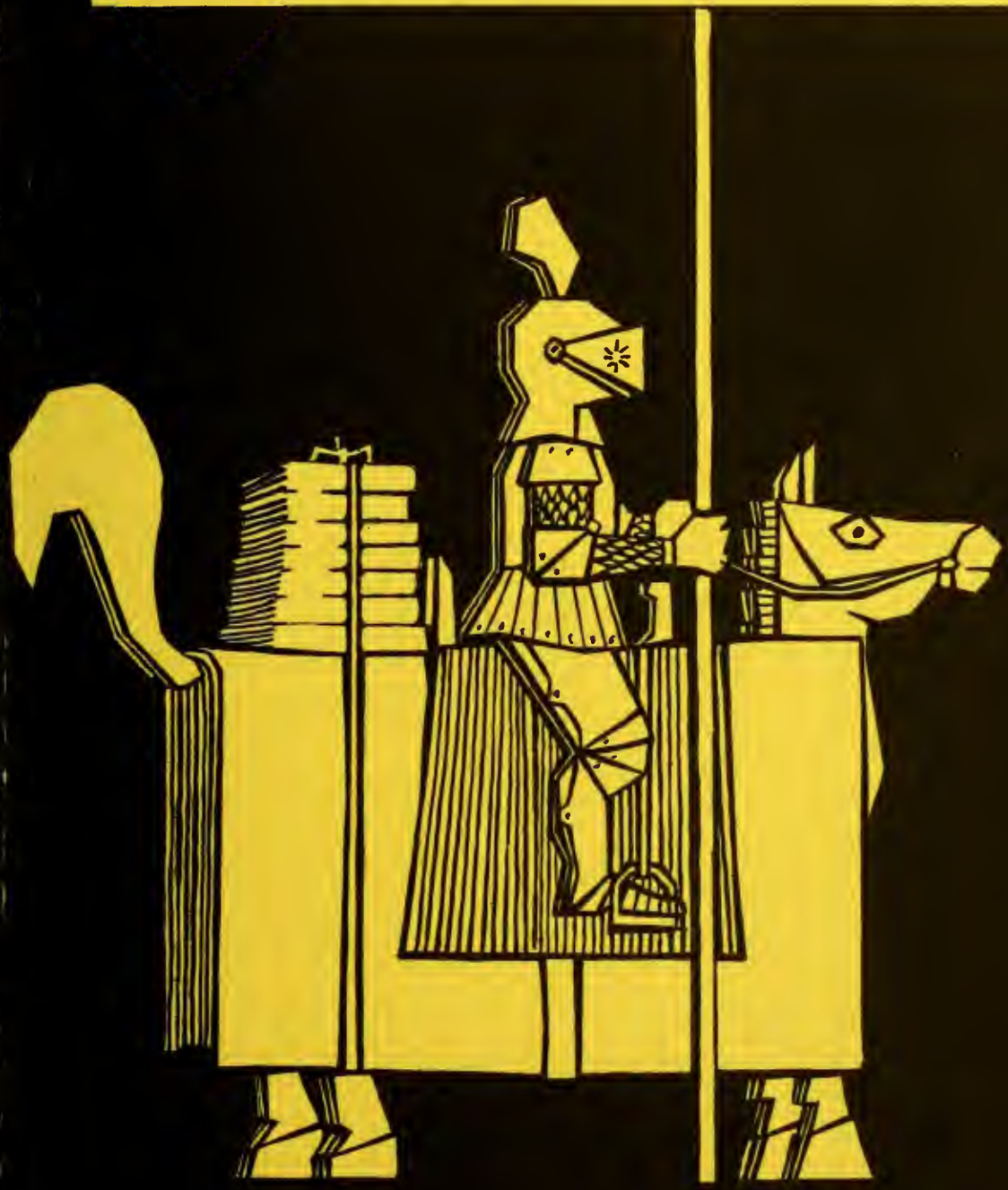
TOURNAMENT TACTICS

for · children's · librarians

1968



TOURNAMENT TACTICS

for children's librarians

FLORIDA STATE LIBRARY

April 1968

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TO YOU, THE TOURNAMENT DIRECTOR

Once upon a time, a very long time ago now, about last October,[1] a committee of seven Children's librarians[2] met in Orlando to plan this summer reading experience for the boys and girls in your community.

Summer reading programs have been a part of Florida's public libraries' service to children for many years. However, the scarcity of professional children's librarians and the growing number of children using our libraries each year has made it increasingly difficult to maintain the high standards of quality and individualized reading guidance desired in these programs.

The librarians planning the program composed this statement of purpose to which your library subscribed when these materials were requested:

> The purpose of the Florida Vacation Readers Program will be to provide an opportunity for Florida libraries to encourage recreational reading by boys and girls. To this end, participating libraries should expose each child to the best in children's literature by maintaining a well-selected book collection, providing individualized reading guidance, and employing stimulating group techniques such as story telling, book talks, displays and book-related

1. Thank you, Mr. Milne.

2. Mary Jane Anderson, Florida State Library; May H. Edmonds, Miami Public Library; Marianne Hough, Orlando Public Library; Martha Irwin, St. Petersburg Public Library; Francis McClure, Jacksonville Public Library; Grace Rayfuse, Fort Lauderdale Public Library; Martha Jane Taylor, Tampa Public Library.

programs. The program will emphasize satisfaction for the individual child rather than number of books read without any suggestion of contest spirit or prizes.

The committee desired to keep the program simple and flexible so libraries large and small and bookmobiles could use it in their communities. They proceeded to identify the materials needed and agree upon the sizes, shapes, and uses: posters, bookmarks, reading cards, buttons, rubber stamps and certificates.

The committee wished the program to appeal particularly to the "reading age" child (9 to 12 years old), especially to boys. They selected a theme no boy could call "kid stuff." This first year would be, they decided, "A TOURNAMENT OF BOOKS."

A desire for the very highest quality of imaginative art work was expressed by the committee and a professional Tallahassee artist, Mr. Leon Mead, was selected to design the materials. WJXT, Channel 4 of Jacksonville, was chosen to produce the filmed television commercial to be shown by all TV stations in the state.

