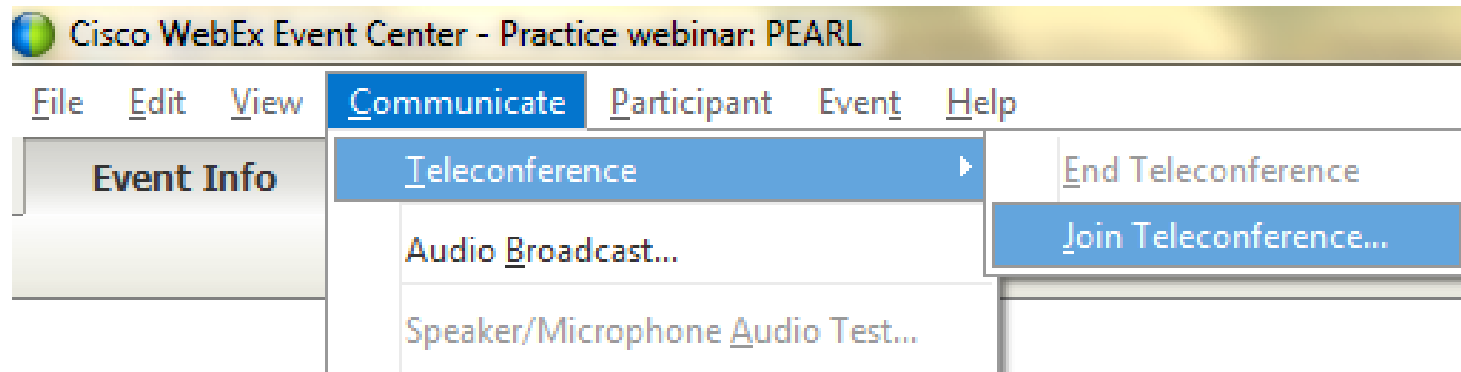


The screenshot shows a webinar interface with two main panels: 'Participants' and 'Chat'. The 'Participants' panel is at the top and includes a header with a close button (X) circled in red. Below the header, it shows 'Speaking: Jennifer Peterson (Host)', 'Panelists: 3' (listing Jennifer Peterson, Susan Pieper, and Marci Merola), and 'Attendees: 1 (1 displayed)'. The 'Chat' panel is below it, showing a message from 'WJ Support to All Participants' and a 'Send to' dropdown menu set to 'All Participants'. A red arrow points to the right edge of the 'Chat' panel header, and another red arrow points down to the close button on the 'Participants' panel header.



Telephone Access

If you not able to listen via your computer, you may join by phone.



Step 1: At top left corner, select

Communicate > Teleconference >Join Teleconference.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** provided.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

Contact WebEx support

Event Number: 718 869 580

Phone: 1-866-229-3239



Co-Produced by:

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WebJunction
Production Associate





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Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

