

KIDS! @ YOUR LIBRARY®

CAMPAIGN...

NEWS

ANNUAL 2008—ANAHEIM

The Association for Library Service to Children's (ALSC) Kids! @ your library® public awareness campaign builds on The Campaign for America's Libraries, a multi-year public awareness campaign sponsored by ALA.

It provides promotion tips, sample press materials, downloadable art, and other tools to help local libraries reach out to kids, their parents, and caregivers. Check out all of the **free tool kit resources** at: www.ala.org/kids.

The Kids! Campaign was created by children's librarians for children's librarians, and libraries from North Carolina to Arizona, from Ohio to Washington are using campaign resources to get the word out that there is So Much to See. So Much to Do @ your library®.

New Tool Kit Additions!

Now there are even more great reasons to check out the Kids! Campaign Tool Kit. The ALSC Public Awareness Committee has been busy collecting and developing MORE free resources for promoting libraries to youth! Here are the latest additions:

- *The Library Dragon* readers theater script
- Line art adapted from Michael P. White's Kids! Campaign artwork
- Bibliography of books about kids and libraries
- List of songs for kids about reading and libraries
- Dr. Seuss-themed hidden treasure puzzle
- Dr. Seuss mad libs game

Visit the tool kit at www.ala.org/kids and discover a whole lot more to help you with promotion!

Kids! Contest

ALSC is offering ten \$100 cash prizes to libraries for the best use of the Kids! @ your library® Campaign materials.

Entry into the contest is simple: in one page or less, tell us how your library has used materials from the campaign and the results you have achieved. Entries may include photos or samples of the materials used.

To enter, either send an email to 2008-2009 Public Awareness Committee Chair Rhonda Puntney at rpuntney@lakeshores.lib.wi.us with the subject line of "Kids! Contest," send your entry to Rhonda Puntney, Lakeshores Library System, 106 W. Main St., Waterford, WI 53185, or post your entry on the Kids! @ your library® Best Practices Wiki at <http://wikis.ala.org/alsc/index.php/Advocacy>. Note that all entries already posted on the Kids! @ your library® Best Practices Wiki will automatically be considered.

All entries must be emailed, postmarked, or posted online by **October 15, 2008**. Winners will be chosen by the ALSC Public Awareness Committee. Winners will be announced at the 2009 ALA Midwinter Meeting.

Say It with Tattoos

Are you looking for a fun give-away at your library that says it all? So Much to See. So Much to Do. @ your library® temporary tattoos are available through JanWay. See our fun, colorful design to the right. And, the great news is, since JanWay already has the artwork on file from ALSC, your library does not have to pay a set-up charge. When you order your tattoos, just reference ALSC's customer number: 26981. Contact JanWay at 1-800-877-5242.



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Kids! Campaign Expands

The ALSC Public Awareness Committee (PAC) has begun planning efforts for phase two of the Kids! @ your library® Campaign. Phase two will bring additional resources and materials to the tool kit to help librarians promote the library to kids in grades five through eight. Phase one of the campaign is focused on K-4 children.

PAC members held a survey in February 2008 to collect information from librarians that would help guide the development of phase two materials.

ALSC hired consultants to facilitate focus groups in April and May with kids in grades five through eight. The purpose of the focus groups was to connect directly with kids and find out what they think and feel about the library and how it should be promoted to them. On the February survey of librarians, respondents were given the opportunity to share questions they'd like to ask 'tweens. A number of their questions were incorporated into the discussion guides for the focus groups.

The survey results and focus group findings will help PAC members develop relevant and practical tools to help libraries reach out to kids in grades five through eight. Phase two will kick off in 2009!

Tools You Can Use

If you are new to the Kids! Campaign, be sure to check out all the FREE resources available at the online tool kit. Here are some of the things you'll find.

- Professionally-designed color and black & white [logos](#) in English and Spanish.
- *At Your Library*—a lively and humorous [theme song](#) written and performed by Grammy-winning singer/storyteller Bill Harley, including tips on how to use the song.
- [Public Service Announcements](#) for print and radio. Print PSAs also available in Spanish!
- Ready-to-go ideas for [contests and group activities](#)—mad libs games, readers theater scripts, scavenger hunts, and a bookmark contest, to name a few.
- [Library-themed games](#)—hidden picture and crossword puzzles, mazes, word searches, and more.

It's all waiting for you...

www.ala.org/kids
Click on "Tool Kit"

How Are We Doing?

If you have used any part of the Kids! Campaign, please take a few minutes to complete the evaluation form at www.ala.org/kids; scroll down to the survey link.

ALSC would love to hear from you. What resources are you using? Are they working for you? What additional materials would be helpful?

Your feedback helps us to improve the resources we offer and guides future development of the campaign.

Give & Take on Our Wiki

The Kids! @ your library® Best Practices Wiki provides a free, open space where librarians can share how they have successfully used campaign materials within their libraries and communities.

Log in at <http://wikis.ala.org/alsc/index.php/Advocacy> for new ideas and to share your successes!



Association for Library Service to Children