

LEVEL UP YOUR BOOK DISPLAYS

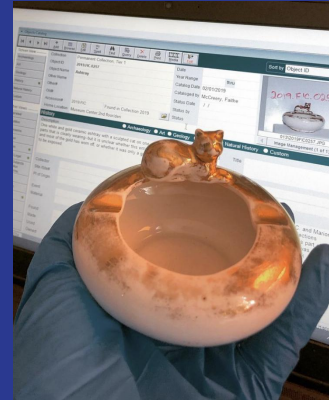
Niche Academy Webinar
18 January 2023

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Concord (NH) Public Library

ABOUT ME

B.A. in Anthropology →
archaeology jobs

M.A. in Museology →
curator jobs



PREMISE:

Book displays are more than a simple tool for passive Readers Advisory.

A well-crafted display captures attention, sparks imagination, and sends a message about your library's values & institutional culture.

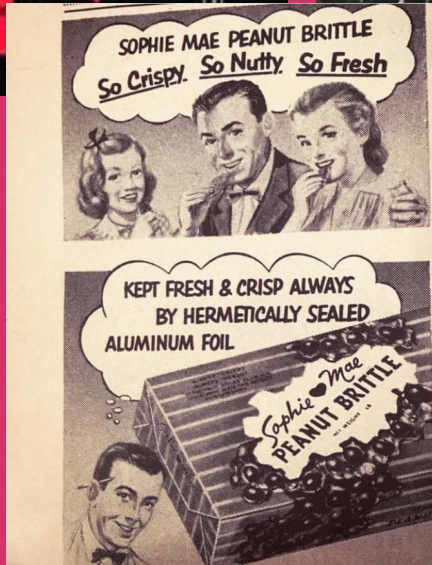
GETTING STARTED

How to find inspiration &
choose your theme

- Rotate monthly
 - LP, audio, digital resources
 - Movies & music!
 - Dip into storage
 - Pinterest, social media
 - Current events
 - Cross-promote?
-

OTHER CAN'T-MISS THEMES





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JANUARY, 1964

WOMAN'S DAY



BRIGHT EYES

An eager pair, on the alert, who want to know what the world is all about.



KISSING COUSINS

Affection and love at their very best always begin at home.

A Gallery of Cat Portraits

For cat lovers and connoisseurs as well as the uninitiated who may one day know the fascination of a feline, here is a tribute to a creature of infinite grace, beauty and mystery

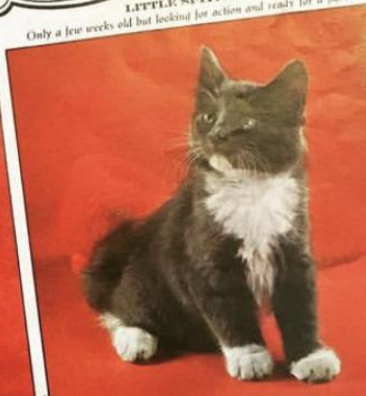
PRETTY BABY

Soft as cotton, sweet as honey and so eager to be loved.



LITTLE SPITFIRE

Only a few weeks old but looking for action and ready for a fight.



Birds and Birding

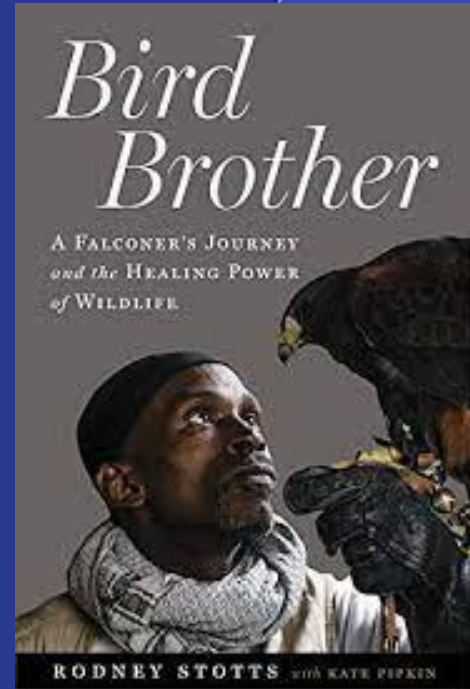
[Rare Bird Alerts](#) | [Bird Watching Basics](#) | [Snowy Owl Viewing Ethics](#) | [Blackburnian Warbler Bird Survey](#) | [Christmas Bird Count](#) | [Important Bird Areas](#) | [New Hampshire Bird Records](#) | [NH eBird](#) | [Peregrine Cam](#)

