Programs, Publicity, and Other Promotions for the 2014 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 2014 TAYSHAS books at [http://www.txla.org/groups/TAYSHAS](http://www.txla.org/groups/TAYSHAS). For the second year in a row, TAYSHAS has a Top Ten list. The Top Ten titles are designated with asterisks appearing by the titles.

**Tayshas Resources:**
From the Tayshas Talk webpage [http://tayshastalk.weebly.com/index.html](http://tayshastalk.weebly.com/index.html) click on Tayshas Resources to find helpful tools such as book trailers, list by genre, Animoto, book covers and a powerpoint.

**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. Try booktalking all the Top Ten books in less than five minutes.
2. 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.
3. Several of the TAYSHAS list books refer heavily to classic literature. Devise a booktalk or presentation coupling those TAYSHAS titles with corresponding classics! For example, couple “Dr. Bird’s Advice for Sad poets” with Walt Whitman poetry, Far, Far Away with Grimm Fairy Tales, The Madman’s Daughter with the Island of Doctor Moreau, or Eleanor and Park with Romeo and Juliet.

**Displays:**
1. Compile the TAYSHAS titles into a 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.
3. Use copies of TAYSHAS book covers and a 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.
5. Several of the TAYSHAS list books refer heavily to classic literature. Devise a display or
tabletop presentation coupling those TAYSHAS titles with corresponding classics!

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:
3. On your blog, discussion, list, twitter, etc., highlight a TAYSHAS book every so often.
information on making a multimedia presentation. Feel free to link to the full version of
the TAYSHAS 2014 animoto at http://animoto.com/play/7MxJSQl741Lc607MoCoMvQ
or the shorter version containing the TAYSHAS 2014 Top Ten titles at
http://animoto.com/play/qFrhl2rQKgNMDKPQeUtyJg

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. Remember to point out those TAYSHAS
titles with tie-ins with classic literature.
3. If you have a teen book club, suggest that the club read one of the books.
4. 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.
2. 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.
3. Using “Curiosities: A Collection of Stories” as inspiration, start a story or have a teen
start a story. Allow other teens to make comments, make changes, etc.
4. 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.