

# the reading agency

## BOOKTRUST TEENAGE PRIZE 2010 Information Pack



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# 1. Background to the Booktrust Teenage Prize and what's happening in 2010

The Booktrust Teenage Prize was launched in 2003 to recognise and celebrate the best contemporary writing for teenagers. Booktrust administers the prize with the support of writers, publishers, teachers, parents and libraries. Publishers may enter works of fiction published in the UK, including novels, collections of short stories and graphic novels. In 2008, the prize became open to works of non-fiction, including poetry.

For the fifth year running, The Reading Agency is working in partnership with Booktrust to promote the Booktrust Teenage Prize in libraries, school library services and schools across the UK. The Booktrust Teenage Prize Project runs from September until December 2010.

The 2010 shortlist will be announced on **Tuesday 7 September**.

The winning author will receive a cheque for £2,500, and will be announced at a ceremony in London on **Monday 1 November**.

## a. Reading groups competition – win a flip cam!

We are delighted to be offering teenage reading groups in libraries a fantastic opportunity to report on this year's Booktrust Teenage Prize. To enter the competition, reading groups just need to tell us, in 300 words, why their reading group should be 'reporters' on this year's Teenage Prize for Groupthing (<http://groupthing.org/>). The reporting will take place from the beginning of September to early November.

The winning reading group will receive a **flip cam** which can be used to produce short videos of reviews of the books, debates and events to tie in with the Prize. They will also receive one set of books and three sets of tickets to attend the awards ceremony in November in London. *(Please note that travel expenses to the awards ceremony are not included, and that minors must be accompanied by a responsible adult).* The videos will be shown on Groupthing and the Booktrust website.

Please submit your entries to [judith.shipman@readingagency.org.uk](mailto:judith.shipman@readingagency.org.uk) by **5pm** on **Friday 3 September**.

The winning reading group will be announced the week beginning **6 September**, and the flip cam and books will be delivered to the reading group that week. There will also be a set of books for the runners-up.

## b. Teenage judges competition

This year, Booktrust ran a short story competition to find four teenagers to join its Booktrust Teenage Prize judging panel. Entrants were asked to write a 500-word short story with the title *What would you do if you were invisible?* The winners will help decide this year's best book for teenagers and will attend the awards ceremony in London in November.

## 2. 2010 judges

- Young adult author **Tony Bradman** (CHAIR)
- Journalist and author **Barbara Ellen**
- Author and reviewer **Mary Hoffman**
- Chartered Librarian **Barbara Band**
- 2009 Booktrust Teenage Prize young judge **Claudia Freemantle**

The young people's judges will be announced w/c Monday 30 August. For further information on the judges please contact Sarah Jones ([sarah.jones@booktrust.org.uk](mailto:sarah.jones@booktrust.org.uk))

## 3. What you will receive and when

There are some **new** items of promotional material for the 2010 Prize. Each free Booktrust Teenage Prize 2010 pack contains:

- 1 x A3 header
- 4 x A4 posters
- 50 x bookmarks
- 2 x 2010 shortlist sticker sheets
- 2 x 2010 winner sticker sheets
- 1 x desk tent card
- 2 x wobblers

The packs will be delivered by 1 September. The material is embargoed until Tuesday 7 September when the shortlist is announced, and therefore should not be displayed before that date.

If you have not received your packs by Friday 3 September, please contact [judith.shipman@readingagency.org.uk](mailto:judith.shipman@readingagency.org.uk).

In 2009, we provided reading guides to the shortlisted titles. These will be available again this year from The Reading Agency website (<http://www.readingagency.org.uk/young/booktrust-teenage-prize>) and will also be emailed to participating libraries on the shortlist announcement date (Tuesday 7 September).

In 2009 we also created a Booktrust Teenage Prize group on [www.groupting.org](http://www.groupting.org). This is running again this year (see 'The Prize Online' section on page 8 for more details).

## 4. 2010 key dates

Prize POS delivered	Wednesday 1 September
Project begins – shortlist announced	Tuesday 7 September
Winning author announced	Monday 1 November
Evaluation	From Monday 1 November
Project ends	Monday 6 December

## 5. Book supply

Askews Library Services, Holt Jackson, Peters Bookselling Services and Bertrams have set up blind ordering systems for the shortlisted titles. If you haven't yet placed your order, please do so to ensure that you have the titles supplied to you by the shortlist announcement on Tuesday 7 September. Please note that the titles are under strict embargo until 7 September. If you receive the books before this date they must not be displayed until after the announcement has been made.

