



Support for Idaho Teen Read Week made possible through Library Services and Technology Act, administered by the Institute of Museum and Library Services.

Boise Public Library-- Reading Beyond . . . After brainstorming ideas with a group of teens we decided to take a book and go "beyond" what the author had written. We looked at several books and decided on *The Mysteries of Harris Burdick* by Van Allsburg. We'll take several of the pictures and short lines that he wrote and flesh out what happens. We're going to do some of it as a round robin type storytelling and some of it will be written. We'll start with one written line then pass the paper to someone. That person will write a second line to the story then fold the first line so it can't be seen and pass the paper. The next person will write a line to go with the line they can see, fold the paper and pass it along and continue until we feel like we've got a complete story. Then we'll unfold it and read the story that they wrote. We always include time to talk about what everyone is reading at these programs as well.

Marketing Planning starts about the middle to end of August. Promotion - information goes into our printed/on-line calendar in September. It also appears in the Boise City Parks and Recreation Activity Guide starting in September. Bookmarks, flyers, posters will go up the first part of October in-house and PSA's will start 2 weeks before the event.

🕒 **Boise Public Library! at Collister -- Urban Legend Night** Teens! Come join us for a ghastly good time as we exchange urban legends over spooky sweets. Allow your imagination to stretch as you hear tales that are too eerie to be real, or are they? Urban legends play a rich part of our storytelling history and we are happy to festively incorporate them into this year's teen read week. Event starts at 7:30 and will last an hour.

Marketing Mid September: PSA, room reserved, posters made Early October: Speak to high schools, flyers to schools, community calendars.

🕒 **Burley High School Media Center -- Take A Break From Reality – "Paws" For Reading** (Note: We are the Burley Bobcats, therefore the "paws") Take A Break From Reality – "Paws" For Reading is designed to accomplish the following goals: 1) Give students an opportunity to share their favorite titles with each other. 2) Draw students into the media center to have fun and, by the way, discover new and exciting books. 3) Promote reading as a cool thing to do with your friends or by yourself.

Top Ten Vote Getters

1. Taylorview Junior High
2. Centennial High School
3. Hayden Library
4. Wendell High School Library
5. Gooding High School
6. West Junior High School Library
7. Garden City Library - Teen Trailers (Bring Books 2 Life)
8. Nampa Public Library
9. Idaho Falls High School
10. Tie: Boise Public Library
11. Tie: East Bonner County Library

Marketing Cooperating English teachers will receive information 2 weeks before the event takes place so they can make lesson plans that include time for students to fill out favorite book recommendation forms. We will start promoting our event Monday Oct. 5 through posters, and tv spots during Channel 1 broadcasts. October 19-23 will play as follows: Monday - Book recommendation forms passed out in English classes to students. Students write a book recommendation in 50 words or less and turn them in to teachers. Tuesday - Panel of judges will pick top ten recommendations from each grade. These top forty students will have a personalized Mini-READ poster attached to their book recommendation for display in the Media Center and will receive a prize (key ring wallets) furnished by the Idaho Library Commission. Wednesday - Students will come to the Media Center to review the book recommendations and receive suckers tagged with the theme of the week. Thursday - Students will vote for their favorite recommendation and drawings will be held for themed prizes. Friday - Winner will be announced. Winner will receive a "Beyond Reality" celebrity photo shoot and be featured on a 24"x 30" READ poster to be displayed in the Media Center along with other ALA Celebrity Read posters..

○ **Cascade Public Library -- Lights on Afterschool** Our library is teaming up with U of I Extension and 4-H afterschool program to offer "Lights on Afterschool". The Mayor and other city officials will be participating with us also. We will have a lot of activities, games and storytime. We will continue to partner with the afterschool program after Teen Read Week by holding weekly study help at our library. We are offering free Rural Library Cards to all kids who participate in the afterschool program for use during the school year.

Marketing Planning and promotion has already been done and will continue until the event. We have flyers up around town and at the school. Reminders will be sent home with students October 16th.

○ **Centennial High School – What Are You From?** Be creative and express yourself! Use your own images or those you find on the Internet to produce your own free, 30 second, Animoto video that answers the question, "What are you from?" Show others what you believe, what you stand for, what you like, etc. Videos will be shown the next day at lunch in the library and the audience will vote for their favorite. The winner will receive a Flip camera so you can continue to be creative and express yourself through video.

