



*Let's Talk About It: Muslim Journeys*

**SITE SUPPORT NOTEBOOK**



# TABLE OF CONTENTS

## Inside Front Cover:

Agenda  
Staff and Speaker Contact Information  
Project Director Contact Information  
Scholar Contact Information

<b><u>Section 1: Introduction</u></b>	<b>3</b>	<b><u>Section 8: Promotion</u></b>	<b>35</b>
		Getting Started	35
<b><u>Section 2: Schedule of Programs</u></b>	<b>5</b>	Defining the Target Audience	35
		Communication Methods	35
<b><u>Section 3: Theme, Books &amp; Materials</u></b>	<b>16</b>	Putting It All Together	39
Themes & Book Selections	16	Sample Press Releases	41
Essays	17	Sample Media Alert	45
Ordering Books	18	Sample Letter to Community Groups	46
		Sample PSAs	47
<b><u>Section 4: Planning the Programs</u></b>	<b>20</b>	Sample Postcard	48
Goals and Objectives	20	Sample Flyer	49
Planning the Series	21	Sample Poster	50
Program Personnel Job Descriptions	22		
Working with a Project Scholar	23	<b><u>Section 9: Sponsor Credits</u></b>	<b>51</b>
Community Partners	24	Guidelines for Sponsor Credits	51
Program Length	24		
Group Size	25	<b><u>Section 10: Budgeting/Funding</u></b>	<b>52</b>
Day of Program Checklist	25	Budgeting Expense Worksheet	52
Program Support Materials	25	Revenue Worksheet	53
		Funding Resources	54
<b><u>Section 5: Program Format</u></b>	<b>28</b>		
		<b><u>Section 11: Evaluation &amp; Reporting</u></b>	<b>55</b>
<b><u>Section 6: Related Programming</u></b>	<b>29</b>	Sample Evaluation Form for	
Programming Ideas	29	Local Scholar	56
Films & Videos	30	Sample Evaluation Form for	
		Participants	57
<b><u>Section 7: Tips for Scholars</u></b>	<b>33</b>	Reporting and Evaluation Form	59
Do's & Don'ts	33		
Dealing with Problem Situations	34	<b><u>Section 12: Online Resources</u></b>	<b>61</b>
		Electronic Discussion List	61
		Related Websites	62
		Online Site Support Notebook	66

# INTRODUCTION

## **What is *Let's Talk About It*?**

*Let's Talk About It* is a reading and discussion series led by local scholars and organized around themes that engage and stimulate audiences. It was pioneered by the American Library Association (ALA) on a national level in 1982. *Let's Talk About It* has reached hundreds of libraries and more than four million people around the United States in the past 30 years.

The ALA Public Programs Office and the National Endowment for the Humanities (NEH) are pleased to offer five themes exploring “Muslim Journeys” through works of literature, history, poetry, memoir, essays, interviews, and more. *Let's Talk About It: Muslim Journeys* aims to encourage informed community conversations about the histories, faith, and cultures of Muslims around the world, and engender a love of literature, history and community discussion through the *Let's Talk About It* model.

## **How will *Let's Talk About It: Muslim Journeys* programs work at my library?**

Participating libraries choose one of the themes (see Section 3: Themes, Books and Program Materials, page 16) and plan a series of reading and discussion programs typically taking place at the library every 2 to 4 weeks (depending on local library preference). The library is responsible for recruiting a scholar to lead each discussion, and promoting the programs to the widest possible public audience. Each of the themes includes a series of five titles to be read and discussed in sequence, accompanied by a scholarly essay.

Each essay, written by a national project scholar, will introduce the theme and illuminate discussion. Libraries will need to purchase and/or acquire the books for their collections and for participant use. See Section 3 for more about ordering materials.

## **What makes *Let's Talk About It* unique?**

- It is designed for libraries.
- The readings are organized around an overarching theme.
- Reading and discussion groups explore the theme through the lens of the humanities – that is, by relating the readings to historical trends and events, other works of literature, philosophical and ethical considerations.
- A humanities scholar, often a professor from a local college or university, presents a short talk at the beginning of each discussion session to help focus and provoke discussion.
- The discussion is led or facilitated by the humanities scholar.

# LET'S TALK ABOUT IT: MUSLIM JOURNEYS SCHEDULE OF PROGRAMS

## **Troy University-Dothan Library**

Dothan, AL  
Pathways of Faith  
The Children of Abraham: 01/12/2014  
Muhammad: A Very Short Introduction: 02/02/2014  
The Story of the Qur'an: 02/23/2014  
The Art of Hajj: 03/09/2014  
Rumi: Poet and Mystic: 03/23/2014

## **Dean B. Ellis Library - Arkansas State University**

State University, AR  
Pathways of Faith  
The Children of Abraham: 04/02/2014  
Muhammad: A Very Short Introduction: 04/16/2014  
The Story of the Qur'an: 04/30/2014  
The Art of Hajj: 05/14/2014  
Rumi: Poet and Mystic: 05/28/2014

## **Pepperdine University Libraries**

Malibu, CA  
Pathways of Faith  
The Children of Abraham: 01/21/2014  
Muhammad: A Very Short Introduction: 02/11/2014  
The Story of the Qur'an: 03/04/2014  
The Art of Hajj: 03/25/2014  
Rumi: Poet and Mystic: 04/15/2014

## **Pleasant Hill Library**

Pleasant Hill, CA  
Connected Histories  
When Asia Was the World: 01/25/2014  
The House of Wisdom: 02/15/2014  
The Ornament of the World: 03/08/2014  
Leo Africanus: 03/29/2014  
In an Antique Land: 04/19/2014

## **University of Redlands, Armacost Library**

Redlands, CA  
Points of View  
In the Country of Men: 09/28/2013  
Persepolis: The Story of a Childhood: 10/26/2013  
House of Stone: 11/22/2013  
Broken Verses: 01/25/2014  
Dreams of Trespass: 02/22/2014

## **San Diego Public Library**

San Diego, CA  
Connected Histories  
When Asia Was the World: 01/13/2014  
The House of Wisdom: 02/03/2014  
The Ornament of the World: 02/24/2014  
Leo Africanus: 03/17/2014  
In an Antique Land: 04/07/2014

## **San Jose State University Research Foundation,**

**Dr. Martin Luther King Jr. Library**  
San Jose, CA - Literary Reflections  
The Arabian Nights: 10/01/2013  
The Conference of the Birds: 11/05/2013  
Snow: 02/04/2014  
Dreams of Trespass: 03/04/2014  
Minaret: 04/08/2014

## **Grace Mellman Community Library**

Temecula, CA  
Points of View  
In the Country of Men: 04/28/2014  
Persepolis: The Story of a Childhood: 05/26/2014  
House of Stone: 06/30/2014  
Broken Verses: 07/28/2014  
Dreams of Trespass: 08/25/2014

## **Ventura College Library**

Ventura, CA  
Points of View  
In the Country of Men: 10/09/2013  
Persepolis: The Story of a Childhood: 11/13/2013  
House of Stone: 01/15/2014  
Broken Verses: 02/12/2014  
Dreams of Trespass: 03/12/2014

## **Gilpin County Public Library**

Black Hawk, CO  
Literary Reflections  
The Arabian Nights: 01/11/2014  
The Conference of the Birds: 01/25/2014  
Snow: 02/08/2014  
Dreams of Trespass: 02/22/2014  
Minaret: 03/08/2014

## **High Plains Library District**

Greeley, CO  
Points of View  
In the Country of Men: 09/17/2013  
Persepolis: The Story of a Childhood: 09/24/2013  
House of Stone: 10/08/2013  
Broken Verses: 10/22/2013  
Dreams of Trespass: 11/05/2013

## **Wilkinson Public Library**

Telluride, CO  
Connected Histories  
When Asia Was the World: 09/10/2013  
The House of Wisdom: 10/08/2013  
The Ornament of the World: 11/12/2013  
Leo Africanus: 01/14/2014  
In an Antique Land: 02/11/2014



**Georgia Southern University, Zach S. Henderson Library**

Statesboro, GA  
Pathways of Faith  
The Children of Abraham: 01/28/2014  
Muhammad: A Very Short Introduction: 02/18/2014  
The Story of the Qur'an: 03/11/2014  
The Art of Hajj: 04/01/2014  
Rumi: Poet and Mystic: 04/22/2014

**Athens Regional Library System/Oconee County Library**

Watkinsville, GA  
Pathways of Faith  
The Children of Abraham: 01/21/2014  
Muhammad: A Very Short Introduction: 02/11/2014  
The Story of the Qur'an: 03/04/2014  
The Art of Hajj: 03/25/2014  
Rumi: Poet and Mystic: 05/15/2014

