



Sequoyah BOOK AWARDS

2018 LESSONS + ACTIVITIES

Sequoyah Book Award Week is Here!

Get your students reading and involved in the third-oldest youth-choice literary award program in the nation. Your students can help determine the winners of the 2018 Sequoyah Book Awards during voting next spring.



Visit bit.ly/1kC6na7 to find out more about this 58-year-old Oklahoma reading tradition, and to download the 2018 Sequoyah Masterlists for children, intermediate students, and high schoolers.

Day One: Promotion 101

The object here is to spark interest to encourage young people to read the books and then to vote for their favorite. Involving students in planning promotions can inspire both them and other students.

Booktalks: A booktalk is a presentation of a book in order to grab the audience's interest and make them want to read the book. A good booktalk should be short and sweet and give potential readers a taste of the appeal factors without revealing too much. They should not go over five minutes.

Search YouTube for "booktalks" and "student booktalks" for some examples. Scholastic also has some helpful booktalking tips: www.scholastic.com/bookfairs/books/booktalks
Pikes Peak Library District has some great tips for teen booktalkers: ppld.org/teens/booktalking-tips

Social Media: Social media platforms can be used to promote titles. On Twitter, students and teachers can tweet about the books, tweet to the authors, create a school-wide hashtag for titles, or create fan art that can be shared with authors. Or cosplay a favorite character and share on Instagram!

Check out Sequoyah chat on Twitter ([@sequoyahchat](https://twitter.com/sequoyahchat)), a monthly chat to promote the Sequoyah books.



Displays: A creative display is an excellent way to showcase titles and entice readers. One idea is to create a "readbox," a play on those Redbox DVD rental units. A readbox can be displayed in either a classroom or the school library. Doors have even been decorated to resemble a Redbox unit with print-outs of book covers to highlight the titles.

Search "readbox" on Pinterest to see a variety of these unique displays.

Poster Campaign: One poster idea is similar to the American Library Association's READ campaign, which features celebrities holding their favorite book. Such a campaign could feature posters of teachers and staff holding books from the Masterlist. They could be displayed in hallways, classrooms, and the library.

Book Trailers: Book trailers are another way to generate interest in a book. Chance and Lesesne* define a book trailer as "a visual representation of a book." Book trailers could be displayed on the school website.

The Conroe Independent School District website has some helpful resources for creating a book trailer, including information about copyright: library.conroeisd.net/book_trailers

Another informative resource is the Digital Booktalk website:
www.digitalbooktalk.net

Great examples of student made trailers may be found at:
www.booktrailersforreaders.com/Home+Student+Book+Trailers

Visit bit.ly/1kC6na7 to see the masterlists of titles and to get a smorgasbord of promotional materials and ideas for your Sequoyah readers.

Sequoyah Book Award Week continues tomorrow, when we will "Get into the Book!"

*Source: Chance, R., & Lesesne, T. (2012). Rethinking reading promotion: Old school meets technology. *Teacher Librarian*, 39(5), 26-28.