

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, San Antonio
January 20-25, 2006**

Topic: **WrestleMania Reading Promotion**

Background: **YALSA is collaborating with the Chicago Public Schools and World Wrestling Entertainment (WWE) to conduct a reading promotion program between January 2006 and April 2006 in conjunction with WWE's WrestleMania event. Conducted in Chicago's public high schools, this program will reach over 106,000 high school students.**

Action Required: **Consent/Information Only**

Proposed Program (this is just a draft, not a final plan)

Goal: to get more high school students reading by providing tickets to a WrestleMania as an incentive

Program Overview: All high school students in the CPS system will be invited to participate. The program will be implemented through the school libraries. Their challenge is to read 10 books in their free time between Feb. and March. Any student that does and completes a reading log (which serves as their ticket for the drawing) will be entered in a drawing to represent their school at a Book Challenge where they could win a pair of tickets to WrestleMania. All students will be asked to read one specific book, which will be the topic of the Book Challenge questions.

Timeline:

- Dec: select books and prepare materials
- Jan.: launch program to library media specialists (LMS)
- Feb. thru March: high school students read books
- Mar. 29, 30, 31: wrestler visits to 6 schools
- Mar. 30: Book Challenge (culminating event w/ winner from each school)
- Apr: Winners go to WrestleMania. Program wrap up and evaluation

Selecting Books:

- YALSA will develop a special list of books that are recommended reading for teens during this program
- YALSA with final approval from CPS will select one book that all participants are expected to read in preparation for the culminating event

- YALSA is checking with Simon & Schuster and Borders on the possibility of getting copies of the book to distribute to CPS high school libraries

Preparing Materials: (to be placed on the YALSA and/or CPS web site for downloading by LMSs)

- Create & distribute a packet to each LMS (YALSA will create with final approval from CPS)
 - Master copy of reading log
 - Reading lists
 - Timeline
 - Program guidelines
 - Tally sheet for recording percentage of participation
 - Reporting sheet for winner of drawing
 - Tips for promoting the program
 - Evaluation sheet

Launch Program:

- Send out initial email on LMS discussion list
 - LMSs download resources
 - Follow up initial email with Q & A
- LMSs begin advertising in schools late Jan. early Feb.
- Send out a press release

Teens Read Books:

- To assist LMSs in promoting and implementing the program, keep an ongoing discussion alive on discussion list
 - LMSs share successes & ideas. YALSA/CPS will push out suggestions and tips for keeping the interest level high through displays, in-school PR, etc.
- Possibilities:
 - develop an online space for teens to share their feedback about the books they're reading
 - Use wrestlers to sustain interest by disseminating a list of wrestlers and their favorite books, online postings on WWE site or other, perhaps incorporate something into Smackdown or Raw.

Wrestler Visits:

- 6 schools with the highest percentage of participation will get the visits
 - 2 wrestlers per visit

Book Challenge:

- Held in an auditorium TBD by CPS
- Rey Mysterio will possibly help emcee with a CPS or YALSA representative and/or local author
- A local drawing at each participating school determines who advances to the Book Challenge
- 9:00 students arrive

- 9:00 – 9:30 breakfast
- 9:40 – 10:40 a preliminary round is held in 2 or 3 classrooms to narrow down the 75 or so students to 20
- 11:00 – 12:00 final round with 20 remaining contestants
 - 55 students who were eliminated serve as the audience
 - another round of trivia questions whittles the 20 students down to 10
 - 10 remaining students all get a pair of tickets to WrestleMania
 - 1st prize winner also gets \$1,000 for their school library (possible pizza party or other incentive for 2nd & 3rd place)
- 12:00 – 12:30 autographs with wrestler(s) & press interviews
- 12:30 – 1:00 lunch for students
- 1:00 student dismissal
- ALA's Public Information Office can work with CPS's Communications Dept. to organize media
- Trivia questions for the Book Challenge can be solicited from students, LMSs and YALSA members. CPS and YALSA will develop a final list of questions
- CPS and YALSA will set rules/parameters for the Book Challenge

Wrap Up & Evaluation:

- LMSs fill out and return evaluation forms
- Press release regarding outcome of Book Challenge