**Bettendorf Public Library**

Bettendorf, IA  
American Stories  
Prince Among Slaves: 04/16/2014  
The Columbia Sourcebook (selections): 05/14/2014  
Acts of Faith: 06/18/2014  
A Quiet Revolution: 07/16/2014  
The Butterfly Mosque: 08/20/2014

**Ada Community Library**

Boise, ID  
Points of View  
In the Country of Men: 09/10/2013  
Persepolis: The Story of a Childhood: 10/01/2013  
House of Stone: 10/22/2013  
Broken Verses: 11/12/2013  
Dreams of Trespass: 12/03/2013

**Eastern Illinois University, Booth Library**

Charleston, IL  
Pathways of Faith  
The Children of Abraham: 09/18/2013  
Muhammad: A Very Short Introduction: 10/02/2013  
The Story of the Qur'an: 10/16/2013  
The Art of Hajj: 10/30/2013  
Rumi: Poet and Mystic: 11/13/2013

**Northeastern Illinois University, Ronald Williams Library**

Chicago, IL - Points of View  
In the Country of Men: 09/19/2013  
Persepolis: The Story of a Childhood: 11/21/2013  
House of Stone: 02/20/2014  
Broken Verses: 05/22/2014  
Dreams of Trespass: 07/17/2014

**DeKalb Public Library**

DeKalb, IL  
American Stories  
Prince Among Slaves: 09/23/2013  
The Columbia Sourcebook (selections): 10/28/2013  
Acts of Faith: 11/25/2013  
A Quiet Revolution: 01/27/2013  
The Butterfly Mosque: 02/24/2013

**Evanston Public Library**

Evanston, IL  
Pathways of Faith  
The Children of Abraham: 09/08/2013  
Muhammad: A Very Short Introduction: 11/10/2013  
The Story of the Qur'an: 01/19/2014  
The Art of Hajj: 03/09/2014  
Rumi: Poet and Mystic: 05/11/2014

**Frankfort Public Library District**

Frankfort, IL  
Pathways of Faith  
The Children of Abraham: 11/07/2013  
Muhammad: A Very Short Introduction: 01/09/2014  
The Story of the Qur'an: 03/13/2014  
The Art of Hajj: 05/08/2014  
Rumi: Poet and Mystic: 07/10/2014

**Matteson Public Library**

Matteson, IL  
Pathways of Faith  
The Children of Abraham: 11/11/2013  
Muhammad: A Very Short Introduction: 12/09/2013  
The Story of the Qur'an: 01/13/2014  
The Art of Hajj: 02/10/2014  
Rumi: Poet and Mystic: 03/10/2014

**Moline Public Library**

Moline, IL  
Literary Reflections  
The Arabian Nights: 02/18/2014  
The Conference of the Birds: 03/18/2014  
Snow: 04/15/2014  
Dreams of Trespass: 05/20/2014  
Minaret: 06/17/2014

**Monmouth College, Hewes Library**

Monmouth, IL  
American Stories  
Prince Among Slaves: 09/05/2013  
The Columbia Sourcebook (selections): 09/19/2013  
Acts of Faith: 10/03/2013  
A Quiet Revolution: 10/17/2013  
The Butterfly Mosque: 11/07/2013

**Montgomery College, Takoma Park-Silver Spring Library**

Takoma Park, MD - Pathways of Faith  
The Children of Abraham: 02/18/2014  
Muhammad: A Very Short Introduction: 03/04/2014  
The Story of the Qur'an: 03/25/2014  
The Art of Hajj: 04/08/2014  
Rumi: Poet and Mystic: 04/22/2014

**Towson University Albert S. Cook Library**

Towson, MD  
Points of View  
In the Country of Men: 02/02/2014  
Persepolis: The Story of a Childhood: 02/09/2014  
House of Stone: 02/16/2014  
Broken Verses: 02/23/2014  
Dreams of Trespass: 03/02/2014

**Dearborn Public Library**

Dearborn, MI  
Connected Histories  
When Asia Was the World: 09/17/2013  
The House of Wisdom: 10/08/2013  
The Ornament of the World: 10/29/2013  
Leo Africanus: 11/19/2013  
In an Antique Land: 12/10/2013

**Michigan State University Libraries**

East Lansing, MI  
Pathways of Faith  
The Children of Abraham: 01/30/2014  
Muhammad: A Very Short Introduction: 02/13/2014  
The Story of the Qur'an: 02/27/2014  
The Art of Hajj: 03/13/2014  
Rumi: Poet and Mystic: 03/27/2014

**Fremont Area District Library**

Fremont, MI  
Connected Histories  
When Asia Was the World: 08/15/2013  
The House of Wisdom: 09/19/2013  
The Ornament of the World: 10/17/2013  
Leo Africanus: 11/14/2013  
In an Antique Land: 12/12/2013

**Peter White Public Library**

Marquette, MI  
Literary Reflections  
The Arabian Nights: 09/03/2013  
The Conference of the Birds: 09/09/2013  
Snow: 10/12/2013  
Dreams of Trespass: 11/04/2013  
Minaret: 11/12/2013

**Monroe County Community Colleges, Learning Resource Centers**

Monroe, MI  
American Stories  
Prince Among Slaves: 10/08/2013  
The Columbia Sourcebook (selections): 11/12/2013  
Acts of Faith: 01/14/2014  
A Quiet Revolution: 02/11/2014  
The Butterfly Mosque: 03/11/2014

**Stair Public Library**

Morenci, MI  
Points of View  
In the Country of Men: 10/03/2013  
Persepolis: The Story of a Childhood: 11/07/2013  
House of Stone: 12/05/2013  
Broken Verses: 01/09/2014  
Dreams of Trespass: 02/06/2014

**North Central Michigan College Library**

Petoskey, MI  
Connected Histories  
When Asia Was the World: 10/11/2013  
The House of Wisdom: 11/06/2013  
The Ornament of the World: 12/04/2013  
Leo Africanus: 02/05/2014  
In an Antique Land: 03/12/2014

**Saginaw Valley State University, Zahnow Library**

University Center, MI  
Connected Histories  
When Asia Was the World: 11/13/2013  
The House of Wisdom: 01/08/2014  
The Ornament of the World: 02/12/2014  
Leo Africanus: 03/12/2014  
In an Antique Land: 04/09/2014

**Macomb Community College Library**

Warren, MI  
Points of View  
In the Country of Men: 09/10/2013  
Persepolis: The Story of a Childhood: 11/12/2013  
House of Stone: 01/14/2014  
Broken Verses: 03/11/2014  
Dreams of Trespass: 05/13/2014

**University of Minnesota Duluth Library**

Duluth, MN  
Pathways of Faith  
The Children of Abraham: 10/10/2013  
Muhammad: A Very Short Introduction: 11/07/2013  
The Story of the Qur'an: 02/20/2013  
The Art of Hajj: 03/20/2014  
Rumi: Poet and Mystic: 04/10/2014

**Pease Public Library**

Plymouth, NH  
 Points of View  
 In the Country of Men: 09/24/2013  
 Persepolis: The Story of a Childhood: 10/22/2013  
 House of Stone: 11/05/2013  
 Broken Verses: 11/19/2013  
 Dreams of Trespass: 12/03/2013

**Bernards Township Library**

Basking Ridge, NJ  
 Points of View  
 In the Country of Men: 10/24/2013  
 Persepolis: The Story of a Childhood: 11/21/2013  
 House of Stone: 03/20/2014  
 Broken Verses: 04/24/2014  
 Dreams of Trespass: 05/22/2014

**Rowan University, Campbell Library**

Glassboro, NJ  
 Connected Histories  
 When Asia Was the World: 09/09/2013  
 The House of Wisdom: 09/23/2013  
 The Ornament of the World: 10/07/2013  
 Leo Africanus: 10/21/2013  
 In an Antique Land: 11/04/2013

**Hudson County Community College Library**

Jersey City, NJ  
 American Stories  
 Prince Among Slaves: 10/11/2013  
 The Columbia Sourcebook (selections): 10/25/2013  
 Acts of Faith: 11/08/2013  
 A Quiet Revolution: 02/21/2014  
 The Butterfly Mosque: 03/14/2014

**Fairleigh Dickinson University Library**

Madison, NJ  
 American Stories  
 Prince Among Slaves: 09/19/2013  
 The Columbia Sourcebook (selections): 10/24/2013  
 Acts of Faith: 11/28/2013  
 A Quiet Revolution: 02/13/2014  
 The Butterfly Mosque: 03/13/2014

