

Teen Spaces and Marketing to Teens

A Selected Bibliography

2006

Note: Every issue of the journal *Voice of Youth Advocates* (VOYA) has a two-page feature article entitled "YA Spaces of Your Dreams." It highlights successful teen library spaces from across the country. Please check each issue for more ideas and photographs.

Anderson, Sheila B., ed. *Serving Older Teens*. Libraries Unlimited, 2003.

Teen experts and practitioners explain why service to teens in this age range is so important, and how you can enhance your collection and services to accommodate and win over this important group. Topics range from understanding older teen needs and creating a vital teen space to building and promoting a winning collection.

Bernier, Anthony. "Los Angeles Public Library's TeenS'cape Takes on the 'New Callousness'." *Voice of Youth Advocates*, vol. 23, no. 3 (August 2000): 180-181.

Discussion revolving around the Los Angeles Public Library's teen space and how it has served to inspire others to value their young adult population.

Bernier, Anthony. "Young Adults, Libraries, and Ritual Space." *Voice of Youth Advocates*, vol. 22, no. 6 (February 2000): 391.

Details the creation of a time capsule project at an urban library involving disadvantaged high school students. An unusual and imaginative look at the idea of public libraries connecting with teens through the use of ceremony and ritual.

"Beyond Primary Colors." *School Library Journal*, vol. 45, no. 6 (June 2000): 16, 24.

Overview of the Brooklyn Public Library's success story and how, after a long period of financial hardship, it gained a new youth wing with a \$3 million renovation.

Bishop, Kay and Pat Bauer. "Attracting Young Adults to Public Libraries." *Journal of Youth Services in Libraries*, vol. 15, no. 2 (Winter 2002): 36-44.

Report of a research study to evaluate strategies most effective in bringing teens to the library, as well as successful programs and services aimed at young adults.

Bolan (Taney), Kimberly. *Teen Spaces: The Step-by-Step Library Makeover*. Chicago: ALA Editions, 2003.

Remodeling or rebuilding from scratch, shoe-string, or dream budget, this book is packed with practical, ready-to-use tips and techniques on how to create a teen space that will attract teens to your public or school library.

Bolan, Kimberly, and Lisa Wemett. "Makeover Madness: Tips for Revamping Your Young Adult Area." *Voice of Youth Advocates*, vol. 22, no. 5 (December 1999): 322-323.

Creative ideas and practical suggestions for improving library spaces for teens on a limited budget. Focuses on physical changes, with success stories of eleven rural libraries. A variety of questions are posed in order to assist with your personal space analysis.

Presented by Kimberly Bolan, Library Consultant & author of *Teen Spaces: The Step-by-Step Library Makeover* (ALA Editions, 2003)

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Hundley, Kimberly. "The Power of Teens: YAs Enrich San Bernardino County Library." *Today's Librarian*, vol. 3, no. 5 (May 2000): 12-15.

The 28-branch San Bernardino County Library in California is committed to making teenagers a priority, with drama groups, volunteer opportunities, and teen fundraising to improve collections. Includes guidelines for a successful teen council.

Higgins, Wanda. "What Do Young Adults Want in their School Library?" *Book Report*, vol. 18, no. 2 (September/October 1999): 25-27.

Surveying young people indicates necessary changes that should be made in high school libraries to create an environment that will induce young people to come to the library and use its resources. Describes altering library access, atmosphere, technology, programs, activities, and marketing to be more representative of a younger generation's needs.

Jones, Patrick and Joel Shoemaker. *Do It Right! Best Practices for Serving Young Adults in School and Public Libraries*. Neal-Schuman Publishers, 2001.

Explores tips and innovative techniques to provide the unique kinds of customer service teenagers need in both public libraries and school library media centers.

Leveen, Thomas A. "New Space is YA Hot Spot: Phoenix Teens Help Design a Room of Their Own." *Today's Librarian*, vol. 4, no. 7 (July 2001): 19-23.

The Phoenix Burton Barr Central Library opened "Teen Central" with great fanfare after careful input on the room's design and facilities from their Teen Council. With \$500,000 and dedication of 5,000 square feet of space, this library now offers 20 computers, a café, sound system, and a dance floor along with high-interest collections teens helped to select.

Levitt, Susan. *Teen Feng Shui: Design a Space That Works for You*. Bindu Books, 2003.

A feng shui book specifically for teens that shows how to create balanced teen environments that promote personal development and positive self expression. It tailors its solutions to teen spaces, including bedrooms, dormitories, desks, drawers, and lockers. It also shows how, when, and where to use music, posters, etc. as well as addresses teen issues such as body image, tattoos, piercings, cigarettes, drugs etc.

