

# **MARKETING THROUGH EVENTS**

Susanne Caro  
Mansfield Library  
University of Montana  
FDLP Conference  
May 1, 2014

# HOW TO WORK GOV DOCS INTO AN EVENT

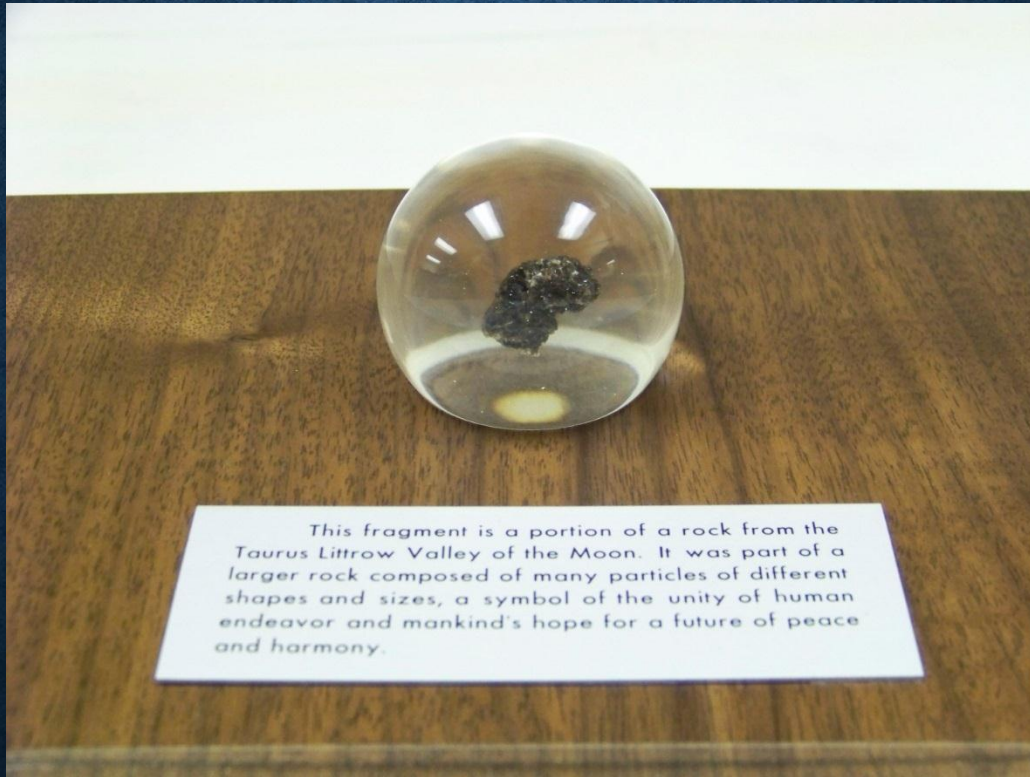
- Broad/ universal topic
- Take time to plan
- Would outside speakers be available?
- What materials in the collection can be used?
- Collaborate
- Promote the event
- Displays



# TOPICS

- Broad or narrow topic?
- Can an anniversary be worked in?
- Are the objects which could be displayed/borrowed

# GOING TO THE MOON



*This fragment is a portion of a rock from the Taurus Littrow Valley of the Moon. It was part of a larger rock composed of many particles of different shapes and sizes, a symbol of the unity of human endeavor and mankind's hope for a future of peace and harmony.*



# PLANNING

- Start well in advance
- Look for deadlines
- Look for possible collaborators
- Brainstorm
- Look at other job requirements

# SPEAKERS

- Use contacts!
- Who on your campus/ community may be interested?
- Could there be a gov. connection
- Could you find a gov. speaker?
- Recognize their contribution





# MATERIALS

- What collection items can be used?
  - Posters
  - Photos
  - Objects
  - Books

Show the diversity of your collection!

