

NovelList[®]
Empowering Librarians... Engaging Readers



NO MORE NEUTRAL

How to Use Marketing to Position Your Library
in Challenging Times



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@Webmastergirl



Download the handout

No More Neutral

How to Use Marketing to Position Your Library in Challenging Times



Takeaways

- o Book challenges are not random. This is [a concerted, strategic effort](#).
- o Libraries are not neutral, nor should they be. Read the [ALA Code of Ethics](#) on racial and social justice.
- o The large majority of voters [oppose book bans](#) and [trust librarians](#) to recommend books.
- o Policies are your best defense. Align your collection development policy and explain your purchase decisions and how citizen requests can be made.
 - Here is a [great example](#) from Great River Regional Library.
 - Here is [another](#) from Maitland Public Library.
 - And [here is an example](#) of a citizen's request for reconsideration form from Branch District Library.
- o Promote your policies so your public understands your library's philosophy and process.
 - [St. Louis County Library](#) shared resources with the community on their blog.
- o [Celebrate](#) the ability to read freely with promotions all year long.
- o Promote your library as a trusted institution, as [Chillicothe Public Library](#) does.
- o Prepare your staff about how to manage challenges.
 - Create talking points.
 - Establish who needs to be notified in the event of a challenge.
 - [Report challenges](#) to the ALA Office of Intellectual Freedom.
 - Use the [Intellectual Freedom Consulting Services](#) to navigate the challenge.



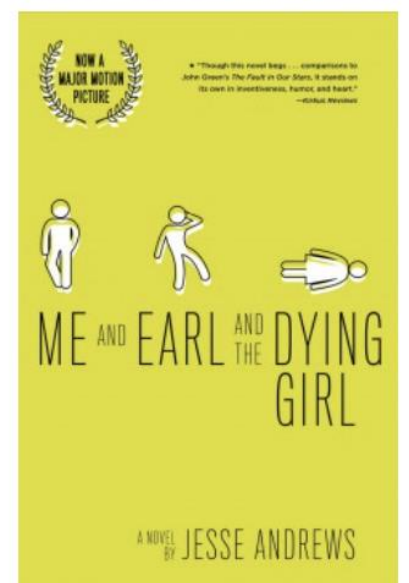
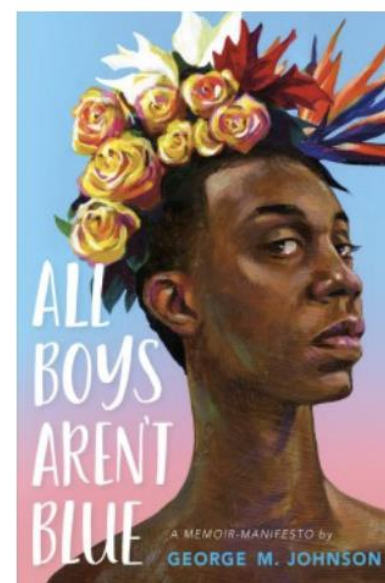
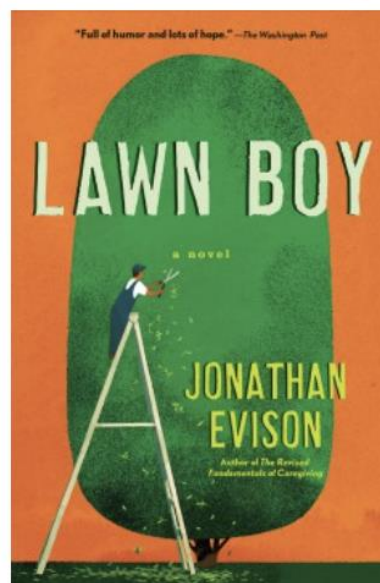
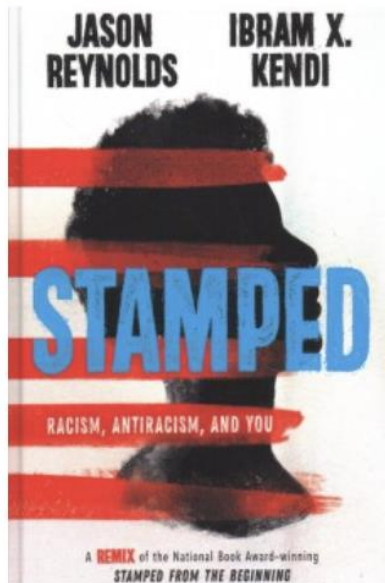
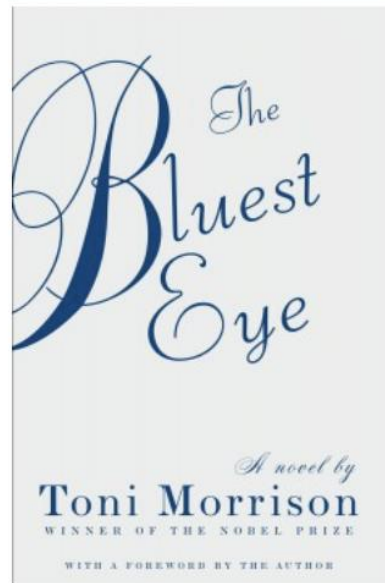
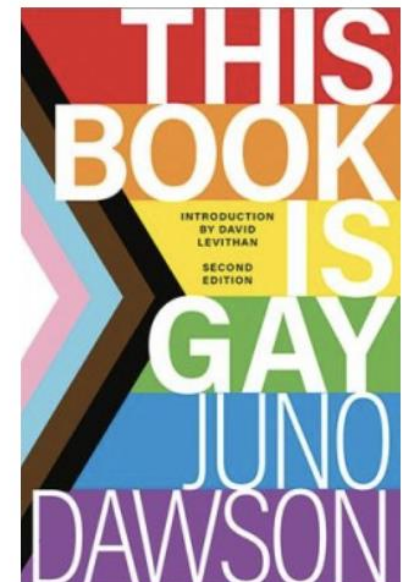
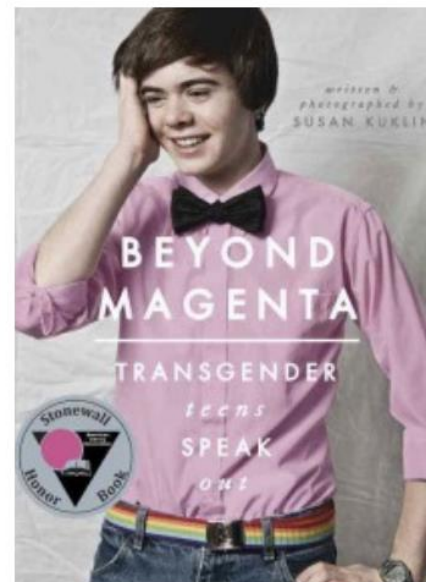
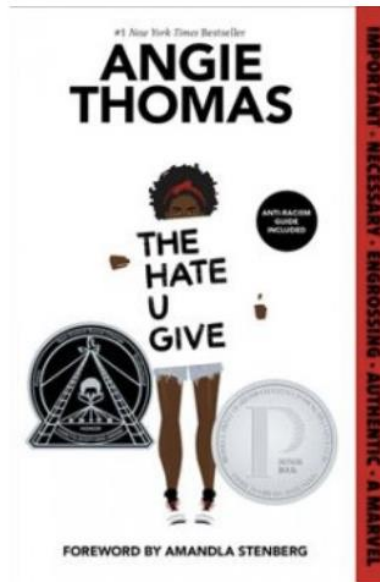
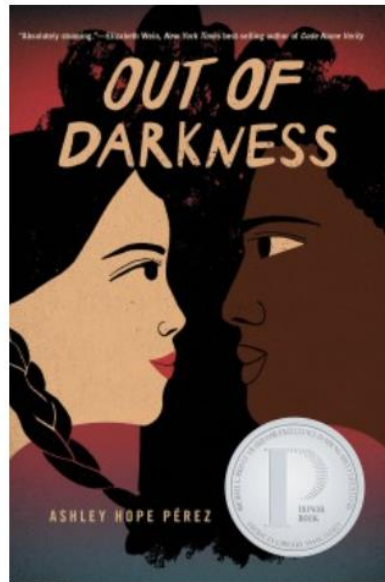
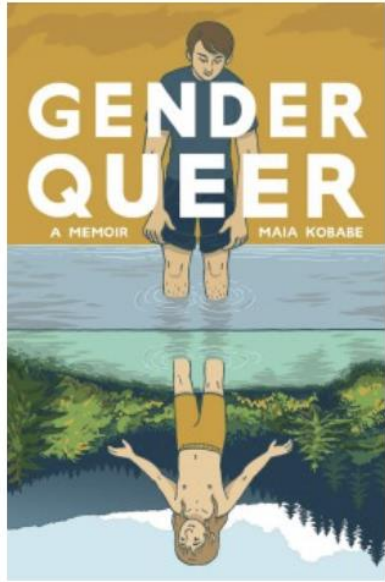
Invest in Professional Growth from [learnwithnovelist.com](#).