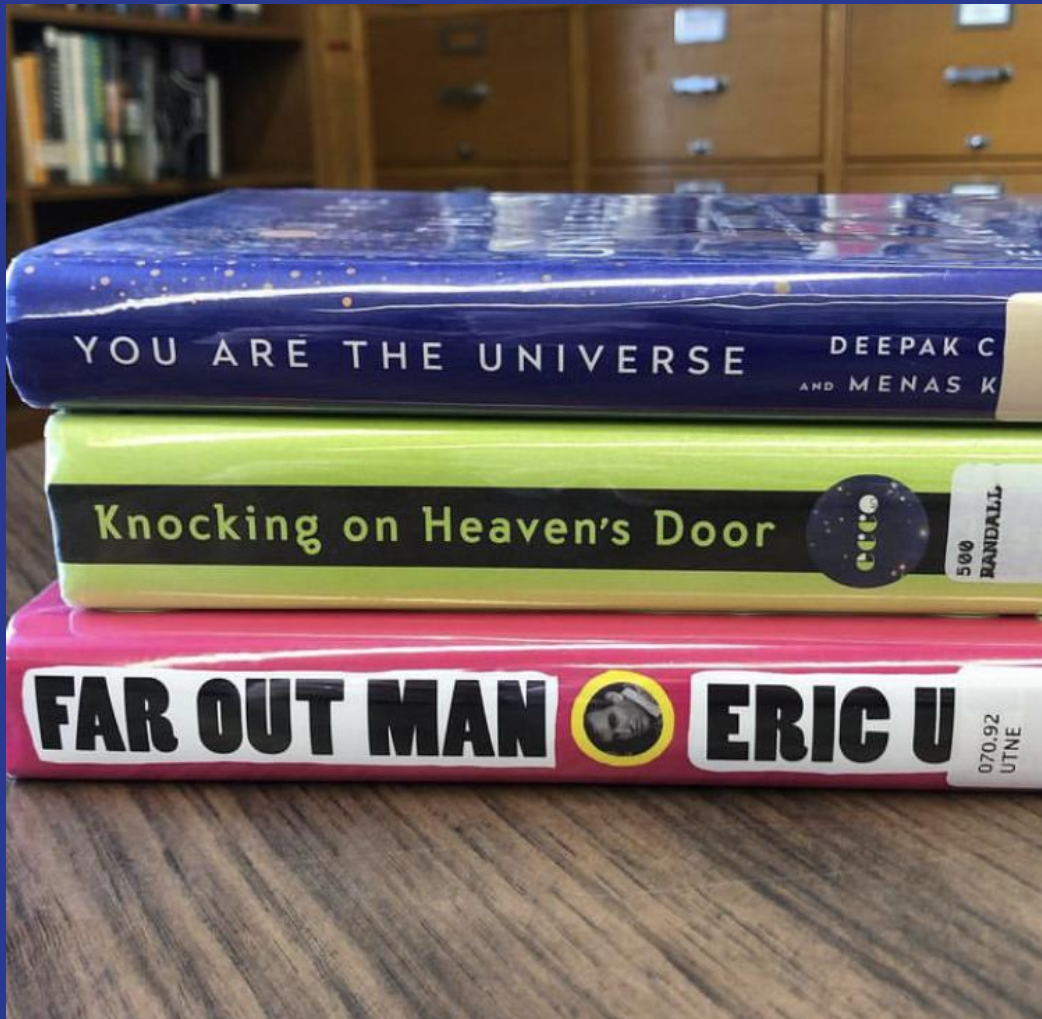


Peregrine Cam

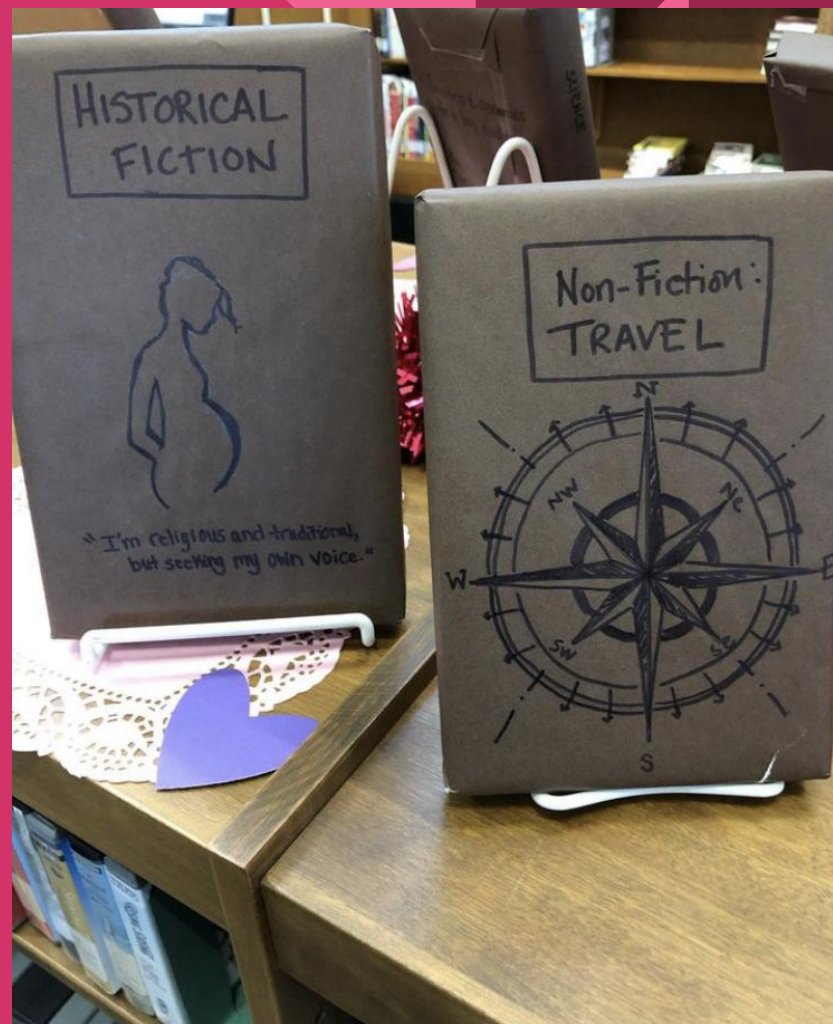
Since 1981, NH Audubon conservation biologists and a legion of dedicated volunteers have worked tirelessly to advance Peregrine Falcon population recovery in New Hampshire. NH Audubon first became involved as organized releases of captive-bred falcons were ending and monitoring of wild-breeding pairs began. From a single cliff-nesting pair that fledged two chicks in Franconia Notch in 1981, to a record-high of 43 young fledged in 2018, NH Audubon observers have been there for 37 years!

