

Teen Read Week™

# TURN Dreams

InTO

REALITY

@your library

OCTOBER 12-18, 2014  
A MANUAL FOR PARTICIPATION

**yalsa**  
Young Adult Library  
Services Association



## INTRODUCTION

Teen Read Week™ (TRW) is a national literacy initiative of the Young Adult Library Services Association (YALSA), a division of the American Library Association. Aimed at teens, their parents, librarians, educators, booksellers, and other concerned adults, Teen Read Week started in 1998 and is celebrated annually the third week of October. Teen Read Week offers library workers, afterschool providers and educators a chance to encourage teens to Read for the Fun of It.

Each year, YALSA offers a new sub-theme to serve as a basis for developing programs in schools, public libraries, and bookstores. This year's sub-theme is Turn Your Dreams Into Reality @ your library, celebrated October 12-18, 2014, which encourages teens to explore all the engaging materials and resources the library has to offer: in the library, in print, in audio, and in video, just for the fun of it. Libraries across the world celebrate Teen Read Week with a variety of special events and programs aimed at encouraging teens to read for pleasure and to visit their libraries for free reading material and this year's theme will focus on non-fiction, with attention to hobbies, interests, paths after high school and fiction, as well.

Teens have many options for entertainment, so it's important to remind them to spend time reading for pleasure: it's free, it's fun, and it can be done anywhere! Research, including a report from the National Endowment for the Arts in 2007, shows that teens who read for fun have better test scores and are more likely to succeed in the workforce. Teen Read Week is an excellent opportunity to let your community know how important teen services are! Let teens and their parents know the possibilities that exist through libraries and books.

The Teen Read Week Manual is intended to inspire you to plan a celebration in your library, school, and community. Your ideas and successes are valuable to other library workers, afterschool providers and educators. Please share your ideas, tips and success stories at the Teen Read Week website at [www.ala.org/teenread](http://www.ala.org/teenread).

Participation and registration for Teen Read Week is free. A Teen Read Week Program Planning Checklist is also available for free at <http://teenreadweek.ning.com/page/planning>.

## Teen Read Week Planning Timeline

### April

- ☞ Sign up to participate on the official Teen Read Week website at <http://www.ala.org/teenread>.
- ☞ Check out YALSA's book awards and booklists, as each list provides a wealth of great titles, such as: Outstanding Books for the College Bound, the Nonfiction Award and Teens' Top Ten and make notes of wanted/needed titles for your TRW events.
- ☞ Check out TRW's books and media list and make notes of wanted/needed titles for your TRW events.

### May

- ☞ Meet with your TAG (Teen Advisory Group) to decide how best to celebrate TRW in your library.
- ☞ Based on your TAG meeting(s), write up a proposal and budget to share with your supervisor.
- ☞ Communicate your plans to the library staff and get any TRW events on the library and community calendars.



### June/July

- ☞ Read the July issue of *Young Adult Library Services* for TRW ideas and resources
- ☞ Continue planning with your TAG. Think about what area organizations might be good partners. Once you know what your plans are, share them on the Teen Read Week website at <http://www.ala.org/teenread>.
- ☞ Order supplies and promotional materials. ALA Graphics has the official TRW poster and bookmarks, digital downloads, and more.
- ☞ Order books and other media needed for your TRW events.

### August

- ☞ Contact and confirm presenters or speakers for your TRW events.
- ☞ Send VIPs invitations to attend TRW events.
- ☞ Work with your TAG to identify ways to market TRW events then create marketing materials.

### September

- ☞ Market TRW events to area teens.
- ☞ Invite local press and media to TRW events (use the publicity tools on our website at <http://www.ala.org/teenread>).
- ☞ Find volunteers to be photographers or videographers for your TRW events.
- ☞ Work with your TAG to finalize plans.
- ☞ Update and prepare library staff for TRW.
- ☞ Work with your TAG to create a TRW display in the library, school, or community center.

### October

- ☞ Contact local press and media to confirm attendance at events.
- ☞ Send event reminders to VIPs.
- ☞ Work with your TAG to implement events.
- ☞ Evaluate your efforts.
- ☞ Send thank you notes to volunteers, press, and VIPs.
- ☞ Send press a wrap up press release, photos, and any other post-event publicity materials.



## Promote Teen Read Week in Your Community

- ☞ Create a Teen Read Week display
- ☞ Feature Teen Read Week on your website, blog, and social networking sites
- ☞ Write about Teen Read Week for your newsletter
- ☞ Use social media to connect with teens
- ☞ Inform all library staff about Teen Read Week activities
- ☞ Engage local organizations concerned with teens with Teen Read Week
- ☞ Invite local VIPs to Teen Read Week events
- ☞ Send press releases to newspapers, radio stations, and TV stations about Teen Read Week and activities for teens
- ☞ Involve the Teen Advisory Group in planning and promoting Teen Read Week
- ☞ Ask the town council and/or school board to declare October 12-18, 2014 Teen Read Week in your town
- ☞ Photograph Teen Read Week events and share on your website, with the newspaper, and with American Libraries at [americanlibraries@ala.org](mailto:americanlibraries@ala.org)

## Publicity Resources

Adapt and download sample PR materials from YALSA for Teen Read Week 2014. At <http://teenreadweek.ning.com/page/publicity-tools>, you'll find the following:

- ☞ Sample Press Release
- ☞ Sample Letters to the Editor
- ☞ Sample Public Service Announcement Scripts
- ☞ Low-res version of the 2014 Turn Your Dreams Into Reality logo and hi-res versions of the general Teen Read Week® logo
- ☞ Sample PowerPoint presentation



## Sample Social Media Plugs and Ideas

We've developed some generic social media plugs to help you out during your hectic festivities. Copy/paste and mix-n-match different suggestions from the ideas listed below to help you promote Teen Read Week to your teen patrons through your various social media accounts.

### Facebook/Blog: TRW General Promos

- ☞ Stop by (insert your organization's name) on (insert all week/date) and check out our exciting plans that we have lined up for you during Teen Read Week October 12-18. We'll (insert short program description).
- ☞ Kick your week off to a good start and join (insert your organization's name) on (insert date). In the name of Teen Read Week, we'll (insert short program description).
- ☞ Why celebrate Teen Read Week with us? Because, you read to:
  - ▶ fall in love again and again and again.
  - ▶ explore other worlds.
  - ▶ witness the action, suspense, and adventure.
  - ▶ raise your gooseflesh.
  - ▶ read for the fun of it.

Stop by (insert all week/single date) to share your favorite reads and support others in reading for the fun of it!

### Facebook/Blog: TRW Themed Promos

- ☞ Once Upon a Dream, you (verb +ed) for (plural noun) when you visited (insert your library name) and found out you hadn't missed Teen Read Week. Don't just dream it. Make it a reality. Celebrate Teen Read Week with (insert your library name) October 12-18. Turn Dreams Into Reality @Your Library and find out what we have planned for you.
- ☞ Get ready to dream of big things happening at (insert your library name) during Teen Read Week October 12-18. We're celebrating why we read with (insert short program description) and Turn Dreams Into Reality @Your Library.
- ☞ Have you been dreaming of visiting your library lately?
  - ▶ Yes? Turn that thought into a reality.
  - ▶ Maybe? C'mon, you know you want to see us.
  - ▶ No? Bring a friend. You won't want to miss out.

