

Summer Reading Program

Summer Reading Club Outline and Program Series Plan

Theme

The overall theme for this program is Real Texans Read. This theme was developed based on the current marketing campaign for the Texas Rangers baseball team (Real Texas Baseball). It encourages the library to focus on the unique features of the state of Texas and embraces some of the local and state cultural elements throughout the programming. It also encourages the idea that reading is for everyone, of all ages, and that libraries have something for everyone. The following three sub-themes will be utilized for the unique age groups:

1. Children: Pick a Winning Book. This will be marketed with a bluebonnet theme, focusing on some of the award-winning books in Texas and with brightly colored displays highlighting bluebonnets and other Texas wildflowers.
2. Teens: Don't Mess with Texas: Read. This will be marketed as a play on the popular "Don't Mess with Texas" slogan. It may be conducive to highlight books with survival themes, as are common in many teen series.
3. Adults: Reading – It's Like a Whole Other Country. This will be marketed as a play on the popular "Texas: It's Like a Whole Other Country" marketing slogan. Displays will focus on the different places that reading can take you and explore some of the different genres available at the library. Another focus for this area can be on local Texas destinations for families and fun family activities.

Groups and Program Details

Participants will be grouped into four main categories: early literacy (birth to entering kindergarten), elementary (grades 1 through 5), teen (grades 6 through 12), and adult. Registration for the summer reading program will start at the beginning of May, with the program launching in early June. The program will end at the beginning of August and all prizes must be claimed by the end of the month. Each group will have a unique set of rules and prizes, as outlined below:

1. Early literacy: Participants must read at least 25 books together and document the books in their electronic book log. Participants will receive a certificate for participating in the program and a coupon book for local vendors and family activities. For each 25 books read, participants will also be eligible to receive a free children's book.
2. Elementary: Participants must independently read at least 15 books and document the books in their electronic book log. Participants should include one sentence that describes what the book was about. Participants will receive a certificate for participating in the program and a coupon book for local vendors and family activities. For each 15 books read, participants will also be eligible to receive a free book.

3. Teens: Participants may independently read as many books as they choose. A review must be completed for each book for entry into the prize drawing. The review must be at least a paragraph and explain what the book is about and whether or not the reader would recommend it. Each book review is equal to one entry in the prize drawing for seven themed prize packages. Reviews will be posted on the library website and on the teen services library blog.
4. Adults: Participants may independently read as many books as they choose. A review must be completed for each book for entry into the prize drawing. The review must be at least a paragraph and explain what the book is about and whether or not the reader would recommend it. Each book review is equal to one entry in the prize drawing for five themed prize packages. Reviews will be posted on the library website.

Various displays throughout the library will be used to promote summer reading activities and to highlight the books that patrons are reading. In keeping with the Real Texans Read theme, a large state of Texas will be used to display titles that are being read. Patrons will have the opportunity to add their book title (and name, if desired) on a Texas-themed shape to the state to show what they are reading.

Prizes

Prizes will be awarded to each participant in the program, based on age, as follows:

1. Early literacy
 - a. Certificate of participation in program
 - b. Coupon book for local vendors and family activities
 - c. Free book coupon for every 25 books read
2. Elementary
 - a. Certificate of participation in program
 - b. Coupon book for local vendors and family activities
 - c. Free book coupon for every 15 books read
3. Teens
 - a. Drawing for one of seven themed prize packages. Each book review is equal to one entry in the prize drawing.
 - b. Packages will include at least one book related to the theme, as well as small prizes such as DVDs, candy, snacks, and gift items. Specific items will depend on availability and budget.
 - c. Package themes: The Hunger Games, Divergent, Mortal Instruments, Vampire Academy, sports, Harry Potter, graphic novels (anime/manga)
4. Adults
 - a. Drawing for one of five themed prize packages. Each book review is equal to one entry in the prize drawing.
 - b. Packages will include at least one book related to the theme, as well as gift cards and relevant small gift items relevant to the theme. Specific items will depend on availability and budget.

- c. Package themes: Books and movies, food/dining, spa, sports, local entertainment (museums, etc.)

Suggested Programming Events

During the summer reading program, there will be one program per week for each of the eight weeks of the program. There will also be a special storytime and wrap-up party at the end of the program to celebrate completion of the summer reading program. The events will be held at a set time each week for the duration of the summer reading program. Overall, these programs were selected with the design of emphasizing the Texas theme of the summer reading program while also providing additional entertainment to children and families. These events are not listed in any particular order.

1. Elizabeth Ellis: Elizabeth Ellis is a Texas storyteller who specializes in classroom and library programming. Among her repertoire are Texas stories, which would highlight the theme of the summer reading program. She can also customize a program to the needs of the library. More information is available at <http://www.elizabethellis.com/>.
2. Twice Upon a Time Storytellers: Gene and Peggy Helmick-Richardson are local Dallas storytellers. While they offer a variety of storytelling programs, they also offer other programming. The Strings 'n' Things program includes string tricks, folk toys, and games from the past. This program combines both entertainment and historical perspective. More information is available at <http://www.twicetellers.com/>.
3. Zooniversity: This organization offers a variety of animal-based programming for libraries. The Native Texas Critters class includes creatures from a variety of Texas climates and regions, including local areas. The focus on Texas wildlife encourages the Texas theme. More information is available at <http://www.zooniversity.org>.
4. Mobile Dairy: The Mobile Dairy classroom teaches students about dairy process and milking. The presentation can be adapted for a variety of age levels, and the program is free for libraries. A milking demonstration is one of the highlights of this program. More information is available at http://southwestdairyfarmers.com/mobile_dairy.
5. Dallas Puppet Theatre: Dallas Puppet Theatre offers a variety of programming appropriate for libraries. Of particular interest is the *Balloons Over Broadway* program, which adapts one of the recent Bluebonnet Award Winners. This encourages recognition of state award-winning books and gives the library the chance to highlight other Bluebonnet books as well. More information is available at <http://www.puppetry.org/>.
6. Jiaan Powers: Jiaan Powers is another Texas storyteller. She offers a variety of different story programs. Currently, the Folktales in Pioneer Texas program is available, which includes Texas facts and tales. This program once again keeps with the Texas theme of the summer reading program. More information is available at <http://www.jiaanpowers.com/Welcome.html>.

