

# BENEATH THE SURFACE

# GROUNDBREAKING READS

2013 Summer Reading Programs for Teens and Adults Webinar

January 29, 2013

Sponsored by the [Texas State Library and Archives Commission](#)

Presented by [Michelle Beebower](#)

## CSLP Proprietary Downloads

<http://www.csllpreads.org/downloads.html>

## CSLP Catalog for Incentives and Materials

<http://www.shopcslp.com/cslp/>

## Teen Reading Program

### Chapter 5: Under the Earth

Underground Worlds Display – p. 33

Hobbit Party – p. 35

Archaeology Dig – p. 39

### Chapter 6: Under the Water

Water Cartoon Matching Game Display – p. 45

Make Sushi Charms – p. 46

It's Jawsome! Shark Week Party Extravaganza! – p. 50

Shark Yourself! <http://dsc.discovery.com/sharks/shark-yourself/>

Robert Sabuda Pop-Up Shark Card

<http://wp.robertsabuda.com/pop-make-shark/>

### Chapter 7: (Dig Into) History

Fabulous Females Display – p. 55

Personal Time Capsules – p. 57

Historical Jeopardy – p. 61

### Chapter 8: Subcultures

Underground Music Playlists Display – p. 67

Steampunk Display – p. 67

Mini Top Hats <http://library.austintexas.gov/blog-entry/mad-hatters-craft-mini-top-hats>



Survivalist: Bug Out Bag – p. 68

Pocket Survival Kits <http://library.austintexas.gov/blog-entry/mini-survival-kits>

Goth/Emo Make-up Night – p. 70

### **Chapter 9: Self Expression**

Journaling Workshop – p. 76

TLA YART Spirit of Texas Reading Programs: Texas Author and Illustrator Directory

<http://www.yartspot.com/>

Society of Children’s Book Writers & Illustrators <http://www.scbwi.org/Pages.aspx/Regional-Chapters>

Teen Made Film Festival – p. 78

Design Your Own T-Shirts – p. 79

Teen Video Challenge <https://www.tsl.state.tx.us/teenvideochallenge>

## **Adult Reading Program Manual**

Easing Your Way Into an Adult Summer Reading Program – p. 9

Promption – p. 13

### **History and Culture**

Groundbreaking Reads – p. 16

Underground Drinking: Prohibition – p. 18

Underground Cities – p. 19

Digging Up Ancient Egypt – p. 21



### **Home & Garden**

Grow Some Spuds in Your Duds – p. 22

Some Like It Hot! Growing and Cooking Peppers – p. 23

Locally Grown/Sustainable Farming—a Groundbreaking Movement – p. 24

Make Your Bucket List - p. 25

### **Science, Technology & Current Issues**

When the Earth Shakes – p. 26

Dig into the Past: What IS That? – p. 26

Groundbreaking Technology: Petting Zoo – p. 27

### **Groundbreaking Fun**

Exploring Caves in Your Region – p. 28

Subway Art – p. 29



## Compilation of Attendee Comments/Questions From Live Webinar

### Reading Club Prizes

Q: We give out a giftcard each week to the winner of the weekly prize drawing. We also do small Instant Winner prizes throughout the summer. Instant Winner tags are placed in random new books.

Q: we don't use logs but do reviews for prizes. For the last few years we have given away free nights at getaway cottages

Q: for almost every programme, i organise a craft that the teens can take with them - we made marshmallow crossbows last year, for example

Q: We give away a Nook for the top reader. We give the book we are reading that month to every teen that attends the meetings

Q: books, gift cards, random tchotchkes

Q: Lately we've mostly been doing books, with either book bags or shirts as the big final prize (depending on the year)

Q: We give out restaurant certificates, coffee mugs - cool ones at CSLP

Q: local merchants & pizza are always a hit

Q: biweekly gift cards, school supplies

Q: books, free downloads

Q: food coupons, gift cards from walmart

Q: movie tickets when it's related (i.e., show a movie on DVD, and its sequel is showing at the movie theatre so gift card that would let people see the new one)

Q: the main incentives we've done are drawings for book store gift cards; when we first started doing an adult program, we got some pens printed with the name of the library, and the first however many people to sign up got them (think we had 100 per branch)

Q: free book for completing their reading log; random stuff for door prizes (small gift card to local store, magnets, stickers, bookmarks, etc.)

Q: some signed copies of books picked up at TLA/ALA

Q: when we have author visits, we sometimes draw for a book, and some authors have brought some of their own door prizes to give away (emory boards, fangs, t-shirt)

Q: Had a million page read-a-thon - end of time set gave a BBQ and gave ereaders away.

Q: weekly drawing for local business donated gift cards with a final prize being a Nook

Q: on the B&B, was that donated?

