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Mission Statement

“The Shelby County Public Library is a community resource committed to promoting life-long learning. We will be a partner in the community where all citizens can thrive in an inspiring and welcoming environment. We will work continuously to improve services and maintain a secure place for study, research, work, reflection, and interaction. In our daily work, we will always put the needs of our users first. We value professionalism, loyalty, respect, integrity, innovation, teamwork, and quality service to ensure library collections are preserved and patrons are offered a firm foundation for creative development.”

Overview

The Shelby County Public Library is centered at the heart of Shelby County which has a population of 44,436. The Shelby County Public Library has two branch locations the main branch at 57 Broadway Street and the Velma Wortman Morristown branch. The main branch was a Carnegie library that finished completion in 1903, it has now grown to include two buildings and construction has begun on a large outdoor plaza to connect the two spaces.
Key Ideas

Within this document you will find a promotion and marketing plan for the launch of a new summer music program for the young adult department. This program seeks to combine the strengths of the teen department in technology literacy with a creative art endeavor that is currently not offered for the teens. The marketing seeks not only to launch and maintain a successful program run, but serve as an invitation for young adults to participate on social media platforms with SCPL.

Theoretical Foundation

One of the most important aspects for interacting with the teen target market at SCPL is to have a presence on social media platforms. Walt Crawford’s first chapter of Successful Social Networking in the Public Libraries explains, “Your goal should be to increase community involvement, engagement with, and support of the library... Ideally social networks involve engagement. Your library should be listening to your community and engaging with it. You should be talking with your patrons, not just to them (p. 3)”. Crawford writes a powerful statement that I agree with, I am proud of SCPL’s Facebook page in many ways, it is constantly updated, informative and has a jovial spirit and message that fits the welcoming environment of the mission statement. Yet, as Crawford points out, for all the work that has been put into the great looking graphics and posts, the response from the teen target market is null. In scanning the interactions on the page over the last two months there were an average of about a post every four days. The adults tend to leave comments every post or two, but teen posts are absent. When focusing on the teen specific page no comments or interactions were to be found either. I believe that SCPL is actively doing the right things, but for young adults, have picked the wrong platform. In working with the teens I have observed that two platforms inform their social media lives Youtube and Twitch. This campaign seeks to raise the bar of social media communication to engage with young adults on the platforms they observably care about the most.

Another resource that was instrumental in the development of this marketing program was the fifth chapter of Suzanne Walter and Kent Jackson’s Breakthrough Branding: Positioning Your Library to Survive and Thrive. In this chapter the authors list four guidelines for selecting a target market, “Segment the market; Evaluate the segments; Choose one to three segments for targeting; choose segments that have a unique appeal and that are inspiring to you (p. 84-85)”. Targeting the market was fairly simple, observation and statistics of our young adult user base reveals a strong yearning for creation and technology. It is implied that the market was segmented by age, which has worked successfully with program attendance. The most important part of the author’s guidelines in lieu of this campaign was their suggestion that it should inspire. It is not hard to see why providing a welcoming
and fun learning environment to youth can be inspiring, but that is the stock answer. This campaign allows this staff member to combine another particular love into the brand of the library, music. I’ve been a musician for all of my adult life, and a majority of my life before that. This marketing campaign allows me to use my preferred form of artistic expression to reach out and communicate with an interested audience. I’m genuinely excited for this campaign and subsequent programming.

Julian Aiken and Femi Cadmus also provided understanding in the development of this service in their academic journal article, *Who Let the Dog Out? Implementing a Successful Therapy Dog Program in an Academic Library*. While I admit my ROCK the Library! campaign is quite different than bringing a service dog into a library for stress levels, the impetus of both programs is functionally similar. The authors explain, “Another area of great importance to the Library is, of course, our ongoing efforts to meet the needs and support the broader interests of our user population, to remain relevant in an era in which collections are increasingly electronic (p.14)”, in essence the ROCK the Library! program is an attempt for the Young Adult program to extend beyond the excellent STEAM programing and overall collection provided to the teens to offer an exciting program in an area of interest. ROCK the Library! asks the participants to use creative thinking, critical thinking, and technological skill to create content for themselves and their peer group. Aiken and Cadmus also inform their reader, “There is existing evidence attesting to the fact that libraries which spend time focusing upon becoming more welcoming and attractive to students enjoy increased usage. At the Yale Law Library a good deal of creative thinking is encouraged, in an effort to provide creative, non-traditional services to our patrons (p.14)”. In creating the ROCK the Library! service I was inspired by the authors’ ideological combination of being welcoming and creativity. The two ideas aren’t always necessarily linked, but I found the author’s wisdom in connecting the two fascinating because of my own personal experiences. Non-traditional services are an attempt to branch out beyond conventional library boarders and invite new interests that the library can support.

