



The Official Newsletter of the Association of American Publishers Get Caught Reading Campaign, Volume 1, #2

A Welcome Message from Pat Schroeder

Dear Get Caught Reading Supporters,

I am pleased to present the second issue of the Get Caught Reading Newsletter! This issue is full of updates and fabulous ideas for ways that you can get involved at a grassroots level in the Get Caught Reading campaign. From parades to storefront displays, you have come up with imaginative and compelling ways to use the Get Caught Reading campaign. I hope that you will be inspired by one another's ideas and continue to spread the word about the importance of reading.

Best wishes,

Pat Schroeder, President & CEO
Association of American Publishers



Send personalized e-post cards from the Get Caught Reading website to your friends, students, teachers, and customers. They're perfect for any fan of reading!

Teacher/Librarian/Bookseller Ideas

In this Newsletter, we're shining the spotlight on librarians...

Linda McDonald of the Fairfield County District Library in Lancaster, Ohio told us about the Get Caught Reading program that she designed for her community. Not only did she take photographs of dozens of local celebrities and turn the photos into Get Caught Reading posters with the official logo, but she and her colleagues also made the "One City, One Book" concept a part of the program. Linda was able to get local radio stations and newspapers to cover the library's Get Caught Reading program making it a major event in Lancaster. You can learn more about Linda's program on the Fairfield County District Library's website, www.fcplib.org.

GCR NEWS

New Celebrity Supporters

The cast of *Friday Night Lights*, a new movie based on the popular book of the same title, was recently "caught" reading on the set. Be sure to look for the photo in your favorite magazines this fall.

We are excited to announce that award-winning singer Alicia Keys was also recently "caught" reading!

Posters of all of the new celebrity supporters will be available on our website this fall.

Get Caught Reading at Sea!

Get Caught Reading is supporting a special promotion that will take book lovers on a Carnival Cruise this fall!

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

Coupons worth \$250 off the price of the cruise are included in specially marked mass market paperback books.

See your local retailer or the official website for more details,
www.getcaughtreadingatsea.com

Here are some of the Fairfield County District Library's ideas that you can use for your own Get Caught Reading program:

- Organize Get Caught Reading book discussions for members of your community. You might even want to invite local celebrities to lead the discussions.
- Photograph local celebrities from all areas of the community - business owners, prom queens and kings, local government officials, radio-show hosts, coaches, teacher, librarians and postal service employees.
- Create a Get Caught Reading gallery of the celebrity photos you have taken and invite people from the community to view them.
- Start a Get Caught Reading Newsletter of your own to chronicle your Get Caught Reading program. If your organization already has a newsletter, create a Get Caught Reading section.

Here are two examples of Linda's celebrity posters.



We'd love to share your ideas with other Get Caught Reading Supporters! E-mail your ideas, including digital photos if possible, to agaringer@publishers.org.



The Marshfield Public Library's float for the Dairyfest Parade.

Lori Belongia of the Marshfield Public Library in Marshfield, Wisconsin wrote to tell us about the ways in which her library used the Get Caught Reading campaign:

"We were delighted to use the Get Caught Reading logo on a float in Marshfield's annual Dairyfest parade. We used the idea to involve the entire community. The Get Caught Reading photos on the float's banners featured local heroes and celebrities from the police department, fire department, emergency medical service, post office, hospital, area schools and a local family, caught in the act of reading. Along with our local heroes, storybook characters Rapunzel, Little Red Riding Hood and the Big Bad Wolf, Prince Valiant and a dragon, and the Cat in the Hat were also 'caught reading.' Curious George captured it all with a camera, while carrying a sign with the parade theme of 'Say Cheese.' The Friends of Marshfield Public Library paid for the banners and mini-Frisbees. The mini-Frisbees were handed out to 2,500 happy children along the parade route to encourage them to *Get Caught Reading*."