

# marketing your library in the **digital** age the library channel

podcasts, streaming  
videos and social  
networking

[lib.asu.edu/librarychannel](http://lib.asu.edu/librarychannel)



**Matthew Harp**

Digital Library Production Manager  
Informatics and Cyberinfrastructure Services

**ASU** Libraries  
ARIZONA STATE UNIVERSITY

**70,000+** Students  
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Expanding **Online Programs**



the  
library channel  
ASU Libraries News and Information

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the library channel

# the library channel

workshops  
events interviews  
videos news



# the library channel

news events announcements

## Teach Them Diligently to Your Children: Jewish Ritual and Music

Apr 4, 2017 · Music Library · David Schickel · 10:00 AM

[Download Podcast in MP3 format \(Audio\)](#)



Dr. David Schickel, chair of the choral program at the school of music and religion and philosophy bibliographer Rachel Lokot-Mor join Fred McIvain and Tammy Allgood to discuss a month's long celebration of Jewish musical heritage at ASU:

### [Ways of Happiness, Paths of Peace](#)

The series focuses on the music of Leonard Bernstein and Ernest Bloch, culminating in a performance of Bernstein's *Jerusalem* Symphony and Bloch's *Sacred Service* on April 26 featuring the combined forces of three ASU choirs, the ASU Symphony, and faculty soloists. The series includes chamber music concerts, lectures, films, a library exhibition, and a symposium in addition to the final concert.

Each year the [School of Music](#) puts on a concert combining the choir and symphony. This year the focal point of the events are Bloch and Bernstein.

In the podcast we discuss items in the exhibit such as traditional and popular "living" items provided by David from his own family including his father's prayer shawls and falafelies. We also hear about the music of Bloch and Bernstein and provide an interesting mini-biography on Ernest Bloch (1880-1958). This highly entertaining conversation not only talks about the events here at the [music](#)

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### topics

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### location and programs

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# podcasts



**video podcasts**

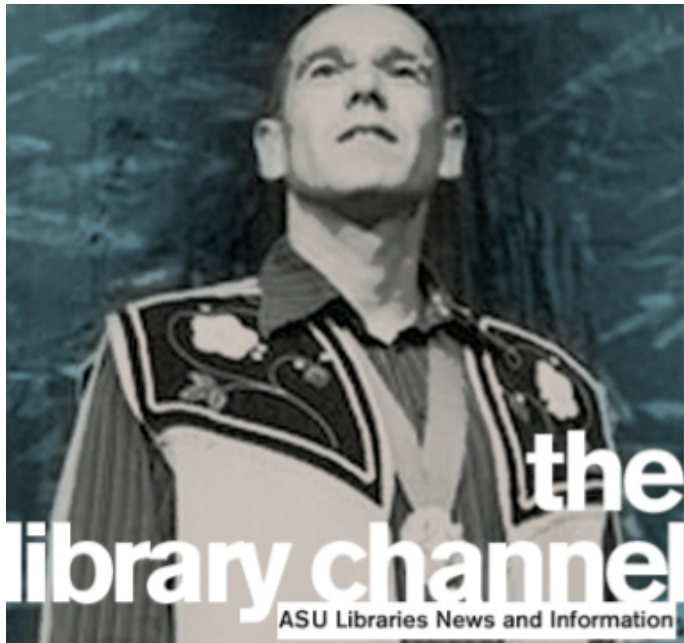


The Library Channel

The Pyracantha Press

[click to watch video](#)

**collaborations**



**Peterson Zah: Finally We Are Growing Our Own (Video)**

Apr 22, 2010 | Activities | (Success)

The Library Channel is pleased to present the fifth installment of the Simon Ortiz and Labriola Center Lecture on Indigenous Land, Culture, and Community. Recorded on March 25, 2010, in this lecture Dr. Peterson Zah discusses the history of Native American education, Navajo education, and his involvement recruiting Native American students to attend college.



