



**promoting the**

# **Forest of Reading<sup>®</sup>** **in your public library**

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# Intro/Agenda

- 🌲 Today we hope to address misconceptions about the Forest of Reading
- 🌲 History: the Forest began in the 1990's and aimed at elementary school-aged audiences
- 🌲 We will be talking about three trees today: White Pine, Golden Oak, and Evergreen

# White Pine Award



- 🌲 The White Pine™ Award reading program is geared towards grades 9-12
- 🌲 Each year a Fiction list is offered and every other year a Non-Fiction list is nominated
- 🌲 Great Canadian books by Canadian authors! Reading can be fun!
- 🌲 **AWARD GIVEN:** Festival of Trees™ in Toronto in May

# White Pine Award

## Top 3 Tips!



- 🌲 Partner with local schools to host a White Pine Battle of the Books!
- 🌲 Durham Battles began with the Ajax Public Library 10 years ago

# White Pine Award

## Top 3 Tips!



- 🌲 Competition between public and separate school students
- 🌲 Teams of 3 – 6 members with 3 substitutes and team captain
- 🌲 Regular round and lightning rounds.

# White Pine Award



## Battle of the Books Timeline:

- Early in the fall, form a small committee of Teacher Librarians and Public Librarians
- When White Pine titles are announced, determine who will generate questions for which titles.
- Set a deadline for submission of questions and to whom they should be submitted.

# White Pine Award



## Battle of the Books Timeline:

- Determine individual responsibilities for the Battle
- Determine and announce the date of the battle and a deadline for team registration
- Meet 1 month before the Battle to refine plans.

# White Pine Award



## Our Rules:

- ✓ Rules must be read at the beginning of the battle, to ensure all participants understand them.
- ✓ Competitors are counseled to be quiet unless conferring during their turn.
- ✓ Competitors are cautioned against speaking out loud.
- ✓ Teams face off in Round Robin format.
- ✓ No more than 2 or 3 teams face off in one room or multiple rooms.
- ✓ Teams consist of 3 – 6 members but only 3 may play at a time.
- ✓ Substitutions can be made between rounds.
- ✓ Only the team captain provides the answer but team members may confer before it is given.

# White Pine Award



## Regular Round:

- Each team is asked one question at a time.
- Regular round answers are to be provided within 20 seconds.
- Competitors are told if the answer is incorrect or incomplete and they may have 2 other opportunities to provide the answer.
- 5 points are won per correct title; 3 points are won per correct author.

# White Pine Award



## Tips:

- Take notes while reading the books.
- Create 15 questions for each book that begin with the phrase, "In which book, by which author..."? (Do not include names of characters in your questions).
- Eg. In which book, by which author does the Gatekeeper demand the toll?

# White Pine Award



## Lightning Round

- ✓ Each team is asked a set of 10 – 12 questions before going to the next team.
- ✓ In the Lightning Round, all 10 – 12 questions must be answered within time limit of 2 minutes.
- ✓ Competitors are told if the answer is incomplete or incorrect and they may have an opportunity to alter the answer.
- ✓ 3 Points are gained with each correct answer.

# White Pine Award



## White Pine Battle:

- Questions typed and copied using colour coding
- Day of Battle: teams arrive by designated time. Once all teams have arrived, teams are given room assignment. Each room should also have a stop watch and calculator.
- Invite a White Pine author to speak! Last year we had Kelly Armstrong.
- Prizes
- Press Release

# White Pine Award



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## PRESS RELEASE

### SINCLAIR SECONDARY SCHOOL WINS "WHITE PINE" BATTLE OF THE BOOKS

Area teens enjoyed a bit of friendly competition at Oshawa Public Library on Thursday, March 25, 2010. They joined many other libraries and schools across Ontario who are encouraging teens to share their knowledge and have friendly competition in this Battle of the Books. The teams battled against each other by answering questions on the 10 White Pine titles that were released in September 2009.

The White Pine booklist is sponsored by the Ontario Library Association's Forest of Reading Programme.

Sinclair Secondary School came in first place, winning \$100.00 in Chapters Gift Cards for their library as well as other exciting prizes. Sinclair entered the competition with two teams and their team two came in second place! Third place went to Dunbarton High School. Other participating schools were: Eastdale Secondary School and Henry Street High School.