This Tournament manual was planned and written to help you understand program goals, to help you plan for use of the materials with the children in your community, and to help you conduct a relaxed, enjoyable reading program in your library.

The committee wishes for you and the youth you serve many pleasant jousts with books this summer!

A FALCON'S EYE VIEW

Before getting involved in how-to-do-it details, let's take a falcon's eye view of the entire Tournament. Because television publicity and an initial newspaper release will be identical all over Florida, there are certain routines which must be consistent in all libraries using the program. In the description that follows the underlined guidelines are those every library must follow.

First, make a decision as to dates, when to begin and end your program. Publicity comes next before children finish their school year. The bright red and yellow posters should be displayed wherever they can catch the eye of a child and his parents. The colorful bookmarks which explain the program in brief, simple terms to the child should be used for school distribution as well as in the library. All children who have completed one year of school may take part in the Tournament.

When your Tournament begins each child who comes to the library is assigned his personal reading card. You may fold it to book mark size and have him keep it himself or you may keep it on file in the library. When he returns the first books he has checked out, he writes the names of those he has read on the lines inside his folder. The librarian looks over the reading each child reports, discusses it with him if possible, stamps the reading card beside the title of each book completed with a rubber stamp, and helps him select new books. No required reading lists will be used; each child selects books that please him.

As each child reports completion of his first book, he is presented a Tournament button and thus becomes a walking advertisement of the program to his friends. Every child who finishes at least one book receives a certificate at Tournament end or at school in September.

If a child completes one card (Including the space on the back, he may have a second, third and fourth, but only one button and one certificate. If a child moves in mid-summer or comes to visit and brings his reading card from another Florida Library, it should be honored.

The Tournament is designed with the expectation that each child will find pleasure in reading at his leisure those books he selects and enjoys. Therefore, no prizes (even small ones such as gold stars) and no public recognition (such as posters or news articles are to be given children for the number of books read. Each child's reading card is his personal record of pleasure in reading.

To summarize then:

--The Tournament is open to all children who have completed a year in first grade.

--Each child maintains a personal reading card, stamped by the librarian as books are completed.

--Each child who reads at least one book receives both a button and a certificate.

--Reading cards are interchangeable from one library to another.

--Children participating in the Tournament are free from required reading lists and from competition with other children.

--Reading during the Tournament is for fun!

BEFORE YOU DON YOUR ARMOUR

A successful 1968 Tournament of Books is dependent upon four elements: Your planning, your publicity, your organization and your follow-through. Blend into these the enthusiasm and imagination of yourself and your staff. The result will be an unusual summer experience for youth in your community.

Pre-Tournament planning

Tournament length: Each library or library system must make this decision in relation to varying community needs. Experience has shown it is best to begin the summer reading program as soon as practicable following the last day of school in order to capitalize on the teachers' enthusiasm for the program and the publicity they have given it. The day following school dismissal is to be preferred; the first day of the next week at the latest.

Children come and go from your community all summer--to camp, on vacation, on visits to relatives. There are many other organized activities--Bible Schools, recreation programs, summer schools, Whether or not you plan story hours, read-alouds, or other such activities to complement the program and theme, always remember this tournament is an individualized reading program. Keep this in mind as you decide how long the program will last. A minimum length of ten weeks should allow most children to participate, but there is no reason why the program should not last from the end of one school year to the beginning of the next.

Tournament calendar: Specific suggestions appear in succeeding sections but many decisions must be made now. Your

Tournament must be planned, carefully thought through from start to finish. A calendar with lots of space for making notes will be your first need and you'll find one for your use at the end of this manual. Take notes as you read and re-read the suggestions in the following sections. Then translate the notes to your calendar: What day will you put the posters up? What day will the local school principal allow you to speak to the faculty? What day should bookmarks be distributed in the schools? What are your local newspaper's deadlines? What days will you have story hours?

Like this:

MAY

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Posters up	21	22 Speak at last P.T.A.	23	24	25
26	27	28 Deadline for News Article for 6/2	29	30	31 Teachers Give out Bookmks	

JUNE

						1
2	3 Appear on local Nat.	4	5 Deadline for News Article for 6/9	6	7	8 T-Day Program Begins
9	10	11 Story Hour	12 Deadline News Article 6/16	13	14	15
16	17					

Tournament Operation: Make decisions now about the details of Tournament operation (See T-DAY AND AFTER, p.18) and life will be less complicated for you and your staff as it begins.

Read the chapter on operation carefully. Weigh the suggested alternative techniques. Decide with your staff exactly:

--what registration methods will be used.

--how reading cards will be distributed or kept.

--where in the library reading cards will be stamped.

--Who will stamp them.

--how records of children earning buttons will be kept.

--how and when certificates will be awarded.

--if opening and/or closing program activities will be held.

--who will letter certificates and when.

Be sure your entire staff including student assistants or pages understand the program thoroughly from start to finish. Scheduling problems in most libraries will mean everyone will have to handle some part of the procedure (stamping, recording, etc.) at one time or another. They will do a better job if they understand what is happening and why, if they don't need "last minute" or "over the phone" instructions in an emergency.

Check the supply cabinet! Do you need extra pencils for small hands? Are there sufficient stamp pads on hand? Ink for the pads? Is there india ink or enough magic markers? Where are you storing the Tournament materials? Are they folded and numbered (if necessary) and ready to go?

What related programs or activities will take place? As you read the chapter suggesting these (MINSTRELS, JESTERS AND TROUBADOURS, p. 24) make decisions in accord with the reality of available staff and volunteer time. Individualized selection of reading material accompanied by good reading guidance should take first priority. If there is staff and time to handle related activities, they will enhance the excitement of the Tournament. If there is not staff and time, they won't produce anything more than a nervous headache!

RAISE YOUR BANNERS NOW!

You know what's going to happen. You know where and when it's going to happen. You know why it's important.

