



# GUYS 101:

GETTING MEN TO PARTICIPATE IN  
SUMMER PROGRAMMING & BEYOND

# Why are guys harder to get into the library?

- ▶ Generally speaking, more individualistic
- ▶ More objective driven
- ▶ Need direct targeting

# Library services...*FOR MEN.*

- ▶ Men respond to products/services that are labeled "for men"
- ▶ In many public settings, from retail to libraries, services for women are the default
- ▶ Guys often need to be told it's ok for them to buy/participate



# Gender Differences in the Use of a Public Library

- ▶ Less library visits, use of resources overall
- ▶ Interests in specific areas: business, technology, hands-on activities, non-fiction in general
- ▶ Much less interests in children's area

*(Applegate, R. Gender Differences in the Use of a Public Library, Public Library Quarterly, Volume 27, Issue 1, 2008)*

# How do we get more men to participate in programs?

- ▶ Step 1: Accept men and women require different programming styles
- ▶ Step 2: Use circulation as research
- ▶ Step 3: Market things blatantly
- ▶ Step 4: Be patient & adjust expectations

# Step 1: Differences

- ▶ Two types of male patrons to target: dads and hobbyists
- ▶ History, non-fiction, hands on
- ▶ Active participation (non-crafts)
  - can utilize this to bring in men for family program
- ▶ Guys are sensitive about their image

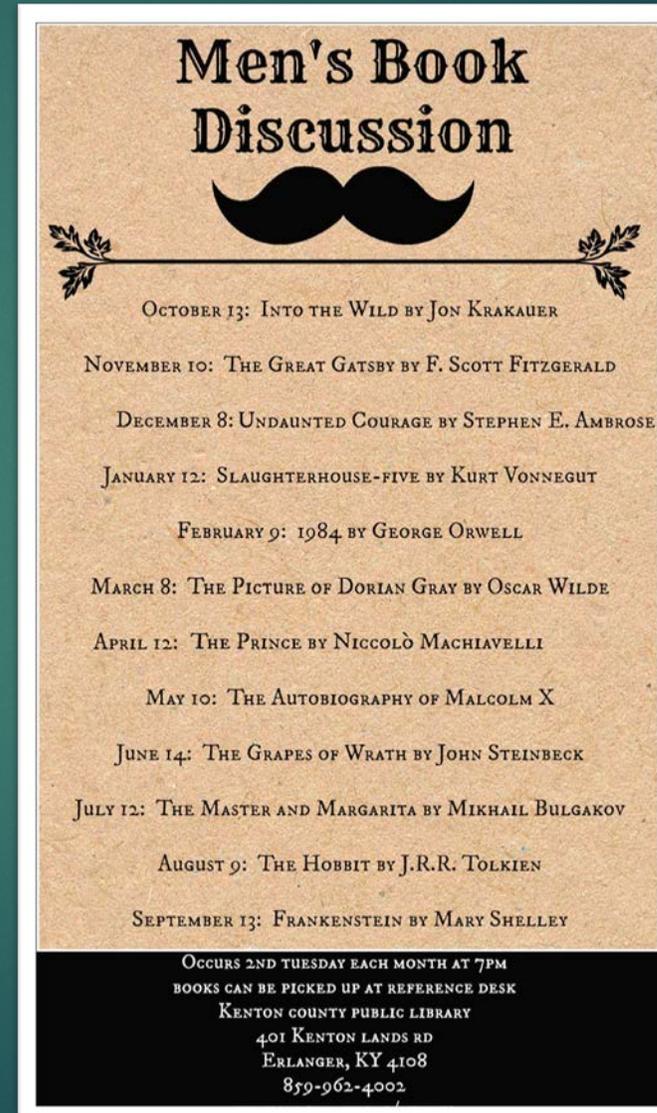
# Step 2: Circulation / Collection

- ▶ Look at what non-fiction books are requested in your area for programming ideas

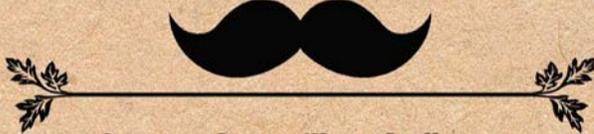


# Step 3: Market Things Blatantly

- ▶ Remember: phrasing, look, and feel are important
- ▶ Gives guys social permission



**Men's Book Discussion**



OCTOBER 13: INTO THE WILD BY JON KRAKAUER

NOVEMBER 10: THE GREAT GATSBY BY F. SCOTT FITZGERALD

DECEMBER 8: UNDAUNTED COURAGE BY STEPHEN E. AMBROSE

JANUARY 12: SLAUGHTERHOUSE-FIVE BY KURT VONNEGUT

FEBRUARY 9: 1984 BY GEORGE ORWELL

MARCH 8: THE PICTURE OF DORIAN GRAY BY OSCAR WILDE

APRIL 12: THE PRINCE BY NICCOLÒ MACHIAVELLI

MAY 10: THE AUTOBIOGRAPHY OF MALCOLM X

JUNE 14: THE GRAPES OF WRATH BY JOHN STEINBECK

JULY 12: THE MASTER AND MARGARITA BY MIKHAIL BULGAKOV

AUGUST 9: THE HOBBIT BY J.R.R. TOLKIEN

SEPTEMBER 13: FRANKENSTEIN BY MARY SHELLEY

OCCURS 2ND TUESDAY EACH MONTH AT 7PM  
BOOKS CAN BE PICKED UP AT REFERENCE DESK  
KENTON COUNTY PUBLIC LIBRARY  
401 KENTON LANDS RD  
ERLANGER, KY 4108  
859-962-4002

# Step 4: Expectations

- ▶ In library programming, there's very little "reinventing the wheel" - humans change much slower than technology
- ▶ Be patient: a successful program for men looks different than those for women or mixed audience

# Ideas and Resources

- ▶ Hobby programs
- ▶ Outdoor recreation
- ▶ Pop culture/family events
- ▶ How-To Festivals



# Resources

- ▶ [Art of Manliness](#)
- ▶ [Dudepins](#)
- ▶ [ManMade](#)
- ▶ [Menprovement](#)
- ▶ [Mantelligence](#)

