

Serving Men Better

A presentation by Marylaine Block to the Wisconsin Library Association, October 30, 2002

- Collection
- Periodicals
- Exhibits
- Programming
- Library Web Site
- Outreach by Topical E-mail Newsletters, Blogs, etc.
- Book Clubs

Collection:

- Graphic novels
- Hunting and fishing
- War
- Handyman how-to-do-it stuff
- Computers, computer games
- Cars
- High-risk sports

Periodicals:

Visit the nearest bookstore with a large newsstand and look at the magazines targeted to men. How many of them do you have? How many of the SUBJECTS they cover do you have magazines about?

Exhibits:

- Sports novels and non-fiction
- War novels and non-fiction
- Displays at the beginning of fishing and hunting seasons
- Politics as full-contact sport
- Honoring local military
- Science fiction

Programming: consider partnering with:

- Computer clubs
- Model railroad clubs
- Veterans' organizations
- Youth sport leagues and dads' clubs
- Civil war re-enactors?
- Junior achievement
- Consider a men-only presentation on health information, presented by a man

Book Clubs:

- Mens' reading groups
- Father-son reading groups - guysread.com
- Topical reading groups

Library Web Pages: Areas to Target:

- Men's health
- Local hunting and fishing info
- Reading lists for male interest books - see the Fiction-L booklists at Morton Grove Public Library, at <http://www.webrary.org/inside/aboutwww.html>

Outreach by Topical E-Mail Newsletters, Blogs, etc.

- Not one blog but many; those who select material blog on the subject areas they select for.
- Not one e-mail newsletter but many; whoever selects material offers e-mail newsletters in those subject areas

Invite Men's Groups To Participate in Selection