Visit us (insert date) to take part in (insert short program description) we've planned during Teen Read Week October 12-18.



### Twitter/Instagram: TRW Promos

- ☞ Sweet reads are made of these. Stop on by your library. Lots of fun during Teen Read Week. Everybody is planning on coming. October 12-18.
- ☞ Look to your library during Teen Read Week October 12-18. We've got big Dreams planned that will inspire you.
- ☞ Your forecast this week includes a stop by your library to check out the happenings during Teen Read Week October 12-18.
- ☞ Hashtags: #TRW14 #libraries #yalit

### Brainstorm Related Content to Include in Social Media Posts

- ☞ Possible links to include or post topics:
  - ▶ Feature individual 2014 Teens' Top Ten (TTT) nominations and include a link to your catalog. (learn more about the TTT at [www.ala.org/yalsa/teenstopten](http://www.ala.org/yalsa/teenstopten))
  - ▶ Feature titles from the TRW manual's booklist section.
  - ▶ Quote your teen readers about their favorite read (a sentence will do).
  - ▶ Include YALSA's Turn Dreams Into Reality @Your Library download images.
- ☞ Alter song lyrics to create interest on your social sites or in your library:
  - ▶ Eurythmics "Sweet Dreams" i.e. "Sweet reads are made of these."
  - ▶ Everly Brothers "All I Have to Do is Dream" i.e. "Whenever I see you, all I want to do is reeeead. Read. Read. Read."
  - ▶ Gus Kahn "Dream a Little Dream of Me"
  - ▶ Lana Del Rey "Once Upon a Dream" i.e. "I know you, I read you through once upon a read."



## GETTING THE MOST OUT OF YOUR TEEN READ WEEK EFFORTS

### I. Championing Teen Services in Libraries

Library workers who serve teens know the importance of this demographic. Not only are they the adult library users of tomorrow, but young adults need safe spaces staffed with caring adults where they can access resources and get assistance. Pursuing personal passions, completing school assignments or simply enjoying the world of literature are all reasons teens use their school and public libraries, and the recent Pew Internet and American Life study confirmed just how important libraries are in the lives of these users (<http://libraries.pewinternet.org/2013/06/25/younger-americans-library-services/>).

**Identify your target audience(s).** While library workers who serve teens are aware of the importance of libraries in the lives of young adults, not everyone else is, and this ignorance results in another dimension of our profession - educating the larger community about the positive role libraries play in the lives of young men and women who desperately need the space, resources and services we provide. It helps to think of our outreach as being a series of concentric rings. The nearest ring being the colleagues and administrators in our libraries and schools who need to be reminded of the impact librarians have on teens. Subsequent rings represent parents' groups, businesses, nonprofits, policy makers and elected officials in our immediate community, as well as education we can do on a regional or national level by drawing media attention to our library programs or writing articles for non-library periodicals.

**Use data effectively.** To successfully be this champion, use a combination of outside data (like the Pew study referenced above or the excellent 40 Developmental Assets <http://www.search-institute.org/content/40-developmental-assets-adolescents-ages-12-18>) as well as your own numbers. Envision your audience and their learning styles; some people will be swayed by rich anecdotes that bring your work to life while others will want hard data like statistics. You should have both in your arsenal, and Teen Read Week should *not* be the only time of the year you share them! Peppering your library's social media platforms regularly with both these types of data keeps your work in the community eye, allowing you to be a year round champion.

Get in the habit of preparing an annual report for your library or specific department (as this not only helps you track and collate data that can help you make important decisions and advocate for your budget, but it is also a positive reminder to your supervisors about the good work you do. Having the data to draw upon for Teen Read Week outreach is an added bonus.

### II. Intellectual Freedom and TRW

While some book challenges are targeted at books shelved in the adult collection, library workers are all too aware that the majority of challenges target the children and young adult sections of the library. Some of the most popular fiction and nonfiction for teens deal with topics that press adult hot buttons, like GLBTQ issues, suicide, teen sexuality and violence. With highlighted programs like Teen Read Week drawing attention beyond the normal constituency, books on display might receive greater scrutiny than what usually sits on your endcaps.



Which leads to the most important type of censorship to avoid - self-censorship. There is no way for a library worker not to consider who might object to a specific work, but the primary audience to be considered is naturally the young adult meant to check it out. Indulging in personal reflection regarding the issue of self-censorship is a good habit (consider using Debra Lau Whelan's excellent School Library Journal Article "A Dirty Little Secret: Self-Censorship" as a prompt <http://www.slj.com/2009/02/censorship/a-dirty-little-secret-self-censorship/>) and regularly read and review your collection development policy. With a solid set of library policies and procedures, no librarian should hesitate to purchase appropriate materials for the young adults in her community.

No library worker is ever alone. If you do ever experience a book challenge, the American Library Association's Office for Intellectual Freedom (<http://www.ala.org/offices/oif>) has a wealth of resources and you don't have to wait until something happens to check them out. A close read of their list of resources on their "Essential Preparation" page (<http://www.ala.org/bbooks/challengedmaterials/preparation>) is worth the time of every librarian, particularly as a jumping off point for a conversation with their administrators - preferably before a challenge occurs.

One of the best ways to prepare for Teen Read Week is by celebrating Banned Books Week (<http://www.bannedbooksweek.org/>), always conveniently timed a few weeks before. Investing time and energy in highlighting awareness and having conversations around censorship before a special themed week occurs allows for education and awareness to take place with hopefully the end result being a Teen Read Week spent with the focus exactly where it should be...on teens and their needs.

### III. Schools and Public Libraries Working Together

Team up! Start now! Working together to provide support for a Teen Read Week initiative can take time and planning, so don't wait until October to start thinking big! Sharing initiatives can reach broader audiences, and help create community awareness. Use the timeline provided in this manual to get started today.

**Rock the Vote:** The Teens' Top Ten list is an easy way to connect schools and public libraries. In the Teens' Top Ten Toolkit found at [www.ala.org/yalsa/teenstopten](http://www.ala.org/yalsa/teenstopten), there is a sample letter to let teachers know about the process and help get teens voting.

**Turn your dreams into reality...via collaboration.** There is power in numbers. School and public library workers have the same goal of reaching out to our teens, and there are many great partnerships out there. So why don't we collaborate more? Check out the AASL/ALSC/YALSA Interdivisional Committee on School/Public Library Cooperation's page of examples of great school/public library programs (<http://www.ala.org/alsc/schoolplcoop>). Sample programs cover such areas as:

- Assignment Alert Programs
- Book Collections/Kits
- Book Discussion Groups



- ☞ Community Reading Projects Delivery to Schools
- ☞ Large, System-wide Initiatives
- ☞ Library Card Campaigns
- ☞ Library Cards for Educators/Schools
- ☞ Public Library Visits to Schools
- ☞ Publicity (including newsletters)
- ☞ School Visits to the Public Library
- ☞ Special Events
- ☞ Summer Reading Programs and Lists
- ☞ Tutoring/Student Success Programs
- ☞ Cautionary Tales

Do you have a successful partnership? The committee would love to hear about it! Tell the committee about *your* partnership via this interactive form (<http://www.ala.org/alsc/coopsubform>).

