

Wisconsin Valley Library Service



How Hamland Can Help Your Library



Summer library programs will be happening before we know it. It can be a frenzied, crazy time of year, and WVLS Public Services Consultant Anne Hamland has some advice for libraries.

"Because it's such a frenzied time, it's important to keep your schedule simple," she said. "I wouldn't recommend taking on too much. Staff should not feel pressured to do every activity in the CSPL manual. Offer simple, self-led, passive programs so patrons who walk in the library immediately have something to do that doesn't require staff involvement. Focus on high quality. Instead of 30 programs throughout the summer, have three really great ones."

Anne was director of the Frances L. Simek Memorial Library in Medford for two years before joining the WVLS team in 2016. She understands what it's like to try to stay on top of summer programs and why using the resources available is important.

"WVLS offers a shared summer performer booking document, so library staff can see what other libraries are planning and can piggyback on summer performers," Anne said. "And, our libraries have access to a Pinterest board that is updated annually, which shares low to no-cost programming ideas."

Also, Anne is readily available to help help staff asses their library's youth space.

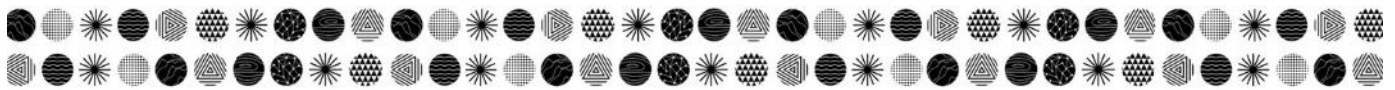
"A lot of our library buildings are aging, and it's important to keep our spaces inviting," she said. "When we are in our libraries every day, it's hard to get a fresh perspective on things. I can assist libraries with space assessment and suggest ways to make spaces user friendly."

Anne has a true passion for youth, teen and adult services, because people and community-focused activities are the foundation of what libraries are about. As a Director-at-Large of WLA's Youth Services Section (YSS), she thinks that librarians are the unsung heroes in their communities.

"I love helping librarians recognize their potential," she said. "Many library staff underestimate themselves, but I think checking in, and offering encouragement and another point of view can go a long way. I want to be a cheerleader and source of support for our colleagues."

You can contact Anne Hamland about summer library programs or on other public library services at 715-839-5082 ext. 127, or ahamland@wvls.org.

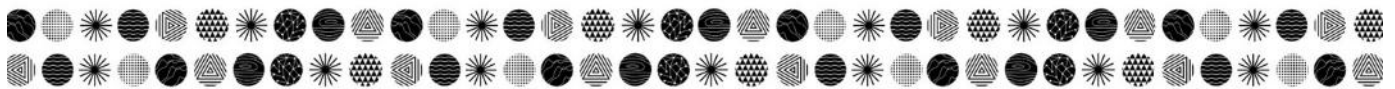
'The Bubbler' Coming to WVLS



THE BUBBLER

MCPL-WAUSAU | MAY 7, 2019

MAKES OVER WVLS



The Bubbler at Madison Public Library is a hub for creative expression among people of all ages through art creation and appreciation, engagement with new and old-school technology, and hands-on making.

Join Bubbler team members Carlee Latimer and Rebecca Millerjohn, and previous Bubbler artist-in-resident, Bird Ross, as they share core programming models, intentional service practices, hands-on making experiences, and successful documentation and evaluation strategies for those experiences.

Bring your library team to learn how to create a vision for your library space and implement hands-on experiences or programs.

The Bubbler Makes Over WVLS

Tuesday, May 7, 2019; 9 am – 3 pm

Marathon County Public Library

300 First Street, Wausau

4.5 Contact Hours

[Register for this workshop](#) by May 1.

WAPL Registration Now Open

The 2018 WAPL (Wisconsin Association of Public Libraries) Conference was a huge success. Join fellow librarians at the WAPL 2019 Conference in Rothschild on May 1-3.

Thursday's Keynote Address with Trenton Smiley is called **"How to Better Leverage Library Resources for Marketing Success."**



Trenton Smiley is the Marketing and Communications Director for Capital Area District Libraries (CADL) in Lansing, Michigan. He has a MBA in Marketing and 20 years of experience that began at the Detroit Public Library. He has earned numerous honors, including ALA's prestigious John Cotton Dana Public Relations Award and the Michigan Library Association's Award of Excellence. He's been a presenter for the Michigan Library Association, Indiana Library Federation, Library Marketing and Communication Conference and the Wild Wisconsin Winter Web Conference. Recently, he was asked to serve on the Board of the Library Marketing Conference Group.

WAPL Registration:

<http://wla.wisconsinlibraries.org/wapl/conferences-events/conference-registration>

See the full list of speakers and programs on the WLA website.

<http://wla.wisconsinlibraries.org/wapl/conferences-events/wapl-conference>

MCPL Offers Trail Tales



The sight of melting snow, budding trees and blooming flowers are all signs that spring is here, and the Marathon County Public Library (MCPL) has one more hallmark to add to the mix.

For the second year in a row, MCPL will offer Trail Tales, an interactive outdoor reading experience that families can enjoy together.

From April 22 through May 20, kids and families will have the opportunity to walk along the scenic River Edge Trail in downtown Wausau and read the pages of two children's books. The books will be posted along the trail between Kickbusch Plaza (behind MCPL's Wausau Headquarters) and Wausau on Water (WOW) restaurant. The two books are "I Don't Want to be a Frog" by Dev Petty and "Jump, Frog, Jump" by Robert Kalan. Families can access the books any time, in rain or sunshine.

Trail Tales, a collaboration between MCPL and the Marathon County Parks, Recreation and Forestry

Department, promotes literacy, the outdoors and being active. With so many electronic and “indoor” temptations like video games, tablets and smartphones, this is a great way to get families outside and get them reading, thinking about and discussing books.

For more information on this program, contact MCPL Library Marketing Specialist Dan Richter at [715-261-7229](tel:715-261-7229) or Dan.Richter@co.marathon.wi.us.

Rib Lake Creates Fun Library "Infomercial"



The Rib Lake Public Library recently posted an infomercial on its Facebook page and YouTube channel that gained a lot of positive publicity.

Starring Tammie Blomberg, Krista Blomberg, other staff and community members, the video features library resources in an infomercial style, with the spokesperson, Steve, telling the audience that their library provides resources for free.

"My daughter's friend, Kerstyn, a recent college graduate, created the video for us," said director Tammie Blomberg, who stars as a frustrated typist in the video. "We had a lot of fun creating it."

Resources featured in the video include wi-fi, Gale Courses, genealogy information, library programs and more.

You can view the video on the [Rib Lake Public Library YouTube Channel](#).

Social Media in Public Libraries

Libraries across the country take a wide range of approaches to their social media presence(s). According to Techsoup, most libraries spent less than five hours weekly to support their social media presence.

Before launching into the social media maze or going further down the path, take a little time to discuss with relevant library staff the five Ws: Who, What, Where, When, and Why. Thinking strategically about your library's social media practices and Creating a clear path for your social media efforts is time well spent.

[Read the article by Karen Pundsack.](#)

Want something featured in the May newsletter?
Is your library doing something that you want to share?
Contact Jamie @ jmatczak@wvls.org.

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