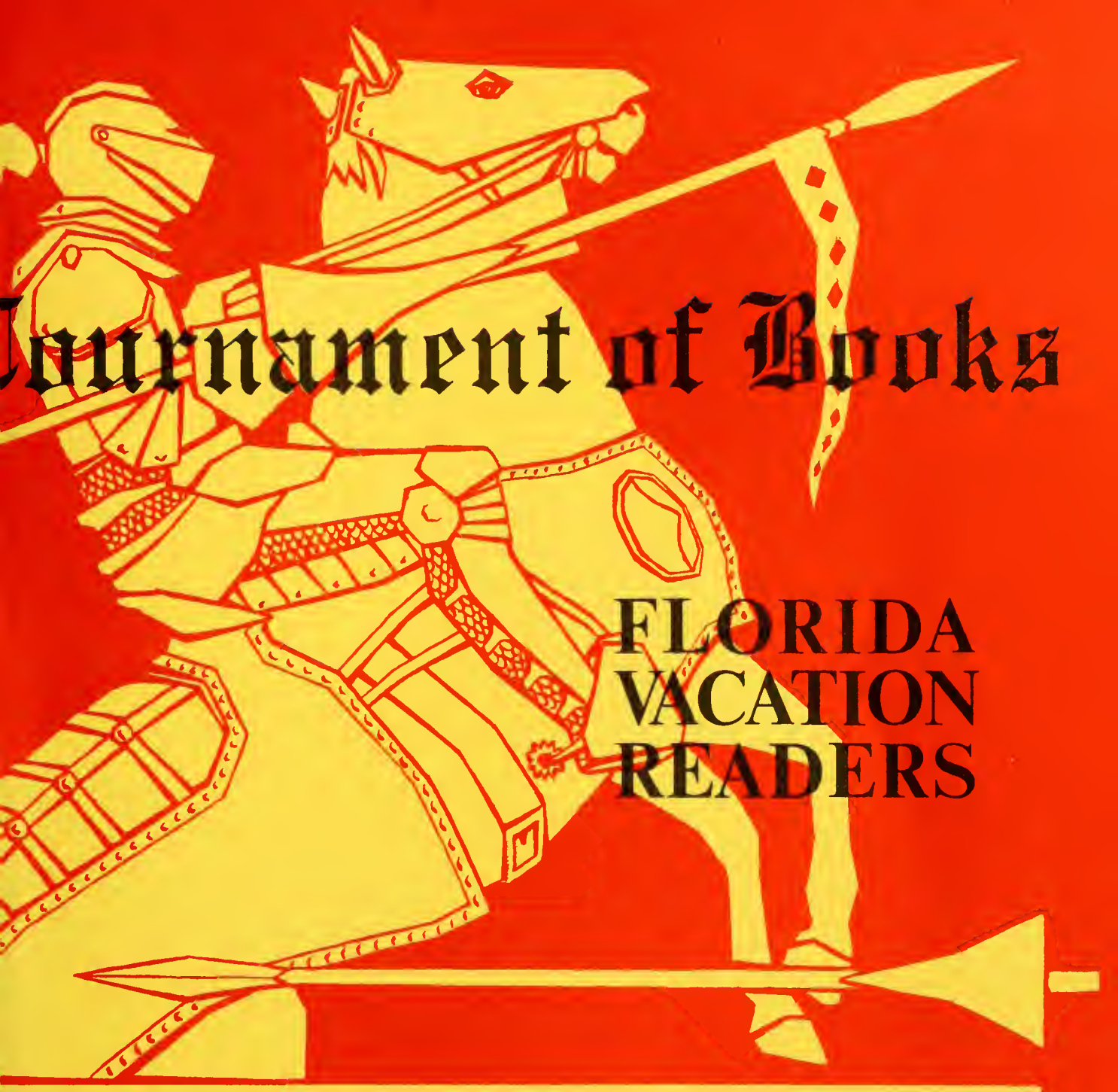
No one else knows these things until you tell them.

Who needs to know? Just those who already visit your library? Or do you want to reach other young people too? Those who don't know where the library is or perhaps that it exists? Those who came once but have never returned? How about parents and grandparents? And teachers, recreation personnel, Boy and Girl Scout leaders? Who else needs to know?

The Tournament story must te told to everyone in your community if you really want to reach all the children. Different methods of communication reach persons of different age levels with varying degrees of effectiveness. Children don't read news columns or listen to morning news programs. Mothers don't see classroom bulletin boards and seldom watch children's TV programs. To tell the Tournament story you must use all communication media available and design each bit of publicity to appeal to the audience it will reach.

How? What media?

POSTERS: The Tournament Poster (see sample, next page) is designed to appeal particularly to youth with both action and color, but will attract adult eyes also. The blank space at the bottom is for your special story. It may be printed if you have



Tournament of Books

FLORIDA VACATION READERS

facilities at your library, city hall or county offices or hand-lettered. If it is to be hand-lettered, get a staff member or local artist to do the neatest professional job possible. Don't detract from the poster's eye-catching appeal with less than attractive lettering! Use a magic marker or india ink.

What to say?

Length of program: Give STARTING AND CLOSING DATES

Where: Give LIBRARY NAME, ADDRESS, and HOURS OPEN

Where to put the posters?

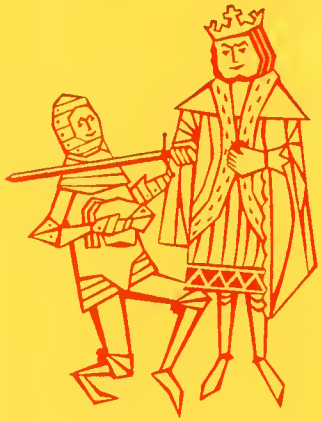
On classroom bulletin boards in schools, in recreation centers, in store windows downtown and in shopping centers, in popular ice cream, snack and soda shops, on church school bulletin boards, on the library circulation desk, in the bookmobile, in banks. Put a poster wherever it can be seen by passers-by, where it can tell the Tournament story to them at a glance.

BOOKMARKS: The bookmark (see sample, next page) was designed primarily to be used as a publicity device. Its message is written in the simplest possible terms to answer childrens' questions. The back is blank and can be locally printed with library name, address and program dates if desired.

How to get it into every child's hands?

Ask your local elementary school principals for their cooperation. Perhaps they will have them distributed in classrooms, or you may be invited to visit classrooms and distribute

Tournament of Books



FLORIDA VACATION READERS

WHO CAN JOIN?

Any girl or boy who likes to read.

HOW DO YOU START?

Go to the nearest public library, and receive your Vacation Reading Folder.

WHAT HAPPENS NEXT?

