
❖ CAYAS Newsletter ❖

CHILDREN'S AND YOUNG ADULT SERVICES - A WASHINGTON LIBRARY ASSOCIATION INTEREST GROUP

www.wla.org

Fall 2006

A Letter From Our Chair



*Register
For
The
CAYAS
Fall
Workshop
With
Storyteller
Naomi
Baltuck
By
September
20!*

Dear CAYAS Members,

Hello, fellow youth service advocates. I use this word because I feel strongly about advocacy, the act of speaking up in support of our beliefs and values. That's partly why I work to enhance services to children and young adults in Washington libraries. The path to my position as an assistant managing librarian hasn't been a direct one. My degree in sociology led me to social work with youth and families and counseling teens in crisis. When I had children, I left social work but stayed involved as a PTSA volunteer. As my kids matured, I had to decide what to do for the rest of my life: return to social work or choose a new path?

I had spent childhood summers at the library checking out books that had brought to life so many places, people, and ideas. You could call me a bookworm! My mother had worked in my school library, my older sister had become a school librarian (by this time), and I had recently volunteered at my local library. I'd never considered librarianship as a career, but then it made sense as the perfect combination of youth advocacy and love of books. I chose a new path at midlife, earned my library degree, and became a young adult librarian.

Working with teens has been a blast for me. It's made me feel young (& at times, really old!) and made me a more passionate believer in the importance of serving youth in libraries. I've tried to share this passion in my school visits promoting great books to teens. I'll never forget the day, a year into my job, when a high school freshman exclaimed to me after a booktalk, "Wow! You are the most exciting librarian I've ever met." This was the ultimate compliment: "exciting" and "librarian" in the same sentence!

As a YA librarian at KCLS, I learned so much from the other YA folks, who gave me ideas and modeled excellence in service to teens. I learned from the teens who volunteered and participated in programs like book discussion groups. I even recruited several to work in our library! I've been inspired by great programs I've attended at WLA conferences, many sponsored by CAYAS.

I recently moved from Teen Services to my current position, which involves less direct service to youth, which I miss. Now, I am grateful for the opportunity to work with a talented group of youth service librarians on the CAYAS Board. Our mission is to plan and provide continuing education opportunities for librarians who work with youth in Washington libraries.

At our June Board meeting, we discussed several topics including the transition of this newsletter from print to electronic format, which is being implemented with the current issue. We reviewed the programs we presented at the April WLA Conference, all of which were well-attended. We planned our Fall 2006 workshop: Naomi Baltuck will be presenting "Crazy Gibberish and Other Story Hour Stretches." We've scheduled exciting programs for the WLA conference in the Tri-Cities. We look forward to seeing you all at the next workshop and at WLA 2007. Thank you for being a passionate advocate for youth services in libraries.

Deirdre Miller, CAYAS Chair



Inside this Issue:

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Book Talking the Best: Information School Students Share New Books for Youth

Karen Andring, Jill Fairlee, Nancy Gunderson, Susan Kirdahy, Barbara Menne, and Kate Sellers from the University of Washington Information School (iSchool) did a fine job of bringing everyone up-to-date with some of the best in new books for children and teens at WLA this year. These soon-to-be new librarians are looking forward to delivering energy and enthusiasm to youth services in Washington's libraries in the next year, and Washington libraries will be fortunate to have them joining the profession. So which books from their list of 50 are you likely to want to rush out to buy right now? Here is a handful from their "not to be missed" choices for the year:

Dog Train: A Wild Ride on the Rock-and-Roll Side by Sandra Boynton; music by Michael Ford. Sandra Boynton (children's book creator) and Michael Ford (composer/arranger) collaborated with some of the best musicians in the business (Spin Doctors, Blues Traveler, Alison Krauss, and Hootie and the Blowfish) to create this book/music CD that will have everyone in the family reading, rocking, singing, and dancing. If you like rock 'n' roll music, this is a must! You'll be hooked and recommending it to everyone who knows a kid.

A Dog's Life: The Autobiography of A Stray by Ann M. Martin. A stray from birth, the sweet dog known as Squirrel recounts her experiences braving the elements, finding food, and surviving busy roads, savage dogs, and cruel people to find a home at last.