# BORROWING ITEMS

- Look for local collections
- Look for community members who may have interesting objects
- Ask museums and government agencies





This fragment is a portion of a rock from the Taurus Littrow Valley of the Moon. It was part of a larger rock composed of many particles of different shapes and sizes, a symbol of the unity of human endeavor and mankind's hope for a future of peace and harmony.



# COLLABORATION

- Each person or agency you work with may provide:

Word of mouth advertising

Promotional materials

Website links for your event

Funding

Help with the detail and planning



# PROMOTION

- Web pages
- Posters
- Fliers
- Social Media
- Local businesses

# PSA

Send information to:

Local TV news

Local Radio

Local Newspapers (Missoulian, Independent)

Institutional resources



# MEDIA KIT

Need:

Short Description

Day, time, location

Contact information

Images- optional





# MEDIA

© Nov 3, 2012 11:36 AM by **Bernie Riggs** - KPAX News

## Moon rock lands in Missoula

MISSOULA - A piece of the moon can be found right here in Missoula.

### Moon rock lands in Missoula

Posted: Nov 3, 2012 9:36 AM by **Bernie Riggs** –

**KPAX News**

*Updated: Nov 5, 2012 8:22 AM*

**Moon rock display, lectures coming to Mansfield Library at UM-October 29, 2012 7:45 pm** -Missoulian

**UM Library Features Apollo 17 Moon Rock**

- By [Steve Fullerton](#) (1240 KLYQ Hamilton)

# Riding Through History

Mansfield Library Exhibit Delves into African-American History

## Mansfield Library remembers bike expedition for Black History Month

Story Comments Image (8)

Print Font Size: + -

Recommend 448 Tweet 7 G+1 7 Pin it 0 Share 2

Previous Next

Posted: Wednesday, February 19, 2014 10:45 pm | Updated: 12:28 am, Thu Feb 20, 2014.



Posted on Feb 19, 2014 They rode 76-pound bikes 1,900 miles. Mementos from

Photo Courtesy of George Price

### Bicycle reenactment

Participants in the bike ride reenactment pose for all wearing their 25th Infantry Bicycle Corps. T-shirt

## Art exhibition examines death

Story Comments

Print Font Size: + -

Recommend 7 Tweet 4 G+1 0 Pin it 0 Share 4

Posted: Wednesday, October 9, 2013 12:46 am | Updated: 12:51 am, Wed Oct 9, 2013.



Meghan Nolt/Montana Kaimin

Posted on Oct 9, 2013 by **Matt Hudson** Meeting your maker. Kicking the bucket. Death. Some fear it, others ignore it. As death bears down like a runaway train, sometimes it helps to face the demons.

A month-long exhibition titled "Death, Dying and the Afterlife" is putting life's inevitable demise on display. Presented by the Maureen and Mike Mansfield Library and the Missoula Public Library, the event covers practical and theoretical topics related to crossing over

### Mayan underworld

UM Art History Professor Rafael Chacon introduces his lecture on the Mayan underworld Monday evening. Chacon's lecture was the first event in the October series "Death, Dying and the Afterlife" at the Missoula Public Library.

The goal is not only to entertain, but to educate people should death call.

"I'm hoping that it will encourage people to think about it," said Susanne Caro, an assistant professor at the Mansfield library and organizer of the series. "It opens up a dialogue, frequently about people who have

## Death, Dying and the Afterlife

When you hear this combination of words what images appear in your mind?

Join us throughout October for a wide variety of events ranging from an opportunity to write your own obituary, learn about Hospice care, explore the Mayan underworld, experience the world of undertaking in the black community and make your own mask for the upcoming Day of the Dead Parade. Events will take place at Missoula Public Library and the University of Montana.



