

Culture of Literacy Final Proposals

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April 2021

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PROPOSAL 1 - COMMUNITY ZINE

ADAPTED BY A PROPOSAL FROM GROUP 2: ARIEL HAMMOND, KATINA JOHNSON, CATHERINE GALDA, AND SAMANTHA HERRON

A library curated zine creates a true reflection of the community, and encourages creativity, writing, and reading, all of which contribute to a culture of literacy. I propose creating an online Zine for the San Diego Public Library system in order to foster a culture of literacy in the city. This proposed program would mirror the Arlington Public Library's popular Quaranzine, which features comics, photos, and stories from the community.

By connecting the community in an interactive, online Zine, the library creates a culture of literacy that promotes reading as an interconnected part of art, culture, and hobbies. Connecting the community and supporting artistic expression are particularly important during the pandemic, when traditional sites that promote local culture and artwork (such as the San Diego County Fair) have been shut down. A quarterly Zine would create a regular platform for expression and community connection.

Online Zine

In order to create the Zine, the library can use Wordpress, Tumblr, or other free blogging sites. Branding artwork and logos can be created on free platforms like Canva and Adobe SparkPost. Virtual meetings or interviews can be held and recorded on Zoom, and uploaded to YouTube for free.

While this program can be run entirely virtually, the library can look into hosting in-person events as the pandemic, which could add momentum to the program and continue the support of creativity and literacy in the community.

Marketing

This program should be advertised on the library's social media platforms twice a month, and alternate between promoting the current issue and asking for submissions for upcoming issues.

In addition to library locations, the library website, and library social media channels, advertisements could be placed with Recreation Centers, comic stores, independent bookstores, arts and writing departments at local community colleges and universities, elementary and high school districts, local bloggers or art influencers, and local media (newspapers and radio). Particular attention should also be paid to the art districts of Cedros, Leucadia, and Barrio Logan, and the areas surrounding Balboa Park. Museums such as the New Children's Museum, the Museum of Photographic Art, and the Museum of Contemporary Art may be interested in advertising the program to their clientele as well. Listing supportive organizations on the Zine could cross-promote all partners.

Advertisements for the newspaper should be created in Photoshop in order to follow necessary size requirements. Any digital advertisements can be created through the free website Canva. Ads for Facebook follow the size format of 1080pixels x 1920 pixels. Other social media platform ad sizes will be listed through Canva as an adjustable and editable digital ad.

Paid social media advertisements can have high yield for little cost. One directed \$14 advertisement on Instagram or Facebook can reach tens of thousands of people over the course of 7 days. Suggested interests for the ad targeted to those in San Diego County include Art, Writing, Books, Library, Education, and Local.

Issue Themes

Each Zine issue should follow a clear topic or theme. This can help create cohesion in submissions and suggested library resources, and aid marketing.

One issue should coincide with Comic Con, to support the literary elements of comics and graphic novels, to help market the San Diego Comic Con for Educators and Librarians, and to bolster the profile of local talents.

The Comic Con issue should highlight past One Book, One San Diego graphic novels (March and They Called Us Enemy) or graphic novel adaptations of literary classics such as *The Graphic Canon*, Anne of Green Gables, or Kindred. These should be accompanied by an essay which discusses the literary merits of graphic novels and how the artform can help make traditional texts more accessible, in order to reassure those that might be critical of comics, graphic novels, or the Zine itself.

This issue can also help those in the community who find Comic Con too corporate lately, by letting this grassroots Zine serve as a return to the convention's early days.

Potential Sections

- **Artwork:** Illustrations, comics, graphic design, photography, etc.
- **Short Stories:** Fiction or nonfiction. Applications for serialized stories will be considered.
- **Poetry:** Including haiku, long poems, visual/concrete poetry, nonsense rhymes, and song lyrics
- **Day-In-My-Life:** A space for San Diegans to share what life in San Diego is like for them; their routines, go-to restaurants or recipes, and things that make their part of town special (San Diego County is roughly the same size and population as the state of Connecticut, and can support considerable variety in this section).
- **Crafting:** Zines have historically been made through crafting and support a Do-It-Yourself ethos. Including instructions for physical crafts, as well as highlighting local crafters can foster new skill sets and encourage engagement with library resources on crafting and making. The special Comic Con issue can include a virtual cosplay program adapted from a similar program at the St. Paul Public Library.

