

The Official Newsletter of the Association of American Publishers Get Caught Reading Campaign, Volume 2, #4

A Welcome Message from Pat Schroeder

Dear Get Caught Reading Supporters,

Greetings and welcome to the Summer 2007 issue of the Get Caught Reading Newsletter! Get Caught Reading, like its supporters, has been very busy this year, but we hope that you all find time to enjoy the coming summer days by getting caught with a good book! It is thanks to you—the booksellers, librarians, teachers, and involved citizens—that the Get Caught Reading Campaign is a true success! Your dedication to sharing the importance of literacy and love for reading with children and adults alike is laudable and increasingly important.

In the past months, we have received countless emails and notes letting us know how you have created grassroots campaigns to encourage literacy in your communities, many of which have become global in different capacities. Adults and children alike are “getting caught” everywhere—from New York to Africa! We applaud your efforts and look forward to receiving more and more pictures of our supporters getting caught reading their favorite book. Please continue the tremendously creative and commendable efforts to which you have all dedicated time and love, and we hope that you enjoy this peek inside Get Caught Reading!

A handwritten signature in black ink that reads "Pat Schroeder".

Patricia Schroeder, President & CEO
Association of American Publishers

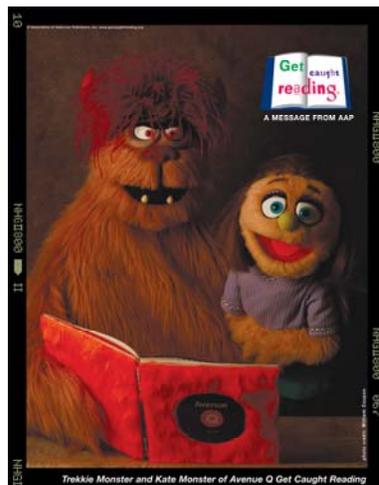
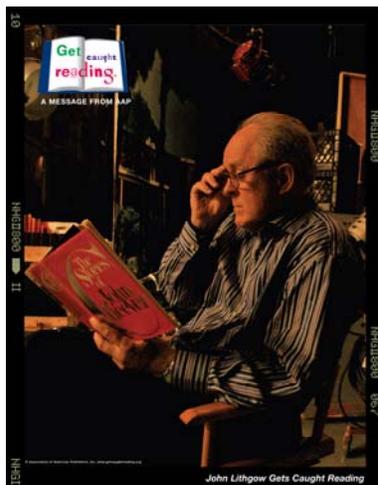
GCR News

It's been a busy year for Get Caught Reading! The campaign has traveled to the farthest reaches of the galaxy and back to catch **Yoda of *Star Wars*** fame reading his favorite book! The poster helps celebrate the 30th Anniversary of the famous series.

And if you like your book loving celebrities a little more 'down to earth' then the forthcoming GCR poster featuring actor and musical artist **LL Cool J** may be more your style. Keep a look out for LL getting caught at www.getcaughtreading.org.

GCR has also visited Broadway and caught **Kate and Trekkie Monster** of the Tony Award winning musical *Avenue Q* reading between performances!

More exciting forthcoming and newly released posters include actor **John Lithgow**, **Emma Roberts** as **Nancy Drew**, and author **Lisa Scottoline**!



John Lithgow and **Avenue Q's Trekkie and Kate Monsters** are some of our most current celebrity supporters this year. Find and order their terrific posters online when you visit the Get Caught Reading website today.

**Tony Award-winning musical's stars Trekkie Monster and Kate Monster
Share their Story and Love of Reading with Monsters and Mortals Across the Nation**

In celebration and anticipation of "Get Caught Reading" month in May, the cast of the Tony Award-winning musical AVENUE Q shared their love of books and reading by joining the cast of celebrities and public figures who have been photographed getting caught reading their favorite books! "We are ever thankful that Kate and Trekkie agreed to share their love of books and reading by supporting our literacy campaign," notes Pat Schroeder, President and CEO of the Association of American Publishers. "As lead investor and teacher of the Monstersorri School on AVENUE Q, Trekkie and Kate respectively know the joys that books bring to children of all ages. We hope the theatre community will help support and spread the love of words that open the imagination on the page, and on the stage." AVENUE Q's Kate Monster -- whose busy life as a kindergarten teaching assistant and single young woman in the city would appear to preempt time with a good book - says, in fact, that she finds solace in reading: "There are only so many papers I can grade before I long to disappear into a little Jane Austen," she says. AVENUE Q - which celebrates its 4th anniversary on Broadway in July - is a musical (with a cast of human and puppet characters) about making it in the city with a tiny bank account and big dreams. Winner of three 2004 Tony Awards - including Best Musical - AVENUE Q has music and lyrics by Robert Lopez and Jeff Marx, book by Jeff Whitty, and is directed by Jason Moore.