**Central New Mexico Community College Library**

Albuquerque, NM  
 Pathways of Faith  
 The Children of Abraham: 09/26/2013  
 Muhammad: A Very Short Introduction: 10/10/2013  
 The Story of the Qur'an: 10/24/2013  
 The Art of Hajj: 11/07/2013  
 Rumi: Poet and Mystic: 11/21/2013

**New Mexico Highlands University, Thomas C. Donnelly Library**

Las Vegas, NM - Literary Reflections  
 The Arabian Nights: 09/05/2013  
 The Conference of the Birds: 09/26/2013  
 Snow: 10/17/2013  
 Dreams of Trespass: 11/07/2013  
 Minaret: 12/05/2013

**Briarcliff Manor Public Library**

Briarcliff Manor, NY  
 Points of View  
 In the Country of Men: 02/06/2014  
 Persepolis: The Story of a Childhood: 03/06/2014  
 House of Stone: 04/03/2014  
 Broken Verses: 05/01/2014  
 Dreams of Trespass: 06/05/2014

**College at Brockport, Drake Memorial Library**

Brockport, NY  
 Literary Reflections  
 The Arabian Nights: 01/30/2014  
 The Conference of the Birds: 02/20/2014  
 Snow: 03/13/2014  
 Dreams of Trespass: 04/03/2014  
 Minaret: 04/24/2014

**Hostos Community College Library**

Bronx, NY  
 Points of View  
 In the Country of Men: 10/15/2013  
 Persepolis: The Story of a Childhood: 11/12/2013  
 House of Stone: 03/11/2014  
 Broken Verses: 04/15/2014  
 Dreams of Trespass: 04/29/2014

**New York City College of Technology Library**

Brooklyn, NY  
 American Stories  
 Prince Among Slaves: 10/16/2013  
 The Columbia Sourcebook (selections): 11/20/2013  
 Acts of Faith: 02/19/2014  
 A Quiet Revolution: 03/19/2014  
 The Butterfly Mosque: 04/16/2014

**East Meadow Public Library**

East Meadow, NY  
 American Stories  
 Prince Among Slaves: 10/08/2013  
 The Columbia Sourcebook (selections): 11/12/2013  
 Acts of Faith: 12/10/2013  
 A Quiet Revolution: 01/14/2014  
 The Butterfly Mosque: 02/11/2014

**Middletown Free Library**

Lima, PA  
 American Stories  
 Prince Among Slaves: 09/14/2013  
 The Columbia Sourcebook (selections): 10/12/2013  
 Acts of Faith: 11/09/2013  
 A Quiet Revolution: 12/14/2013  
 The Butterfly Mosque: 01/11/2013

**Lower Macungie Library**

Macungie, PA  
 American Stories  
 Prince Among Slaves: 04/03/2014  
 The Columbia Sourcebook (selections): 04/10/2014  
 Acts of Faith: 04/17/2014  
 A Quiet Revolution: 04/24/2014  
 The Butterfly Mosque: 05/01/2014

**Carnegie Library of Pittsburgh-Main**

Pittsburgh, PA  
 Literary Reflections  
 The Arabian Nights: 10/29/2013  
 The Conference of the Birds: 11/19/2013  
 Snow: 12/10/2013  
 Dreams of Trespass: 01/07/2014  
 Minaret: 01/28/2014

**Indian Valley Public Library**

Telford, PA  
 Connected Histories  
 When Asia Was the World: 02/02/2014  
 The House of Wisdom: 02/23/2014  
 The Ornament of the World: 03/16/2014  
 Leo Africanus: 04/06/2014  
 In an Antique Land: 04/27/2014

**Allen University, J.S. Flipper Library**

Columbia, SC  
 American Stories  
 Prince Among Slaves: 08/23/2013  
 The Columbia Sourcebook (selections): 11/16/2013  
 Acts of Faith: 02/25/2014  
 A Quiet Revolution: 03/04/2014  
 The Butterfly Mosque: 08/12/2014

**Coastal Carolina University, Kimbel Library**

Conway, SC  
 Pathways of Faith  
 The Children of Abraham: 09/17/2013  
 Muhammad: A Very Short Introduction: 10/01/2013  
 The Story of the Qur'an: 10/15/2013  
 The Art of Hajj: 11/05/2013  
 Rumi: Poet and Mystic: 11/19/2013

**West Texas A&M University, Cornette Library**

Canyon, TX  
 Connected Histories  
 When Asia Was the World: 09/19/2013  
 The House of Wisdom: 11/21/2013  
 The Ornament of the World: 01/16/2014  
 Leo Africanus: 03/20/2014  
 In an Antique Land: 05/15/2014

**University of North Texas Libraries' Digital Scholarship Co-Operative**

Denton, TX  
 American Stories  
 Prince Among Slaves: 10/04/2013  
 The Columbia Sourcebook (selections): 11/08/2013  
 Acts of Faith: 02/07/2014  
 A Quiet Revolution: 03/07/2014  
 The Butterfly Mosque: 04/04/2014

**Texas Christian University Library**

Fort Worth, TX  
 Connected Histories  
 When Asia Was the World: 01/23/2014  
 The House of Wisdom: 02/06/2014  
 The Ornament of the World: 02/20/2014  
 Leo Africanus: 03/06/2014  
 In an Antique Land: 03/20/2014

**Houston Community College Northwest Library**

Houston, TX  
 Points of View  
 In the Country of Men: 09/27/2013  
 Persepolis: The Story of a Childhood: 10/24/2013  
 House of Stone: 01/30/2014  
 Broken Verses: 02/27/2014  
 Dreams of Trespass: 03/27/2014

**Smithville Public Library**

Smithville, TX  
 Points of View  
 In the Country of Men: 09/16/2013  
 Persepolis: The Story of a Childhood: 01/20/2014  
 House of Stone: 03/24/2014  
 Broken Verses: 05/19/2014  
 Dreams of Trespass: 06/30/2014

**Loudoun County Public Library**

Leesburg, VA  
 American Stories  
 Prince Among Slaves: 09/18/2013  
 The Columbia Sourcebook (selections): 09/25/2013  
 Acts of Faith: 10/02/2013  
 A Quiet Revolution: 10/09/2013  
 The Butterfly Mosque: 10/16/2013

**North Carolina Humanities Council**

Greensboro, NC  
 American Stories  
 Davie County Public Library, Braswell Memorial Library  
 Prince Among Slaves: 01/09/2014, 03/06/2014  
 The Columbia Sourcebook (selections): 01/23/2014, 03/20/2014  
 Acts of Faith: 02/06/2014, 04/03/2014  
 A Quiet Revolution: 02/20/2014, 04/17/2014  
 The Butterfly Mosque: 03/06/2014, 05/01/2014

**Oklahoma Humanities Council**

Oklahoma City, OK  
 American Stories  
 Institute of Interfaith Dialog, Conners State College  
 Prince Among Slaves: 09/03/2013, 08/22/2013  
 The Columbia Sourcebook (selections): 09/24/2013, 09/19/2013  
 Acts of Faith: 10/15/2013, 10/17/2013  
 A Quiet Revolution: 11/05/2013, 11/14/2013  
 The Butterfly Mosque: 11/26/2013  
 The Butterfly Mosque: 12/12/2013

**The Humanities Council SC**

Columbia, SC  
 Points of View  
 Seneca Branch of the Oconee County Library, Chapin Memorial Library  
 In the Country of Men: 09/09/2013, 01/15/2014  
 Persepolis: The Story of a Childhood: 10/07/2013, 01/29/2014  
 House of Stone: 10/28/2013, 02/12/2014  
 Broken Verses: 11/18/2013, 02/26/2014  
 Dreams of Trespass: 12/09/2013, 03/12/2014

**Humanities Tennessee**

Nashville, TN  
 Points of View  
 In the Country of Men: 01/13/2014, 09/10/2013  
 Persepolis: The Story of a Childhood: 01/27/2014, 09/24/2013  
 House of Stone: 02/10/2014, 10/08/2013  
 Broken Verses: 02/24/2014, 10/22/2013  
 Dreams of Trespass: 03/10/2014, 11/05/2013

**Utah Humanities Council**

Salt Lake City, UT  
 American Stories  
 Salt Lake City Public Library, Utah Cultural Celebration Center  
 Prince Among Slaves: 10/08/2013, 12/03/2013  
 The Columbia Sourcebook (selections): 10/15/2013, 12/10/2013  
 Acts of Faith: 10/22/2013, 01/07/2013  
 A Quiet Revolution: 11/05/2013, 01/14/2013  
 The Butterfly Mosque: 11/12/2013, 01/21/2013