Budget

- Minimum Budget: \$0
- Proposed Budget: \$100 (Marketing)

Staffing

1-2 staff, 4 hours per week, to be spent on assessing patron submissions, creating and managing the online platform, and advertising the Zine.

PROPOSAL 2 - STEM PROGRAM - ASTRONOMY

ADAPTED BY A PROPOSAL FROM GROUP 2: ARIEL HAMMOND, KATINA JOHNSON, CATHERINE GALDA, AND SAMANTHA HERRON

As science, technology, engineering and math have historically engaged low numbers of women and people of color, I propose creating a library STEM program that can excite children about STEM topics, and can encourage them to pursue it as they think about their future. This STEM program is built around a blog that features experiments and activities, recommended library resources, storytimes, and scientist and author events. This proposal will focus on Astronomy, yet ideas are given to adapt it for Chemistry, Biology, or Engineering.

Blog

A dedicated blog can create a digital hub for a library's STEM program. It should share instructions for crafts and experiments, promote related books and library resources, advertise virtual or in-person events, and post videos of storytimes or presentations. It should also host or link to registration for any related events, and strive to include those who are not able to attend in-person events. This blog can be hosted on a number of free websites, from Wordpress to Tumblr. Videos can be uploaded to Youtube, and then embedded on the blog. Graphics, logos, and infographics can be created on free programs like Canva and Adobe SparkPost.

ASTRONOMY

For Astronomy, I propose focusing on the book [*Just Right: Searching for the Goldilocks Planet*](#) by Curtis Manley and illustrated by Jessica Lanan. This book explains how and why planet Earth is referred to as the Goldilocks Planet; not too far away from the sun that all the water on it would freeze, but not so close that the water all evaporates, which are the perfect conditions for organisms to live. Moreover, this book describes other objects in space, like galaxies and blinking stars.

Partnerships

In looking to promote local space experts and organizations, as well as potentially borrow telescopes for an event, I recommend contacting nearby Science museums, planetariums, observatories, universities, and/or community colleges. These organizations can cross-promote the event at their institutions, and may know of persons interested in speaking at the library. They can also set up a booth to hand out materials at an in-person event, and discover community members who may be interested in joining their organizations.

In-Person Event

A program titled "The Goldilocks Planet and Beyond" could take place near any significant astronomical event (eclipse, full or new moon, comet, meteor shower, etc.) to teach children about astronomy and encourage an interest in space in the community.

For the in-person event, there could be a storytime, an author or scientist presentation, and a trio of crafts to choose from, during which attendees can take turns to look through telescopes at stars in the sky. I propose this event be held at the Central Library, on the 9th floor patio, under the [iconic metal dome](#). This architectural feature

will add to the astronomical ambiance, and the location has ample space for crafts, booths, seating, and telescopes. Estimated capacity: 150.

For a virtual program, the events of the in-person program can be recorded live or ahead of time, and posted to the library blog for virtual attendees.

In-Person Timeline

- 6:45 Arrivals & Snack
- 7:00 Storytime
- 7:15 Speaker
- 7:30 Observation, Craft & Vendor Tables
- 8:30 Program Close

In-Person Snack

Space snacks could be as simple as cheese balls, clementine oranges, and Oreos to simulate round planets. Water bottles should be offered as well, and all items should be individually packaged.