**Market Audit and Research Analysis**

**Current and Potential Customers**

The Indiana State Library website’s 2016 statistics report listed 1,148 young adult attendees at 135 YA programs. This shows excellence attendance when compared to the adult programing’s numbers of 1,936 attendees at 186 programs. The estimated 2016 census data shows that there are 7,676 community members from ages 5 to 17 within Shelby County. We can summarize from this data that though the YA
programs are well attended there still are a large number of young adults that the library can welcome.

The Community and Competitors

Shelbyville is the biggest ‘small town’ in its area, encircled by other smaller towns. Library competition is lessened because of this with the closest competitors being an approximate 30-minute drive in any direction. The closest of these are the Edinburg Public Library, Hope Branch Library, and the Johnson County Public Libraries. Of these libraries the Johnson County Public Library is by far the largest with 5 branches spread across its system. It is of note that the economic demographics of Johnson County average a higher income, housing cost, and higher educational degrees, and a much larger population yielding that library significantly higher operating income. Though that is the most impressive system within a reasonable drive, there are no specific competitors within the county level.

Library Objectives and Programs

Recently, SCPL, was a recipient of the Indiana Humanities Quantum Leap grant. The grant exists to support, “Hoosiers to explore the spirit of possibility and problem solving that occurs when we bridge science, technology, engineering, math and medicine with the humanities. As part of this theme, we’re offering a new grant opportunity, Quantum Leap Grants, that will allow organizations to invent their own programs that explore the intersection of STEM and the humanities. We’re especially eager to support experimental ideas that not only combine STEM and the humanities but also fuse together formats and methods in unexpected and creative ways.” This grant focuses its funds at the K-12 learning levels and has allowed the youth department to offer Stickbot Studio interactive display, the STEM workshop, and the Coding Club programs. Stickbot studio is a small green screen setup with flexible figures that can be posed in different ways. A mobile device with a free app can then capture an image and manipulate the setting with a green screen. The coding club focuses on using the web-based Scratch programming language as an easy-to-learn but hard-to-master introduction into computer coding. The STEM workshop has combined the small Adrino computer system to power a robot. Additionally, the STEM workshop has made use of the grant to purchase a 3d printer where parts for the robot can be printed along with other widgets that the workshop members design. ROCK the Library! seeks to help bolster another way to use the resources provided by the grant by exploring the technology inherent to music recording while combining the humanities and art aspects of the grant by incorporating lyric writing and song construction.
Current Marketing

The primary means of marketing young adult programs within the library have been through online communication and in library signage and flyers. The SCPL website has a scrolling calendar of upcoming events with their times, an image and a short description of the overall program. The Facebook postings are more involved with images of the teens working on projects, graphics, and more detailed information about the week’s activities. Month-long calendars are also available on all these platforms. The physical marketing includes flyers using the same graphics posted online and an erasable white board listing all the teen programs of that week. Another, less tangible form of marketing “word-of-mouth” or “buzz” exists around the community of young adults who attend these groups and bring their friends and family. The success of the teens in being the most engaged and successful promoters of these programs cannot be overstated. There is an excitement around the activities of the teen group that can be further capitalized on to continue the successful attendance of the programs.

