

## ALL OF US AND MADISON PUBLIC LIBRARY

**12/18/20**

**Length:** 6 months (January 2021 – June 2021)

**Total Amount:** \$20,000

### **Scope of Service:**

The All of Us-UW (AoU-UW) program is proposing a promotional partnership with the Madison Public Library (MPL) for the planning and execution of a series of virtual events in 2021. This agreement will support the collaboration of AoU-UW and MPL to provide 4 community engagement/educational opportunities specifically addressing health and wellness issues that impact underserved communities in Wisconsin. Budget provided will offset MPL staff time/effort, cover event speaker honoraria and book purchase and community distribution.

Our agreement has a primary goal of establishing a partnership between AoU-UW and MPL to offer a series of virtual “book talks”. These events will focus on the mutual goal of providing free informational opportunities/resources to promote improved health and wellness of underserved populations in Wisconsin.

To support continuity of activities between AoU-UW and MPL, Mr. Kevin Kiley, AoU-UW Communications Director, will serve as MPL’s primary point of contact, coordinating activities with Ms. Annie Weatherby-Flowers, Mr. Conor Moran, and their MPL team.

### **DELIVERABLES:**

- **Produce a series of 4 virtual “book talk” events, in collaboration with AoU-WI**, focused on health and wellness topics of various underrepresented communities for dissemination via MPL and/or Wisconsin Book Festival websites and social media channels. These 4 online events will focus on health and wellness issues affecting the following communities (MPL will select the book/author for each event):
  - African-American
  - Latinx
  - LGBTQ+
  - Rural
- **Online event promotion**
  - MPL marketing team will work with Kevin Kiley on design of online promotional materials to ensure alignment with AoU national program guidelines
  - Event listing on the MPL and/or Wisconsin Book Festival website(s)
  - Place a minimum of one promotional post/tweet (text and promo graphic/image(s)) on MPL and/or Wisconsin Book Festival social channels prior to each event
  - Place a minimum of one post-event, re-cap-type post/tweet (text and promo graphic/image(s)) on MPL and/or Wisconsin Book Festival social channels following each event

- **Virtual event preparation and management (Kevin Kiley will serve as AoU-UW's point-of-contact)**
  - MPL will handle the following event-related aspects:
    - Manage author search and speaking fee negotiation and payment, if applicable.
    - Establish and manage online event registration
    - Arrange book purchases and distribution (free books for x number of attendees) via A Room of One's Own bookstore, if applicable.
    - MPL to "host" virtual events on its preferred platform(s) with assistance from Kevin Kiley, as needed
- Please note that there may be **opportunities for complementary physical banner displays/kiosks provided by the National Library of Medicine (NLM)**, free of charge, for use in library spaces where and when appropriate. The decision to utilize these opportunities would be entirely at the discretion of the MPL.