Multifaceted Promotion and Outreach of Banned Books Week Library Programming

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Multifaceted Promotion and Outreach of Banned Books Week

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Megan Reilly, Colorado Talking Book Library
Megan Reilly
Colorado Talking Book Library
Raynor Library at Marquette University

Banned Books Week 2012
FREEDOM PROJECT

- Year-long campus wide commemoration of the Sesquicentennial of the Civil War exploring many meanings and histories of emancipation and freedom in the United States and beyond.
- Speakers (Eric Foner) and Panel Discussions
- Exhibits at Haggerty Museum of Art
- Performances at Helfaer Theater
- Library displays, (School Choice, Banned Books)
PROGRAM DEVELOPMENT
BANNED BOOKS
Program Development

- **Program Goal**
  - Inform students about the historical and continued banning of books and other information
  - New, engaging, and interactive…Edutainment

- **Program Events**
  - Virtual read-out, film festival, and interactive displays
Banned Books Week

VIRTUAL READOUT
FORBIDDEN FILM FESTIVAL:
FOUR FILMS BASED ON BANNED BOOKS

Thursday, October 4th @ 1pm
Raynor Conference Room B/C

Lord of the Flies
Showtime: 1:00 PM

William Golding’s classic tale depicts a group of plane-wrecked boys’ descent into savagery amidst the backdrop of a deserted island. Challenged on grounds of graphic violence, profanity, and pessimistic view of humanity.

Howl
Showtime: 3:00 PM

James Franco stars as Beat poet Allen Ginsberg whose poem “Howl” was subjected to a landmark obscenity trial in 1957. Challenged over issues of profanity, illicit drug use, and sexually explicit content, including homosexuality.

Twilight
Showtime: 5:00 PM

Seventeen-year-old Bella moves to a new town and falls in love with Edward, who just so happens to be a vampire. Challenged over concerns of age-appropriate content, religious viewpoints, and being sexually explicit.

The Hunger Games
Showtime: 7:30 PM

Teensagers fight to the death during an annual televised event in this Dystopian thriller. Criticisms range from explicit violence, unsuitable for age group, to anti-ethnic, anti-family, and satanic.
Included a white board, plasma screen, display case featuring selected Banned Books and poster of events.
DISPLAY

What's Your Favorite Book?

BANNED BOOKS WEEK
Sept 30 - Oct 6

What is Your Favorite Book

EAST of Eden
Fantastic Mr. Fox

Bring this Book to the VIRTUAL READ-OUT
Room R215

URL: ngu.edu/march/2015/banned-books-week

Marquette University
BANNED BOOKS WEEK
Toggle the mouse to learn more.

- Doctor Zhivago
- Ulysses
- The Giver
- The Hunger Games Trilogy
- The Catcher in the Rye
- Lady Chatterley's Lover
- The Agony of Grip
Banned Books Week (BBW) is an annual event celebrating the freedom to read and the importance of the First Amendment. Held during the last week of September, Banned Books Week highlights the benefits of free and open access to information while drawing attention to the harms of censorship by spotlighting actual or attempted bannings of books across the United States.

Intellectual freedom - the freedom to access information and express ideas, even if the information and ideas might be considered unorthodox or unpopular - provides the foundation for Banned Books Week.

A series of Virtual Exhibits listed in the right hand navigation bar, highlight books that have been targets of attempted banning. Fortunately, while some books were banned or restricted, in a majority of cases the books were not banned, all thanks to the efforts of librarians, teachers, booksellers, and members of the community who fought against the restraints imposed on the availability of information in a free society.

**Share your Voice »**

Below are authors of banned and challenged books speaking out about their experiences and calling attention to censorship. Add your voice to the conversation by participating in our virtual read-out. Find out how to submit your video »
BANNED BOOKS LIBGUIDE

- [http://libguides.marquette.edu/banned-books-week](http://libguides.marquette.edu/banned-books-week)
- Emily and Megan developed content, Eric developed LibGuide
- Utilized jQuery and CSS to create interactive list of Banned Books by various categories.
- Megan developed an interactive Google map of a selection of censorship cases in the state of Wisconsin.
- Created an interactive Censorship Timeline and Banned Books Week Quiz using Articulate Studio.
The Data Says…