Connecticut State Library

Florida Department of State's Division of
Library and Information Services

Georgia Public Library Service

Idaho Commission for Libraries

Illinois State Library

Indiana State Library

State Library of **Kansas**

Maine State Library

Minnesota State Library Agency & Minitex

Mississippi Library Commission

Missouri State Library

Montana State Library

State Library of **North Carolina**

State Library of **Ohio**

Access **Pennsylvania**

Texas State Library & Archives Commission

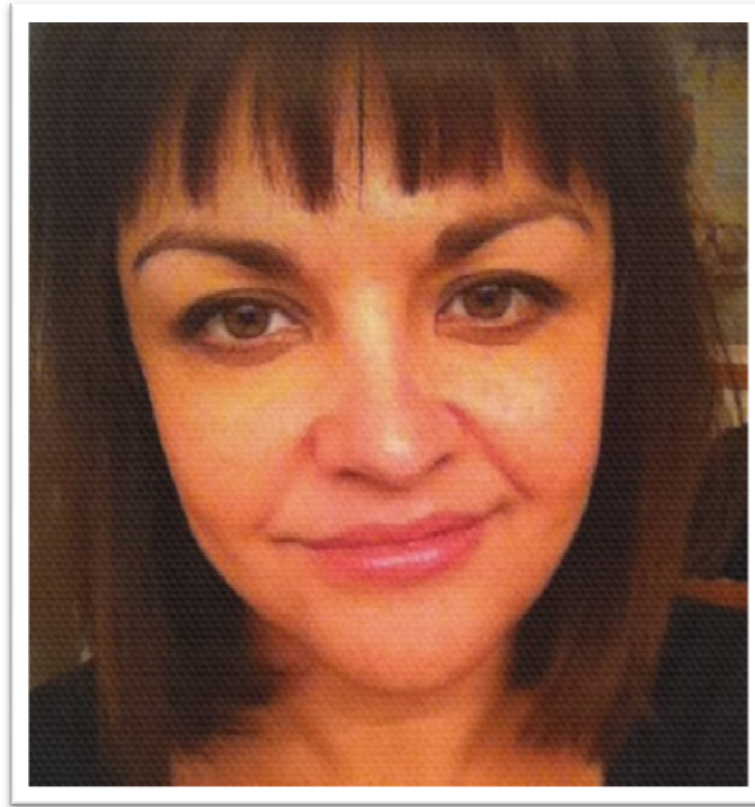
Library of **Virginia**

Washington State Library

And to the **Bill & Melinda Gates Foundation**
for their continued support of WebJunction.



Today's Presenter



Donna Feddern
Digital Services Manager,
Escondido Public Library



Library as Content Creator

Donna Feddern
Digital Services Manager
Escondido Public Library

Escondido Public Library





Inspiration





Goals

1. Expand digital collection of local knowledge.
2. Empower community members to create their own digital content.



LibraryYOU is:

A recording studio

A website

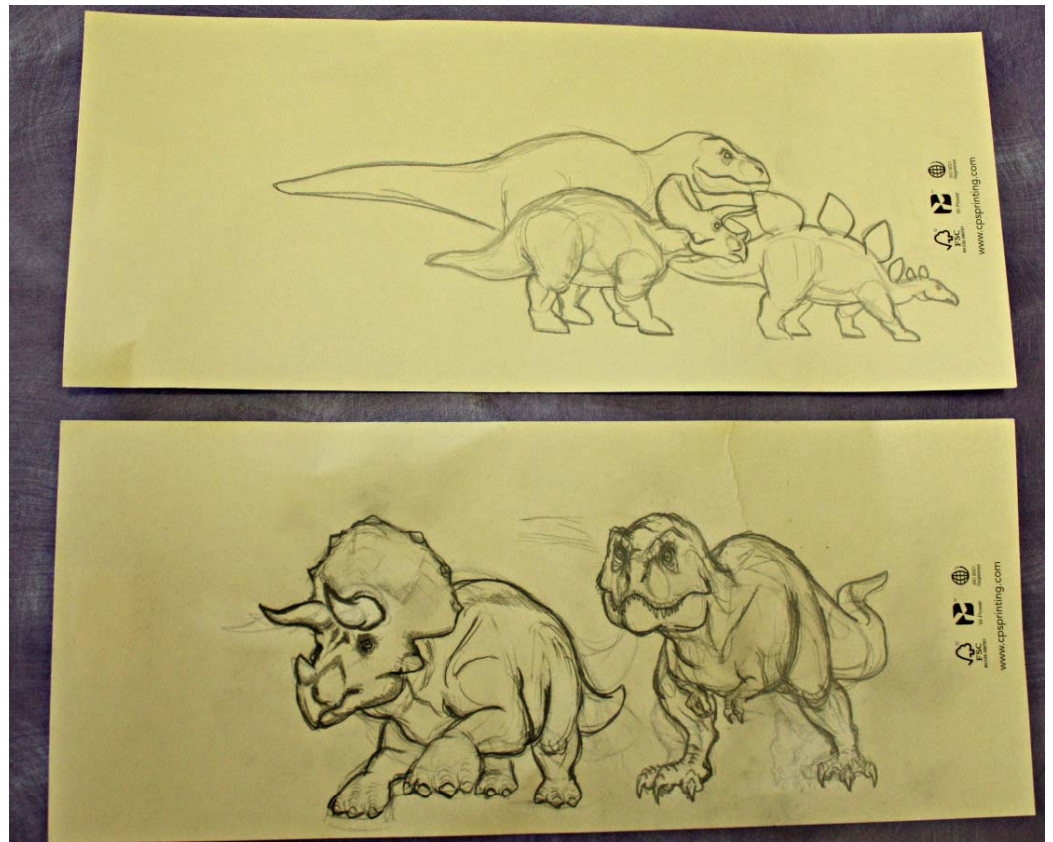
Public training

Recording Studio





Team





Website

The screenshot shows a web browser window with the title "LibraryYOU - Sharing Local Knowledge". The address bar shows the URL "http://libraryyou.escondido.org/". The page features a blue header with the "LIBRARY YOU" logo and the tagline "Sharing Local Knowledge". Below the header is a red navigation bar with links for "Home", "What is LibraryYOU?", "Explore", "Participate", "Tips & Tools", and "Search".

