




Welcome to the WebJunction webinar: Living Library Projects

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- **For closed captioning**
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- Enter a message in the textbox and press Enter
- Click  to stop chat scrolling

- Turn on/off   
- Emoticons

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Audio

- VOIP - click and hold the  button over the chat box to talk
- **OR**, press and hold the **CTRL** key on keyboard

Welcome to the **Living Library Projects** webinar. We'll begin at the top of the hour. Please indicate:

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to you by:





We would like to thank each of today's participants and attendees as well as our partners and customers for making our free events possible.

 WebJunction™ for Organizations:

*“WebJunction has solutions for **your** library”*

Find out more by attending our next “1st Wednesday” presentation



Today's Presenters

Rebecca Judd

Manager
Bainbridge Island
Branch
Kitsap Regional
Library (WA)



Rachel Foyt

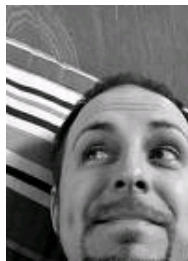
Administrative
Analyst
Santa Monica
Public Library



Facilitated by:

Michael Porter

wj_libraryman



Produced by:

**Jennifer
Peterson**

wj_jenpeter



Julie MacDonald

Public Services
Librarian II
Santa Monica
Public Library



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Kitsap Regional Library

9 LIBRARIES - ONE CARD

Bainbridge Island Living Library



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Outline

- History
- Getting Started
- Sample Budget
- Sample Timeline
- Living Library, Event Day
- Reflections & Celebrations

- Questions!

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History

- European program, founded in 2000 by Danish organizer Ronni Abergel (pictured here)
- Most commonly in festival or public library settings
- Over 30 countries have hosted a Living Library – and in the U.S., eleven states.



STOP VOLDEN
MENNESKEBIBLIOTEK

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Getting Started: Living Library website

LIVING-library.org
Understanding Diversity

Links Contact Us Press Archive

Readers Books **Organizers** Activities Gallery About

Become an Organizer
Settings for a Living Library
Living Library Organizers
Living Library Google Map
Join the Global Forum
Downloads

News
News · June 11th 2009
Brazil first in South America to host
News · May 28th 2009
Houston Central Library to host in June
News · April 27th 2009
REPORT: Living Library at Moscrop Secondary School
Show all news »

Upcoming events
Activities · September 30th 2009
King's University College, London, Ontario, Canada
Activities · July 25th 2009
City of Tea Tree Gully Library, Modbury, South Australia
Activities · August 28th 2009
PUC Mostra, Rio de Janeiro, Brazil
Show all activities »

Welcome to the official Living Library website

June 11th 2009 by Ronni Abergel
Living Library in Rio this summer
Get ready for samba, sun and Living Books in Rio this summer. As the first Living Library in Brazil and South America is being organized for this years MOSTRA PUC fair that happens in August at PUC University in Rio de Janeiro.

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Getting Started: Why a Living Library?

- Public libraries as places of not only *information* but *transformation*.
- Humanities programming at the highest level.
- Be able to articulate why this program is important for your library and your community

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Kitsap Regional Library

9 LIBRARIES - ONE CARD

Kitsap County reads...

You never really understand a person until you consider things from his point of view... Until you climb inside of his skin and walk around in it. -- *Atticus Finch*

TO KILL A MOCKINGBIRD

BOOK DISCUSSIONS

3:00 p.m.
3:30 a.m.
4:00 p.m.
4:00 p.m.
4:00 p.m.
4:30 p.m.
5:00 p.m.
5:00 p.m.
5:30 p.m.

...tion of Harper Lee's "To Kill a Mockingbird"
4:00 p.m.

... Harper Lee's South
2:00 - 3:30 p.m.

...ut loud with us. We will attempt to read the entire
book in one day by taking turns reading just a few pages at a time. We will have an easy craft activity for
young children for those who come with their parents during the reading.
Little Boston Library October 22 9:00 a.m. - 3:00 p.m.

LIVING LIBRARY: CHECK OUT A NEW POINT OF VIEW
In the spirit of the classic, *To Kill a Mockingbird*, the Bainbridge Library is offering a unique opportunity to explore
common stereotypes and different viewpoints in a structured environment. At a Living Library, participants are
invited to talk with others who may seem, at least from the outside, very different from themselves. The "Living
Library" concept is used with permission from The Living Library Network Organization. Co-Sponsored with the
Bainbridge Island Arts and Humanities Council.
Bainbridge Island Library October 25 9:00 a.m. - 12:00 p.m.