<https://www.nhaudubon.org/education/birds-and-birding/peregrine-cam/>





NATIONAL POETRY MONTH

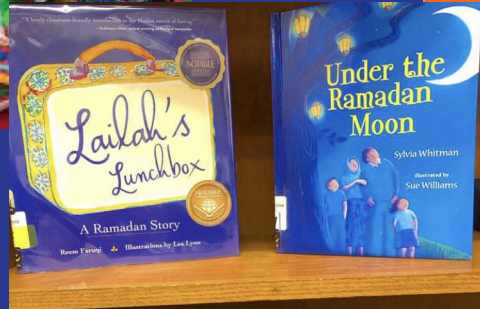


RIDICULOUS HOLIDAYS

<https://nationaltoday.com/>

*Happy National Winnie the Pooh
Day (January 18)!*

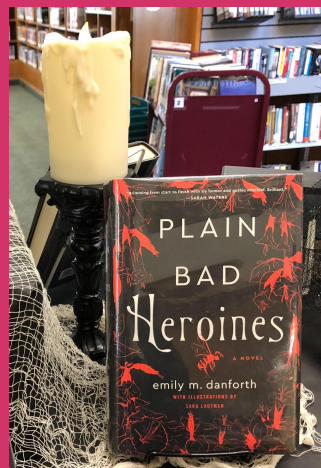
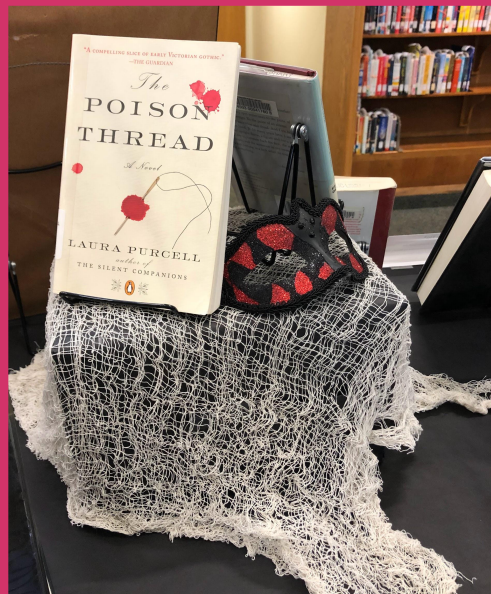




**JEWISH
AMERICAN
HERITAGE MONTH**

National Park Service

State Department



PAUSE FOR QUESTIONS



HONING AN INSTITUTIONAL VOICE

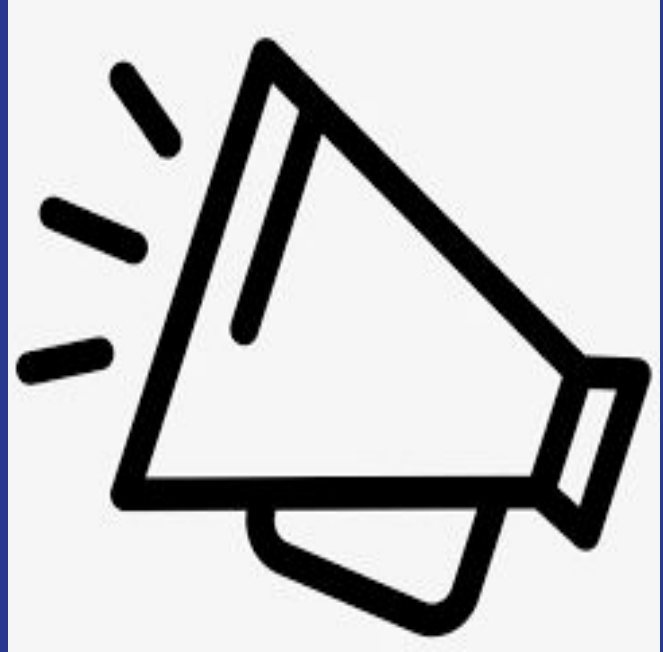
Strike a tone:

- Humorous?
 - Hip?
 - Educational?
 - Family-friendly?
-
- Your decisions reflect your (personal, library's) VALUES

Highlighting
diversity & inclusion
including (and beyond)
what's in your library's
collections

→ CURATORIAL VOICE

[link to my Museology thesis](#)





Ask yourself:

Do my SIGNAGE, PROPS, PHYSICAL SET-UP, and THEME

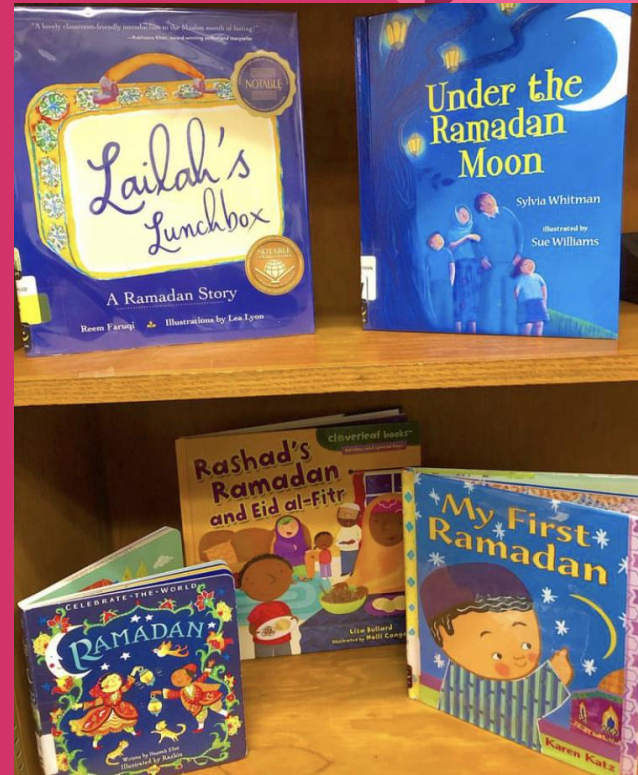
**reflect a variety of PEOPLE, HOMES, FAMILIES,
LIFESTYLES,**

