

# **Long Branch Public Library**

## **Fade to Books (FTB)**

### **Barbershop Literacy Program Tool Kit**

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Page 3 – Invitation to our second meeting. We quickly realized that the best form of communication was to meet in person, as the barbers are always busy using their hands to cut hair, in many cases seven days a week. They do not have time to answer calls, text messages, or emails. So, I hand delivered this invitation to each barber.

Page 4 – Minutes from our second meeting

Page 5 – Contact list for all barbers and FTB library staff

Page 6 – Our “launch” flyer. This flyer was publicized heavily in local newspapers, social media, as well as local bulletin boards and shop windows all over Long Branch.

Page 7 – Memo informing the barbers that our program was become a pilot program for the Office of the State Librarian to “roll out” statewide.

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**FADE  
TO  
BOOKS**

**LONG BRANCH FREE PUBLIC LIBRARY**

**BARBERSHOP LITERACY PROGRAM**

# **LONG BRANCH FREE PUBLIC LIBRARY BARBERSHOP**

## **LITERACY PROGRAM MEETING MINUTES**

**MARCH 14, 2016**

**Attendees:** Tonya Garcia (LBPL Director); Kate Angelo (LBPL Supervisor); David Perez (LBPL Intern); Alex (Owner Elite Barber Shop); Freddie (Owner Dave's Barber Shop)

**Participants not in attendance:** Borne (Owner Shavv Barber Shop); Micah (Owner Head's Up Barber Shop); Dimas (Owner Montalvo's Barber Shop); Frank (Owner Frank's Barber Shop)

- Tonya opened the meeting by introducing herself and the Barber Shop Literacy initiative.
- David showed a CNN video clip featuring "Levels Barber Shop" in Harlem NYC; who already has a program like this in place: <http://cnn.it/1Tr4Ync>
- Tonya advised Alex and Freddie, we will provide books and shelves.
- Tonya advised, we will provide the shops with a catalog of shelving, in order for shops to pick one that works with the uniqueness of their particular shop's décor.
- Alex suggested, possibly upgrading to tablets in the future.
- Freddie expressed his concern with limited spacing in his shop.
- Alex suggested offering a \$3.00 haircut discount if a child reads to him, as he cuts his hair.
- Tonya suggested offering a free haircut after every ten books read. Alex and Freddie are in agreement.
- Tonya advised we would like to "kick off" the program with a presentation here at the library, of a history of the barber shops in Long Branch. Alex and Freddie like the idea.
- Tonya advised, we would like to have one more meeting before we "launch".
- Freddie expressed his concern, in making sure the children actually read; maybe implementing a stamp or a sticker along with some sort of "books read" card.



*You are cordially invited to attend the Long Branch Barber Shop Community Literacy meeting.*

*Place: Long Branch Free Public Library Reading Room*

*When: Monday, April 25, 2016*

*Where: 328 Broadway, Long Branch, NJ*

*LBPB Main Phone #: 732-222-3900*

*Time: 9:00am-9:45am*

*Please contact me, David Perez, on my cell at 908-489-9543, if you have any questions.*

# **LONG BRANCH FREE PUBLIC LIBRARY BARBERSHOP**

## **LITERACY PROGRAM 2<sup>nd</sup> MEETING MINUTES**

**April 25, 2016**

**Attendees:** Tonya Garcia (LBPL Director); Kate Angelo (LBPL Supervisor); David Perez (LBPL Intern); Alex (Owner Elite Barber Shop); Born (Owner Shavv Barbershop); Dimas (Owner Montalvo's Barbershop); Micah (Owner Head's Up Barbershop).