Environmental Scan

Political/ Legal Factors

One of the main factors that may become an issue in the young adult programing is the nebulous area of copyright law and 3d printing. The main 3d printing online hub for downloads is Thingiverse, a user contributed site where digital designs can be gathered to print on a 3d printer. Thingiverse attempts to force its users to follow copyright stipulations, but like on other user content sites like Youtube, this is a large task. Printing in general, in libraries has had an ongoing tug of war with copyright. The use of printed materials becomes one of the main factors, but much like photocopying a recipe book, printing a trinket of Snoopy (as an example) is gathering more attention on the issue.

Economic Factors

SCPL like most libraries currently, have had to deal with budget cuts and lowered operating costs. Yet through this, SCPL has proactively sought grants to mitigate the impact on their services. The building itself is currently going through a period of renovation, where the 115 year-old building is receiving a new HVAC system, and remodeling some of their facilities. Some of this cost has been mitigated by the
Ignite Shelby County grant which has provided $150,000 for a creation of an outdoor community plaza on the library campus.

**Social Factors**

One demographic factor impacting the community that SCPL is beginning to respond to is an influx of Japanese people entering the community through the engineering and manufacturing business sector that heavily employs in Shelby County. The teen collection has been expanded to meet this need through a donation of Japanese language YA books along with expanding a growing selection of manga and graphic novels. These collections are still relatively small and needs to continue to grow to meet the new needs of the community.

**Technological Factors**

Technology is the largest factor in the day-to-day operations in the Young Adult area, the YA community is intensely driven and intrigued by technology both through the library programs and their own daily usage. SCPL is meeting this change with increased grant seeking in STEAM and by offering programing that incorporates technology at the user level.

**SWOT**

**Strengths**
- Technology Programming
- Excited Program Attendees
- Quantum Leap Grant

**Weaknesses**
- Humanities Programming
- Old Computers not able to efficiently run cutting edge software
- Lack of Social Media Engagement
- YA collection needs heavy weeding

**Opportunities**
- Growing the Graphic Novel and Manga collection
- Marketing for the YA collection (bookmarks, annotated lists)
- Capitalize on tech interests

**Threats**
- With the increased attention on technology the old computers offer road blocks in providing exciting programming
Much of the heavy attendance of YA programs is from teens who will graduate in one or two years, it is important to bring fresh faces into the programming for continual success.

Original Data: Focus Group

Since the target market of teen patrons does not always have access to vehicles and very often have busy schedules with school, sports and other activities conducting a focus group is a great way to gather information and thoughts in a timely manner. Focus groups also alleviate the shyness some teens may have with explaining their thoughts or providing criticisms, on the flip side of that, focus groups also have a weakness of silencing differing voices (Applegate, 33).

Process: Recruiting Focus Group Participants

Two focus group sessions will be held. Rachel Applegate explains in *Practical Evaluation Techniques For Librarians*, “What is said in one group may simply be a quirk of that group, that time, and that social dynamic. What is said in two or three groups... is stronger and more valuable in terms of telling you about people’s real life experiences (p.35)". One easy focus group session to coordinate would be to question the Youth Advisory Board as a focus group. SCPL’s teen program is lucky to have young adults that actively participate and contribute their thoughts on programming matters already. A second group could be held within one of the Coding Club’s sessions to gather a second group’s opinions and social dynamic. Invitations to the Youth Advisory Board meetings are posted on social media and the website, but they could be modified to show the direct purpose of this particular meeting.

Process: Sample Questions

- How do you find the current offering of YA programs that relate to technology?
- What kinds of content or products are you interested in creating during our sessions?
- Are you excited to share the things you create in our programs with your friends and family?
- What has been your favorite experience in our programs?
- Have you found any programs to be boring?
Process: Conducting the Sessions

It is important, especially with young adults, to keep their minds on track when conducting a focus group. This starts with an introduction that thanks the group for attending and reminds them of the specific purpose of the group. Applegate explains the social behaviors of a good focus group moderator, “Good moderators have open, engaging, interested body language. They know when to pause to encourage people to gather their thoughts. They can use gestures and questions to involve more than just the most vocal participants... keeps an eye on both the dynamics of the interaction and the question list (p. 35-36). If a moderator can embody these actions and principals the focus group can yield a wealth of knowledge.

