

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

Pop Culture is Us Magazine

The Soulmate Calculator
Find The Name Of Your Own Soulmate The Exact Name Calculated, Try It!
www.TheSoulmateCalculator.com

HOME CELEBRITY NEWS FASHION BEAUTY ENTERTAINMENT STAR PROFILES SEARCH US ONLINE

features hot stuff! Hit Staff Harry Potter and the Equestrian Games

celebrity news
top story!
Morning Rush: Miss USA Would Like World Peace...and More Square Footage

win one of 24 Samsung HDTVs

HOT PICS!
Oprah Winfrey and Steve Jobs for the "Factory Girl"

It's also The New Yorker

CONDENSED THE NEW YORKER NEWYORKER.COM

WIN A EUROPEAN SKI VACATION

COMMENT
Webboard
The real state of the union.
by Hendrik Herzberg

PERSONAL HISTORY
Crossing the Border
The start of a life of travel.
by Ryszard Kapuscinski
PLUS: Two poems, "A Gossip" and "Tape Music"

ON TELEVISION
Hostile Act
"The Sarah Silverman Program" ends the mean back in funny.
PLUS: From 2005, Dana Goodyear profiles Giovanni

THE FINANCIAL PAGE

Pop Culture is The Colbert Report...

THE COLBERT REPORT

Mon - Thurs 11:30p / 10:30c TONIGHT: Donna Shalala, former Clinton cabinet official and President of the University of Miami

All Air Times

LAST NIGHT'S HIGHLIGHTS GET TICKETS CC INDECOR BLOG

TICKETS

How to be meaner to him. Is Cheney really going to Read the Bible?

...and The Daily Show

THE DAILY SHOW WITH JON STEWART

Mon - Thurs 11p / 10c TONIGHT: Neil DeGrasse Tyson, host of NOVA and author of "Death by Black Hole"

All Air Times

LAST NIGHT'S HIGHLIGHTS TICKETS TRIVIA GAME

TICKETS

See us in a live studio audience kind of way... Play The Most Important Trivia Game

Pop Culture is the Christian Science Monitor

THE CHRISTIAN SCIENCE MONITOR csmonitor.com

Special Offer: Subscribe to the Monitor and get 32 issues RISK-FREE!

Good news, bad news: Economy too strong for interest rate cuts
An expected economic slowdown hasn't materialized, raising fears of recession ahead of the Fed's latest policy decision.

Northern Ireland's decisive move toward a lasting peace
Sinn Féin's support of the province's police reverts decades of opposition to British law.

Battle suggests new sectarian divides in Iraq
Sunni's attack on Shiites in Mosul may have been incited by the Shiite Army of Meesam.

LEADERSHIP
A family struggles with war's legacy
The Monitor reveals a couple whose daughter and half brother died in an Israeli airstrike during the war with Hezbollah.

COMMENTARY
THE MONITOR'S VIEW
Ponding family in a normarized world
Russia: Tormented state of the Russian Army
Clay Bennett: Today's cartoon / Previous cartoons

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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



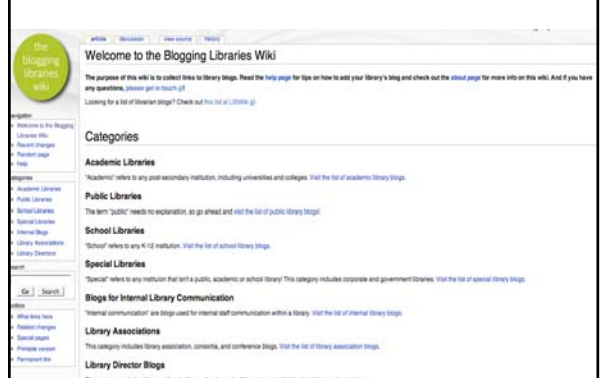
And Opera



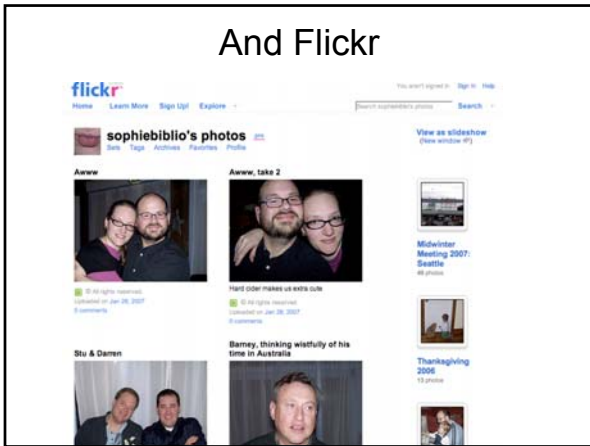
Pop Culture is the iPhone



And Blogging Libraries



And Flickr



Pop Culture Is Both...