- Your staff is your organization's most valuable resource. Check out flexible training formats for libraries of all sizes.
- Lessons include resources and activities taught by experts with real-world experience.
- **Special offer!**
 - o Use the code **LIBRARY2023** at checkout to get 20 percent off any self-paced course on [Learn with NoveList](#).
- Need in-person or remote training for staff development days? Email learnwithnovelist@ebSCO.com to talk with Angela about your needs.



Bonnie Brzozowski
Corvallis-Benton County
Public Library

TRASH





FREE PEOPLE

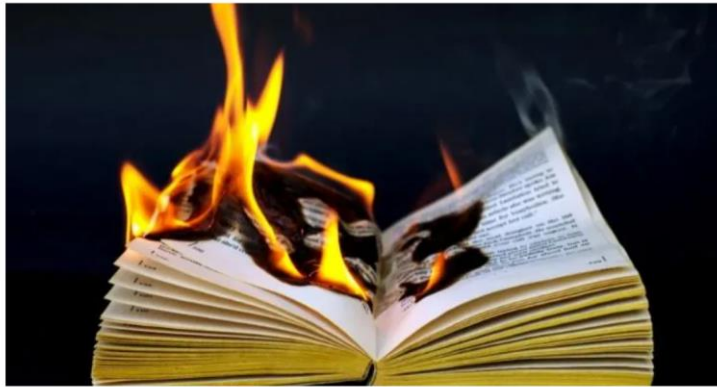
READ FREELY

These materials have been banned or challenged in libraries throughout the country.

Corvallis-Benton County Public Library

"We have a lot of display spaces in our building, so it will be pretty difficult to ignore! We want our community aware of and engaged with this issue."

