

Get Caught Reading

www.getcaughtreading.org



Association of American Publishers

The official newsletter of the Association of American Publishers GCR Campaign. Vol 1, #1

A welcome message from Pat Schroeder

Dear Get Caught Reading Supporters,

I can't tell you how excited I am to be writing this letter for the inaugural issue of the Get Caught Reading Newsletter! Four years ago, the Association of American Publishers launched the Get Caught Reading campaign to remind people of all ages that reading is one of life's true joys. Thanks to all of you, Get Caught Reading continues to grow in influence and reputation every year, and I couldn't be happier about it!

This newsletter is designed to keep you up-to-date on the Get Caught Reading campaign and to showcase your wonderful ideas. And of course, we hope that it will inspire you and your colleagues in bookstores, classrooms, and libraries around the

Authors at Sea Promotion

Get Caught Reading is supporting a special promotion that will take book lovers on a Carnival cruise in 2004!

Your favorite authors will be featured in daily events on this cruise, which sails from Galvaeston, TX in October, 2004 and will visit ports in Belize, Cancun, and other glamorous spots.

Coupons for \$250 off the price of the cruise, and entry forms to win a free ride on the cruise, are included in specially marked mass market paperback books.

See your local retailer, or our website, for more details.

ABA Book Sense Get Caught Reading Holiday Reading List

Celebrate the holidays with a great book!

colleagues in bookstores, classrooms, and libraries around the country to spread the word about the importance of reading.

Please tell us about your Get Caught Reading events and how you have instilled a passion for reading in someone you know.

I can't wait to hear from you!

Best wishes,



Pat Schroeder, President & CEO

Association of American Publishers

Teacher/Librarian Ideas

Use the Get Caught Reading campaign to get people excited about reading. We love hearing about how you are using the campaign to promote reading in your community. Here are just a few of your ideas:

You may have seen the American Booksellers Association Book Sense/Get Caught Reading suggested Halloween reading list in your local bookstore this October.

Keep an eye out for more lists in 2004, including books for Valentine's Day in February, and books for Easter and Passover in the Spring.

Members of Congress Get Caught Reading

AAP held a Get Caught Reading event on Capitol Hill and invited Members of Congress to get caught reading their favorite books. More than 100 Members joined us, bringing the number photographed to more than 300. To see if your Senator or Representative has participated, check the [Celebrities](#) section of our website.

NBA Partnership

Get Caught Reading has partnered with the prestigious National Basketball Association Read to Achieve program to spread the reading message even further. The partnership includes the participation of NBA All-Star player Ray Allen and WNBA player Becky Hammon, who have been photographed caught reading their favorite books.

New Celebrity Supporters

In addition to Becky and Ray, we are proud to

- Photograph “celebrities” in your school or town and create your own Get Caught Reading posters. Celebrities may be your students, teachers, library patrons, mayors, or anyone else who you find enjoying a good book. The Get Caught Reading logo is available for download on the website in the “Celebrities” section.
- “Patrol” an area and award prizes to the people you “catch” reading. One teacher visits her students’ homes and awards a prize to anyone caught reading when she stops by! Be sure to choose a different location each time.
- Create bookmarks that include the Get Caught Reading and your organization’s logos to use as a reward or prize for students, customers, or patrons.

Submission Instructions

Do you have Get Caught Reading ideas that you want to share with fellow booklovers? We would love to know about them.

Please send your ideas to agaringer@publishers.org. And don’t forget to attach digital photos when possible!

2003: The Year of Publishing Latino Voices for America

The Association of American Publishers has declared 2003 the Year of Publishing Latino Voices for America. In addition to a number of publisher-specific initiatives, the program includes the launch of a Spanish-language component of the Get

announce three new celebrity supporters of the Get Caught Reading campaign. Diane Sawyer, co-anchor of ABC’s Good Morning America was “caught” reading *Where the Wild Things Are*, and world renowned professional golfer David Duvall is slated to be photographed this Winter. Author and educator Esmé Raji Codell was also photographed for the campaign. Esmé wrote the recently-published book, *How to Get Your Child to Love Reading*.

[Check our website](#) for information on ordering these and other celebrity posters.

Caught Reading campaign. In Spanish, “Get Caught Reading” is “¡Ajá, Leyendo!” which you’ll see on the new Spanish-language version of the Get Caught Reading logo.

