



## Toolkit





## Press Kit

### Sample Press Release – Public Library:

FOR IMMEDIATE RELEASE

[Date]

#### **[Name of library] brings first-annual TeenTober programming to local teens.**

[City, State] – This October, the [Name of Public Library] is participating in the Young Adult Library Services Association’s (YALSA) annual TeenTober celebration. Developed by YALSA, this month-long event strives to raise awareness of the importance of year-round teen services and connect teens with services and materials provided by their local institutions that will help them develop new skills and fuel their passions. **TeenTober** merges YALSA’s successful and long-standing Teen Tech Week™ and Teen Read Week™ initiatives into one program to celebrate teen services in libraries and enhance relationships with community partners.

[Name of library’s] first **TeenTober** program, [name of program] will take place on [program info and date] and [something about this event – what teens will do, learn, etc.]. Upcoming programs will provide opportunities for teens to [summarize types of things they’ll be doing in other programs; can be bullet pointed if providing a list with event details]. The library is collaborating with [insert people or businesses who are partnering to provide/lead programs] to offer [program info]. Teens can visit the library at any time to view displays showcasing [list display themes or items on display]. Funding for the program is provided by [insert organizations provide financial support such as Friends groups, local officials, businesses, and corporations].

“We are ecstatic to bring this type of programming to our teens in the [name of town] community,” said [name of Library Director or program contact]. “We are committed to providing materials and services to our teens and connecting them with community partners to help them learn new skills, discover interests, and fuel their passions.”

For a full list of activities and more information about the TeenTober celebration at [LIBRARY NAME], contact [contact person] or visit [library website]. Find out more about YALSA and the TeenTober national initiative, visit [www.ala.org/yalsa/teentober](http://www.ala.org/yalsa/teentober)

The [Library name] is located at [address]. [Phone number]. [Website]. [Social media, if applicable].

Sample Press Release – School Library:

FOR IMMEDIATE RELEASE

[Date]

**[Name of school] brings first-annual nationwide TeenTober programming to students.**

[City, State] – This October, the [Name of School] is participating in the Young Adult Library Services Association’s (YALSA) annual **TeenTober**. Developed by the YALSA, this month-long event strives to raise awareness of the importance of year-round teen services and connect teens with services and materials provided by their local institutions that will help them develop new skills and fuel their passions. **TeenTober** merges YALSA’s successful and long-standing Teen Tech Week™ and Teen Read Week™ initiatives into one program to celebrate teen services in libraries and enhance relationships with community partners.

The [Name of school] is celebrating **TeenTober** by offering/engaging students in [describe programs or events and what teens will do, learn, etc.]. The library is collaborating with [insert people or businesses who are partnering to provide/lead programs] to offer [program info]. Teens can visit the library at any time to view displays showcasing [list display themes or items on display]. Funding for the program is provided by [insert organizations provide financial support such as PTA/PTO, local officials, businesses, and corporations].

“We are ecstatic to bring this type of programming to our teens in the [name of school],” said [name of Principal or program contact]. “We are committed to providing materials and services to our teens and connecting them with community partners to help them learn new skills, discover their interests, and fuel their passions outside of the classroom.”

Sample letter to potential community partner

*Note: When considering partners within the community, there are a variety of businesses and organizations to consider. The following letter can be adjusted for contacting organizations and businesses for fundraising, volunteering, and in-kind donation requests.*

[Date]

[Name of community contact]

[Name of community business or organization]

[Address]

[City, State Zip Code]

Dear [community contact],

In addition to publishing a press release, you may also consider reaching out to the following press contacts to increase awareness about your library's participation in TeenTober.

Suggested Press Contacts:

- Town and State newspapers
- Town and State digital media outlets
- School Media Centers and libraries
- School Newspapers and digital media outlets
- Local Teen Groups
- Local legislators
- Local businesses and organizations
- Local news channel and radio station

## Tools for Social Media

*(Sample posts for Facebook, Twitter, website, etc.)*

**Web Graphics:** The TeenTober logo and other web graphics are available on our [webpage](#) and a digital [poster](#) and [bookmark](#) is available in the [ALA Store](#).

The web graphics can be used to create flyers and promotional materials that will be used to create anticipation for upcoming events.

**Hashtag:** #TeenTober

**Sample Posts:**

Did you know there is now a month-long celebration of teen services in libraries? That's right! Teens can swing by [insert library name here] to participate in #TeenTober events throughout the month of October. Take a look here for more details.





to both parties and ongoing throughout the year. Set a meeting or conference call schedule. Draw up a list of responsibilities and deadlines and shared goals.