AND CULTURAL TOUCHSTONES?

handout on how to avoid tokenizing marginalized populations



from Anti-Oppression Resource & Training Alliance



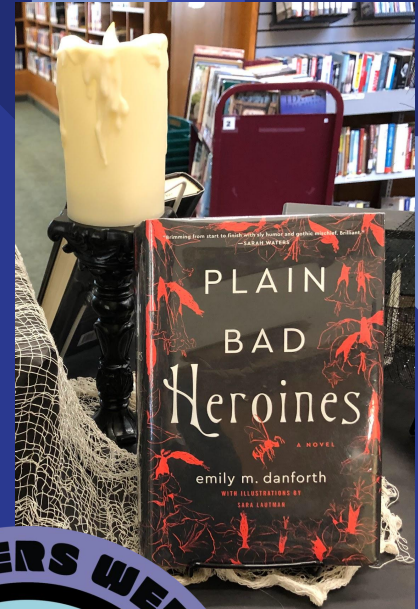
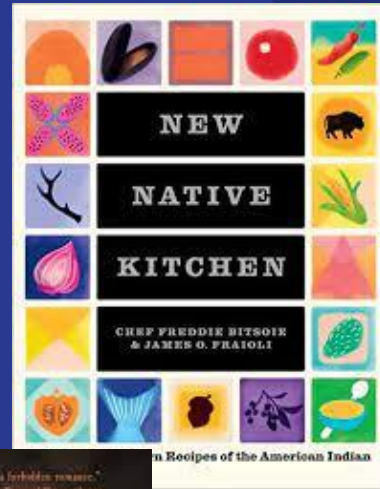


[Great British Bake Off controversy](#)



[Jill Biden controversy](#)

[deep dive: #ownvoices controversy](#)



[Black Birders Week](#)

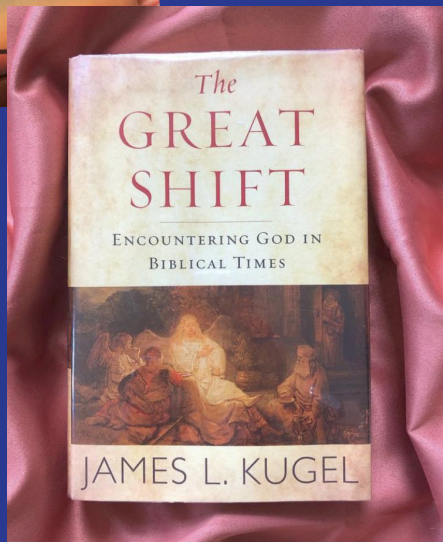
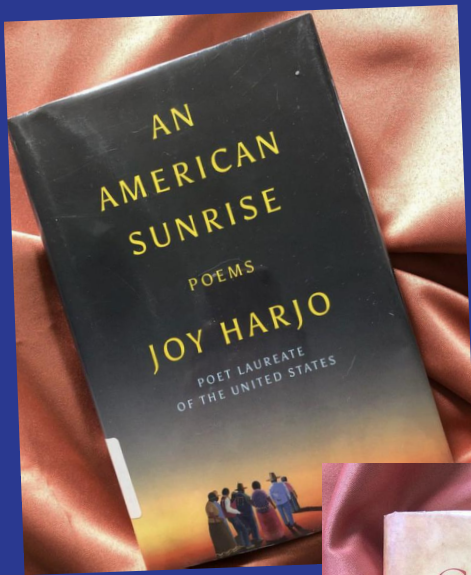
PAUSE FOR QUESTIONS