"The Battle was so exciting and the students knew so much about all the books!" said Teen Librarian, Tiffany Pahman. "We can't wait to do it again next year with more schools!"

Children, teens and adults can participate in the Forest of Reading program through reading groups in their public libraries and schools. Discover and vote for your favourite Canadian books, authors and illustrators! The Forest of Reading program is sponsored by the [Ontario Library Association](http://Ontario Library Association).

# White Pine Award

## Top 3 Tips!



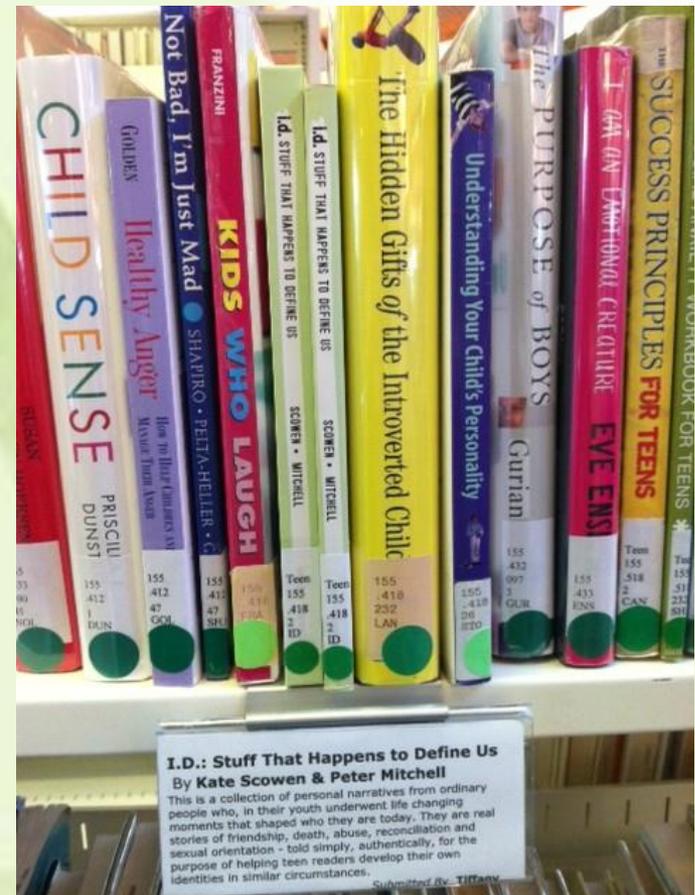
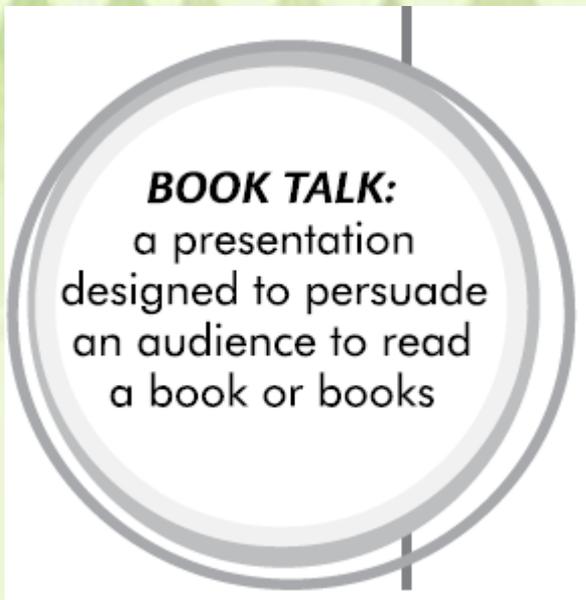
- 🌲 **Tip 2: White Pine is not just for teens!**
- 🌲 **Adults are not able to vote on the White Pine winner but they can enjoy reading the books!**
- 🌲 **Let Teacher-Librarians and Parents know about the Festival of Trees!**

# White Pine Award

## Top 3 Tips!



🌲 Market to adults by using shelf talkers and hosting Book Talks!