Reach out to staff/volunteers, especially teens, you may need for your event. Think about photography, supplies, decorations, and entertainment. If you are booking outside presenters, book them as early as possible.



## Advocacy Tools

**TeenTober** aims to raise awareness of the importance of year-round teen services and connecting teens with services and materials provided by their local institutions that will help them develop new skills and fuel their passions. YALSA, American Association of School Libraries (AASL), and the Institute of Museum and Library Services (IMLS) have a number of supporting materials on the importance of libraries to teens. Check out the below resources to help you put together talking points applicable to your library. A good place to start is the issue briefs, brochures, and infographic, listed below.

### [YALSA's Teens Need Libraries webpage](#)

- [The Future of Library Services for and with Teens: a Call to Action](#)
- [The Future of Library Services for and with Teens: Information for Community Members](#) (.pdf)
- Issue Brief: [Libraries Help Teens Build STEM Skills](#) (.pdf)
- Issue Brief: [Libraries Keep Teens Safe Online](#) (.pdf)
- Issue Brief: [Teens Need Libraries](#) (.pdf)
- [Teens Need Libraries brochure](#) (.pdf)
- [Youth & Library Use Study](#) (.pdf)
- [What Public Libraries Do for Teens](#) (Infographic)

### [AASL Advocacy webpage](#)

- [AASL Advocacy Tools webpage](#)  
[Infographic](#)  
[School Library Programs Improve Student Learning](#) brochure  
[School Library Programs Create Lifelong Learners](#) brochure  
[From Third Place to Makerspace: Public Libraries and Teens](#) (IMLS)

If you're looking for more information on advocacy for staff supporting teens in libraries, check out [YALSA's Advocacy webpage](#) for an [Advocacy Toolkit](#) with some great Talking Points located on pages 22 and 23.

Additional Resources:

- [Libraries as the Community Partner](#)
- [Library Advocacy Community Partnerships](#)
- [Library Partnerships Bring People Together](#)
- [Critical Collaboration: -- Public Library and School Partnerships](#)
- [Food Center: Meeting Food Insecure Patrons Outside the Library](#)
- [Community Connections: Break with Tradition!](#)
- [The Importance of Partnerships & Collaborations in Libraries](#)

**YALSA is committed to Equity, Diversity, and Inclusion (EDI), read our statement [here](#).**



Sample outreach letter from teen advisory group

[Your Name]  
[Library]  
[Library Address]  
[City, State Zip Code]

[Date]  
[Legislator Name]  
[Office Address]  
[City, State Zip Code]

My name is, and I'm [insert age here] and I wanted to let other teens know about the great resource we have in town and at school for free entertainment: the library. I use the [insert library name here] for more than my homework and school projects. They have cool programs like [insert name of event you've been to here] and they're free. The other thing I like about the library is that they have all kinds of stuff to read like magazines, stories, graphic novels, manga, and more. My favorite book from the library is [insert title of book here]. Even if you don't like to read, I bet if you look hard enough in the library, you'll find something good. For instance, my library also has computers I can use for homework, to keep in touch with my friends and family and to play games and relax. It also has [insert different resources or technology your library offers like 3-D printing, podcast equipment, video cameras, etc]

My library mentor, [insert name here] says that this October marks the beginning of **TeenTober** which is an event made to spotlight and raise awareness for teen services in libraries. I'd like to

## Sample Program and Display Ideas

Below are sample program ideas created by fellow librarians. Remember that you can group your programming according to our suggested weekly themes:

Week One: Literacies  
 Week Two: Writing  
 Week Three: Technology & Gaming  
 Week Four: Art & Music

Each program also identifies learning outcomes based on those on YALSA's [Basic Learning Outcomes](#) resource. Find detailed explanations of each outcome [here](#).

Find more programming ideas, visit YALSA's [Teen Programming HQ](#). Use this web site to find and share library programs for and with teens as well as to connect with others who plan, implement, and evaluate teen programs. Programs featured on this site are those that align with the standards in YALSA's [Teen Programming Guidelines](#).

\*\*\*Denotes a program that can be easily transitioned into a virtual program

### **Passive Programs:**

#### **Post-It Programming**

Description: This crowdsourced challenge asks teens to collaborate on a coding project without the use of a computer. As the code evolves, teens can see how fundamentals of coding, like order of operations, and teamwork matter. This program is adaptable to accommodate community-driven objectives depending on the teens' level of engagement and literacy.