**Participants not in attendance:** Freddie (Owner Dave's Barbershop)

- David showed the CNN video clip featuring "Levels Barber Shop" in Harlem NYC; who already has a program like this in place: <http://cnn.it/1Tr4Ync>. We showed this film at the first meeting, but wanted to show it again for those who missed the first meeting.
- We all agreed on the name: FADE TO BOOKS, as the program name.
- We discussed how we will count the number of books read by the children. How will we keep track?
- We discussed discounted haircuts. All present were in agreement.
- We discussed the "card stamp". The Library will provide the Barbershops with stamps.
- Born suggested we do not advertise the "free haircut" incentive. The Barbers will apply the "free haircut" accordingly. All that needs to be "advertised" is that the Barbershop is participating in the program.
- Born suggested the "free haircut" incentive be five books read, rather than ten books read; in speculation that the children would not "actually" read the ten books and would speed through them to get the free haircut. The thought is that they will actually read the five books.
- Micah suggested we have "uniform" signage. This will indicate commonality amongst the Barbershops.
- David volunteered to create a contact list of all barbers and library staff members.
- Born suggested we advertise to "children", rather than just boys, as girls do accompany their brothers, cousins, etc. at times.
- All in attendance agreed on June 27<sup>th</sup> as the tentative "Kick Off" date for the public program presentation at the library.
- We need to finalize all furniture choices so that we can order. The orders will take 4-6 weeks to receive.
- Alex agreed to design an official "FADE TO BOOKS" logo.

# "Fade To Books"

## Contact List

### Barbers:

Alex (Elite Barbers) 732-822-6139; donlex1421@gmail.com

Micah (Head's Up Barbershop) 732-581-5000; micahdgoff@yahoo.com

Born (Shavv Barbershop) 732-693-6626; shaavme@gmail.com

Freddie (Dave's Barbershop) 732-222-7100; wilroks@yahoo.com

Dimas (Montalvo's Barbershop) 732-229-4655; dinomonti@optimum.net

### Long Branch Free Public Library Staff:

Tonya Garcia (Director) 732-749-0679; tgarcia.lbpl@gmail.com

Kate Angelo (Manager) 732-222-3900 ext. 2270; kangelo.lbpl@gmail.com

David Perez (Intern) 908-489-9543; dperez.lbpl@gmail.com



The Long Branch Public Library  
along with  
**Dave's Barbershop,**  
**Elite Barbers, Head's Up,**  
**Montalvo's Barbershop and Shaav**  
presents



# Long Branch Barbershops

Monday August 15th, 7pm

Do you remember your first hair cut by one of LB's legendary barbers?  
Would you like to know more about the trade?



Join Schidell "Born" Riley, guest moderator as well as other Long Branch barbers as we celebrate our new "Fade to Books" Barbershop Literacy Project and discuss the history and business of barbering in Long Branch

Fade to Books is a new partnership between the library and area barbershops that will place children's and teen books in their shops. This new initiative offers incentives for children and teens to read by receiving free haircuts and more! Titles and incentives will vary per location. Books were generously provided by Bridge of Books Foundation. Please visit a participating barbershop or the Long Branch Free Public library to learn more.

This program launches August 15th, 2016.

For more information, contact David Perez 732.222.3900 or email him at [dperez.lbpl@gmail.com](mailto:dperez.lbpl@gmail.com)

# MEMO

## CONGRATULATIONS FADE TO BOOKS BARBERS!!!!

**Date: 2/2/2017**

We did it! Together we have created a social improvement initiative that will impact ALL of New Jersey! The Long Branch, NJ barbershop literacy program, Fade to Books is officially the pilot program for the State of New Jersey, office of the State Librarian. You should all be proud of yourselves! Here are a few facts, we know of, to date:

- The state will start with 25 libraries; with 5 barbershops per library = 100 barbershops
- The state is offering a grant, to library's, to institute funding their local Fade to Books programs
- The grants will run from 1 to 2 years
- There will be a formal end of the year Fade to Books celebration for the barbers; more details to follow.

In Solidarity,

David Perez

908-489-9543

Dperez.lbpl@gmail.com

Social Work Intern

Fade To Books Coordinator



This barbershop is a participant in the Fade to Books program and may offer discounts or free hair cuts for the books you read. Inquire within.  
*(open to youth under the age of 18)*



# Fade to Books



## Barber Shop Literacy Program



Brought to you by the Long Branch Free Public Library. Books generously provided by The Bridge of Books Foundation.  
For more information please speak with your barber today or contact David Perez—732.222.3900 dperez.lbp@gmail.com



# Fade to Books A Long Branch Barbershop Literacy Project

Long Branch Free Public Library  
328 Broadway, Long Branch, NJ, 07740  
(732) 222-3900  
[www.longbranchlib.org](http://www.longbranchlib.org)

