

The Official Newsletter of the Association of American Publishers Get Caught Reading Campaign, Volume 2, #3

A Welcome Message from Pat Schroeder

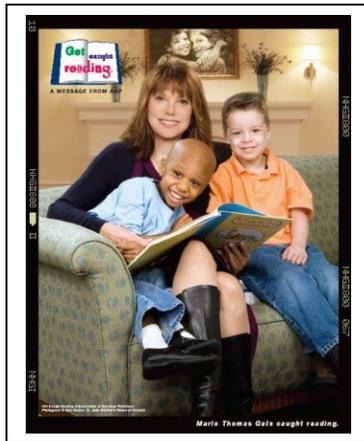
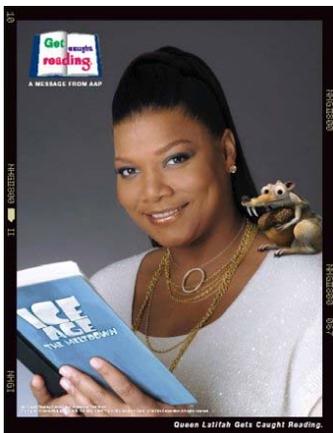
Dear Get Caught Reading Supporters,

Welcome to the summer 2006 issue of the Get Caught Reading newsletter, and what better way to enjoy all of the fun that summer has to offer than to get caught reading your favorite book! Our commitment to spreading the word on the pleasure of books and reading within each and every community across the United States, and its impact on young minds, is attributed to your ongoing support and efforts. It's because of you - the booksellers, the teachers, the librarians - sharing your impassioned love of literacy and reading with children of all ages, that Get Caught Reading has become such a success.

Last spring AAP went on the road to the boroughs of New York, meeting over 700 school librarians, and when asked if they knew about Get Caught Reading, we saw an overwhelming number of hands raised! Please continue to share with us all of the wonderful and exciting projects you have ongoing in your schools and libraries, as well as ways in which you'd like to see Get Caught Reading expand its outreach, and we'll share the word among colleagues and friends in our next issue. Keep up the good work!

Pat Schroeder, President & CEO
Association of American Publishers

Send personalized
e-postcards from the Get Caught
Reading website to your friends,
students, teachers, and customers.
They're ideal for all fans of reading!



Queen Latifah and Marlo Thomas are two of our most current celebrity supporters this year. Find and order their terrific posters online when you visit the Get Caught Reading website today.

GCR News

Take me out to the Get Caught Reading ballgame!! New celebrities continue to sign up to participate in Get Caught Reading for 2006, with New York Yankee **Johnny Damon**, a legend in the world of the great American pastime, joining the cast of Get Caught Reading notables reading, the other great American pastime! Appropriately enough, he is reading the story of a great American: *Benjamin Franklin: An American Life*.

And for manga fans...while you're reading **Naruto**, Naruto is reading too! Get Caught Reading slicks of Johnny Damon and Naruto will soon be available on the web site at www.getcaughtreading.org. Keep a lookout!

And if you're more of an Ice Age fan, so is **Queen Latifah**, who is Getting Caught Reading *Ice Age: The Meltdown*.

There's so much new artwork to choose from: **Alicia Keys**, and **Sandra Boynton** too. Don't miss out. Order your artwork today!

AAP Shares Get Caught Reading message with NYC School Librarians

Working in concert with the New York City Department of Library Services, AAP met with over 700 school librarians at the department's Spring Development conference to talk about the benefits of incorporating Get Caught Reading into schools and how to make the most of an author event. The event was part of an ongoing professional series on reading motivations for elementary and high school students. This included ways in which schools can invite authors to their classrooms, and how to make the most of an author event. Tips such as planning ahead by booking the author two months in advance, having the students read the book before the author's arrival, working with bookstores and public libraries to learn about authors in the area, creating online chat rooms with the author, and interactive activities around book content were some of the issues explored. For more information on creating a professional development conference for your library on reading motivation, contact Barbara Stripling at the New York City Department of Library Services: BStripling@schools.nyc.gov.

Get Caught Reading Hit the Airwaves and the Heat!

“What Are You Reading?” That’s the question Whoopi Goldberg is asking all of America, as public service television announcements are appearing across FOX and ABC stations and local affiliates around the country. Whoopi is reading *Peter Pan*, and broadcasting to the world her love of books and reading. Keep a lookout for this terrific PSA on television.

Joining Whoopi are 2006 National Basketball Association Champions the Miami Heat, caught reading their favorite books. Artwork is available to book lovers of all ages at the National Education Association Annual Conference, plus the Harlem and Miami Book Fairs.

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

Alabama, a State Filled With Distinguished Readers

Last summer, the Alabama Center for the Book unveiled its own interpretation of the Get Caught Reading campaign, photographing well-known Alabamans, such as NBA All-Star Charles Barkley and legendary musician Emmylou Harris with books of their choice (see the photos and press release online at <http://www.getcaughtreading.org/alabama.htm>).

Now, this year the Alabama School of Fine Arts in Birmingham, Alabama has followed in ACFTB’s footsteps. For each of the school’s six specialty areas – creative writing, dance, mathematics and science, music, theatre arts, and visual arts – students have been photographed in the Get Caught Reading style. Faculty members and involved community members from various creative disciplines have been captured for the endeavor as well.

The ASFA’s ambitious reading project was launched into action during National Library Week, April 2-8, and the posters have been hung all around the school. Barnes & Noble donated books and other supplies for the campaign.

You can view and download photographs of the Alabama School of Fine Arts caught reading (twenty-one glorious posters in total!) on the ASFA’s website: <http://www.asfa.k12.al.us/irc>.

Get Caught Reading Travels to the Philippines!

National Book Development Board (NBDB), a small government agency under the administrative supervision of the Department of Education (DepEd) in the Philippines, has adopted Get Caught Reading! NBDB will be soliciting *pro bono* support of personalities in the Philippine show business, broadcast media, music, and athletic community. All supporters will be genuine book lovers, and can therefore help the Philippine government in promoting the reading of books across the country, especially among Filipino children. Celebrities will appear in advocacy posters, with the official *Get Caught Reading* logo - which will be distributed to public schools; provincial, city, municipal, and barangay halls; provincial/municipal libraries and barangay reading centers; hospitals and health centers; and government offices all across the Philippines! These posters are hoped to encourage people - especially the young ones - to rediscover the wonders of reading books.