Fighting Crime One Book at a Time

John Kennedy of the royal Canadian Mounted Police dreamed up the beginnings of this program "in 1995 around a kitchen table." He was able to start a small but highly successful program of book collection and prizes for the local New Brunswick, Canada library, but was then transferred to Nova Scotia. He was then able to tentatively start a similar program with the help with the New Glasgow library, with the stipulation that a goal of \$50,000 in cash and other materials (books, grants, furniture, etcetera) be reached within three years. Kennedy and his supporters reached this goal in three months and surpassed the million-dollar mark not long after. Armed with Canada-based research showing that many entering prisoners have difficulty reading, Kennedy turned his initiative into a prevention-based program. With the help of the library system and community, the Adopt-a-Library Literacy program has grown to include over 100 chapters in Canada, England, and Ireland, as well as a chapter in Africa. John Kennedy says, "We act as a melting pot of literacy ideas for what works and what doesn't... Once [kids] realize they can escape reality in a good book, maybe when they become teenagers... some of them will escape with a good book instead of alcohol or drugs. This is crime prevention through social development. It is a long term solution, not a quick fix..." Kennedy encourages any library, school or day care to join the WOW READING CHALLENGE—the World Literacy Championship, and track the books read by their kids. A new competition will begin in the fall of 2007—the cost to join is free. Please visit www.fightingcrime.ca to learn more.

Deutsche Bank Gets Caught Reading for BELL

Not only did Deutsche Bank employees get caught reading, they got caught donating books, supporting and volunteering for BELL (Building Educated Leaders for Life). BELL partnered with Deutsche Bank for the Deutsche Bank-BELL Book Drive to donate books to children who participate in BELL programs. The book drive was a success, with more than 1,500 books donated, far exceeding its goal of 500 book donations. The books will be given to BELL scholars in New York City to enable them to build libraries of their own. BELL is a non-profit organization that provides after school and summer educational programs to 10,000 children who live in low-income communities in Boston, New York City and Baltimore. "This is a project that supports a worthy cause and I think our level of donation demonstrated that Deutsche employees care about literacy and funding under-privileged communities," said Gene Guill, managing director of Deutsche Bank's Loan Exposure Management Group, the book drive's main sponsor. Several Deutsche Bank employees, including Deutsche Bank Americas CEO Seth Waugh, agreed to "get caught reading" to promote the book drive. Displayed in the bank's lobby at 60 Wall Street in New York City and on the firm's internal network, their photographs generated tremendous positive feedback and support. Please visit www.bellnational.org for more information.



BELL intern Damani Corbin helps Deutsche Bank employees select books from BELL's Amazon.com Wish List. Behind them is a poster of a Deutsche Bank employee and a BELL scholar "caught reading."

Schools in Dominica Support the Written Word...In a New Way

In Dominica, St. Joseph Primary and Isaiah Thomas Secondary School students have learned a new way to become involved in the written word. Veronica Bagnole, originally of Athens, Ohio, has helped to implement a program with both school levels that has allowed the participating grade school students (grades K-6) to write a collaborative book, and the high schoolers to create and sustain a campus newspaper, called *Campus Vibes*. Ms. Bagnole visited two grade schools on a weekly basis for four weeks—each session focused on a different aspect of the book creation process (brainstorming for each student and Ms. Bagnole reports that she received much parental feedback that students subsequently wrote their main characters, plot development, sentence development, illustration). The classes storyboarded with the help of Ms. Bagnole and their collaboration was truly a success. She noted that voicing ideas, as opposed to writing them down individually, helped the students to visualize and get their ‘creative juices’ flowing. At their last session, the class was split into groups and asked to collaborate on illustrating a certain page for the book. The book was copied and bound for each student. Parents told Ms. Bagnole that their kids began writing their own stories at home after this project. Students at Isaiah Thomas Secondary School are working with Ms. Bagnole and have just released the third issue of their newspaper *Campus Vibes*, which they sell to the student body. Ms Bagnole notes that the success of the paper has been cemented through trial and error—she feels that literacy and fostering a desire to read is the most important goal and she has worked with the English department and her student staff to create a paper that attracts readers at Isaiah Thomas. She is happy that *Campus Vibes* has helped give a voice to her students in a way they had not yet had the opportunity.



A 2nd grade class at St. Joseph proudly displays their finished book

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

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!

Oklahoma Library Features Homegrown Celebrities!

Delaware County Library of Oklahoma features very familiar celebrities on GCR bookmarks they created to reward young readers—local kids! Delaware County librarians catch their youngest patrons reading and create bookmarks to celebrate and reward literacy in their community's youth.

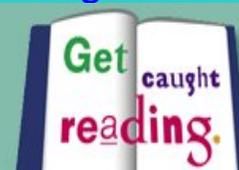
Kayce Cunningham is featured on a bookmark

Local Youths get 'Caught Reading'

May is Get Caught Reading Month.



Who will you be caught with?



Children's Community School in Davidson, North Carolina Catches Their Kids Reading!

CCS of Davidson, NC has embraced GCR by catching their students and teachers reading and creating posters to display alongside the posters available on the Get Caught Reading website up and down the halls of their school.