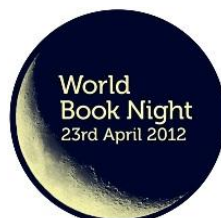


the reading agency

World Book Night 2012 Briefing Pack



read
readingagency.org.uk

Contents

1. Background to World Book Night	3
• The 25 titles	
• World Book Night editorial committee	
2. World Book Night in libraries	6
• How to nominate libraries as pick-up points	
• How to apply to be a book-giver	
• How to promote World Book Night to library users	
• Displays	
• Events	
3. Logistics	9
• Notifying book-givers	
• Book delivery	
• Distributing the books	
4. Key dates	10
5. Staff briefing session	10
6. World Book Night online	11
7. Media profile	11
8. Evaluation	12
9. Key contacts	12

1. Background to World Book Night 2012

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

The industry-wide initiative to celebrate adult books and reading will see one million free books given away on World Book Night by passionate readers to other members of the public across the UK and Ireland.

Many high-profile figures from publishing, media and the arts are supporting the initiative by becoming patrons of World Book Night. These include Damon Albarn, Dave Eggers, Colin Firth, David Gilmour, Antony Gormley, Seamus Heaney, Damien Hirst, Nigella Lawson, Mary Portas, J.K. Rowling and Tilda Swinton.

Members of the public are invited to apply to be one of the 20,000 book-givers. If successful, each book-giver will be given 24 copies of their favourite book from the list of 25 titles (see page 4 for the full list of titles). Givers will be passionate readers who enjoy recommending a book they love to other readers. They are also encouraged to pass the books on to those who may be reluctant readers or who are part of communities with less access to books, bookshops and libraries. In total, 480,000 books will be distributed by givers. The remaining 520,000 will be distributed directly to prisons and libraries through World Book Night's charitable partners. After WBN we will be distributing sets of the WBN books to all participating libraries. This will be arranged at a later date to be confirmed. More information will be available in January 2012.

The 2012 books were chosen by a committee of passionate advocates for reading chosen from librarians, booksellers, authors, the media and two of last year's givers (see page 4 for a list of committee members). The choices were partly informed by a public nomination process which took place throughout summer 2011 with the votes collated into a top 100. Fifteen of the authors were taken from this list (11 for books voted for, 4 for other titles) with the other 10 being chosen to create a diverse and interesting range of brilliant books including several that were just outside the top 100 and represent some of the most popular and borrowed authors in the country.

World Book Night has a dedicated website – www.worldbooknight.org – with more information about the initiative. This is also where readers should apply to be book-givers (see page 6 for more information).

The Chief Executive of World Book Night, a registered charity, is Julia Kingsford, and the chair of the World Book Night editorial committee is Tracy Chevalier.

a. The 25 titles

The 25 titles selected for **World Book Night** were announced on Monday 24 October.

They are:

- Jane Austen - *Pride and Prejudice* (Vintage)
- Iain M Banks - *The Player of Games* (Little, Brown)
- Mark Billingham - *Sleepyhead* (Little, Brown)
- Bill Bryson - *Notes from a Small Island* (Transworld)
- Paulo Coelho - *The Alchemist* (HarperCollins)
- Martina Cole - *The Take* (Headline)
- Bernard Cornwell - *Harlequin* (HarperCollins)
- Roald Dahl - *Someone Like You* (Penguin)
- Charles Dickens - *A Tale of Two Cities* (Penguin)
- Emma Donoghue - *Room* (Pan Macmillan)
- Daphne Du Maurier - *Rebecca* (Little, Brown)
- Kazuo Ishiguro - *The Remains of the Day* (Faber)
- Stephen King - *Misery* (Hodder)
- Sophie Kinsella - *The Secret Dreamworld of a Shopaholic* (Transworld)
- Andrea Levy - *Small Island* (Headline)
- John Ajvde Lindqvist - *Let the Right One In* (Quercus)
- Cormac McCarthy - *The Road* (Pan Macmillan)
- Audrey Niffenegger - *The Time Traveler's Wife* (Vintage)
- Maggie O'Farrell - *The Vanishing Act of Esme Lennox* (Headline)
- David Peace - *The Damned Utd* (Faber)
- Terry Pratchett & Neil Gaiman - *Good Omens* (Transworld)
- Meg Rosoff - *How I Live Now* (Penguin)
- Joe Simpson - *Touching the Void* (Vintage)
- Dodie Smith - *I Capture the Castle* (Vintage)
- Markus Zusak - *The Book Thief* (Transworld)

b. World Book Night editorial committee

CHAIR: Tracy Chevalier – International bestselling author of six books including *Girl with the Pearl Earring*

Alastair Aldous – trading controller for fiction at WH Smith

Demelza Fiona Burrell – Civil servant and 2011 giver

Jamie Byng – MD of Canongate and founder of World Book Night

Grace Dent – Journalist, broadcaster and author of books including the *Diary of a Chav* and *Diary of a Snob* series