Select and read a library book of your choice. Record it in your folder, and receive your Tournament Button.

THEN . . .

Go on to more good reading, and a Reading Certificate.

them yourself. Use this contact with principals and school librarians to explain the program fully, leave posters, and perhaps make arrangements for an appearance at a faculty meeting and/or a P-TA program to explain it to other interested adults.

If you are invited to visit classrooms, carry a poster, certificate and button with you to illustrate your talk. Give each child a bookmark as a personal invitation. Emphasize the "fun" aspect as you briefly explain the program. Use the questions and answers on the bookmark as a guide to what and how much to say.

Give out bookmarks in your library too. Ask the Ministerial Association if they will place them in church bulletins. Girl and Boy Scout and Campfire leaders might distribute them to troop members.

RADIO: Sample spot announcements which must be filled in by you with appropriate local information appear at the end of the manual and are intended for use on local radio stations. Make a personal visit to the station to ask if they will be willing to use a different spot or several spots weekly during the summer. If the library has a regular local radio program, don't forget to use it to publicize the Tournament.

NEWSPAPERS: A general release describing the statewide aspects of the program will be sent by the State Library to all local newspapers for release after June 1. In the cover letter all area libraries participating will be listed so the newspaper will know whom to contact for local dates, plans, etc.

This material will get better space in your paper if you prepare the way. Contact your newspaper(s) about a week before June 1 to alert them and to inform them of your plans.

You'll want to be sure you provide the newspaper with weekly releases during the program. Watch each day for good story ideas and pictures.

Publicize such things as:

--story hours and special programs
--distinctive displays
--what books are most popular this summer with children
--book reviews or descriptive annotations of new childrens' books
--number of children participating in the Tournament
--increased circulation statistics

Avoid publicizing such things as how many books any one child reads, who reads the "most" books, who gets his button "first," etc. Avoid any publicity that implies the Tournament is in any way competitive!

TELEVISION: A one-minute, live, color TV commercial film will be distributed by the State Library to all commercial television stations in Florida in early June. A color slide will also be sent with suggested announcer copy. The cover letter will explain the program and will request that TV stations use the commercial as a public service announcement during

periods of heavy child viewing, 3:30-8 PM weekdays and all day on weekends.

If there is a television station located in your community, any contact you can make with them prior to arrival of the commercial, to encourage them to watch for and use it, will be most helpful. At the same time, make arrangements for appearances on local, live children's programs or have posters and buttons available to give hosts of such programs to show and wear.

Remember as you make contacts with TV stations that their viewing audience cuts across city and county lines and library system boundaries. Emphasize as you talk with them the state-wide aspect of the Tournament. (The commercial is general, encouraging children to go to their nearest public library) and they will be even more eager to help with promotion because all their viewing audience can participate.

MISCELLANEOUS IDEAS:

--Boy and Girl Scout and Campfire Councils print leader newsletters. Send them news releases too.

--Call the P-TA Library Chairmen and ask their help.

--Send letters announcing the Tournament to such groups as the Ministerial Alliance, local OEO offices, Recreation Department, Superintendent of Education, Welfare Office, etc.

-- --How about costuming a teenager (or adult!) as troubadour or pied piper for a TV or shopping center appearance promoting the Tournament?

LIBRARY DISPLAYS: Make good use of all bulletin boards, display cases and display areas in the library. Use the walls the ceiling, the floor, whatever space is available.

Relate displays to the Tournament theme, remembering that children enjoy the unusual, the unique. Ideas? How about:

--checking with the Junior Museum for knight's armour, medieval weapons, etc.

--using heraldic pennants to border a display or hanging them from the ceiling.

--asking teachers if any child built a model castle as a project last year, or making one yourself. (Look through Christmas magazines for directions).

--using an opaque projector (at the school AV center or a nearby school) to enlarge book illustrations of Robin Hood, King Arthur, etc. onto posterboard. Color with magic marker or poster paint.

--featuring horse stories, stories of knights and crusades, fairy tales, Arthurian legends, etc. (Not together, separately!)

--finding out if children (usually 6th graders) have constructed model catapults or other medieval weapons as projects or check the how-to-do-it books and make one yourself.

--crossing real or cardboard swords for background and placing books in front.

--featuring stories of kings, princesses, queens and princes with crowns in the background.

--using dime-store toy knights and paraphenalia and making a tournament field for them.

Look through the books in your library on knights, crusades, etc. for display ideas. Browse through the fairy tale section, the Arthurian and Robin Hood legends. Let your imagination have a field day. For pennant markings try adult and juvenile books on heraldry.

If you can beg or borrow a knight's helmet or a small castle for the desk, buttons could be piled inside and each child could reach in for his as he earns it. A helmet could be molded from paper mache or cut from styrofoam and covered with aluminum foil.

In constructing displays, use bright colors; the red and yellow of the Tournament materials with black for contrast will be effective. A talented staff member or local artist can be a real help in arrangement, color selection, construction and lettering. Beware of cluttered displays, those that show so much the viewer sees nothing.

Use different, appropriate materials and textures for display background. (Construction paper, no matter how bright, fades quickly, even under artificial light.) Try shelving paper, gift-wrapping paper, aluminum foil, contact paper, poster board, fabric, etc. Make letters from different materials too for contrast.

Add depth and dimension to your display by using pegboard attachments effectively. When working with cork or hard wall backing, use bent cardboard or stuffing behind some

figures and letters to bring them out from the background. Use real things and models whenever possible. They will increase interest as well as add to the dementional effect. Children love to touch....LET THEM!

Put BOOKS on display rather then tired book jackets (but not in locked cases.) Let children remove books from the display to check out (that's what displaying books is all about) and be ready to pick others off the shelf to fill the gaps.

No library is too small to contain some sort of display even if you must resort to hanging it from an extended clothes-line. Use your imagination...there's just no end to the possibilities!

T-DAY AND AFTER

Comes T-Day and your Tournament commences!