7. Dan Gibson: Dan Gibson offers unique programming that combines stories and music, encouraging sing-alongs and audience participation. He offers a Texas Tales 'n' Tunes program incorporating Texas history. Once again, this allows for a focus on the Texas theme while providing both education and entertainment for children and families. More information is available at <http://www.dangibson.net/index.html>.
8. Boocoos the Clown: Boocoos is a local Dallas-area performer who offers a variety of programming for children of all ages. His specialties include juggling, balloon twisting, comedy, and more. Shows are also available without makeup if children afraid of clowns are a concern. More information is available at <http://www.boocoos-the-clown.com/>.

In addition to the weekly programming events, there will be two family events for the summer reading program. One event will take place in June, and the other will take place in July. These programs will be arranged in the evening to allow for entire family participation.

1. Brett Roberts: Brett Roberts provides a variety of children's magic programming. The Doctor Dolittle's Backyard Adventure program encourages exploration within our own backyard. This program also offers the opportunity to support the overall summer reading program by encouraging families to explore some of the unique opportunities offered within their own state. More information is available at <http://www.dfwentertainer.com/>.
2. Dinosaur George: Dinosaur George Blasing is a paleontologist with a variety of appearances. His programs focus on prehistoric creatures and dinosaurs. This ties in well with the ideas of Texas history, and offers a unique approach to programming not represented in other events. In addition, Dinosaur George toured Texas libraries in 2011 to promote reading and has connections to the library community. More information is available at <http://www.dinosaurgeorge.com/>.

Finally, there will be one special event for the summer reading program. The date and time for this program will be dependent upon the availability and restrictions of the guest. This idea is based on the involvement of sports figures in summer reading programs in the past, such as the Kinsler's Kids summer reading program. This program also highlights the importance of community involvement in library activities. The goal for this program segment is to highlight the idea that everyone reads. The specific program can be customized based on the individual who is attending to highlight particular areas of interest relevant to that individual.

1. Local celebrity: There are a variety of sports teams in the Dallas/Fort Worth area. The library could host a guest from one of these sports teams, i.e. Texas Rangers, Dallas Mavericks, Dallas Cowboys, Dallas Stars, etc. There are also a variety of minor league teams that could provide a guest speaker as well, i.e. Frisco RoughRiders. The specific individual would depend on cost and availability. An additional option would be an appearance by one of the mascots for a local sports team or someone in management. Other local interest individuals, such as local authors or illustrators, news personalities, etc. could also participate in this program.

Timeline

The following represents a suggested timeline for preparation activities for the summer reading program. It is approximate and contains the main ideas necessary to launch the program.

1. December: Decide on the dates and times of programming and set the official summer reading club activities calendar. Programming will be weekly during the 8 week program, preferably at a set time. In addition, there will be two evening events for families. Contact all performers/guests and finalize arrangements for their programs, gathering any necessary contracts and/or documentation. Reserve any rooms and/or equipment necessary. Determine if registration is required for programming, and if so, develop a registration form. Finalize plans for online registration for reading logs.
2. January: Order any additional prizes and materials necessary to complete the prize packages. Order any additional materials necessary for programs and any associated activities. Check with confirmed performers for any requirements for their presentations. Create promotional materials (brochure of programs, community calendars, website and blog announcements, etc.). Make arrangements for additional promotion of the summer reading program (public service announcements, press releases for local media, etc.).
3. February: Contact local public schools and daycares via letter to promote the program. Provide these institutions with details for what would be covered in a visit, and follow up with phone calls to schedule visits. Finalize and practice presentation to schools and daycares in preparation for upcoming visits.
4. March: Create flyers to advertise specific programming events. Write news releases on programming for distribution to local media outlets. Finalize any registration and tracking procedures.
5. April/May: Design displays and promotional posters announcing the summer reading program. Visit schools and daycares to promote the program to children and their families. Send press releases for distribution. Follow up with any promotional arrangements with local media outlets to ensure receipt of information and timeline for distribution. Prepare in advance, if necessary, for programming, storytimes, activities, etc. that are part of the summer reading program. Ensure that sufficient supplies are available and that all appropriate staff are trained in summer reading procedures. Gather materials for registration and begin the registration process.
6. June/July: Launch the summer reading program. Host weekly activities for eight weeks in keeping with program theme. Host two evening events for families in keeping with program theme. Host one special event in keeping with program theme. Provide themed storytimes throughout summer reading program that also tie into program themes.
7. August: Host final storytime party to close out summer reading activities. Hold prize drawings for participants. Distribute all certificates and prizes to program participants.