"Education may not solve everything, but it will definitely solve many, many things that we face as Indian People, Indigenous People." -- Dr. Peterson Zah

**7,300**

**An Evening with Leslie Marmon Silko**  
by ASU Libraries  
11 months ago

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- 11. The Library Minute: ASU Libraries Facts by ASU Libraries 1 year ago
- 10. Gerald Talalake Alfred: Resurgence of Traditional ... by ASU Libraries 2 years ago
- 9. The Library Minute: Connection to ...

Internationally acclaimed author Leslie Marmon Silko, Laguna Pueblo, delivers the fall Simon Ortiz and Labriola Center Lecture on Indigenous Land, Culture, and Community, at Phoenix's Heard Museum. This semi-annual lecture series is held through a partnership between the Heard Museum and Arizona State University.

Silko delivers a relaxed, informal presentation as she reads from her forthcoming memoir, *Turquoise Ledge*.

Silko is best known for her universally-praised novel *Ceremony*, which was first published in 1977 to rave reviews. It continues to be the American Indian novel most often set on college and university syllabi, and is one of the few individual works by any Native author to have received book-length critical assessments. *Ceremony's* message of healing and reconciliation between races and people resonates with both Native and non-Native readers to this day.

**Simon Ortiz lectures series views**





*“I hate when things are hard to understand or complicated. **It needs to say what it is.**”*

**keep it simple**

# the **library** minute



# the library minute

Hi I'm Anali Perry

# production cycle



# ideas

**everyone can contribute**

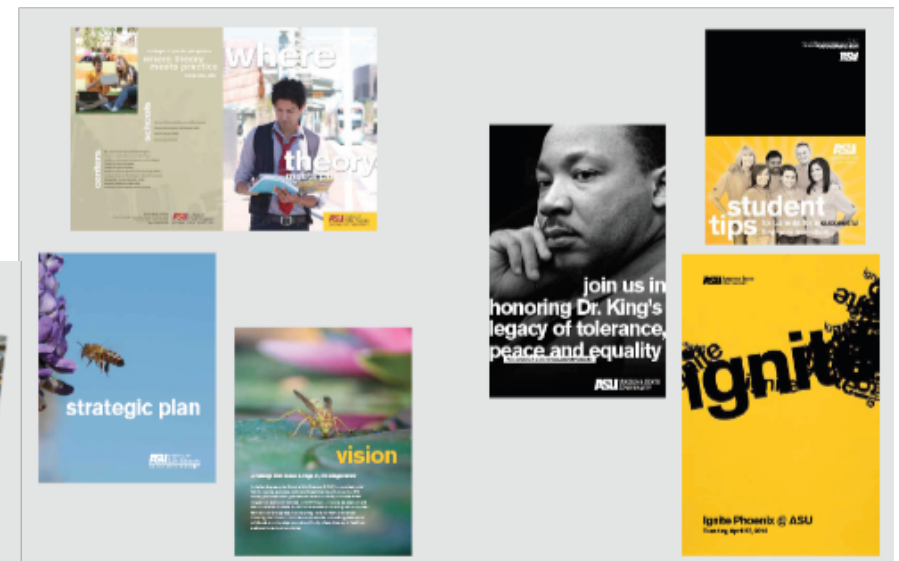
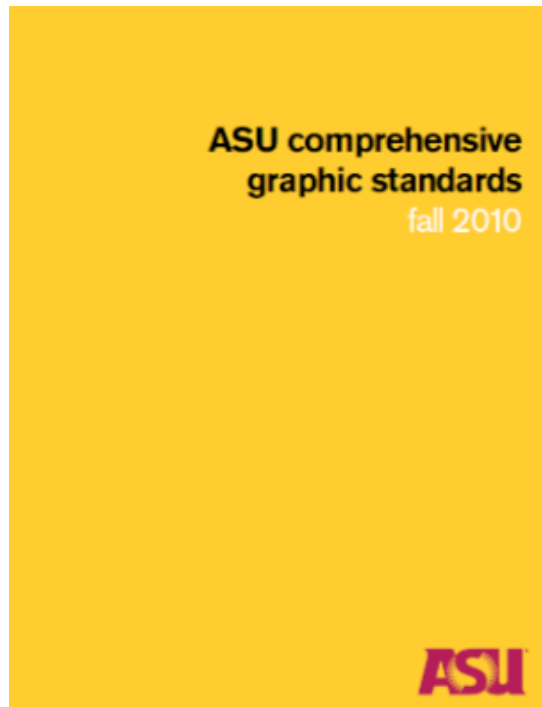
**we make it happen**