# White Pine Award

## Top 3 Tips!



- 🌲 **Tip 3: Involve others and get involved!**
- 🌲 **Involving teens: If you have a Teen Advisory Board, ask them what their favourite titles are. You can even have them vote.**
- 🌲 **Create a display**
- 🌲 **Join the selection or steering committee**

# White Pine Award



## Testimonial

🌲 “I loved reading the White Pine books so much that I joined the selection committee as a library worker and student.” –Spencer, age 21

🌲 “I still can’t wait to find out what the White Pine books are and love that my public library has so many copies!”

-Sidney, age 19

# Golden Oak Award



- 🌲 What is the Golden Oak Award Reading Program
- 🌲 How does it work?
- 🌲 How to run the program?
- 🌲 How to promote the program?
- 🌲 What is unique about Golden Oak?

# Golden Oak Award

## Quick Literacy Fact



4 out of 10 adult Canadians, age 16 to 65 do not have the literacy skills they need to meet the demands of modern life. That's 9 million people!

([http://www.abc-canada.org/en/adult\\_literacy/facts](http://www.abc-canada.org/en/adult_literacy/facts))

# Golden Oak Award



Question?



Ni nini ungefanya kama alivyofanya  
si kujua jinsi ya kusoma?

# Golden Oak Award



## What is it?

- 🌲 Golden Oak is a reading program for adult learners and adult ESL students
- 🌲 Began in 2003
- 🌲 Started by TPL staff from the Adult Literacy Dept.

# Golden Oak Award

## How does it work?



- 🌲 Timing – January to June
- 🌲 The nominees are announced in October
- 🌲 Books are read by the participants until May
- 🌲 Voting takes place from May 1<sup>st</sup> to 31<sup>st</sup>
- 🌲 The Golden Oak Award winner is announced in June

# Golden Oak Award

## How do I run it?



- 🌲 Purchase through S&B books or OLA
  - 🌲 Booksets of 15 work best
- 🌲 Find participants for your Golden Oak Bookclub
  - 🌲 Adult literacy classes/programs
  - 🌲 ESL reading groups/classes
  - 🌲 Reading circles

# Golden Oak Award

## How do I run it?



- 🌲 Start a Golden Oak Bookclub
  - 🌲 create invitations going to all learners in the school/library/literacy centre
  - 🌲 Host a launch party with the learners
  - 🌲 Train your staff on how to have a “book talk” with students
  - 🌲 Consider having a week for the learners to campaign for their favourite book.

# Golden Oak Award

## How do I run it?



- 🌲 Participants read the books
- 🌲 Choose a day (or two) for voting
- 🌲 Have participants vote on paper ballots
- 🌲 Compile the results and submit it online

# Golden Oak Award

How do I promote it?



- 🌲 Make use of promotional materials on the OLA website, OLAStore and S&B Books Ltd.
- 🌲 Enlist staff members and encourage involvement in the program.
- 🌲 Promote the book club on your website, twitter accounts, blog and facebook
- 🌲 Book an author visit

# Golden Oak Award

How do I promote it?



- 🌲 Create a Golden Oak book display
- 🌲 Purchase ebooks
- 🌲 If you have ESL programs at your branch, include/add a reading circle to it
- 🌲 Booktalk at adult literacy centres/classes & ESL programs
- 🌲 Promote through Literacy Networks -

# Golden Oak Award

## How do I promote it?



<http://www.essentialskillsontario.ca/program-map>

Home » Skills in Ontario » Find a Program

## Program Map

**Find A Literacy Program In Your Area**

Sixteen (16) regional networks across Ontario are equipped to provide you with information on literacy and the various types of programs available to you.

[e-Channel](#) is a free online classroom and meeting space for students, teachers, coaches, trainers and leaders of adult literacy and basic skills programs across Ontario to interact and learn through real-time classroom lessons.

**NETWORKS**

- Metro Toronto Movement for Literacy (MTML)**  
TORONTO
- Ottawa Community Coalition for Literacy (OCCL)**  
OTTAWA
- Adult Basic Education Association of Hamilton-Wentworth**  
HAMILTON
- Literacy Network of Durham Region**  
OSHAWA
- Literacy Link of Eastern Ontario (LLEO)**  
KINGSTON
- Literacy Network Northeast**  
TIMMINS

# Golden Oak Award

Unique stuff...