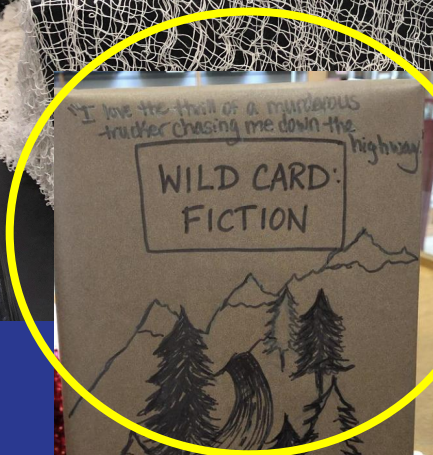
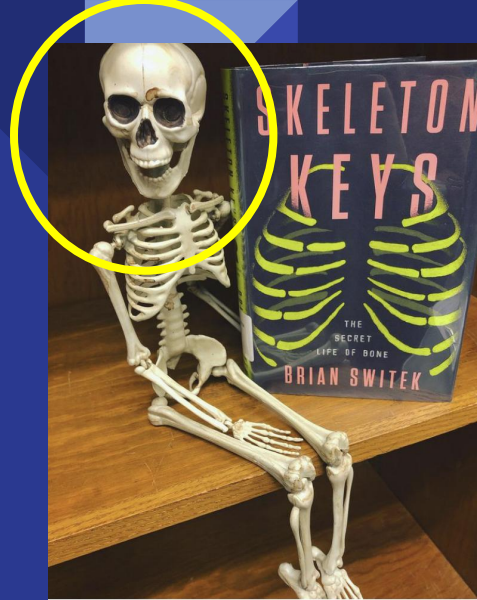
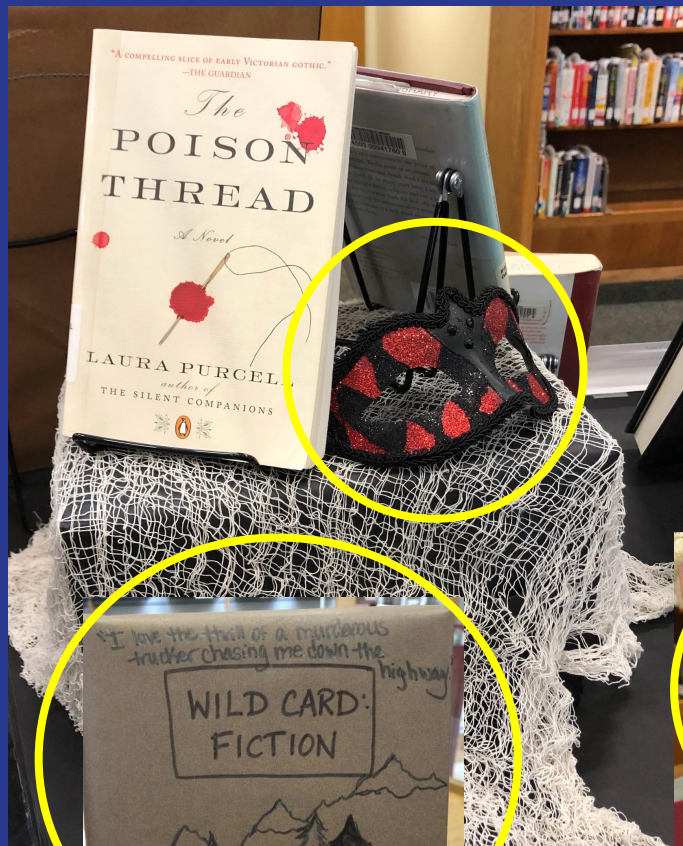


Low-cost “hacks” for maximizing visual appeal











FREE!



WILDFLOWER SEED MIXTURE
with inert matter

Use a pinch for small seed bomb &
plant in up-cycled flower pot.

Use remainder for...



USING DISPLAYS TO BUILD BRIDGES BETWEEN DEPARTMENTS



ENSURING
DISPLAYS ARE
ACCESSIBLE &
COMPELLING TO
A VARIETY OF
PATRONS



SUPER BASIC ACCESSIBILITY GUIDELINES FOR SIGNAGE

[Smithsonian resource guide](#)

[ADA resource guide](#)

[Accessibility blog post](#)

- Large, sans serif font
[Comic Sans font & accessibility](#)
 - “Eye level” and “within reach” vary
 - Be brief, clear, jargon-free
 - Symbols are good
 - Use high contrast between text & background
-

LOW-VISIBILITY COLOR COMBINATIONS

Green Text on Yellow Background

Blue Text on Red Background

Grey Text on Black Background

Grey Text on White Background

Any Combination of Red and Green

ANY QUESTIONS??

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