Setup: Ask your TAB (teen advisory board) or teen groups to set an objective using a popular coding language, like Python or Java. Ask the teens to write lines of code on Post-Its and place them on an unobstructed space. Once the program is complete, run the submitted code to see if the objective was met.

Supplies: an unobstructed window or wall space, sticky notes, pens, computer with chosen coding language software, coding language books

Teen Services Outcomes: Creativity (Collaborative Problem-Solving), Community (Building Partnerships), Leadership (Teen Driven), Learning (College & Career Readiness, SEL), Literacies (Digital Literacy)

#### **Take and Make**

Description: A take and make is a passive program in which craft supplies are left out for general access, and instructions are supplied on how to complete a craft with said supplies. This particular suggestion is for bookmarks, but can be related to any general craft.

Setup: On a table in an accessible area, leave supplies and general instructions for completing your craft. It is best to leave materials you do not need to be returned. Having an example of the completed craft as a display on the table will help garner interest and provide direction!

Supplies: a table in a public area, scissors, paper, markers, crayons, magazines for cutouts

Teen Services Outcomes: Creativity (Self-Expression), Literacies (Library Resources)

### **Piece it Together**

Description: Encourage problem solving, critical thinking, and teamwork with literary jigsaw puzzles. This program is particularly nice due to its inclusive-friendly design (cross-generational, special needs populations, etc.).

Setup: Purchase literary jigsaw puzzles, like these from [Zazzle](#). Alternately, print literary designs or book covers and use a Cricut machine to create your own. School libraries may reach out to local libraries for puzzles. Library staff can choose titles to jigsaw as a way to promote certa





**\*\*\*How to Selfie**

Description: Instruct teens on the tips and tricks to snapping the best versions of themselves. This program is designed to instruct teens not only on how to take a selfie, but how to evaluate whether a photo should be shared on social media.

Setup:

which your library already subscribes and make sure that you acquire streaming permissions.

Setup: Libraries can adapt this program to meet the population's interest and budget constraints. To make this virtual use Google Meet/Zoom and the Netflix Party Chrome Extension or similar extensions. Hold a discussion after the film to talk about not only the differences between mediums, but also whether the director was successful in conveying the author's vision (e.g. was it harder reading or watching Starr's experiences in *The Hate U Give*). If you want to add [interactive elements](#) to your movie screening for in person programs, goodie bags can be distributed in person or via curbside pick-up.

Supplies: featured book, featured film, projection area, movie license

Teen Services Outcomes: Learning (Teen Interests), Literacies (Critical Stance, Affirm Multiple Forms of Knowledge, Promoting Reflective Literature/Mediums)

## **Characters and Cosplay**

Description

If you do not use an app on the recording device, there are several free Windows-based chroma key software choices available, but be wary of embedded watermarks.

Supplies: video recording device (phone, tablet, web cam), green screen/sheet, good lighting, computer (optional)

Teen Services Outcomes



Setup: Coordinate with your **Teen Advisory Board (TAB)** to create a rudimentary Rube Goldberg using miscellaneous supplies for the patrons to interact with. If possible, reach out to a local expert to run a session on structural engineering with the **Teen Advisory Board (TAB)**. Examples of Rube Goldbergs can be found on YouTube and in the Teen Section of the [2017 Collaborative Summer Library Program Pinterest Page](#). Display a collection of books on engineering and biographies about Rube Goldberg.

Supplies: Rube Goldberg setup supplies, books about Rube Goldberg and engineering  
Teen Services Outcomes: Community (Building Partner Relationships, Connect with Mentors), Creativity (Self-Expression, Collaborative Problem-Solving), Leadership (Risk Taking, Teen Expertise), Learning (SEL, Career Readiness), Literacies (Library Resources, Affirm Multiple Forms of Knowledge)

## Survey and Evaluation Tools

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### **2019 TRW/TTW Revisioning Taskforce**

Kelsey Socha (chair)

Tegan Beese

Meaghan Darling

Megan Edwards

Shelley Ann Mastalerz

Jodi Silverman

Kimberly Vasquez

### **2020 TeenTober Interest Group**

Holly Bowman

Katharine Fintak

Dana Fontaine

Rena Gibson

Sonya Harsha

Kristine Kreidler

Rachel McDevitt

Ellie O'Keefe

Erica Ruscio

Jennifer Sutton

Sarah Swiderski