



1. Wisconsin Public Library Email List

There is a new, statewide email forum for public library staff, board, and Friends to exchange information. Messages can be sent to: wispublib@lists.wplclists.info

Subscribe or Unsubscribe or change your options to the Wisconsin Public Library Email List by using the form at: <http://lists.wplclists.info/listinfo.cgi/wispublib-wplclists.info>.

[See the WPLC website](#) for guidelines and protocol.

2. Free Stock Photos

Looking for free stock photos? Check out the latest [Digital Byte](#) and [Digital Lite](#) that feature great photos that your library can use.

3. Marketing Webinar on Tuesday

Creating Compelling Copy – aka Persuasive Writing and How to Effectively Tell Your Library’s Story
Tuesday, Oct. 15; 1 p.m.

Librarians are masters of stories, but are we as good as we could be at telling our own story? We know that people respond enthusiastically to stories, more so than statistics, numbers, or dry facts. Marketing is just a form of storytelling, using some consumer psychology and persuasive language. Creating marketing messages is different than writing a news article, or a personal blog post. Marketing is about inspiring action. So how can your words inspire your library’s audience to take the action you want?

[Register](#)

4. Health Literacy Month

October is [Health Literacy Month](#), and the Public Library Association (PLA) is offering public libraries, especially those in states that utilize the Federally-Facilitated Marketplace, a suite of [free tools and resources](#) to take advantage of in preparation for the Open Enrollment period of the Affordable Care Act (ACA), **November 1–December 15, 2019**. Libraries can start or increase their efforts to educate and build awareness of coverage options, as well as the option of enrolling in Medicaid or a Special Enrollment Period year-round. These efforts will help reach the uninsured, and help improve health outcomes and reduce medical costs for patrons.

5. Workforce Support for Veterans

Library staff members have access to a lot of excellent resources when working with veterans who are looking for a new job, hoping to change fields, or wanting to start a business.

While veterans may be well aware of resources specifically tailored to their particular needs, it's worth mentioning them, as some of the locations and options may have changed. The Wisc Jobs for Vets site includes tools like the built-in military-cross walk to research the transferable skills between military and civilian jobs and an Advanced Search features to find jobs with your Military Occupational Specialty (MOS) Code. [Read more.](#)

6. Regional Events on Dementia Resources

The year, the Wisconsin Dementia Resource Network will offer four regional education events with presentations from local community partners.

Northwest Wisconsin - October 21, 2019

Southwest Wisconsin - December 2019

Northeast and Southeast Wisconsin - Spring events 2020

The WDRN - Northwest Wisconsin event will cover "Building Your Dementia Friendly Community - Best Practices, Inspiration and Resources." It will take place from 1 - 4 p.m. on Monday, October 21 at Wisconsin Indianhead Technical College in New Richmond, Wisconsin. [Register for the event.](#)

7. Sepnafski Speech at WLA Conference

WVLS Director Marla Sepnafski was awarded the the WLA/Demco Librarian of the Year Award at the WLA Conference Awards and Honors Reception last week. Marla's acceptance speech was live-streamed and [posted to the WVLS Facebook page.](#) Congrats, Marla!