



The „Climate for Reading” Erasmus+ project develops library activities addressing the important topic of promoting reading among adults in the context of growing secondary illiteracy and the need to develop key competencies.

Żory Municipal Public Library decided to focus on men because male readers constitute only 35% of all readers (according to the institution’s own data and data from the National Library).

STAGE I – ACTIVITIES PROMOTING THE LIBRARY IN THE MALE WORLD

1. *Establish partnerships with organizations or institutions where men spend their time, such as barbershops, sports clubs, gyms, tattoo studios, car repair shops, automotive stores, workplaces employing mostly men, employment offices, driving schools, aeroclubs, model clubs, fishing clubs, and beekeeping clubs, etc. Set up a library shelf there and provide books, magazines, and promotional materials.*

2. *Dedicated promotion of reading and the library:*

- *Stickers with information about reading and the library, starting with the words “Did you know that...”, e.g.:*
 - *Did you know that in the library, access to all collections, new technologies, and participation in activities are free of charge?*
 - *Did you know that the library in your town/city offers over ... magazine titles, including those related to your hobby?*
 - *Did you know that there are more treasures in books than in all the pirates’ loot?*
 - *Did you know that reading is the foundation of all education?*
 - *Did you know that reading fiction improves our social skills, which are the foundation of our functioning in a community? By reading, we learn to understand others, feel better around others, cooperate more easily, and build self-confidence. We build social capital.*
 - *Did you know that a community that doesn’t practice reading gives up its influence, thus weakening democracy in favor of oligarchy?*
 - *Did you know that reading creates innovators?*
- *Bookmarks and postcards with interesting quotes from books and/or information about why reading is important, distributed throughout the city and/or available for download at library partner locations. These materials should have attractive graphics.*
- *Unconventional, surprising, and even controversial posters with slogans about reading, such as:*
 - *“Don’t you read? You might be in the minority”,*
 - *“A true man isn’t afraid of books”,*
 - *“Books – legal brain boosting”,*
 - *“The best read, what about YOU?”,*
 - *“Want to earn more? Start reading”,*
 - *“Do you read? You’re sexy!”,*
 - *“Bill Gates used to skip school at the library”,*
 - *“Tesla founder Elon Musk, when asked how he learned to build rockets, replies: I read books”.*
- *A “reading cape” (e.g., with the library logo) for use at barbershops.*

3. *The City Reading Plan, which supports the development of both reading and libraries.*

ACTIONS AT A LIBRARY

1. *Convenient opening hours! Libraries should be open until evening, not when residents are working.*

2. *Creating a male-friendly space – temperature, seating, additional visual markings on the book collection (icon, color) to facilitate finding relevant titles; creating “men’s shelves” or thematic shelves encouraging men to read.*

3. *Diagnosing needs by men’s age groups.*

4. Ask men who want to borrow a book not about their preferred literary genre, but about the social issue, topic, sentiment, etc. they are interested in.
5. Organizing meetings focused on a “male” interest, e.g., automotive, business/finance, gaming, survival, extreme expeditions, fishing, politics, technology, astronomy/space, sports, history, based on books that provide inspiration and a source of knowledge.
6. Gamification, competitions based on thrillers, crime novels, and fantasy novels.
7. Discussions about books that serve as the basis for film and gaming hits, such as “The Witcher”, “Dune”, “Metro 2023”.
8. Inviting well-known figures from the city – athletes, businessmen, community leaders, and award winners – to participate, for example, in the “Read 3 Books in 3 Months” challenge.
9. A series of short recordings in which men recommend specific books worth reading. Regular readers can share how books have influenced/are influencing their lives.
10. Audiobooks for busy people – videos promoting listening to books on the way to work, while working out, or while doing housework. Also, recommending literary podcasts to listen to.
11. Photo/video shoot – a man in a library/a father with a child.
12. Press – targeted promotion using hobby magazines.
13. Do-it-yourself enthusiast corner – workshops promoting DIY books, fix-it-yourself projects, eg. bookshelves assembly workshops.
14. Robotics, Lego bricks for fathers and sons (daughters).
15. A fair/exchange for items such as games, CDs, and tools.
16. Engaging men/fathers in reading aloud to children in the library – preferably as a regular activity.
17. Cooperation with the police – police officers tell detective stories; they read crime stories aloud to children, adding their own commentary.
18. Unusual reading “campaigns”:
 - A layette for a new father (labour ward),
 - A leaflet distribution campaign – for example, a library offering activities for men distributed on Men’s Day, female readers deliver a leaflet/invitation to the library to household members (dad, husband, grandfather, brother),
 - A reward for bringing a new male reader to the library – a gift/gadget.

ADDITIONAL INFORMATION

1. What men read: history, politics, biographies, e.g., of athletes and actors, travel reports, horror, crime fiction/thriller fiction, developmental literature/psychology, comics/manga, classics, reportage, fantasy, specialized magazines, e.g., beekeeping/collecting, books with film adaptations.
2. Characteristics of this group: men are less likely to read for relaxation; they are more likely to want to learn. They are readers of newspapers and shorter forms. In libraries, men occupy the press corners. Recommend books written by men and covering specific topics.
4. A father who appreciates the value of reading, along with other passions and daily activities, plays a key role in the development of his reading son. This is especially important during adolescence, when a boy’s interest in books significantly declines. Awareness of the importance of reading for a child’s development is crucial. As libraries, we offer our support:
 - easy access to a variety of children’s books,
 - knowledge of what to read based on a child’s age and developmental needs,
 - tools on how to read to benefit and enjoy reading with your child,
 - simple examples of good practices for incorporating books into daily rituals and play.

AND REMEMBER, LITERATURE HAS NO GENDER!