BONNIE BRZOZOWSKI, PUBLIC SERVICES LIBRARIAN



CENSORSHIP

SOUTH CAROLINA SENATOR DEMANDS BOOK REMOVAL; THREATENS PUBLIC LIBRARY JOBS AND FUNDING

Kelly Jensen | Aug 9, 2022

POLITICS ▶

GOP Prosecutor Denies Wanting to Go After Librarians Over LGBTQ+ Books



Video of a campaign event for Republican district attorney Coty Wamp recorded her original comments.

A Granbury mom’s campaign to ban library books divided her town — and her family

Weston Brown thought he had fully come to terms with his mother’s anti-LGBTQ beliefs. Then he saw the video of her speaking at a school board meeting. “I couldn’t stay quiet about that.”

BY MIKE HIXENBAUGH, NBC NEWS AUG. 11, 2022 8 HOURS AGO

NEWS

Madison County Schools removes 10 books from general library circulation. Here's why.

Ed Inman Special to the Mississippi Clarion Ledger
Published 2:00 p.m. CT Aug. 2, 2022



SCHOOLS

Salem high schools will keep “Gender Queer” on shelves following grandparent challenge

by Salem Reporter — on July 15, 2022

US library defunded after refusing to censor LGBTQ authors: ‘We will not ban the books’

Residents of Jamestown, Michigan, voted this week to shut down town’s library rather than tolerate certain LGBTQ books



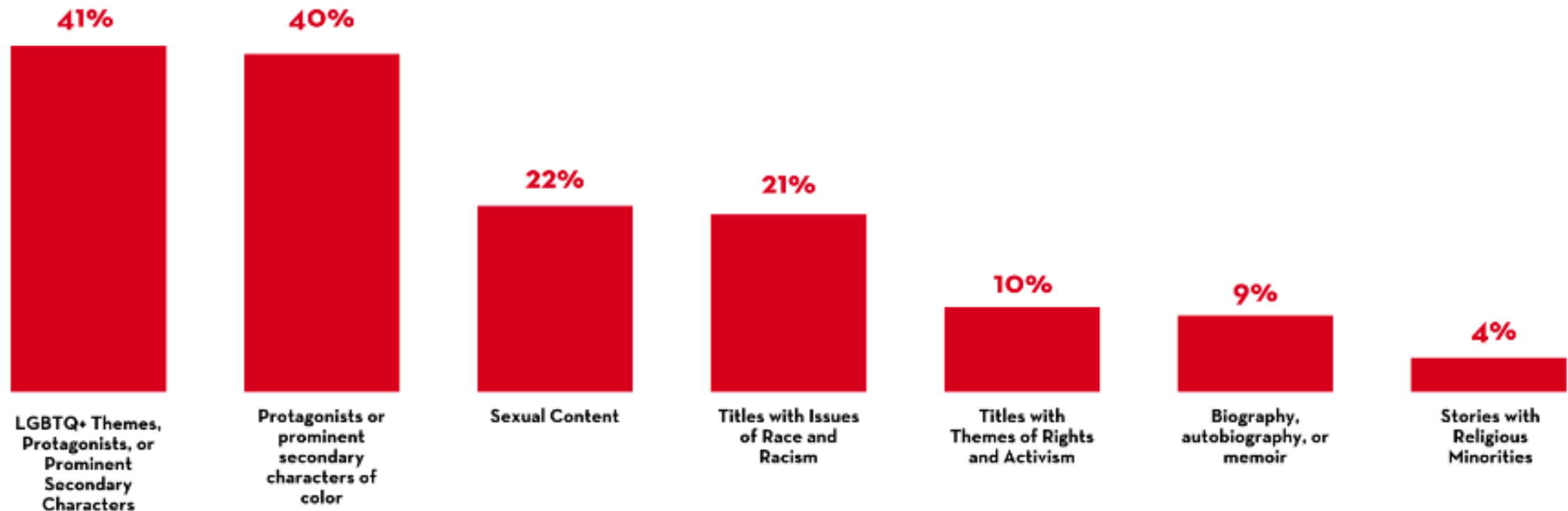
Controversy has swirled around the Patmos Library since patrons began protesting some books with LGBT themes written for young adults. Photograph: Ron French/Bridge Michigan



Subject Matter of Banned Content

By Percentage of Unique Banned Titles, July 1, 2021-June 30, 2022

Note: many titles contain more than one type of content.



Data from PEN America Index of School Book Bans, July 1, 2021-June 30, 2022.



PEN America Book Ban study

50 groups pushing for bans.



Most formed since 2021.



Credited with 50 percent of book bans.



Use common language and tactics.

Impact on school libraries

- ✔ Fewer books overall
- ✔ Fewer diverse books
- ✔ More Christian titles
- ✔ More Dr. Seuss books

Wheelock Educational Policy Center study, Fall 2022



It happens
nearly **every**
day.



ALA OIF
@OIF



We have received multiple reports over the last two days about individuals checking out all the books from a library's PRIDE Month display to prevent other readers viewing or reading the books. Deborah Caldwell-Stone offers some resources.

oif.ala.org/oif/fight-cens...



