



KIDS! @ YOUR LIBRARY® CAMPAIGN...

NEWS

MIDWINTER 2009—DENVER

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.

Kids! Phase Two Set to Launch

ALSC will kick off phase two of the Kids! Campaign in July during the ALA Annual Conference in Chicago.

Phase one of the campaign, launched in 2006, focused on library promotion to children in grades K-4, their parents and caregivers.

Phase two expands the online tool kit to provide additional resources for marketing the library to kids in grades five through eight, including free downloadable and printer-ready art designed especially for the Kids! Campaign by award-winning children's book illustrator and graphic designer David Diaz!

"Materials for phase two of the Kids! Campaign are being created by librarians for librarians," says Rhonda Puntney, chair of ALSC's Public Awareness Committee. "We are using findings gathered from a survey of youth services librarians in February 2008 and focus groups held with fifth through eighth graders last spring to develop the most relevant and practical tools possible to help libraries reach out to kids in grades five through eight."

Phase two tool kit materials will be added online in July. All tool kit materials are **free** to download and use in your community.

Readers' Theater @ your library®

The Kids! Campaign conference program, "A.R.T. and Your Library: How You Can Bring Them Together!" is scheduled for Sunday, July 12, 1:30 to 3:00 p.m. during ALA's Annual Conference in Chicago. Renowned children's authors Avi, Brian Selznick, Pam Muñoz Ryan, and Sarah Weeks will perform their readers' theater magic to demonstrate how librarians can successfully present readers' theater in the library. Check your conference program book onsite for the location.

Phase Two Sneak Peek

In anticipation of the July launch of phase two, ALSC has added to the online tool kit two resources to help libraries reach out to fifth through eighth graders. Hook kids into your library with poetry, using "15 Ways to Use Poetry @ your library®" and "Poetry Programs @ your library®." To find these new materials and many other resources for promoting your library to kids, visit the Kids! Campaign Web site at www.ala.org/kids and click on "Tool Kit."

Kids! Contest Results

This past summer ALSC held a contest, asking libraries to tell us how they have used Kids! @ your library® Campaign materials. Thanks to all those who sent in entries!

Ten winners were chosen to receive a \$100 cash prize from ALSC for their overall and skillful use of materials.

Congratulations to: Public Library of Charlotte and Mecklenburg County (N.C.); Cuyahoga County (Ohio) Public Library; Dayton (Ohio) Metro Library; Foster Elementary School, Mt. Lebanon (Pa.) School District; Hearst Library, Lead, S.D.; Johnson County (Ind.) Public Library; H. Leslie Perry Memorial Library, Henderson, N.C.; Maricopa County (Ariz.) Library District; Pamunkey Regional Library, Hanover, Va.; and Rhode Island Office of Library and Information Services, Providence.

To find out how our winners used Kids! Campaign materials, visit the Kids! @ your library® Best Practices Wiki at <http://wikis.ala.org/alsc/index.php/Advocacy>. And, while you're there, feel free to let us know how you're using the Kids! Campaign tool kit.

Kids! on Facebook

Become a fan of the Kids! Campaign on Facebook at: <http://www.facebook.com/home.php?#/pages/Chicago-IL/Kids-Your-Library-Campaign/59255105182>

Share your ideas on library promotion to children. Let us know how your library is using tool kit materials. Or, just drop in and see what's new.