**Vermont Humanities Council**

Montpelier, VT  
 Literary Reflections  
 Fletcher Free Library, Brooks Memorial Library  
 The Arabian Nights: 09/12/2013, 03/12/2014  
 The Conference of the Birds: 09/26/2013, 03/26/2014  
 Snow: 10/10/2013, 04/09/2014  
 Dreams of Trespass: 10/24/2013, 04/23/2014  
 Minaret: 11/07/2013, 05/11/2014

**Wyoming Humanities Council**

Laramie, WY  
 Points of View  
 Laramie County Library, Albany County Library  
 In the Country of Men: 01/28/2014, 01/29/2014  
 Persepolis: The Story of a Childhood: 02/18/2014, 02/19/2014  
 House of Stone: 03/26/2014, 03/26/2014  
 Broken Verses: 04/22/2014, 04/23/2014  
 Dreams of Trespass: 05/20/2014, 05/21/2014

**Updates to these schedules will be posted on Programming Librarian's Muslim Journeys website (<http://www.programminglibrarian.org/muslimjourneys.html>). Please send any schedule changes to [publicprograms@ala.org](mailto:publicprograms@ala.org) for posting.**

Islam has long provided a source of inspiration through which Muslims experience, understand, and guide their everyday lives. The readings for this theme can be seen as literary reflections on Muslim piety and communal concepts such as ethics, governance, knowledge, and identity. Each one reveals transformations in faith and identity, as Muslims living at different times and in different places have interpreted Islamic traditions to meet their distinctive cultural realities and spiritual needs.

### **Pathways of Faith, developed by Frederick M. Denny, University of Colorado**

- *The Children of Abraham: Judaism, Christianity, Islam* by F. E. Peters
- *Muhammad: A Very Short Introduction* by Jonathan A. C. Brown
- *The Story of the Qur'an: Its History and Place in Muslim Life* by Ingrid Mattson
- *The Art of Hajj* by Venetia Porter
- *Rumi: Poet and Mystic*, edited and translated by Reynold A. Nicholson (currently out of print—see instead *A Rumi Anthology*, edited and translated by Reynolds A. Nicholson)

Following the correct pathway to spiritual fulfillment and success is a key Islamic principle. Readings for this theme explore the basic requirements for learning and obeying the precepts of the Qur'an, following Muhammad's teachings, and engaging in specific formal practices. Also introduced are the pathways leading from Judaism and Christianity to Islam, the youngest of the three Abrahamic religions; the divergent paths followed by the Sunni and Shia communities; and the mystical routes to spiritual fulfillment known as Sufism.

### **Points of View, developed by Deborah Amos, international correspondent, National Public Radio**

- *In the Country of Men* by Hisham Matar
- *Persepolis: The Story of a Childhood* by Marjane Satrapi
- *House of Stone* by Anthony Shadid
- *Broken Verses* by Kamila Shamsie
- *Dreams of Trespass* by Fatima Mernissi

The drama of conflict, chaos, and war come to Western readers in daily newspaper stories, but the news gives us scant details about how people live their lives in Islamabad, Fez, Cairo, or Tehran. Through the titles in "Points of View," readers will encounter individual experiences in Muslim-majority societies through memoirs and novels representing a diverse geography and some of the best contemporary storytelling.

## **Essays**

National project scholars have written thoughtful and reflective essays that inform each theme. Each thematic essay is a discussion tool and guidepost for local scholar and participant alike. Each *Let's Talk About It* participant should be given the essay in advance of the first discussion session. Thirty printed copies will be mailed to participating libraries, and additional copies of the essay may be downloaded and printed from the Online Site Support Notebook (see Section 12: Online Resources, page 66).

The possibility of higher-than-estimated participation is another reason to contact local bookstores in advance and work out favorable purchasing arrangements for participants. Encourage the bookstores to create window displays featuring *Let's Talk About It: Muslim Journeys* books and publicizing the discount.

**E-books:** You may wish to purchase e-book versions of any Muslim Journeys title that is available, via your usual e-book vendor. Title-specific availability, format(s) and pricing details are available via the Online Site Support Notebook.



## Planning the Series

Good programs are the result of good planning. After your project goals are in place, review your timeline and break your planning process down to construct a practical working timeline that will enable you to complete an excellent *Let's Talk About It* series. The following checklist should help you give yourself enough time to produce a well-organized reading and discussion series.

- Prepare a project budget
- Recruit program scholar(s)
- Select program dates, times
- Recruit potential program partners
- Apply for funding
- Receive funding: (*Congratulations! You have been awarded an LTAI grant and are already this far along in the planning process.*)
- Alert library staff, Friends, Board
- Secure "buy-in" from library staff and administration
- Apply for matching funding, contact potential sponsors
- Contact scholar, program partners with notification of grant award
- Reserve meeting space
- Finalize marketing plan
- Order any additional books, alert local book stores
- Finalize audience recruitment plan
- Publicize reading and discussion series
- Distribute publicity materials to program partners
- Place ads, public service announcements
- Put together staffing plan; if need be, recruit discussion group leaders
- Track potential participants through sign-up system
- Order refreshments
- Distribute program materials to pre-registered participants
- Last minute confirmations with scholar, partner organizations
- Send email reminders to registrants (week or day before sessions)
- Hold discussion sessions
- Monitor book circulation
- Publicize throughout series
- Conduct evaluation of each program
- Collect end-of-series evaluations from participants and scholars
- Submit ALA/NEH online final report (due September 30, 2014)

Not all of these steps may be necessary for your program series, or you may come up with other items for your checklist – tailor the checklist to fit your library's needs.



## Working with a Project Scholar

Finding and contacting a scholar(s) for your series is only the first step; working with them so you have a mutual understanding of program goals and expectations is what will make this a successful experience for the participants, the scholar, the partners and you.

- This is not a college-level class – people are participating for the pleasure of reading and talking about the things they’ve read. They want to learn about – but not necessarily major in – the subject or subjects introduced by the themes. Make sure your scholar understands this and has experience working with non-college student audiences.
- Try to “interview” the scholar before making your selection. Ask if they’ve worked with library audiences or out-of-school adults before; gauge their interest in the overall subject; ask for a short biographical statement or other background information.
- Make some educated guesses about the general characteristics of your audience (age, interests, education, etc.) and share that information with the scholar.
- Be clear about the format – an opening set of remarks from the scholar, usually not more than 20-25 minutes, followed by discussion for the rest of the program.
- Be clear about the scholar’s role – the scholar is not only to take the lead in the opening remarks, but also to facilitate participation by the group during the discussion portion of the program.
- The scholar may want to prepare points for discussion for the group, based on the theme, books and essay. These discussion points may be distributed to participants in advance of the sessions, along with the rest of the program materials.
- Outline the commitment from the library and the commitment from the scholar in writing – include honorarium to be paid, any expenses to be covered, and schedule of all programs.
- Provide the scholar with any background materials you feel would be helpful, including the theme essay, copies of the books, related articles, “typical questions,” or prompts for discussion, copies of PR materials, roster of pre-registered attendees, etc.
- If you’ve held *Let’s Talk About It* programs before, share some of the comments from participants’ evaluation forms, to give the scholar an idea of what to expect.
- Involve the scholar in publicity, such as an interview with a local newspaper or magazine about the program. Encourage the scholar to market the series to his or her own network.
- Keep the scholar informed throughout the process. Let them know how pre-registration and publicity progress. If you receive feedback from participants after each session, share their comments with the scholar.

*See Section 7, page 33 for reading and discussion program tips to share with your scholar.*

## Group Size

There is no magic number for the best group size. You want to make this program available to the largest number of people who will make an active commitment to participate. If the group is large, either break into smaller groups for discussion or plan to hold the program at additional times, and/or venues. Asking people to pre-register by signing up in advance for these programs is the best way to predict group size, as well as to ensure a commitment to attendance.

If you know you will have very large attendance and opt to break up into small discussion groups, recruit staff or experienced volunteers to serve as discussion leaders. Under this model, the scholar floats between the discussion groups.

## Day of the Program Checklist

The following items should be in place before the start of each program. An affirmative answer to the following questions should mean you are ready to go.