#### IV. Make TRW an Event in Your Community

**Create organizational partnerships.** Find literacy and opportunity-minded community organizations. They can provide space, financial support, advertising, and ideas for outreach. They also offer a ready-made pool of participants. Don't limit yourself to organizations with a stated goal identical to your library's mission. Broaden your perspective and invite dialogue with other active community groups that serve youth interests in your area.

Some community organizations that may be interested in partnering include Boys and Girls clubs, YMCA, YWCA, Rotary, Lion's Club, afterschool programs, social service organizations and veterans' groups.

**Tap community resources.** Does your community have a pool? A rec center? A park? Hold festive events at these locations. Take TRW to the streets!

Get appropriate permissions from the local government to host picnics, parties, or read-a-thons in public spaces. Let the community see teens having fun, enjoying their community and READING.

**Befriend small businesses.** Contact the local business bureau or chamber of commerce. Invite local business owners and managers to visit the library. You can offer ways to "show support" through sponsorships, presentations, or donations. Acknowledge all support and make sure that business owners know that you appreciate what they offer even if you can't accept it.



**Publicize, publicize, publicize.** Contact local radio stations, newspapers, bloggers and newsletter-producing groups. Try to get time on the radio or television stations in your area. Bring teens from your advisory board (if you have one).

The local media loves public interest stories. Make yours of interest. Talk about literacy rates and graduation rates in your area. Tie it to opportunities available through your library. Be sure to discuss offerings like video games and music that many people may not realize the library offers.

## V. Need More Inspiration?

- ☞ **The YALSAblog** (<http://yalsa.ala.org/blog/>) produces a wealth of resources for library workers, covering the big picture issues like advocacy, research, teen services, as well as programming. Considering using the Categories drop down menu to peruse posts for what you need to make your case a strong one.
- ☞ **The Hub** (<http://www.yalsa.ala.org/thehub/>) is one stop shopping for thoughtful posts about YA literature and has many terrific lists centered on various issues. Do a search and find fiction and nonfiction ties to this year's theme.
- ☞ **YALSA's Advocacy page** (<http://www.ala.org/yalsa/advocacy>) collects everything you need to make the case for teen library services and divides them up into the amount of time allotted for you to make your pitch.
- ☞ The official **Teen Read Week website** (<http://www.ala.org/teenread>) not only has wonderful resources for how to present TRW to teens and your larger community but also offers theme-specific resources.
- ☞ **Being a Teen Library Services Advocate** by Linda W. Braun (ALA Neal-Schuman, 2012)
- ☞ **Grassroots Library Advocacy** by Lauren Comito, Aliqae Geraci and Christian Zabriskie (ALA Editions, 2012)
- ☞ YouTube has lots of great videos, both of librarians discussing how to advocate for libraries as well as examples of excellent outreach. Take a look at the **Popular Public Library Advocacy Videos Playlist** (<http://www.youtube.com/playlist?list=PLoEsiEOGXY7WzdvpD0OTEoA-2GFD1L7EI>) for some examples.



## PROGRAM IDEAS

Teen Read Week would be incomplete without awesome programs to emphasize this year's theme and build relationships with teens, teachers, and other community partners. Brainstorm with your TAG and consider teaming up with community teachers, technicians, or businesses/nonprofits to lend a hand during the week's activities. Here are some program ideas you can replicate or modify to inspire your own creations!

### The Arts Lab

**Time:** Once a month for an hour

**Supplies:** Paper, pencils, other drawing supplies (optional), presenter (optional)

**Desired outcome:** increase teens' knowledge of storytelling and graphic design

The Arts Lab is an ongoing project to get young people introduced to the production of comic books and graphic novels. Participants work through the processes of conceptualizing and designing a character, storyboard, mood and styles. Most young people enjoy telling stories and drawing them out and this program offers them the opportunity to experiment and apply their ideas to a familiar genre. We also host art contests with prizes such as "Create a Manga Character" or "Create a One-Page Visual Comic." We have found great success in partnering with local art shops and comic book stores. For presenters, consider asking an art student who is also pursuing a teaching degree.

An alternative to having a presenter is to host a drawing contest and have any of the following titles on hand: *Making Comics* and *Understanding Comics* by Scott McCloud or *Autobiographical Comics: Life Writing in Pictures* by Elisabeth El Refaie.

*Submitted by Margo Moore, Baldwin Boettcher Library, Harris County Public Library, TX*

### Exploring Inner Space

**Time:** 1.5 hours

**Supplies:** Presenter

**Desired outcome:** expose teens to a local expert on how the human brain works

Discover the "inner space" of your mind and how dream and memory work in this enjoyable, interactive program. Tap into local universities to find expert memory or sleep/dream researchers who can share fascinating information and provide fun activities including sharing dreams and creating false memories.

*Submitted by Diane Tuccillo, Harmony Library Poudre River Public Library District, Fort Collins, CO*



## Not College. But What?

**Time:** 2 hours

**Supplies:** Flyers from various institutions, financial worksheets, etc.

**Desired outcome:** expand area teens' knowledge of career options and the education/training needed to succeed

There are plenty of young adults who do not feel that a college or university route is the right path for them, but who still could use guidance in determining their path. Drawing together a panel of representatives from various post-high school options (i.e., beauty schools, culinary institutes, apprenticeship programs, etc.), young adults and their families will have a chance to hear from each option and ask questions.

Community colleges with specific certificate programs, vocational high schools and high school guidance counselors are great resources for collecting all the contact information for possible post-high school options for teens. Ask the representatives from these organizations to bring plenty of flyers and consider a swag giveaway/door raffle set up next to your book display and flyers with web resources that coordinate with this program.

*Submitted by Courtney Lewis, Wyoming Seminary College Preparatory School, Kingston, PA*

## Follow your Dreams and Write

**Time:** 1 hour

**Supplies:** computers, internet connection, Twine account

**Desired outcome:** teens had an opportunity to practice writing skills in a nonjudgmental environment (i.e. no grading or tests)

Think about hosting a writing program using Twine (<http://twinery.org/>), which is a free interactive tool that incorporates the elements of game design and creative writing. We want to encourage our teens to pursue their dreams of being authors by showing them that writing can be fun! Twine allows teens to create interactive stories similar to Choose Your Own Adventures. Teens will spend time crafting their story and at the end, they will see their story published on the website!