Marketing Mid September: PSA over announcements, library computers reserved, posters made to hang in hall and in library, Early October: Speak to all English classes and the film and creative writing classes.

○ **Clearwater Valley Middle / High School-- Let's Get Graphic**
We will take this opportunity to introduce our students and staff to graphic novels. Events will include book talks and contests. A graphic poster contest, a name the most heroes contest and a how many books are in the library contest will take place. We are looking forward to these activities increasing the awareness and circulation of graphic novels in our school library.

Marketing Planning for the event has taken place between the district librarian and building librarian. Further preparation will take place in late September and early October. Promotion throughout the school will take place in mid October in the form of posters and daily announcements. The event will run for an entire week with book talks and the poster contest kicking off early in the week. All contests will conclude Thursday and winners will be announced Friday of Teen Read Week. The posters will remain on display through the following week.

○ **East Bonner County Library -- Party Beyond Reality: Watch Coraline & Participate in a Pumpkin Carving Contest.** We will have a Friday afternoon / evening showing of Coraline (w/ the projector), followed by a pumpkin carving contest and a monster makeup contest. We will vote on favorite scary movies and books. We will supply a taco bar and ice cream for ice cream sundaes. On the Wednesday preceding the contest, we will have a planning meeting to plan a New Moon Launch Party for November.

Marketing Already finished: Promotion for the New Moon Launch Party planning meeting.. Movie license acquired. Sept 25: Requests to Safeway, Yokes, Wal-Mart, and Farmers Market to donate 5-10 pumpkins each. Requests to Dominos for pizza for New Moon Launch Party meeting. Set general contest rules (age, alone/team, appropriateness, etc). Sept 28: Request for a free ski passes (for winners of contest) will go to Schweitzer. Sept 28-30: Promotion for the Coraline viewing and pumpkin carving contest will be distributed at circulation desk, after-school programs, to the homeschool family email list, and around town. It will also be placed on the website. Sept 30, Oct 7, 14, 21: After school teen & tween attendees reminded about event. Recruit "help" for events set-up, taco meat cooking, and promotion! Oct 4: Purchase monster make-up and pumpkin carving utensils. Photocopy jack-o'-lantern "patterns." Oct 6: Fine tune and photocopy contest rules. Oct 12: Schools will receive TRW information. The information will be read in their morning bulletins for 2 weeks. Resend information to homeschool families. Oct 20: Handbills will be distributed at the middle schools. Shop for foodstuffs and pumpkins. Oct 21: Ask After school crowd to text message their friends reminders about "Party Beyond Reality." Oct 23, 2 PM: Set up room & cook taco meat 4 PM: Start movie 6 PM: Contests begin.

○ **Emmett Public Library - TAG-Expect the Unexpected @ Your Library** We have launched a kick-off program (September 1) membership drive at schools, youth groups (4-H, Scouts & Rec District). We are promoting participation of a kick-off meeting with new guidelines and goals for the year. TAG will be able to earn fine vouchers with each TAG function they attend as well as each time they volunteer at the library. Goals for this year include reading @ assisted living homes and a community partners project. We will be encouraging reading among their peers as well as promoting library usage within the community and its residence. We will use the Teen Read Week to get our A+ program off to and even more exciting start and build the momentum into success with TAG.

Marketing September 2009 - sign-up, membership drives, initial meeting October 2009 TAG members plan A+ Kick-off party with membership handouts, pizza party for Teen Read Week Celebration! November 2009 Book Drive for replacements program @ EPL, Coordinate with Friends of Library for 2nd time around book sale December 2009 Read A Thon, Baked Food Sale, Game Night January 2010 Youth Celebration 2010! Update project for Teen Alley We have regular monthly meetings as well as a special program monthly.

