

# BRING 'EM IN!

The 2008 North Texas Conference for Library Program Planners & Presenters

**GREEN CONFERENCE NOTE:** Where indicated, the presenter has provided handouts which can be downloaded from the "LP3 Handouts" link on [www.LibraryPresentationsNetwork.com](http://www.LibraryPresentationsNetwork.com) or [www.NTRLS.org](http://www.NTRLS.org).

## Keynote Address

### MARKETING WITHOUT MONEY

presented by Emmy Award-winning TV reporter **Jeff Crilley**

All of us would like to take our PR game to the next level. And who better to help us do that than a media insider? Emmy Award winning TV reporter Jeff Crilley will share the secrets to getting good news stories that even many seasoned PR pros don't know. Takeaways include:

- How to come up with stories the media will love
- The best and worst times for news coverage
- How to keep your press releases from getting thrown away
- How to become the "expert" in your field the media will call for a quote
- How to keep reporters coming back for more

*Jeff Crilley retired from TV news after 25 years in the business to start a PR firm. During his Emmy winning career, he made hundreds of national news appearances including CNN, CNN Headline News, FOX News, The Discovery Channel, Good Morning America and The CBS Early Show. He has been recognized by his peers with dozens of national and regional awards including the Emmy, the National Headliners Award, the Edward R. Murrow Award, the Thurgood Marshall Award and in 2004 was named by the Texas Associated Press, "The Best TV Reporter in the state."*

## Conference Sessions

### ARLINGTON READS: LITERACY PROGRAMS FOR LEARNERS OF ALL AGES

This session is sponsored by Xtreme Kidz Ntertainment.

How would your life be different if you COULD NOT READ? Learn more about what the Arlington Public Library is doing to increase the quantity and improve the quality of literacy programs serving Arlington adults, youth and families, to build mutually beneficial relationships between literacy partners in Arlington and to raise public awareness of literacy issues in Arlington while connecting with regional and state partners to enhance literacy resources. **HANDOUTS AVAILABLE**









*Yoko Matsumoto is a Literacy Coordinator for Arlington Reads, a multi-faceted literacy program designed to address literacy needs in Arlington. Prior to joining the Library Department, she worked extensively in the field of education. She has over 10 years experience working with educational programming for parents and children at multiple levels and has worked in U.S. and international public school systems as well as the non-profit sector.*

### CELEBRATE BLACK HISTORY MONTH TO ITS FULLEST

Learn ways to inject new "life" into February programs by expanding beyond the contributions of African Americans and events in the US when recognizing Black History.

*An oral historian and author in addition to being a storyteller, Houston native Decee Cornish considers himself an "urban griot," a modern, Americanized version of an African tribe's guardian of oral history, moral tradition and genealogy. He takes a broad approach to the term "Black History."*

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 Youth  Tweens  Teens  Adults  Seniors  
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## COLLEGE EXPLORATION 101 – ONE WAY TO REACH AT-RISK TEENS

By offering a College Exploration 101 program for teens – college-bound or not – any library can promote its services to that age group and offer training in the use of those services. As Decee has learned first-hand, the College-Prep program name enables an entity to reach at-risk teens without promoting the stigma which often accompanies the "at-risk" moniker.

*Decee Cornish has provided college prep courses for at-risk teens through Clayton Yes and as part of College for Kids under the College Exploration Program at Tarrant County College – Southeast.*

## GETTING YOUR GAME ON! HOW TO PLAN, EQUIP AND HOST VIDEO GAME TOURNAMENTS FOR TEENS & 'TWEENS

### IN YOUR LIBRARY

Learn the behind-the-scenes process that goes into planning a successful video game tournament in the library, as well as some tips and tricks to keep your teens coming back for more. Find out which games are appropriate for a library setting (and which ones aren't), as well as the marketing, set-up and logistics of hosting your own gaming events. You can even try some hands-on gaming for yourself! **HANDOUTS AVAILABLE**

*The Arlington Public Library System has hosted six video game tournaments since the spring of 2007, and James Ponder has been at the forefront of these events since their inception. The GameOn! Tournament series, along with other steps forward in teen programming, have helped the APLS see a 66% increase in YA circulation stats during that time. James is passionate about the importance of libraries staying relevant to today's youth – and he has been a barrel-dodging, blinky-ghost chomping, mushroom jumping gamer for as long as he can remember.*

## HOW HUMANITIES TEXAS CAN SUPPORT PROGRAMMING AT YOUR LIBRARY

Staff from Humanities Texas, the state affiliate of the National Endowment for the Humanities, will discuss the organization's grants, exhibitions, and speakers directory — all of which support public programming in Texas school, public, academic, and special libraries. **HANDOUTS AVAILABLE**

*Michael L. Gillette, Executive Director, Melissa Huber, Director of Exhibitions and Eric Lupfer, Director of Grants and Education administer the Humanities Texas programs which they will be discussing.*

## HOW TO PARTNER WITH ART COMMUNITIES FOR LIBRARY BEAUTIFICATION, COLLECTION DEVELOPMENT, PROGRAMS & DISPLAYS

Learn ways to cultivate the resources of local and regional artists, art organizations and art patrons. VET will give the specifics of forming partnerships on collaborative programming, maintaining current collection development, exploring creative public art displays and finding sources to fund beautification projects.

