

The Official Newsletter of the Association of American Publishers' Get Caught Reading Campaign, Volume 6, #1

A Welcome Message from Tom Allen

Dear Get Caught Reading Supporter,

I can't tell you how important you are to us. As we enter our second decade of Get Caught Reading as a community of book lovers—booksellers, librarians, educators, and parents—your efforts continue to be critical in spreading the love of the written word and increasing public awareness.

In the past 11 years, Get Caught Reading (GCR) has become a literacy mainstay across the globe. Many nations have joined to deliver the message of our initiative. GCR is thriving in America with dedicated book lovers such as you. As the new President of the Association of American Publishers, I want to thank you for all that you do to support literacy. We are truly grateful.

This newsletter is a collection of anecdotes and updates from other GCR advocates about their exciting 2010 initiatives. Over the past year, Get Caught Reading has been celebrated across the country in Iowa, Mississippi, Washington D.C., Florida, New Jersey, Pennsylvania, Connecticut, California, Indiana, Texas, Maryland, Illinois, Michigan, Louisiana, Colorado, New York, and more!

We hope that this newsletter will help you keep up the great GCR initiatives in your town, bookstore, library, or school. Check out past initiatives and newsletters on our website, www.getcaughtreading.org. Thank you for all the fabulous and enthusiastic stories that come pouring in. We always welcome more!

Some of the nation's most celebrated public figures, celebrities, and beloved characters have championed our campaign with their visions of getting caught reading. We look forward to telling you soon the names of the celebrities who will join the campaign this year.

Good books light the path to a brighter future. We thank you for doing your part.

With gratitude,

A handwritten signature in blue ink that reads "Tom Allen".

Tom Allen, President and CEO
Association of American Publishers

Thank you for all your letters and tips!

If you'd like to share your ideas with other GCR Supporters, please email a brief summary and a digital photo, if possible, to Becca Worthington at bworthington@publishers.org

Mark Your 2011 Calendars!

April 30, 2011: El día de los niños/El día de los libros (Children's Day/Book Day)

May 2011: Get Caught Reading/¡Aja! Leyendo Month; Latino Books Month

May 4, 2011: National Teacher's Appreciation Day

May 2-8, 2011: Children's Book Week

September 15-October 15, 2011: Hispanic Heritage Month

November 13-19, 2011: NEA's American Education Week

Congratulations to Solomon Schechter Day School: GCR 2010 School of the Year!



The importance and the fun of reading are emphasized daily at Solomon Schechter Day School of Bergen County in New Milford, New Jersey. During the month of March 2010, there was a special spotlight on reading as a variety of reading activities were infused into each day. The Get Caught Reading—Schechter Reads initiative was launched on March 3, 2010—appropriately, one day after Dr. Seuss's birthday and "Read Across America." Dressed as book characters Little Red Riding Hood and Harry Potter's Hermione, co-chairs of AHAVA (the Schechter Parent's Association) visited the Elementary School morning assembly and all classrooms to introduce the month-long set of activities and give each student the gift of a Schechter Reads bracelet!

Month-long activities included:

- Get Caught Reading posters of different celebrities reading displayed around the school to encourage students to "get caught reading," too. Pictures of anyone in Schechter who "got caught" were posted as well.
- DEAR Time: Each day when the "Drop Everything and Read" announcement was made over the loud speaker, all activities stopped and everyone (including the teachers) read for the ten-minute DEAR period.
- Administrators visited classrooms to read to the students.
- Parents and grandparents read to their children's classes during library time.
- Students were asked to record on a card every book or 50 pages of a book they read. At the end of every week, the cards were posted around the gym – the goal was to create a ring, a complete a chain of cards. The goal was met – many times over - and as a reward, AHAVA purchased a wonderful World Book Online Encyclopedia for use by the entire Schechter community, in or out of school.

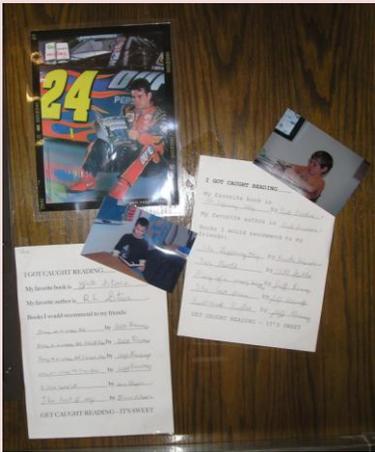
Schechter Reads culminated on Thursday, March 25, 2010 with a Reading Celebration! During the Lower School Morning Assembly, students held the chain of cards up around the gym, their teachers (dressed as favorite book characters) by their side, to receive the special gift World Book Online Encyclopedia from AHAVA. Fourth grade performed a special song about reading – to the tune of "Don't Stop Believing." Later, at a special afternoon whole-school assembly, students arrived in the gym, books in hand and wearing their new "Gotta Keep Reading" t-shirts (distributed earlier by AHAVA). When DEAR time was announced, it was a sight to behold: the entire school read in the gym together. Schechter Reads concluded as everyone enjoyed – and danced to - the "Gotta Keep Reading" video.