○ **Garden City Library -- Teen Trailers (Bring Books 2 Life)** Teens will collaborate to make a digital video book trailer for their favorite sci-fi or fantasy novel, while learning to use a camcorder and video-editing software. (See Jordan's self-starring book trailer for Mariah Mundi-The Midas Box [here](#)). Once the teens have the finished product, we will display their hard work on the library website and blog, and they will get a dvd copy of the trailer for themselves! Teens will film on Thursday the Oct. 22 and edit on Saturday Oct. 24. (They will also make "Alien Abduction Lamps" on October 20 to kick the week off right!)

Marketing Jordan has made an outstanding book trailer here: <http://www.youtube.com/watch?v=a5n5bCucMG0>. She will email that link to her teen email list and we will play it on our TV in the teen section. These events are currently being promoted on our Teen Blog (gcplteens.blogspot.com) and Twitter (gcplteens). We will promote the event to local schools (starting Sept. 22 during a library tour for 7 & 8 graders), in house, and in press release. We are developing the materials for marketing right now (fliers, etc) which will be displayed and distributed in early August! We also send out a newsletter to our fans.

○ **Gooding High School -- Read People, Read Food?** We'll focus on books about food, both non-fiction and fiction. Sharing books at our October Reading Club meeting will start the ball rolling. Bookmarks with suggested titles will be handed out. Then, the real fun begins when we have our Real Food Extravaganza!!! We will pit pizza against pizza in a Taste of the Best contest. Participants will taste pieces of many different pizzas and the votes will determine the best one!

Marketing Timeline: Oct. 1, books presented at a regular Reading Club meeting, along with bookmarks Oct. 12, posters in halls, arrange for photos for newspaper Oct. 21, announcements over PA system Oct. 22 during lunch, taste!

○ **Hayden Library -- "Slam Beyond Reality" Celebrate Teen Read Week by joining the Hayden Library for our first ever Poetry Slam!** Poetry slam for teens--two original works of up to two minutes each. The five judges will be members of the community, i.e., instructors from North Idaho College, members of Friends of the Library, and KSAL Foundation. The teens will be broken up into two grade groups--6th to 8th and 9th to 12th. First place prize is a \$25.00 gift card and second place is a \$15.00 gift card--both gift cards from Borders. Participants will be judged based on poetry content, performance and how well their original poem relates to the teen read week theme.

Marketing As we began brainstorming teen events, we realized we wanted to do something we'd never done before; what began as a possible open mic night evolved into a poetry slam. We will be promoting the event through middle school, high school and home school newsletters, as well as posters and fliers at the schools and local businesses.

○ **Hillside JHS -- Rams Read Beyond Reality** Monday - Catch a Teacher Reading Day (kids fill out slips) Tuesday - Tie Dye Tuesday - treats for those wearing tie dye Wednesday - Hunger Games book club at lunchtime Thursday - Red, White, and Blue Day (school colors are Red and Blue) Friday - Cirque du Freak book club at lunch ...and lots of little things all week!

Marketing We hope to have lively participation in all events by a significant portion of the staff and student body. We hope to give away at least fifty treats on dress-up days (Tuesday and Thursday), at least 20 kids at the Hunger Games Lit Lunch, and at least 15 kids at the Cirque du Freak Lit Lunch. We tend to have large turnouts for library events and activities despite the small size of our student body, and we hope to continue that trend. We also hope to see greatly increased traffic in the library during Teen Read Week due to our daily activities, contests, and quizzes, as well as the larger events. We do not have a gate counter, but it would not be unreasonable to expect about 1,500 library visits during the five days of Teen Read Week.

○ **Jerome Public Library -- Read Beyond Reality; Find a Book @ your library!** We will start our week unveiling the newly decorated teen space, an area that now resembles a college café by beginning the "Starbooks Cafe Club", a teen reader's book club that focuses on the hot new book releases for the library that month. We will provide hot drinks and treats for teens participating. We will read a handful of books from the Young Readers Choice Awards for 2010. In addition, the week will be filled with a film making contest through Animoto and YouTube, Poem/Wordle contest, fused glass art making and the Grand Re-Opening of the Teen Reading Store; a store filled with the finest teen needs, no money needed only teen reading/activity tickets to make a purchase. The big push in September and October is Teen Library Cards, to complete our Teen Read week we will offer a Pizza, Gaming, Karaoke Party and the entrance fee is your library card!