Explore

- > [NEW videos](#)
- > [Art & Photography](#)
- > [Business & Investing](#)
- > [Cooking](#)
- > [Computers & Technology](#)
- > [Crafts & Hobbies](#)
- > [Health & Fitness](#)
- > [History](#)
- > [Home & Garden](#)
- > [Science & Math](#)
- > [Self-Help](#)
- > [Travel](#)

Welcome

libraryYOU, brought to you by the Escondido Public Library, is a project to collect and share local knowledge through videos and podcasts. Watch a video, listen to a podcast or make your own.

Featured Video

Bookkeeping Basics with Geoff Kipps-Bolton

New Videos

Quilling Techniques: Foidy Stuff with Donna Poster

> [See more new videos.](#)

How to Start Your Own Vegetable Garden with David Solomon



Learn something new? Please take our quick survey.

Rate this Content ★★★★★ 5 Votes  Like  Jo Ann Greenberg, Viktor Sjöberg and 11 others like this.

Description

Full Details

Farmer David Solomon gives advice on how to start growing vegetables in your own garden. The video includes a step by step tutorial of planting, watering, weeding, harvesting and composting.

Five years ago, David Solomon abandoned a career in advertising and started working as an apprentice at Escondido based farm La Milpa Organica. Today he is the farm supervisor of [Stone Brewing Company's](#) latest venture: Stone Farms.

Find more information on these subjects in our library catalog: [Organic farming](#), [Vegetable gardening](#), [Organic gardening](#), [Compost](#).

Digital Collection

A word cloud of various topics. The words are arranged in a roughly triangular shape, with the largest words at the top and smaller words at the bottom. The colors of the words vary, including yellow, green, orange, red, and purple. The words are: quilting, beekeeping, cake pops, drawing techniques, Holocaust survivor, pasta, Uganda travel, color theory, mountain man, Jonestown survivor, natural cleaning, balloon animals, chair, yoga, hypnotherapy, and card tricks.

quilting beekeeping
cake pops
drawing techniques
Holocaust survivor pasta
Uganda travel color theory mountain man
Jonestown survivor natural cleaning
balloon animals chair yoga hypnotherapy
card tricks

Publicity Tool



Grief Management Through Artistic Expression



Rate this Content ★★★★★ 2 Votes [Like](#) [Be the first of your friends to like this.](#)

Description Full Details

Colleen Moss is a psychologist and an artist. She teaches at California State University San Marcos (CSUSM).

Wounded Hearts: A Journey Through Grief is a series of paintings created by Moss. The series not only depicts the deep pain and despair that often follows the death of a loved one, but also shows the resiliency of the human spirit and the return of hope. Dr. Colleen Moss talks about how painting helped her recover from the sudden death of her husband and emphasizes the importance of artistic activity when dealing with grief.

See Colleen's paintings online in CSUSM's ScholarWorks.

Find more information on this subject in our library catalog: [Grief, Arts--Therapeutic use.](#)

Related Event

Wounded Hearts: A Journey Through Grief

Presented by:
Escondido Arts
Partnership &
Escondido Public
Library

Art Exhibit

Nov. 10-30, 2012

Opening Reception

Sat, Nov 10, 2012

5:30pm - 8:30pm

[Escondido Municipal
Gallery](#)

Colleen Moss Lecture

Tues, Nov 13, 2012

6:30 p.m.

Turrentine Room

[Escondido Public](#)

[Library](#)

Publicity & Outreach



Publicity & Outreach

BE PART OF OUR
COLLECTION!



Share your How-To's through videos and podcasts.
Submit your own or create one in our recording studio.