- Staff:** Has staff been alerted to the program location?
- Signage:** Are there signs telling people where to go?
- Room Set-up:** Are the chairs, nametags, and sign-in sheets in place?
- Refreshments:** Have you checked delivery and setup?
- Scholar:** Has the scholar been called to confirm directions, time, place, and other arrangements?
- Volunteers:** Do volunteers and staff have all the necessary information?
- Pre-registration:** Have participants who signed up for the program in advance picked up their program materials? Do you have a sign-in sheet ready for the program?
- Introductions & Acknowledgements:** Have you prepared introductions and a list of funders, sponsors, partners, and others to thank?
- Reminder email:** Have you sent a reminder email to pre-registrants?
- Greetings:** Has someone been designated to greet participants as they arrive?

## Program Support Materials

### Promotional Materials

Each library will receive the following printed promotional materials, to support *Let's Talk About It: Muslim Journeys* programs:

- 200 bookmarks for distribution to library patrons.
- 5 theme-specific posters to display around your library or other strategic community locations to promote the upcoming program series.
- 30 copies of the national project scholar's thematic essay, to be distributed to program participants.

### **Online Site Support Notebook**

The Online Site Support Notebook, plus additional downloadable logos and promotional materials, may be found on Programming Librarian's Muslim Journeys website. Some content available through this site is password-protected, so libraries will need to use the instructions in Online Resources (page 66) to access restricted files.

## RELATED PROGRAMMING

### Programming Ideas

The five scholar-led discussion sessions corresponding to the books in the series are the minimum requirement for participating *Let's Talk About It: Muslim Journeys* libraries. Libraries are encouraged to hold related programs such as film series, forums, receptions, lectures, and related exhibits, to expand the reach and impact of the *Let's Talk About It: Muslim Journeys* series. Here are some suggestions and ideas for related programs:

#### Programming Ideas for Muslim Journeys

- Host a Muslim Journeys welcome celebration with a display of the *Bridging Cultures* Bookshelf books, films, and promotional materials. Include readers' guides to selected topics or titles in the set, give away bookmarks, and feature readings from the books.
- Present a discussion of the books and films on local cable TV and radio programs.
- Host an exhibition of local collections of Islamic art in your library, kicked off with a launch event highlighting the Muslim Journeys collection materials.
- Present a scholar-facilitated discussion of a topic in Islamic history or culture, drawing on the Muslim Journeys themes and resources.
- Schedule a lecture by a local scholar with expertise in the program themes.
- Host an event celebrating the poetic voices of Muslim-majority societies, featuring readings from *Rumi: Poet and Mystic* and other related works already in your library's collection. You may also consider launching a "One Community, Many Poems" program, encouraging your community to read and discuss Islamic poetry.
- Invite a local storyteller to present readings from *The Arabian Nights*, or partner with a community or school theatre group to host a staged reading of selections or an adaptation.
- Create a Muslim Journeys webpage featuring the titles of the books, including images of the book jackets, book quotes, and patron or staff reviews. Have a librarian moderate an online discussion through the library's blog or Facebook account.
- Ask the local newspaper, cable access television station, or radio station to feature a story or editorial about the Muslim Journeys collection and your library's related programs. Be sure to contact book editors and well as news and feature editors.

earthly world, and the moment of suffering experienced by Hashem at the end of the film that brings him closer to enlightenment. (Literary Reflections)

- ***Inside the Koran: A Journey into the Heart of Islam* (Antony Thomas, director, 2008):** An acclaimed documentary film, *Inside the Koran* focuses on the Islamic holy scripture by means of a topical treatment of its teachings in the everyday life of Muslims in the real world. These topics include the relationship between the sexes, Islam's roots in Judaism and Christianity, tolerance and intolerance both within and beyond Muslim contexts, the differences between Sunni and Shia Islam, crime and punishment, and the ways in which the Qur'an is printed, reproduced, and dispersed globally. Some controversial issues are addressed about how the scriptural text evolved from early Islamic history into its contemporary canonical form. The film concludes with a discussion of the "twenty-first-century Qur'an," with a focus on the impact of the Internet. (Pathways of Faith)
- ***Journey to Mecca: In the Footsteps of Ibn Battuta* (Bruce Neibaur, director, 2009):** This superb production dramatically traces the pilgrimage of the legendary medieval Muslim traveler Ibn Battuta from his home city of Tangiers to the sacred Arabian city of Mecca in 1325 CE. The narrative is based on Ibn Battuta's personal diary account of the journey, which included being attacked by bandits and suffering through sandstorms, among other dangers. After crossing all of North Africa, Ibn Battuta was persuaded by a new friend to join a caravan of 10,000 pilgrims journeying south from Damascus to Mecca in relative safety. Ibn Battuta and his fellow Muslims are portrayed by excellent actors, and the sacred sites are rendered with convincing medieval settings and details. But the film is also a presentation of the ritual details of the hajj as the narrative switches in a respectfully entertaining manner from the historical settings to the contemporary context. The action flows in its proper liturgical pattern in the Mecca of today, with its tall modern buildings overlooking the ancient open-air hajj mosque with its central cubical Ka'aba structure marking the center of the world for Muslims, toward which they prostrate themselves from all directions on the globe in their five daily prayers. (Pathways of Faith)
- ***Me and the Mosque* (Zarqa Nawaz, director, 2005), [www.nfb.ca/film/me\\_and\\_mosque](http://www.nfb.ca/film/me_and_mosque):** This documentary film nicely complements Leila Ahmed's book *A Quiet Revolution* on the Muslim Journeys Bookshelf. It tells the story of Muslim women's struggle for social justice within mosques in North America. It also demonstrates how Islamist struggles for social justice have influenced a new generation of Muslim women activists fighting for gender equality in Islam. (American Stories)
- ***Stand Up: Muslim-American Comics Come of Age* (Glenn Baker, Omar Naim, directors, 2009):** Following the attacks of 9/11, American Muslims came under suspicion from both the government and their fellow Americans. This hilarious PBS documentary shows how five American Muslims employed comedy as a means of expressing American Muslim experiences to a national audience. (American Stories)

# READING & DISCUSSION GROUP TIPS FOR SCHOLARS

## Reading and Discussion Group Do's and Don'ts

### Do's

- Be sure that everyone wears a nametag to help the participants become acquainted with each other.
- Suggest that the group form a circle, if possible, so that each person can see all the members of the group and the format is less like a classroom.
- Make certain that everyone who wants to participate has a chance to do so.
- Help keep the group on track.
- Aim to be the "leader" as little as possible.
- Accept and acknowledge the ideas of all group members.
- Look mainly at the overall group atmosphere. Don't overreact to the needs of specific individuals.
- Listen attentively to what each member has to say. Listen in such a manner that members will see that you are listening and are genuinely interested.
- Encourage wide participation by occasionally asking if there are alternate points of view.

### Don'ts

- Don't require members to ask for permission to speak.
- Don't require members to speak only to you.
- Don't preach or teach. Avoid advocacy.
- Don't take sides or argue on any issue.
- Don't manipulate the discussion or inhibit its flow.
- Don't push people to participate before they feel ready.
- Don't embarrass any member.
- Don't hog the spotlight.

## PROMOTION

To draw the audience you seek and create awareness about your *Let's Talk About It* series, your library needs to plan and implement an effective promotional campaign. The following guidelines are intended to help you launch a successful campaign. Included are general suggestions for promotional activities and sample media materials.

**Please note: All promotional materials must carry the funder credit line and/or logos that appear in the Sponsor Credits and Acknowledgements section. Libraries are required to follow credit guidelines in all promotions.**

### Getting Started

To meet media and other deadlines, you will need to start promoting your *Let's Talk About It* series two months in advance.

First, determine your target audience, goals for audience size and the best communication methods for this program. Involving your fellow staff members in program planning can be a great way to start determining these things and foster new ideas and additional support and enthusiasm. Try holding a mini-workshop or brainstorming session. During this session:

- Emphasize the potential for recruiting new users and building support for the library.
- Communicate the goals for your program – what audiences you wish to reach, what you wish to accomplish.
- Assign staff with various interests/talents to work in small groups to carry out the goals.

Additionally, share your program plans with the library director, board, Friends and other library support groups and invite their ideas and cooperation.

### Defining the Target Audience

General promotional materials such as postcards, flyers, press releases, and advertisements are great vehicles for reaching a general audience of mixed ages and backgrounds. Certainly, there are also several groups in your community that will be very interested in your *Let's Talk About It* series. These groups can provide support through passing information about the series onto members of their organization who may be interested in attending or providing financial, programmatic, and other support. For a list of some of these organizations that may be in your community, see *Planning the Programs*, page 24.

### Choosing Communication Methods

Once you've determined who you would like reach out to, you need to focus on how you're going to let them know about the series. Most communication methods fall into these four categories:



organizations. (First, make sure your program guests, scholar, and partner organization representatives are willing to be interviewed.)