Marketing Planning: Our planning will consist of three items: Donation/gift requests to local businesses YAC participation in planning Creating partnerships with teens, schools and community members. The biggest thing with planning is looking for scheduling conflicts with community and school events, and beginning to gauge teen participation by using word of mouth advertising early. Assessing the needs and wants of our teens will also be an important factor of how our activities will play out. Promotion: We will focus mainly on word to mouth advertising, mass texting, Facebook, Twitter and MySpace as well as "concert" flyers and posters in libraries and schools. "Starbooks Café" will need to have readers participating in the first club meeting to carry this reading group out. We will partner with the Jerome High School and the school librarian to launch or Starbooks Café. With that partnership we will also offer all the High School library patrons to join us at the Public library by getting a Teen Student Card to double their library collection. Jewelry Making, YouTube/Animoto video Contest and Poetry Contests are ongoing monthly activities that will be mass advertised during the Teen Week but will carry out throughout the year. Program Timeline September: YAC meeting Tuesday September 29, 2009 (pick book for Starbooks Café) Starbooks Cafe donations Pizza Donations Teen Space designing Video Contest Rules (check, www.jerome.lili.org/youtube) Look Ma I am a Poet (check, <http://jerome.lili.org/poetry>) Library Card signups October: Advertise for Teen Read Week (Twitter, Facebook, Myspace, In house advertising, High School Library, High School website, Jerome Library Website and City and High School newsletter announcements.) Focus main efforts on New Teen Student Library Card sign-ups. October 19, 2009- "StarBooks Café"- Book Club Debut- We will read and discuss books that are nominated for the YRCA awards. This is once a month activity that offers teens free coffee/hot chocolate and café treats will be available. - Book Café - 1 book a month - Store tickets for incentive October 20, 2009- After-school treats October 21, 2009- 4:00pm-6:00pm- Fused Glass class 10 participants, Wii Wednesday October 22, 2009- After-school treats and projects. (Jewelry making, Comic book strip making) October 23, 2009- After-school Gaming, Karaoke, Pizza and Pop party 3:00-5:00- Library card is the entrance fee!

○ **Idaho Falls High School -- Are you smarter than a high school student?** *Two staff members will be on "stage" at once. *Each will dramatically read two statements, one being true and one being false. *The two staff members will then select a student from the audience to judge who told the truth. *If the student is right, he gets to squirt whip cream into the mouths of the teachers. *If the student is wrong, one of the teachers will squirt whip cream into the student's mouth. *Statements will be taken from books such as "Urban legends," "Ripley's Believe it or Not," "Guinness Book of World Records," etc. *Refreshments will be served to all in attendance.

Marketing Two weeks out: put out posters, flyers, and print in bulletin. Line up teachers to participate. Prepare questions (false questions from urban legend books, true ones from books like Ripley's, etc.). One week out: have teachers talk it up in their classes Day before: purchase refreshments, whip cream. Day of: Have announced on intercom. Setup library and put books on display.

○ **Kamiah High School -- Read Beyond Kamiah** Since this is our first attempt at participating in Teen Read Week, we will start small. We will have a banner inside the door of the library proclaiming the Teen Read Week theme: Read Beyond Reality. It will include the following statement: High School, the next frontier. These are the voyages of the high school library in Kamiah. Our 4 year mission: to explore strange new worlds, seek out new facts and new information, to boldly go beyond the earthbound classroom assignments that all teachers are forced to administer. Extending from this banner will be garlands of stars leading to posters of planets and displays of books. Students will be asked to suggest books to display.

Marketing Posters, flyers, and book selection will be made during the 2 weeks prior to the beginning of Teen Read Week. Flyers will be put up around the school advertising Teen Read Week during the week prior to October 18. Announcements will be made during the week reminding students to come to the library. Library decoration and displays will be set up during the weekend of October 17/18.

○ **Lake Pend Oreille Alternative HS Literacy Center -- RIP: Reading is Prime** Students will be encouraged to compete in Advisories to read a book of their choosing. Each Advisor will monitor with a reading log on each student. At the end of the week the logs will be collected and the Advisory class with the most time logged in will win.

Marketing We will begin announcing this in each advisory class, the bulletin and the Title 1 English classes.