### *Events at the Missoula Public Library*

October 7 : 7pm Mayan Underworld with UM Professor Rafael Chacón.


eventful Location (City or Zip) Missoula, MT Search for (eg. jazz, Zui)

EVENTS CONCERTS MOVIES DEMAND IT! COMMUNITY PROFILE

Concerts Festivals Family Nightlife Performing Arts Sports Las Vegas

HOME / MISSOULA EVENTS / LECTURE: "XIBALBA: THE MAYAN UNDERWORLD"

### LECTURE: "XIBALBA: THE MAYAN UNDERWORLD" IN MISSOULA



Like 0 Send +1 0

**October 4, 2013**  
Friday 5:30 PM

[University of Montana, Missoula](#)  
32 Campus Drive  
Missoula, Montana 59812  
[Map](#)

PERFORMERS:  
No Performers Listed

### Lecture: "Xibalba: The Mayan Underworld" MAUREEN AND MIKE MANSFIELD LIBRARY

UM Professor H. Rafael Chacon will deliver a lecture about the Mayan underworld ruled by the 12 lords of Xibalba.

5:30 pm

Part of the Mansfield Library Death, Dying and the Afterlife lecture series. Explore the science, culture and artistic expression of life's end through a series of lectures at the library.



# THE DISPLAYS





# MOON ROCK DOCUMENTS

On the moon with Apollo 16: a guidebook to the Descartes region. Simmons, Gene, 1929- 1972 NAS 1.19:95

Surveyors on the Moon, Surveyor 7, 211-2612B picture : Surveyor Lunar landing mission highlights, Apollo 12, P-10623B. 1987, NAS 1.43:Su 7

Lunar Orbiter photographic atlas of the Moon [by] David E. Bowker and J. Kenrick Hughes. Prepared by Langley Research Center.

Bowker, David E. 1971, NAS 1.21:206

Moon lit by earthshine.

1995, D 201.2:M 77/2

Geologic history of the moon / by Don E. Wilhelms with sections by John McCauley and Newell J. Trask.

Wilhelms, Don E. 1987, I 19.16:1348

Apollo [picture] : "First manned lunar landing." 1969 , NAS 1.43/2:4

Steps to the moon / by Alvin E. Dale and William L. Newman. Dale, Alvin E., 1992, I 19.2:M 77/2/992

Journeys to the moon [picture] / National Aeronautics and Space Administration. 1968. NAS 1.30:NE 40



