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Cultural Programming for Libraries: Linking Libraries, Communities, and Culture

Deborah A. Robertson

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For a library to fulfill its mission to provide community engagement and cultural dialogue, then diverse, excellent cultural programming is the key. In Cultural Programming for Libraries, the director of ALA s Public Programs Office shares time-tested strategies and practical, inspiring samples from first-rate programs across the country. Librarians, staff, and volunteers will find the practical how-to for creating comprehensive cultural program series from planning to funding to promoting. This authoritative resource outlines all the steps to:

* Assess current community needs
* Set goals and establish measurable outcomes
* Develop winning partnerships that result in high quality, well-attended programs
* Highlight and drive the use of collections
* Gain community support and visibility through programming
* Enhance your library s role as cultural center based on successful models

Eleven five-star programs highlight outstanding events for varying audience sizes and price points to help customize your own library s effort. Marketing and promotional samples also inspire creativity in every chapter to help advance your library as a community cultural hub. Programming advocates in libraries of any size or type can use this authoritative resource to enhance skills, increase effectiveness, and expand their creative vision for promoting winning cultural programs.

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