

The Official Newsletter of the Association of American Publishers' Get Caught Reading Campaign, Volume 3, #1

A Welcome Message from Pat Schroeder

Dear Get Caught Reading Supporters,

Greetings and welcome to the Summer 2008 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 of reading with children and adults alike is laudable and increasingly important.

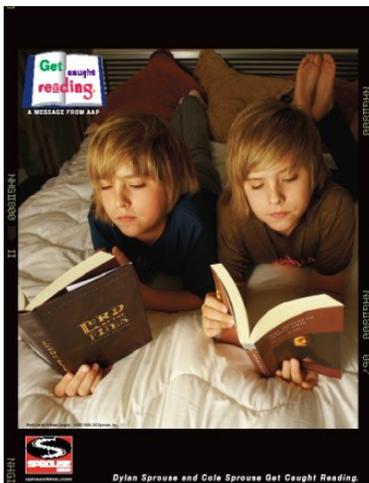
In the past months, we have received countless emails and notes letting us know how you have created grassroots campaigns to encourage literacy in your communities, many of which have become global in different capacities. Adults and children alike are “getting caught” everywhere—from New York to Africa! 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!

Patricia Schroeder, President & CEO
Association of American Publishers

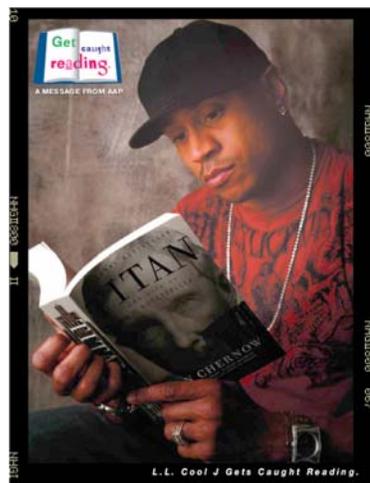
GCR News

It's been a busy year for Get Caught Reading! In addition to adding posters of tennis star **Nicole Vaidisova**, who became one of the youngest players to break the Top 10 in the Women's Tennis Association, we added posters of **Dylan and Cole Sprouse**, who your students may recognize from Disney Channel's *The Suite Life of Zack and Cody*.

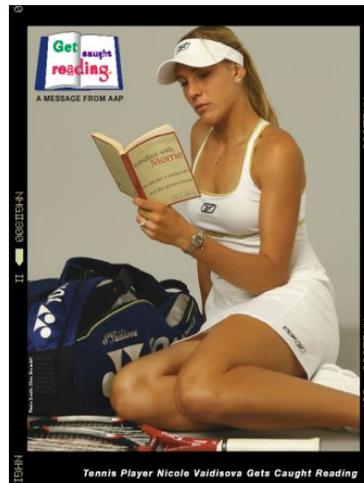
The AAP also enlisted the help of author, actor, and international hip hop star **L.L. Cool J**. Not only does he support Get Caught Reading, L.L. Cool J was a part of the inaugural **Get Caught Listening** campaign, too! *See page 2 for more...*



Dylan Sprouse and Cole Sprouse Get Caught Reading.

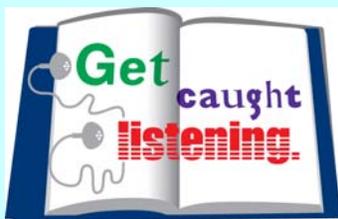


L.L. Cool J Gets Caught Reading.



Tennis Player Nicole Vaidisova Gets Caught Reading

Dylan and Cole Sprouse, L.L. Cool J, and Nicole Vaidisova 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!



NEW! Get Caught Listening!

Recent studies have shown that one in every five American households listens to audio books. Recognizing the significant and growing impact of books in audio formats, the AAP launched **Get Caught Listening** in June 2008. **Get Caught Listening** is the new audio extension to the highly successful GCR campaign, celebrating all the particular pleasures of listening to audiobooks and promoting the value of the medium as a beneficial learning tool supporting literacy and education.