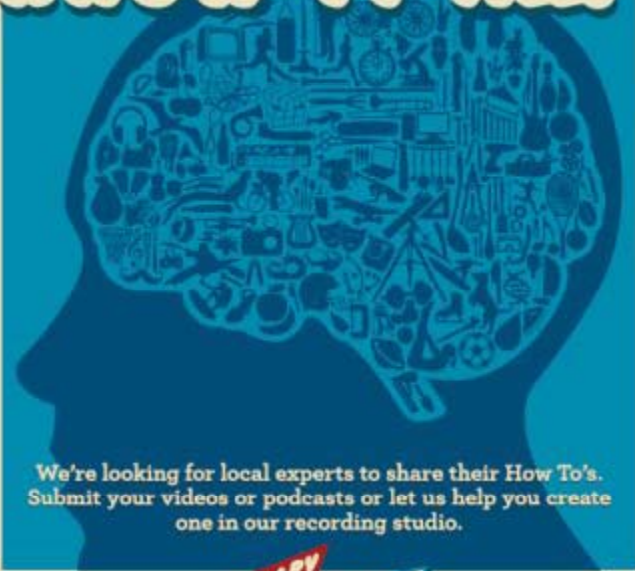
LIBRARY
YOU

Sharing Local Knowledge

To find out more:
libraryyou.escondido.org • 760.839.4624

Escondido Public Library
239 S. Kalmia St., Escondido, CA 92025

ARE YOU A
KNOW-IT-ALL?



We're looking for local experts to share their How To's.
Submit your videos or podcasts or let us help you create
one in our recording studio.

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Finding Local Experts

- Library Events – programming staff
- Business Association meetings
- Local events (street fairs, farmers' markets)
- Talking to patrons at the desk
- Support groups
- Training staff to be talent scouts
- Press releases/articles in local news



Survey Feedback

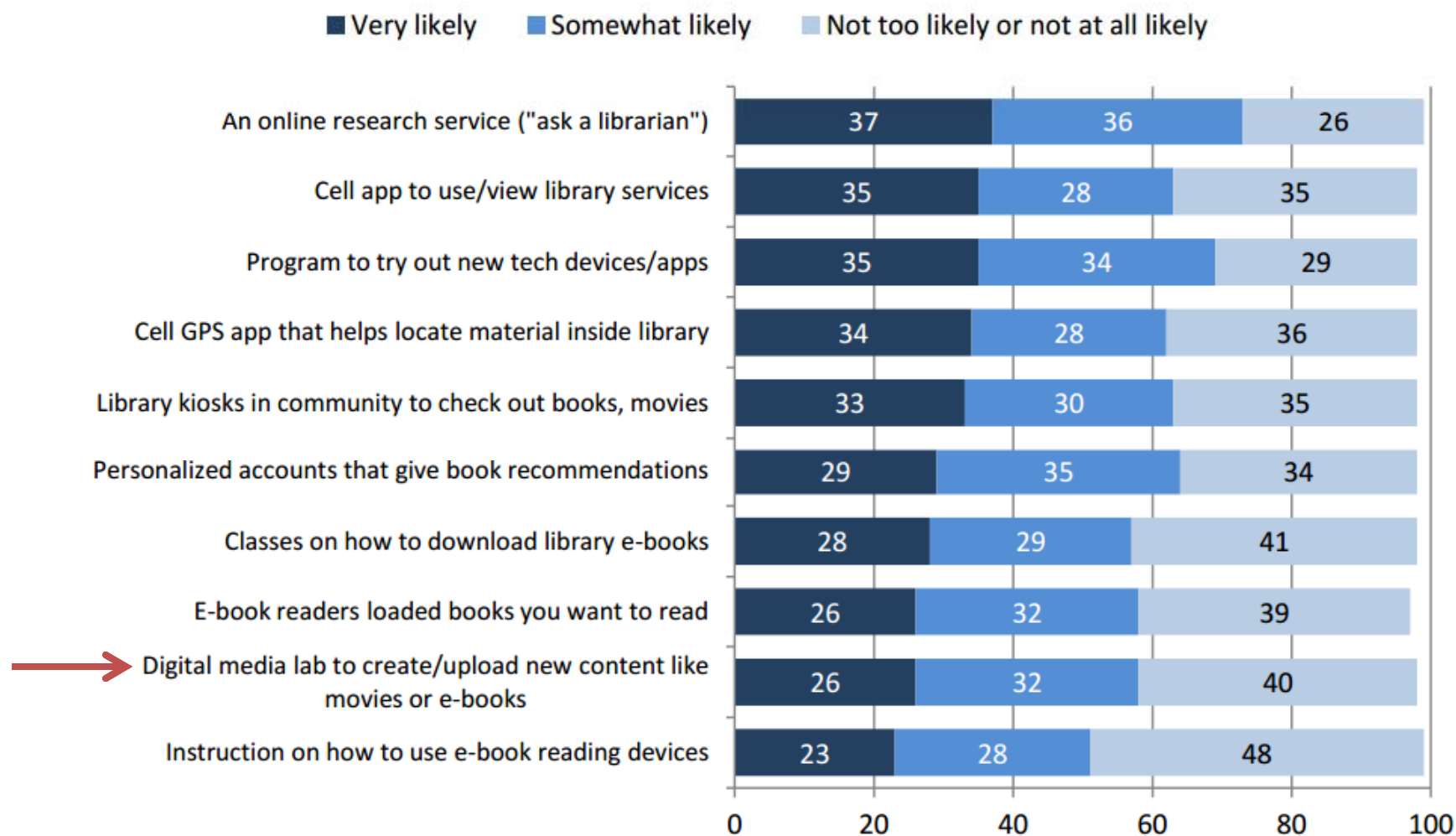
“What a great idea! I hope my public library will do this one day.”

