



A Passion for Print: Promoting Reading and Books to Teens (Libraries Unlimited Professional Guides for Young Adult Librarians Series)

Kristine Mahood

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Get teens excited about reading by using your own love of books along with a good dose of market savvy. This simple, upbeat guide is packed with practical guidelines and a wealth of exciting ideas for promoting books and reading through everything you do—from collection building, designing the space, and creating a Web site, to booktalking, readers' advisory, and special events. A practical, step-by-step approach.

Promoting books and reading is one of your most important roles, but reaching teens and inspiring them to read can be a challenge, especially now, when teens have so many other commitments and interests. This guide will inspire you to build your book knowledge and combine it with marketing savvy to bring teens together with books and reading. Drawing upon recent research on teens and libraries, the author offers practical guidelines and a wealth of exciting ideas for environmental reading promotions (collection building, designing the space, creating publicity materials and developing the web site), as well as interactive promotions (communication with teens, readers advisory, booktalking, partnering with other organizations, and book-related activities and events). Based on the author's experience and the experience of others who work with teens, the book provides librarians and other educators with a simple, handy, and upbeat guide. Grades 6-12.

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