Celebration: An opening day program can provide focus for special publicity as well as draw potential readers into the library. Think about these possibilities:

--a special speaker, author or storyteller

--a troubadour with guitar leading a sing-along

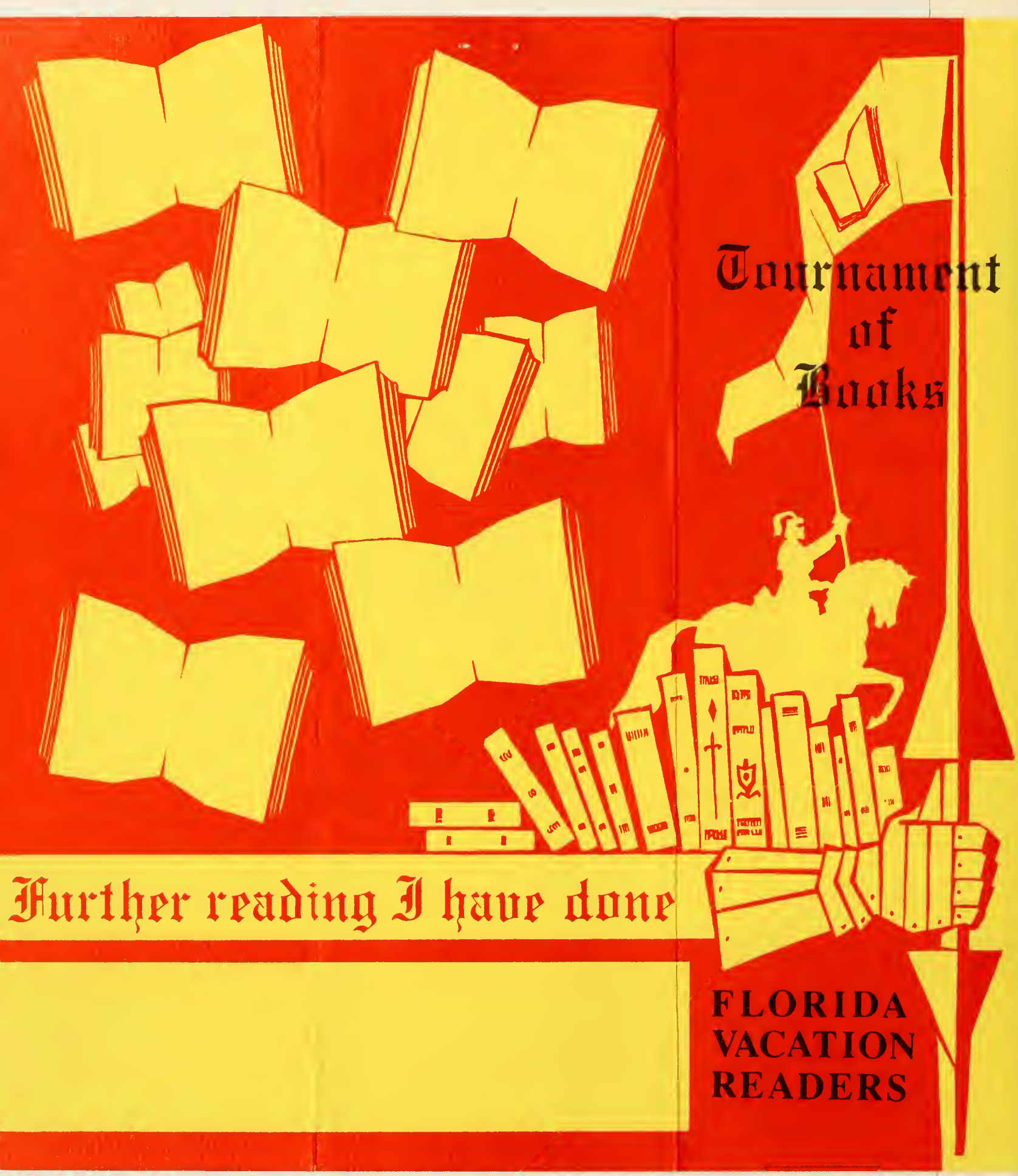
--a puppet show

--a play performed by teen-agers, scouts or the local little theatre troupe

--a special film or film festival

Registration: Before T-DAY you will have decided whether children will keep their own reading cards or whether the library staff will keep them on file in the library. Allowing children to keep the cards and urging them to fill them in at home is the only method which will work on bookmobiles and in libraries that cannot have a staff member in the children's room at all hours it is open.

If children keep the reading cards you will need to have them folded ahead of time (as shown in sample, next page.) The very simplest method of registering the children and still knowing how many have "begun" is to number the cards and give them out in order, starting with number 1. Any time you need a count, you will know that one less than the next numbered card to be handed out equals the number of children participating in the Tournament. Leave a few reading cards unnumbered for replacing lost cards and as extras for avid readers.


Tournament
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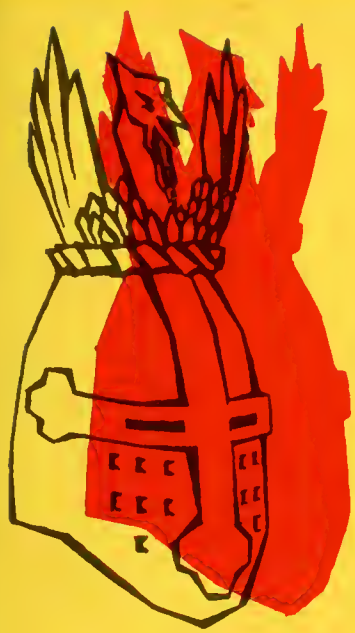
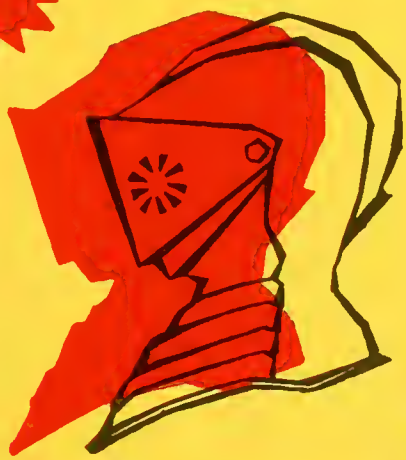
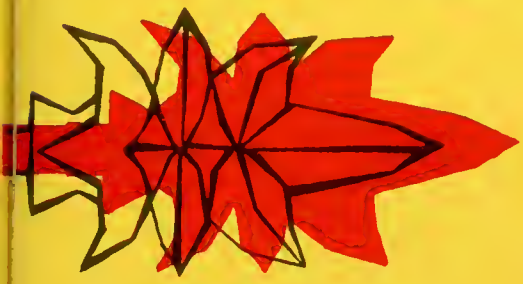
Books
Further reading I have done
FLORIDA
VACATION
READERS

tourney contestant







If you keep a loose-leaf notebook and have children write their name, school and grade beside the number of the card they receive, you will have the additional information on hand to send certificates to schools in the fall. Even if you plan to distribute certificates at a special "finale" program, you will still have left-overs for children who cannot attend. Sending or taking them to the appropriate schools in September is one solution to the problem.

