Programs, Publicity, and Other Promotions for the 2012 TAYSHAS LIST

Below is a list of possible programs that you could use to publicize the TAYSHAS Reading List and to promote the titles appearing on the list. Remember that all of these ideas can be modified, combined, torn apart, and otherwise marred, mutilated, and ultimately improved to fit your community.

**Booklists:**

Never underestimate the simple booklist of TAYSHAS books to be made available to teachers and students. Booklists can be presented on your website, through e-mails and blogs, and even on paper. Check out the 2012 TAYSHAS books at [http://www.txla.org/groups/TAYSHAS](http://www.txla.org/groups/tayshas).

**Booktalks and Presentations:**

1. Try a “fast and furious” approach to booktalking a large number of the TAYSHAS titles at one time. Say only a few words or sentences about several of the books. You can even group books by related topics.
2. One overarching theme of this TAYSHAS list can be “TROUBLE.” Do a bit of a tongue in cheek booktalk as a chant or song. Start with the following stanza:

*Double, double, toil and trouble*

*In the quicksand, in a muddle*

*Cries and lies, wails and deceit*

*Be careful or your end you’ll meet*

Then add another rhyming stanza for each of the books that you want to booktalk.

1. Highlight a TAYSHAS book a day over announcements during Teen Read Week or other reading/library week. To even broaden the approach, highlight a TAYSHAS book a week in a local newspaper.
2. Plan a TAYSHAS "speed dating" event. One variation: Put several of the TAYSHAS books at different tables in the library. Students have 5 minutes to spend with the book of their choice at each table, during which time they look the book over and fill out a "date and rate" sheet. When the 5 minutes are up, they move on to the next table. At the end of the "speed date," they can talk about their favorite book and choose one to check out.

**Displays:**

1. Compile the TAYSHAS titles into a special display. Since there are a lot of books on this list, you could specifically highlight a few books each week in a particular TAYSHAS area. Choose topics and group the books by those topics. For example, choose historical fiction and highlight those books and others like them.
2. Present a book cover slide show on a computer screen. Take a look at the TAYSHAS Talk site at <http://tayshastalk.weebly.com/> for book covers and other promotional ideas.
3. Use copies of TAYSHAS book covers and a large TAYSHAS poster to make a large TAYSHAS poster or bulletin board presentation outside of your library.
4. Make a TAYSHAS display in a large, glass display case or display area in another part of the school or in another building in the community. This will allow students to see library books in other places besides the library and will reach more students or patrons who do not frequent the library.

**Labels:**

Label the winners with TAYSHAS spine labels. Add the year to the TAYSHAS label.

**Placement:**

Shelve the TAYSHAS winners in a special “Award Winners” area of the library. Keep at least two years of TAYSHAS winners in the area.

**Reader’s Advisory:**

The best promotion is person to person. Remember to point readers to the TAYSHAS books when they are looking for “something good to read.”

**Website, Internet, and Social Media:**

1. Use a TAYSHAS titles book cover slide show on your library’s home page.
2. Add a book trailer spotlight to your home page. Even if your school does not allow access to YouTube and other book trailer sites, then you can link to those sites which can be accessed by your students outside of school. TAYSHAS Book Trailers: <http://www.txla.org/sites/tla/files/groups/yart/docs/tayshas/docs/2012taybooktrailers.pdf>
3. On your blog, discussion, list, twitter, etc., highlight a TAYSHAS book every so often.
4. Make your own animoto of with book covers. Check out <http://www.animoto.com> for more information on making a multimedia presentation.

Feel free to link to the full version of the TAYSHAS 2012 animoto at <http://animoto.com/play/iiUJZWgIbY8RLpBm98yC4Q>.

If you are interested in highlighting just a few books, link to <http://animoto.com/play/Xq1mod18SdKBUvCRvRlUSw>.

**Book Discussions and Debates:**

1. Use your in person and online teen discussions to “debate” whether or not titles should or should not have appeared on the list.
2. Work with your English teachers to see if they would be willing to cover one of

these newly published books in their classes.

1. If you have a teen book club, suggest that the club read one of the books.
2. Choose one of the books to do a city wide read (or one school-one book) program.

**Come and Go Programs:**

1. Use the list as a starting point and have teens vote off books until you end up with

a top ten list.

1. Do a “How Could This Have Been Missed?” list in which teens make up their own list of titles that SHOULD have made the list.
2. Using “Dash and Lily” as a model, set out notebooks in interesting areas of the library. You could either ask questions and have them answered anonymously or you could have small quests of tasks that teens need to accomplish to get small prizes.
3. Have a come and go TAYSHAS party in which you officially unveil the list, highlight the books, and provide foods, bookmarks, etc. for the teens.