*Submitted by Devi Shiwadhan, Gum Spring Library, Stone Ridge, VA*



## Knitting Kninjas

**Time:** Twice a month for an hour

**Supplies:** Yarn, knitting needles, crochet hooks, craft needles, scissors

**Desired outcome:** teens gained exposure to an activity to pursue in their leisure time

Knitting is no longer just for your granny. You can seek the assistance of an instructor from a local knitting shop or one of the shop's regulars in the community. There are also plenty of helpful YouTube videos available that make it much easier to learn the skills rather than trying to decipher the illustrations in books. Once your teens have learned the craft, they are willing to become your instructors. Many of the supplies were donated by library patrons and other knitters. Once you have a group who knows the basics you can conduct an internet search to try yarn bombing, arm knitting, charity knitting projects, or intergenerational projects.

We also recommend the knitting books *Teen Knitting Club: Chill Out* and *Knit* by Jennifer Wenger and *Crafty Creatures* by Jane Bull for beginners and *Teeny-Tiny Mochimochi: More Than 40 Itty-Bitty Minis to Knit, Wear, and Give* by Anna Hrachovec for intermediate knitters. For crocheters explore *Kids Crochet: Projects for All Ages* by Kelli Ronci and Lena Corwin for beginning learners and for more advanced skills look into *Creepy Cute Crochet: Zombies, Ninjas, Robots and More!* by Christen Haden. In addition to knitting books in the library, there are many free knitting patterns on the social network site Ravelry.

*Submitted by Tori Sparrow, Pikes Peak Library District, Colorado Springs, CO*

## College Application Lock-In

**Time:** Three to Four Hours

**Supplies:** snacks, plenty of drinks, and lots of computer access (pizza if you can swing it)

**Desired outcome:** teens gained skills and knowledge to more effectively write a college essay

Teen Read Week coincides with the height of college application essay writing for November and December guidelines. Help teens by having a special lock in designed to help them put their fingers to the keyboard. Set aside a three or four hour block of time on a Friday night or during the weekend where a patron can plug away at presenting themselves via the dreaded college essay.

If possible, it's a great idea to begin with a 20 or 30 minute presentation covering what makes a successful college essay. Asking an admissions representative from a local college is a wonderful way of getting the "other side of the desk" represented, but any library worker can condense the major points of the great college essay books out there. Projecting a few examples or setting up a "mock admissions review" where participants look at three different applications with essays and determine who to admit can be extremely helpful for young people attempting to convey via essay what they would bring to an institution. After that, it's just write, write, write (fueled by sugar and caffeine).



Have patrons sign up ahead of time and indicate if they are bringing a computer or would need one (so the librarian can insure access). Extra power strips for people bringing their own laptop or tablet are helpful.

*Submitted by Courtney Lewis, Wyoming Seminary College Preparatory School, Kingston, PA*

### Little Library Fostered by...

**Time:** Several sessions

**Supplies:** Building materials, donated or discarded books

**Desired outcome:** teens had the opportunity to participate in a community service activity

Not everyone has the opportunity to walk to their community library to check out a book. Consider using TRW to jump-start this outreach project. Work with your teen group to establish a little library and decide which area might best serve your community. Consider forming local partnerships in order to gain permission to establish a Little Library on their property. Little Libraries can be filled with discarded or donated books. For more information, check out <http://littlefreelibrary.org/> for building tips and registering your project.

*Submitted by Amanda Barnhart, Kansas City Public Library, Kansas City, MO*

### The Art & Science of Dreams

**Time:** 1 hour

**Supplies:** \$30

**Desired outcome:** teens were provided with an opportunity to creatively express themselves

This program is based on the actual discussion of dreams and why people dream certain things and what causes people to dream. This can be a do-it-yourself craft program where teens will learn how to make dream catchers, while talking about their own dreams and how to interpret them. Provide dream dictionaries for reference.

*Submitted by Devi Shiwadhan, Gum Spring Library, Stone Ridge, VA*



## Day of Code

**Time:** anything from 1 hour to a four hour session

**Supplies:** computers for participants

**Desired Outcome:** teens gained hands-on knowledge of critical digital literacy skills

With so many organizations interested in getting young people interested in computer programming, there are a wealth of resources for library workers to access to have special programs devoted to this skill, even if the library worker in question doesn't know how to code! Take a look at great websites like <http://code.org/> or <https://wiki.mozilla.org/Hackasaurus> for ideas on how to set up a program that will have anyone creating small programs in no time. Consider contacting your local college or university's computer science department for assistance.

*Courtney Lewis, Wyoming Seminary College Preparatory School, Kingston, PA*

## Scribes & Bards

**Time:** Twice a month for two hours

**Supplies:** Pens and paper

**Desired Outcome:** teens had an opportunity to practice writing skills in a supportive and nonjudgmental environment (i.e. no grading or tests)

Create a space for fantasy and sci-fi writers can critique each other's stories and ideas. Offer a few writing exercises to start the meeting and conclude with encouraging participants to share their personal work for support. Draw inspiration and advice from *Wonderbook: The Illustrated Guide to Creating Imaginative Fiction* by Jeff Vandermeer. If you start a group and discover strong interest, you'll have the makings of a writing group ready to participate in Nanowrimo starting November 1.

*Submitted by Susi Willet and John (former TAG member), Pikes Peak Library, Colorado Springs, CO*

## Dreaming on the Web

**Time:** 1 hour to multiple workshops

**Supplies:** computers for participants

**Desired Outcome:** teens gained hands-on knowledge of critical digital literacy skills

Using Mozilla Webmaker (<https://webmaker.org/en-US/teach>) library workers can design multiple sessions (or let more self-motivated students select their own) to teach patrons how to make their own memes, animated gifs or mashup videos using Mozillas easy-to-use instructions and tools. Showing some examples from Tumblr and Pinterest are a good way to get students motivated, and tentative audiences often do better working in pairs for moral support. Be sure to save what they make and post it to your library's Facebook page or tweet it with #TRW14!

*Submitted by Courtney Lewis, Wyoming Seminary College Preparatory School, Kingston, PA*



## Zine Workshop for Teens

Time: 1-2 hours

Supplies: paper, scissors, glue, Sharpies, pens, and other writing instruments, zines (optional)

Desired outcome: increase teens' knowledge of writing and graphic design

Let teens explore the cut-and-paste style of zines and become artistic do-it-yourself print creators. While an intricate knowledge of zines is not necessary to host a successful zine program, take the time to examine some resources in order to offer a better understanding of zines' impact and their purpose. Because some teens may need initial direction, be sure to have a zine idea already on hand. A collaborative project for a group zine may, for instance, feature a photo/drawing of each teen and a six word bio. A general discussion of copyright permission and fair use may also be warranted. Resources: *Whatcha Mean, What's A Zine* by Esther Watson and The Barnard College has a great primer for becoming familiar with zines <<http://zines.barnard.edu/teachingwithzines>>. Consider partnering with an English teacher from the high school, local author or English or Graphic Design department at a local college or university.

*Submitted by Amanda Barnhart, Kansas City Public Library, Kansas City, MO*



## BOOK AND MEDIA LISTS

Check out these YALSA lists for great ideas of books, audios, and videos for Teen Read Week displays, readers advisory, and lists for teens, teachers, and parents.