Process: Analysis

With the group’s permission, the audio of the meetings will be recorded and word-processed into transcripts. Applegate suggests a simple kind of analysis that would work well in this situation would be to have 3 or 4 people independently read the transcripts and have them offer what they thought were the most important parts. If the two groups have similar thoughts on a topic, these are your important takeaways (p.37).

Market Segmentation

As discussed above the target market for this campaign are the youth involved in teen programming. SCPL does not mandate age as a specific qualifier for visiting a program, but the age range is between 6th-12th grades. Our specific group of active participants is comprised of 4/5 late high-school ‘leaders’ and 6-10 younger students. The wide age range has not been an issue in my experience, but we have found the older students tend to take a leadership role among their younger peers. This fosters and excellent environment of support throughout the young adult community of our programs. The teens and tweens specifically have a need for individual attention and encouragement. It has not been uncommon to have a disorganized line waiting to show the teen librarian the success of their projects within the program. Along with that social need, there is also an implied need of tech literacy. It is hard to understand, predict and anticipate the influence the digital area has on the future’s of todays teens, but it seems to be very likely that the more proficient today’s teens are with technology, the more opportunities for success they will have in the future. Fostering intrigue and understanding in these areas is not hard, it is my perception from observation that most of a teens interests involve technology in someway. They are also very aware of the influence of technology on
their lives, and this awareness leads to a thirst for knowledge so they can contribute to the online world as it influences them.

Service Identification: Group Recording Sessions

The Group Recording Session is one of the weekly programs the ROCK the Library! campaign supports. Within the last few weeks the young adults have asked about incorporating music into the technology program, so this is meeting a stated want from the Youth Advisory Board. On the BCG matrix this program is predicted to be a star. The stated want qualifies that it will receive both a high growth level and high market share if implemented correctly. The program is also costly to conduct financially, while in the beginning of the program I, as the teen librarian, will be able to supply all the appropriate technology and instruments from my extensive personal collection, as the program grows and the teens want to start working on individual products the amount of available computers we currently own becomes a concern. The high cost of recording gear and instruments is why this is necessarily a group activity. The upside of any future investment is that music recording technology moves comparably slow to other technology industries and any large investments can be forecasted to still be working and useful at least a decade into the future.

Goals/Objectives, Actions, Timeline and Budget

Goals/ Objectives

• Increase knowledge of the creative process through music and writing
• Increase technological proficiency with recording software
• Increase understanding of audio hardware and how they work
• Provide an engaging atmosphere that yields a communal product
• Support and engage the stated musical interest of the teens

Actions

• Create the Group Recording Session Weekly Timetable
• Market the new program heavily on social media and within the library
• Kickstart the campaign with the “Twitch/Youtube Music Prison” Event
• Post end product on sharable media for further promotion and sharing
Timeline

- June 1st- Livestream Kickoff Event
- Group Session Meeting One: Why Write a Song? (Songcrafting Theory and discussion)
- Group Session Meeting Two: Lyric Writing (Discussion on Audience in creative writing and creative writing session)
- Group Session Meeting Three: Introduction to Musical Instruments and How They Work
- Group Session Meeting Four: Introduction to Audio Recording Software
- Group Session Meeting Five: Building a Song (Percussion)
- Group Session Meeting Six: Melody and Instrumentation
- Group Session Meeting Seven: Recording Lyrics
- Group Session Meeting Eight: Final Production Techniques
- Group Session Meeting Nine: Uploading and Visuals

*On the Day-of and a week before each of these meetings marketing should be employed for maximum attendance and visibility.

Budget

A note about your teen librarian: I have been actively involved in producing music for the later half of my life, I’ve played many concerts with different bands and groups, had a contract with an independent record label, and have professionally recorded a handful of EPs. Music has always been one of my passions, because of this lifetime endeavor I have personally collected a sizeable collection of musical instruments and recording equipment that can be used throughout this process. I have also lead programs like this in the past, and can act as the lead mentor in the creation process. Because of all this the monetary investment to the library is only the time I am already paid to provide. I have personal resources I can share for every step in the process so no funds will need to be distributed for any special equipment. The usual cost that applies to the printing of flyers and promotional posters is the only extra cost to the library, but that is minimal and already built into the normal operating budget.