DAVID GUTERSON LECTURE
"Why Do We 'Still' Read *To Kill a Mockingbird*?"
Bainbridge Island Library October 30 7:00 p.m.

The One Book One Community Project has been funded in part under the provisions of the Library
Services and Technology Act, from the Institute of Museum and Library Services, administered by
the Office of the Secretary of State, Washington State Library division.

One Book
ONE COMMUNITY

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Getting Started: Building an Advisory Committee

- The Living Library provides an opportunity to work with new partners.
- This can be a difficult program for people to conceptualize. If you want different groups in your community to attend the program, involve them from the beginning!
- Make new friends, personally and professionally.

Lessons Learned:

- A general email didn't generate enough interest. Phone and in-person meetings worked best.
- If at first you don't succeed: try, try again!
- Recruit someone with publicity and press experience.

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Sample Budget

\$1000 from two grant sources:

- \$500 catering
Living Books orientation dinner. Breakfast and lunch for Living Books and organizers on day of event
- \$100 Travel expenses
Ferry tickets
- \$100 photographer
Pictures really do tell the story. Hire a professional or find a talented volunteer
- \$200 Printing, graphic design, publicity.
- \$100 Misc. supplies, photo development, and thank-you gifts

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Sample Timeline

Plan for at least six 90-minute meetings

Before the meeting:

- Read the Living Library Organizers' Guide (living-library.org)
- Discuss purpose and intended outcomes with library boards, library administration, etc.
- Assemble core advisory group

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Sample Timeline

Meetings 1 and 2: General orientation to the Living Library program

- To Discuss: History of Living Library, how it works, reason for project.
- Finalizing the advisory group: who else should be involved?
- Set date, time, place for program. To consider:
 - In library or another site?
 - If in the library, is the library open or closed?
 - General set-up, who will be where?

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Sample Timeline

Meetings 3, 4, and 5 (?) : The Books

- Living History – Living Library continuum
- Recruiting Living Books

“Call for Living Books” flyer and press release

Gmail Questionnaire

What intrigued you about this program?

In what ways have you felt stereotyped or misunderstood?

Why do you want to become a Living Book?

What would you be interested in *reading* at a Living Library?

Individual recruitment of Living Books

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Bainbridge Island Living Books

An African American Father's perspective on Island Living
Anti-Violence Activist
Atheist: Your Friendly Neighborhood Heathen
Baha'i Faith Practitioner: A Reaction to Prejudice
"Be the Change": Voluntary Simplicity
A Female Cop in Today's World
Firearm Instructor
Islamic Center of Tacoma
Laughing in the Face of Cancer: Thriving in the Raw (raw foodist)
Libertarian
Liveaboard: From Living "by" the Water to Living "on" the Water
Looking Like the Enemy: Japanese American Internment Survivor
Marine/FBI Agent: "I Have Been Carrying the Flag"
The Parent of a Lesbian Daughter
Proudly South African
A Queer Minority
Quadriplegic: An Accidental Life
WWII Japanese Concentration Camp Survivor



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Living Books Orientation

Orientation Meeting 5 days before event (90 minutes)

- Dinner and informal introductions
- History of the Living Library
- Guidelines for Living Books (handout)
 - How it will work, who does what
 - Sample questions for Readers
- How to prepare
 - Being a “Book” in the Living Library – some useful hints (handout)
- Catalog Titles and Entries
- Photograph and press release forms
- Questions

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Living Library Day

Time 9:00 a.m. – 12:00 noon

Set-up

Registration table

“Library cards” First Name, City, Age

Guidelines for Readers

Catalog

Check out desk

Each catalog entry had one piece of paper with 30 minute time slots

Wayfinding (escorts)

Timekeeping

Evaluations (books and readers)

Looking Like the Enemy: Japanese American Internment Survivor

I was seven years old when Japan bombed Pearl Harbor in 1941. Our family was part of the group of Bainbridge Islanders who were the first to be exiled from their West Coast homes to desert concentration camps. As an adult, I realize I spent much of my adolescent years trying to “prove” I am an American by denying my cultural background and putting the WWII experience away. Today I am an open book.

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Lessons Learned

Care and Feeding of Living Books

Longer time period? 45 minutes instead of 30 minutes?