○ **Lewiston City Library-- Teen Book Club Launch** On October 21st I will be starting a Teen Book Club. Teens will meet monthly to discuss the selected book and choose a new one.

Marketing I have created a poster and flyers/bookmarks that have been distributed to the English teachers and librarians at the junior highs and high schools. There are posters up throughout our library and a sign-up sheet at the front desk. Each patron that signs up is entered into a drawing for the book Eclipse. The drawing will be held at the first meeting of the book club and the winner must be present to win. The circulation desk will place a hold for a copy of our selected book, *The Boy in the Striped Pajamas* by John Boyne. At the first meeting of the book club we will get to know one another, have snacks, discuss the book, and choose our next book selection.

○ **Meridian Library District -- Sci-fi art contest** Plans call for our new teen section to be open during teen read week. Decorations include paper mache planets hung in the teen section. New teen will be available including Teen CDs. Draw or paint your favorite Sci-fi book character - Teens drop by and pick up an entry form to enter the contest to win 2 laser tag ticket at Wahooz. The teen who have the most creative entry will win. All art work will be displayed which should attract their friends to come into the library.

Marketing June through September planning and creating decoration. October 1st through October 18th we put up displays, hand out flyers, promote in teen programs. Send PSA to TV stations, post on library blog and on our website. Put flyers up at school.

○ **Meridian Library District - Silverstone Branch -- Back to back 2. You are what you eat** For TRW, we plan on doing two separate and awesome programs. At the first program (Back to back) teens will be re-vamping the cover of their favorite books using a variety of different media, and we will be displaying the completed works of art in the Teen Zone at the library, giving each book a new life inspired by one of our teens. The second program (You are what you eat) will be a costume party where teens will dress up as their favorite character and bring a party dish inspired by a book or book title, like "War and Peas" or "The Life of Pie". Some [examples](#) of what we hope to see. Both programs will encourage teens to get creative, and we hope will provide them with a totally fun atmosphere in which to share ideas and be together.

Marketing We plan to use viral marketing by having our teen volunteers distribute flyers at their schools. We also plan to do in-house promotion, and plug our events on Facebook, Twitter, and our website.

○ **Middleton High School -- Read Beyond Reality at your Library** During the month of October, we will have a display, plus a bulletin board of Science Fiction and Fantasy titles. Daily announcements will advertise Teen Read Week, starting Friday, October 16. Students will be encouraged to "Read Beyond Reality,"

by coming to the library to check out a book. They will be invited to come to the library to enter a drawing to win a paperback copy of "The Hobbit" (one per grade level).

Marketing Sept. 28 - The student aides will begin planning a bulletin board. 2. Oct. 5 - The bulletin board will be completed. 3. Sept. 28 - Other student aides will begin to pull fantasy and science fiction books to display. 4. Oct. 5 - The books will be displayed. This will be ongoing as students check them out. 5. Sept. 28 - Another group of student aides will design a display for our glass case. 6.. Oct. 5 - This display will be completed with pictures of titles, not the actual books so we don't have to keep taking them out of the display case. 7. Oct. 15, an announcement will be sent to the secretary for the students to read on Friday. This will continue through the next week.

○ **Nampa Public Library -- Get Into The Game: Go Where No Teen Has Gone Before...** We are going to be celebrating Teen Read Week by throwing an after-hours Teen Gaming Night! Our LAN gaming system will be up and running and teens will be in the heat of the action in a galaxy far, far away as they play Star Wars Battlefront or clash with their opponents in our fast-paced Starcraft strategy games. We will make rock history when our adult non-fiction section is transformed into Abby Road Studios as teens reenact some of the most famous performances of all time with the help of The Beatles Rock Band. Teens can also select from a variety of Wii games to play like Mario Cart, Wii sports, and many others. Snacks will be provided (of course) and teens will also have the option of bringing in a favorite treat to share.