The Marketing Mix

The Big Picture
The marketing campaign called ‘ROCK the Libray!’ intends to bring excitement and awareness to a new program for young adults at SCPL. ROCK the Library! has multiple components as promotion the Kickoff event, the ongoing marketing throughout the program, and a celebration "Song Release Party" at the end of the campaign. The kickoff event takes inspiration from the Kurt Vonnegut Library and Museum’s banned book week campaign where each year a community member is ‘imprisoned’ behind a wall of banned-books and ‘lives at the library’ for a set time period. During this time period the community member is live streamed as he creates and original work that is shared with the community.

This is a widely publicized and successful event each year. Since our goal is to increase engagement on the social platforms the teens use, our kickoff event will use the Twitch streaming service. I will live stream the complete process of creating a song in one evening, engaging in the teens' comments and responses. This will also provide a great source of content that can be used to further market the ongoing program. After the Kickoff, the ROCK the Library! campaign will use flyers and social media, specifically Youtube, to engage the young adults on a weekly basis. When the program ends, a celebration night will be hosted as a ‘listening party’ for the teens where they can invite their friends and family members to an event that celebrates their hard work. This event, in itself, will also need online and social media promotion as it serves as a bookend to the whole campaign. While the campaign has many different elements and stages, integrated marketing communications will use the branding and logos so the message stays on target and consistent. All these events revolve around music and music technology so the consistency should be easy to maintain.
**Message**

Messaging of the ROCK the Library! program utilizes the TRAP scheme to ‘capture the audience's imagination and engage in communication’. The timely part of the message is the opportunity to respond to the social media posts and create excitement. A webpage can also be built with free resources so interested parties can dip their feet in immediately. The relevancy of the message relies on the powerful experiences that come from the pride of creating your own work of art that this program provides. The active nature of the ROCK the Library! program though the resulting product, the initial kickoff content, and images collected of the teens having fun throughout the program’s life. In this case the personal nature of TRAP is literal, the end product should have the stamp of every group member’s contributions. Also the marketing showing the teens engaged in the musical activities will welcome other teens as they see themselves represented in the marketing.

**Branding Specifications, Typography, and Logo**

The colors with the campaign are vibrant and inviting, choosing a silver and white for the text on a primarily aqua background. The logo has an off centered nature to suggest both the fun of the event and the stereotypes associated with rock ‘n roll. Chalkduster was chosen as the typeface for ‘rock’ and Bradley Hand Bold for ‘the library’ to further challenge the common conceptions about libraries being quiet places. The logo attempts to challenge the preconceived notions of libraries being quiet places while being fun and inviting. The tagline “Now You’re In The Band!” will accompany the image on promotional materials, but was left off the logo so it would not be too visually busy. The tagline is the exciting invitation to try something that may be new and is often exciting.
Public Relations

The most powerful PR tool in general, and specifically in YA at SCPL is word of mouth. The teens are heavily involved in programming, they attend youth board meetings to influence programs they are excited about, and bring their friends to events that inspire them. I believe the best way to continue to nurture growing word of mouth buzz is to continue to let the teens see their voice in action through the library programming. The initial idea of this program came from the teens requesting to work with music, and I believe they will find this program is designed with their needs in mind. Along with continuing to listen to the teens’ input, it is important to give them attentive individual customer service so they know they are appreciated. The confidence and impact on numbers of treating the teens as the creative and smart beings that they are has made a wonderful impact on SCPL.

Virtual Content Communication will help foster the engagement levied from the first PR initiative. I have mentioned the interactive Twitch Live Streaming session earlier in this document, but I will go on to explain how it can have a large impact. This PR event is so important because it is the first step in letting the teens know that SCPL wants their voices on social media platforms. Twitch live streams are unique for their interactive nature, a real-time chat box appears on the side of the video stream which allows viewers to not only participate with text, but also icons that have become the memes that are so important to understanding the young adults.