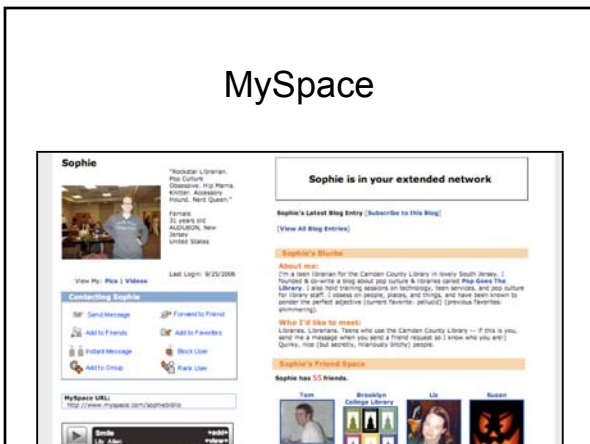
- High and Low
- Frivolous and Serious
- Literary and Trashy
- Gossip and Hard News
- Professional and Personal

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



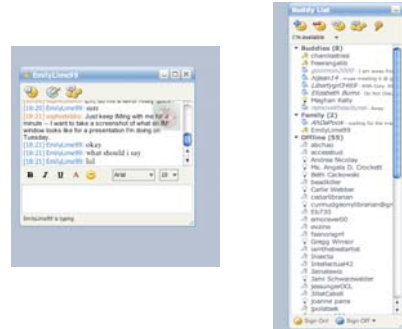
Yahoo! Messenger



Meebo: Cross-platform IM



Meebo, Take Two

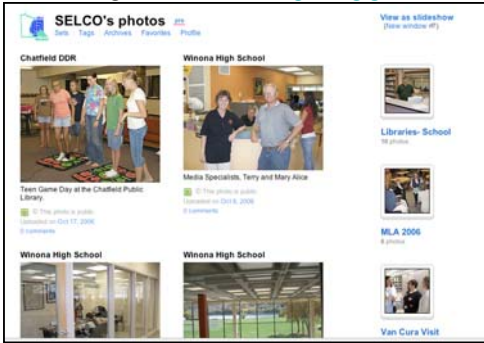


Using Pop Tools The Flickr Example

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

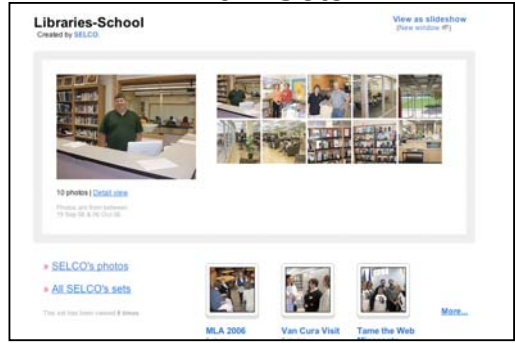
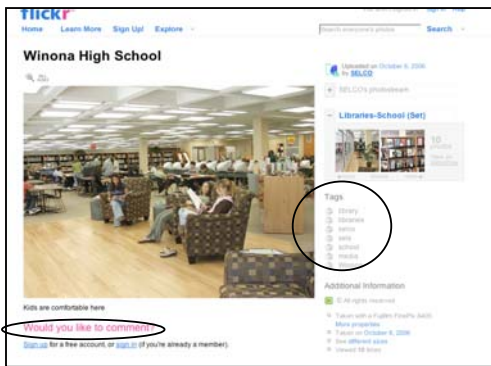


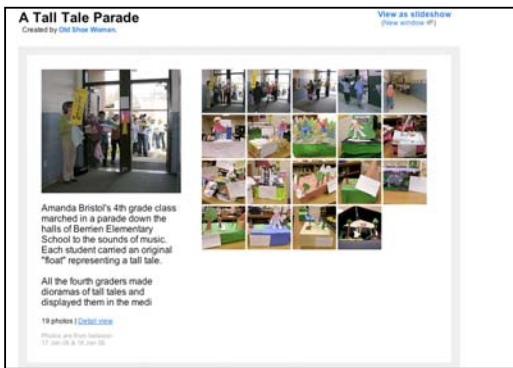
Photo in a Set



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!

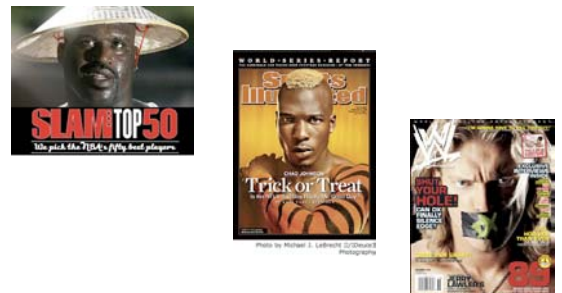
Celebrity Magazines



Fashion Magazines



Sports Magazines



Humor Magazines



Music Magazines



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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