# Death, Dying and the Afterlife



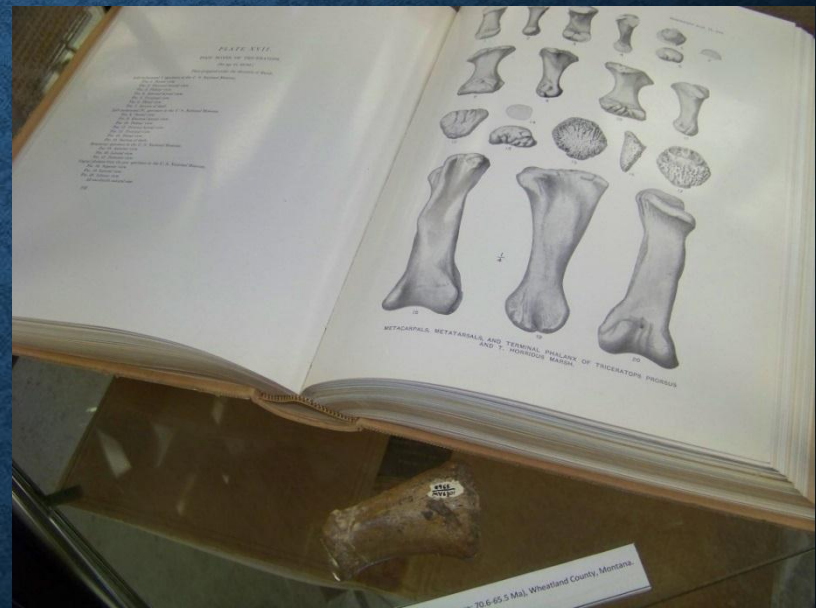


# DEATH RELATED DOCUMENTS

- Dream Anatomy HE 20.3602:D 81  
Dying with dignity.Y 4.Ag 4/2:D 98/2
- Statue of the "Dying Indian." 1874 Y 1.1/2:Serial Set Number 1621
- NINCDS collaborative study of brain death. HE 20.3510:24
- Mortality study of 1.3 million persons by demographic, social and economic factors HE 20.3202:M 84/2/979-85
- Operating room deaths HE 20.3609/4-2:Op 2
- Autopsy, medicine, & mortality statistics HE 20.6209:3/32
- Defining death : a report on the medical, legal and ethical issues in the determination of death Pr 40.8:Et 3/D 34
- Medical examiners' and coroners' handbook on death registration and fetal death reporting. HE 20.6208:M 46/984
- There's been a death - what do I do now? VA 1.2:D 34



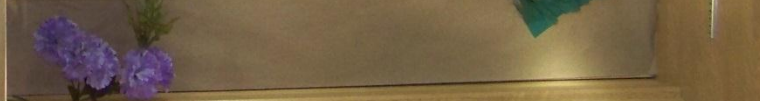
# A FOSSIL LINK









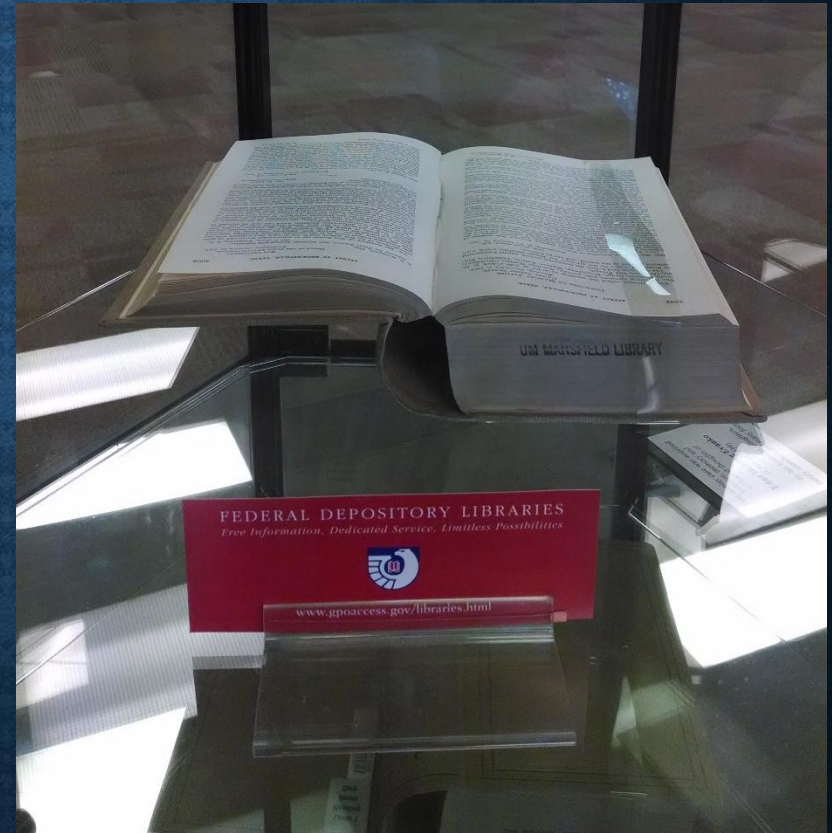
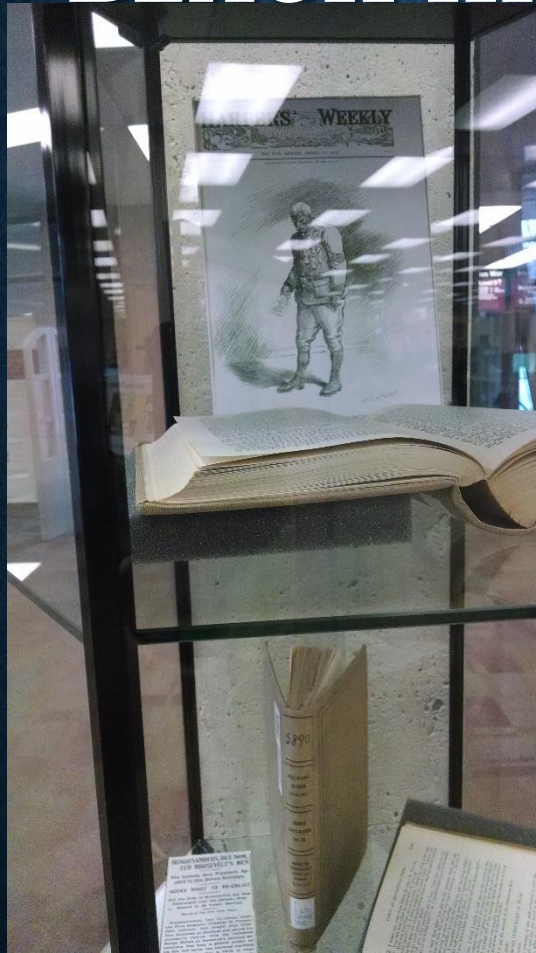


