

# Earth Day Festivals: Opportunity Knocks

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## Introduction

Festival booths give the Library an informal opportunity to present government information that is practical and locally relevant; and, to interact with users. This makes it about connections.

Distributed: a brochure – includes Tips to Go Green (also linked from Library's Earth Day research guide); and ruler made on card stock paper.

Developing an online research guide allowed us to include links for further info. on topics such as the Gulf Oil Spill or alternative energy, as well as local air quality (AirNow), fuel economy of vehicles – plus cool sites such as webcams of bald eagles' nests and of the National Parks.

Creating an attractive display can take a lot of time (finding photos of the right size ; color ; theme) – aim for keeping track of possible photos and graphics by listing URLs and some screenshots on a (long) document. Make more photos than you think you can use. Then, sort and select.

Photo of our booth was highlighted on Georgia Tech's website for Earth Day.



## Tips

- Use only graphics and photos by – yourself, or - federal government employees. Note the Agency so you can find it again if the URL changes. All photos displayed are linked from our Earth Day LibGuide.
- Large poster, spray-mounted and displayed on easel – draws interest. We used the iconic “Blue Marble” NASA photo.
- Raffle (if allowed) – great way to draw interest. Our raffles have been for books; stainless steel water bottles (with university logo); coasters made from recycled circuit boards; prints of nature scenes
- A permanent tabletop display makes the booth look attractive – we purchased a ShowStyle® case, which has a fabric backing (fasteners such as Velcro® can be used with it) – it folds up and is easy to carry
- Consider mounting photos on foam boards - 5” x 7” ; 8” x 10” - available from craft/hobby stores – they can be attached to board quickly
- To make setup of the display board faster, sketch locations of photos/graphics on a sheet of paper
- Tablecloth is essential; tables may have chips or splinters. Consider purchasing one with custom imprint of Library logo
- Glue dots, duct tape, paperweights – often needed
- Remember that most events draw a wide spectrum from the community – practical tips as well as fun things for children can be incorporated into the booth
- With “green” events, please do not distribute mints or candy -- anything that is wrapped in plastic is discouraged
- Outdoor events are rain or shine – purchase plastic sheeting and inexpensive poster board as backup

## Muir Glacier, Alaska, 1941 and 2004



Adding captions and text boxes can enhance photos as well as add impact.

Select photos to show nature as well as to depict serious topics.

Make your own 6" ruler - NASA's Globe Program has colorful choices for reverse side [link from Library's Earth Day research guide]



## Earth Day 2016 Photographs