### **HANDOUTS AVAILABLE**

*Award-winning illustrator, muralist and residency mixed media artist VET is a native Texan who incorporates environmental recycling awareness through her artwork, public arts commissions, arts education programs and workshops. She is a member of several artist groups and art organizations, some of which she helped to create.*

## HOW TO USE HAND PUPPETS IN PERFORMANCE

Hand puppets, shared from the speaker's personal collection, will make this a genuine "hands-on" session as she covers the critical basics: How to pick a good puppet, sources for good puppets, making your puppet come to life and bringing out your puppet's personality.









*Children's Entertainer Margaret Clauder has taken extensive puppet training through workshops and seminars conducted through Puppet Productions, Clowns of America International, Puppeteers of America and the Texas Clown Association. She also has many years of experience in the dramatic arts.*

## I AGREED TO EMCEE?!? – NOW WHAT?

The role of the emcee is to (a) introduce each segment of a program, (b) Keep a program running on time, (c) Welcome the audience and put them at ease, (d) Navigate the inevitable rough patches of the program. The correct answer is (e) All of the above ... and to do so with style and ease! This session will provide valuable tips on how to step into the role of emcee with confidence – and make it look easy!

*Catherine Whiteman anchors three cable television programs for the award-winning Irving Community Television Network. She also is an in-demand spokesperson for corporate videos and has 20 years of experience hosting and emceeing programs throughout the state.*

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## INTRODUCTION TO VENTRILOQUISM

A hands-on session for people who already use puppets in their storytime but would like to learn how to add voices, this will include the basics of lip control, breathing and puppet manipulation.

*Children's Entertainer Margaret Clauder has taken classes in ventriloquism from Steve Taylor and Mark Wade, two well-known ventriloquists. She also has done self study through the Mayer course of ventriloquism.*

## PUBLIC FORUMS AT LIBRARIES---LET'S GET SERIOUS

This session addresses why and how libraries should provide more public forums on serious public issues and explains the importance of providing public forums through libraries and how they can be produced using the Texas Forums model.

*Michael Baldwin, Director of the Benbrook Public Library, is a trained forums moderator in the Texas Forums model. He has moderated several forums in libraries and has presented programs on public forums at TLA and NCDD conferences. He is the author of several professional articles advocating public forums in libraries. Mr. Baldwin is also a former professor of Political Science.*

## PUBLIC LIBRARY POETRY SLAMS – GETTING TEENS INVOLVED IN POETRY & PUBLIC PERFORMANCE

This session will describe how to produce a poetry slam in a public library.

*Michael Baldwin is Director of the Benbrook Public Library, a widely published poet, author of A Poetry Slam Manual: How to Produce a Poetry Slam and Succeed As a Slam Poet, and has produced and participated in poetry slams around Texas. Michael Guinn heads the Fort Worth Poetry Slam Team and does slam MC work all over Texas.*

## PUPPETRECYCLE: CREATING PUPPETS FROM RECYCLABLES

It's easy to be green when you're expanding your puppet collection! Today's wooden spoon can be tomorrow's leading lady, a mate-less sock can become a bunny, a discarded Slinky magically turns into a caterpillar...

Well, you get the idea. Master Puppeteer Sandy Shroust says, "Everything's a puppet ... It's just up to us to do the accessorizing!"

*Storyteller / Puppeteer Sandy Shroust has been entertaining and engaging children and their grown-ups for years and is noted for her unique style of Telling Stories with Puppets as opposed to using puppets to tell stories. She has presented puppet-making workshops, at the system, county and city level, for puppet creators of all ages.*

## SPICING UP PRESENTATIONS – FROM STORYTIME TO PUBLIC SPEAKING

"Seasoned" with years of presentation experience, Willy Welch shares tips and techniques based on theatre training – i.e, breathing, centering, voice choices. Learn ways to enhance the dynamics of your presentation, whether you're telling stories or addressing the Rotary Club.

*His 35 years as a professional performer have provided Author / Performer Willy Welch with an experienced perspective on techniques for dealing with, and presenting to, almost any kind of audience. From the time he earned his bachelor's degree in Acting from the Boston University School of Theatre, he has made his living performing in theatres and on screen, in folk clubs, libraries, schools, daycares, ladies clubs, night clubs, rotary clubs, weddings, jails, bars and "old folks homes" – acting, telling stories and singing the songs he has written.*

## THERE'S ALWAYS SOMETHING TO LAUGH ABOUT: HOW TO START & RUN A LAUGHTER CLUB

Times such as these are perfect for Laughter Clubs – programs which enhance lifelong learning by suggesting ways to get through the challenges of day-to-day life when stress is all around you. Since everyone deals with stress – not matter what their age – Laughter Clubs can be offered for audiences of any or all ages.









*TCC-NW Walsh Library Public Services Librarian Danelle Ellis received her LLC (Laughter Leader Certification) from World Laughter Tour in 2002. Since then, she has led thousands of people in laughter sessions through the DFW Metroplex.*

## WHAT CAN THE TEXAS COMMISSION ON THE ARTS DO FOR YOU?

The Texas Commission on the Arts provides assistance to cultural, artistic and civic organizations and individuals. This session will provide an overview of the Commission and the grants, programs and resources it makes available to libraries. **HANDOUTS AVAILABLE**

*Texas Commission on the Arts Administrator of Programs & Initiatives Anina Moore has worked at the Commission for 12 years. In this capacity, she has worked with countless school librarians and public libraries across the state, which has led the Commission to raise grant dollars specifically for grants to libraries for children's summer reading programming.*

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