### **Gowns, Greasepaint, and Guitars from 2013 Popular Paperbacks for Young Adults**

<http://www.ala.org/yalsa/booklists/poppaper/2013#GownsGreasepaintandGuitars>

Not the same old song and dance as teens fulfill their dreams of stardom.

### **What's Cooking? from 2011 Popular Paperbacks for Young Adults**

<http://www.ala.org/yalsa/booklists/poppaper/2013#GownsGreasepaintandGuitars>

Tasty reads to fill your belly and warm your soul.

### **Change Your World or Live to Regret It from 2010 Popular Paperbacks for Young Adults**

<http://www.ala.org/yalsa/booklistsawards/booklists/popularpaperback/10ppya#change>

Sometimes dreams involve changing the world. You say you want a revolution? Teens, take the world into your hands with books about politics, environmentalism and activism. The revolution starts now.

### **Fame and Fortune from 2009 Popular Paperbacks for Young Adults**

<http://www.ala.org/yalsa/booklistsawards/booklists/popularpaperback/09ppya#fame>

Stardom! Wealth! Notoriety! Read all about teens aspiring to make it big.

### **I'm Not Making This Up from 2007 Popular Paperbacks for Young Adults**

<http://www.ala.org/yalsa/booklistsawards/booklists/popularpaperback/07ppya#making>

Find a future direction in addictive nonfiction that's impossible to put down.

### **adMission Possible: Everything You Need to Know About Finding, Applying and Getting Into the Best Colleges For You.**

[http://admissionpossible.com/College\\_books.html](http://admissionpossible.com/College_books.html)

Some of the best books about applying to college, from nonfiction books about the insider view to how to books and the best college guides.

### **Get Creative! from 2007 Popular Paperbacks for Young Adults**

<http://www.ala.org/yalsa/booklistsawards/booklists/popularpaperback/07ppya#creative>

Fiction and nonfiction books to help teens tap into their creative juices.

### **Fabulous Films for Young Adults 2012: Song and Dance**

<http://www.ala.org/yalsa/booklists/fabfilms/fabfilms2012>

A list of fiction and nonfiction films where music is an important part of the story.



## TURN YOUR DREAMS INTO REALITY...VIA THE SHELVES OF YOUR LIBRARY

**Abel, Jessica. *Drawing Words and Writing Pictures.***  
*Roaring Brook Press, 2008. 978-1-59643-131-7. \$34.99.*  
 A definitive course from concept to comic in 15 lessons.

**Abel, Jessica. *Mastering Comics: Drawing Words and Writing Pictures Continued.***  
*Roaring Brook Press, 2012. 978-1-59643-617-6. \$34.99.*  
 Offers lessons in creating comics, covering building stories, sharpening focus, black and white and color on paper and on screen, self-publishing and getting yourself published, and other related topics.

**Cross, Shauna. *Derby Girl.***  
*Henry Holt & Company, 2007. 978-0-8050-8023-0. \$17.99.*  
 Sixteen-year-old rebel Bliss Cavendar, miserable living in a small Texas town with her beauty pageant-obsessed mother, secretly joins a roller derby team under the name "Babe Ruthless," and her life gets better, although infinitely more confusing.

**Eulberg, Elizabeth. *Take a Bow.***  
*Scholastic, 2012. 978-0-545-33474-7. \$17.99.*  
 With the Senior Showcase recital approaching, Sophie is grateful for the support of her friends and boyfriend, Emme and Ethan wonder whether they could be more than friends and bandmates, and Carter does not know how to admit that he would rather be a painter than a performer.

**Ferguson, Alane. *The Christopher Killer.***  
*Penguin, 2006. 978-0-670-06008-5. \$15.99.*  
 On the payroll as an assistant to her coroner father, seventeen-year-old Cameryn Mahoney uses her knowledge of forensic medicine to catch the killer of a friend while putting herself in terrible danger.

**Flack, Sophie. *Bunheads.***  
*Little, Brown Books for Young Readers, 2011. 978-0-316-12653-3. \$17.99.*

Hannah Ward, nineteen, revels in the competition, intense rehearsals, and dazzling performances that come with being a member of Manhattan Ballet Company's corps de ballet, but after meeting handsome musician Jacob she begins to realize there could be more to her life.

**Fryer, Julie. *The Teen's Ultimate Guide to Making Money When You Can't Get a Job: 199 Ideas for Earning Cash on Your Own Terms.***  
*Atlantic Publishing Company, 2012. 978-1-60138-611-3. \$24.95*  
 Explores money-making options other than a job for teens, and covers pet sitting, babysitting, tutoring, computer and internet related work, hobbies, and more.

**Jenkins, Steven. *97 Things to Do Before Finishing High School.***  
*Zest Books, 2008. 978-0-9790173-0-8. \$10.99.*  
 Lists ninety-seven things for teens to do or learn before leaving high school, looking beyond school and homework to such adventures as taking a road trip, and includes tips on friendship, dating, and independence.

**John, Antony. *Five Flavors of Dumb.***  
*Penguin, 2010. 978-0-8037-3433-3. \$16.99.*  
 Eighteen-year-old Piper becomes the manager for her classmates' popular rock band, called Dumb, giving her the chance to prove her capabilities to her parents and others, if only she can get the band members to get along.

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**Kehoe, Stasia Ward. *Audition.***

*Penguin, 2011. 978-0-670-01319-7. \$17.99.*

Sara, a high school junior, leaves her life and loved ones behind to move to a new city and stay with a host family after winning a coveted scholarship to study ballet, and though she finds comfort in the arms of Rem, a choreographer in his early twenties, she begins to think he might be using her, and a budding interest in writing makes her question whether ballet is the future she really wants.

**Kidd, Chip. *Go: A Kidd's Guide to Graphic Design.***

*Workman Publishing Company, 2013. 978-0-7611-7219-2. \$17.95.*

Graphic designer Chip Kidd describes the elements of graphic design, including form, function, color, and typography.

**Pham, Thien. *Sumo.***

*Roaring Brook Press, 2012. 978-1-59643-581-0. \$14.99.*

Scott, abandoned by his girlfriend and having lost his dream of playing professional football, is offered a position in a Japanese sumo training "stable," where he seems to find himself again.

**Rankin, Kenrya. *Start it Up: The Complete Teen Business Guide to Turning Your Passions into Pay.***

*Zest Books, 2011. 978-0-9819733-5-7. \$14.99.*

Offers advice for teenagers on turning their hobbies and talents into businesses, discussing how to decide on a service or product, how to start a company, how to advertise, and how to make sales.

**Ruditis, Paul. *The Four Dorothys.***

*Simon Pulse, 2007. 978-1-4169-3391-5. \$11.99.*

Bryan Stark, a comfortably not-quite-popular student at Orion Academy, an exclusive Malibu high school filled with actors, singers, models, and dancers, investigates intrigue behind the scenes of Orion's production of "The Wizard of Oz," which is losing one Dorothy after another.