🌲 Variety of reading levels – beginner to grade 8

- 🌲 Picture books
- 🌲 Chapter books
- 🌲 Good Reads series
- 🌲 Rapid Reads series

# Golden Oak Award

## Unique Program



 “What did you think?” contest

	<b>2013 Golden Oak™ Book Club</b>	
<b>What Did You Think?</b>		

Share your thoughts and you will be entered in the weekly book draw. Each week from March to May 2013, lucky readers will win a book.

**Rating**

- |         |      |  |
|---------|------|--|
| 4 stars | ★★★★ | This was a great book because...         |
| 3 stars | ★★★  | This was a good book because...          |
| 2 stars | ★★   | This book was okay but...                |
| 1 star  | ★    | This book was not to my taste because... |

I read (title) \_\_\_\_\_

I would give this book \_\_\_\_ star(s) because \_\_\_\_\_

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Use extra paper if needed

If I win the book draw, please send the book to:

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

(use your program address if you prefer)

RETURN TO: Ontario Library Association  
50 Wellington Street East, Suite 201  
Toronto, Ontario M5E 1C8  
FAX: 416-941-9581 or 1-800-387-1181 (toll free FAX)

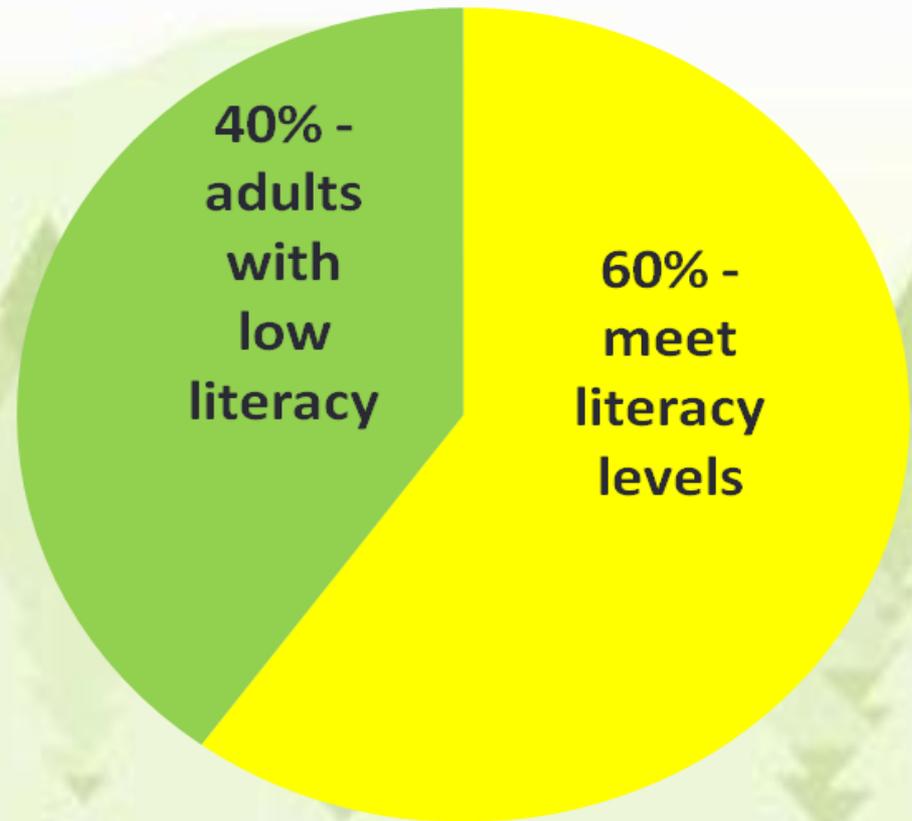


# Golden Oak Award

Unique stuff...



