FLYP Forward

........FLYP Update........

Programming Materials

Developed by Florida youth services librarians and ready to download, the FLYP Materials website has 19 complete programs based on the 2011 world culture theme.

View new photographs, Power-Points and templates in the children's Next Stop: Everywhere!

If you missed any of the Division's Teens and Technology webinar series, the four sessions are now available on the FLYP website.

Bulletin Board

Check the Bulletin Board for posts about free webinar training for youth services staff and for vendors promoting their talent.

Professional Education

Enroll in the WebJunction Florida self-paced course *Reaching Teenagers* and you can learn specific ways to reach out to teens and new tools to help define or redefine your teen program. View sample projects to use in your own programs.

This course is FREE through WebJunction Florida if you work in a Florida library.

Visit the Help/FAQ page for details on how to take courses through WebJunction Florida.

First Lady Ann Scott Supports Reading Statewide

Thanks to everyone who responded to a request for information regarding your summer reading program kickoff. Based upon those responses, the Division provided Florida's First Lady with a list of events to consider as she visits schools and state parks. To promote her Summer Literacy Adventure, First Lady Ann Scott recently read books and sang with children at the Ponte Vedra branch library. Email Judith A. Ring, Division Director, if your library would like to be considered for an appearance by the First Lady during your summer reading program.

Snippets and Snapshots

- **Jennifer Salas**, Martin County Library System, recently took youth services staff from the Blake, Elisabeth Lahti, Hobe Sound, Hoke and Morgade libraries to Barnes and Noble to purchase books with the profits from the Library Foundation of Martin County's Dressed to Give Fashion Party.

- "Our Floral City branch used the idea for leprechaun traps that you printed in February's FLYP Forward and our storytime kids loved it." **Karen Slaska**, Citrus County Library System

- "Dear Wiki Gang Librarians: My hat is off to the effort and work that was put into the Summer Reading Program of 2011 FLYP WIKI! The six units for Next Stop: Everywhere have been a life saver for me! It was such a dynamic, well thought out, easily adaptable plan for ANY summer OR children's program! The ideas and crafts were child oriented, with easily acquired material! Your efforts are most appreciated in making my life so much easier! Toot your horn and have a wonderful summer!" **Zedra M. Hawkins**, Washington County Public Library

- The Main Library in Jacksonville is scheduling a bimonthly Multicultural Teen Reads book club. The library is also host to the traveling exhibition "Harry Potter's World: Renaissance Science, Magic and Medicine."

- "The Teens and Technology webinar series has been so phenomenal!! Thank you so much to everyone involved in making it possible! I have learned a lot from this series, and, more importantly, have been excited into action by the presentations. Thank you!" From an online evaluation

- Short on teen prizes this year? Give coupons for $5 off overdue fines or a day of unlimited Internet, or two books from the Friends store.

T & T: Tween and Teen Trend Watching

Jackie Padilla, Orange County Library System, is a program contributor to T&T. She recently compiled the following annotated list of resources for tracking trends and incorporating pop culture into youth programming.

Jackie

POP CULTURE

is the identity that goes along with being up-to-date with current styles and trends. (About.com)

1. Pop Culture Universe is a subscription reference and research tool that covers celebrities, fashion, Internet culture, music, sports, technology, television and popular culture trends. Starting with the 20th century, this resource is current and includes both emerging trends and topics that have become part of our culture. It is an excellent source for students, educators and researchers because it offers reliable academic content that is neutral and objective.

>**Programming Uses:** Good for promotion of library resources and good resource for trivia programs or computer-based scavenger programs.

2. Teen-Centered Library Service: Putting Youth Participation into Practice by Diane P. Tuccillo (2010) combines information, inspiration and relevant examples. This guidebook encourages school and public librarians to advocate for and incorporate active youth involvement to develop teen self-esteem and positively connect teenagers with books, reading and libraries.

>**Programming Uses:** Good for getting and keeping teens involved and for marketing to teens.

3. VOYA (Voice of Youth Advocates) is a bimonthly journal for librarians, educators and other professionals who work with teenagers and their information needs. VOYA bases its policy on these three principles: (1) Young adults aged 12 to 18 deserve their own targeted library services, collections and attention to the same extent as populations of other ages. (2) Young adults have rights to free and equal access to information in print, non-print and electronic resources without infringement of their intellectual freedom due to age or other restrictions. (3) Youth-serving professionals must advocate for the above rights and services for youth within their libraries, schools and communities, while providing opportunities for youth to practice decision-making and responsibility in running their own projects.

