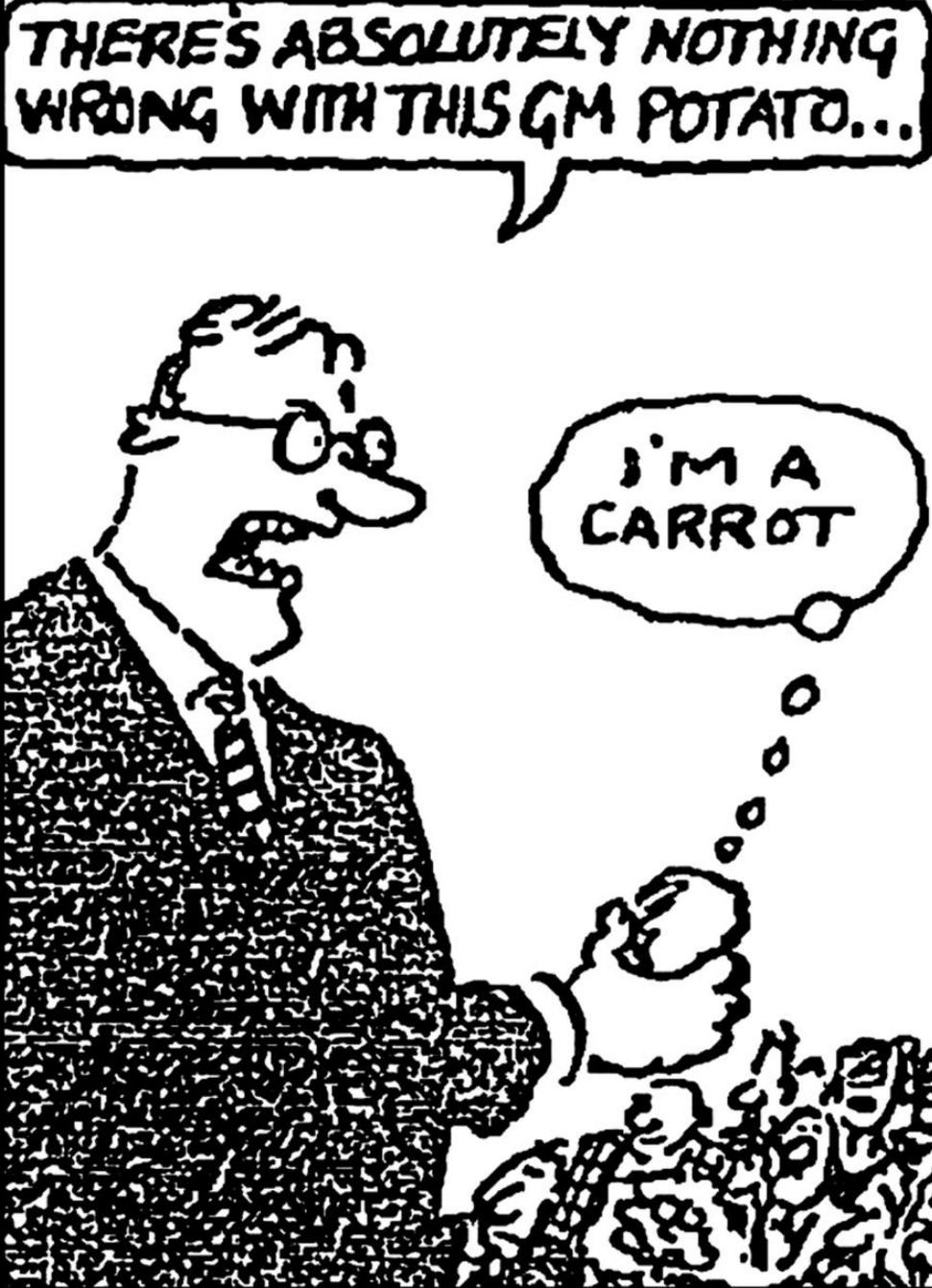




**AN ELEVATOR PITCH FOR  
LIBRARIANS  
GERALDINE HAY**

THERE'S ABSOLUTELY NOTHING  
WRONG WITH THIS GM POTATO...

