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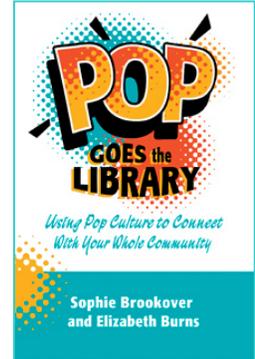
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Pop Goes the Library

New Book Helps Librarians Leverage Pop Culture to Connect with Users and Communities

August 11, 2008, Medford, New Jersey—Information Today, Inc. (ITI) has announced publication of *Pop Goes the Library: Using Pop Culture to Connect With Your Whole Community*. In this new book, blogger-librarians Sophie Brookover and Elizabeth Burns demonstrate how libraries can use pop culture images, events, and programming to engage users and increase public support.

Brookover and Burns offer practical strategies for uncovering and incorporating the pop culture passions of library patrons into collections, programs, and services. They offer tips on marketing and outreach, and recommend useful technology tools and ready-to-go programs. In addition to their own advice, they present insights, techniques, and success stories gleaned from interviews with library professionals in various settings. “Voices from the Field” sections appear in each chapter, offering additional ideas and observations from hundreds of librarians surveyed for the book.

Pop Goes the Library is an offshoot of the popular blog of the same name, launched by author Sophie Brookover in 2004. Elizabeth Burns joined the blog a year later, and today the contributors include eight pop-savvy bloggers from public, school, and academic libraries. The authors emphasize that the book is about “identifying and harnessing the power of your community’s pop culture. It’s about your library, your community, and how to build better and stronger relationships between the two by using pop culture.”

“Pop culture programs come in all sizes,” according to the authors. “Yes, there are big, showy programs and collections, but you can easily add a dash of pop culture to a traditional ‘get to know your library’ scavenger hunt by giving it a reality TV show name such as the *Library Amazing Race* or *Library Survivor*.”

—more—

Robin Brenner, author of *No Flying, No Tights*—a popular website that reviews graphic novels for teens—described *Pop Goes the Library* as “crammed full of definitions, encouragement, program plans, and advice from the field ... an invaluable guide to pop library service for pop culture mavens and newbies alike.” And according to 2008 President-Elect of the Young Adult Library Services Association (YALSA), Linda W. Braun, “From knowing your community to building programs and collections to trendspotting, you’ll find everything you need to know about libraries and popular culture in this entertaining read.”

Pop Goes the Library includes the following chapters:

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| 1. Defining and Using Pop Culture to Connect | 5. Trendspotting |
| 2. Creating a Pop Niche for Yourself and Your Library | 6. Information Technology Is Everyone’s Job |
| 3. Building a Collection That Really Pops | 7. Programming That Pops |
| 4. Advocacy, Marketing, Public Relations, and Outreach | 8. Pop Programming Year Round: Pop Goes the Year |

Additional features include appendices of pop culture resources for library professionals, a pop programming year-round calendar, a list of pop culture websites, resources for recommended reading, and an index. A companion web page at www.popgoesthelibrary.com/popbook provides links to all the sites listed in the book and other useful reader resources.

ABOUT THE AUTHORS

Sophie Brookover is the Library Media Specialist at Eastern Regional Senior High School in Voorhees, New Jersey. She founded *Pop Goes the Library* (www.popgoesthelibrary.com) in 2004. She has contributed to *Library Journal* and is a reviewer for *Voice of Youth Advocates*. **Elizabeth Burns** is the Youth Services Consultant for the New Jersey State Library's Library for the Blind and Handicapped. She began contributing to Sophie’s blog in 2005. Inspired by this work, she began blogging about books, movies, and TV at A Chair, a Fireplace, and a Tea Cozy (yzocaet.blogspot.com). Sophie and Elizabeth are active in the YA Services Section of the New Jersey Library Association (NJLA) and in YALSA.

Pop Goes the Library: Using Pop Culture to Connect With Your Whole Community (2008/320pp/softbound/\$39.50/ISBN 978-1-57387-336-9) is published by Information Today, Inc. It is available in better bookstores and direct from the publisher by calling (800) 300-9868 [outside the U.S., call (609) 654-6266]; faxing (609) 654-4309; emailing custserv@infotoday.com; or visiting the ITI website at www.infotoday.com.

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