Suggestions for Promoting Your Library’s Summer Reading Program

• The public library can share the CSLP programming manual, official artwork, and materials for *Summer Reading at New York Libraries* with partnering schools and school libraries.
• Use the Early Literacy and School Library partner manuals, available at [www.nysl.nysed.gov/libdev/summer/facts.htm](http://www.nysl.nysed.gov/libdev/summer/facts.htm), to partner with schools and childcare providers.
• Connect with your local schools to schedule visits – always let the school librarian know when you will be in their building.
• Share summer reading materials with your school through the school librarian.
• Find out about publicizing *Summer Reading at New York Libraries* in the school library newsletter; on school library and school web pages; as computer screen savers; slip bookmarks in books at check out.
• Use the “A Universe of Stories” Teen Videos as promotional tools to attract teens to the library. Information about the Teen Video Challenge can be found at [www.summerreadingnys.org/teens/teens-video-challenge/](http://www.summerreadingnys.org/teens/teens-video-challenge/).
• Use the “A Universe of Stories” PSA as a promotional tool. All information can be found at [www.summerreadingnys.org](http://www.summerreadingnys.org).
• Cooperate with the school to build interest in planning a fall follow-up recognition for those who participated in the public library summer reading program.
• Create displays that focus on this year’s summer reading theme. Information and ideas about this year’s theme can be found at [www.summerreadingnys.org](http://www.summerreadingnys.org).
• Encourage children to participate in the State Assembly and/or State Senate summer reading programs. Updates on these programs and ways they are collaborating with *Summer Reading at New York Libraries* will be sent to public libraries in May.
• Visit the New York State Library’s Summer Reading Program website for reproducible flyers and fact sheets which promote summer reading at [www.nysl.nysed.gov/libdev/summer](http://www.nysl.nysed.gov/libdev/summer).
• Visit [www.summerreadingnys.org](http://www.summerreadingnys.org) for information, art, and reading related activities for educators, families, and children.
• Create an account on the CSLP website, [www.cslpreads.org](http://www.cslpreads.org), to gain access to extensive resources available to all NYS public libraries.
• Use the CSLP PSA, available through the CSLP website mentioned above, as a promotional tool.
• Utilize the wealth of resources available in the “Planning” sections of CSLP Manual and DVD.
The goals of *Summer Reading at New York Libraries* are to:

- Advance literacy and academic performance by engaging children and teens in reading and reading-related activities during the summer months.
- Foster a love of reading through public library programs and services.
- Increase successful reading experiences through librarian-supported, self-selected, voluntary reading.
- Involve parents and all family members in the library summer reading experience.
- Improve children’s access to library materials and activities, which will encourage them to become lifelong library users.
- Increase the number of children and teens participating in public library summer reading programs.

**Websites**

*The official website of Summer Reading at New York Libraries is* [www.summerreadingnys.org](http://www.summerreadingnys.org).

*News about Summer Reading at New York Libraries can be found on our official website and on our Facebook page.*

*The New York State Library website includes flyers, fact sheets, resources and research about literacy and summer reading:* [www.nysl.nysed.gov/libdev/summer](http://www.nysl.nysed.gov/libdev/summer).

*Be sure to visit the New York State Performers and Programs Database to locate educational programmers in your area of New York State:* [www.performersandprograms.com](http://www.performersandprograms.com).

*The Collaborative Summer Library Program (CSLP) website,* [www.cslpreads.org](http://www.cslpreads.org), *includes information about this year’s summer reading theme.*

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