

Exploring Fandom Programming at the Library



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Evening of the Doctor (2014)

- Customer requested (Majority adults)
- Looked at resources and possibilities - Who? What? Why? How?
- Provided an outline of possibilities and budgeting
- Decided on after hours program open to only adults
- Provided different activities that really allow for conversations between adults with the same interest
- Set up as convention style: open stations with some scheduled activities
- Limitations: Experimentation, first program of this type for Audience

Success Inspired Similar Programs

Welcome to Hogwarts

- All Ages/Families
- Small space, 2 meeting rooms
- During operating hours
- Craft and activity stations
- Unexpectedly high attendance

Harry Potter Family Program

- All Ages/Families
- Craft and activity stations
- Used entire library, after hours
- High attendance

Game of Thrones Live Museum

- Adults, live museum of characters
- Multiple community partners
- Used entire library, after hours
- All activities scheduled events vs. open
- Low attendance

Calling All Whovians! (2015)

- All Ages/Families—demand stemmed from Evening of the Doctor
- Examined successful activities from Evening of the Doctor, aged down some (ie. Trivia) replaced others (i.e. less scavenger hunts)
- Activities split between children and adults, more for children
- Added new community partner, Playing Doctor Podcast
- Smaller budget (\$75)
- Created full programs, refined schedule
- Limitation: no food, larger attendance



Evening of the Doctor (2016)

- Decision to have one Adult & one All Ages/Family program per year to serve community and requests
- Examined what worked from growth of "Calling All Whovians! (2015)"
- Budgeting: plan, implement, and spend appropriately
- Continued strong partnerships with Trilogy Comics and Playing Doctor Podcast; library customer donated prizes
- Provided different activities from previous events
- Limitations: Enforced Adult Only program policies

Calling All Whovians! (2016)

- All Ages/Families
- Venue changed: Central Library meeting rooms, after hours
- Smaller attendance
- Continued community partnerships
- Incorporated on-site 3D printing for additional marketing
- Smaller budget (\$75), reused materials, expanded very small space, less room for large scale activities, no food

Marketing

- Created flyers, posters, and bookmarks;
- Distributed marketing in-house, at targeted outreaches and library events, and to local partners and businesses
- Events posted on library's social media accounts
- Created in house display of circulating materials and donated fan collectible with promotional materials
- Provided talking points to staff to facilitate word-of-mouth advertising

Results/Lessons Learned

- No trend between cost and attendance, low budget works
- No significant decrease in attendance over time
- Both types successful, plan for more attendees for Family programming
- Open stations and limited scheduled activities proved effective, no one missed out on activities
- Volunteers and community partners are essential
- Communication between presenters is key
- Look into all available methods of funding (Friends of the Library, donations, etc.)

Program Attendance

