Popcorn and a Movie: Popular Science Collections as an Opening Act
Kalli Damschen & Hannah Gascho Rempel, Oregon State University

Workflow

Step 1 - Surveyed collection for popular science titles. Found 32 books/ebooks and 18 streaming videos.

Step 2 – Located contact information for science-related student clubs. Initially narrowed to clubs focused on women in science.

Step 3 – Contacted clubs, soliciting input on books vs. movies for events. Selected the first movie to show: Mission Blue.

Step 4 – Held movie showing in the library. 80 people came!

Step 5 – Repeated this process with two more movies. But… attendance was poor. Reconsidering approach for next year. We’ll try new things, and will keep building communication with clubs.

Goal – feature popular science sources to encourage students to engage with our collection in new ways.

Mission Blue

Sepideh: An Iranian Teenager’s Dream to Become an Astronaut

Arise – Women Healing the Environment

Takeaway – establishing this kind of event takes time (repeated attempts are needed), but showcasing our collections can be meaningful even for a limited audience.

Tips

Select a target audience – we targeted underserved communities (women in science and cultural organizations). Show them their community matters.

Pay for Facebook event boosting well in advance.

Time of term matters – earlier is better. Pay attention to conflicting events.

Add value to the movie screen with discussion questions. Either develop the questions in collaboration with the club or on your own.

Expect the unexpected — your audience might not be who you think they are. We had high attendance because a fraternity came, and low attendance because of a fire alarm.

Women in Science Student Clubs Contacted:

Integrative Biology Club, Physicists for Inclusion in Science, Women in Science, Women in Marine Sciences

Movies Selected:

Mission Blue

Sepideh: An Iranian Teenager’s Dream to Become an Astronaut

Arise – Women Healing the Environment

Promotional Methods Used:

Boosted Facebook Event, Posters, Club Listservs, Library Kiosks, Library Calendar, OSU Calendar