



1) It's a Girl!

At 6:37 p.m. on Wednesday, Sept. 9, WVLS staff member Anne Hamland and her family welcomed a baby girl, Maeve Cleary Hamland. She was 8 lbs, 4 oz, and 21 inches long. The whole Hamland family is doing great. [Click here to view photos](#). Congratulations!

2) Shoutbomb Text Message Alerts Toolkit

There is a new toolkit to promote text message alerts (via Shoutbomb). It includes Facebook shares, flyers and a sample press release. You can access the toolkit on the [WVLS Marketing Page](#), under the "Toolkits" toggle.

3) Tech Days Reminder

Tech Days is next week! Learn from experts without having to travel — we've transformed our annual event from workshops to webinars. Tech Days 2020 is a series of 4 webinars over 2 days. and you may [register here](#).

4) Upcoming Training

Strengthen Equity, Diversity, and Inclusion Practice Through Self-Paced Learning
Tuesday, Sept. 15; 2 p.m.

While classroom training has an important place in library staff education, learning is extended and reinforced when staff have the opportunity to work through difficult topics outside of the classroom. In order to support staff learning about issues of equity, diversity and inclusion (EDI), Multnomah County Library has developed a "Racially Just" toolkit, containing activities staff can use to learn and practice on their own, with colleagues, or in their staff groups. The toolkit workbooks include information and activities related to bias, microaggressions, allyship and cross-cultural communication, as well as a workbook focused on learning about Native American and Alaska Native people and communities. [Register here](#).

5) Marketing News

- The Library Marketing and Communication Conference (Nov. 4-6, online) is designed for library employees of any level who are involved in marketing, communications, public relations, social

media, and outreach in academic, public, and special libraries. Conference sessions will explore issues that are important for this niche of library work. [Read more.](#)

- (from Super Library Marketing) In this episode, Angela reveals the tiny piece of real estate where you can market your library that you might not have thought of. [Watch it here.](#)
- (from Super Library Marketing) Does it matter what we call people who use the library? A blog post by Ned Potter that prompted this episode. [Watch the video to see my response and get a link to Potter's post.](#)

6) Building & Maintaining Customer Relationships Webinar Series (repeat)

WVLS, Northern Waters Library Service and the Southwest Wisconsin Library System are excited to announce an October Webinar Series on promoting the value of your library through marketing, effective management and successful advocacy. The presenter for all three webinars will be Library Consultant Pat Wagner. The webinars will be recorded and are worth 1 contact hour for library certification. Program descriptions [can be found here.](#)

- Introduction to Marketing: It's More than Emails, Newsletters, and Social Media
Tuesday, Oct. 6; 1 p.m. [Register](#)
- Library Engagement: What Your Community Needs and How to Respond
Tuesday, Oct. 13; 1 p.m. [Register](#)
- Advocacy: Promoting the Value of Your Library
Wednesday, October 21; 1 p.m. [Register](#)