**plan ahead**



# ASU brand = library brand





**integration**

Mobile Site

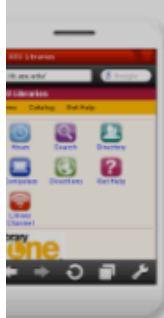
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search

Search Library

Library One Search retrieves many articles, books, and other resources from the ASU Libraries' collection. [About the Library One Search](#)

## Subject and Course Guides (LibGuides)

[LibGuides](#) - Guides to finding the best resources on a subject or a specific course. [Find a subject librarian](#)

## Most Used Resources

- [ABI/Inform](#)
- [Academic Search Premier](#)
- [CINAHL](#)
- [Dissertations & Theses](#)
- [Economist Intelligence Unit \(EIU\)](#)
- [ERIC](#)
- [Google Scholar](#)
- [JSTOR](#)
- [LexisNexis Academic](#)
- [MDConsult](#)
- [Medline \(Ovid\)](#)
- [Naxos Music Library](#)
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- [Refworks](#)
- [Web of Science](#)
- [Worldcat \(OCLC FirstSearch\)](#)

# RefWorks

bibliography creator

new features  
new look **still e**

## Library Channel

ASU Librarians Publish LibGuide for SOLS Sustainable Phosphorus  
Phosphorus (P) is an essential nutrient for life – without it, we could not build our bones. Yet our current use of P relies on mining it from the earth, applying fertilizer and then letting this fertilizer leach into our...

### Library Minute: Library One Search

Have a paper to write but don't know where to start? Try Library One Search. With its simple search box, you can look for most library resources including journals, full text articles, sound recordings, videos and maps –...

### Human Rights meet Civil Rights, An Exhibition

Exhibit: Human Rights meet Civil Rights, An Exhibition Location: ASU campus; second and third floors Available: January 22 – March 1, 2014 library hours Description: The Cultural Arts Coalition presents the...

More news Library Minute Facebook Twitter News



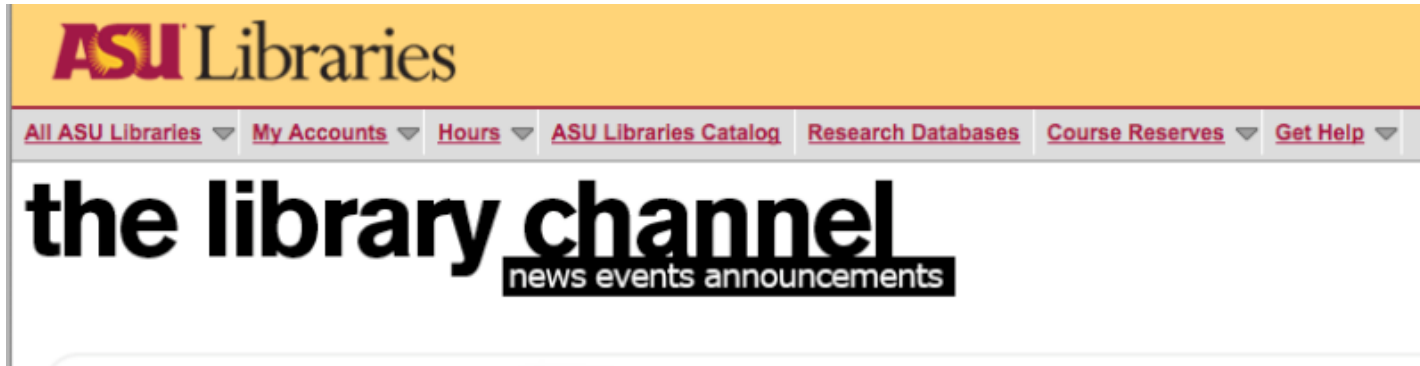
the library  
in the palm  
of your  
hand