>**Programming Uses:** If your library does not subscribe to the print journal, the online journal, eVOYA Online Exclusives, is an easy-to-navigate resource of archived articles. Take the Teen Pop-Culture Quizzes to see what's going on relevant to teen interests in the world of celebrities, movies, books and more. Here's an example of a question from the quiz:

>"What new trend has caught the eye of retailers looking for a new way to market to teen girls?

>a. Haulers: Girls post videos of themselves on YouTube modeling their more recent *haul*.

>b. Mallers: Girls create videos of themselves hanging out at the mall and trade them with friends.

>c. Runners: Girls hire other girls to do their shopping for them in exchange for an outfit."

4. Pop Culture & Dynamic Teen Programs are slides from a presentation by Erin Helmrich that she created for the Mideastern Michigan Library Cooperative. Ms. Helmrich explains how to use pop culture to present engaging programs to teens.

>**Programming Uses:** Good understanding of pop culture and teen's developmental issues.

5. Trendcentral, launched in 2002, is a free daily email newsletter and website featuring relevant trends and cool social happenings of the day; the newsletter's focus is on what's new and what's next in the realms of lifestyle, fashion, entertainment and technology. Trendcentral has forecast trends such as branded designer jeans, vampire films, videoblogging and Twitter.

>**Programming Uses:** Good to keep on top of young adult trends; you will find your tweens and

teens either following the trend or creating a sub-trend of their own. Easy daily email format.

6. Ypulse authors study the opinions and behavior of tweens, teens, collegians and young adults to provide news, commentary, events, research and strategy for marketing, brand and media professionals.

> **Programming Uses:** Good for finding articles by youth on trends. From the website, sign up for the daily email newsletter (the Ypulse Daily Update) and a twitter feed (@ypulse).

7. Websites for What's Hot and What's Not:

- ABC Family - Online TV, videos and blogs

- Alloy.com - Top teen site for fashion, celebrities, horoscopes and quizzes

- Hulu - Watch your favorite shows and films. Anytime. For free. Look at new episodes, most popular, and view recommendations to see what teens are watching.

- MTV - New music videos, reality TV shows, celebrity news and top stories

- TeenNick - Quizzes for girls, girl games and teen video

- YouTube - Familiarize yourself with YouTube because whether or not you use it, your teens and tweens will. Check out some of the "Most Viewed" videos to see what they are viewing.

8. A Year of Programs for Teens by Amy J. Alessio (2007) is a collection of affordable activities for every month of the year, including a hands-on Renaissance art program, a photography contest and a "Love Stinks Chocolate Fest" for February, which includes chocolate tasting and a contest for the sappiest love poem. The activities consider the holidays and events normally associated with the relevant month.

> **Programming Uses:** Adaptable ideas for pop culture programming and good advice on building up teen clubs and community networking. Includes programming alternatives to attract older teens such as using a coffeehouse format for the chocolate fest.

9. The Hipster Librarian's Guide to Teen Craft Projects by Tina Coleman (2009) focuses on using repurposed or recycled, low or no-cost materials, and presents 12 projects like jewelry making, melted crayon bookmarks, blank books, fabric collages, vinyl totes and book pillows.

> **Programming Uses:** The crafts can easily be adapted to a pop culture theme. For example, page 65 has instructions on creating an awesome art and photography-inspired vinyl tote bag. The author suggests finding pictures from recycled calendars, magazines, book dust jackets and worn picture books. To give a pop culture spin to this craft, I would invite tweens to create a pop culture themed collage with current magazine pictures on heavy cardstock for panels of the bag. Or use a poster. Some movie marketing firms will provide your libraries with free posters, book-marks and extra goodies to promote a film release. My library recently received book-turned-into-movie promotional materials and 11 x17 posters for the *Beastly* and *Judy Moody* films. Using a part of a poster to create a tote bag panel would be a great twist to the craft with extra tween/teen appeal. Leaving the program with a free movie screening pass donated by the movie marketing firm is nice too.

Teen Lit Trends for Summer 2011 Vampires and over-weight chick lit are out; series, humor and gay lit are in. (YALSA webinar.)

Succinctly Stated: Ideas and Comments for Programs and Activities
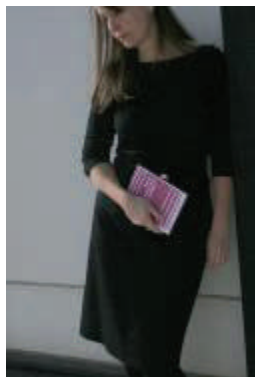
Samantha Baldwin 's book clutch made with a DVD case. See also this blog post tutorial on how to make a picture frame from an old book.