**Rushby, Allison. *Shooting Stars.***

*Walker and Company, 2012. 978-0-8027-2375-8. \$17.99.*

Sixteen-year-old paparazzo Jo forms an unexpected bond with teen idol Ned Hartnett after going undercover to sneak pictures of him.

**Sonnenblick, Jordan. *Curveball: The Year I Lost My Grip.***

*Scholastic, 2012. 978-0-545-39311-9. \$17.99.*

After an injury ends former star pitcher Peter Friedman's athletic dreams, he concentrates on photography which leads him to a girlfriend, new fame as a high school sports photographer, and a deeper relationship with the beloved grandfather who, when he realizes he is becoming senile, gives Pete all of his professional camera gear.

**Smith, Cynthia Leitich. *Rain Is Not My Indian Name.***

*HarperCollins, 2001. 978-0-688-17397-5. \$16.99.*

Tired of staying in seclusion since the death of her best friend, a fourteen-year-old Native American girl takes on a photographic assignment with her local newspaper to cover events at the Native American summer youth camp.

**Smith, Roland. *Peak.***

*Turtleback Books, 2008. 978-1-4178-2592-9. \$17.15.*

A fourteen-year-old boy attempts to be the youngest person to reach the top of Mount Everest.

**Strasser, Todd. *Famous.***

*Simon & Schuster, 2011. 978-1-4169-7511-3. \$15.99.*

Sixteen-year-old Jamie Gordon had a taste of praise and recognition at age fourteen when her unflattering photograph of an actress was published, but as she pursues her dream of being a celebrity photographer, she becomes immersed in the dark side of fame.



**Van Daanen, Wendelin. *The Running Dream*.**

*Random House Children's Books, 2011. 978-0-375-86667-8. \$16.99.*

When a school bus accident leaves sixteen-year-old Jessica an amputee, she returns to school with a prosthetic limb and her track team finds a wonderful way to help rekindle her dream of running again.

***We Are Photogirls, DIY Photo Shoot Book.***

*Laurence King Publishing, 2014. 978-1780672991. \$17.95.*

We Are Photogirls' DIY Fashion Shoot Book features their favorite exercises for school-age fashionistas – choose

from Style Scouting (for a whimsical day-long Dream A Little Dream of Me shoot), Fashion Family Portraiture (be inspired by the super-kitsch 1980s and style up your nearest and dearest), or achieve the porcelain, living-doll look of the Marie Antoinette Make-up Technique. Each challenge is accompanied by cutting-edge photography, step-by-steps, DIY research for ideas, and tips on how to get your friends to take part.

**WEBSITES AND APPS TO HELP YOU TURN DREAMS INTO REALITY**

**Action Figure Collecting**

<http://actionfigures.about.com/>

Information on how to build and take care of an action figure collection.

**ASPCA Pet Care**

<http://www.aspc.org/pet-care>

The nonprofit organization's guide to pet health.

**Balloon HQ**

<http://www.balloonhq.com/>

Learn about balloons and balloon art.

**Booklikes**

<http://www.booklikes.com>

Find new books, keep track of your reading, and blog at the same time.

**Building Your Model Railroad**

<http://www.building-your-model-railroad.com/index.html>

A website devoted to building model railroads.

**CareerProfiles**

<http://www.careerprofiles.info/>

Career and job search guide.

**Choosing a Career**

<http://teens.tulsalibrary.org/choosing-career>

This website is all about teens! You'll find stuff to help you get a job, get a summer job, find a career, find a college, apply for financial aid, discover a college major(s) and minor(s), and more.

**Code.org**

<http://code.org/learn>

Learn the basic concepts of Computer Science with drag and drop programming.

**Codecademy**

<http://www.codecademy.com/>

Learn to interactively code for free.

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## Comic Book Resources

<http://www.comicbookresources.com/>

News, locations of comic book shops, and lots of links to comic web sites.

## Cooking Teens

<http://www.cookingteens.com/>

The place for teens who love to eat and cook. Fun, teen-friendly recipes, videos and food news each day. Great for families, too!

## Figment

<http://figment.com>

Figment is a community where you can share your writing, connect with other readers, and discover new stories and authors. Whatever you're into, from sonnets to mysteries, from sci-fi stories to cell phone novels, you can find it all here.

## Goodreads

<http://www.goodreads.com>

Meet your next favorite book.

## Guitarlessons.com

<http://www.guitarlessons.com/>

To inform, empower, and entertain – GuitarLessons.com is a free resource for guitarists that are interested in expanding their musical abilities. It is the largest source of free video guitar lessons available on the Internet.

## Hobbies and Interests

<http://www.buzzle.com/articles/list-of-hobbies-interests.html>

Need help finding something you like?

## Instagram

<https://itunes.apple.com/us/app/instagram/id389801252?mt=8>

It's a simple way to capture and share the world's moments on your iPhone. Customize your photos and videos with one of several gorgeous and custom built filter effects. Transform everyday moments into works of art you'll want to share with friends and family.

## Lego Digital Designer

<http://ldd.lego.com/en-us/default.aspx?icmp=COUSCreateShareSL100LDD>

Free software download (PC and Mac) allows you to build and share your own models.

## MyFuture.com

<http://www.myfuture.com/>

Figure out what's next.

## Pinterest

<http://www.pinterest.com/>

Pinterest is a tool to find your inspiration and share it with others. Use it to collect things you love, organize and plan important projects, and more.

## ScaleModel.net

<http://scalemodel.net/>

International List of Scale Model Related Websites

## Scoop.it!

<http://www.scoop.it/>

Scoop.it lets you easily publish gorgeous online magazines by curating content on your favorite topic.

## Spoonful

<http://spoonful.com/>

Make everyday. Crafts, Recipes, and Activities for Kids and Parents

## Teen Ink

<http://www.teenink.com/>

A teen literary magazine and website writing by teens for teens.

## Teenage Photographer

<http://teenagephotographer.com/>

Tutorials, forums, and showcases for young photographers.

## Where Teens Write

<http://www.whereteenswrite.com/>

A community for teens to write, share, and learn.

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## MOVIES AND SHOWS TO WATCH TO HELP YOU TURN YOUR DREAMS INTO REALITY: AN ANNOTATED MEDIA GUIDE

42

[http://www.imdb.com/title/tt0453562/?ref\\_=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt0453562/?ref_=fn_al_tt_1)

The life story of Jackie Robinson and his history-making signing with the Brooklyn Dodgers under the guidance of team executive Branch Rickey.

*America's Next Top Model*

[http://www.imdb.com/title/tt0363307/?ref\\_=nv\\_sr\\_1](http://www.imdb.com/title/tt0363307/?ref_=nv_sr_1)

A cyclical competition where women from all over the U.S. compete for the honor of being America's next "it girl" in the modeling world.

*American Pickers*

[http://www.imdb.com/title/tt1596786/?ref\\_=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt1596786/?ref_=fn_al_tt_1)

Mike and Frank are pickers that travel the country and literally would go anywhere just for the prospects of finding antique gold. With the assistance of Danielle they often find themselves in a comedic pickle.

