

# 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.
- Share the Explore New York recreational book lists (<http://www.nysl.nysed.gov/libdev/summer/explore.htm>) with teachers and students. Books on the list touch on the diversity, history, and culture of New York State.
- Use the “Libraries Rock!” 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 “Libraries Rock!” 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.csllpreads.org](http://www.csllpreads.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.csllpreads.org](http://www.csllpreads.org), includes information about this year's summer reading theme.

*Summer Reading at New York Libraries is a program of the Office of Cultural Education in the New York State Education Department and is funded through the Federal Library Services and Technology Act, with funds awarded to the New York State Library by the Federal Institute of Museum and Library Services.*