- Since television and radio stations are required to use a percentage of their airtime for non-profit and public announcements, your local stations may be willing to air a *public service announcement* (PSA) about your *Let's Talk About It* series. A PSA will advertise your event, but is donated airtime, so there is no cost to your library. If you have the capabilities, you may wish to create taped, ready-to-air PSAs for radio and/or TV. If not, you will need to work closely with stations in your community to gain their interest in the series and help them develop the PSAs.

#### *Internet*

- If your library's website doesn't have a calendar or Coming Events section, talk to your webmaster about creating one. This is the perfect place for library patrons to find out details about your series. Make sure you include as much information as possible on your website and keep it current. If you do have a Coming Events section, you need to include information about the series in it. Participants in the series who do not visit the library on a regular basis will look to the library's website for details or last minute information, and it's important that you make that information available. If you post information about the series on your library's website, be sure to include the URL on promotional materials.
- The Internet can also be useful for getting the word out about your event through other organizations' websites. Your partner organizations, city, community centers, local media outlets and Chamber of Commerce may post information about community events on their websites. Additionally, many major cities also have local entertainment and news websites, such as Patch.com, Eventful.com, Upcoming.Yahoo.com, and Everyblock.com, which provide information about events in several cities. Find out if these websites exist in your area and learn how you can go about getting your library's events added to the site. Many sites allow for user-generated content, so adding your *Let's Talk About It* series could be easier than you think. Also, be sure to include links to your partners' sites and encourage them to return the favor.

#### *Social Media*

- If your library has a presence on social networking sites such as Facebook, Twitter, LinkedIn, YouTube, or Flickr, be sure to post information to those venues when promoting your upcoming events. Include the relevant information about date, time, and location, but also include a preview of the themes of the program. Consider creating a short video or podcast to preview the subject matter to be discussed and provoke conversation. Remember to include the library's electronic networks not just through the promotion period, but through the programming period as well. Sites such as Facebook and Twitter can be the logical place for participants to continue any conversation that begins in the library.
- To establish connections between local library programs and the national *Bridging Cultures* initiative, please consider tagging any related content with the hashtag **#muslimjourneys**. On Twitter, include **@NEHBookshelf** to have your content considered for retweeting and posting to the Muslim Journeys homepage, <http://bridgingcultures.neh.gov/muslimjourneys>.



## Advertising

Often the most expensive promotional method, advertising can also be one of the most effective vehicles for promoting your program. Here are a few advertising methods:

- *Promotional posters:* Participating libraries will receive 5 posters that can be customized to include information about your library's *Let's Talk About It* series. Posters should include series program times, location(s), scholar's name and title or brief biographical information, acknowledgement of local funders, and your library's URL, email address, and/or phone number people can call for more information. Posters can be posted at your library, community centers (e.g., city hall, the post office and schools, local colleges), restaurants, grocery stores, dry cleaners, bookstores, health clubs, etc. Ask Friends and trustees to post flyers and posters at places they frequent. It's easy for them to take the posters with them and won't require as much work for the project director or staff. If you need more posters, the print file can be downloaded from the Online Site Support Notebook.
- *Paid advertising* in local newspapers and on local radio or television stations can be another effective, but costly method. Before considering paid advertising, approach your local newspapers, radio and television stations regarding public service announcements (see Public Relations/Publicity above). Some newspapers and broadcast stations may be willing to donate or offer discounted airtime or ad space for non-profit groups. If you do receive free advertising, acknowledge the media outlet as a sponsor on program materials. If you consider paid advertising, also look to your Friends or other groups to underwrite costs.
- Developing simple, cost effective promotional items (bookmarks, buttons, pens/pencils, etc.) is another effective way to promote your event. These promotional items can also double as a "freebie" for patrons who attend the *Let's Talk About It* series. Hand out promotional items at schools, community group meetings or other locations. Ask Friends and trustees to hand out bookmarks to their friends and others. To get you started, ALA will provide 200 printed copies of a *Let's Talk About It: Muslim Journeys* bookmark. Additional copies may be printed from the Online Site Support Notebook.

### Putting It All Together

After reviewing this list, spend a little time thinking about which of these methods will work best for your event, your community and your library. Consider your budget and time available. Consider your planning team – is this effort a one-man production or committee-based? And, consider your past successes and failures by taking a look at which communication methods you've used to promote past events. For this *Let's Talk About It* series, you may want to combine some successful methods you've used before with some new ideas.

Also, keep in mind your goals for the size and type of audience you wish to attract. If your library can only hold a group of twenty, you do not need to spend hundreds of dollars on publicity. Instead, use your resources wisely. Use cost-effective methods and spend the majority of your time contacting individuals and groups that you are most interested in reaching or that could benefit the most from the series.

## Sample Press Release (Grant Awarded)

FOR IMMEDIATE RELEASE  
{DATE}

Contact: {NAME}  
{PHONE NUMBER}  
{EMAIL ADDRESS}

### ***{NAME OF LIBRARY} awarded grant from NEH and ALA to host “Let’s Talk About It: Muslim Journeys” reading and discussion series***

{CITY, STATE} – {NAME OF LIBRARY} received a \${AMOUNT} grant from the National Endowment for the Humanities (NEH) and the American Library Association (ALA) to host a five-part reading and discussion series titled *Let’s Talk About It: Muslim Journeys*. {NAME OF LIBRARY} is one of 125 libraries and state humanities councils across the country selected to participate in the project, which seeks to familiarize public audiences in the United States with the people, places, history, faith and cultures of Muslims in the United States and around the world. The Muslim Journeys theme that {NAME OF LIBRARY} has chosen to explore is {THEME}.

“We are delighted to have been chosen to host this unique series that will allow patrons a chance to discuss some important themes in Muslim history and literature with the help of a well-qualified scholar,” said {NAME OF LIBRARY/PROGRAM DIRECTOR AND TITLE}.

The first program will explore {BOOK TITLE} by {AUTHOR NAME} and will be held on {DAY, DATE} at {TIME}. All programs will be held at {LIBRARY NAME AND ADDRESS}. For details or to register, please visit {LIBRARY’S WEBSITE ADDRESS} or contact {CONTACT NAME, PHONE NUMBER, AND/OR EMAIL}.

Additional books will be discussed once per {WEEK/MONTH/ETC.} at the library. These books are {BOOK TITLES AND DATES}. {NAME OF SCHOLAR, TITLE} will lead a discussion of the book at each session. {IF POSSIBLE, INSERT A SENTENCE OR TWO ABOUT YOUR SCHOLAR’S EXPERTISE. MODIFY IF USING MORE THAN ONE SCHOLAR FOR THE SERIES.}.

All of the books to be discussed in this series are part of the *Bridging Cultures* Bookshelf: Muslim Journeys. The books and films comprising the Bookshelf were selected with the advice librarians and cultural programming experts, as well as distinguished scholars in the fields of anthropology, world history, religious studies, interfaith dialogue, the history of art and architecture, world literature, Middle East studies, Southeast Asian studies, African studies, and Islamic studies.

For information or to register for an upcoming discussion, please visit {LIBRARY’S WEBSITE ADDRESS} or contact {CONTACT NAME, PHONE NUMBER, AND/OR EMAIL}. To obtain copies of program materials, please contact {LIBRARY CONTACT}.

## Sample Press Release (Series Launch)

FOR IMMEDIATE RELEASE  
{DATE}

Contact: {NAME}  
{PHONE NUMBER}  
{EMAIL ADDRESS}

### ***{NAME OF LIBRARY} to host discussion on {BOOK TITLE}***

{CITY, STATE} – {NAME OF LIBRARY} will host the first session in a free five-part reading and discussion series called *Let's Talk About It: Muslim Journeys*. {NAME OF LIBRARY} is one of 125 libraries and state humanities councils across the country selected to participate in the project, which seeks to familiarize public audiences in the United States with the people, places, history, faith and cultures of Muslims in the United States and around the world. Funding for Let's Talk About: Muslim Journeys is provided by a grant from the National Endowment for the Humanities (NEH) and the American Library Association (ALA).

“We are delighted to have been chosen to host this unique series that will allow patrons a chance to discuss some important themes in Muslim history and literature with the help of a well-qualified scholar,” said {NAME OF LIBRARY/PROGRAM DIRECTOR AND TITLE}.

The first program will explore {BOOK TITLE} by {AUTHOR NAME} and will be held on {DAY, DATE} at {TIME}. All programs will be held at {LIBRARY NAME AND ADDRESS}. For details or to register, please visit {LIBRARY'S WEBSITE ADDRESS} or contact {CONTACT NAME, PHONE NUMBER, AND/OR EMAIL}.