Get Caught Listening incorporates pre-recorded voiceovers of traditional and celebrity authors sharing their passion for audiobooks and is accompanied by a print campaign of those authors “getting caught” listening to their favorite book in audio format. The list of endorsers includes **L.L. Cool J, Valerie Bertinelli, Pearl Cleage, Jackie Collins, Chelsea Handler, Brad Meltzer, Frank McCourt, Marcy Shimoff, Lisa Scottoline**, and **Horton** of Dr. Seuss’s *Horton Hears a Who!* For the complete list of authors and to download posters and PSAs, please visit www.getcaughtreading.org/listening.

How to Use Audiobooks in the Classroom

In the Classroom: The whole class can listen to a selection together. The sharing of ideas depends on readers’ interpretations and develops their ability to comprehend and analyze literature.

Reading centers: Children can be invited to listen to their favorite stories read aloud by talented performers while following along with a copy of the book. These shared reading experiences provide vocal support along with visual confirmation as young readers learn to match the oral language with printed text

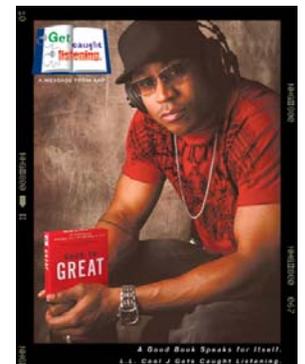
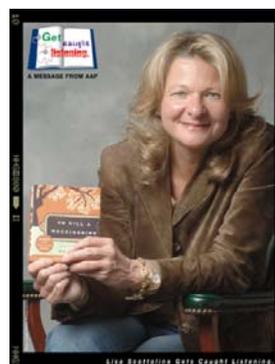
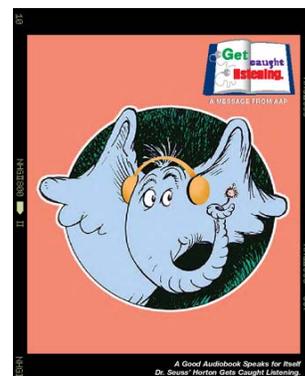
Teasers: Play a section from an audiobook to entice readers to read the book on their own. These ‘book teasers’ can be used to motivate reluctant readers by introducing them to new stories and interesting them in stories they would not ordinarily choose for themselves.

Book Clubs: Children of varying reading abilities often want to read the same book together and discuss it in a book club. Many struggling readers would be left behind without some support for their independent reading. Audiobooks help readers understand the text and discuss the book with classmates. Audiobooks level the playing field, allowing struggling readers to participate in discussions.

For more tips, visit www.getcaughtreading.org/listening.

Get Caught Listening Posters

(Clockwise from top left): Brad Meltzer, Horton from Dr. Seuss’s *Horton Hears a Who!*, L.L. Cool J, Lisa Scottoline.



Reading Stars Born at Egg Harbor Township High School

Teachers at Egg Harbor Township High School in New Jersey are encouraging reading outside of the classroom with their own version of GCR. Last school year, four media students starred in a special commercial, produced by their classmates, to promote the campaign. Every week, designated teachers and one photography student went hunting to “catch” a student reading around the school. Those “caught” received a \$10 bookstore gift certificate and bookmarks and posters with pictures of themselves “caught reading.” EHTHS set up two GCR corners and a media website to display copies of the posters. The commercial and photos of the prize winners are also aired weekly during homeroom on the high school’s television channel.



Local Athletes Encourage Kids to Read, Get Fit

Stanford University released a study recently which concluded that children who play sports are less likely to become obese. Recognizing that overweight children may be too shy to join a sport, Napa Valley school librarians in California responded by starting the Athletes as Readers and Leaders program. After each high school athletic season ends, participating coaches and players visit their feeder elementary schools to read them picture books. The books usually relate to the players’ sport and often have a theme celebrating diversity. The coach and players talk about wellness, nutrition, academics, leadership, and training. The district’s videographer usually accompanies the team and airs the program on the local public access education channel. The coaches and players hope that familiarizing themselves with the young students through a reading program will help minimize any shyness towards athletics. Football coach Troy Mott says, “I don’t know who gained more from this experience, the players or the kids.”



