

CREATING HYPE

WITH "GATEWAY" BOOKS & STRATEGIES

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Guru Advice

In *Book Love*, Penny Kittle says, "Teenagers want to read - if we let them."

In *The Book Whisperer*, Donalyn Miller says, "Reading has more impact on student achievement than any other activity in school."

In *Readicide*, Kelly Gallagher says, "Students need to be reintroduced to the notion that we read for enjoyment."

Accountability

- Confer with readers daily, formally and informally
- Inspire more volume, variety, and complexity
- Set goals and regularly reflect on successes and challenges
- Analyze data (ex. ACT scores, SRI levels, reading rates, etc.), text complexity, and personal habits by creating Reading Ladders
- Talk regularly as a whole class and community of readers



Strategies for Book Hype

Book Speed Dating

Book Talks & Read Alouds

To-Read Lists

Reading Surveys & Inventories

Book Waterfalls

Big Idea Books

Waiting Lists

YouTube Book Trailers

Book Blogs

Twitter & Goodreads

Celebrations

Extended Break Book Bags

Movie Field Trips

Audio Availability

"Currently Reading" Advertisements

Classroom Library Organization & Checkouts



FAQ: Where can I get books for my library?

Kelly Gallagher (2009) says, "Let me be unequivocal: making sure every student has a book to take home to read is the single most important issue in our quest to develop young readers....If your students do not have books, your school district's priorities are misplaced...If you need books, go to your department chair,...go to your principal,...go to the director of instructional services,...go to the assistant superintendent,...go to the superintendent,...go to the school board,...go to the media, go to local businesses, go to the community. Make a stink. Make it happen. Of all the battles we face, this is the one worth falling on your sword for."

- Grants and donations (Donors Choose, district grants, Book Love Foundation)
- Used sales (Amazon, garage sales, public libraries, eBay, local bookstores + your 20% discount)
- Conferences (IRA, NCTE)
- Online giveaways (Young Adult Book Central, Blogs, Twitter)
- Student Donations
- Scholastic (warehouse sales, classroom book orders)



Other Suggested Booklists

Penny Kittle's *Book Love Foundation* list: bit.ly/kittlelist

Kelly Gallagher's *Booksources Collections*: bit.ly/gallagherlist

Donalyn Miller's *Book Whisperer* list: bit.ly/millerlist

Young Adult Library Service Association: ala.org/yalsa