5:37 PM · Jun 9, 2022 · Blog2Social APP

25 Retweets 5 Quote Tweets 25 Likes



FREE PEOPLE

READ FREELY

Made with  In LibraryAware • libraryaware.com

The **impact** of challenges

Scary

Demoralizing

Sap money
and
productivity

Compromise
service

Here's the plan:

- ① Strengthen public perception of your library
- ② Rally supporters
- ③ Respond to challenges if necessary

Libraries are **not** neutral.



ALA Code of Ethics



We affirm the inherent dignity and rights of every person. We work to recognize and dismantle systemic and individual biases; to confront inequity and oppression; to enhance diversity and inclusion; and to advance racial and social justice in our libraries, communities, profession, and associations through awareness, advocacy, education, collaboration, services, and allocation of resources and spaces.





The public trusts **you!**

- ✓ 7 in 10 votes oppose book bans.
- ✓ 74 percent of parents "express high degree of confidence in school librarians."
- ✓ More than half of voters are concerned about legislation regulating access to books.



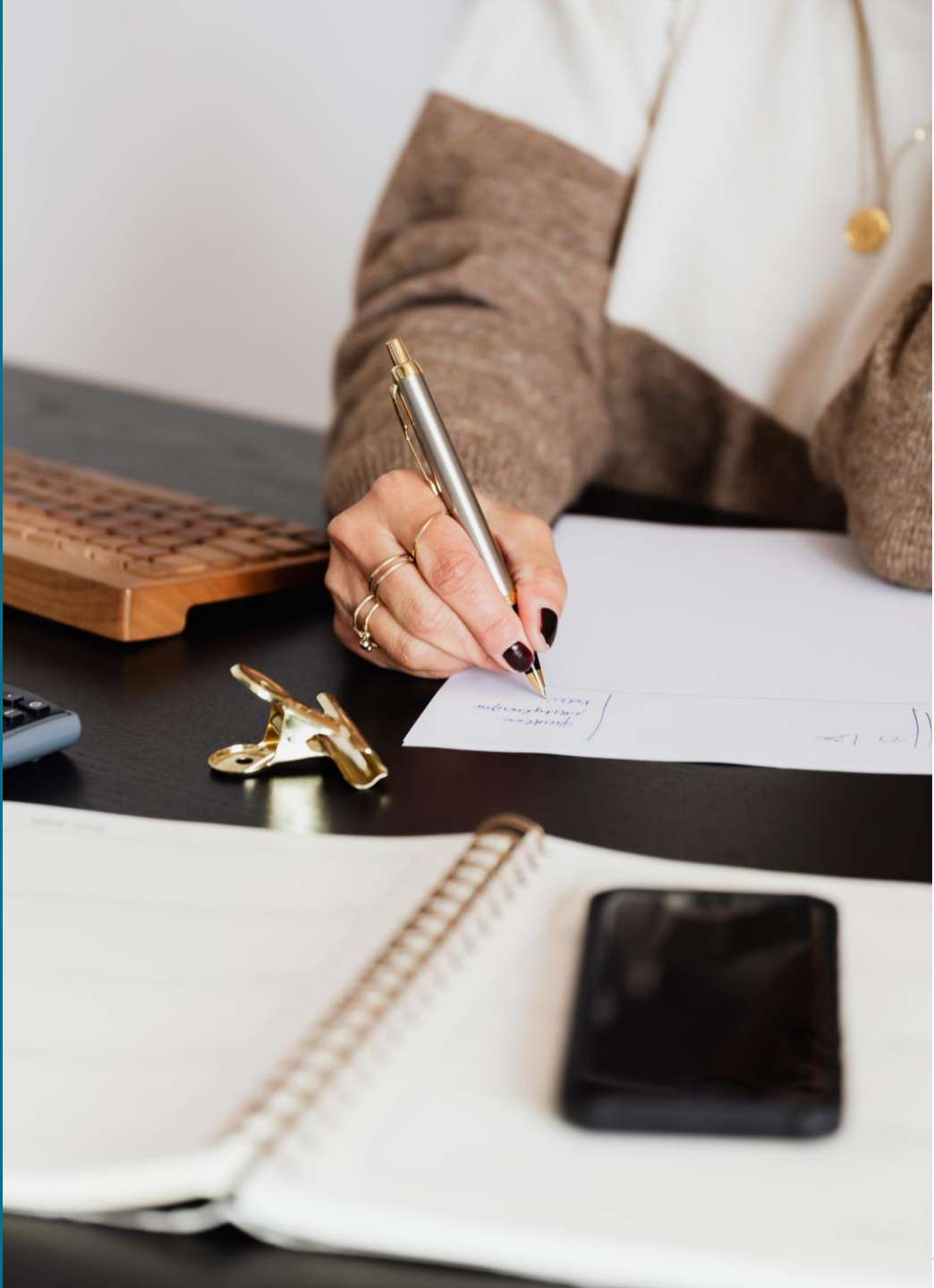


“The library not talking about it isn't going to prevent them from deciding to come after the books.”

Deborah Caldwell-Stone, Dir. ALA-OIF

Update and
promote your
policies





Policies are a defense.

- ✓ Allow you to address challenges
- ✓ Show decisions are deliberate
- ✓ Admissible in court

Policies protect your library

Align collection development policy with your mission, vision, and values.

Explain how items are added and how citizen requests can be made.