Marketing Planning and set-up time will be minimal. Our computers are already set-up, tested, and ready to go! We plan on having our program on the evening of Wednesday, October 21st from 7:30pm-9pm. Our teen advisory group, T.A.L.K. (Teen Association of Literary Knowledge), has been involved with the selection of the games, treats, and promotional ideas. The T.A.L.K group will create a flyer at their next meeting (10/08) for in-house advertisement/distribution. Teen Read Week promotional posters/bookmarks from ALA have been ordered, will be arriving within the week, and will be displayed in the library. We will be sending out press releases to local newspapers by 10/09. The program will be added to our event calendar, website, and our Library & T.A.L.K Facebook pages by 10/02. "Tweets" about our program will also go out periodically until our event date. Word-of-mouth will also be used by teens/library customers/staff.

○ **North Bingham County District Library -- Here Lies The Librarian** We are planning a Library Mystery Party for our Teen Reading Week. Miss Electra Dietz was found slumped over the reference desk computer by the library board as they meet for the monthly board meeting. Who in town could have wanted the cantankerous, but beautiful Miss Dietz dead? Is it the city recreation manager Dawneen Love, the board chairman Ladrain Rainwater or some other colorful character in the community of Firshell Idaho? We think that this will be a great way for the teens to socialize and help them feel more comfortable at the library while learning more about the materials available.

Marketing We plan to have the planning for the event finished by October 1. Our local news paper is very good to put in articles and advertisement for our activities. We hope to have articles in the paper for the two weeks previous to the activity. Also we are involving several of the teens in the area to help us promote teen reading week. They suggested that we make sure that the event is announced in the school announcements and that we put flyers on the students lockers. Food is always a draw!

○ **Portneuf District Library -- Read Beyond Reality** The Portneuf District Library will feature a different program for each day of teen read week. Monday -Beyond Reality Young Adult Movie (fantasy flick) Tuesday- Beyond Reality Scavenger Hunt Wednesday –Virtual Café (w/10 cent snacks, gaming contests, homework help and MORE!) Thursday- Read Beyond Reality Book Club (w/each teen receiving a free fantasy graphic novel) Friday- Read Beyond Reality Trivia Contest Saturday- Read Beyond Reality Redesign Your Favorite Book Cover Contest In addition, the Portneuf District Library will sponsor on-line voting for favorite fantasy book, on-line create an avatar contest, on-line graphic art contests and MORE! We will also unveil our new gaming area for young adults during teen read week.

Marketing Much of the planning has already been completed. Beginning October 1, we will promote the Teen Read Week events on the TV news, in the newspaper, on community calendars and on flyers throughout the school district.

○ **Post Falls Public Library -- Teen Sci-Fi Smash** “Teen Sci-Fi Smash” – Friday, October 23, 6:30pm – 8:00pm Takes place after hours; for teens 12 and up. Teens can come in sci-fi costume and all will receive small prize for costume at the end of the program, i.e., scariest, weirdest, etc. Teens will enter the meeting room through a 'black hole' (a tunnel made from black fabric) Sci-fi music videos, robot fights, sci-fi movie clips will be projected onto wall. Ice breaker – The names of sci-fi characters and sci-fi things such as 'zombie,' 'robot,' etc. will be put on sticky notes and stuck to teens foreheads. They have to guess who they are by asking questions that can only be answered yes or no, i.e., Am I human? Male, female, other? Space food – ‘Martian-Mallows’ – white chocolate fondue (made green with food coloring) in crock pot, marshmallows on stick – dip in chocolate – roll in sprinkles (like s’mores); plus misc. candy A ball throwing robot demonstration by two high school students. Space Quest – teams will get ‘star map’ (we will make up constellation) teams will follow clues and find stars in library to complete their constellation – last clue will lead to glow stick stuck in book.. This will be timed – winning team gets first pick of free books displayed on table. Other teams will play sci-fi videogames in meeting room while waiting their turn for space quest Sci-fi video games Decorations: high school art club making sci-fi mural, black paper on wall with white Christmas lights, inflatable aliens and other stuff.

Marketing Our teen advisory board is meeting every Friday in October including event. The teens will help by making a list a youtube videos, helping compile a list of teen sci-fi books for prizes, help choose sci-fi video games, come up with clues for space quest, and help decorate. Library staff will make flyers, teens will distribute at school and to friends. Staff will send press release, get food items and supervise all of the above activities.

