Bringing in Artists/Authors/Topical Leaders: Simplified for the Busy Librarian - TLA San Antonio

Title: Bringing in Artists/Authors/Topical Leaders: Simplified for the Busy Librarian
Date: Tuesday, April 08, 2014
Time: 4:00 pm - 5:20 pm
Location: Henry B. Gonzalez Convention Center

This is an... Interactive presentation by seasoned artist professionals, offering practical tools, templates, and digital downloads covering how to: prequalify and assure higher success with speakers/artists, initiate creative budgeting, equip students for success during presentation time, and make every presentation a win-win for your facility, teachers, students, and you, the librarian.

Presenters – Linda Goldfarb and Lynn Draper have 50+ years combined in the Professional Theater and Speaking Industry.
Facility Focus: School and Public Libraries

Lynn Draper (Storybook Theatre Owner, Actor) and Linda Goldfarb (Speaker, Actor, Author, Radio Broadcaster, Parent Advocate) are very passionate about helping librarians simplify the booking process and practical aspects of bringing in artists, authors, and topical leaders into public and school libraries. Storybook Theatre of Texas www.sbtheatre.com has been actively involved in literacy awareness and encouraging audiences to read for 22+ years. Our expertise is validated by our longevity in the industry and having a 90+% rebooking rate over the years. We are advocates of the library system and are presenting this workshop as an educational instrument, not advertisement of Storybook Theatre. We will at times mention what we do and whom we represent when appropriate to making a point during our presentation. The term “Artist” will be used to cover anyone presenting in your library.

---More information will be provided during the session for this guide---

Artists/Authors/Leaders should exemplify P.R.I.D.E.

a. **Professionalism**: High standard of excellence from first contact, to clearing of set, and follow up.

b. **Readiness**: Promptness in answered emails, phone calls, sharing set-up needs & arriving early to present

c. **Integrity**: Letters of recommendation are available – your satisfaction is guaranteed

d. **Devotion**: Longevity in the market, work excellence – perfected craft – expanding state presence

e. **Enthusiasm**: Each presentation is fresh – positive energy - powerful programming - Your students are #1

Expect Excellence to Achieve It!
Lynn Draper stories@satx.rr.com & Linda Goldfarb lgoldfarb5@gmail.com
Help Your Artist Succeed
  a. Contracts and Agreements with Key People to Cover Requirements.
     o Artist/Authors/Speakers
       i. Are contracts and agreements the same?

           ii. What’s needed in a contract?

     iii. How you benefit from a contract.

   o Principle & Teachers
     i. When you consider booking an artist to present at your library/school it is to your advantage to connect quickly with the powers that be, keeping them in the loop.

     ii. It may be your library but it’s their school. Honor your faculty’s time and consideration by offering the pros of what this presentation will provide for the long term – improved testing scores, a relaxed teaching environment, a more caring and confident student body, etc.

     iii. Be sure your Principle, Vice-Principle and main receptionist are fully aware of dates, times, and the artists title, organization, etc.
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- Coaches & Special Needs
  i. If the artist is using someone else’s everyday territory, gym, music room, stage, etc. please give them a month’s notice with additional two-week email or memos.

  ii. Ask how you can assist them in preparing the ‘area’ for your artist and how you can help put things back in place afterwards.

  iii. Invite your Special Needs to attend the presentation.

- Custodial & Cafeteria Staff
  i. A minimum notice of 30 days should be provided concerning any cafeteria located presentation or a presentation that impacts the breakfast/lunch schedule.

  ii. If artist is setting up the day before the event, the custodial staff usually let’s them in.

b. Prepare Ahead for Event Day:
  - Presentation Location
    Be sure your Artist knows if they are presenting on a stage or floor level with students.
    1. Consider the number & age of audience. ( )
    2. Is Artist standing, sitting or both? ( )
    3. Is there enough space for Artist’s props? ( )
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- Office Memos & Artist Flyers
  1. Be sure you are promoting the correct artist... get their name correct.

  2. Posting Artist flyers on doors, windows, etc builds a positive anticipation for the event.

  3. Never assume the office, receptionist, or staff knows what’s going on. Help them be successful by providing reminder memos.

- Cleared Calendar & Prepared Stage
  1. This may seem a redundant thought, but it happens way too often. It’s assumed the “event” is calendared when it’s not, then another presentation, fieldtrip; etc is slated for the same time slot.

  2. If your eyes have not seen a cleared stage, cafeteria floor, etc do not assume it’s been done.

  3. Some Artist set-ups require a minimum of one hour; if you need to clear the stage before Artist can set up it delays the timeline of the presentations as well. Check with your artist:
     1. How much set up time do you need?
     2. Are you using our sound system or do you have your own?
     3. Are there special lighting requirements?
     4. How do you prefer the students to be seated?

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5. Is there an audience number limitation per presentation?

6. Are there any “special” requirements for your presentation?

c. Event Day Set Up/Break Down
   - Provide Artist with Help Loading-in & Loading-out
     i. Time is always an issue. Providing a dolly and/or extra hands to carry artist’s gear is always appreciated.

     ii. Worth repeating: Assure ahead of time that presentation area is cleared for Artist.

   - Designated Parking
     i. This gives artist ease of mind in not having to search for parking spot.

     ii. Place orange cones in convenient parking area to unload and load efficiently, near presentation area.

     iii. Post the Artist’s Title on a stake at designated parking area close to loading area.

Help Your Students Succeed
   a. Developing GREAT Audience Members
      - Setting “New Season” Expectations - Practice makes perfect
        i. During the month before an artist arrives, begin setting students up to succeed by putting in place Good Audience Manners activities.

          o Do a mock up presentation asking older students to set a good example.
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- Pockets on the floor, helps everyone see more.
- Hands in your lap not on your friend, tells us you’re ready for the show to begin.
- Eyes facing front, listening ears in place, the last thing we need is a smile on your face.
- Do a short introduction then begin clapping, they will join you.

ii. First time attending students can’t be expected to “perform” to your standards without practice.

b. **Brainstorm to Calm the Sea of Confusion**
   - **Preemptive Measures:** Get together with your teaching faculty; do they use preemptive measures in getting their students attention?

   ii. Ask if there are students you need to give special attention to. Perhaps a child has recently gone through a family issue, lost a pet, or has a tendency for interruptive behavior.

   iii. Discuss with your teachers ahead of time the length of the presentation and to be seated on time. If teachers are not able to attend, when they are to pick up the students.

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c. **Mighty Mentors**
   
   o **Positioned for Excellence**
     
     i. Floor or Chairs: Consider your Artist, do they offer interactive participation?
     
     ii. Younger students on the outside rows – clear line of sight and able to see older role models.
     
     iii. Overcoming Barriers of Rowdy Behavior

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**Help Your School Succeed**

a. **Business Beyond the Contract**
   
   o Do artists have criminal background info taken care of?
   
   o Do artists have TEKS/STAR related info available?
   
   o What are your districts expectations and needs?
b. Communicate With Excellence
   - Create a ‘Meet My Needs’ Questionnaire for Teachers
   - Create an Artist Expectation Sheet
   - Create Entrance/Exit Instruction sheet for Teachers

c. Creative Budgeting
   - Stretching your budget dollars
   - Fun ways to “Show Us the Money!”

Check out these websites/links:

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