Outreach to Hispanic/Latino Populations - Tu Biblioteca!

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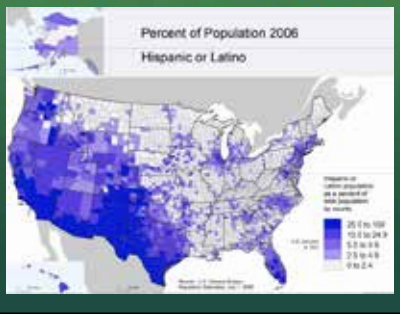
WHO MAKES UP THE HISPANIC/LATINO COMMUNITY?



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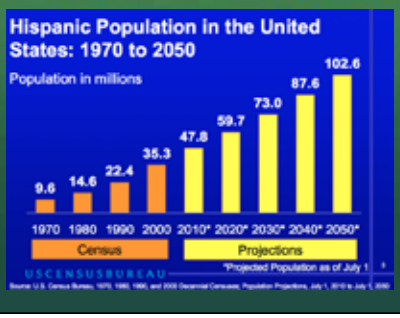

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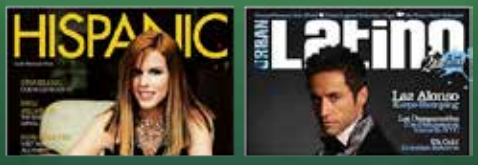

¿HISPANIC OR LATINO?

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CASE STUDIES:
BARRIO LOGAN AND ADELANTE!

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www.DigitalStoryStation.com
California of the Past: Salinas Stories
Media Arts Center's Services to Create Your Own Digital Story Station

InfoPeople Webinars
Introduction to Digital Storytelling: Everyone Has a Story to Tell
Introduction to Digital Storytelling Communities: How to Engage the Public

CASE STUDIES:
BARRIO LOGAN AND ADELANTE!

Identify community leaders
Invite to library and introduce initiative
Create needs assessment
Recruit bilingual volunteers
Retool services & marketing
Go into the community

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CASE STUDIES:

BARRIO LOGAN AND ADELANTE!

MARKETING AND PUBLIC RELATIONS

RESOURCES:

SUCCESSFUL PROGRAMMING & SERVICES

Spanish Language Outreach *also known as* SLO

S.A.L.S.A.
Spanish Award-winning Literature Seminar for All

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TAKING ACTION

Advisors
– Identifying key advisors

Community Leaders
– Contacting local community leaders

In-kind Media Partnerships
– Building a partnership

QUESTIONS & ANSWERS

PREGUNTAS Y RESPUESTAS

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