A big thank you to Solomon Schechter Day School for your creativity and commitment to literacy!

Colorado Reading Collages

The K-8 kids at Crawford School in Crawford, Colorado are on high “reading alert.” Their librarian, Marsha Cierpik, snoops around like a super-spy, taking candid photos of students she “catches” reading—with support from teachers and the principal, she enters classrooms at random for just this purpose. She gives those students a form to fill out their favorite book and author as well as additional recommended titles. When the completed sheets are returned, the student is rewarded with a piece of candy, and their picture and form are posted next to a Get Caught Reading poster on one of the many collage walls throughout the school. Kids and teachers alike love seeing what other kids are reading.



Fun Fact: Crawford also has a Renaissance Learning program and is proud to announce that, to date, its kids have read an amazing 47,138,413 words.

PS89 Goes to Jupiter with Max the Dog

In December 2009, Jeffrey Bennett came to visit students at P.S. 89 in Elmhurst, Queens as part of AAP's 2009 Adopt-a-School program. Students and teachers were excited to meet the author of the popular Science Adventures with Max the Dog series. Mr. Bennett began by treating students to a read-aloud of MAX GOES TO JUPITER, his newest book. He stopped to point out interesting facts about space travel and the planet Jupiter throughout the story, drawing on his experience as an astronomer. After reading the book, he showed students pictures of the real Max the dog accompanied by stories about what he was like and how he inspired Mr. Bennett to write the Max books. Mr. Bennett also sat with a class of fourth graders for an in depth Q&A session. The questions evolved from literature to outer space and back again as the class took advantage of having a real scientist in their midst. The visit was a wonderful experience for everyone at P.S. 89, and students are eager to continue reading about Max the Dog and wherever he goes next!



Mission: Possible



Every year, Nancy Hobbs, a third grade teacher at Bower Hill Elementary School in Venetia, Pennsylvania chooses a classroom theme to encourage reading. This year's theme, MISSION: POSSIBLE, uses bulletin boards and displays to promote the idea that all goals are obtainable when we become readers. All students are encouraged to find a quiet “book nook” space for classroom reading time.

To encourage a reading habit at home as well, Ms. Hobbs invited her students' parents to get out their digital cameras to “catch” their child and other family members reading all over their houses! Over the course of several weeks, the photos of “reading relatives” from over 25 families came rolling in: fathers reading on recliners, cats and kids reading together, students sneaking one more chapter under the covers before sleeping. In the end, there was a bulletin board of printed pictures of students “caught reading” for the hallway, and everyone enjoyed a Get Caught Reading slide show during the fall Open House for parents and students.



“Anyone who says they have only one life to live must not know how to read a book.” —Anonymous

Louisiana Passes It Forward



Throughout the last ten years, the Archbishop Rummel High School librarians in Metairie, Louisiana (outside of New Orleans) have championed the concept that reading is an essential part of the Rummel experience. To that end, the *Reading Counts* program has helped to emphasize the importance of free choice reading in the lives of its students. With this in mind, the Rummel Librarians began the *Pass It Forward Invitational Read* early in the second semester of 2010.

The driving concept of *Pass It Forward* was to share good books with others, both teachers and students. Eleven books were used to start the project. Titles were recommended by students or selected by the librarians based on their popularity among students. Teachers were asked to read adolescent titles. The journey of each book was recorded on a Reading Passport, for which the readers bring the books and passports to the library to get stamped. The readers' names and their book ratings are recorded on each passport, and readers' pictures are taken so that the books' journeys may be charted and recorded digitally. All book journeys were completed by National Library Week, and all participants were invited to a brown bag luncheon provided by the librarians on April 15. Tables at the luncheon were designated by book titles, so that teachers and students sat at the table of the book they read. A brown bag filled with discussion questions (What is an aspect of the book that surprised you? If you were to recommend this book to someone else, what reason would you give? etc.) sat on each table.

The first *Pass It Forward Invitational Read* was great success and will become an annual event. The experience accomplished the objectives that the librarians listed at the conception of the program: to encourage reading; to continue to highlight the role of the "book" in our technological society, to feature adult reading models (especially males), to share and discuss common reading experience, to expose faculty and staff to adolescent literature; and to help develop trusting bonds between teachers, librarians, and students. Teachers, students and librarians are now anxiously planning for the next *Pass It Forward Read*.