The King Of Attolia by Megan Whalen Turner (Third in a series). Eugenides, the Thief of Eddis, has fallen in love with, stolen, and married his nemesis, the Queen of Attolia, who previously caught him mid-theft and cut off his hand. Uncertain he wants to be King, he hides his true wit and abilities until all the court considers him an unkingly idiot. He must decide whether to be King in truth or in name only. This story has great characters, witty dialogue, and unpredictable plot twists.

King of The Pygmies by Jonathon Scott Fuqua. When 15-year-old Penrod starts to hear the voices of his family, friends, neighbors, and teachers all talking in his head, his uncle tells him that it's the result of magic. But Penrod's parents have other ideas about what's causing him to hear the voices. The author sensitively and deftly touches on the subject of schizophrenia.

The Lightning Thief by Rick Riordan (First in The Percy Jackson and the Olympians Series). It turns out that much of the weirdness in 12-year-old Percy (Perseus) Jackson's life can be explained by the fact that he is a half-blood (son of his human mother and Greek god Poseidon). It becomes the mission of Percy and his friends to find Zeus' missing lightning bolt to prevent all-out war between the Greek gods and goddesses, who are still very much active in 21st-century America.

Marly's Ghost by David Levithan. In this retelling of the Dickens classic, 16-year-old Ben faces a cold and empty life after the death of his girlfriend Marly, until she appears one night to warn him about the dangers of his bitterness. After visits from the Ghosts of Love Past, Present, and Future, will Ben's outlook on life change?

Romeow & Drooliet by Nina Laden (author-artist). A modern and unusual twist on an old classic love story, this tale will be requested over and over. Can true love survive between the Felinis' favorite cat, Romeow, and the cat-hating Barkers' pup, Drooliet?

Twilight by Stephanie Meyer. When Arizona-raised Bella moves to rainy Forks, Washington, her expectations are pretty low. Falling in love with a boy who happens to be vampire is a complete surprise and one that will change her life forever.

Karen L Andring, Information School Liaison '05-'06



IMPORTANT NOTE: This issue will also be emailed to you via the CAYAS Listserv. If you do not receive an electronic copy of the Fall 2006 CAYAS Newsletter in your email by mid September, please notify the Newsletter Editor, Tomi Whalen (contact information on page 4).

Marketing to Teens: What Are We Selling and How?

The ideas flew fast and furious at the WLA workshop entitled "Marketing to Teens: What Are We Selling and How?" A variety of perspectives were shared from the point of view of the small one-branch library of Puyallup to the large multi-branch system that is the Seattle Public Library. The lively discussion covered a multitude of considerations: diverse methods to reach teens, thoughts to consider about how teens are often the target for consumer marketing of big business, and what message it is you really want to deliver to teens. Suggestions were made to check out the video "Merchants of Cool" (by PBS-Frontline) and the novel "So Yesterday" by Scott Westerfeld.

Lisa Oldoski of Puyallup supplied a ton of clever ways to connect with teens and demonstrated the flexibility and freedom that is possible in a small system. She emphasized that you may wear many hats in a small system: (designing, organizing, and promoting) but that you will be able to do events and form alliances that may not be allowed in a larger organization. Some of her ideas were:

- Try an art installation in your library, created by your teen patrons.
- Create posters of local teens in their chosen setting - modeled after the ALA READ posters.
- Throw a pizza party; invite teens to come chat about what they want at their library.
- Stage a live chess game with the teens playing the parts.
- Offer an afternoon of temporary (Mendhi) tattoos.
- Show popular movies such as Lord of the Rings
- Publish their poetry and offer a chance to win a prize.
- Present a writer's workshop or zine-making instruction day.
- Have a free comic book day using donated comic books in exchange for promotion of the local store.
- Use handbills to advertise; hit skate parks, coffee houses, community service sites, schools while book talking.

Amy Duncan and Blythe Summers, both of SPL, offered the perspective of the large library system. They discussed the pluses of a big organization such as access to a professional marketing team and slick promotional tools such as an origami-type foldout with event information or a flip book of a skater guy that delivers summer program information. They also talked of the difficulties you may encounter, suggesting you need to understand matrix management. There will be a process of many hands and committees that needs to be negotiated and you will need to plan well in advance of events to have success. Creating a marketing toolkit was discussed by Blythe. She emphasized the importance of choosing your marketing options and identifying the appropriate contacts within your organization: website designers, graphic designers, friends of the library, etc. She pointed out the need to verify rules, regulations, and legal issues. She recommended the use of a style guide if available. And finally, the tools of a timeline, checklist, or workflow chart were advised.