Meyers, Elaine. "The Road to Coolness: Youth Rock the Public Library." *American Libraries*, vol. 32, no. 2 (February 2001): 46-48.

Adding teenagers to the staff of libraries participating in the Public Libraries as Partners in Youth Development initiative, funded by the Wallace-Reader's Digest Fund, created more teen-friendly environments. New jobs and retooling existing ones (e.g., shelving, display work, technology assistance) created new energy for the staff and reinvented outreach programming.

Moses, Elissa. *The \$100 Billion Allowance: How to Get Your Share of the Global Teen Market*. New York: John Wiley & Sons, 2000.

The results of a worldwide study of teen consumers (27,000 teens in 44 countries) reveal their attitudes, values, and brand loyalty in fashion, entertainment, electronics, food, beverage, and many other product categories. Clever tips and clear steps to find the way to the hearts and minds of today's adolescents.

Nichols, Mary Anne. *Merchandising Library Materials to Young Adults*. Libraries Unlimited, 2002.

This guide discusses basic marketing and merchandising concepts that can be applied to a library setting. The author argues that libraries, in marketing their collections and services to teenagers, need to be just as aggressive as the brand-name advertisers that target adolescents.

Nichols, Mary Anne. "Targeting Teens: Marketing and Merchandising Young Adult Services" (p. 145-154) in *Young Adults and Public Libraries: A Handbook of Materials and Services*, edited by Mary Ann and C. Allen Nichols. Greenwood Press, 1998.

Libraries today must adapt collections and services to satisfy teen customers' needs, both developmental and personal. Evaluation and analysis of usage of library products can give direction to a marketing plan.

Pfeil, Angela. *Going Places with Youth Outreach: Smart Marketing*. Chicago: ALA Editions, 2005.

Corporations know that marketing to kids is big business with children influencing more than \$500 billion in family purchases each year. This hands-on guide shows librarians how to apply marketing concepts to expand their outreach and nurture these new audiences.

Sullivan, Edward T. "Teenagers Are Not Luggage: They Don't Need Handling." *Public Libraries*, vol. 40, no. 2 (March/April 2001): 75-77.

The prejudice many adults have toward adolescents is exemplified by the lack of space devoted to young adults: 42% of libraries do not maintain separate teen collections. Libraries need to think of what can be done *for* teens instead of what can be done *about* them.

Vaillancourt, Renee. *Bare Bones Young Adult Services: Tips for Public Library Generalists*.

Chicago: ALA Editions, 2000.

A variety of information, suggestions, and advice for developing library services for young adult patrons from 12 to 18. Presents practical and useful information on the seven developmental needs of young adults, how to interact with teens, how to evaluate web sites, reader advisory services for teens, forms for coordinating homework support with schools and parents, and strategies for dealing with troublesome adolescent behavior.

Walter, Virginia A. and Elaine Meyers. *Teens and Libraries: Getting It Right*. Chicago: ALA Editions, 2003.

The authors share an inspiring narrative of young adult history, and also offer a plethora of new voices and stories that advocate the power of technology and teen spaces. These story lines are melded to highlight practical tools to involve teens at the library and make a bright future possible.

Woodward, Jeannette. *Creating the Customer-Driven Library: Building on the Bookstore Model*.

Chicago: ALA Editions, 2005.

With the goal of helping libraries market their services using low-cost or no-cost techniques, the author shares practical lessons for any library's revitalization inspired by the success of bookstores.

Zollo, Peter. *Wise Up to Teens: Insights Into Marketing and Advertising to Teenagers*. 2nd edition.

Ithaca, NY: New Strategist Publications, Inc. 1999.

Zollo was dubbed the "teenage marketing guru" by *Business Week*. His company, Teenage Research Unlimited (TRU), points marketers to the profitable world of teen consumers. For libraries, there is a wealth of statistical information on teen demographics, lifestyles, attitudes, values, and social concerns. A chapter on "Researching Teens" may assist librarians wanting to try focus groups or surveys of library users and non-users. For more information on recent studies by TRU, visit their Web site to read the company's press releases: <http://www.teenresearch.com>.

Zollo, Peter. *Getting Wiser to Teens: More Insights into Marketing to Teenagers*. Ithaca, NY: New Strategist Publications Inc., 2003)

This new and expanded update of Peter Zollo's popular *Wise Up to Teens* gives readers a thorough understanding of what teens think, feel, and need as well as what they do, what they buy, and how marketers should (and shouldn't) reach them. Packed with invaluable insights and information.