Report of Natural Museum, 1887 - Anniversary  
PLATE II  
Head of Buffalo  
From specimen in the Natural Museum  
Reproduced from the Compendium, May 1887

© 1987 THE NATIONAL MUSEUM OF NATURAL HISTORY, SMITHSONIAN INSTITUTION



# BLACK HISTORY MONTH





# DOCUMENTS RELATING TO MINGO SANDERS

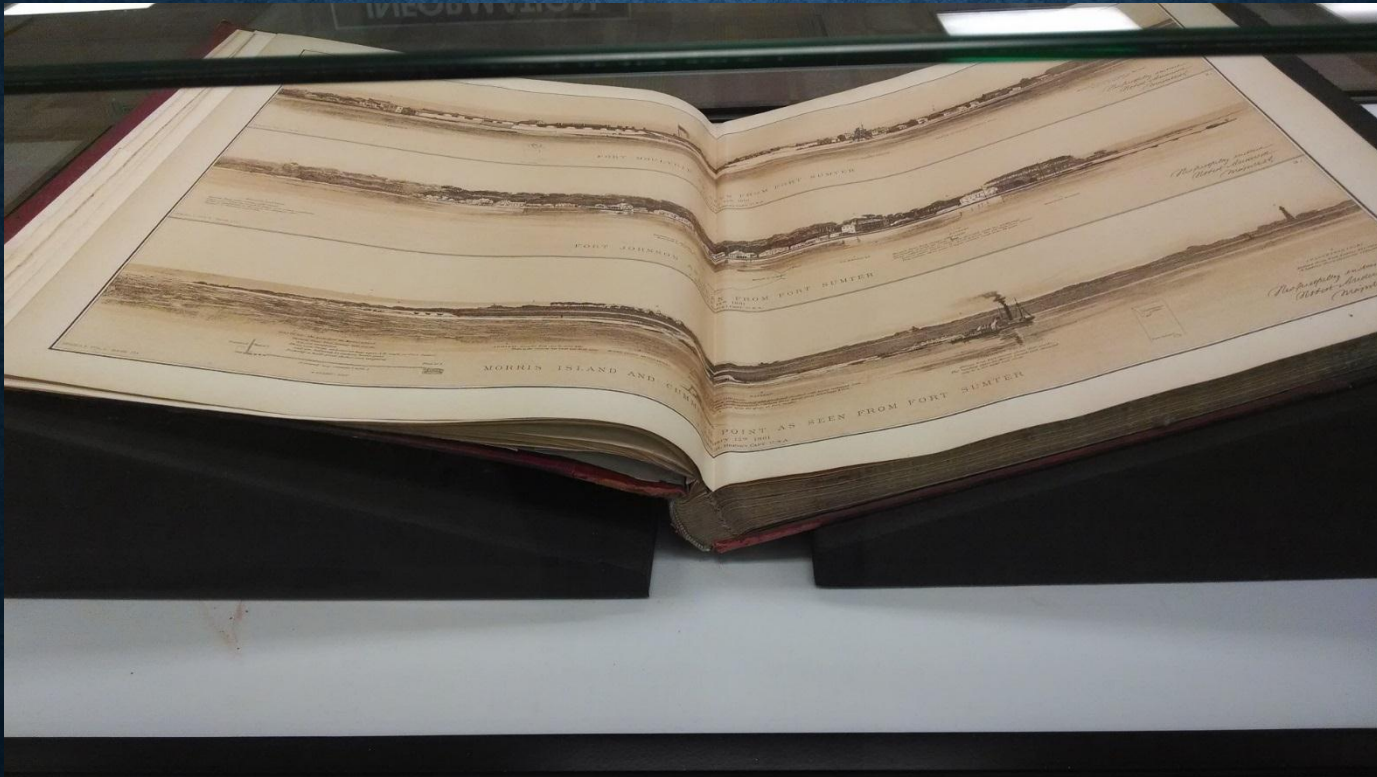
- Serial Set Vol. No. 5253, Session Vol. No.20