NBC Nightly News Rings a BELL



Building Educated Leaders for Life (BELL), a leading nonprofit provider of research-based, educational summer and after school experiences for children in grades K-8, was featured on NBC's New York Nightly News on Monday, November 22, 2010. CEO Tiffany C. Gueye, Ph.D. was interviewed by Chuck Scarborough on Channel 4 (www.nbcnewyork.com, view the video "The Bell Tolls for Education") to discuss BELL's work and the impact of educational summer and after school experiences on children's learning in New York City and throughout the country.

BELL works to transform the academic achievements, self-confidence, and life trajectories of children living in under-resourced, urban communities. Harboring a strong belief in the tremendous potential of all children to excel, BELL recognizes them as scholars and pursues their mission through summer and after school educational programs, small-group academic instruction, mentorship, a wide range of enrichment activities, and community engagement. In 2010, more than 10,000 students became BELL scholars in Augusta (GA), Baltimore (MD), Boston (MA), Charlotte (NC), Detroit (MI), New York City (NY), and Springfield (MA). Learn more at www.experiencebell.org

National Geographic Kids

Get Caught Reading has a partnership with National Geographic Kids, which ran a beautiful one-page ad for the Get Caught Reading sweepstakes in their April 2010 print magazine, as well as running an online promotional campaign. The contest was open to any child who got caught reading by an adult, with the chance to win a prize packet of books from Alfred A. Knopf, Houghton Mifflin Harcourt, and Penguin Young Readers Group. Keep your eyes peeled for another contest in 2011!

ADVERTISEMENT

Get Caught Reading! WIN BIG!

May is Get Caught Reading month and the time to plan your summer reading list! Get Caught Reading is a nationwide campaign to remind people of all ages how much fun it is to read! So if an adult catches you curled up with a good book, you could win a package containing some of the hot new titles featured on this page!

MEMORABLE NEW CHARACTERS FROM MEMEERY MEDIA™ WIKING RICHES!
Los Lowry and Karen Cushman introduce two very different yet unforgettable characters. One is a princess trying to escape her disgusting suitors, and the other is a girl who transforms herself in Elizabethan England. hmhbooks.com

DISCOVER YOUR DESTINY. BECOME A LEGEND.
From bestselling author Christopher Paolini, comes the story of Eragon, a farm boy who finds a dragon egg and learns he is destined to be a Dragon Rider. www.dragonriders.com

HANK ZIPPER #17: A BRAND-NEW ME!
Don't miss the final installment of the New York Times bestselling series! Everyone's favorite underachiever, Hank Zipper, finally gets a chance to over-succeed! Can he do it? Find out as you zip through this and all the Zipper! PENGUIN YOUNG READERS GROUP

SMYVY
What if your grandpa moved mountains, one of your brothers caused hurricanes, another created electricity... and now it's your turn?
Sally is turning thirteen and is about to discover her magical power—her "savy." PENGUIN YOUNG READERS GROUP penguin.com/savy

ENTER TO WIN!

NAME: _____ PARENT/GUARDIAN SIGNATURE: _____
ADDRESS: _____ CITY, STATE, ZIP: _____
PHONE NUMBER WITH AREA CODE: _____ EMAIL ADDRESS: _____

HURRY! CONTEST ENDS MAY 31!

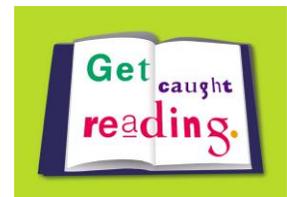
Take Your Reading Temperature



If your school doesn't have a reading thermometer, it might be time to get one! Middletown Middle School in Maryland is holding their second annual Community Read Program, which tracks the number of books read by the 860 students and 60 staff (along with a handful of local high schoolers and parents) over the course of a school year. Books are tracked and tallied by the School Media Specialist, and the program is promoted in the school newsletter and on the school website homepage as well as the local paper, *The Citizen*, and the PTA. Last year, the goal was 20,000 books, and thanks to a strong community effort, the school was happy to announce that the goal was exceeded by 500! The goal for the 2010-2011 school year has been upped to 30,000, and as of December 2010, the thermometer had already reached 21,000! Way to go, Middletown Middle School!

DC Library Gets Its Ducks in a Row

Palisades Library (a branch of the District of Columbia Public Library) threw itself into Get Caught Reading this Spring. The librarian team set up a small inflatable wading pool, created a form for people to list their name and the title of the book they read, taped the forms to rubber duckies, and spent the month of May trying to fill the pool with the rubber duckies. At the end of the month, people were encouraged to take their rubber ducky home. At maximum capacity, 237 ducks went into the pool over the summer. To celebrate all of the reading accomplishments, the library had a parade of ducks at the end of the month. What a great idea!



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.