Athletes as Readers and Leaders set a positive example at a local elementary

Kate MacMillan, the district’s coordinator for library services recommends that schools interested in starting a similar program form a board that includes coaches from both male and female sports, a librarian, and at least two elementary principals. She also notes that pre-selecting books is very important so coaches and athletes have an opportunity to go over them and practice reading out loud. Most importantly, she says, “Stay in touch with the goals and keep it simple!”

Students Rewarded With Visit From Principal

Students at Elbridge Gale Elementary in Wellington, FL love “getting caught reading!” Students who are “caught” receive a special GCR ticket, which they can turn into their teacher for a special reward. Laura Corzo, a Language Arts teacher, first introduced the GCR campaign to her fourth grade students, but the students embraced it so much, she decided to expand it to the whole school. Classes “caught reading” receive a GCR certificate and their picture displayed on the school’s GCR Hall of Fame, alongside other GCR celebrities. Principal Gail Pasterczyk rewards the classes by making a special visit. She shares her passion for literacy by reading her favorite book to them. The GCR campaign has enjoyed great success throughout Elbridge Gale Elementary.



Principal Gail Pasterczyk reads to a class that “got caught reading.”

A Tale of One Woman, Her Camera, and 48 States

Writer and blogger Sonya Worthy captures everyday people “getting caught reading” around her hometown of San Francisco, CA. Armed with her trusty camera, Worthy photographs strangers on the bus, at coffee shops, in parks, and walking down the street. She interviews them about their reading tastes and posts their thoughts and photos on her blog, People Reading. Since August 2006, she has photographed over 1,000 readers.



Last summer, Worthy spent 52 days touring the country on the Greyhound bus, photographing over 350 readers in all 48 continental states. “It was a great



way to see our country. When you ask someone what they love about their town, they usually say the people. Talking to people about the books they read gives you insight into who they are. I'd ask how the books fit into their lives and if they were to write their own book, what it would be about,” she says.

Worthy adds, “I do this because I am writing a novel, which is a lot of hard work. Photographing readers is my daily affirmation that writing is worthwhile. People love to read!” For more of Worthy’s photos and anecdotes, please visit www.dogearedusa.blogspot.com and www.peoplereading.blogspot.com.



Unsuspecting Students “Caught” Reading by Peers

During Get Caught Reading Month in May, students at Coral Springs Middle School in Broward County, FL got a daily announcement reminder to visit www.getcaughtreading.org. Student television anchors and media club members carried cameras with them throughout the day and snapped photos of their teachers and peers whenever they caught them reading. The photos were inserted daily into a scrolling loop that ran on the school’s closed circuit televisions along with GCR poster images and suggested GCR activities. Linda Reihs, Media Director at Coral Springs says, “The students and staff get so excited to see themselves. This is really motivating our students and staff to read so they can get caught!”

To further support the GCR campaign, Coral Springs teamed up with Barnes and Noble for a fundraiser night, student book reviews aired every Wednesday on the morning news, and students who read the most books in the month of May were treated to a reading celebration party in their honor.



GCR Posters Make for Great Displays

Each month at the J.C. Holliday Library in Clinton, NC, a circulation librarian designs and creates a display for the glass cabinet in the building’s foyer. One librarian dedicated her design to the Get Caught Reading campaign and filled it with her favorite books and celebrity posters, which can be ordered at www.getcaughtreading.org.

Michiganians Rally to Support Literacy

In preparation for Michigan's "March is Reading Month," Diane Griffin of AmeriCorps VISTA kept busy snapping photographs of over 100 students, educators, and civic officials "getting caught reading." With the help of Ferris State University, Griffin created dozens of posters from the photographs and distributed them throughout the Big Rapids Community Library and other local businesses.