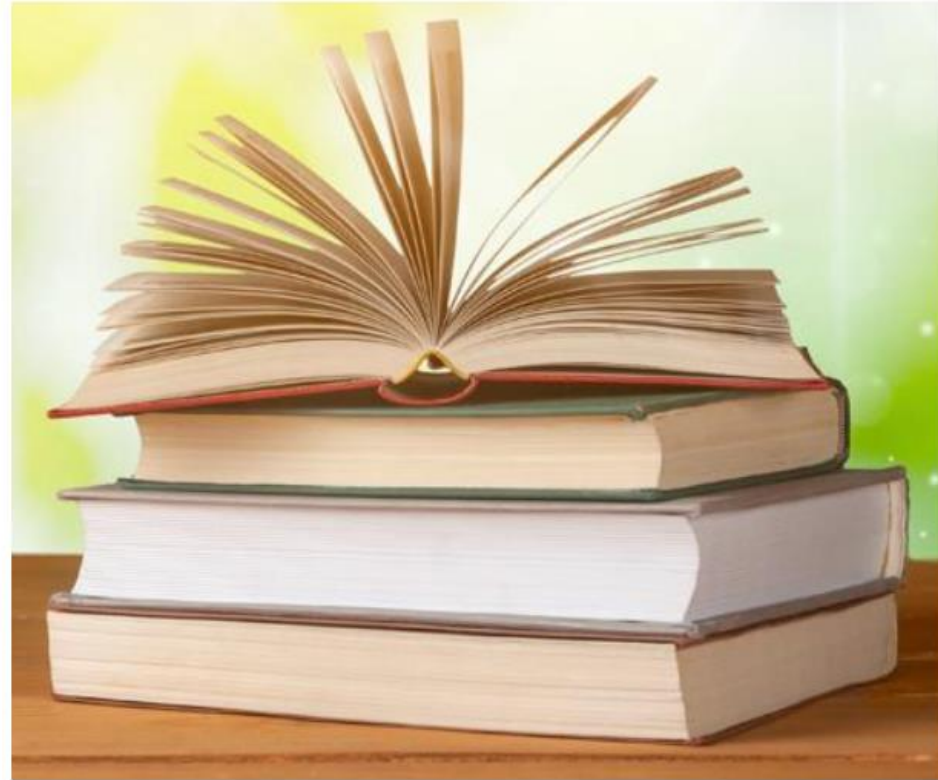
Empower your community.

- ✓ Material requests
- ✓ Donations
- ✓ Letters, calls to legislators



Missouri Secretary of State Proposed Rule & Impact to Library Funding

Missouri's Secretary of State is proposing a new administrative rule that would restrict state funding to public libraries based on new collection development policy requirements. The rule states, in part, that "no funds received shall be used to purchase or acquire materials in any form that appeal to the prurient interest of any minor." You can [read the proposed rule here](#).



St. Louis County Library's Board of Trustees passed a resolution regarding the proposed rule at their meeting on November 21. You can [read the resolution here](#).

Make sure **your community** knows your policies.



Maitland Public Library

August 6 at 11:00 AM · 🌐

We love getting your suggestions!

To suggest a title, click here: <https://www.maitlandpubliclibrary.org/suggest-a-title/>

To read our Collection Development Policy, click here: <https://www.maitlandpubliclibrary.org/.../collection.../>



I never go to the library because they don't have what I want.



I request materials I want from my library because I know there is a cycle of using public libraries, suggesting materials library users actually want, and libraries being a cornerstone in my community.



Parkersburg & Wood County Public Library

October 28 · 🌐

We need your support today! Individuals in our community are spreading misinformation about a book titled "Gender Queer" and about our Library. They are encouraging citizens to vote against levies for our Library and for our schools. Without this funding, we will be forced to drastically cut services and possibly close Library branches, as the Library Levy alone constitutes 30% of our funding, with the Board of Education Levy providing additional funding.

The Library offers a process for anyone in our community to suggest we reconsider materials in our collection. Although we have offered access to our policy and the form used to challenge a book, no one has made an official challenge to the material. Instead of discussion and dialogue, we have received demands from a small group of individuals about how we should manage a Library system that serves a community of tens of thousands.

Will you help the Library to defend your Freedom to Read? Here's what you need to know:

The Parkersburg City Council meeting about the Censure resolution will be Tuesday, November 1 at 7:30 PM. If you wish, please contact your City Council member before the meeting and let them know what the Library means to you; a list of City Council members can be found here: [City of Parkersburg > City Council \(parkersburgcity.com\)](http://City of Parkersburg > City Council (parkersburgcity.com)). If you would like to attend the City Council meeting to support the Library, please do. If you would like to speak in support of the Library and Freedom to Read, please arrive 15-30 minutes in advance of the meeting to sign up as a speaker; you must return the sign-up form to the City Clerk before the meeting begins in order to be called as a speaker. You are allowed up to 3 minutes to speak.



👍👍👍 148

80 comments 184 shares

👍 Like

💬 Comment

➦ Share



Most relevant ▾



Write a comment...



Falcon Britt

Avoiding a normal process for reconsideration of a book and instead just trying to bully the leaders into cutting funding is ridiculous; especially as the funding is so crucial that lack of it will close down library branches! How selfish can they be... [See more](#)

Like Reply 8w

👍👍 40



Sarah M. Terry

I'm sorry your library is facing this nonsense. Book banners and burners are never on the right side of history.

Like Reply 8w

👍👍 12



Gilroy Library

November 16 · 🌐



Are you looking for something specific in the Library collection that you can't find? Maybe a book in a newer edition, another format like an audiobook, another language, or for another gaming platform? Or maybe the title you want is not listed in the search results at all.