A giant marshmallow with a Twisler tail becomes Shrek's weed rat camping feast in the Rocky Horror Shrek Show.

- **Marlena Harold**, Brevard County Library System found a couple of new crafts that she thinks would work really well for teens:

    How to Finger Knit a Bracelet, per the website, "shows us how to elevate finger knitting into modern and sophisticated bracelets with a well presented tutorial. This is also the perfect craft to add to your list of ways to upcycle a t-shirt!"

    How to Make a Book Clutch requires about $1 of supplies, including a DVD case, to make one like the $1,250 Lolita clutch Natalie Portman carried to the New York premiere of Black Swan.

- Land O'Lakes Branch Library, Pasco County Library System, asked teens for links to their favorite strange or bizarre YouTube videos. After a screening for appropriateness, the youth services staff advertised a program titled "Intertubes" for teens to watch the videos. According to staff, the program was so successful that teens requested that it be scheduled monthly.

- View *Children & Libraries* Spring 2011 issue for an article on hosting a September back-to-school event with the goal of helping families begin thinking about homework help. In addition to music and entertainers, the draw was that families circled through information stations where volunteers demonstrated and families could practice, for example, the self check-in system or databases. Each station also had a volunteer who stamped each child's passport and after visiting each station, a child turned in the passport for a prize and a snack. According to the article, "We heard positive comments from all the parents regarding the many new things they leaned about how the library could help their children with homework, reading and early literacy."

- Consider planning a superheroes program where children and families are invited to meet local firefighters, police officers and lifeguards and explore their rescue vehicles while also learning Internet, fire and water safety. Last summer during a similar program, one Florida library had the children wear bathing suits to be doused by water from the fire truck.

- Rachee Fagg (Pennsylvania), inspired by Glee, married the audience participation concept of the *Rocky Horror Picture Show* with the children's film *Shrek* to create the interactive Rocky Horror Shrek Show. The website blog includes the supply list and instructions.

- Prior to opening the library to the general public, consider inviting teens in to use the computers to apply for jobs or college. Provide a sign-up procedure, periodically monitor the activity and offer assistance to review applications and resumes.

- The North Indian River County Library in Sebastian is hosting its annual Teen Art Show for artists aged 12 to 18. The theme for this year is "Destinations," and the artwork must be an interpretation of something the teen did in 2011.

Passive Programming

For the 2011 summer reading program survey, youth services staff should report on the number of and attendance at their passive programs.

A passive program is one that is advertised or promoted but not delivered to a group; it promotes the library, its materials and services without providing a program at a specific time or date. Examples of passive programming include providing reading logs, activity sheets, book review forms, online games or take-and-make crafts.

One simple passive program is to create a colorful display that includes submission instructions and entry forms. For estimating activities, pile up books and tie a ribbon around them. Have children guess the total number of pages — the winner receives a book. Or shred discarded popular paperback book covers, leaving some readable words, and have children identify titles to win donated books.

For a back-to-school activity, have children guess the number of chalk, markers and/or crayons in a large clear storage box that then becomes the prize. Photocopy the activity pages included in the CSLP manuals. Include space for contact information, provide a submission box and draw one entry for a prize. Promote the library's resources through scavenger hunts for certain books or set up a poster board with a matching game. Letter-boxing is also popular.

For teens, box up remaining craft supplies from popular programs for them to take-and-make, or set up art materials, instructions and a submission box on a table. Promote a swap by setting out a book cart stocked with donated books, comics, music and DVDs. For an attendance count, hook laminated numbered tickets (i.e., 1, 2, 3, and 4) to the side of the cart with a note to give you a ticket with the number of items they donated or swapped. Consider geocaching or various online games and activities.

Encourage teens to sign up at the New York Public Library to play the **Find the Future** *game from their phones.*

Finally, consider a "Vote to Add TV on DVD" program. Near the DVDs, post a list of TV series and have patrons vote for one to add to your collection. Keep a poster nearby with the votes.

Be sure to track your passive programming attendance to report as a summer statistic. And, email the editor to share your passive program ideas.

Florida Library Youth Program

FLYP Forward provides Florida youth services staff with information about the Florida Library Youth Program and opportunities to share and exchange program ideas.

The Department of State, Division of Library and Information Services does not endorse vendors or products. The views and opinions expressed by contributors to the *FLYP Forward* are strictly those of the individual authors and do not necessarily reflect the opinions, positions, policies or recommendations of the Florida Department of State.

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Comments? Contact Patricia Romig, the *FLYP Forward* editor.

FLYP On the Web