

READSINMA: If you checked "other", please specify:

USES:

- All Ages: One site for all ages...Labeled it Summer Reading Program
 - I modified the adult page to use for the kids & teens
- Book Fair ~ Cornerstone Books in Salem offered a book fair
- Community Newsletter
- In House Calendar
- Library Calendar
- Read Together Online Program:
- School Reading Lists ~ We also used the online program to list the school required summer reading lists and assignments
- Staff Reading Program ~ We had a staff reading program, where staff entered books we read as recommendations. It was so successful; we may continue our reviews through the year.
- Staff Use Only
- Teen Blog
- Volunteers: We also use ReadsInMA to keep track of our volunteers' hours.

PROBLEMS:

- We had both paper and online options, though we did not promote online. 7 Kids used computer and 193 paper.
- I was set up for online registration in ReadsInMA.org, but no one signed up this way.
- We did not participate in the online component. Most of our patrons only have dial-up service.

TIPS ON PROMOTING READSINMA

- Also recruited for summer reading through Posters and display in branch and by talking to patrons directly.
- As the school librarian, I promoted the program in early June by using a power point to take a "virtual tour" of the public library. Reading logs went out in the final week of school
- Flyers went home in end of year school newsletter at elementary school.
- I advertise our library programs on a blog and also via email to various groups in town, including a Yahoo! Group for moms in town which has about 200 members.
- I also left flyers at local preschools to reach families whose children have not started school yet
- I had a lot of fun with this program. I find that I have to hand sell the program. If I do that - I get'em hooked!
- I spoke to every kid who came to the library and explained the summer reading program to them - and their parents.
- Information was also shared in town newsletter that all residents receive.
- local cable, we printed labels advertising summer reading and put them on the bookmarks at the circ. desk well before school let out
- Northeast Early Childhood Resource Center Newsletter and meetings.
- Our Friends of the library newsletter also promoted the summer reading program.
- Our library has a marquee sign outside, on which we advertised the Summer Reading Program.
- posters in library and store fronts
- PowerPoint for local television station
- Promote program: word of mouth; library staff information re program; display of incentives.
- Promoted heavily with flyers in middle schools in Bolton, Lancaster and Stow
- The main promotion I did for the summer reading program was basically one on one talking with parents and daycare providers to get their kids to sign up for the summer reading program.
- The Town Web Site. Word.

- Town websites and press releases
- We also promoted the program in person at Fenway High School to their librarian and to some of the students.
- We also promoted the program on our YA calendars in the room, posted information about the program and sent emails to YA patrons letting them know about the program and to be sure to log in.
- We also used posters and hand-outs in the library to advertise.
- We draw attention to our program by decorating heavily, including requesting artwork from the students at local schools.
- We had an event to kick off the program: Jackson Gillman, Stand-up Chameleon
- We have a sandwich board sign we use at the entrance of the driveway. Each week we display the programs and events for that week. We also do have an easel we set up near the main desk that we display events and any important information pertaining to the summer programs.
- We managed to get a mention of the youth reading program into the suggested summer reading books brochure that the public schools sent home with students (and also had online).
- We offered it to the teens with tutorials, but none were interested in participating in that capacity.
- We spoke to people as they came in to the library and "sold it". We made it simple enough so that many people were happy to take part.
- We placed posters in the library and in several of the downtown businesses.
- Worcester area online events blurb clearinghouse: SocialWeb.