## Presented by:

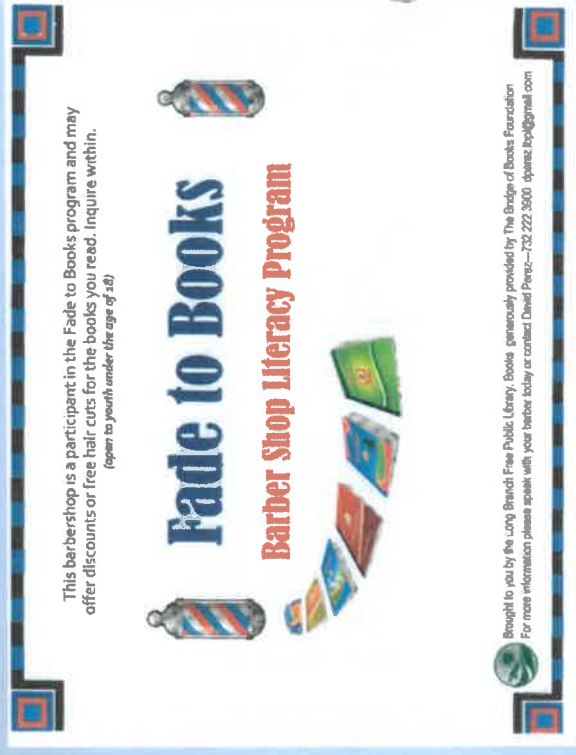
- Tonya Garcia – LBPL Director
- David Perez – LBPL Social Worker
- Shidell “Born” Riley – Owner, Shaav Barbershop
- Micah Goff – Owner, Heads Up Barbershop



# What is Fade to Books?

Children's books and  
reading spaces in  
barbershops

<http://www.njtvonline.org/news/video/kids-get-haircut-long-branch-barbershops/#.WZ8ruVMiawY.email>



This barbershop is a participant in the Fade to Books program and may offer discounts or free hair cuts for the books you read. Inquire within.  
*(open to youth under the age of 18)*

## Fade to Books

### Barber Shop Literacy Program

Brought to you by the Long Branch Free Public Library. Books generously provided by The Bridge of Books Foundation  
For more information please speak with your barber today or contact David Perez—(732)222-3600 [dperz10@gmail.com](mailto:dperz10@gmail.com)

## What is the purpose?

- Culturally relevant and age appropriate reading
- Enable boys of color to identify with characters
- Improve the literacy levels of young boys of color
- Get the boys to eventually “identify as readers”
- Barbers become community role models for the boys
- Direct socio-economic community impact

## How did we do it?

- LBPL partnership with Leah Lazzaro at the Monmouth University School of Social Work
- Tonya Garcia, LBPL Director pitched the idea to me
- Conducted LB community needs assessment
- Solicited participation from local LB barbers
- Five LB barbers committed
- Partnered with “Bridge of Books Foundation” who donated 1000 books
- LBPL purchased book shelves for the barbers
- Fade to Books went live in August 2016

## Challenges/ Struggles

- Solicit the “buy in” from the Barbers, for community youth literacy
- Explain to barbers how it can be done without interrupting their business
- Schedule meetings with all the barbers to discuss logistics
- Work around Barbershops’ days off
- Present barbers with options for shelf ordering
- Coordinate with Bridge of Books foundation
- Build and deliver book shelves and books to barbershops
- Maintain relationship with barbershops; visit weekly

# Community Impact

- Improve literacy
- Reduce juvenile delinquency
- Help families (free haircuts)
- Develop big brother relationships
- Enrich children's lives
- It takes a village to raise a child
- NJ state library is now taking Fade to Books statewide





# Long Branch Fade to Books Contact Information

Tonya Garcia, LBPL Director (732)222-3900 ext. 2240  
[tgarcia.lbpl@gmail.com](mailto:tgarcia.lbpl@gmail.com)

David Perez, LBPL Social Worker (732)800-6504  
[dperez.lbpl@gmail.com](mailto:dperez.lbpl@gmail.com)

Shidell "Born" Riley, Owner Shaav Barbershop (732)693-6626  
[shaavme@gmail.com](mailto:shaavme@gmail.com)

Micah Goff (732)581-5000, Owner Heads Up Barbershop  
[micahdgoфф@yahoo.com](mailto:micahdgoфф@yahoo.com)