*The Blind Side*

<http://www.imdb.com/title/tt0878804/>

The story of Michael Oher, a homeless and traumatized boy who became an All American football player and first round NFL draft pick with the help of a caring woman and her family.

*Cake Boss: Next Great Baker*

<http://www.tlc.com/tv-shows/next-great-baker>

Baking competition.

*Cinderella Man*

<http://www.imdb.com/title/tt0352248/>

The story of James Braddock, a supposedly washed-up boxer who came back to become a champion and an inspiration in the 1930s.

**Cool Runnings**

<http://www.imdb.com/title/tt0106611/>

Based on the true story of the first Jamaican bobsled team trying to make it to the winter Olympics.

**Dirty Jobs**

[http://www.imdb.com/title/tt0458259/?ref\\_=tt\\_rec\\_tti](http://www.imdb.com/title/tt0458259/?ref_=tt_rec_tti)

Host Mike Rowe takes a look at different dirty jobs with a hands on approach. The show tackles everything from pigeon feces removal to household clean up after a sewer back up.

**The Great Debators**

<http://www.imdb.com/title/tt0427309/>

A drama based on the true story of Melvin B. Tolson, a professor at Wiley College Texas. In 1935, he inspired students to form the school's first debate team, which went on to challenge Harvard in the national championship.

**Invincible**

<http://www.imdb.com/title/tt0445990/>

Based on the story of Vince Papale, a 30-year-old bartender from South Philadelphia who overcame long odds to play for the NFL's Philadelphia Eagles in 1976.

**Iqbal**

<http://www.imdb.com/title/tt0453729/>

Iqbal, the deaf and mute son of a farmer, has a passion for the game of cricket and seeks the tutelage of washed-up, alcoholic ex-player.

**Julie & Julia**

<http://www.imdb.com/title/tt1135503/>

Julia Child's story of her start in the cooking profession is intertwined with blogger Julie Powell's 2002 challenge to cook all the recipes in Child's first book.

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## Man v. Food

[http://www.imdb.com/title/tt1342711/?ref\\_=tt\\_rec\\_tti](http://www.imdb.com/title/tt1342711/?ref_=tt_rec_tti)

Host Adam Richman travels around the U.S., taking on a variety of local eating challenges involving meal size, spiciness and other daunting factors.

## Miracle

<http://www.imdb.com/title/tt0349825/>

Miracle tells the true story of Herb Brooks (Russell), the player-turned-coach who led the 1980 U.S. Olympic hockey team to victory over the seemingly invincible Russian squad.

## October Sky

[http://www.imdb.com/title/tt0132477/?ref\\_=nv\\_sr\\_1](http://www.imdb.com/title/tt0132477/?ref_=nv_sr_1)

The true story of Homer Hickam, a coal miner's son who was inspired by the first Sputnik launch to take up rocketry against his father's wishes.

## Peaceful Warrior

<http://www.imdb.com/title/tt0438315/>

A chance encounter with a stranger changes the life of a college gymnast.

## Project Runway

[http://www.imdb.com/title/tt0437741/?ref\\_=nv\\_sr\\_1](http://www.imdb.com/title/tt0437741/?ref_=nv_sr_1)

Heidi Klum hosts a reality series where aspiring fashion designers compete for a chance to break into the industry. Each week, a designer is eliminated from the competition after exhibiting their work in front of a judges' panel.

## Rocky

<http://www.imdb.com/title/tt0075148/>

Rocky Balboa, a small-time boxer gets a supremely rare chance to fight the heavy-weight champion, Apollo Creed, in a bout in which he strives to go the distance for his self-respect.

## Rudy

<http://www.imdb.com/title/tt0108002/>

Rudy has always been told that he was too small to play college football. But he is determined to overcome the odds and fulfill his dream of playing for Notre Dame.

## Shark Tank

[http://www.imdb.com/title/tt1442550/?ref\\_=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt1442550/?ref_=fn_al_tt_1)

Hopeful inventors present their products with the hopes one of the judges will invest.

## So You Think You Can Dance

[http://www.imdb.com/title/tt0472023/?ref\\_=nv\\_sr\\_1](http://www.imdb.com/title/tt0472023/?ref_=nv_sr_1)

Competitive dance show.

## The Social Network

<http://www.imdb.com/title/tt1285016/>

Harvard student Mark Zuckerberg creates the social networking site that would become known as Facebook, but is later sued by two brothers who claimed he stole their idea, and the cofounder who was later squeezed out of the business.

## Storage Wars

[http://www.imdb.com/title/tt1785123/?ref\\_=ttpl\\_pl\\_tt](http://www.imdb.com/title/tt1785123/?ref_=ttpl_pl_tt)

Follows four professional buyers and their teams as they scour repossessed storage units in search of hidden treasure.

## Take the Lead

<http://www.imdb.com/title/tt0446046/>

The real story of a dance teacher who believed in the talent of a group of problem kids.

## Temple Grandin

<http://www.imdb.com/title/tt1278469/>

A biopic of Temple Grandin, an autistic woman who has become one of the top scientists in the humane livestock handling industry.

## Top Chef

[http://www.imdb.com/title/tt0765425/?ref\\_=tt\\_rec\\_tti](http://www.imdb.com/title/tt0765425/?ref_=tt_rec_tti)

Competitive cooking show.

## The Voice

[http://www.imdb.com/title/tt1839337/?ref\\_=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt1839337/?ref_=fn_al_tt_1)

Four famous musicians search for the best voices in America and will mentor these singers to become artists. America will decide which singer will be worthy of the grand prize.



## CREATING DISPLAYS

Library collections, programs, and services are only as good as how our users perceive them. Attention-getting displays are useful tools library workers can use to attract teens to the wealth of information and fun materials and activities that are waiting just for them.

Displays are also great ways to get teens involved in collections, promotion, and programming. Ask teens to create displays, create signage, bring in props, or come up with themes for displays; show them how integral you think they are to what you do in the library. Co-workers, teachers, and other staff can get involved by providing items to use as props or decoration. You can create beautiful displays while also cultivating connections with those you work for, with, and around.

Displays just make the whole library space look nice, and, as a bonus, the books you use might leave some room on the rest of your shelves.

## Marketing the Library

Library workers often wear many hats, and one is that of “marketing extraordinaire.” Many library workers feel overwhelmed by the prospect of marketing and designing displays, particularly if they don’t identify themselves as artistic or creative. Also, library spaces and classrooms sometimes don’t allow for large displays—or any designated display space at all! Library workers can learn from the big bookstores to help increase the visual appeal of end caps, displays, top shelves, and open spaces. Using color or size themes, great signage, and items along with the books, there are many simple displays that can attract a lot of attention.

Just like at library conferences, the tables that get the most traffic are those giving away swag. You might already be promoting materials that can be borrowed for free, but offering bookmarks, candy, or pens is a great way to attract teens to your table and linger long enough to walk away with something interesting. The ALA Store sells Teen Read Week tie-in bookmarks and plenty of other items that can be used as props or take-aways. Visit [www.ala.org/yalsa/best](http://www.ala.org/yalsa/best) to download free bookmarks, spine labels and more that you can use to highlight books in your collection that were recognized by a YALSA list or award.