If you are looking at purchasing your titles from another supplier please ask them to contact [judith.shipman@readingagency.org.uk](mailto:judith.shipman@readingagency.org.uk) directly in order to sign the confidentiality agreement and to receive the 2010 shortlist.

We will be emailing all participating libraries, school library services, schools and library suppliers on the morning of Tuesday 7 September with the shortlist. If you are placing your book order at this stage, please make sure that your supplier is aware that you need quick delivery of the books.

Please ensure that your stock services unit are aware of the project as they may have to timetable in processing the titles, in order to turn them around quickly.

**Backlist titles:** please use the Booktrust Teenage Prize Books 2003–2009 (supplied as a separate file), and the shortlisted authors' backlist from Tuesday 7 September (supplied with shortlist announcement), to make the best use of stock you already hold and to keep your displays fresh.

## 6. Support from us

We will be sending out regular Booktrust Teenage Prize eLetters which will have:

- Updates on the Prize.
- Alerts on any special offers and prizes for participating libraries, school library services and schools.
- News from libraries, school library services and schools running the Prize.

So please keep us informed about:

- How you are promoting the Prize in your library/school.
- The young people's opinions/thoughts on the books, and how you are involving your reading groups.
- Any activities and/or events you are planning around the Prize.
- Photographs and any anecdotes are very welcome!

We will be feeding through any stories that you send us for potential use in the media – so please make sure that you keep us informed.

See the 'Getting active' section on page 7 for ideas on displays, reader development, events and promoting the Prize online.

If you have any queries please do not hesitate to get in touch – we are here to help you!

## 7. Staff briefing session

If you are working with frontline staff to promote the Prize, you may want to consider running a staff briefing session in which you could:

- Provide background on the Prize and how the 2010 project is being run.
- Show a display of previous Prize books so staff can refer to it when talking about the Prize – this will introduce the types of books staff will be promoting to young people (see the Booktrust Teenage Prize Books 2003–2009 document).
- Encourage staff to read the shortlisted books. You could create a recommended Prize booklist or set up a staff book chain.
- Suggest staff bookmark the Booktrust Teenage Prize section of the Booktrust website (<http://www.booktrust.org.uk/Prizes-and-awards/Booktrust-Teenage-Prize>) and [www.groupthing.org](http://www.groupthing.org), The Reading Agency's website for 13–17 year-olds. See 'The Prize online' section on page 8 for more details.
- Brainstorm ideas about the opportunities this promotion offers you: how are you going to promote the Prize in your library/throughout your school? Who can you link up with/form a partnership with? Are there particular groups of users you want to target? How are you going to engage young people?

## 8. Getting active

We would really like to showcase young people's involvement with the 2010 Prize. So please do let us know about any events you are planning and we will put them on the Booktrust website, The Reading Agency website and groupthing.

### a. Displays

- **Create a dedicated Booktrust Teenage Prize display or graffiti board using the promotional materials.** Make sure that the display is prominently positioned in your library. Put up eye-catching images of shortlisted books from previous years. Use the board not only for young people's comments/reviews but also to put up news articles, author features, librarian's choice, any controversies, etc! Consider making use of foyers as well as creating a display in council or other partners' premises.
- **Keep things fresh.** We will alert you to news as the promotion progresses which you can use to refresh your display boards.
- **Display books in multiples and 'face-out'.** Again, you will need to keep an eye on refreshing the display. Use shelving and tables. Consider putting reservation cards on the display for books not immediately available.
- **Designate and timetable members of staff** to refresh the Booktrust Teenage Prize displays at intervals every day to ensure that they look suitably full and active.

### b. Reader development

- **Keen readers should be encouraged to write reviews.** You can use the reading guides to review the shortlisted titles (which will be available from The Reading Agency website – <http://www.readingagency.org.uk/young/booktrust-teenage-prize/> – from Tuesday 7 September). Reviews could either be added to your display boards, or you could email them to [judith.shipman@readingagency.org.uk](mailto:judith.shipman@readingagency.org.uk) and we will publish them on the The Reading Agency website. You can also encourage your readers to comment on the books on groupthing ([www.groupthing.org](http://www.groupthing.org)) and the Booktrust website (<http://www.booktrust.org.uk/Prizes-and-awards/Booktrust-Teenage-Prize>). If your young people have access to a flip cam, or similar, you could also suggest that they do **video reviews**. You can email these to Judith Shipman and we will feature the best ones on groupthing.
- **Why not have a book of the day/book of the week?** You could display the chosen title on the issue desk – selecting from the shortlist and backlist. As soon as the book is issued, replace with another!
- **Suggest that young people in your reading groups keep reading diaries.** If you want your diary to feature on the The Reading Agency website or groupthing, please email [judith.shipman@readingagency.org.uk](mailto:judith.shipman@readingagency.org.uk).
- **Reading places.** Ask readers to take photos of their favourite reading places, featuring the Prize book they are reading. These could be displayed in the library and uploaded to [www.groupthing.org](http://www.groupthing.org).
- **Other ideas:** You could run your own prize readers' poll (who is the current favourite read?); organise a 'blurb' competition; ask readers to sum up the books in three words and

then display their comments; design alternative book covers and upload them to [www.grouphing.org](http://www.grouphing.org); write storyboards for the books; ask young people to investigate the books and the authors and make scrapbooks, where they can add their own comments for other young people to look at.