Q: Books, bags, and a party at the end

Q: we give out baskets with a couple of books, bookmarkers, book bags, and coupons for local A: --

Q: small raffle prizes- cards, books, coupons

Q: ipods

Q: basket with movies, popcorn, movie snacks

Q: Pizza parties, books,

Q: lock-in event

Q: Last summer, we had a cookie-baking contests. Adult incentives--iPods & book bags

Q: Books, book bags

Q: Gift cards and donated items. Books, esp. ARCs - the kids LOVE those.

Q: Starbucks gift cards & Walmart gift cards

Q: i-tune gift cards

Q: T shirts, coupons for different restrants

Q: We offer eReaders as top prizes, digital cameras, iPods, movie tickets, book bags, cash prizes

### **USB Bracelets**

Q: USB bracelets <http://flashcoast.com/usb-flash-drive-styles-dallas-style.html> This is the company we used for our 2012 order.

Q: <http://www.thrader.com/Silicone-Bracelet-USB-Flash-Drive-h40206.html> This is who we ordered the Flashdrive bracelets from but there are other vendors online.

### **Activities**

Q: We have a metal-detecting club that might be a great group to invite!

Q: We have had trivia contests in th epast and author visits.

Q: But we could feature banned books with prohibition.

Q: fruit roll-ups and other sweets make great edible fake sushi as a refreshment...

Q: You can use empty pill bottles for survival kits

Q: Speakeasy Poetry reading

Q: You can also trace your picture onto freezer paper, cut out stencil, iron the paper onto the shirt and paint.

Q: fimo clay is a brand of polymer clay

Q: you don't need an x-acto knife for fimo clay; there are tools made for cutting clay, or you could just use a plastic knife; that clay is not hard to cut

### **Promotion**

Q: Have you thought about promoting through your Parks 7 rec department?

Q: notice in the water bills

Q: We are a small library with limited space for displays. We are going to do a power point with pictures of the activities offered and have that cycling through. We are also going to put up QR codes at our Junior High.

Q: our parks dept has a summer guide, and they'll include a list of our events

Q: tray posters at fast foods places

Q: city pool

Q: Flyers at the public computers.

Q: restroom flyers backpack slips radio psas

### **Promotion -- Insertable Mouse Pads**

Q: This year we started used mousepads at all public computers that allow for inserts - change the insert to promote programs

Q: [http://www.amazon.com/Custom-Photo-Insert-Picture-Mousepad/dp/B0019J6HEE/ref=sr\\_1\\_1?ie=UTF8&qid=1359476609&sr=8-1&keywords=insertable+mouse+pad](http://www.amazon.com/Custom-Photo-Insert-Picture-Mousepad/dp/B0019J6HEE/ref=sr_1_1?ie=UTF8&qid=1359476609&sr=8-1&keywords=insertable+mouse+pad)

Q: Bellaire ordered the mousepads from BetterMousepads.com

### **Movies / Movie Licensing**

Q: who do we contact for a movie license and how much do they typically cost? We have never looked into this. Very small.

Q: movlic.com

Q: You also have to pay for any outside showings

Q: most of the big studios; if it's somewhere like Summit, you get a one-time license from Movie Licensing USA (even if you have a site license)

Q: Twilight is one of the ones from Summit

Q: Movie Licensing USA and MPLC, depending on the studio

Q: it's \$100 per screening if you do one-time licenses from Movie Licensing USA

Q: MPLC handles Fox

### **CSLP Copyright**

Q: so, as far as you know, are they okay with libraries making buttons?

A: <http://www.csllpreads.org/about/rules-of-use.html>. If you had a particular button idea, you would want to look in particular at the "Custom Items" section of the Rules of Use, and if that doesn't clarify, we can help you check with CSLP. Just email your idea to [ld@tsl.state.tx.us](mailto:ld@tsl.state.tx.us) and we can help you check with the CSLP folk.

### **Amarillo Comicon / Steampunk Ball**

Q: (In regards to the Amarillo Comicon) The turnout was phenomenal. They decided that night that we would be doing another one this year. We'll even be renting out extra space to accommodate the crowds.

NOTE: If they have time, Amarillo PL is going to write up some tips/best practices regarding their comicon and we will send that out to everyone.

### **Other Comments / Questions**

Q: Our OPAC has the option for patrons to rate and review titles online...

Q: We've always had adults sign up with the kids, but this will be the first time we feature adult events/activities. I am looking forward to it!

Q: Genealogy: Dig into your family's roots!

Q: Is anyone having trouble with a minimum age for volunteers? Our city only allows volunteers who are 18 or older.

Q: Does anyone have any ideas to specifically target male readers?

Q: Does anyone have an electronic message board that they like? The tv. kind.

Q: We don't have one here but at my previous library we had a themed summer reading program. One year was home improvement.

Q: Barnes and Noble has come out before to demonstrate Nooks

Q: We just run through how to borrow books from Overdrive.

Q: I don't know about groundbreaking tech, but we have been doing eReader Petting Zoos in conjunction with our Overdrive workshops. They are pretty successful. We've been doing them for about a year now and our most recent one had about around 30 in attendance

Q: We are going to try a Winter Adult Reading program.