I'M A  
CARROT

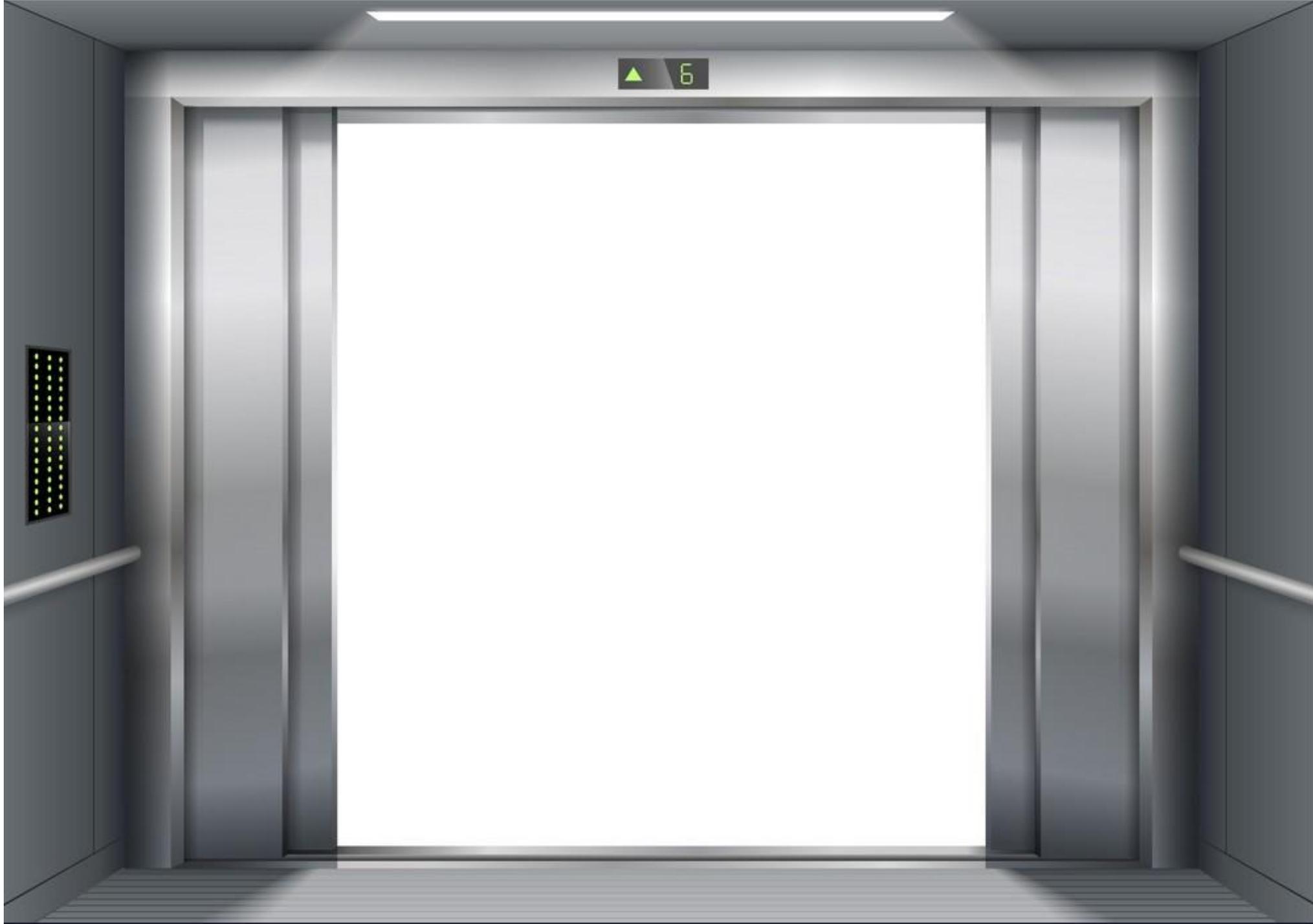


**I'm a  
librarian**



THE WORLD DOESN'T HAVE TO  
BE LIKE THIS.

THINGS CAN BE DIFFERENT.





**UNDERGROUND**

## Advice to passengers using the future London Underground

Please ensure that you are thoroughly familiar with London Underground's 11 lines and 270 stations before travelling. Please ensure that you have a smartcard and a bank card, and that both are loaded with plenty of money and topped up regularly. Please ensure that the ticket machines are always working, and that the gates always deduct the correct amount from your card.

Please ensure that there are no delays to your journey, or any accidents, emergencies, incidents or evacuations. Please do not be alarmed if there are no staff on the station and no-one driving your train.

Please do not be disabled. Or poor. Or new to London. Please avoid being too young or too old. Please do not be harassed or assaulted while travelling. Please do not lose your property or your children. Please do not require assistance.

Please understand that if you do not follow this advice, we may be unable to help you.

Tough.

*Alternatively, join the campaign to save London Underground's ticket offices, station staffing and jobs.*

[www.rmtlondoncalling.org.uk/every-job-matters](http://www.rmtlondoncalling.org.uk/every-job-matters)



Please ensure that you are thoroughly familiar with London Underground's 11 lines and 270 stations ...

- Please do not be disabled.
- Or poor.
- Or new to London.
- Too young or too old.
- Please understand that if you do not follow this advice we may be unable to help you.
- Tough.

Please ensure that YOU:

- Have all the resources you need.
- Available 24/7.
- Can research like an expert.
- Write like an academic.
- Never need help from an actual human being.

Please understand that if you do not follow this advice ...

... you could try

Google

The image shows the interior of an elevator. At the top center, a digital display shows a green upward-pointing triangle and the number 6. The elevator doors are open, revealing a bright white light. The walls are dark grey with a metallic finish. On the left wall, there is a control panel with several small, glowing green buttons. A horizontal handrail is visible on both the left and right walls. The floor is a dark grey, textured surface.

▲ 6

**Your elevator pitch?**

**Next steps?**

▲ 6

**Thank you**