Ask us to purchase it for the Santa Clara County Library District collection using the Suggest a Purchase form available in your Library Account. These video tutorials can help guide you through the process. Find the form and videos here: <https://scclld.org/suggest-a-purchase/>

You will be able to track your requests within your library account. If approved, staff will automatically place a hold on the item for you.

Library staff reviews and evaluates each request based on the Santa Clara County Library District Material Selection Policy (<https://bit.ly/3gk7ueq>).

The average request takes two to four weeks to process.

Add to our Collection!





Johnson County Library Foundation



July 27 at 8:00 PM · 🌐

Johnson County Library - KS strives to provide a collection that mirrors the changing needs of our community, including traditional books as well as a growing collection of e-resources. We believe this collection should be rich in ideas, information, and viewpoints from all lifestyles and each side of a topic without restrictions on access.

A collection should also provide access in a format that avoids duplication and speaks to the needs of the patrons. Purchasing collectio... [See more](#)

👍❤️👏 10

2 Comments 1 Share

Clear statement on website

Overview

The Oak Park Public Library is on a journey to become an anti-racist organization. Anti-racism is now one of the library's four strategic priorities alongside engagement, learning, and stewardship.

We serve a diverse population at our three locations and out in the Oak Park community. Our vision is to empower every voice in our community, and our mission is to share the information, services, and opportunities that fulfill Oak Park's aspirations. To always put people and safety first, we follow specific COVID-19 protocols, and have a mandatory COVID-19 vaccine program for staff members.



otton

Baker County District Library





FREE PEOPLE

READ FREELY

This library supports your right to read what you want.

Celebrate
all year long.

**FREE PEOPLE
READ FREELY**

Celebrate this 4th of July with the freedom of the press!

**JACKSONVILLE
PUBLIC LIBRARY**

DALLAS GRAHAM BRANCH
2304 Myrtle Ave. N.

255-2665 | jaxpubliclibrary.org

Challenged Books at Dallas Graham

Gender Queer
by Maia Kobabe

Out of Darkness
by Ashley Hope Pérez

The Hate U Give
by Angie Thomas

Beyond Magenta
by Susan Kuklin

This Book is Gay
by Juno Dawson

The Bluest Eye
by Toni Morrison

The Absolutely True Diary of a Part-Time Indian
by Sherman Alexie

Lawn Boy
by Jonathan Evison

All Boys Aren't Blue
by George M. Johnson

Me and Earl and the Dying Girl
by Jesse Andrews

Ask a librarian for more recommendations.



Promotions that start conversations

“

I also wanted to give customers the opportunity to provide feedback on the books they read from the lists, as a means of starting conversations about the power literature has. In a sense, reading *is* direct action.

SKYLER COX, CUSTOMER EXPERIENCE ASSOCIATE YOUTH, JACKSONVILLE PUBLIC LIBRARY

York Public Library

Can you guess the most clicked link?

ALL AGES BANNED BOOK CHALLENGE



Do one or all of the following activities this month to earn a raffle ticket for our Banned Books Challenge. Six lucky winners will receive a \$25 gift card to [The Booktenders](#).

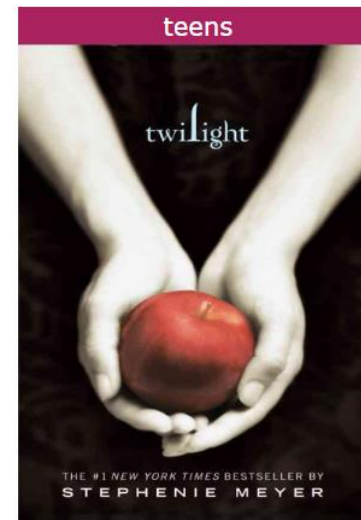
Read a banned book. Need a recommendation? We've got lists, displays, and suggestions galore!

Defend a banned book. Fill out a short review in defense of a book.

Take an "I read banned books" picture for our socials. Tag us on [Facebook](#) or [Instagram](#) or email it to us at info@yorkpubliclibrary.org

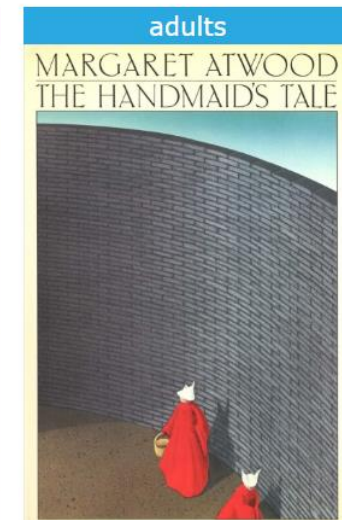


BANNED BOOK CLUB



Twilight
by Stephanie Meyer
Thursday, Sept. 29
4:00 PM

[Learn More Here](#)



The Handmaid's Tale
by Margaret Atwood
Monday, Sept. 26
2:00 PM

[Learn More Here](#)

York Public Library

56 clicks!

