

Pop Goes The Library

Using Popular Culture to Connect
With Your Community's Teens

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Pop Maven

www.popgoesthelibrary.com

Where To Find This Talk

www.popgoesthelibrary.com/talks/ola2007.pdf

Why Pop Culture?

- It's a way into your patrons' lives
- It's a lure into the library
- It's how to make the library indispensable!

What Is Pop Culture?

Hot Topics Du Jour

- Technolust, Technophobia, I'm Techno-overwhelmed!
- All Things Britney
- Awards Show Fever: Oscars & Grammys & Junos, Oh, My!
- Audience Participation Time: What Else?

Pop Culture =

**Whatever people
in your community
are talking,
thinking, and
reading about.**

More Than Brain Candy

- Pop Culture is more than mental junkfood.
- Pop Culture is not just for whippersnappers.
- Pop Culture is important to all of your patrons, so it should be important to you, too!

Pop Culture is Us Magazine

It's also The New Yorker

Pop Culture is The Colbert Report...

...and The Daily Show

Pop Culture is the Christian Science Monitor

Pop Culture is Fox News

Pop Culture is NPR

Pop Culture is The Newbery Award

And it's Urban Fiction, Too

Pop Culture is Genealogy

And Scrapbooking

And Knitting



Pop Culture is The Junos



And iTunes



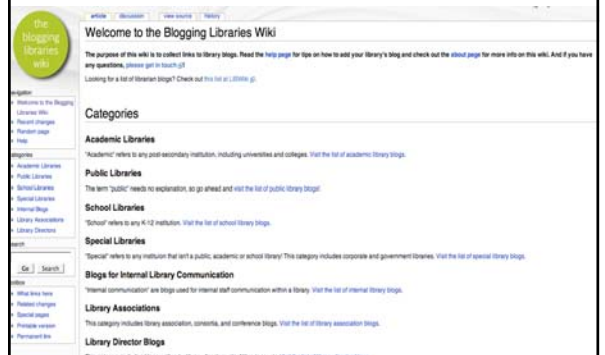
And Opera



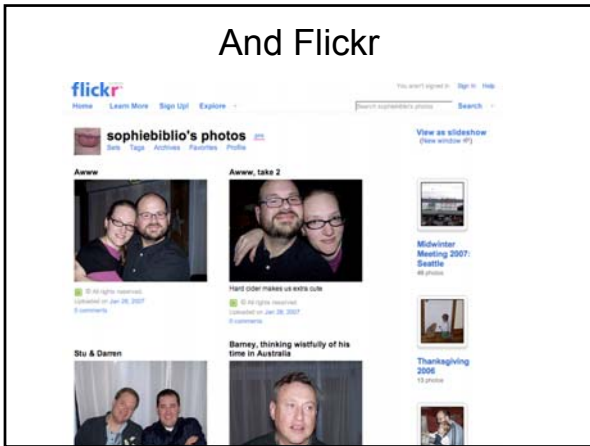
Pop Culture is the iPhone



And Blogging Libraries



And Flickr



Pop Culture Is Both...

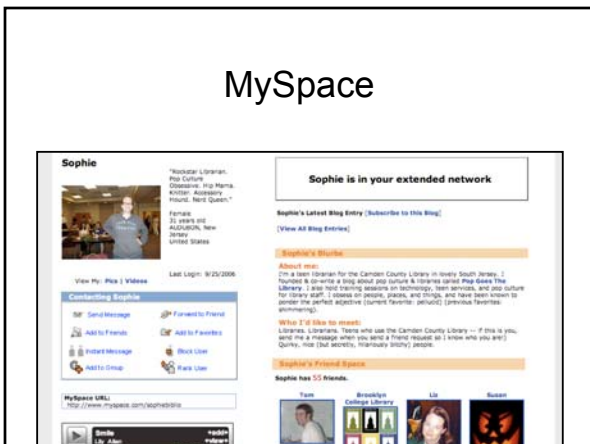
- High and Low
- Frivolous and Serious
- Literary and Trashy
- Gossip and Hard News
- Professional and Personal

Most of all: Pop Culture Is Everything That Matters To Your Users

Tweens & Teens

- MySpace & Facebook
- Anime & Manga
- College, University & Career choices
- Faith
- The Environment
- Sex, Drugs, and Rock n Roll

MySpace



Facebook



AIM



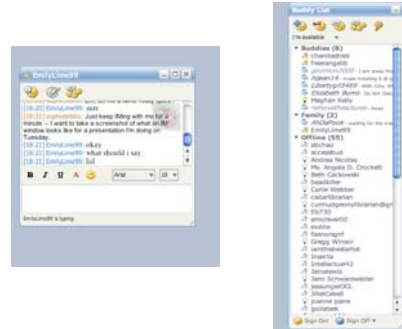
Yahoo! Messenger



Meebo: Cross-platform IM



Meebo, Take Two

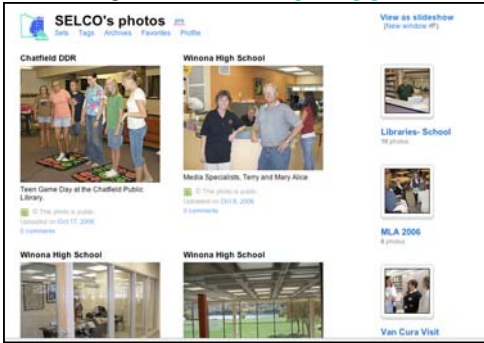


Using Pop Tools The Flickr Example

Flickr: www.flickr.com

- Massive photo-sharing community
- First 100 photos are free
- \$25 annually for all you can upload
- Private or public
- Tag photos
- Organize photos into sets