Minimal Costs: \$40 for [120 Utz Cheese Ball packages](#)

\$87 for 150 [Oranges](#)

\$45 for 168 [Oreos](#)

\$43 for 144 [Mini Water Bottles](#)

Total: \$215

However, everyone knows that the best out of this world space snack is freeze-dried Astronaut ice cream. Budget permitting, I propose purchasing this snack in bulk

Proposed Cost: \$567 for 150 [Astronaut Ice Cream Sandwiches](#)

\$215 Minimal Costs

Total: \$782

Storytime

The presenter could dress like Goldilocks and begin by asking, "Some of you might be wondering why I am dressed up like this! I'll tell you why through today's book, *Just Right: The Goldilocks Planet and Beyond* by Curtis Manley and illustrated by Jessica Lanan."

Author or Scientist Presentation

Beginning at least two months in advance, look to find a local professional who can speak to the community about astronomy, beginning with the places listed under “Partnerships.”

After finding a list of candidates, I propose setting up a consultation between the event coordinator and each proposed speaker to interview the candidates on their background, what they might like to discuss, and their goals for the event. In addition to discussing payment, this call should also discuss advertising books they have written, or other programs they would like to highlight (a summer camp or community science program, for example). Once a suitable presenter has been selected, they should sign a contract, and vouchers and invoices should be made. Then the speaker can be included in advertising for the event, and looped in on any further communications about timing and pre-event preparations.

For an in-person event, I recommend taking limited audience questions during the presentation, in favor of setting up a booth for the presenter during the craft and telescope observation section. This will minimize the need to pre-vet questions, help keep the event on time, and encourage guests to move to different stations as opposed to bunching up at one area. It is also a perfect set-up to allow for a book signing if the presenter has published a book.

For a completely virtual meeting, it is imperative for the organizer to log into the meeting 15 minutes ahead to test the audio, visual, and internet connections. It is beneficial to mute all participants, give a brief introduction of the program and presenter, and then record the program to post on the STEM blog. Allowing questions to be asked in the chat window allows for pre-vetting questions, and then asking the participants if they would be willing to speak, then calling on them to ask their question to the speaker.

Whether virtual or in-person, if the speaker is an author, I recommend highlighting their book in advance so that patrons have an opportunity to read it ahead of time. This can facilitate a more in depth conversation, as this children’s book club at the Philadelphia Free Library was able to have when virtually interviewing an author.

Honoraria: \$500-1000

Crafts

Three crafts are proposed to provide lots of room for flexibility, and offering multiple crafts at one time allows patrons opportunities to try different things, to gravitate towards their favorites, and takes into account that not everyone will want to do each craft. Also, none of these crafts have messy ingredients, and are not likely to ruin clothing or car seats.

One excellent craft for this program is Glow-stick Balloon Planets. These are inexpensive and low effort to produce. They will also provide extra decorations and lighting for the nighttime event, and will encourage children to wear glow-stick bracelets and necklaces to help keep them visible in the dark. For this craft you place a glow-stick in a balloon, inflate and tie it, and then draw rings or continents on the outside with soft tipped markers. Older children (8+) can complete this on their own, yet younger children will likely need assistance.

Cost: \$30 for 300 [GlowStick Bracelets](#)
\$20 for 200 [White Balloons](#)
\$39 for 120 [Washable Markers](#)

A second craft that would support this program would be to create constellations out of pre-punched paper, connecting the constellation dots by using either yarn or crayons. Various constellations could be supplied as visual guides, and the children can either figure out their given constellation and follow its shape, or create their own design. Children who are more advanced in stargazing may wish to get each different constellation, and staple together a book of them at the end.

Cost: \$10 for 100 Sheets of [Black Construction Paper](#) (to be cut in half)
\$48 for 200 [White Crayons](#)

A third craft would be to take circles of cardboard and wrap yarn around them to create planets. The cardboard should be pre-cut, with a few notches along the edge to secure the yarn, and the yarn pieces can be pre-measured and cut as well. These planets could be taken home, or they could be attached to a large easel, whiteboard, etc. to create a fun community solar system.

Cost: \$32 for 200 [Cardboard Circles](#)
\$18 for 40 [Different Color Yarn Skeins](#)

Total for three crafts: \$197

Decor

Chairs should be placed in auditorium style seating, with booths, craft and snack tables arranged on the back and both sides of the venue. Telescopes and a speaker podium should be placed up front.

