

Calendar of Promotional Opportunities

Taking advantage of special observances to plan school-wide promotions is one way to put your library and INFOhio in the spotlight. If you're clever, you might end up on the 6 o'clock news. Some events, like National Library Week or School Library Media Month are the equivalent of our national holidays. There are many other literacy and literary events that are naturals for libraries, plus thousands more that lend themselves to showing how library media programs support learning on almost any topic... everything from Chemistry Month to Be Kind to Pets Week. Many of these observances come "ready made" with publicity materials and ideas for activities.

ALA Promotional Events can be found at www.ala.org. Click on Events and Conferences. On the left hand side of the screen, click on Library Promotions.

Links to National Library Week, School Library Media Month, Banned Books Week, LIVE @ your library and other national initiatives from the American Library Association provide great opportunities for marketing and promotion.

Consider introducing a different feature of INFOhio to parents each month either at a school activity or through the newsletter. The ideas below will get you started.

August - Inventors' Month

During a Back to School Night or in your newsletter, feature *American National Biography*. Invite students and parents to answer questions about famous inventors and their inventions. For a list of inventors, go to the box marked *Realms of Renown* and type *inventors*.

Other ideas: National Parks Month; National Friendship Week, third week of August

September - Library Card Sign-Up Month

September is a time when the American Library Association and libraries across the country remind parents that the most important school supply of all is @ your library®—it's your library card. This is a great time to introduce parents to the INFOhio Core Collection (www.infohio.org/ER/ERcore.asp) and to explain that all these resources extend the school library collection and are available every day, all day.

Join together with the public and school libraries and develop a communitywide campaign. Posters and other promotional materials are available from ALA Graphics. For good ideas on how to organize, go to www.ala.org/pio. Click *Library Card Sign-Up Month*.

Other ideas: International Literacy Day, September 8: Banned Books Week (www.ala.org/pio); Celebrating the Freedom to Read, last week of September (*Literature Online*).

October - Computer Learning Month

This annual event focuses on the important role that computers, software and other technologies play in our lives, particularly in children's learning and their future. What an opportunity to reinforce the power of computers for finding the most current statistics. Describe the detailed statistics available on *World Data Analyst* for more than 200 countries. Explain that these statistics can be compared in tables and charts as well as presented in graphs that will clarify a topic.

The Computer Learning Foundation provides activities, generally in the form of merit competitions and sweepstakes, to encourage people to explore new ways of using technology and to share their knowledge with others in their community. For more information, see www.computerlearning.org/dmact.htm.

Other ideas: Columbus Day; National Book Month (www.nationalbook.org/nbm.html); National Storytelling Festival (www.storytellingcenter.com); Teen Read Week, third week of October. (www.ala.org/ala/yalsa)

November - Family Literacy Day, November 1

Sponsored by the National Center for Family Literacy, this annual event celebrates the important role of parents in their children's learning. What a great time to tell parents about the *LearningExpress Library* and how it provides tutorial courses, activities and practice tests on the academic areas for elementary through high school students.

The National Center for Family Literacy provides *Useful Tools*, including planning celebration tips, publicity materials and a calendar of parent-child activities, provided at www.famlit.org.

Other ideas: American Education Week (www.nea.org); Children's Book Week, week before Thanksgiving (www.cbcbooks.org/cbw); Election Day; Veterans' Day (www.patriotism.org/veterans_day).

December – Christmas, Hanukkah, Kwanzaa and other celebrations

December is a month of celebrations. The three levels of *Britannica* encyclopedias on INFOhio will provide information on all the holidays including the history, traditions, food, songs and much more. Each encyclopedia includes a selection of current magazines and journal articles, video clips, animations, photos, illustrations, dictionary with audio presentations, editor-selected Web sites, and interactive learning activities for students elementary through high school. What a present for any parent!

Other ideas: Safe Toys and Gifts Month; Universal Human Rights Month

January - Dr. Martin Luther King Day

The answer to the question, "How much do you know about the man celebrated on this federal holiday?" is at *American National Biography*. The main article includes a link to the Nobel Peace Prize site. Dr. King received the award in 1964. The third Monday in January is the date of this holiday.

Other ideas: Super Bowl; Presidential Inauguration

February – Black History Month

February is the month that the cultural heritage and contributions of African Americans is celebrated. Many of INFOhio's Core Collection of Electronic Resources have special features during February.

At *SIRS Discoverer* near the bottom of the main screen, direct parents to click on *Spotlight of the Month* to find lots of magazine articles, many with pictures.

Under *Special Reports* in the left frame of *Newsbank Newspapers*, look for a special report about Black History. Encourage parents to check what the feature is for February. There are lots of newspaper articles, photos, and at the very bottom of the screen, Web links. At *The King Center*, Dr. Martin Luther King can be heard giving his powerful speech!

Another excellent resource is *American National Biography*. If parents put a check in the box marked *Black History* next to *Search Special Collections*, they will find an alphabetical list of biographies of over 500 famous African Americans along with their occupations.

Other ideas: Birthday of Abraham Lincoln and of George Washington; Job Shadow Day (www.jobshadow.org); Valentine's Day.

March - National Nutrition Month

Raising healthy children is the goal of every parent. Parents can find lots of fun things to do with food at *SIRS Discoverer*. On the right side, click on *Activities* and then select *Food Projects and Recipes*. There's even an article with recipes for cookies for the dog!

Other ideas: Read Across America, March 2 (www.nea.org/readacross/index.html); St. Patrick's Day; Birthday of Albert Einstein and of Vincent van Gogh.

April - Young People's Poetry Week

Celebrated the third week in April, this annual event is sponsored by the Children's Book Council (CBC), to highlight poetry for children and young adults and encourage everyone to celebrate poetry. Introduce parents of middle and high school students to *Literature Online*; it will add thousands of poems, plays and fiction titles to the home library. Parents of younger students will find *SIRS Discoverer* a good source for articles, e-books and Web sites on poetry. A downloadable poster and other support materials are available at www.cbcbooks.org/yppw/.

Other ideas: National Poetry Month (www.poets.org/npm); School Library Media Month (www.ala.org/aasl); TV Turn-off Week (www.tvturnoff.org)

May - Memorial Day

Memorial Day is a holiday set aside to remember people who have died serving our country. For interesting games and activities sponsored by the Veteran's Association go to *First Gov for Kids*. Click on *Government* and then select *Cool Stuff for Young People*, then *VA Kids K-5*, and pick *Games and Activities*. Parents of middle and high school students should choose the section *VA Kids, 6th-12th Grades Honoring America's Veterans*.

Other ideas: National Bike Month (www.bikemonth.com); Mother's Day; Birthday of Florence Nightingale and of Jim Thorpe

June - World Environment Day

Parents and children can discover more about our environment by going to *NewsBank Newspapers*. Near the top left of the page, click on the Special Report *Environment*. Families can learn about whales, endangered species, recycling and more! These Special Reports change, so the exact title of the report highlighted may be different than the one described here.

Other ideas: Zoo and Aquarium Month; Flag Day; Father's Day

For more good ideas, see:

Chase's Calendar of Events, a compendium of holidays, celebrations and other observances around the world. Published annually by McGraw-Hill Professional.

Earth Calendar, a daybook of holidays and celebrations around the world. (www.earthcalendar.net)

The Teacher's Calendar: The Day-by-Day Directory to Holidays, Historic Events, Birthdays, and Special Days, Weeks, and Months by Sandy Whiteley (Compiler). Published annually by McGraw-Hill Professional.