Opens the door to a new segment of the adult population



# Golden Oak Award

## Unique Program



🌲 Adult learners participate in the ceremony

# Evergreen Award



- 🌲 yearly shortlist of ten titles, both fiction and non-fiction for an adult audience
- 🌲 the program begins when the shortlist is announced at Super Conference (NOW!) and concludes with a voting period during Canadian Library Month in October
- 🌲 patrons only need to have read one book to participate in Evergreen voting

# Evergreen Award

## Top 3 Tips!



### 1. get staff & other key players on board

#### **LIBRARY STAFF:**

- 🌲 provide orientations at every turn
- 🌲 friendly competition between branches?
- 🌲 simplify promotion for front-line staff

# Evergreen Award



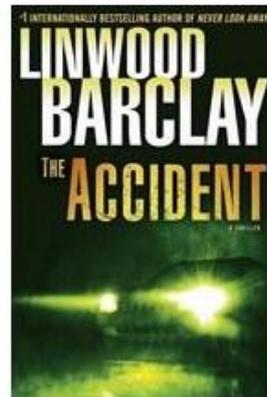
## HCPL Staff Bulletin

### Evergreen 2012: the shortlist has been released!

February 2012  
Volume 2, Issue 5

In this Issue:

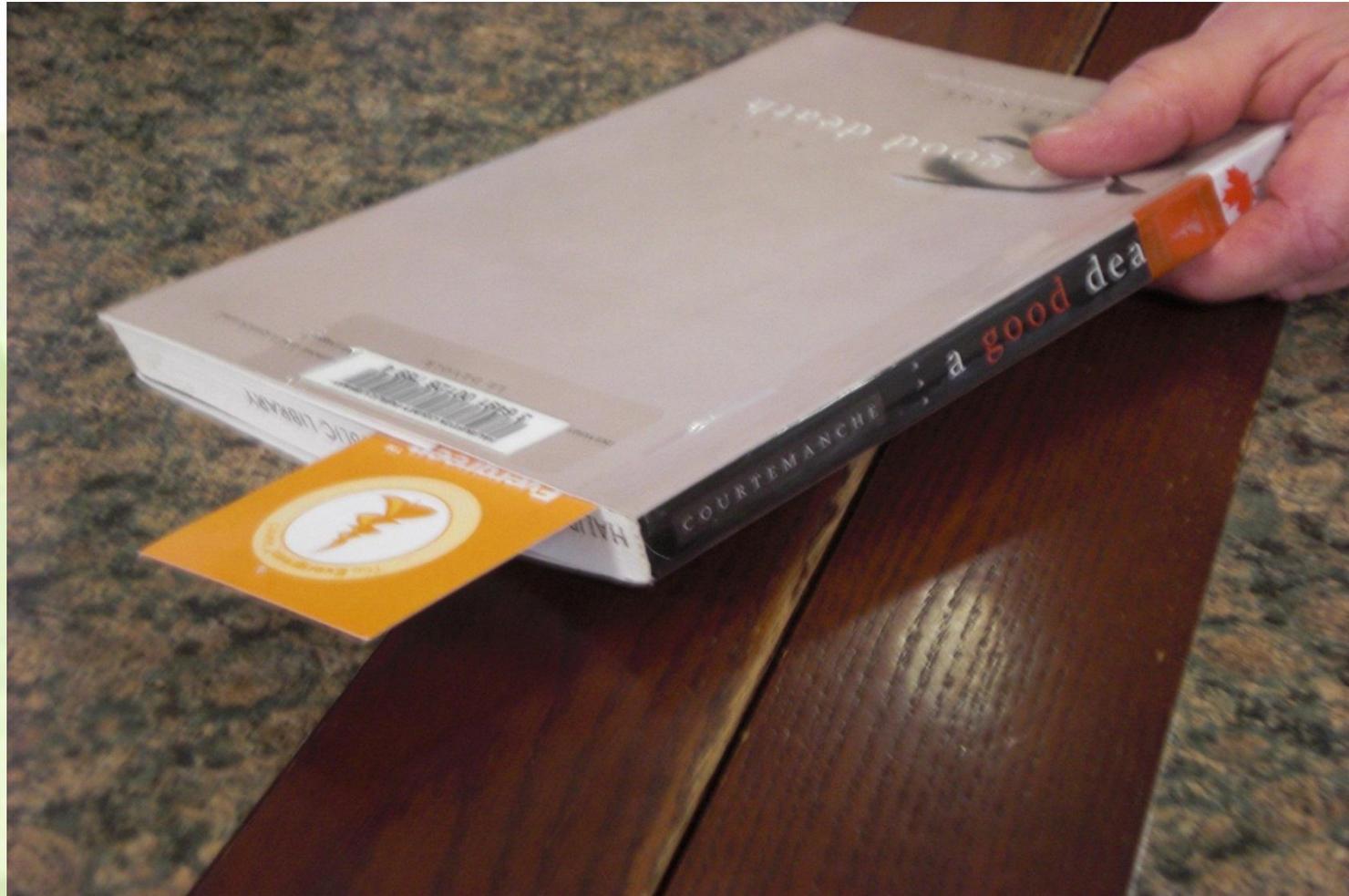
- Evergreen 2012
- Staff Picks
- HCPL Online