Books related to the topic should be displayed prominently on tables around the venue, and any online library resources (databases, digital magazines, etc.) highlighted with signage.

If still in a pandemic, participants should be required to wear masks and have temperatures checked, and hand sanitizer should be made readily available. Craft materials should also be provided as individual kits, as opposed to on open tables. Telescopes should only be included at the library and lender's discretion, and if so, disinfected between each user.

Preparing for the Event

Tickets can be made on Canva or Adobe SparkPost, and sent as an image or .pdf file to attendees two weeks before the event. Library representatives and other notable figures involved in the event should receive tickets as well. This will assure that all orders are processed correctly, adequate food and supplies are ordered, and capacity limits will not be exceeded. A week before the event, courtesy texts or emails can be sent to attendees as a reminder of when and where the event will be, and to answer any questions necessary.

Total Proposed Budget In-Person Event: \$1,979

Staffing In-Person Event: 10

(2 for Check-in, 3 for Crafts, 1 for Snack Table, 1 to Host and Assist Speaker, 2 Roaming Assistance, 1 for Oversight)

Further Recommended Reading

Though this program is focused around a single book, we believe that it is important to include a list of recommended resources for further exploration. Since space is such a fascinating topic, there are a lot to choose from. In order to keep information overload to a minimum, I recommend breaking recommendations down into the following categories: Solar System, Constellations, Theory (Astrophysics & Astrobiology), and Biographies (Astronauts, Scientists, Mathematicians, etc). Included below is a list of titles that are great starting points, and would be a great addition to any library.

Solar system (for Astronomy Beginners)

Moon! Earth's Best Friend by Stacy McAnulty, Illustrated by Stevie Lewis.

- This charming picture book takes a look at Earth from the perspective of the moon, and is accessible to even the youngest readers.

The Magic School Bus Lost in the Solar System by Joanna Cole, Illustrated by Bruce Degan.

- As this picture book came out in 1990, Pluto is still included, however the content is engaging, and can launch a discussion about Pluto.

National Geographic Little Kids First Big Book of Space by Catherine D. Hughes, Illustrated by David A. Aguilar.

- The title may say Space, but the bulk of the text is on our Solar System. Gorgeous book, and great for those first getting curious about our planet and others nearby.

Constellations (for Intermediate Stargazers)

A Child's Introduction to the Night Sky: The Story of the Stars, Planets, and Constellations--and How You Can Find Them in the Sky by Michael Driscoll and Meredith Hamilton (Illustrator)

- This modern classic features a star wheel, beautiful illustrations, and a lot of information written in an extremely accessible and kid-friendly way.

Star Finder!: A Step-by-Step Guide to the Night Sky by DK and Smithsonian Institute

- This book is very sleek, cool, and informative. Children and teens (and adults) will appreciate the clear visuals and wealth of information.

Constellations: The Story of Space Told Through the 88 Known Star Patterns in the Night Sky by Govert Schilling

- This book gets deep into the history of constellations, and is a perfect gateway into the more complex topics of the next-level (black holes, gamma ray bursts, etc)

Astrophysics & Astrobiology Theory (for Advanced Astrologers)

Astrophysics for Young People in a Hurry by Neil de grasse Tyson with Gregory Mone

- This young person’s adaptation of the bestselling adult book (Astrophysics for People in a Hurry) has cool infographics, extra explanations, and full-color photos.

A User's Guide to the Universe: Surviving the Perils of Black Holes, Time Paradoxes, and Quantum Uncertainty by Dave Goldberg and Jeff Blomquist

- Written for novices, this book by a physicist and engineer answers questions about “quantum weirdness,” parallel universes, and dark matter, while remaining humorous the whole time.

Imagined Life: A Speculative Scientific Journey among the Exoplanets in Search of Intelligent Aliens, Ice Creatures, and Supergravity Animals by James Trefil and Michael Summers

- This book combines what we know about other planets with what we know about biology to make a scientific guess about what life may be like on them.

