

# ATLANTIC CITY FREE PUBLIC LIBRARY TEEN SPACE FAQ

## BASIC DESCRIPTION

The Atlantic City Library Teen Space and Lounge consists of 985 sq. ft. divided into two areas:

- ◆ The first area is the “**Teen Space**” housing all circulating materials, including young adult fiction, magazines, play-aways, audio books, anime, manga and special collections. The Teen Space also offers six computers: 4 pcs’s and 2 MAC’s. A large study table and two floating tables provide seating for individuals and small groups of students.
- ◆ The second area is “**The Lounge**” which is reserved for teens only. Teens must register as a member to enter and use this space. Membership is open to library card holders between the ages of 13 and 18. The Lounge hosts 4 MAC computers loaded with multi-media applications including: Photobooth, i-movie, Garage Band, Anime workshop, and much more. In addition, The Lounge also has a creative area for drawing, writing, board games and a gaming area with consoles for PS3, XBOX 360 and the Wii. There are currently over 200 active members.

The Space is anchored by a large 60 foot by 16 foot Graffiti Mural and features vibrant and contemporary furniture.

The Teen Space is open during regular library hours. The Lounge is generally open afternoons, evenings and weekends. The Youth Services staff also open the area at other times when school is not in session, and for home-schooled students and alternative high school students.

Teen programming is designed to enhance the use of the Teen Space and Lounge including regularly scheduled gaming days.

## CHRONOLOGY OF DEVELOPMENT

- ◆ December 2008 - Grant awarded by the South Jersey Regional Library Cooperative and the New Jersey State Library
- ◆ January 2009 – Began regular meetings with the Teen Space Project Team and the Teen Advisory Group (TAG)
- ◆ February 2009 – Furniture plan is reviewed and finalized; publicity plan is developed.
- ◆ March 2009 – Reorganized Youth Services to create Teen Space area; met with students of Atlantic City High School to brainstorm plan for mural with artist Stephen Gibson and Interior Designer Shaina Horton
- ◆ April 2009 – Charles Albert, Building Facilities Coordinator prepared the space for construction and for the mural project.
- ◆ April 2009 - Implemented Graffiti Mural Workshops throughout the month of April. Stephen Gibson facilitated teen workshops built around participating in mural arts project for Teen Space
- ◆ May 2009 – Met with vendors regarding furniture for space. Mural completed.
- ◆ June 2009 – Walls are constructed and partitions are hung
- ◆ June to July 2009 – Furniture and equipment was ordered for Teen Space and Lounge.
- ◆ August 2009 – Workshops designed around Teen Space included: Design your own Dream Space, facilitated by Project Interior Designer.
- ◆ September 2009 – Began receiving furniture for space, organized space, prepared for Grand Opening.
- ◆ October 2009 – Grand Opening – Thursday, October 8, 2009

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## BASIC STATISTICAL FACTS

- ◆ Currently, there are over 200 active members of the Lounge. Criteria for joining: between the ages of 13 and 18 with a library card in good standing. As a result of implementing the required library card, teens have exhibited civility, ownership and genuine respect for their special space.
- ◆ The teen members of the Lounge used that area approximately 1340 times since it opened in October 2009.
- ◆ 500 teens have signed out game controllers to play video games at the library.
- ◆ Approximately 130 teens have participated in programming designed around gaming including: National Gaming Day, Rock Band Day and two gaming tournaments.

## BASIC COSTS

Furniture	\$30,230
Professional Services	\$ 7,710
Materials & Construction	\$18,370
Signage	\$ 1,565
Printing & Publicity	\$ 1,970
Multimedia Equipment	<u>\$17,460</u>

Total Project Costs                    \$77,305

Grant Funding    \$40,000

Library Funding   \$37,305

## LIST OF VENDORS:

- ◆ 3-Form – hanging panels used to delineate space and divide areas
- ◆ Harter furniture – study tables, chairs
- ◆ Izzy furniture – Chairs, clara tables
- ◆ Calligaris – mummy chairs
- ◆ Fatboy – Lounge area bean bags
- ◆ Gaylord – step stools, tack board
- ◆ Apple Computers
- ◆ Dell Computers
- ◆ Best Buy - Gaming consoles: PS3, XBOX 360, wii
- ◆ Home Depot – Magnetic Paint, Hardware for Signs
- ◆ Everything Plastic – Signage for space
- ◆ Library Interiors – Estey Shelving
- ◆ Gaylord – paperback shelving , magazine, rack
- ◆ Ikea – magazine racks on wall, shelving, waste baskets, solar lights, storage containers for creative space, magnets,
- ◆ 2modern – pod stools

