

the reading agency

The Reading Agency is working to maximise the benefits for libraries and their users of the three main spring 2012 reading promotions. Each partner is working out how to incorporate positive library PR into their action plans, and how to get libraries to benefit from each initiative's legacy.

For example, **World Book Day** is planning to include a library joining form in all the schools packs, and to include calls to action to get schools working with libraries. The **World Book Night** website has a dedicated page for Reading Groups for Everyone, with a link through to www.readinggroups.org and a call to action to join or start a reading group. **Quick Reads** will signpost libraries on its website and promote the Six Book Challenge in its new titles.

Quick Reads

Quick Reads will launch on the new date of **Tuesday 14 February 2012**, with books available in libraries from 2 February.

Since the launch of Quick Reads in 2006, 3.5 million books have been distributed, and over 2 million have been loaned through libraries. In 2012, Quick Reads will be launched through a 'Fall in Love with Reading' campaign, starting on Valentine's Day and running until World Book Night. The aim is to take Quick Reads beyond the adult literacy audience and out to a wider public.

The eight Quick Reads 2012 titles are:

- *Full House* by Maeve Binchy (Orion)
- *The Cleverness of Ladies* by Alexander McCall Smith (Little, Brown)
- *Quantum of Tweed: The Man with the Nissan Micra* by Conn Iggulden (HarperCollins)
- *The Little One* by Lynda La Plante (Simon & Schuster)
- *Beyond the Bounty* by Tony Parsons (HarperCollins)
- *Amy's Diary* by Maureen Lee (Orion)
- *Get The Life You Really Want* by James Caan (Penguin)
- *Doctor Who: Magic of Angels* by Jacqueline Rayner

Libraries are to place their orders for the new (and backlist) titles with their suppliers by **Friday 25 November**, in order for the books to be delivered in time for the publication date of 2 February 2012.

In October, The Reading Agency will invite library authorities to fill out a short questionnaire about their plans for promoting Quick Reads, and to register to receive e-newsletters about the Quick Reads campaign. Quick Reads dumpbins will also be available to order from The Reading Agency shop.

World Book Day

World Book Day 2012 will take place on **Thursday 1 March 2012**.

On World Book Day 2012 an online festival showcasing the cream of children's publishing talent will be streamed into libraries, schools and cinemas nationwide. There will also be an exciting teen digital initiative, featuring downloadable short stories by well-known authors.

World Book Day and The Reading Agency will be co-ordinating a library membership drive, with a library joining form included in the schools packs, and ensuring that libraries are incorporated into World Book Day PR plans.

There will be a new World Book Day website (to be launched in January 2012), including a dedicated library page and downloadable resources, such as tools to get schools and libraries working together.

Promotional material will be distributed to all libraries by library suppliers.

A World Book Day themed Chatterpack will be provided with ideas for activities that Chatterbooks groups can run on and around World Book Day.

World Book Night

World Book Night will take place on **Monday 23 April 2012**.

The list of 25 titles will be announced on Monday 24 October, and The Reading Agency will be circulating details of how libraries can register as pick up points before then.

The Reading Agency will again be working with World Book Night to involve libraries across the UK. World Book Night will include a 'join a library message' in the books, and incorporate positive library messaging into their PR plans.

The Reading Agency will provide libraries with a briefing pack containing details of how to apply to be a bookgiver, key dates, ideas of how to promote the initiative and much more. World Book Night will provide promotional materials and downloadable resources.

Libraries will have the opportunity to host events to coincide with World Book Night. The initiative will be supported by the BBC, and there will be a launch celebration in Trafalgar Square.

There are major opportunities for libraries to involve book givers in further reading-based volunteering, such as supporting the Summer Reading Challenge. Bookgivers will also be directed to Reading Groups for Everyone, and encouraged to participate in reading group activities as a legacy to World Book Night.

Up-to-date information about all three initiatives will feature on The Reading Agency website (www.readingagency.org.uk) and Reading Groups for Everyone (www.readinggroups.org).