Garden State Teen Book Awards Promotional Ideas
Promotional Ideas provided by your colleagues from around the state!

Searching for some Best Practices from libraries throughout the state? Look no further! Want to share your idea? Email your ideas to gstbanjla@gmail.com or post your ideas on social media using #gstbanjla.

Get the word out:
- Contact schools using the sample letter provided in the promotional kit or create your own!
- Send printed ballots and/or a link to the online ballot to teachers and school media specialists.
- Include the ballot with teen summer reading program packets and materials.
- Include nominated titles on summer reading lists.
- Recommend nominated titles to teachers to consider using for school reading assignments.
- Create a link on your library’s website, either main page or teen section, which links directly to the online ballots. Make it easier to direct teens to online voting!
- Include a link to the online voting on your library’s social media.

Encourage Voting:
- Offer community service hours for those who fill out the ballot. Reach out to past and present volunteers to let them know about this opportunity.
- Create a display of the nominated books and ballots. Talk to readers about the books they’re enjoying – get excited by what excites them and recommend more books you think they’d like from the annotated list.
- Take advantage of election season! Set up a ballot box or build a “voting booth” where students/readers can drop in their vote for their favorite books.
- Place teen-written reviews of nominated titles on other nominated books: “If you liked this, you might like this . . .”
- Host a random prize drawing for which a vote for each ballot category counts as an entry.
- Hold a contest to see who can read the most nominated titles.
- Prominently display past winners.

Integrate the Awards into your Programming:
- Host a Mock GSTBA discussion/vote and predict your library’s three winners!
- Use nominated titles as book club reads or suggestions throughout the year.
- In the classroom or as a library program, invite teens to evaluate and vote on the nonfiction ballot titles; illustrate methods of evaluation for nonfiction and highlight how evaluating nonfiction is different from evaluating fiction.
- Booktalk GSTBA nominees in libraries and in the classroom.
- Create a scavenger hunt using nominated titles and authors.
• Build a writing program or start an online review center where teens can write reviews of the books they have read. Make the reviews available for others to read through an online site or bulletin board.
• Host an art program or contest where teens can redesign book covers or create campaign posters for their favorite nominees.
• Have teens create campaign advertisements as part of a digital video or audio program.

Parties and Events:
• Arrange for a nominated author to visit your library. (Team up with a local school or another local public library!)
• Throw a party in honor of the winners chosen by your school or library. Consider themed food and decorations!