Banned Books Week 2012

All Guides | Page Views | Links

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September 30 through October 4

INTERACTIVE LIBRARY DISPLAY
## Interactive Display Usage

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PROMOTION
PROMOTION

- News Briefs
- AXIS television
- The Marquette Tribune
- Posters and table tents (dorms, Libraries, AMU)
- Direct e-mail to target faculty
- Graduate Student Newsletter
- Library website
- Social media
- Collaborations (Freedom Project, courses, and OSD)
5. Activities offered as part of Banned Books Week

Raynor Memorial Libraries will host a series of events as part of The Freedom Project's Banned Books Week Sunday, Sept. 30, through Saturday, Oct. 6. "Banned Books: The Reading" will take place Monday, Oct. 1, from 10 a.m. to 2 p.m. in the upper gallery of the Haggerty Museum of Art. Faculty and administrators from across campus will read selections from banned books across different genres, including Dr. Larry Watson, visiting professor of English, who will read from his own work and reflect on the experience of having it banned. A complete lineup of readers can be found online. For additional information, contact Dr. James Marten, chair and professor of history, at 8-7901, or Dr. Stephanie Quade, dean of students, at 8-1412.

A "Virtual Read-Out" will take place Thursday, Oct. 4, from 10 a.m. to 4 p.m. in Raynor Memorial Libraries, second floor. Participants are invited to read an excerpt from their favorite book to show support of their favorite author and join the conversation about censorship.

"Forbidden Film Festival: Four Films Based on Banned Books," will be held Thursday, Oct. 4, in Raynor Memorial Libraries' Beaumier Suites. Film showings are meant to bring awareness to the campaign that challenges censorship and celebrates the freedom to read.

- Lord of the Flies at 1 p.m.
- Howl at 3 p.m.
- Twilight at 5 p.m.
- Hunger Games at 7:30 p.m.

All events are free, and no registration is required.

6. Department of Theology to hold annual Theotokos Lecture

The Department of Theology will hold the annual Theotokos Lecture Tuesday, Oct. 2, from 4 p.m. to 5:30 p.m. in Cudahy Hall, 001. Dr. Kevin Hart, theologian, philosopher, poet and professor of Christian studies at the University of Virginia, will address "Contemplation and Concretion: Four Marian Lyrics." A pre-lecture reception with refreshments will be held from 3:30 p.m. to 4 p.m. outside the lecture room.

For more information, contact Dr. Mark Johnson, associate professor of theology, at 8-7646.
FORBIDDEN FILM FESTIVAL

4 Films Based on Challenged Books

Cost: Free! Includes film and popcorn

When: October 4, 2012

Where: Beaumier Suites B/C, Raynor Library (Lower Level)
Banned Books Week
September 30-October 6, 2012
More Info: http://libguides.marquette.edu/banned-books-week

Support the annual censorship awareness campaign, Banned Books Week.

Bring your favorite book to Raynor Library, 2nd floor (R215), between 10 AM and 4 PM.

Library staff will record you reading an excerpt. Videos will be added to the BBW Website.
Banned books week lends to discussion of liberty

By Jacob Born
jacob.born@marquette.edu

Raynor Library is celebrating Banned Books Week, which started Sept. 30 and ends this Saturday – an event “celebrating the freedom to read,” according to its website.

“Because we’re librarians, we want to show support … in creating awareness (of) censorship,” Emily Zegers, a digital projects technician for Raynor Memorial Libraries, said. “That’s what this week is about.”

Raynor Library has a display of banned books pulled straight from their shelves, along with an interactive display and whiteboards filled with students’ favorite books. In addition to this exhibit, there will be a screening of movie adaptations of challenged and banned books today at 1 p.m.

An unaffiliated event planned by Haggerty Art Museum had professors read excerpts of their favorite banned books to students Monday.

These events are part of the National Banned Books Week put on by the American Library association’s former director of its office of intellectual freedom. Krug started the event to fight to keep books available that had sensitive content despite the challenges of concerned citizens not wanting people to be exposed to the content.

“The events were created to make this an interactive experience for students,” Zegers said. “It’s one thing to tell somebody about it, but it’s another thing to have a conversation and participate. We all should have access — unrestricted access to...
"Live Virtual Readout Event"

BanbedPane Books Week

2012

When: October 4, 2012
10:00 a.m. - 4:00 p.m.