If you keep the cards on file in the library then they can be left flat as shipped from the printer. The blank space on the outside of the card can be used for school information as needed; the cards can be filed alphabetically by Tournament Contestant's name which can be written on the inside top.

In either case, at the time the child arrives for the first time on T-DAY or thereafter:

--Explain the program briefly, giving him a bookmark.

--Give or show him the reading card and explain how he or you will keep it.

--Show him the button he will receive when he finishes the first book.

--Let him select or help him (if he wishes) select some books to take home.

Children may "begin" at any time during the duration of the Tournament, even on the last day.

<u>After Registration and all summer long...</u>

children will be returning books read, selecting and checking out new ones.

Have each child at home or upon return to the library write the names of books completed on the lines inside the reading card. As each child finishes his first book, award him a Tournament Button AND put a stamp beside each title he lists on his card. Open books on the back of the card may be used for additional reading. He may fill as many cards as he wishes during the summer, but receives only one button for the first book.

Take time if possible (and after the first few hectic days it will be) to talk with each child as you stamp his card about what he has read. Be interested without requiring schoolish book reports.

What he liked or disliked can lead you to suggestions of other books he may enjoy. Though books you recommend may not always suit his taste, some will. The Tournament can be a golden opportunity for offering good reading guidance to the youth of your community, for drawing to their attention books they might not find just browsing at the shelves. Take advantage of it!

A word to the wise: Recommend those books you have read yourself or know other boys and girls have enjoyed. Don't tell him the whole story. "It's about a boy and his dog," "It's an exciting story of Blackbeard the Pirate," or "The girl in

this book was crippled," is enough enticement for most children.

There will be boys and girls who select books you feel are too "easy" or "hard" for them. Since the Tournament is for fun and no specific number of books must be completed, this may occur less than in previous years, but it will happen. Accept the fact that the child has read the book and give him appropriate credit by stamping his card and awarding button if it is the first book. Keep these facts in mind:

--We are librarians, not reading teachers. Teachers are trained to understand, interpret and use grade levels as shown in tests; we are not.

--Many children today have reading problems. We can help them best by encouraging them to read many books, no matter how easy they seem without embarrassing any child by drawing attention to his problems.

--Children read for pleasure at a lower level of difficulty than they are capable of reading to absorb factual, instructional material, thus at a more rapid pace. So do adults.

--If a child really wants to read something, he will, in most cases, plow his way through it. Our job is to encourage, not discourage, reading. If it is too hard, he'll find out on his own. Telling him so won't convince him anyway.

Through positive reading guidance we can encourage children to try something a little more advanced. If we avoid making comments such as "That's too easy (or hard)" or "That's a baby book" and concentrate on suggesting good books we believe they will enjoy, then we will be doing well the job for which we are responsible.

And if a child doesn't respond to your suggestions don't worry about it. Try again next time he comes to the library, but remember: This Tournament is for fun. Each child chooses what he wants to read. He alone is the best judge of what that is to be, given the wide variety of books you have selected and included on the shelves of the library.

Good Tournaments Do Come to an End:

You can bring the Tournament to a close with a grand and glorious finale. It could take any one of these forms:

--a special story hour

--an outstanding speaker

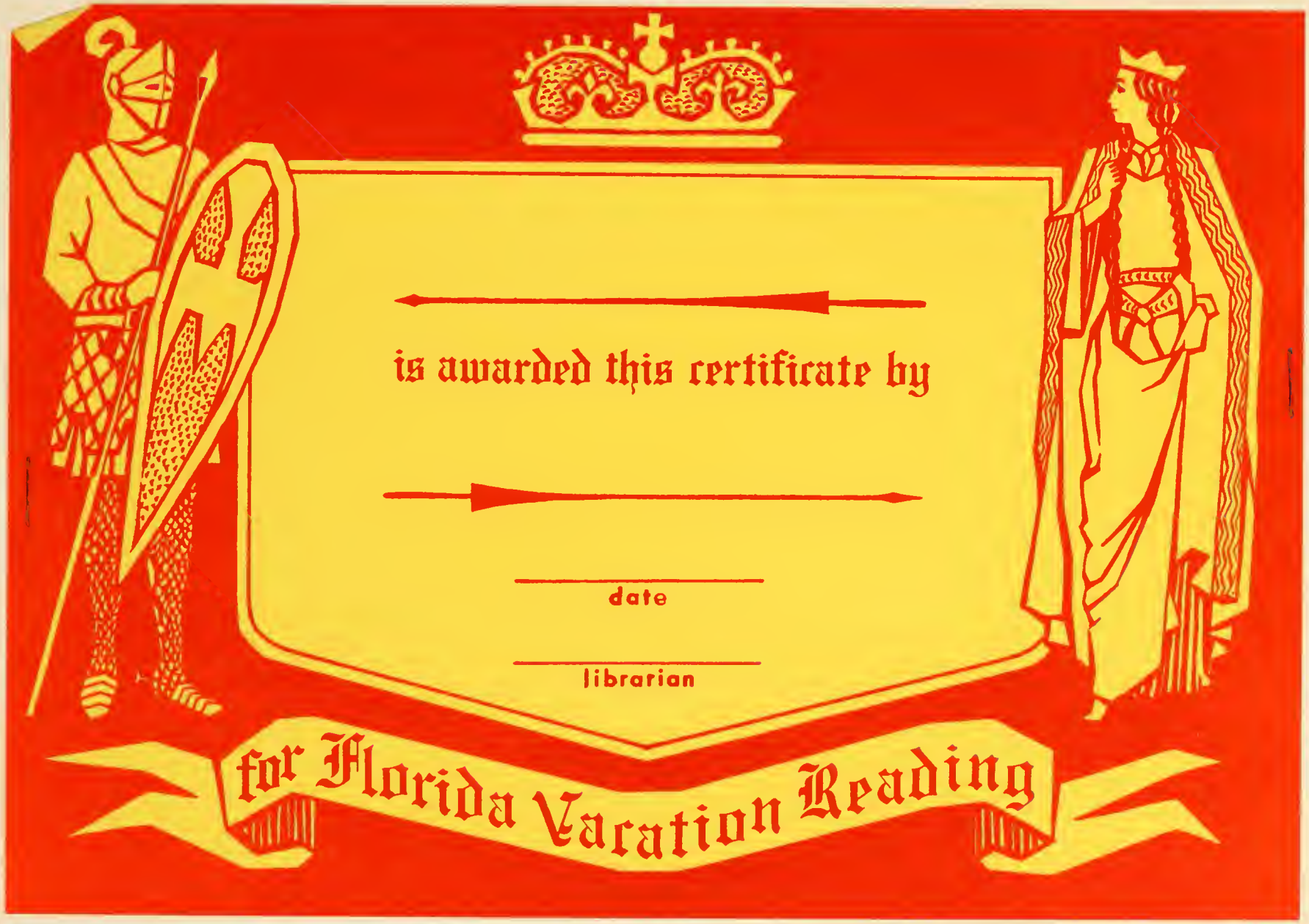
--a Tournament of games on the library lawn or elsewhere. Perhaps the Recreational Department would co-sponsor an afternoon of races: sack, potato, relays, etc.