“I listened to the audio about Jonestown because I just finished a book about it. I found it very interesting and now I will look for the book this lady wrote. This is a neat library website.”

“This is a very good video. Very informative and good quality production. I watched it two times and felt that I could try making my own pasta now.”

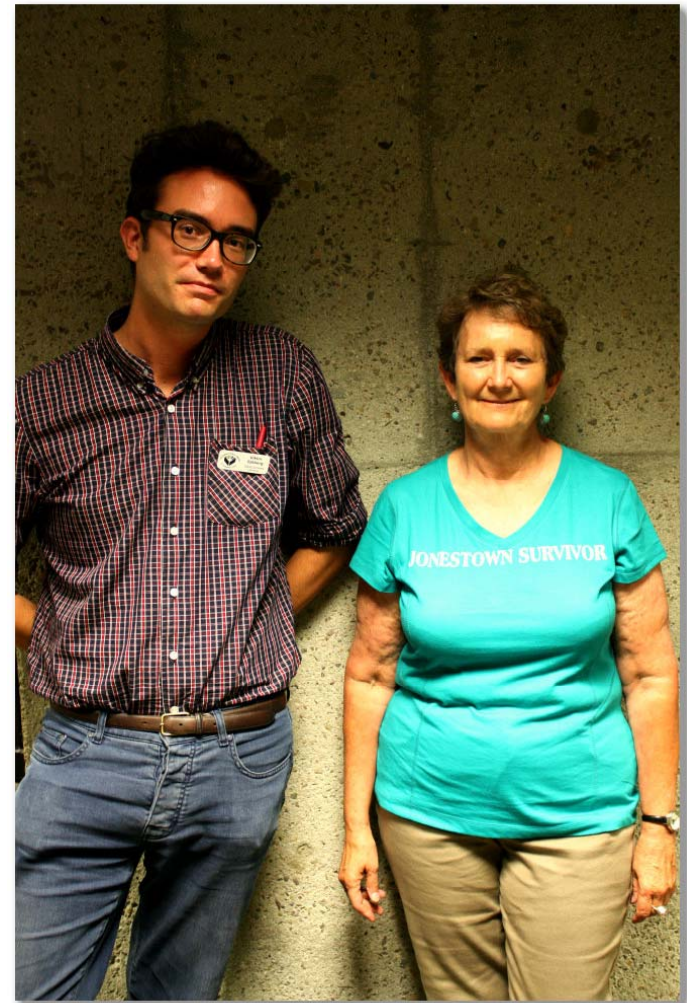
How likely Americans say they would be to use various library services

Among all Americans ages 16+, the percentage who say they are likely – or not – to use the following library services and activities



Source: Pew Research Center Internet & American Life Project Library Services Survey. October 15-November 10, 2012. N=2,252 Americans ages 16 and older. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.3 percentage points for the total sample.