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## MARKETING STRATEGY AND PRESS COVERAGE

The Atlantic City Free Public Library launched a public relations campaign to promote the opening of the new Teen Space. The library promoted this innovative space throughout the year in many ways, including issuing several press releases, regularly featuring the space in the bi-monthly library newsletter, designing special programs (i.e. planning and painting of the mural) so teens could be directly involved in the process, developing a special brochure and bookmark, creating a blog and photo gallery to show the space's evolution, and more. The results were extraordinary. The library received an extensive amount of publicity during the course of the year. Buzz about this project quickly spread throughout the community. The teens who have utilized the Teen Space have given extremely positive feedback about it.

Interest in the project was maintained by providing project updates in a special Teen Space blog and photo gallery, and running stories in our bi-monthly newsletter. We also displayed banners at the future Teen Space location and outside one of our main entrances. The banners gave customers a glimpse of what the space would look like and included participating organizations and the project completion date.

Teen Space bookmarks and brochures were developed and made available at the library and for our outreach efforts

Public Information Officer Don Latham followed up on the press releases, which were issued throughout the project, with phone calls to make active pitches for different angles that were thought to be 'story worthy.' Our pitches led to newspaper, television and radio coverage of:

- The selection of the Atlantic City Free Public Library to receive grants from the South Jersey Regional Library Cooperative and the New Jersey State Library for this unique space that would benefit Atlantic City teens.
- Local youths having the opportunity to paint the Teen Space mural during a series of workshops: NOTE: This workshop series came at the midway point of the Teen Space project. It helped keep the teens excited in the project, and it allowed us to continue to garner considerable media coverage. This workshop was great for keeping this project in the public eye.
- The official grand opening.

## **The Teen Space at the Atlantic City Free Public Library received publicity from:**

- The Press of Atlantic City
- Atlantic County Woman Magazine
- The Current Newspapers
- School Library Journal
- Casino Connection
- NBC TV 40

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**Here are links to some of the publicity:** (All hotlinks available from <http://sjrlc.org/teenspace>)

- [http://www.pressofatlanticcity.com/news/press/atlantic/article\\_feb34096-d280-5c41-a25b-2f1f6e2b8833.html](http://www.pressofatlanticcity.com/news/press/atlantic/article_feb34096-d280-5c41-a25b-2f1f6e2b8833.html)
- <http://www.schoollibraryjournal.com/article/CA6657642.html>
- <http://www.acwoman.com/articles/886/1/Atlantic-City-Library-To-Develop-Special-aTeen-Space/Page1.html>
- [http://www.pressofatlanticcity.com/news/press/atlantic/article\\_ac77f704-e96d-5f37-b3e6-85aae738c327.html](http://www.pressofatlanticcity.com/news/press/atlantic/article_ac77f704-e96d-5f37-b3e6-85aae738c327.html)
- [http://www.nbc40.net/view\\_story.php?id=7908&q=teen%20space](http://www.nbc40.net/view_story.php?id=7908&q=teen%20space)
- <http://www.nbc40.net/pages/videoplayer/video.php?vid=9119>
- [http://www.nbc40.net/view\\_story.php?id=10818&q=teen%20space](http://www.nbc40.net/view_story.php?id=10818&q=teen%20space)
- <http://newsletter.njstatelib.org/blog/2009/05/19/atlantic-citys-teens-pitch-in-to-create-their-own-space/>
- <http://www.acfpl.org/files/discovery/septoct2009.pdf>
- <http://www.acfpl.org/files/discovery/NovDec2009.pdf>

As a result of this publicity campaign designed by Don Latham, Public Information Officer, the Atlantic City Free Public Library will receive an NJLA Public Relations Award at the 2010 Spring Conference.

**See: <http://sjrlc.org/teenspace>  
for more information**

**See: <http://njlaconference.ning.com> for  
photos, discussions and more!**