Astronaut, Scientist, & Mathematician Biographies

Chasing Space: An Astronaut's Story of Grit, Grace, and Second Chances by Leland Melvin

- Former NFL player turned astronaut Leland Melvin has gone viral for his official NASA photo (featuring his two dogs) yet the stories behind his achievements are even more incredible.

Hidden Figures Young Readers' Edition by Margot Lee Shetterly

- No story about space can be told these days without mentioning Hidden Figures, and for good reason. This young adult book captures the struggles and triumphs of four Black female mathematicians and engineers at NASA during the civil rights era, in accessible language that still respects the intelligence of its readers.

Galaxy Girls: 50 Amazing Stories of Women in Space by Libby Jackson

- The women of Hidden Figures are well known now, but there are many more who have impacted our knowledge of space. This book highlights those like Ada Lovelace, Rita Rapp, Patricia Cowings, and more, who all deserve recognition for their work.

OTHER DISCIPLINES

As mentioned earlier, this program focuses on astronomy, yet it could be easily adapted to a different STEM topic, such as chemistry, engineering, or biology, and which have the added benefit of being able to be held during daylight hours.

Chemistry

A chemistry focus for this program could involve making ice cream, such as in this video from the Cape May County library: [make your own ice cream](#). This activity promotes a culture of literacy through means of explanation from an information specialist, and also offers an educational peek at what STEM can be to young participants. The video teaches basic chemistry principles, and explains that when salt and ice come into contact, the reaction between the two compounds creates a colder temperature than either item on it's own.

Ice Cream Chemistry craft activity kits can include 1 gallon ziplock bag, 1 sandwich-sized ziplock bag, a small bag of rock salt, a list of needed ingredients (half-and-half, sugar, vanilla extract, ice), and directions. This is also an excellent place to market the program and library, by listing the program blog, and using the library logo and brand colors.

I recommend featuring chemistry books [Ada Twist, Scientist](#) (from The Questioners series), [Pete the Cat and the Super Cool Science Fair](#), and [Kate the Chemist: Dragons vs Unicorns](#), as well as ice cream books such as [Curious About Ice Cream](#) (Smithsonian) and [EASY ICE CREAM RECIPES: Top 10 Recipes Your Kids Will Love](#) on the program blog.

Engineering

An Engineering focus could highlight the books *Rosie Revere, Engineer* by Andrea Beaty and *Building Tough Towers* by Marne Ventura. The experiment video and craft could be making a bridge out of marshmallows and toothpicks, and include an instructional manual of a simple bridge design using these two items for patrons. Finding a nearby architect or presenter with a background in engineering to speak would pair nicely, particularly if they can speak about the engineering principles behind local buildings, bridges, or landmarks. This type of program can also further promote a library's STEM resource, such as a Technology Learning Center or a Maker Space, can give an inside peek at what robotics or nanotechnology activities are available, and will give patrons an extra incentive for in-person visits.

Biology

A Biology focus could include nature walks, utilizing the green space near libraries, or partnering with green spaces in the neighborhood to encourage engagement with the natural world. Swarthmore Public Libraries even installed a Story Walk in a nearby park, which could be replicated well in San Diego. On the blog, nature walks could be paired with nonfiction books about the outdoors/local area (e.g. A Seed is Sleepy or Because of an Acorn, etc.). Additionally, the blog can feature SEEK, a free citizen science phone app for kids that identifies flora and fauna from user photos, or gofindit, a nature scavenger hunt game. An adaptation of the scavenger could be made cheaply as a take home kit by libraries to suit their green space. An in-person outdoor event could include nonfiction nature read alouds, or discussions/tours led by local experts. Many libraries also support seed libraries, where patrons can pick up seeds to garden at home. Virtual or socially-distanced programs can introduce gardening to families with free take-home seed packets, and the library may consider supporting gardening plots nearby.