60th Congress, 1st Session

S.Doc. 402 pt. 2

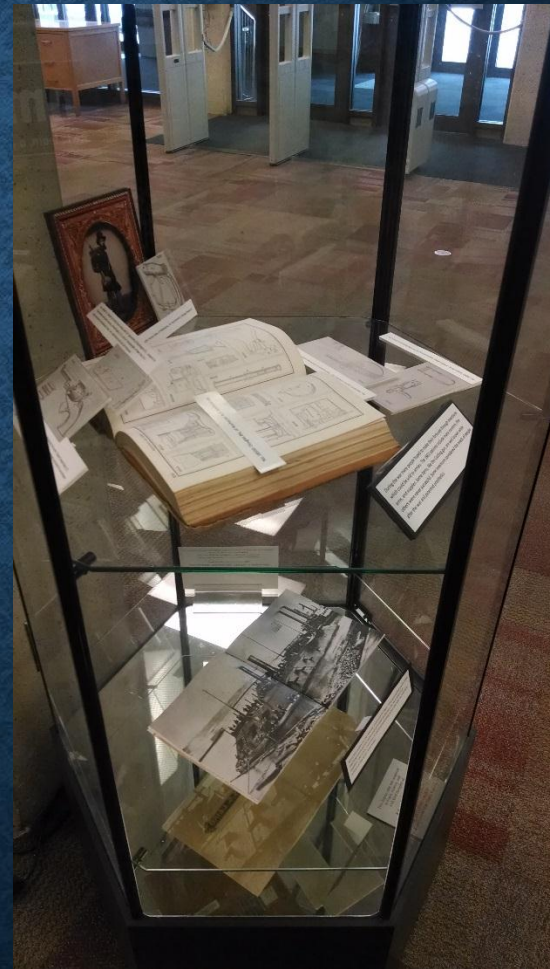
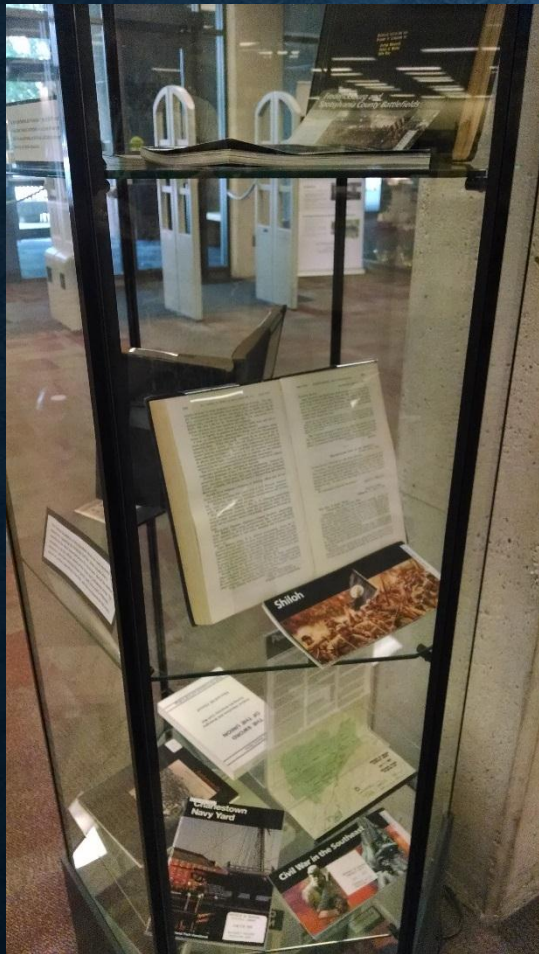
Affray at Brownsville, Tex., August 13 and 14, 1906. Proceedings of a general court-martial convened at headquarters, Department of Texas, San Antonio, Tex., February 4, 1907, in the case of Maj. Charles W. Penrose, Twenty-fifth United States Infantry. pg. 911