--a puppet show

--a sing-along with a Troubadour

--a film or film festival

Certificates (see sample, next page) could be presented at this program. They could also be arranged alphabetically at the library desk and a newspaper article could ask children to pick them up during the final week of the Tournament. Another possibility for certificate distribution is to make arrangements in June with school principals and librarians for them or you to award the certificates during school assemblies in September. There will, of course, be a few visiting children who will need to be given certificates during the summer before they return home.


is awarded this certificate by
date
librarian
for Florida Vacation Reading

Whichever method you choose, you must keep a list or mark the registration notebook or in some manner record the names, schools and grades of children as they receive their buttons, because every one who gets a button also gets a certificate. If certificates are made out each day throughout the Tournament, no one will have an impossible case of writer's cramp at Tournament end!

MINSTRELS, JESTERS AND TROUBADOURS

To add spice to your Tournament, you may wish to have some "added attractions." Whether the library can do so will depend upon the time and talents of its staff, or, in some cases, whether volunteer help (Library Friends, Junior Women's Clubs, Senior Girl Scouts, etc.) is available.

The specific programs suggested in this manual are not the only ones possible; indeed, the possibilities are infinite. And, because this is a Tournament manual, it makes no attempt to be a treatise on how to conduct such programs. The suggestions included in this chapter are primarily aimed at the planning stage. A few types of programs are suggested for your consideration. For further specific and "how-to's" read Dorothy Broderick's, Children's Services in the Public Library, Ruth Sawyer's Way of the Storyteller, and view the excellent film The Pleasure is Mutual.

Pre-planning: No matter what programs you wish to present there are some decisions that must be made now. Ask yourself these questions:

What age group(s) do we wish to reach? Though the "reading" part of the Tournament is for school age children, through programs you can include pre-schoolers as well. Children's interests vary depending on their age. What the 5-year-old likes will be kid stuff to the 10-year-old. The time you select, the materials you present, the length of each program will depend upon your answer to this question.

What time should we have the program(s)? Pre-schoolers are better listeners in the morning. Early afternoon or morning hours are effective for attracting older children. Vacation Bible Schools, summer school and day camp hours and days should be considered so the time conflicts with as little other activity as possible.

How long should programs last? Twenty-five to thirty minutes is enough for pre-schoolers; 30-40 minutes for 6-8 year olds; up to an hour for the 9-12 age group.

How many programs should we plan? One for each week the Tournament lasts or one a week for six to eight weeks. Regularity will stimulate regular attendance.

What kind of publicity should we use? Posters in the library, of course, but plan newspaper and radio releases too. Let parents know through churches and nursery schools if you wish to reach pre-schoolers.

What kind of programs should we have?

A PICTURE BOOK TIME can be planned to appeal to pre-schoolers or to the 6-8 year olds, but not both at the same time. For the younger group it should be shorter in length, and include finger-plays, games and opportunity for movement and participation. The older group can listen longer to longer stories, but should have some variety in their program, too. If you have a filmstrip projector and some of the Weston Woods picture book filmstrips on hand, the children will enjoy occasionally seeing a book on the screen as you read the story.

A STORY TIME will appeal to 8-12 year olds if you select mature stories to read tr tell and use the longer picture books only for occasional variety. Telling the stories is a wonderful experience for both teller and children (See "How To Tell A Story," next page). But if you haven't a "teller," you can surely find a "reader" and the children will enjoy and benefit from this too. What to read? How about the Arthurian legends, the Robin Hood legends, the longer fairy tales...stories of kings and queens, knights, princes and princesses? The library shelves are filled with stories the children may never read on their own. The reader or teller should choose stories she likes; enthusiasm is contagious.

FILM PROGRAMS are especially appealing to 8-12 year olds. Films should be chosen carefully and arrangements made for loan or rental well ahead of time. Choose non-schoolish films--films that tell a story or evoke a mood. Preview all films before you show them. Then you'll know they're good and you'll be able to introduce, show and display related books to children attending.

You can choose an umbrella-like theme for your series of programs such as "The Story Hat," "Tournament Heroes," "Animals on Parade," "Monsters, Ogres and Giants," etc. Each week stories or films about a particular country, hero, animal, or "beastie" can be chosen to fit the over-all theme. Having such a theme will give you ideas for publicity and will help you read, select, and put aside before the Tournament begins, stories to be told, films to be shown, saving time during the summer for enjoying the events.