Additional books will be discussed once per {WEEK/MONTH/ETC.} at the library. These books are {BOOK TITLES AND DATES}. {NAME OF SCHOLAR, TITLE} will lead a discussion of the book at each session. {IF POSSIBLE, INSERT A SENTENCE OR TWO ABOUT YOUR SCHOLAR'S EXPERTISE. MODIFY IF USING MORE THAN ONE SCHOLAR FOR THE SERIES.}.

All of the books to be discussed in this series are part of the *Bridging Cultures* Bookshelf: Muslim Journeys. The books and films comprising the Bookshelf were selected with the advice librarians and cultural programming experts, as well as distinguished scholars in the fields of anthropology, world history, religious studies, interfaith dialogue, the history of art and architecture, world literature, Middle East studies, Southeast Asian studies, African studies, and Islamic studies.

For information or to register for an upcoming discussion, please visit {LIBRARY'S WEBSITE ADDRESS} or contact {CONTACT NAME, PHONE NUMBER, AND/OR EMAIL}. To obtain copies of program materials, please contact {LIBRARY CONTACT}.

The *Bridging Cultures* Bookshelf is a project of NEH, conducted in cooperation with the ALA Public Programs Office, with support from the Carnegie Corporation of New York.

## Sample Media Alert

### *Let's Talk About It: Muslim Journeys reading and discussion series starts at {NAME OF LIBRARY}*

**WHAT:** {NAME OF LIBRARY} will host a free five-part scholar-led reading and discussion series called *Let's Talk About It: Muslim Journeys*. During the series, participants will explore the histories, faith, and cultures of Muslims around the world and within the United States through informed conversations facilitated by a local scholar

**WHO:** The series is open to all adults in the community and is led by {NAME AND TITLE OF SCHOLAR}.

**WHEN:** The series will be held on {PROGRAM DATES, HOURS}

**WHERE:** {LIBRARY NAME, LOCATION OF PROGRAMS, INCLUDE ADDRESS AND BASIC DIRECTIONS}

**WHY:** *Let's Talk About It: Muslim Journeys* is a project of National Endowment for the Humanities (NEH), conducted in cooperation with the American Library Association (ALA) with support from the Carnegie Corporation of New York. Additional support for the arts and media components was provided by the Doris Duke Foundation for Islamic Arts. Local support is provided by {NAMES OF LOCAL SPONSORS.}

{NAME OF LIBRARY} is one of 125 libraries and state humanities councils nationwide to receive funding to host this five-part series which seeks to engage readers to some new and diverse perspectives on Muslim lives and cultures through selected texts and dynamic discussion.

**CONTACT:** {NAME, PHONE NUMBER, EMAIL ADDRESS}

**WEBSITE:** For additional information, please visit {INSERT WEB ADDRESS}.

###

## Sample Public Service Announcements (PSAs)

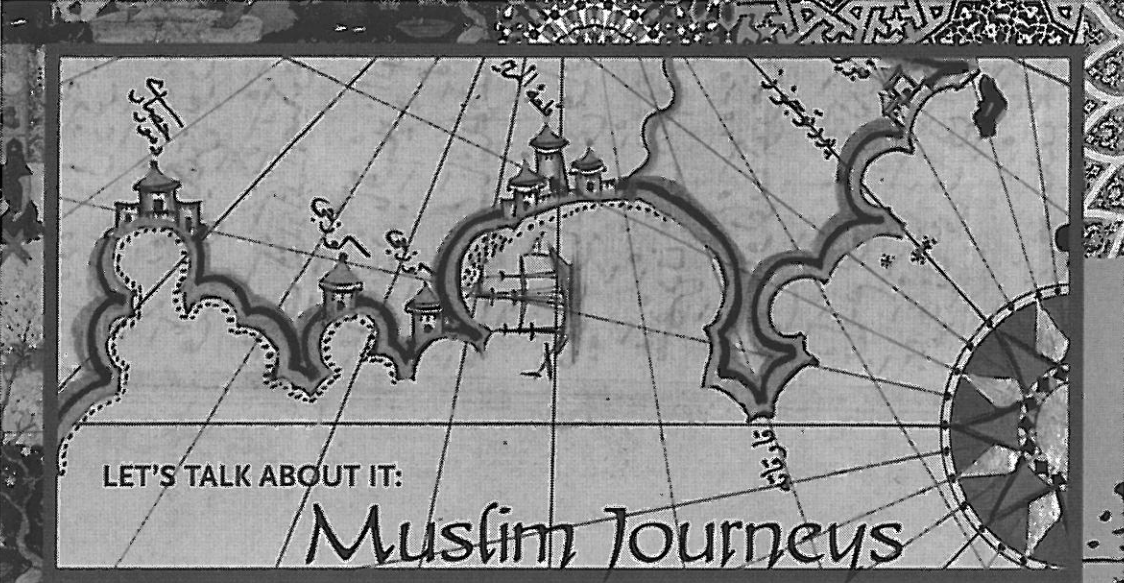
**00:10** The {NAME OF LIBRARY} will host a five-part reading and discussion series titled *Let's Talk About It: Muslim Journeys* beginning {DATE}. For details, call {LIBRARY'S PHONE NUMBER} or visit {LIBRARY'S WEB ADDRESS}.\*

**00:20** The {NAME OF LIBRARY} will host a five-part reading and discussion series titled *Let's Talk About It: Muslim Journeys* beginning {DATE}. Through this series of scholar-led discussions, participants will learn new perspectives on the people, places, history, faith and cultures of Muslims in the United States and around the world through a program. The first discussion on {BOOK TITLE/THEMEATIC TOPIC} will be held {DAY, DATE}. For details, call {LIBRARY'S PHONE NUMBER} or visit {LIBRARY'S WEB ADDRESS}.


**00:30** Learn more about the people, places, history, faith and cultures of Muslims in the United States and around the world through a series of scholar-facilitated community discussions at {NAME OF LIBRARY}. The first of five discussions, addressing {BOOK TITLE/THEMATIC TOPIC} will be held on {DAY, DATE}. For details, call {LIBRARY'S PHONE NUMBER} or visit {LIBRARY'S WEB ADDRESS}. {NAME OF LIBRARY} is one of 125 libraries and state humanities councils participating in this national initiative from the National Endowment for the Humanities and the American Library Association.

**Sample Flyer**

*(PDF files for customization are available in the Online Site Support Notebook)*






LET'S TALK ABOUT IT:  
**Muslim Journeys**



## Points of View

A reading and discussion series in America's libraries

Presented by the National Endowment for the Humanities and the American Library Association.  
For more information, visit [bridgingcultures.neh.gov/muslimjourneys](http://bridgingcultures.neh.gov/muslimjourneys).



Support for this program was provided by a grant from Carnegie Corporation of New York. Additional support for the arts and media components was provided by the Doris Duke Foundation for Islamic Art.

Cover: Fifteenth-century map by Piri Reis of the coastline of Anatolia and the city of Crete. Photo ©The Walters Art Museum, Baltimore. Border: From Gallery of Art, Smithsonian Institution, Washington, D.C. Fontface, Freya, and Freya 2. Arthur M. Sackler Gallery, Smithsonian Institution, Washington, D.C. Fontface—Smithsonian Unrestricted Trust Funds, Smithsonian Collectors/Registration Program, and Dr. Arthur M. Sackler, Smithsonian Institution.



## SPONSOR CREDITS AND ACKNOWLEDGEMENTS

The following official program credit line must appear in all materials relating to the *Let's Talk About It: Muslim Journeys* program:

***Let's Talk About It: Muslim Journeys, a reading and discussion series, has been made possible through a grant from the National Endowment for the Humanities in cooperation with the American Library Association.***

### Further Guidelines for Sponsor Acknowledgment

- The credit line above should appear on all printed and other visual materials related to the program, including press releases, brochures, publications, invitations, program flyers, advertisements, press kits, announcements, websites and local posters. It should also appear on any signage regarding the program. On all materials, it should appear in a type size that is readable and appropriate to the overall design.
- Please use the NEH, ALA and *Let's Talk About It* logos whenever possible. The logos can be downloaded from the Online Site Support Notebook.



