

**K-4 Marketing Your Library:  
Exploring New Technologies to Create Evolving Newsletters that Energize Your Patrons**  
Meg Kribble – [kribblem@nsu.law.nova.edu](mailto:kribblem@nsu.law.nova.edu)

**Marketing Your Library:  
Exploring New Technologies  
to Create Evolving Newsletters  
that Energize Your Patrons**

AALL Annual Meeting 2008, Session K-4

**Meg Kribble**

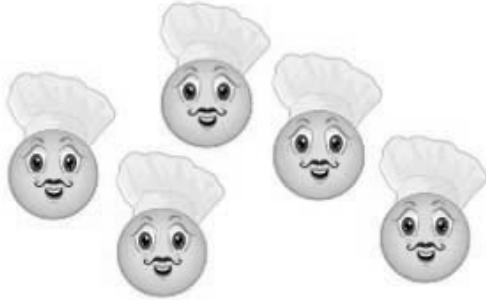
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**What are you doing already?**

- ◇ print
- ◇ blogging
- ◇ email
  
- ◇ faculty
- ◇ students
- ◇ attorneys



**Mix it up:  
recycle, reuse, repurpose**



Many chefs make light work

Current bloggers include:

**Stephanie Hess**, *Asst. Head of Technical Services for Acquisitions and Serials*  
hesss at nsu.law.nova.edu

**Robert Hudson**, *Head of Public Services and Adjunct Professor of Law*  
hudsonr at nsu.law.nova.edu

**Meg Kribble**, *Emerging Technologies, Reference, & Instructional Services Librarian*  
kribblem at nsu.law.nova.edu

**Deborah McGovern**, *Reference, Electronic, & Instructional Services Librarian*  
mcgovern at nsu.law.nova.edu

**Mary Paige Smith**, *Associate Director for Technical Services*  
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Novalawcity team



Lure in your readers

TUESDAY, MAY 06, 2007

#### Shelby Is Law Dog of the Week



This week's 301 Law Dog is Shelby, a Shetland Sheepdog who belongs to Carlie King. Carlie is a 3rd-year 301 law student. Click on the photo link to see more of Shelby.

To see photos of all previous Law Dogs and lists of the Week, visit our list of 301 Law Dogs and Cars, which you can find under Related Links in the sidebar. See our Call for Photos for instructions on submitting your 301 Law Dog or Car photo.

POSTED BY MARK WARDEN AT 12:00PM EDT ON TUESDAY, MAY 06, 2007

## Do a regular feature

May 28, 2008

#### Video of the Week: Congratulations, graduates!

To all our graduating students: congratulations!

Soon to be J.D.s and LL.M.s, see you next year!



Uploaded by Novalawcity on May 28, 2008 at 05:14 PM in category Law

## Novalawcity Video of the Week

#### Valentine's Day Research Contest

Sue Altmeyer, Electronic Services Librarian, sue.altmeyer@law.courtsio.edu | February 11, 2008 - 10:38

\*\*\*All prizes have been won, but you can try the contest for fun and research practice!\*\*\*

Try out your research skills on this short Valentine's Day-themed research challenge. The first seven people to submit correct answers to the information services desk, in person or by email to sue.altmeyer@law.courtsio.edu, will win a free bag of treats. Prizes must be picked up in person at the information services desk. I will indicate on this post when all the prizes have been won.



1. In Ohio, is a husband who gives an engagement ring to his wife-to-be entitled to the ring back if the marriage is annulled? Cite a case for your conclusion.
2. European Convention on Human Rights, Article 12 asserts a right to marriage. Find the European Court of Human Rights case which held that the United Kingdom's denial of a marriage to a father-in-law and daughter-in-law was a violation of Article 12.

## Hold contests

January 25, 2009

Video of the Week: Beavis and Butt-head meet Pygmalion v. L&L

In this week's video, an animated short from the 2007 Cartoon Law School Beavis and Butt-head Law part in a slightly altered version of the trademark cartoon. [Download A.L.S. 0001.01.08](#)



**LOL cats and the Law**  
by [Krispin](#), [Emerging Technologies, Reference, & Instructional Ser](#)

Internet memes come and go, but one that has shown particular tenacity in law-related circles is the premise idea for sharing tweets (tweets is pronounced with large, white, capital letter captions). The captions often take text message shorthand. The general idea: "I'm in" or "leave, lol!" or "B&B" captions. Another popular caption is "Tomb Raider" for pictures of cats (and riding a bicycle or walking a tightrope).

This summer, law graduate students for the law turned to social to learn. Facebook groups for law students attracted over 500 members, who shared concepts, their opinion of study materials, and their enthusiasm. [Check the](#)



**Don't be afraid to be silly**

- ❖ Why do you wear purple?
- ❖ Want to be an academic?
- ❖ What do you find in books?
- ❖ What voting rights?
- ❖ Are you ready for hurricane season?
- ❖ In Florida, can your dog inherit your estate?
- ❖ Will we need passports to drive north on 95?

**Ask questions**

- ❖ CHEAP GAS
- ❖ How to stop cellphone text spam
- ❖ Frugal tips for book lovers
- ❖ US currency gets more colorful
- ❖ Library of Congress celebrates Jefferson
- ❖ Stimulus payment schedule
- ❖ Newseum to open in D.C.
- ❖ Snacking for productivity

**Go beyond legal research**



**Publicize and remind!**



**Friday stats spikes**

**Thank you!**

A current version of these slides  
will be available for download at  
<http://slideshare.net/mak506>