#### The Accident By Linwood Barclay

In the wake of an economic recession that is compromising his business, building contractor Glen Barber feels he has enough to worry about; that is, until he learns that his wife, Sheila, was killed in a car accident. Most shocking to Glen is that his always responsible wife was to blame, apparently drunk at the wheel. Desperately searching for answers, he soon discovers that the mother of his young daughter may have been involved in shady black market

# Evergreen Award



# Evergreen Award

## Top 3 Tips!



### 1. get staff & other key players on board

#### OTHER KEY PLAYERS:

- 🌲 your friends groups is your ideal Evergreen sponsor
  - 🌲 consider book talks for board members
- 🌲 community partners can help you take the program beyond library doors

# Evergreen Award



# Evergreen Award

## Top 3 Tips!



## 2. prepare your collection

### **PURCHASE TONS OF COPIES:**

- 🌲 a worthy investment as they will circulate constantly
- 🌲 backup copies are important for maintaining displays
- 🌲 focus your efforts: hoarding copies at high traffic branches provides a greater impact

# Evergreen Award



# Evergreen Award

## Top 3 Tips!



## 2. prepare your collection

### **BUY IN AS MANY FORMATS AS POSSIBLE:**

- 🌲 eBooks, audiobooks, talking books, large print...
- 🌲 Evergreen = a great selection for eReader lending
- 🌲 book club sets integrate Evergreen into programming

# Evergreen Award

## Top 3 Tips!



## 2. prepare your collection

### ...AND MAKE IT STAND OUT:

- 🌲 spine labels & bookmarks
- 🌲 designated display areas draw interest *and* are the go-to area for enthusiastic participants

# Evergreen Award



# Evergreen Award

## Top 3 Tips!



### 3. get creative with marketing

#### EVENTS PROVIDE THE IDEAL PLATFORM:

- 🌲 partner with your local literary festival
- 🌲 author events made easy
- 🌲 if you do not have the time/means to organize a special event, integrate Evergreen into something pre-existing

# Evergreen Award



# Evergreen Award

## Top 3 Tips!



### 3. get creative with marketing

#### USE LOCAL MEDIA TO YOUR ADVANTAGE:

- 🌲 media coverage...easy for some, not so for others
- 🌲 small-medium town systems: just ask for a platform!
- 🌲 big city systems: focus on events coverage

# Evergreen Award

## Top 3 Tips!



### 3. get creative with marketing

#### IN-LIBRARY PROMOTION:

- 🌲 integrate Evergreen into pre-existing promo materials
- 🌲 include coverage on your website
- 🌲 make your polling stations stand out

# Evergreen Award



# Evergreen Award

## Case Study



**CALEDON PUBLIC LIBRARY**



🌲 Registered over 1000 votes (the best per-capita participation in the province). Here's how:

- invested in lots of copies (soon-to-be book club sets)
- were sponsored by Friends group
- partnered with a local independent book store
- ran special events: “participant discussion night”
- had great website presence, including live polling
- went crazy with marketing: bookmarks, postcards, banners, screen savers

# General Forest FAQ

- 🌲 Where can I get information and resources for running the program?
- 🌲 Where do you purchase spine labels, bookmarks, book sets, etc.?
- 🌲 What does it cost to participate?
- 🌲 How can I get a Forest-nominated author to visit my library?

# YOUR QUESTIONS



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