## c. Events

- **Run a Prize shadowing event.** Who would young people choose to be the winner? Let us know if you are planning on holding an event (you can email the details to [judith.shipman@readingagency.org.uk](mailto:judith.shipman@readingagency.org.uk)) and we will list the event on [www.grouphing.org](http://www.grouphing.org) and the The Reading Agency website.
- **Hold a Prize debate** where young people advocate their favourite book or argue against one they don't like.
- **Give a different shortlisted title to various groups** of young people, bring them together once they've read the books and discuss the merits of each.
- Consider running **joint events between the library and schools.**

## d. The Prize online

- You can visit the **Booktrust website** for the latest news on the Prize (<http://www.booktrust.org.uk/Prizes-and-awards/Booktrust-Teenage-Prize>). The website promotes the Prize and shortlisted books.
- **grouphing** ([www.grouphing.org](http://www.grouphing.org)) is The Reading Agency's website for young people between the ages of 13–18. Young people can sign up for free to join the grouphing Booktrust Teenage Prize group ([www.grouphing.org/groups/booktrust-teenage-prize](http://www.grouphing.org/groups/booktrust-teenage-prize)) where they will be able to chat about the books, review and rate them, take part in polls and upload any videos, podcasts, photographs or other creative work they have done in response to the project. If your library school is a subscriber to the site you can set up your own group pages around the Prize and the authors and get access to the 'hidden' professional' side of the site. For more information about grouphing or how to subscribe, email [info@readingagency.org.uk](mailto:info@readingagency.org.uk).
- If possible, **bookmark both sites** and ensure that staff are familiar with them.
- **Place both web addresses on your Prize noticeboard**, so they are visible to young people.
- Make sure that the **Booktrust Teenage Prize promotion is featured on your website** – explore whether you can make a link to the Booktrust, The Reading Agency or grouphing sites.
- **Use your own intranet** to make colleagues aware of this promotion.
- **Young people could create their own blog** around the Prize, record podcast reviews of titles or take photos of themselves reading the books in their favourite places and upload them onto grouphing.
- If you have access to a digital camera, please send **images of your displays** and engrossed readers to [judith.shipman@readingagency.org.uk](mailto:judith.shipman@readingagency.org.uk).

## 9. Media profile

We will send you one press release template for the announcement of the project and the shortlist on **Tuesday 7 September**. The press release is generic but there is space for you to write about what is happening in your authority/school library service/school.

To maximise the media profile of what you are doing, you may wish to consider some of the following approaches:

- Keep an eye out for good news stories – books flying off shelves, first-time readers who are now hooked, good reviews and comments, local favourites, readers' group choices and librarians' hot tips which you can feed in to the local media.
- Negotiate with your local newspaper to feature regular reviews by young people.
- Organise a slot on a local radio station which will feature reviews/comments by young people on the Prize and reading in general.
- Place reviews in your staff/school newsletters.
- Arrange for reviews to be featured in council in-house magazines/newsletters/eLetters.
- Keep a press pack – this is a great way to monitor the coverage you are getting for your work.
- Combine information about the Booktrust Teenage Prize with information about other library activity such as children's storytime or using the People's Network.

Remember to check with the reviewer that they are happy for you to use their review as publicity for the project.

## 10. Evaluation

We will be doing evaluation of the project which will form the basis of the Booktrust Teenage Prize 2010 report:

- We will be creating an online evaluation form towards the end of the project which will cover the following: how the Prize has worked for you; how it has supported your work with young people; young people's and staff response to, and engagement with, the Prize (reading groups, activities, events); display materials and book supply; and how you think we can develop the Prize for 2011.
- PLR will be producing issue statistics for the Booktrust Teenage Prize 2010 titles for participating authorities against those not participating.

### a. Optional evaluation

If you are interested in writing a **case study** for us on your work with the Prize please contact [judith.shipman@readingagency.org.uk](mailto:judith.shipman@readingagency.org.uk).

# 11. Contacts

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