○ **Soda Springs High School -- The High School View** During Teen Week “book talks” will be incorporated in with our school’s announcements. Members of our high school book club will start things out but we hope all student body/staff will want to get involved. We will display all the books discussed and have them available for checkout. The book talks can be individuals or a group of people. Dressing up as characters in the book will be encouraged. All participates will receive key-chain ID wallets. All those who check out a book this week, will receive a free book mark or pencil.

Marketing Members of the book club and our reading teachers will start spreading the word. Fliers will be posted around the school and announcements will be given the week before and the week of. All participants will receive a key-chain ID wallet. Refreshments will be available in the library during teen week to help draw students into the library.

○ **Taylorview Junior High -- Imagine Infinity - i squared 12 – (i squared) Imagine Infinity** is the tie-in theme for the TMC programs. The week will start off with a trail of slime that will show the way to the media center where students will discover that a Borg type creature has invaded and left the message that “resistance is futile...read”. Students can then place a piece of “slime” containing a book recommendation on the Borg. During lunch the TMC will transform into the Twilight Zone, complete with short stories, comic books, eerie music and video clips. Friday will feature an alien invasion. Students may pick up a potato or pumpkin any time during the week and transform it into an alien character or beyond reality invention. Daily activities will include making book marks, word count guess, a canned food gathering and a box top collection with contributors’ names be entered into a drawing for Barnes and Noble gift cards.

Marketing October 5th - display TRW posters and post info on school message board October 9th - post information on school website Week of October 12th visit VIEW (advisory classes) to promote awareness October 19th Borg creature discovered October 19th -23rd – Twilight Zone at lunch, Borg book recommendations, box top collection, beyond reality food gathering October 20th –book marks October 21st – imagine word count October 22nd – food gathering focus October 23rd – alien invasion

○ **Twin Falls Public Library -- Read Beyond Reality Costume Contest** Since Teen Read Week falls so close to Halloween, it’s the perfect time for a costume contest! Our event will take place on Saturday October 24, and it will be structured kind of like the reality TV show Project Runway. Teens can work individually or in pairs, and the Library will provide them with all kinds of materials to make a costume inspired by this year’s TRW theme. (I see duct tape. Lots and lots of duct tape.) The teens will have two hours to make their costume, then they will show off their creations to a panel of judges and audience members. The judges will choose a winner, and we will also have a People’s Choice award. We will also be showing a movie on October 20, having a video game night on October 22, and having a sci-fi and fantasy trivia contest all week.

Marketing I have made a detailed schedule running from October 1 to October 23 to help keep me on track as I promote and plan the costume contest. I will promote the contest by hanging posters in the library, handing out fliers to classes at the two middle schools and two high schools here in Twin Falls, putting notices on our website and MySpace page, and by going on the 99.9 The Buzz radio morning show to talk about the event. I will also contact local businesses (Starbucks, Barnes and Noble, etc) and ask for donations for door prizes and refreshments.

○ **Weippe Public Library-- Digital Dynamics for Teens @ Weippe Public Library!** My Teen Read Week program is going to be centered around two contests. The first is an "Express Yourself @ Your Library Film Festival" in which jr. high and high school students may submit short films for judging and the winner and runner up will receive prizes. The second is a photo contest for high school students where submissions will be made to the Idaho State Historical Society's Digital Photo Contest and Exhibit. Teens will take digital pictures of Historic Federal, State, County and City buildings within the state of Idaho for the chance to win cash prizes and have their pictures exhibited at the Idaho State Historical Museum. I am teaming up with the Digital Editing teacher at Timberline School for technical help for the students. I am handing out the entry forms next week which will give the teens almost a month to prepare their submissions.

Marketing I already have the entry forms printed and I am planning to hand them out personally to the jr. high and high school students on 9/23/09. I will be promoting the contests by putting up posters in the school library and the digital editing classroom. Students will have access to the computers at the library and I will assist them if they are in need of help. Submissions for the Film Festival are due to the library by 10/19/09 and we will be showing the films during the Teen Read Week Party at the library on 10/23/09 for judging and voting. At the party we will also be sharing the photos taken for the photo contest. I will have computers and photo paper available so the students can

print their photos and have them displayed at the library. The deadline for the photo contest is 10/30/09.

