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**Scratch Comes to Hartford Public Library**

**Hartford, Connecticut (February 11, 2013)** —Hartford Public Library is proud to present a new thought leadership program, *I Like Big Books*, featuring Ross Martin, Executive Vice President at Viacom Media Networks, Tuesday, February 26, at 5:30 p.m. at the Downtown Library's Center for Contemporary Culture. The event is free. Registration is required and seating is limited. Sign up online at <http://ilikebigbooks.eventbrite.com/>.

Is there a place for libraries in the 21st century, when information's cheap and content ubiquitous? Viacom Executive Vice President, Ross Martin explores this question and the path we take through the library...and the path the library takes through us, through our communities. "Libraries have an awesome opportunity to evolve from buildings that serve content into cultural mainframes where experiences have the power to transform us," Martin said.

Martin runs Scratch, a creative swat team that channels the power of Viacom's portfolio which includes MTV, VH1, Comedy Central and Nickelodeon, to drive innovation across the company and for clients. Through Viacom's unparalleled connection to youth, Scratch works to engage audiences and activate consumers in new ways with consumer insights, product development, design, branding and the development, production and distribution of original content in all media.

Previously, Martin served as Senior Vice President of MTV 360 Production and Development, working across MTV, MTV2 and mtvU. Ross joined MTV in 2004 as the first Head of Programming for Emmy and Peabody Award winning college network, mtvU. In this role, he

oversaw the development and production of all original programming, on-air, online and on mobile.

He is a member of the Academy of Television Arts & Sciences, the Viacom Marketing Council, and the advisory board of St. Jude's Children's Hospital. In 2012, he was named one of Fast Company's "100 Most Creative People In Business" and a "Media Maven" by Advertising Age.

The program is a collaboration of Hartford Public Library, HYPE, an initiative of MetroHartford Alliance, Civic Mind and Viacom. "The Library is delighted to offer a program that connects young professionals in new ways to become more engaged in our community," said Matt Poland, the Library's chief executive officer.

### **About Hartford Public Library**

The Hartford Public Library traces its roots to 1774. It operates 10 locations in the City of Hartford. The Library receives more than 865,000 visits per year. Services include access to a large collection of materials for reading and research, as well as music and video. Programs provide education, information and enrichment to the people of Hartford in such areas as citizenship training, literacy, business skills and cultural awareness. The mission of Hartford

Public Library is to provide free resources that inspire reading, guide learning, and encourage individual exploration. [www.hplct.org](http://www.hplct.org).