Success Stories



Success Stories



Stone Brewing Co. via Escondido Public Library

Did you know that Stone Brewing World Bistro & Gardens is the largest restaurant purchaser of local, organic, small-farm produce in San Diego County? Even cooler that we're able to grow some of it ourselves at nearby Stone Farms! For your weekend viewing pleasure, our Farm Supervisor David Solomon shares some tips & tricks for starting your own vegetable garden at home.



How to Start Your Own Vegetable Garden with David Solomon of Stone Farms

vimeo.com

Five years ago, David Solomon abandoned a career in advertising and started working as an apprentice at Escondido based farm La Milpa Organica. Today he is the farm supervisor of Stone Brewing Company's latest venture: Stone Farms. In this video, David...

Like · Comment · Share · Saturday at 10:01am · ✨

159 people like this.

View all 17 comments

25 shares



Escondido Public Library Glad to see our video getting great feedback! The video is a part of our LibraryYOU project. Read more and check out videos by other community members here: <http://libraryyou.escondido.org/> !

Expand Preview ▾

23 hours ago · Like · 1 · Remove Preview



Mark G. Elliott For my money--and yours--Escondido PL best in county!!

10 hours ago · Like

Write a comment...

WELCOME

My Escondido Kitchen

Search... Go



★ ESCONDIDO FARMERS' MARKET, THURSDAY AFTERNOON FROM 2:30-4:00 ON GRAND AVENUE BETWEEN KALIFA AND JUNIPER

★ BLOGROLL
★ WATCH ME MAKE FRESH PASTA AT LibraryYOU

★ RECENT POSTS
★ UNTIL THIS HEAT GOES AWAY, I'M STAYING OUT OF MY ESCONDIDO KITCHEN
★ Pluot—Helluva Fruit
★ Minuscul From Who Knows?
★ The Beauty of a Grey Day
★ Farmers' Market Melon

★ FAVORITE BOOKS ABOUT FOOD, COOKING AND MORE
★ "Cucina Simpatica" Rustic Italian cooking from the restaurant Al Forno in Providence, RI

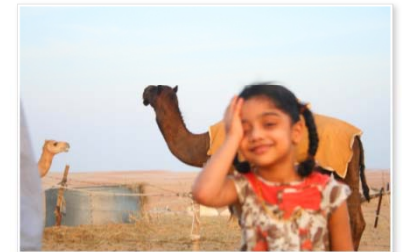
★ ARCHIVES
★ September 2012
★ August 2012
★ July 2012
★ June 2012

20
Thursday
Sep 2012

UNTIL THIS HEAT GOES AWAY, I'M STAYING OUT OF MY ESCONDIDO KITCHEN

POSTED BY PATRICIA IN KITCHEN

LEAVE A COMMENT



I hate, hate, hate this heat and can't bring myself to cook anything interesting. I hear it will be 15 degrees cooler in a week, maybe that will revive me.

02
Sunday
Sep 2012

Pluot—Helluva Fruit

POSTED BY PATRICIA IN KITCHEN

LEAVE A COMMENT



apricot. I bought some this week and they were wonderfully sweet with just a trace of a bitter note in the skin. I especially liked the dark red ones and will hopefully find them again this week—pluot tart anyone?



On a shoestring

- Place to host content
- Webcam or digital video recorder
- Microphone
- Free video and audio editing software (iMovie, Windows Movie Maker, Audacity)
- Staff or volunteer who knows video/audio recording and editing or is willing to learn

Libraries with Media Labs



Public Library Media Labs

- Anythink Libraries, CO
- Barrington Public Library, IL
- Ela Area Public Library, IL
- Forest Park Public Library, IL
- StoryLab @ Tacoma Public Library, WA
- Lomira Quadgraphics Community Library, WI
- Brownsburg Public Library, IN



Skokie Public Library
Digital Media Lab

Things to do with a digital media lab

- Record practice job interviews
- Summer Reading Program promos
- Library tour videos
- Oral histories
- Teen podcasts
- Partner with local non-profits

For more information

Contact:

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@infoexplora on Twitter

LibraryYOU blog

libraryyou.org

LibraryYOU website:

libraryyou.escondido.org