



1) Next Ryan Dowd Webinar

Dementia and Alzheimer's: Compassionately and Effectively Working with People with Dementia;
Thursday, Oct. 15 at 1 p.m.

Some of the issues covered: the science behind dementia, how you can compassionately work with someone who is agitated or aggressive, helping someone with memory loss.

[Pre-Registration Required.](#)

A recording (with closed captioning) will be available on NicheAcademy.com a few days after the live event.

2) New Free Library 2.0 Resources

Library 2.0 has posted a new podcast from Dr. Albrecht on the topic of "Getting a Temporary Restraining Order for a Problem Patron" in the "[Library Safety and Security with Dr. Steve Albrecht](#)" section of [Library 2.0](#). You can listen directly on the [site](#). You will also find Dr. Albrecht's new blog post, "[Re-Evaluating the Police Response to Your Library](#)," on the site.

3) ALA Grants for Small and Rural Libraries

The American Library Association (ALA) has announced plans to award nearly \$2 million to small and rural libraries in 2020 and 2021 to help them address issues of concern in their communities. Through [Libraries Transforming Communities: Focus on Small and Rural Libraries](#), up to 650 U.S. libraries in small and rural communities will receive \$3,000 to tackle issues ranging from media literacy to COVID-19 safety to unemployment. The initiative is part of ALA's longtime commitment to preparing library workers for the expanding role of libraries.

Library workers may apply online for grant funding from September 21 to December 2, 2020, at [ala.org/LTC](#). Up to 650 grants will be distributed over two funding rounds. [Read the full project guidelines.](#)

4) Marketing News & Tips

- (from Social Media Today) Are you looking for new ways to reach more potential customers? Want to know the trends that provide opportunities your competitors aren't taking advantage of? Maryville University shared the marketing technology trends they think you should look out for in this infographic. [Read more.](#)

- (from Super Library Marketing) This post is part two in my series on making the most of your virtual conference experience in 2020. If you haven't already, I'd love for you to [read part one here](#). Once you close your laptop, the second part of your conference experience begins. It's time to reflect on what you've learned, share with your co-workers and, most importantly, figure out how to put these new ideas into practice at your library. Here's a framework you can follow to maximize the value of your virtual conference experience with three important post-conference steps. [Read more](#).
- (from the Library Marketing Show) In this episode, Angela answers a viewer request. "I need help justifying to my people why our organization should have a targeted strategy rather than just 'will you post this, please?'" [Watch it here](#).