Changing up the look of a library space may entice your teens to pick up books, movies, music, or audiobooks and check them out just FOR THE FUN OF IT!



## Find Inspiration

We discovered on the Internet that lots of libraries, bookstores, and small business have great ideas for small and large-space displays. When you are feeling stuck for new inspiration, take a look around and find some exceptional ideas on Pinterest (<http://www.pinterest.com>). Use what you find to create your unique displays that reflect the personalities of you, your library, and your teens! And then share your ideas with other library workers by posting images of your own displays on your library blog, website, Facebook, Twitter, Pinterest, or Tumblr accounts. Also, be sure to check the Forums on the TRW site for ideas and inspiration: [www.ala.org/yalsa/teenread](http://www.ala.org/yalsa/teenread).

## Small Spaces

You may believe you have no display space, but think creatively and utilize any empty space or create a space by moving books or furniture around. Consider removing art from the walls that has been there a long time, and replacing with exciting posters that can be changed frequently. To make use of the following displays, you can use lots of books or just a few.

If you have an area on the end of a shelf or a corner of a desk for even one book, stand a single book face out next to a booklist or a great sign. A single book that is always changing can attract attention. Try a "Teen Read Week Book of the Day" display to highlight a different recommended title each day. Have a stack of titles ready to replace them as they quickly get checked out. Make full use of your window sills to display props and signage, and you can even use a book cart for a small roving display of materials.

## Large Spaces

If you have a larger space to create an interactive display, you can post scavenger hunts or other games that relate to your theme, and offer raffle drawings for inexpensive Teen Read Week prizes. Large cardboard cutouts (of anything!) always attract attention, and large piles of books scattered around would surely have your teens wondering. In both large and small spaces, take a look around and see what your space could become. Perhaps there is a small area on the floor where you can stack brightly wrapped boxes or a place for you to create your own display table. Bateman (VA) Library used props like 3D puzzles to make sure they filled up their large space, and Irving Middle School in Norman, Oklahoma utilized their floor and window space to tie the entire display together, as well as to entice teens into the space.



## Virtual Spaces

The ALA store offers web files that feature the TRW theme. YALSA also provides book trailers for the Teens' Top Ten list and other recommended reading. Consider using them on your organization's Facebook page and/or web site. Work with your Teen Advisory Group to post online book reviews, create reader polls, make book trailers and more to feature theme related books and drive interest in your library's collection. Leverage social media, such as Twitter, to send out a book review of the day, or encourage teen patrons to Tweet book reviews at the library, so you can reTweet the content. Don't forget to link to YALSA's Reads4Teens web site, so teens can participate in the Teens' Top Ten voting and find other good reads: [www.ala.org/yalsa/books4teens](http://www.ala.org/yalsa/books4teens).

## Display Opportunities

### Mixed Media

Incorporating examples of different formats reminds teens that the library provides lots of different materials for lots of different interests and preferences.

### Outside of the Box!

Don't forget about spaces that are outside of your teen space, classroom, or library. Use hallway space, display cases in high traffic areas, or in community locations. Piscataway (NJ) Public Library utilized a great space outside of a local grocery store to display services, program announcements, reading recommendations, and more!

### Props!

Props are always eye-catching, engaging, and really fun to mix with books. Piscataway (NJ) Public Library decorated the inside and outside of a glass display case and got lots of attention.

### Teen Art

Work with a local art teacher to have teens create artwork related to the TRW theme and then display the artwork in the library by incorporating it into your TRW display.

## Themes You Can Use!

Using the lists of books, audiobooks, and movies provided in the Teen Read Week manual, this year's theme is overflowing with great titles that you can mix into your displays. **Teens Top Ten** nominated titles also make great popular displays for your teens both during and leading up to Teen Read Week! Remember, to keep things fun, mix different formats together in a single display, use props, have teens create signs or other decorations for the display space.

Don't forget to create specialized theme booklists highlighting your library's collections of books and audiobooks to include as part of your display. This way, teens can discover new titles even if the display copy has been checked out! To avoid missing out on great titles, you can also print a color image of the book's cover and add a note reading "This one is checked out, but to place a hold please ask a librarian!" or "If this one isn't here, request it online!"



Use the booklists provided in this manual for great themes and display titles about tons of topics, such as land, space, or technological exploration, and include props like magnifying glasses, a model space shuttle, or an image of your library's online catalog search page!

### Turn Dreams into Reality Theme ideas

- ☞ Incorporate sleep related props, like pillows, sleep masks and night lights to create a display on books related to dreams, dreaming and the science of sleep
- ☞ Create a 'life after high school' display that provides a range of resources to help teens explore possible careers and learn about the training required to pursue them
- ☞ Build a 'turn your passion into your career' display that ties in hobby books with relevant career related materials
- ☞ Create a "dreams come true" display featuring books about successful individuals who achieved their dreams
- ☞ Put up a 'my dream is...' bulletin board and allow teens to complete the sentence on a post it or note card and post on the board.



## RESOURCES

Brown, Laura. "10 Ways that Public Libraries are Using Pinterest." Wayne State University. 10 Jul 2012. <http://blog.slis.wayne.edu/blog/bid/177015/10-Ways-that-Public-Libraries-are-Using-Pinterest>.

From Wayne State University's "Ideas from The School of Library and Information Science" blog, this article discusses how to best utilize Pinterest to promote your public library and to gather ideas.

Dowd, Nancy, Mary Evangeliste, and Jonathan Silberman. *Bite-Sized Marketing: Realistic Solutions for the Overworked Librarian*. Chicago: American Library Association, 2010.

Filled with great information, chapter eight on design is particularly chock-full of ideas and resources for librarians who need inexpensive, creative display ideas.

Jacobson, Alan. "Building Displays that 'Move the Merchandise.'" *American Libraries Magazine*, January/February 2012.

<http://americanlibrariesmagazine.org/features/02152012/building-displays-move-merchandise>.

Jacobson provides a guide for developing displays based on first determining the need for visual promotion.

Library Displays: Creative Ideas to Promote Books from Your Library Collection. <http://schoollibrarydisplays.blogspot.com>.

Elaine Pearson, a librarian from New Zealand, has put together an inspirational blog filled with ideas about displays, bulletin boards, signage, and more.

Woodward, Jeannette A. *Creating the Customer-Driven Library: Building on the Bookstore Model*. Chicago: American Library Association, 2004. <http://www.alastore.ala.org/detail.aspx?ID=337>.

With the goal of helping libraries market their services using low-cost or no-cost techniques, Woodward shares practical lessons for any library's revitalization inspired by the success of mega bookstores.

**Pinterest:** [www.pinterest.com](http://www.pinterest.com)

**Tumblr:** [www.tumblr.com](http://www.tumblr.com)

**Facebook:** [www.facebook.com](http://www.facebook.com)

**ALA Store:** [www.alastore.ala.org](http://www.alastore.ala.org)

**Twitter:** [www.twitter.com](http://www.twitter.com) #TRW14



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