Flickr: www.flickr.com



Flickr Sets

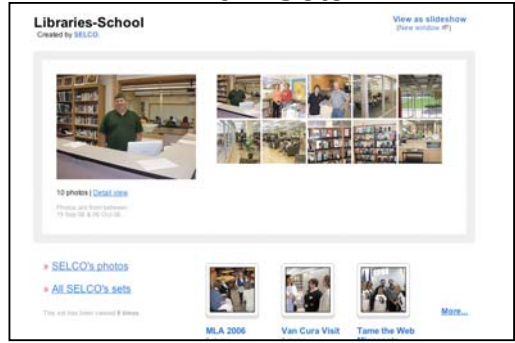
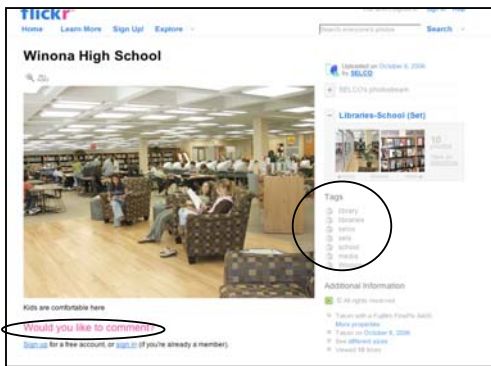


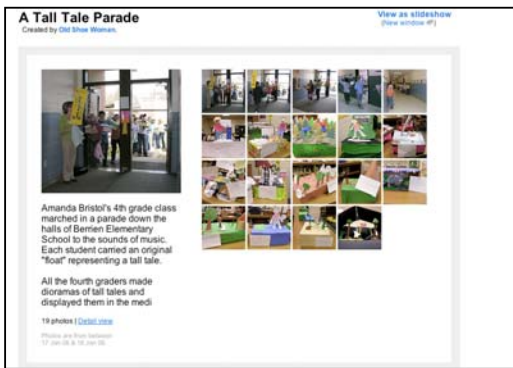
Photo in a Set



How Can You Use Flickr?

- Showcase student or TAB projects
- Establish a library web presence
- Connect & communicate with teens and parents
- Maintain a visual archive
- Network with colleagues
- Show and Tell

Flickr: Student Projects



Flickr: Student Projects



Flickr: Tagging

Tags

- USA
- Georgia
- south Georgia
- students
- media center
- library
- dioramas
- tall tales
- reading
- student projects
- handmade

More Flickr Uses

- A Day In The Life of the Teen Librarian
- Before & After photos
- Display photos
- Program photos
- Blog photos directly from Flickr

Tips for Keeping Up

- Be discriminating
- Become an expert
- Hit the magazine stand
- Use the blogosphere
- Go where your patrons are
- Ask!

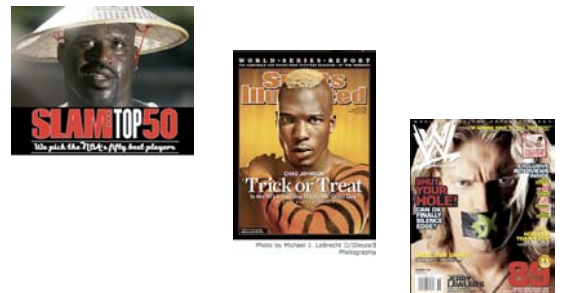
Celebrity Magazines



Fashion Magazines



Sports Magazines



Humor Magazines

MAD #471



Written and illustrated by The Usual Gang of Idiots

MAD says fall to the Chief, and takes a terrifying stab at Halloween humor! MAD also opens McQueen, original video games, zodiacs and Mel Gibson Plus, Spy vs. Spy and the 50th Club!

MAD | \$7.99 | Color/88W | \$3.99 US

On Sale October 18, 2008

► Preview Samples



Music Magazines



Diddy: The Ruler's Back



SPIN.COM

MUSIC FOR LIFE

HOME | WHAT'S HOT | MUSIC | COLUMN | TALK | FESTIVALS | MOBILE | CONTENTS | SUBSCRIBE | ABOUT | ADVERTISING

Anime & Manga Magazines



Tools to Keep Up

- www.popgoesthelibrary.com
- www.ypulse.com
- <http://popwatch.ew.com>
- <http://blogs.usatoday.com/popcandy>

More Tools to Keep Up

- www.usmagazine.com
- www.televisionwithoutpity.com
- www.fametracker.com
- www.popjournalism.ca/blog/

Pop-Friendly Libraries

Display materials that reflect staff's knowledge of current pop cultural events

Pop-Friendly Libraries

Offer programs demonstrating knowledge of pop events & their importance

Pop-Friendly Libraries

Develop collections that go Pop!
More music, movies, periodicals

Pop-Friendly Libraries

Ask people what they want, and LISTEN.

Pop-Friendly Libraries

Offer the collections, programs, and services that their patrons want...

*not the ones
we think they
should want.*

Programming Tips

- Food, food, and more food
- Use local experts
- Go outside your comfort zone
- Offer multi-generational programs
- Offer programs that run themselves
- Go 2.0: Ask!

Intergenerational Programs

- Crafts
- Family history
- Traditional games: chess, board games, hearts, bridge
- Book & Movie discussion groups
- Teens teach seniors

Splashy Programs

- Awards show extravaganzas
- Sporting events parties
- Election returns
- Music & dance performances

Teen-Specific Programs

- College & career planning
- Anime & manga club
- Gaming club
- Gaming competitions

Don't Be Afraid

- To experiment
- To be wildly wrong
- To be amazingly successful
- To have FUN!

Audience Participation

Let's brainstorm some programs!

Thank You! Stay in Touch!

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