



FOR IMMEDIATE RELEASE: (May 1, 2017)

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TheBookTrailer.org Uses Movie Trailers to Promote YA Readership
An MLS research project comes to fruition 4 years later

Indianapolis, IN: This April a new, no-cost, publicly available teaching tool for young adults hit the World Wide Web: TheBookTrailer.org. Featuring every movie trailer based on a young adult book, TheBookTrailer.org couples readily available YouTube trailers with resources such as trivia and readers' advisory to engage young adults in the digital world.

"I wanted to hone my technology skills and make something beneficial for the library community," said founder Joanna Schreck (MLS), a [Catholic Library Association](http://CatholicLibraryAssociation.org) (CLA) member. The idea behind TheBookTrailer.org stems from a Queens College MLS multi-method research project surveying young adult librarians to gauge current library efforts of utilizing movie-marketing materials.

Based on positive feedback of the original prototype, Ms. Schreck resurrected the idea in 2017. "I recognized that asking local libraries to recreate the same site was redundant, and impacted library budgets," said Joanna. And so, Ms. Schreck created TheBookTrailer.org to be accessible to the general public, to never affect library budgets, and to be maintained by an industry professional.

Joanna Schreck holds an MLS from Queens College. By day, Joanna is Senior Manager Operational Excellence/ Data Analytics for a global events company in the B2B technology industry. Joanna also peer reviews articles and contributes young adult book reviews to CLA's quarterly publication, *Catholic Library World*. Additionally, Joanna is actively involved in a variety of local non-profit and co-op organizations. Not least of all, she is the founder and administrator of www.thebooktrailer.org.

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About TheBookTrailer.org: TheBookTrailer.org features movie trailers of all films based on young adult books. This site is a resource accessible to school media specialists, librarians, and teachers alike, never affects library budgets, is available to the general public, and is hosted at a single source. More information can be found at <http://thebooktrailer.org>.

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