Where: Group Study Room
Raynor Library B215

What: Bring your favorite censored book or choose one of ours. Read a short-excerpt in front of the camera and upload your YouTube video to Marquette Libraries' Banned Books Week online Research Guide.

Why: To speak out against censorship

Censor
WE ARE NOT AFRAID TO ENTRUST THE AMERICAN PEOPLE WITH UNPLEASANT FACTS

Foreign Alien ideas
And Competitive Philosophies

VALUES
JUDGE THE TRUTH

FALSEHOOD
IS AN OCHRE MARK!

A NATION THAT IS AFRAID OF ITS PEOPLE

Forbidden Film Fest
Thursday, October 4th

Four films based on banned books

11:00 a.m. Raynor Conference Room 3/4

Lord of the Flies
Show Time: 1:00 PM
William Golding’s classic tale depicts a group of plane-wrecked boys’ descent into savagery amidst the backdrop of a deserted island. Challenged on grounds of graphic violence, profanity, and pessimistic view of humanity.

Howl
Show Time: 3:00 PM
James Franco stars as Beat poet Allen Ginsberg, whose poem "Howl" was subjected to a landmark obscenity trial in 1957. Challenged over issues of profanity, illicit drug use, and sexually explicit content, including homosexuality.

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The Hunger Games
Show Time: 7:30 PM
Teenagers fight to the death during an annual televised event in this Dystopian thriller. Challenges range from explicit violence, unsuitable for age group, to anti-ethnic, anti-family, and satirical.
Virtual Read-out

October 4th, 10-4
Raynor Library, 2nd Floor, R215

Read an excerpt of your favorite book. Library staff will record readings. Videos will be added to the Banned Books Week website.

http://go.mu.edu/read-out
Tweet #MUreads

Forbidden Film Festival:
4 Films Based on Banned Books

October 4th
Banamier Suites B/C -- Raynor Library (Lower Level)

- Lord of the Flies @ 1:00
- Howl @ 3:00
- Twilight @ 5:00
- Hunger Games @ 7:30

http://go.mu.edu/read-out
Tweet #MUreads
SOCIAL MEDIA

Twitter

Marquette University
Marquette University

SOCIAL MEDIA

Facebook


October 4, 2012

Famous Authors' Funniest Responses to Their Books Being Banned - Flavorwire

www.flavorwire.com

Flavorwire: Cultural news and critique from Flavorpill

157 people saw this post

Marquette University Raynor Memorial Libraries

October 3, 2012

http://libguides.marquette.edu/banned-books-week

http://libguides.marquette.edu/banned-books-week

Unlike - Comment - Share

267 people saw this post

Marquette University Raynor Memorial Libraries

October 1, 2012

Happy birthday to our namesake, Rev. John P. Raynor, S.J., who was born on October 1, 1923. Select images of Fr. Raynor, the longest-tenured president in Marquette's history, can be seen in our digital collections at: http://cdm16280.contentdm.oclc.org/cdm/search/searchterm/%K20Raynor,%K20john%20F./mode/exact.

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Marquette University Raynor Memorial Libraries

October 2, 2012

This is Banned Books Week. Join the festivities Thursday, October 4th. http://www.marquette.edu/library/news/fall12.shtml#banned

150 people saw this post

FORBIDDEN FILM FESTIVAL Today starting @ 1pm Raynor Conference Rooms B/C. Free Popcorn.

Lord of the Flies: 1:00

Hunger Games: 7:30

FORBIDDEN FILM FESTIVAL Friday October 5th 7:30

Lord of the Flies: 1:00

Hunger Games: 7:30

I just met you,

See Your Ad Here

A Great quote from the Iron Lady
GOING FORWARD
Takeaways

- Have investors before starting outreach
  - Get student participation well before launching a campaign
  - Make collaborative efforts with other departments early

- Choose outreach efforts in line with your library’s strategic goals

- Integrate Libguide more in publicity
QUESTIONS and DISCUSSION
Questions and Discussion

- What outreach efforts have been particularly successful at your library?
Eric Kowalik: eric.kowalik@marquette.edu

Emily Zegers: emily.zegers@marquette.edu