

Legacy Project Resources for Library Program Planners

Websites:

American Library Association (ALA) Public Programs Office: Resources for programs, exhibits, grants and much more. <http://www.ala.org/ala/aboutala/offices/ppo/index.cfm>

ALA Programming Librarian: An online resource center and blog chock-full of ideas for all things related to presenting cultural programs for all types and sizes of libraries. The site includes two main sections: the library and the blog. <http://www.programminglibrarian.org/>

Arts Marketing Blogspot: blog discussing arts marketing and related topics created by Chad Bauman, Director of Communications at Arena Stage, Washington DC, www.arts-marketing.blogspot.com

Arts Learning Xchange: a four-year program designed to foster growth in public arts attendance and to identify, develop, and share useful lessons to help arts organizations reach more people in the Twin Cities region. <http://www.artsmidwest.org/programs/ArtsLearningXchange>

COMPAS and Young Audiences of Minnesota: **strengthens people and communities in Minnesota by engaging them in creating art.** <http://www.compas.org/> **Young Audiences merged with COMPAS in July 2009 and has a directory of artists for programs and performances.** <http://www.compas.org/arts-education/young-audiences/programs/about>

Library Legacy Artist, Performer and Partner Database: Created and maintained by SELCO, lists artists, authors, instructors and performers available for Legacy library programs and services. www.mnlegacygrant.org

Metropolitan Regional Arts Council (MRAC): promotes incorporation of the arts into the daily lives of all metro-area communities by providing leadership, advocacy, grants and services. <http://www.mrac.org/>

Minnesota Book Awards: created by the Friends of the St. Paul Public Library to honor and promote Minnesota's literary community. http://www.thefriends.org/mnbookawards_index.html

Minnesota Historical Society (MHS): Information regarding Arts and Cultural Heritage Legacy Grants at <http://www.mnhs.org/legacy/grants/index.htm>

Minnesota State Arts Board (MSAB): Under "Other Opportunities" see lists of Artists in Education, Folk Artists Directory, and Touring Directory. <http://www.arts.state.mn.us/> The MSAB conducted listening sessions around Minnesota regarding the Legacy Amendment. Here is a list of the findings: http://www.mnhs.org/achf/docs_pdfs/keyfindings_12042009.pdf

Mnartists.org: **The mission of mnartists.org is to improve the lives of Minnesota artists and provide access to and engagement with Minnesota's arts culture. Robust website and e-news list opportunities and more for visual, performing and literary artists.**

<http://www.mnartists.org/>

Publications from ALA:

Building a Buzz: Libraries & Word-of-Mouth Marketing, Peggy Barber and Linda Wallace, 2009. Renowned for their creativity, Barber and Wallace bring you word-of-mouth marketing ideas that will help you turn your existing library patrons into a major marketing force.

Cultural Programming for Libraries: Linking Libraries, Communities & Culture, Deborah A. Robertson, 2005. Time-tested strategies and practical, inspiring examples from first-rate programs across the country.

Exhibits in Libraries: A Practical Guide, Mary E Brown and Rebecca Power, 2006. A comprehensive illustrated "how-to" includes basic information a librarian or library worker needs to know to put on an exhibit.

Inside, Outside and Online: Building Your Library Community, Chrystie Hill, 2009. Practical advice and inspiration for building community with your library.

Librarians as Community Partners, Edited by Carol Smallwood, 2010. 66 focused snapshots of outreach in action showcasing creative solutions to build library programs that meet customer needs.

Other Publications:

Invitation to the Party: Building Bridges to the Arts, Culture and Community, Donna Walker-Kuhne, 2005. Arts marketing consultant Walker-Kuhne outlines strategies and tools for cultivating long-term relationships with diverse audiences.

Making Exact Change: How U.S. Arts-based Programs Have Made a Significant and Sustained Impact on Their Communities, William Cleveland, 2005. Full text available at www.makingexactchange.org

New Creative Community: The Art of Cultural Development, Arlene Goldbard, 2006. "A powerful description of how community-driven art can transform and improve American society."