# CIVIL WAR





# MORE CIVIL WAR....





# LECTURES







# Space Exploration



## At Work on the Moon

Maschell Center  
Univ. of Montana - Missoula  
November 16, 2012

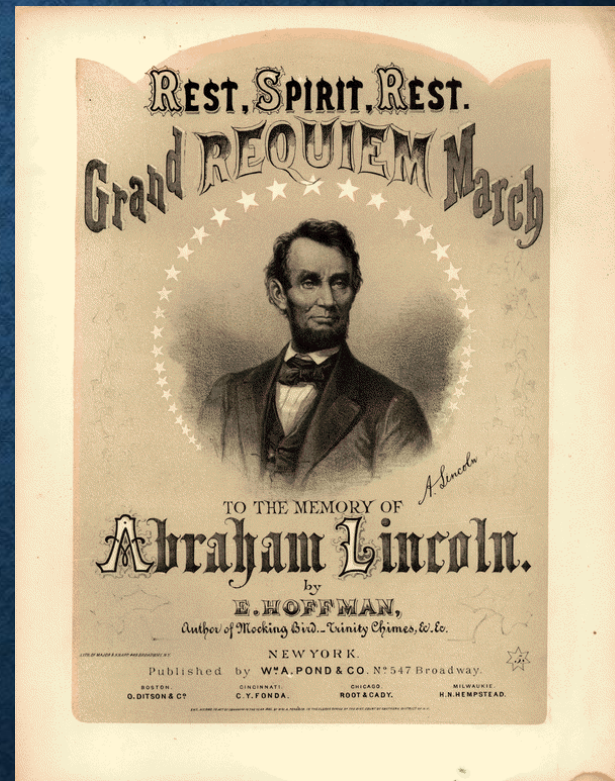
John W. Allen  
Co-MPI of Space 2001-2008

Title	Presenter	Date	Attendance
<b>A Short History of the Goodwill Moon rocks.</b>	Susanne Caro	Nov. 2 <sup>nd</sup> , 2012	5 (Day of the Dead Parade)
<b>The Mythic Moon</b>	C. Riley Auge	Nov. 9 <sup>th</sup> , 2012	60
<b>Moons: the amazing satellites of our planets</b>	Dan Reisenfeld	Nov. 14 <sup>th</sup> , 2012	50
<b>Working on the Moon</b>	Loren Acton	Nov. 16, 2012	45
<b>Ko'komíki'somm: The Moon in Blackfeet Mythology</b>	Rosalyn La Pier	Dec. 7, 2012	15 (poor weather conditions)
<b>Possessing the Moon: Recent Views in Science Fiction on the Future of Lunar Exploration</b>	Rob Browning	Dec. 14, 2012	13
		Total	188



# WHAT IS NEXT?

- Exhibit on Nazi Book Burning
- Wilderness Act Anniversary Display
- Lincoln Exhibit





# QUESTIONS?