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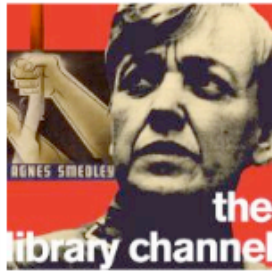
# distribution



**LibGuides**

## Shelter and the Storm: Agnes Smedley at Yaddo (Podcast)

February 13, 2009 · Hayden Library, Tempe campus



Curator Karrie Porter Brace talks with Fred about the new exhibit *Shelter and the Storm: Agnes Smedley at Yaddo* located on the 4th floor of Hayden Library. The exhibit, drawn from University Archives material, reviews the life and the controversy of ASU Alumna Agnes Smedley, advocate for the oppressed, radical, war correspondent, and spy. Agnes Smedley had the longest residency at the artists' colony Yaddo in Saratoga springs, NY.

Highlights of the program include information on Yaddo, Agnes's travels to China and South Asia, her failed attempt at Chinese citizenship, accusations of espionage by General Charles A. Willoughby, and her burial in Beijing.



[Download Podcast](#) (MP3 Audio)

The exhibit is on display through the end of the Spring 2009 semester and concurrent exhibits about Yaddo and its other notable artists-in-residence can be found at the [New York Public Library](#), [Harvard University's Houghton Library](#), [University of California Library](#), and Stanford University Library.

For more information please see:

[Daughter of Earth: Agnes Smedley Online Exhibit](#)

[The Lives of Agnes Smedley](#) by Ruth Price

[Agnes Smedley, the life and times of an American radical](#) by Janice R. MacKinnon and Stephen R. MacKinnon

[Agnes Smedley manuscript collection](#)

[Daughter of earth: a novel by Agnes Smedley](#)

### Host:

Fred McIlvain

### Guest:

Karrie Porter Brace

Episode 90

Running Time: 24:38

descriptions/metadata

tags

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## topics

alerts American Indians archives Arizona art ASU ASU Libraries award China computing Copyright Digital Repository Downtown Phoenix campus education events exhibits faculty Faculty Team-Up government grants history hours Information Literacy innovations labriola librarians libraries literature Music Native Americans new resources news open access Phoenix podcasts publishing resources Scholarly communication Services special collections students technology web site West campus workshops

## location and programs

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## recently tweeted

ASULibraries: Hey - we changed our name! @asulibraries is our new twitter name. Same great news & information from the ASU Libraries. February 4, 2011

LibraryChannel: Good news: IEEE Xplore is now available again. We apologize for any inconvenience this outage has caused. February 2, 2011

LibraryChannel: RT @SustainP: #ASU library has posted a nice blurb for P Summit and #Phosphorus in general: http://libguides.asu.edu/content.php?pid=44 ... February 2, 2011

LibraryChannel: IEEE Xplore is currently unavailable due to the big snowstorm on the east coast. They are working to get it back up. February 2, 2011

LibraryChannel: Have you tried Library One Search yet? Find out what you can use with the latest Library Minute: http://youtu.be/Ne6yBSaORc January 31, 2011

# social connections

The image is a collage of four overlapping screenshots related to ASU Libraries' social media presence:

- Top Left:** Facebook login page for ASU Libraries. It features the Facebook logo, a "Sign Up" button, and a "Login" button with fields for "Email" and "Password".
- Top Right:** Twitter sign-up page for ASU Libraries. It has the ASU Libraries logo, the Twitter logo, and a "Sign Up" button. Text encourages users to "Join today and follow @ASULibraries" for "short, timely messages".
- Bottom Left:** ASU website page titled "connect with Arizona State University". It includes a search bar, navigation links (Home, My ASU, etc.), and a grid of video thumbnails with titles like "CLAS CLIPS: Nick's Story" and "thepearproject".
- Bottom Right:** Twitter profile for ASULibraries. It shows the profile name, location (Arizona State University), website, and statistics (224 following, 1,168 followers, 111 listed). A list of tweets is visible, including one from JulietLD09 and another about the IEEE Xplore outage.

# engage

The screenshot shows the YouTube channel page for 'librarychannel'. At the top, the YouTube logo is on the left, and a search bar, 'Browse', 'Upload', 'librarychannel', and 'Sign Out' are on the right. Below this is a navigation bar with 'Post Bulletin', 'Settings', 'Themes and Colors', 'Modules', and 'Videos and Playlists'. The channel header includes the 'librarychannel' logo, the name 'librarychannel's Channel', and tabs for 'All', 'Uploads', and 'Playlists'. The main content area features a video player for 'Silent Dance @ Hayden Library' with a progress bar at 0:15 / 3:24 and a 360p resolution. Below the video are 'Info', 'Favorite', 'Share', 'Playlists', and 'Flag' options. The video description reads: 'Silent Dance @ Hayden Library', 'From: librarychannel | December 09, 2010 | 5,574 views', 'To help unwind during finals week students used Facebook to organize a "Silent Dance" originally to Flo Rida's "Right Round" at ASU's Hayden Library in Tempe.', 'Who says libraries don't ROCK?', and 'View comments, related videos, and more'. To the right of the video player is a list of uploads under the heading 'Uploads (38)'. The list includes: 'Silent Dance @ Hayden Library' (5,574 views - 2 months ago), 'Ned Blackhawk: Violence Over the' (54 views - 2 months ago), and 'A Very Special Library Minute: Protecting' (262 views - 6 months ago). Below this is 'The Library Minute (28)' section with items like 'The Library Minute: Library One Search' (ASU - 246 views), 'The Library Minute: Open Access' (ASU - 719 views), and 'The Library Minute: Mobile Web' (ASU - 1,088 views). At the bottom right, there is a section for 'The Library Channel (38)'.



A young man with short brown hair is sitting on a black leather couch, looking down at a laptop computer resting on his lap. He is wearing a dark blue and white raglan-style long-sleeved shirt and dark pants. The background shows a wooden chair and a window with blinds. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the text 'Students Respond' in a bold, sans-serif font. 'Students' is in yellow, and 'Respond' is in white.

# Students Respond

**Comment on The Mighty Marching Sun Devils (Podcast) by Eveyette Mendoza**

November 16, 2009 2:12 PM

cool cool info.

**Comment by JulietLD09 via Twitter February 6, 2011**

**Just added [@asulibraries](#) add em if you need help w books and such**

**Comment on Library Minute: Tunes for Finals by Sam Rios**

December 13, 2009 via Twitter

**I didn't even know about this! I happen to be going to the library now and I am going to make a play-list. Thanks!**

**Jabez LeBret on Double Vision Podcast**

November 2, 2010 at 12:37 pm

**I was recently speaking at an all artist event in Seattle and quoted this podcast a few times...just wanted to say great job! and Thanks**

# lessons

**budget**

**keep it real**

**keep it simple**

**university brand**



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## Thank You!



**Matthew Harp**

Digital Library Production Manager  
Informatics and  
Cyberinfrastructure Services

[mharp@asu.edu](mailto:mharp@asu.edu)

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