To kick off the month's events, the FSU bulldog mascot made an appearance at the community library to hand out and autograph posters of him "caught reading." Through March, Griffin sponsored a GCR contest at the area elementary schools. Each participating school chose one child from each grade who showed the most improved reading, and that student was rewarded with having his or her picture taken with the FSU bulldog. The students also got to take home a personalized 11" x 17" poster of their photo.

In addition, Big Boy restaurants of Michigan showed their support for GCR by displaying posters of the iconic Big Boy character reading a book and by donating gift certificates to the librarians at the elementary schools that participated in the reading contest.

An FSU hockey player reading his favorite hockey book

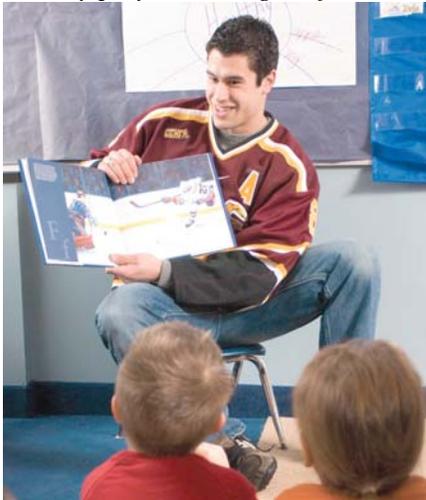


Photo credit: FSU Photographic Services

A "Most Improved Reader" with Brutus the Bulldog



Photo credit: Diane Griffin



Mark Your Calendars!

September 15-October 15, 2008: Hispanic Heritage Month

April 30, 2009: El día de los niños/El día de los libros
(Children's Day/Book Day)

May 2009: Latino Books Month
Get Caught Reading/¡Aja! Leyendo Month

May 11-May 17, 2009: Children's Book Week

**Send personalized
E-cards from the Get Caught
Reading website to your friends,
students, teachers, and customers.
They're ideal for all fans of
reading!**
www.getcaughtreading.org

Photo Contest Brews an Abundance of Creativity

Sylvan Learning Center in Orange Park, FL celebrated Get Caught Reading Month with their own photo contest. Students were asked to submit a creative photo that shows them reading. The top three winners received gift certificates to a local bookstore as the prize. “We received many fabulous submissions. We had a really hard time choosing,” said Hilary Pharies, Director of Education at the Orange Park Sylvan Learning Center. Entries included photos of a dog reading, a girl reading her text messages, a boy reading on a skateboard, and a tribute to a high school football star lost in a tragic accident.

The first place winner was Naomi from Garden City Elementary. The second place winner was Michael Garcia from Fleming Island High School. The school’s photography teacher, Frederick Shimer took it upon himself to make the contest his students’ final exam. Garcia’s photo was selected for its creativity. He “caught” his peers reading on television screens as if he was a security guard watching everyone on closed circuit video.



Michael Garcia “catching” his peers reading

Fleming Island Elementary also submitted a large number of photographs of their GCR celebration day. Dedicating an entire Friday, students dressed up as characters from their favorite books and read to their book buddies. Assistant Principal, Jeanne Jones, noted the program’s huge success and their plans to do it again next year.

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

About GCR

Get Caught Reading is a nationwide campaign to remind people of all ages how much fun it is to read. May is Get Caught Reading month, but the campaign is promoted throughout the year. Get Caught Reading is supported by the Association of American Publishers (AAP). Launched in 1999, "Get Caught Reading" is the brainchild of former Congresswoman Pat Schroeder, President and Chief Executive Officer of AAP, the industry association representing book publishers. She saw the opportunity to spread the word about the joys of reading through an industry-supported literacy campaign.

Because of research indicating that early language experience actually stimulates a child's brain to grow and that reading to children gives them a huge advantage when they start school, we hope to encourage people of all ages to enjoy books and magazines and to share that pleasure with the young children in their lives.

About the AAP

AAP is the national trade association of the U.S. book publishing industry. The association’s more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the association’s highest priorities.