GEEK OUT!

THE IMPORTANCE OF POP CULTURE IN LIBRARIES
HOW YOU SAY IT

• GEEK, NOT NERD

• “POP CULTURE” or “FANDOM”

• COSPLAY, NOT COSTUMES

• GRAPHIC NOVELS, NOT COMICS
GEEK CULTURE IS POP CULTURE
TUMBLR IS VITAL

- Allows users to share images & content instantly
- Allows users to connect socially
- Allows users access to new elements of popular culture
- Doesn’t follow trends—creates them
POPULAR FANDOMS

- Supernatural
- Homestuck
- Avengers
- Attack on Titan
- Welcome to Night Vale
- Doctor Who
HOW DO I USE FANDOM TO ENGAGE PATRONS?

• Understand trends (Tumblr)

• Find collection materials relating to Fandoms (i.e. Doctor Who comics, Supernatural DVDs, novel adaptations)

• Patron outreach — talk to them about what they like!

• Once you’ve got an idea, plan a program, host a screening, or throw a party
PROGRAM WITH FANDOMS

- Book groups
- Costume contests (Cosplay)
- Game nights
- Time to just geek out
- Comic-Cons & other gatherings
COMICS ARE FOR EVERYBODY

I am Katherine Keller, I’m 40 years old (almost 41). I (re)discovered comics when I turned 19.

In 1996 found my fellow women fans as part of the Garth Ennis Estrogen Brigade (GEEB). In 1997, I married my local comic shop owner, Delph.

My name is Brian and I am comics

I’ve been collecting comics since I was 4 years old. I’m now 41 and still chasing down Batman and Spiderman and all the other characters I’ve loved for so long. The reason I love comic culture is because it’s usually so accepting of...

...and I’m happy to see comics growing more and more
COMIC BOOK READERSHIP BY THE NUMBERS

- 53.33% Male, 46.67% Female
- Average reader age is between 18 and 30 years old
- Females ages 17 - 26 are the fastest growing demographic
HOW TO MAKE A GREAT GRAPHIC NOVELS SECTION

• Be aware of trends & update frequently

• Pay attention to Eisner winners & NYT best sellers

• Don’t forget indies!

• Remember: comics aren’t just for kids

• make it user-friendly & browsing intuitive
FREE COMIC BOOK DAY

- First Saturday in May
- Partner with brick and mortar comics retailers near you
- Offer free comics, stickers, and activities
- Make it an event!
MAGIC THE GATHERING
MTG GAME NIGHTS

• MTG is popular with all genders from middle school through adulthood.

• Provides social interaction & friendly competition.

• Learning to play is easy and resources are readily available.

• Gives libraries a chance to provide access and establish a new local gaming community.
HOSTING A MAGIC DRAFT

- Cost: around $100 per booster box of 36 packs
- 3 packs per player
- 8 - 10 players per pod
- Look for volunteer judges in your community
- If possible, keep it free
HOSTING A VIDEOGAME CLUB
• Keep it friendly - don’t be afraid to play referee

• Do your research: which games are trendy? Which games are inspiring?

• Program by age

• Listen to the kids, but don’t be afraid to say no

• Prizes, prizes, prizes
HOW INSTA-CON CAME TO BE

• Teen Advisory Board & Teen involvement
• Community Outreach & Comic Book Retailer partnership
• Online Outreach
• Good design
• about $3,000
LIBRARY COMIC CON

• Pop Culture
• Geek
• Nerd

INSTA-CON

SUDDENLY! Convention

AD SPACE

YouTube
Pandora
Webcomics

MINIMALIST DESIGN

• Pokemon
• Zombies
• Star Wars
• Gaming MtG, D&D
• Dr. Who

POKEMON REF.

JUST ADD WATER

"That's no library..."
COMING SOON TO YOUR LOCAL LIBRARY...

INSTA-CON!

WHAT IS INSTA-CON?

Insta-Con is a popup pop culture convention happening at the Bayard Taylor Memorial Library on July 12th, 2014. Insta-Con was created and planned by the Teen Advisory Board (TAB), a part of our BTML Teens program for students in 8th - 12th grade. TAB noticed the increasing popularity of convention culture and “geek chic” and wanted to take advantage of that nerdy excitement by putting on a smallscale convention of their own. A few phone calls, emails, and Twitter DMs later, InstaCon is a fullfledged pop culture event that will completely take over the library with special guests, panels, talks, games and more!

WHAT CAN I EXPECT AT INSTA-CON?

- SPECIAL GUESTS: Kate Leth (Adventure Time, Kate or Die), Dave Bullock (JLA: New Frontier, Transformers Prime), Bob Petrecca (Marvel/DC inker, Blue Beetle), and more being added all the time!
- PANELS & TALKS: on book to film adaptation, costuming, LARPing, social issues in comics, and more!
- COSPLAY PHOTO OPS!
- FUN STUFF FOR SALE: comics, tees, and all the other nerd swag you could want!
- GAMES: video games, Magic: The Gathering, and tabletop RPGs!
- AN AWESOME TIME!
The BAYARD TAYLOR MEMORIAL LIBRARY is a public library situated in Kennett Square, PA, a suburb of Philadelphia. For the past two years, we here at BTML have made a concerted effort to revitalize our teen program by adding new technology, more diverse programs, and a new variety of books that attempt to reflect all lived experiences. Our newly expanded and reorganized graphic novel section has earned national acclaim, and we try every day to make the library a safe, inspiring space for everyone in our community!

Partnering with BTML for Insta-Con is THE COMIC BOOK SHOP! of Wilmington, DE. Featured on “Hater Free Wednesdays,” The Comic Book Shop has recently expanded their community outreach efforts to make their store more than a retail space and turn it into its own accepting community.

HOW CAN I HELP?

For more information on volunteering, tabling, or speaking at Insta-Con 2014, contact Ivy Noelle Weir, Assistant Manager and Young Adult Services Coordinator at BTML, at iweir@ccls.org.

For more information on the con itself, visit: http://btmlteens.wix.com/instacon2014.

To donate and make Insta-Con even more awesome, visit http://www.gofundme.com/btmlinstacon, or pick up a teeshirt, button, or tote at http://btmlinstacon.spreadshirt.com !

You can also like Insta-Con and BTML Teens on Facebook:

Stop in and visit the library: 216 E. State St. Kennett Square, PA 19348.

SEE YOU AT THE CON!
ADVICE

• Be realistic, but not pessimistic.
• Keep it free.
• Avoid “geek” & “nerd,” focus on buzzwords like “cosplay”
• Ask the Internet for help.
• Ask your community for help.
• Remember: this is fun!
RESOURCES

• Ivy Noelle Weir: iweir@ccls.org

• Find a local shop to partner with: comicshoplocator.com

• Comic Book Legal Defense Fund: CBLDF.org

• Free Comic Book Day: freecomicbookday.com

• Upcoming comics releases: previewsworld.com

• Resources for librarians: diamondbookshelf.com