NATIONAL ENDOWMENT FOR THE  
Humanities

ALA American  
Library  
Association



- In speaking to or sending press releases to newspaper reporters, radio and TV interviewers and other media personnel, please stress that full sponsorship and funding credit should be included in all articles and features. Some libraries include a line set off at the beginning of press releases saying "*Editor: Please do not edit out sponsorship credits in paragraph \_\_.*"
- At press events and in public programs: The sponsorship of the *Let's Talk About It: Muslim Journeys* program by NEH and ALA should be acknowledged orally at the beginning and end of each *Let's Talk About It* program, press conferences, and related programs, and at the beginning and end of radio or television interviews, when possible.
- Local sponsor credits: Local sponsor credit must follow the above official program credit line and be in a type size no larger than the program credit. The exception is materials that are entirely supported by another funding source. In those cases, it is still necessary for the credit line above to appear, but the additional sponsor's credit may appear first and in larger type.

## REVENUE WORKSHEET

	Cash Revenue	In-Kind
<i>Let's Talk About It</i> Grant	\$3,500	_____
<i>Let's Talk About It</i> Scholar Travel Grant	\$1,000	_____
Library	_____	_____
Friends of the Library	_____	_____
Other Grants	_____	_____
Other Revenue	_____	_____
Total	_____	_____

### Sponsors

Community Organizations	_____	_____
Book Store	_____	_____
Radio or TV Station	_____	_____
Local Businesses	_____	_____
Other	_____	_____
Total	_____	_____

### Total Cash Revenue

*Cash expenses should not exceed cash revenue*

\_\_\_\_\_

### Total In-Kind

*In-Kind Revenue total should match In-Kind expense total*

\_\_\_\_\_



## PROGRAM EVALUATION & REPORTING

Evaluation is essential for determining the effectiveness of your program, its impact and whether your original goals have been met.

Not all participants will attend every session, but it can be valuable to hear from every participant as the series progresses. By distributing evaluation forms at each discussion session, you will be able to respond to any problems, address questions, and make any adjustments in format that may be necessary.

Consider in advance, how you will judge the quality and effectiveness of your reading and discussion series. By number of participants? By their evaluations? By whether your original goals were met? By the comments of the scholar? By requests for future reading and discussion programs? Most project directors will evaluate the series by weighing each of these and other factors.

Valuable sources for feedback include:

- Participants
- Scholars
- Community partner organizations
- Project director
- Planning committee
- Library staff
- Sponsors and funders
- Library patrons

Think of evaluation not only as a way to gauge the level of effectiveness of this program, but also as a tool to plan future programs.

*Sample scholar and participant evaluation forms appear on the following pages.*





## ONLINE FINAL REPORT QUESTIONS

An online final report about your *Let's Talk About It* program series must be submitted **within 60 days following the completion of the last program, or by September 30, 2014 (whichever comes first)**.

To access the online final report, visit <https://apply.ala.org/ltaimj>, and log on using the email address and password used to submit your original application. If you have forgotten your password, you may use the Password Reset option on the login page.

The following questions are included in the online final report. Please note that you may log in to the report at any time to begin working on your responses, save your changes, and return at a later time to continue working on or submit the report.

### Reading & Discussion Program Log

*(state humanities councils will see two tables, one for each program location)*

Program/ Event Date	Location	Book Discussed	Scholar/ Speaker	Projected vs. Actual Attendance

### Supplemental Program Log

*(includes an option to add rows)*

Program/ Event Date	Location	Program title and description	Scholar/ Speaker	Attendance

## ONLINE RESOURCES

### Electronic Discussion List

ALA has created an electronic discussion list that will allow librarians at libraries participating in the *Let's Talk About It: Muslim Journeys* project to exchange information about their series, ask questions of each other, and pool resources. The electronic discussion list is named **[letstalkmj@ala.org](mailto:letstalkmj@ala.org)**. The list is unmoderated, and all LTAI project directors will be automatically subscribed within five business days of attending the national orientation workshop.

Once you've been subscribed, you will receive a confirmation message from the list. After that, it will be your responsibility to manage your own communication preferences. Instructions for completing common subscription modifications are below. Please note that this list is *only* for currently project directors and other library staff working on the project. Interested project scholars are also welcome to sign up. If you require assistance with list use, please email [publicprograms@ala.org](mailto:publicprograms@ala.org).

To subscribe to **[letstalkmj@ala.org](mailto:letstalkmj@ala.org)**: Send an email message to [listproc@ala.org](mailto:listproc@ala.org) with the following command as the first line of text in the body of the message:

subscribe **letstalkmj** Name (for library staff interested in joining)

To receive messages in digest form (one message per day, which will contain all messages posted to the list in the previous 24 hours): Send another email to [listproc@ala.org](mailto:listproc@ala.org) with the following command:

set **letstalkmj** mail digest

To unsubscribe from **[letstalkmj@ala.org](mailto:letstalkmj@ala.org)**: Send an email with the following command to **[listproc@ala.org](mailto:listproc@ala.org)**:

unsubscribe **letstalkmj**

To manage your subscription to this and other ALA electronic discussion lists, please visit **<http://lists.ala.org>**.

**Aman Ali and Bassam Tariq, 30 Mosques in 30 Days (blog), <http://30mosques.com>**

This is a blog of two young Muslim men who, since 2010, have taken an annual road trip to visit thirty mosques across the United States during the month of Ramadan, when Muslims are obligated to fast from sunrise to sunset. Each day, they break their fast at a different mosque while sharing the stories of the Muslim communities they meet through pictures, videos, and texts.

***Bridging Cultures: Islam and The West,***

**[http://www.mnvideovault.org/mpml\\_player\\_embed.php?vid\\_id=22858&select\\_index=0](http://www.mnvideovault.org/mpml_player_embed.php?vid_id=22858&select_index=0)**

This site airs interviews with scholars who participated in the NEH-supported forum *Bridging Cultures: Islam and The West*, held at the University of Minnesota in February 2011. Scholars discuss cultural and scientific exchanges that have occurred over centuries between Western and Islamic nations and have led to countless advances in literature, philosophy, architecture, mathematics, physics and the visual arts. Produced by Twin Cities Public Television with the University of Minnesota Program in Religious Studies, this video was originally broadcast in November 2011.

**Building Islam in Detroit, <http://biid.lsa.umich.edu/>**

This website, hosted by the University of Michigan, provides an excellent overview of the history and religious activities of the Muslim community in Detroit, one of the first and best-known centers of American Islam.

***The Ecstatic Faith of Rumi*, <http://www.onbeing.org/program/ecstatic-faith-rumi/189>**

Produced for *On Being*, a series from American Public Media, *The Ecstatic Faith of Rumi* is a multimedia production that draws out both the intellectual and spiritual substance of this Muslim Sufi religious scholar and poet who focused on the intellectual and spiritual content of Islam. Through an extended interview with Rumi scholar Fatemeh Keshavarz, a musical performance of Rumi's poetry, and a selection of his poems, this program familiarizes American viewers with the continuing relevance of the teachings of the revered Muslim mystic.

***Encyclopædia Iranica*, <http://www.iranicaonline.org/>**

The *Encyclopædia Iranica* is a comprehensive research tool dedicated to the study of Iranian civilization in the Middle East, the Caucasus, Central Asia, and the Indian subcontinent. The online version offers features to assist scholars looking for specific information or general readers interested in browsing its pages. The *Encyclopædia* is an international, collaborative project, based at Columbia University in the City of New York.

***In the Footsteps of Marco Polo* (Denis Belliveau, director, 2008),**

**<http://www.wliw.org/marcopolo/>**

In this Emmy-nominated PBS documentary, two modern explorers follow in the footsteps of Marco Polo, perhaps the most celebrated traveler in the entire age of Connected Histories.

**The Indian Ocean in World History, <http://www.indianoceanhistory.org>**

This free online educational resource shows the history of trade, migration, and interaction in the *Indian Ocean* region across the centuries, through a series of interactive maps and educational aides.

and legacy of American cultural and religious history in the antebellum era, and its influences on our pluralistic society today.

**Teach Mideast, <http://www.teachmideast.org/>**

The TeachMideast website is an educational initiative of the Middle East Policy Council. It features essays, activities, resources, maps, and other materials appropriate for K-12 students on geography, history, culture, religion, languages, and current issues in the Middle East.

**Thomas Bluett, *Some Memoirs of the Life of Job, the Son of Solomon, the High Priest of Boonda in Africa* (1734), <http://docsouth.unc.edu/neh/bluett/bluett.html>**

This is the first known book-length account of the life of an African Muslim in America. Job Ben Solomon was a noble Fulbe who was sold into slavery in Kent County, Maryland. He was manumitted by philanthropists who paid for his passage to England, where he met with the British royal family and the gentry of the time before being employed by the Royal African Company to help advance English trade in the interior of Africa.