More traditional social media posts go hand-in-hand with the streaming video content, not only marketing the live stream event, but also providing a way to easily spread the links of the live video or the archive of the broadcast. Where Twitch and Youtube are excellent in live interaction, they lack the easily sharable nature of Facebook posts. When used in tandem ROCK the Library! has the best of both worlds, the most interactive digital video possible with a viral sharing ability.

Publicity

- Facebook header (Appendix A)
- Large posters for the summer run of the program
- Flyers for the kickoff event and listening party (Appendix B)
- Bookmarks for the summer run
- T-Shirts (Appendix C)
- Weekly Facebook Posts
- Youtube Videos Each Week of the Teens creating
- Twitch Stream
Advertising

Since the one main goals of the marketing campaign is to generate grassroots community engagement no advertising funds or sponsorships will be sought. This is also because the funds for a wider marketing campaign for this program in the library do not exist. The campaign is able to leverage their relationship with Ross Flint, the writer for Shelby County’s online newspaper *The Shelbyville News* who has previously written about SCPL’s teen programming. Though the lack of a substantial advertising budget is a challenge, it is even more of a reason for SCPL to nurture an online community of supporters. If the program is successful, upon a second run in the future, a sponsorship could be discusses with local music programs within the schools to share resources.

Advocacy

This plan fits into the larger goals of the library by offering the inspiring, welcoming, and interactive ideals put forth in the mission statement. The program seeks to enable and inspire teens to realize they can create fun content while also supplying them with lifelong skills that foster further creative endeavors. The mission statement also makes a point to mention that value respect, innovation and teamwork which all can come out of the communal group nature of the program itself. The team mindset that surrounds the service provides an excellent opportunity for the young adults to learn how to contribute in group work, which is a skill that they can utilize throughout their lives.

Internal Marketing

SCPL has a staff of about 30 people, so word about new exciting programs travels fast. I would begin the conversation by sending out a staff email with the logo, times of the programs, and information about the promotional initiatives they will see on Facebook. I also would encourage staff members to stop by during the program times if they want to see the action! The youth director is my direct superior so I will have had many conversations along the way about the marketing pieces and program design; we share a very small office!

Evaluation

The end-of-program listening party is an excellent time to distribute a short survey about the program. While the program is ongoing, the success of marketing will be
evaluated both by the number of program attendees, their excitement level, and the level of interaction on social media. Since there is currently no interaction on social media, this will be seen as the start of the conversation with any gains studied to find out what triggered the specific engagement. The survey will gather information about how to make the program better, and gauge interest on a second run later in the year.

**Survey Questions**

- What was your favorite part of the summer music program?
- What was your least favorite part?
- What did you learn?
- Did you share our song with your friends and family?
- What do you want to make next?

**Reflection**

This program allows me to be an agent of change by offering a program that leans closer to the humanities that most of our teen programs currently. While creativity is shown in the coding club and STEAM workshop, those programs heavily promote a 'build-to-learn' attitude. While I believe this is awesome and important, I also want to demonstrate that sometimes an urge to create pushes you into learning new challenging things. When looking over the teen programs I noticed there were no places that supported creative arts like writing, music, or fine art at the teen level. I think it is important to remember that a lot of the greatest inventors like Tesla and Da Vinci did not learn science for the sake of science but because there was something in their minds that they wanted to exist, and they needed to understand science, math, and technology to make those flashes of brilliance come to fruition. This process creates a yearning to learn and experience new things and ideas that further propels the arts and sciences. I think the Rock the Library! approach will be effective because it is outside the box and a challenge. I think giving the teens the ability to create something they love and can share with their friends and family will propel them to love the program and learn a lot on the way!
Appendix A - Facebook Header

Now You're In the Band!

Learn how to write and record your own music @ SCPL!

Every Wednesday Night @ 7 Pm in June and July in the Teen Lounge!
Appendix B- Listening Part Flyer

Song Release
Listening Party!

You made a hit song, now its time to show the world!
Join us for the World Premier of the SCPL Teens new song!

Soda and Snacks will be provided as we celebrate and enjoy the results of all our new musicians’ hard work!

When: August 1st 2018
Where: Teen Lounge
Time: 7 PM
Appendix C - T-Shirt
Works Cited


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