READ-ALOUDS are short, impromptu sessions, unscheduled but not unplanned. Every library has a few children during the summer that come to spend a few hours, or have to wait after the program till Mother arrives. Keep a few books back of the desk for reading aloud in the children's room on the spur of the moment. There will be others who will come over to listen and this can become an everyday, several times a day occurence. All it takes is a book or story you've read and liked and the time to share it with children.

There are myriads of other possibilities for programs. Let your imagination have a field (oops, Tournament) day! Children's lives during the school year are filled with activities, but during the summer they have lots of free hours to fill. Offer them an enticing, different "something-to-do." You won't run the local pool or movie out of business, but you'll be providing a wholesome alternative.

TELL US HOW IT WAS!

In August each participating library will receive from the State Library an evaluation questionnaire like the one on the following pages. This sample is included in the Manual so you will know exactly what statistics must be kept and what questions will be asked. Your statistics, your comments and ideas will help make the next reading program that much more successful.

Please read the questionnaire through carefully, now. Use it to jot down notes, ideas and suggestions for improvement as they occur to you throughout the summer. Transferring your notes to the copy you receive in August will then be a less time-consuming process and you won't forget anything.

If you or any staff member have a camera, keep it at the library this summer, or perhaps a local amateur photographer will donate his talents. The candid shots you get when things are happening rather than "posed" on a single day will be useful for your newspaper publicity. Snap pictures of children receiving reading cards, buttons and certificates, children reading in the library or under a tree, children listening to stories. children looking at displays in the library. And then...when you mail your evaluation to us in August, share a sampling of the prints with us so we can see how it was in your library this summer.

TOURNAMENT OF BOOKS
EVALUATION QUESTIONNAIRE

NAME OF LIBRARY _____

ADDRESS OF LIBRARY _____

I. Name and title of person who was in charge of the Tournament?

_____

II. Statistics:

A. Number of children who received reading cards? _____

B. Number of children who read one book (earning a button and a certificate)? _____

III. Publicity:

A. Were bookmarks distributed in schools? ☐ Yes ☐ No
In what other ways were they distributed? _____

_____

_____

B. Where were posters displayed? _____

_____

_____

C. Were radio spot announcements used? ☐ Yes ☐ No

D. What was your reaction to the TV commercial? Did it affect in any perceptible way the number of children enrolled? _____

_____

_____

E. Were any TV appearances made locally promoting the Tournament? ☐ Yes ☐ No If yes, number made _____

F. Describe briefly the displays used in the library.

_____

_____

_____

_____

G. Were any other publicity techniques used? Please describe briefly: _____

_____

_____

_____

IV. Materials and Operation:

A. Did the materials meet your standards as to quality?
☐ Yes ☐ No

B. Have you any suggestions for improving the materials?

_____

_____

_____

C. Were the methods suggested for operation sufficiently simple and adaptable for your library? ☐ Yes ☐ No
Comments: _____

_____

_____

D. Did the library sponsor

1. A special beginning program? ☐ Yes ☐ No
If yes, give attendance _____ and describe briefly: _____

_____

_____

2. A special finale? ☐ Yes ☐ No If yes, give attendance _____ and describe briefly:

_____

_____

_____

E. How have you or will you award certificates? _____

_____

_____

V. Other than beginning program and finale, did you during the summer sponsor or conduct:

A. Story hours? ☐ Yes ☐ No
If yes, give number held _____ Total attendance

_____

B. Picture book hours? ☐ Yes ☐ No
If yes, give number held _____ Total attendance

_____

C. Spontaneous read-alouds? ☐ Yes ☐ No
If yes, give number held _____ Total listeners

_____

D. Film programs? ☐ Yes ☐ No
If yes, give number held _____ Total attendence

E. Any other special programs or activities? If so, please describe briefly and give total attendance:

_____

_____

_____

VI. And, in conclusion:

A. Were you satisfied in general with using this program, getting materials from a central source, etc?
☐ Yes ☐ No? ☐ In part
If in part, please explain: _____

_____

_____

B. Would you like the State Library to plan for a similar program with a different theme in 1969? ☐ Yes
☐ No Any changes you would like to see made? _____

_____

_____

C. How about some suggestions for next year's theme?

_____

_____

_____

Please attach with paper clip any pictures you wish to share with us, and samples of any special book lists, programs, or other material made or printed locally that pertains to the Tournament.

Use the remainder of this sheet for any additional comments you wish to make.

_____

Name of person making this report

_____

Title

SAMPLE RADIO SPOT ANNOUNCEMENTS

10 Seconds

Boys and girls: Fill your summer days with knights...castles... dragons...and fun! Enter the _____ Public Library's Tournament of Books...today!

10 Seconds

Boys and girls: You are invited to join the Florida Vacation Readers and joust in this summer's Tournament of Books at the _____ Library from ____(DATE)_____ to _____(DATE)_____. Reading cards are available at the library. Get yours today.

20 Seconds

The _____ Public Library proudly announces (PAUSE) a Tournament of Books, an exciting summer reading program for the boys and girls of _____. When you enter a Tournament of Books, you enter a new world of excitement, adventure and fun. Don't delay; go to the library today. Add to your summer fun by joining a Tournament of Books!

20 Seconds

A Tournament of Books is underway! Boys and girls, you can enter this summer festival of fun at the _____ Public Library. Your librarian has all the details. You can earn a Tournament button while you enjoy a summer of reading adventure. Join the Tournament of Books at the _____ _____ Public Library today.

30 Seconds

Knights and Kings and evil dragons are waiting for you at the _____Public Library. A Tournament of Books is underway at the library this summer. There's a Tournament button for every boy and girl who reads a book. Don't settle for a dull summer! Read into a world of wizards, castles and damsels in distress. Join the Tournament of Books at the nearest branch of your _____ Public Library.

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30 Seconds

Boys and girls, you think that summer is the most fun time of the year. Right? The people at the _____ Public Library think so, too. You think that summer's a time for outdoor fun and games. Right? The people at the _____ _____Public Library think so, too. And you think that summer's just a little too special for ordinary things. Right? The People at the _____ Public Library completely agree with you. That's why they have planned a special summer program--just for you. It's called a Tournament of Books. Visit the _____ Public Library. See what it's all about. Join the Tournament of Books!

MAY

S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	1	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

S	M	T	W	TH	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY

S	M	T	W	TH	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

S	M	T	W	TH	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31