○ **Wendell High School Library -- I Was Caught Reading** Decorated our library with the Teen Read Week Theme "Read Beyond Reality @ Your Library". We have 3 colorful bulletin boards with pictures of staff who were "Caught Reading". The staff and students can enter a contest to guess who was caught reading. They will each win a gift certificate from Barnes & Noble. b. We will have an after school event in the library doing the following: 1. Award prizes for the contests. 2. Give everyone a free "Read Beyond Reality @ Your Library" bookmark. 3. Give glow in the dark wrist bands for the first 20 participants. 4. Have theme related refreshments. 5. Have guest speakers (both adults and students) that will tell about their favorite fantasy, science fiction or space books. c. The library will have a display of books in conjunction with a poster contest following the theme displayed in the library for the month of October.

Marketing Aug. 20 WRC Officers Meet & select title of program for Teen Read Week b. Aug. 28 "I Was Caught Reading" bulletin boards up c. Aug. 31 Recruit new WRC members (81 signed up so far) out of 300 student body. d. Sept. 14 Reading Club meeting and first book talk about some new Fantasy and Science Fiction books by the Reading Club Advisor. Announce contest for designing posters for the "Read Beyond Reality" book display. e. Sept. 21 Reading Club meeting and "Read Beyond Reality" book displays with group discussion at the meeting. f. Sept. 21 Announce winner of the poster contest. g. Sept. 28 Reading Club meeting with finalized signup for the guest speakers for Oct. 21 "Read Beyond Reality @ Your Library" event. h. Oct. 12 Reading Club meeting with Wall-E movie clip. i. Oct. 12 Article sent to the Times News & Hub City News. j. Oct. 18-24 Teen Read Week event at the High School Library k. Oct. 19 Reading Club Meeting with book talks and final planning of the Teen Read Week Event. l. Oct. 26 Reading Club meeting with evaluation results for the Teen Read Week Activities.

○ **West Bonner Library District -- Enter the Realm of Athenaeum** The Program will offer three contests to teens 13 and up. The contests will be 1. - Two Categories A. Photo Contest, B. Video Clip contest (to be posted on Utube), 2.. Costume Contest, and lastly 3. A Pumpkin Decorating Contest (entries for October 26) Keeping within the theme Read Beyond Reality the photo/video contest will have the title "My Unreal Library" and the Costume Contest will be titled, "Who or What Are You?" Technically the Pumpkin Decorating Contest is outside of the official Teen Read Week, but we felt it would be a great way to include Halloween festivities for the teens and extend the fun a little longer. We will finish the week with a Costume and Award Party on October 23 and a Needle Felting Class on the Saturday. Prizes will be awarded for the photos, videos and costumes. The following week we will award winners of the Pumpkin Decorating Contest.

Marketing Began Planning September 16 Proposal of Events Completed September 23 News Release Submitted September 23 for Priest River Times September 30 Promotional Contact with Jr. High and High School Week of September 28- October 2 Library will display Photos and Video Clips Starting October 17- October 23 October 23 Costume and Awards Party October 24 Needle Felting Class

○ **West Junior High School Library -- Recycle Books for Mustang Pride** Our Teen Read Week activity will consist of a contest between Homerooms to bring in used books, (age appropriate) cds, and videos to create a Book Swap Nook in our school library. This activity will combine three school-wide efforts: (1) to promote reading and literacy, (2) to increase recycling awareness, and (3) to create a non-food reward source for our weekly Mustang Pride Card drawings. The winning classroom will get to participate in a Library Book Truck Derby that will be videotaped.

Marketing Mid Sept.: E-mail staff for input and support. (done) Plan details of the book donation contest and Book Truck Derby. (done) Oct. 5-9: Library teen assistants will help: - Put up posters in halls and Homerooms. - Provide recycled grocery bags to each Homeroom to collect books. Oct. 12-16: - Create brief but enthusiastic audio announcements. - Make a large tally poster to be placed outside the library. - Prepare the designated shelf space and create signs for the Book Swap Nook. Oct. 19-23: - Collect donations daily and tally on poster. - Put items on Book Swap Nook shelves as they are received. - Schedule Book Truck Derby with winning second period Homeroom teacher for the following week. - Give book marks to all classes who participate.