

# Teen Summer Reading Program

“What do I do with these kids again?”

# Congratulations!

You've been asked to do a  
Teen Summer Reading Program.

- Your initial reaction may be something like this.



# What is Teen Summer Reading?



What Teens think  
the SRP is.



What my mom thinks  
the TSRP is.



What other patrons  
think the TSRP is.



What the TSRP really is.

# How do we change their minds?

**Marketing?**

**Flyers?**

Blogs?

Myspace?

**Bookmarks?**

**Facebook?**

**NEWSPAPER?**

Websites?

*School visits?*



# Low Budget Marketing Solutions

## RADIO



Ronald Reagan as a WHO Radio Announcer in Des Moines, Iowa. 1934-37.

- Pre-recorded radio blurbs can be used over and over.
- Reaches a multitude of users all at once.
- Radio interviews can sometimes be done over the phone, eliminating travel expense.
- Local radio stations serving small communities may be more open to “public announcements”.

# Low Budget Marketing Solutions

## Video



Movie director Michael Bay films a U.S. Army soldier on the set of the movie "Transformers" at Holloman Air Force Base, N.M., on May 30.

- Videos can be emailed to teachers and shown in classrooms.
- Link the video to your website for instant access.
- Videos can be played in a continuous loop on TVs or computers in your library.
- Having local teens star in your video will only increase the views.
- Can be as easy or as complicated as your budget allows.

Need an example?

<https://vimeo.com/42549713>

# An Alternative TSRP

Having trouble getting your teens  
to participate?

Can't seem to relate to those  
crazy kids?

Your programs repeatedly go with  
no attendance?

**Try the Alternative TSRP!!!**

# An Alternative TSRP

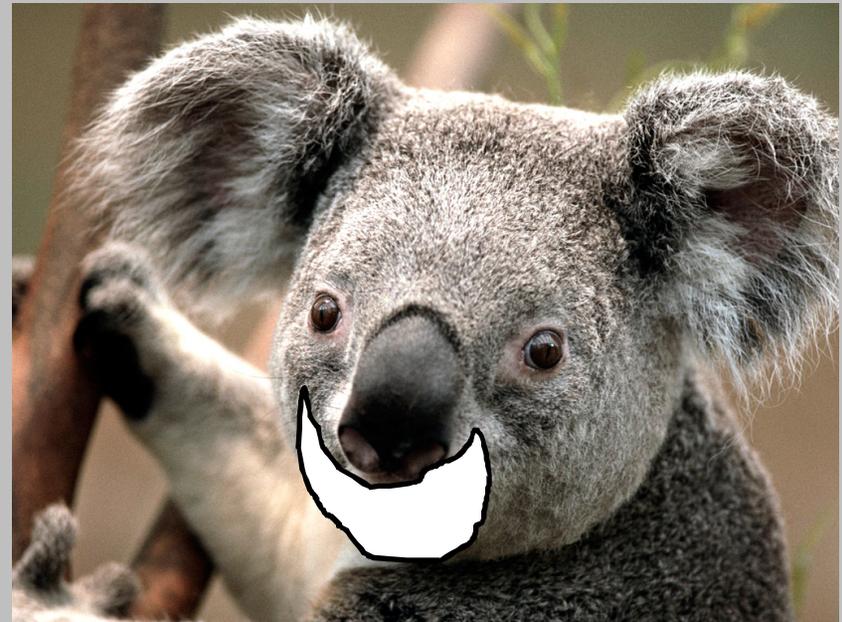
The **BIG** question...

**Where  
are they and why  
aren't they here!**

- Most Teens are overscheduled and often feel the need for a break and to most that ***does not*** mean the library.

# Passive Programming is Key

- Low cost, low prep
- Will reach teens at any time, whenever they visit the library
- Keeps your latch key kids busy.
- Link entries to your website for more participation.

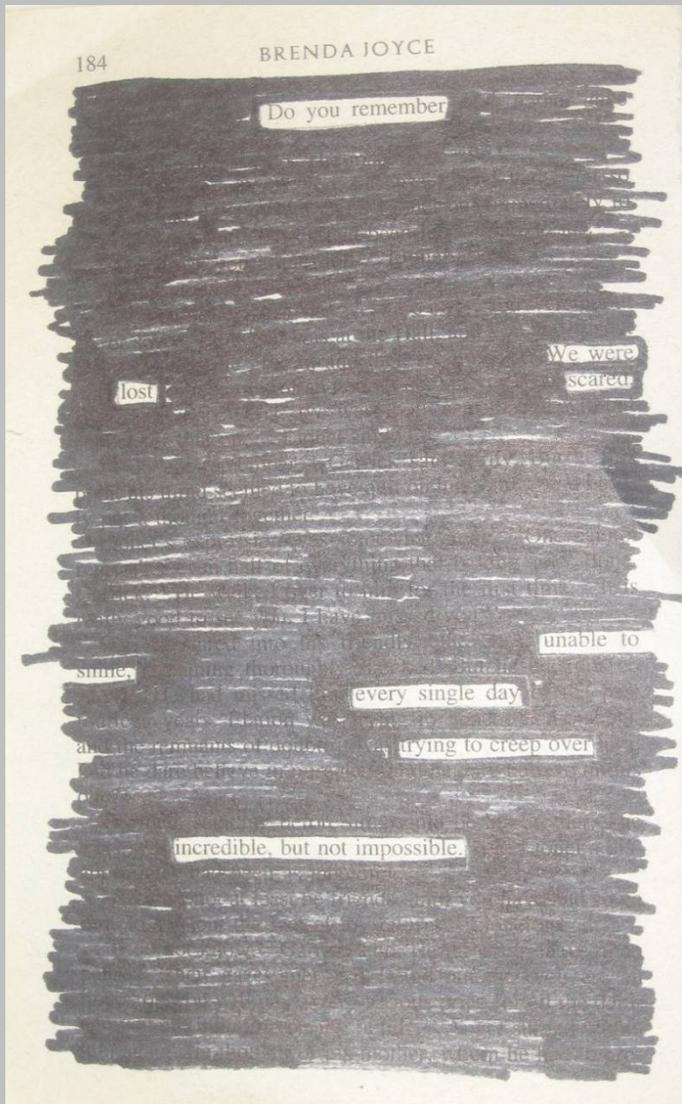


# Spot the Difference

- Try this one. Find as many differences between the two pictures as you can.



# Blackout Poetry



*Do you remember  
We were  
Lost  
Scared  
Unable to smile  
Every single day  
Trying to creep over  
Incredible, but not impossible*



# Mayhem Mash-up

Gandalf

**VS**

Iron Man

A wizard is never late,  
Nor is he early. He  
arrives precisely when  
he means to.



My old man had a  
philosophy: peace  
means having a bigger  
stick than the other  
guy.

# I Know You Are, But What Am I?



# Hide and Seek

- 1.) Create a character.
- 2.) Take pictures of him hiding.
- 3.) Have the teens identify the hiding place.

Bonus: Where is he right now?!



# Two Truths and a Lie



Bradley Cooper has appeared on Broadway.



Bradley Cooper can speak French.



Bradley Cooper's first acting job was on the TV show *Alias*.



# It's All a Blur

- Identify the product.



# Make it simple...

- Teens just want to hang out with other teens.
- Provide a space and a “conversation starter.”
- Prizes are nice, but if it’s not in your budget personal glory works too.

Questions?

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