



Adult Programs in the Library

Brett W. Lear

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Programming is an important means of not only drawing new people to the library but also better serving existing patrons. Lear's invaluable guide to adult programs is back---and better than ever, with refreshed, expanded content and new ideas to reinvigorate programs and give them a 21st-century spin. This edition includes

- Updated chapters on basics such as funding, crafting guidelines, topic selection, publicity, post-program evaluations, and more
- A new section on technology, with ideas for online book discussions, offering programs via Skype, and turning programs into podcasts
- Methods for tailoring programs for specific groups, such as men, baby boomers, and seniors
- A collection of "five-star" programs from libraries around the country that can be easily adapted

Walking the reader through every aspect of adult programming, this new edition of a tried-and-true book is truly a librarian's best friend.

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