ALL AGES BANNED BOOK CHALLENGE



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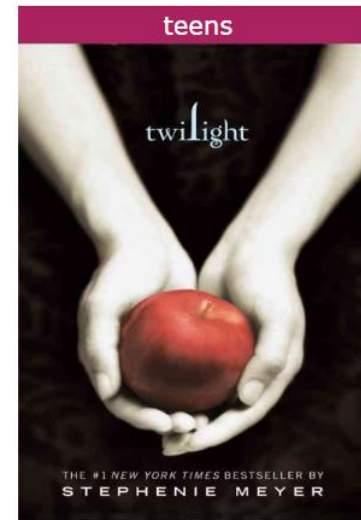
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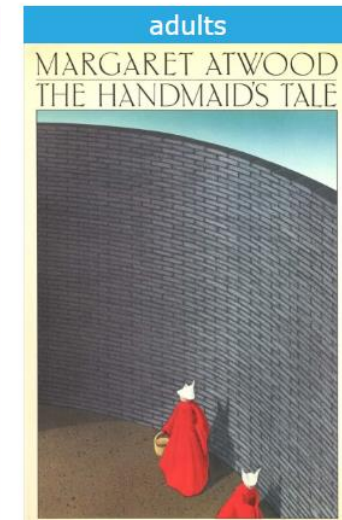


BANNED BOOK CLUB



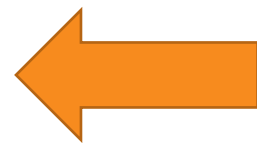
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Book Clubs In the News



Book Banning Efforts Are Inspiring Readers to Form Banned Book Clubs

CNN Digital, April 15, 2022

"When Joslyn Diffenbaugh learned about efforts in Texas to remove certain books from school libraries and classrooms, she was surprised by the titles that were being challenged..."

[Learn More](#)

Dayton Public Library



Dayton Metro Library

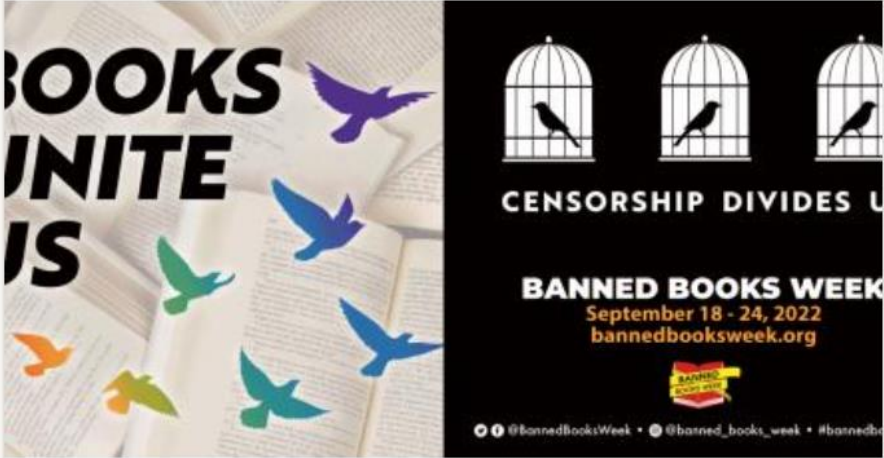
1,494 followers

1mo • 🌐



Help us fight divisive book censorship and senseless banning. We created this quiz to help you discover more about challenged and banned books. Check it out and stay tuned for more! #BannedBooksWeek 📖🚫

<https://lnkd.in/gV5jjm4z>



Banned Books Quiz!

proprofs.com • 1 min read

🔗❤️ 14

3 reposts

Reactions



+6





Springwater Public Library

February 22 · 🌐

Keeping to the theme of Freedom to Read week we ask the question...

<https://libraryaware.com/2GNXNE>

SPRINGWATER
LIBRARY

**WHAT
ARE YOU
READING?**



1

5 Comments

Toronto Public Library

4 | providing the vital ingredients for a democratic society

We will **facilitate and defend** access to information...

Everyone should have equal and unfettered access to information in all its forms. We will continue to take a leadership role in protecting that access and defending intellectual freedom.

and **information literacy**...

Through our tools and training, we will help you build the skills you need to access, evaluate and effectively use information so that you can make informed decisions.

and **empower everyone** to **engage in civic life**.

We will protect and champion freedom of expression, and provide opportunities and physical and virtual spaces for Torontonians to discover, share and discuss different perspectives and ideas.

short term

what success looks like

Torontonians know about and can access a full range of information and ideas in all their forms.

medium term

Torontonians are able to learn from different perspectives in positive ways by engaging in inclusive, respectful civic discourse on local, city, national and global issues.

TPL is recognized as a vital democratic institution that advocates and provides a platform for intellectual freedom and freedom of expression, and space for discussion, debate and civic engagement.

When in doubt ...
ASK A LIBRARIAN

FACT OR
FICTION?



Kittanning Public Library



November 27, 2020 · 🌐

Fact Check Friday:

Put us to the test! Each Friday, we will take submissions for a fact you submit and bring you the best resources and information. Before Google, we asked Librarians. Have a fact or fiction statement you would like to submit?

<https://libraryaware.com/26WQVS>

Stark Library Executive Director

WE STAND AGAINST RACISM.

Anywhere. Everywhere.

We Stand Against Racism

Posted 06/03/2020 in [Racism](#) | By: [Mary Ellen Icaza](#)

This has been a tremendously difficult week for our country and for our community. I am heartbroken by the death of George Floyd in Minneapolis as well as other senseless deaths around our nation, and for the pain that racism has caused and continues to cause in our society.