More interactive check-out

Most common advice from Books to Readers:

Be yourself, be open

Don't worry about "prying"; don't be afraid to ask challenging questions

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Reflections

“There is too much to write – or even fully know yet. Many hours of thought will go into my absorption of this experience”

“The conversations changed assumptions I didn’t even know I had”

“I’ll see the landscape that I drive daily differently / personally”

“Old lesson reinforced: to listen is to know”

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Celebrations

Feature article in regional *Kitsap Sun*

Letters to the Editor in the *Bainbridge Review*

Mentions in *Library Journal* and on WebJunction (thank you!)

Celebratory lunch with Organizing group

Thank you note and photograph to each Living Book

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Thank You!

Rebecca Judd, manager
Bainbridge Island branch
Kitsap Regional Library

1270 Madison Ave N
Bainbridge Island, WA 98110

206-842-4162 x9802
rjudd@krl.org

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“Our vision is to be the place where the worldwide library profession gathers to build the knowledge, skills and support we need to power vibrant, relevant libraries.”

“Our mission is to bridge the barriers to learning by providing open, affordable, online learning communities. Our members take courses, attend events, share knowledge, and network with others – all in an environment that fosters collaboration and mutual support.”



Santa Monica's Living Library



Presented by:

Rachel Foyt,
Administrative Analyst
rachel.foyt@smgovnet

Julie MacDonald,
Public Services Librarian II
julie.macdonald@smgov.net

July 2009

SANTA MONICA PUBLIC

LIBRARY



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What is a Living Library?

- Concept – personal conversations can foster mutual understanding; connect strangers who might not normally have an opportunity to meet
- The event works like a regular library – except that people are checked out
- “Living Books” are available for 30 minute personal conversations



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Benefits for Your Library



- Raise awareness of your library
- Show you are more than just books; change your community's perception
- Demonstrate that you are a leader in the library industry
- Be a gathering place for the community; offer unique and challenging events
- Present an amazing program that seeks to reduce prejudices and stereotypes

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Collection Development



- Sought Living Books that are specific to the needs of our community
- Worked with personal connections and organizations that we've partnered with before
- Wanted personal recommendations



In October 2008, our first collection included a nudist, a raw foodist, and a formerly homeless person

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Personal Stories



- Our community wanted personal stories
- Used personal stories to connect people and fight prejudices



An ex-gang member answers questions from a community member

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Training



- Lasted 90 minutes
- An opportunity for the Living Books to meet and practice
- Covered
 - Effective communication techniques
 - Getting the conversation started
 - Diffusing negativity and answering challenging questions
 - Importance of self-evaluation and reflection



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Resources



Two full-time staff members

- Met every 2 weeks in the beginning
- Began to meet weekly about 2 months before the event
- Met every day as the event approached
- Divided up portions of the responsibilities
 - Rachel handled the media
 - Julie handled the budget

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Budget



- \$2,000 grant from the Friends of the Santa Monica Public Library
 - Training sessions
 - Food for Living Books Greenroom
 - Decorations for event
 - Thank you lunch and evaluation
 - Ads in local papers
- \$1400 from the library budget
 - T-shirts
 - Photographer



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Media Plan



- Target Audience
- Media talking points
- Elevator speech
- Press Releases
- Photographer
- Ads
- Photo release waivers

Living Library Project
Back by Popular Demand!




Living books will share a significant personal experience or a particular perspective on life. An ex-gang member, a fat activist, and a formerly homeless woman are just a few of the people who will be available for a 30 minute personal conversation.

Saturday, April 18
11 a.m. — 4 p.m.
Registration begins at 10 a.m.

*Santa Monica
Public Library*
601 Santa Monica Blvd.
www.smpl.org

SANTA MONICA PUBLIC LIBRARY



SANTA MONICA PUBLIC

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Public Relations Tactics



- Develop a media kit
- Develop a speaker's series to talk to neighborhood and community organizations
- Involve local service organizations as partners
- Use social networking



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The Event



Logistics

- Festival setting
- Spreadsheet schedule
- Info cards and clocks on tables
- Staffing and volunteers
- Greenroom



Gave Readers

- Event guidelines
- Sample questions
- Reservation card
- Catalog
- Escorts to tables

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Reflection & Evaluation



- Evaluate
 - Number of Readers
 - Number of checkouts
 - Who were the most popular and least popular Living Books
 - Press coverage
- Reflect with
 - Thank you brunch
 - Patron surveys



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What We Learned



- Four hours was enough
- Have Living Books in one space
- Be prepared for the media
- Have sample questions with the Books
- Personally hand out surveys
- Never too soon to start recruiting
- People want the date of the next Living Library!

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Thank You!



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-info@webjunction.org