Nancy Gunderson, Information School Liaison '05-'06



Puget Sound Council for Reviewing Children's Books



Have you ever wished you could get a sneak peek at books fresh from the publisher before you decide whether to purchase them for your library? Have you ever dreamed of sitting with other book lovers to discuss the latest children's books? Dream no more! The Puget Sound Council for Reviewing Children's Books (PSC) is a non-profit organization made up of 200 librarians, teachers, and university students who are all interested in children's literature and the quality of published books for children and youth.

They meet monthly at the UW/Cascadia Community College campus in Bothell to review the latest in children's and young adult books from 180 publishers. There is an emphasis on local authors, Pacific Northwest publishers, and small press books. Membership is not required to attend the monthly meetings, but for \$40 professional (\$20 student) rate you can review as many titles as you wish in a month and return the materials with your review the following month. Your membership entitles you to a collection of reviews delivered to you monthly. Most reviews are done in written form, and in addition, the Book Committee meets the Saturday previous to the general meeting to decide which books will be designated as oral reviews. There are literally hundreds of books to choose from, ranging from books for toddlers to young adults; however, the majority are written for school-age children.

Twice a year PSC holds a two-for-one deal: review two books and **keep one for your library**. This allows PSC to clear out books that have not been picked up for review for several months and ensures all the books received get a review. All books are kept for one year in a non-circulating area of the UW Bothell Library, open to the public for further review. At the end of the school year, books are donated to needy children's libraries and organizations. PSC is a 501(c)3 Nonprofit organization and as such dues are considered a contribution to a professional organization making your donation tax deductible. Meetings are held the first Thursday of the month, September to June at UW Bothell, 2nd floor of the library, 9:00 a.m.-11:30 a.m. For more information visit the PSC website at <http://www.pscbookreviews.org/> or contact Kay Evey at evejk@tukwila.wednet.edu.

Katherine Combs, CAYAS Member & PSC Member

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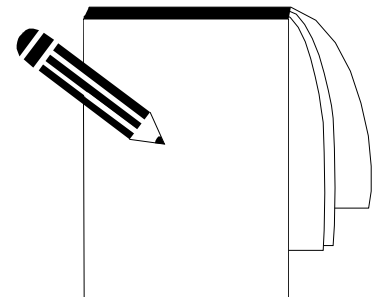
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*Do you have an idea
for a program or a
newsletter story?*

*Do you want to make a
suggestion or ask us a
question?*

*Let us know!
Contact us today!*



CAYAS presents
Crazy Gibberish and Other Story Hour Stretches
Presented by Naomi Baltuck

Join us as the author of Crazy Gibberish presents a full day workshop on story hour stretches. Beginning tellers will benefit by watching the instructor teach her favorite story stretches to participants. Experienced tellers will learn fresh material to add to their repertoires. Everyone will go home with dynamic ready-to-use stretches, and the confidence to use them. This is a great opportunity for those who work in either public or school libraries.

Friday, October 20 9:30-3:30
Snohomish Library
311 Maple Ave.
Snohomish, WA 98290

Friday, October 27 9:30-3:30
Hal Holmes Community Center
(Ellensburg Public Library)
209 N. Ruby Street
Ellensburg, WA 98926

Doors will open at 9am for check-in and refreshments

\$70 for WLA members (discounted cost is a benefit of membership)
\$80 for nonmembers

For additional information contact

Kristin Piepho Email: kpiepho@sno-isle.org

or

WLA office, 4016 1st Ave NE Seattle, WA 98105-6502 Email: washla@wla.org
206-545-1529 or 1-800-704-1529 (outside Seattle dialing area) FAX: 206-545-1543

Registration: Crazy Gibberish

Please select one location:

___ Snohomish Library ___ Hal Holmes Community Center

Name: _____

Work Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Check here if you need a receipt for your personal check _____

Check # _____

Cost: WLA Member \$70 _____ Non member \$80 _____

Note: Purchase orders must be accompanied by completed registration form P.O. # _____
Date of P.O. _____

Mail to: WLA 4016 1st Ave NE Seattle, WA 98105-6502 by September 20, 2006

Reasonable accommodations for individuals with disabilities are available. Please contact the WLA office by the September 20, 2006, registration deadline.