As a Library, we stand in solidarity with the members of our black community. *You matter and we are here for you.* All are welcome at Stark Library. That is not just a statement – it is intrinsic to our mission: we **invite** everyone into a welcoming place, **inform** them with resources that will help them grow, and then send them back out to change and **transform the world**.

Our world is in desperate need of transformation. Equality is a basic human right, as is the right to equitable access to information. I am proud that, as a public library, we strive to remove barriers, and we value access, respect, and serving others.

How we wish we could invite you into our buildings. It is painful to watch this unfold and not physically stand beside you. We will do so soon.

Your Library will continue standing with our communities against injustice and racism. Now, more than ever, we invite everyone to access our resources to build empathy and understanding by being informed citizens.

Our librarians have created [a list of reading resources](#) to explore the topic of racial equity to help us all come to a better understanding of how to heal our nation together. Hoopla also has [many relevant books on the topic of prejudice](#).

We hope you'll go on this journey of understanding with us.

In solidarity,

Mary Ellen Icaza
CEO, Executive Director

Recent Posts

[Perry Sippo is Open!](#)

We hope you get a chance soon to stop by the Perry Sippo Branch to experience your Reimagined Library soon. [Read More](#)

[The Magic of North Branch](#)

Toddlers dance in a magical world filled with bubbles; an entrepreneur creates a website; and a retired couple enjoys comfy chairs, camaraderie, and a great view while reading their favorites... [Read More](#)

[Growing Curious Kids](#)

Miss Dayna looks around at a circle of little, smiling faces. "Who can count?" [Read More](#)

[Summer Fun School](#)

We had so much fun with Summer Fun School with Canton City School students last year, we're doing it again – bringing summer learning to you! Each week, from June... [Read More](#)

[Stark Library Celebrates Pride](#)

Join us throughout the month of June, as we celebrate Pride Month in our community – a time to lift up our LGBTQ+ community. [Read More](#)

Browse by Category

- [#Maker](#)
- [#TreeTalk](#)
- [Asian and Pacific American Heritage Month](#)

Intellectual Freedom, Censorship, & Book Challenges



Intellectual Freedom, Censorship, and Book Challenges

Posted on [July 12, 2022](#) by [CPLD Staff](#)

Book challenges in America are not new, however recently there has been an unprecedented increase in their numbers. An [April report in PEN America](#) cites 1,586 instances of individual books being banned between July 2021 and March 2022. The sheer number of books being banned raises numerous concerns over improper censorship and infringement of First Amendment rights for readers of all ages.

To help you navigate this subject, we've compiled some background information, and resources for further reading.

What is intellectual freedom?

The Intellectual Freedom Manual defines Intellectual Freedom as the right of every individual to seek and receive information from all points of view without restriction. It provides for free access to all expressions of ideas through which any and all sides of a question, cause, or movement may be explored.

What is censorship?

Chillicothe Public Library Staff Blog

Marshall County Memorial Library Director



jenniferbushpearson • Follow

Marshall County Memorial Library



jenniferbushpearson It's getting too real here in TN. School libraries are the target— for now. If you want to help school librarians please read TN's HB/SB1944, HB2454/SB2292 — both of which take the selection of appropriate materials out of the hands of trained librarians, leap over the steps already in place for reconsideration and give all authority to elected school boards to determine if a challenged book is appropriate. As an aside— school board races are now allowed to be partisan in TN. Coincidence? I think not. HB0800/SB1216 prevents schools from using any textbooks or supplemental instructional materials that promote, normalize, support or



135 likes

MARCH 17



Add a comment...

Post

Dealing with a challenge





FREE PEOPLE

READ FREELY

Made with  In LibraryAware • libraryaware.com

**Prepare your
staff.**



Prepare your staff

- ✓ Handle in-person and online
- ✓ Talking points
- ✓ Who gets notified?



Springfield City Library process



Listen, don't engage.



Show policies



Challenge form



Report to collection dev.



Director responds



Board hearing

Facing a **challenge**

- ✓ Report it to the ALA-OIF, EveryLibrary, United for Libraries, your state library
- ✓ Enlist consulting service
- ✓ Inform staff, then media



Facing a challenge

- ✔ "We don't know yet."
- ✔ Beware of ambush interviews
- ✔ Watch social media



Martha Hickson





Martha Hickson 
@sassy_librarian



Replying to [@webmastergirl](#) and [@ala](#)

Thank you! [@NovelistRA](#) and Senior High Core Collection helped me fight censorship by giving me quick access to reviews and ratings of challenged books so that I could compile a compelling defense. Use your tools, gang!

12:59 PM · Sep 1, 2022 · Twitter Web App

8 Likes



You are **not** alone.



"Challenges will occur but will result in affirming the work of the library in the library staff and provide a means for having a conversation in the community that doesn't need to be controversial or contentious but relies on relationships to get to the end of that conversation."

DEBORAH CALDWELL-STONE, DIR., ALA-OIF

Preparation is key.

- ✓ Strengthen public perception
- ✓ Rally supporters
- ✓ Respond to challenges



Learn with NoveList

- ✓ Self-paced, remote, or in-person
- ✓ Readers' advisory and marketing
- ✓ Code **LIBRARY2023** for 20 percent off any self-paced course.

More info at learnwithnovelist.com



Questions?





Thank You

Angela Hursh | Manager, Engagement and Marketing



ahursh@ebSCO.com



919-381-3854