Seni Glaister – MD of The Book People

Julia Kingsford – Chief Executive of World Book Night

Dorothy Koomson – Bestselling author of seven novels including *My Best Friend's Girl*

Sandeep Mahal – Project Manager at the Reading Agency, former librarian

Jane Mays – Journalist, reviewer and former Literary Editor of the *Daily Mail*

Tim O'Dell – Reader Development Officer, Brixton Library

Tim O'Kelly – owner of award-winning independent bookseller One Tree Books

Chris Queree – member of HMP Bristol's developing reader project and 2011 giver

Amanda Ross – creator of the Richard and Judy Book Club and the TV Book Club, MD of Cactus TV

Jon Woolcott – PR Manager of Waterstone's

2. World Book Night in libraries

Libraries were an amazingly important part of World Book Night 2011 and we want them to be an even more important part of 2012.

All Chief Librarians received an email via the Reading Agency with further information about how the process will work for libraries. World Book Night is working very closely with the Reading Agency and with Tony Durcan as the principal library representative to make the process as efficient as possible for libraries and the experience as satisfactory and beneficial.

a. How to register as a pick-up point

All library authorities were invited to nominate their libraries as pick-up points. Libraries were asked to complete the sign-up form by **Friday 30 December 2011**.

Library authorities will be told which of their libraries have been selected by mid-March. Libraries which are selected as pick-up points will then be given the data of the book-givers who are picking up from them.

b. How to apply to be a book-giver

Do you love a book so much you want everyone to read it?

World Book Night launched in 2011 and saw 20,000 passionate readers across the UK give 1 million books to light or non-readers to spread the joy and love of reading. Reading changes lives and at the heart of World Book Night lies the simplest of ideas and acts - that of putting a book into another person's hand and saying 'this one's amazing, you have to read it'.

World Book Night 2012 will be held on April 23 and once more has recruited 20,000 volunteer givers. This year the givers will be distributing 24 copies each (480,000 books) with the further books distributed directly to prisons and libraries through charitable partners.

In order to be a Giver you must be:

- **Aged 16 or over and resident in the UK**
- **Able to collect 24 copies of your book from your local bookshop or library**
- **Committed to giving your books away on or around World Book Night to non or light readers**

Givers were chosen based on

- **Where, to whom & why you want to give books away**

For more information about the specially chosen World Book Night books [click here](#)

To read the terms and conditions of being a World Book Night giver [click here](#)

The closing date for entries was **Tuesday 31 January 2012**.

Successful applicants will be contacted by **Friday 17 February**, and will be able to collect their box of 24 books from their selected 'pick-up point' the week before World Book Night.

c. How to promote World Book Night to library users

If you need leaflets, please download the electronic file from www.worldbooknight.org. You can then print additional copies.

Here are a couple of ways you can promote World Book Night:

- **Reading groups are a great place** to find passionate readers. Please tell your library reading groups about World Book Night.
- Please also try to inform **high-profile figures from the community**, or **local council members** of events.

d. Displays

A World Book Night poster is available to download from the [WBN website](http://www.worldbooknight.org).

Here are some of the ways in which you can promote the World Book Night books:

- **Create a dedicated World Book Night display** using books from the list of 25 titles. Make sure that the display is prominently positioned in your library. Consider making use of foyers as well as creating a display in council or other partners' premises.
- Use a **display board** for readers' comments/reviews and to showcase news articles, author features, librarian's choice, any controversies, etc! Make sure you also include the World Book Night website – www.worldbooknight.org.
- **Keep things fresh**. We will alert you to news as the initiative progresses which you can use to refresh your display boards.
- **Display books in multiples and 'face-out'**. Again, you will need to keep an eye on refreshing the display. Use shelving and tables. Consider putting reservation cards on the display for books not immediately available.
- **Designate and timetable members of staff** to refresh the displays at intervals every day to ensure that they look suitably full and active.

e. Events

The 20,000 givers and members of the public will be invited to take part in events, parties and celebrations on World Book Night across the UK and Ireland, with many libraries and bookshops extending their opening times.

Last year there were some fantastic events, such as a 'Reading group lock-in/party at the Library', and 'Libraries at Night' – with live literature, music and dance performances. More details about how to get involved in hosting an event will follow soon.

However, you might want to start thinking about organising an event around one of the following:

- **Interview book-givers** about why they chose their book.
- **Hold a debate** about the books on the list, or encourage people to **present** the book they would have chosen to give away.
- Consider teaming up with another **local organisation**, such as a museum or gallery, and organise an event

3. Logistics

a. Notifying book-givers

World Book Night will notify the successful book-givers in February. At this point, members of the World Book Night team will contact each book-giver and ask them to choose how they would like to collect their books – from their local library or bookshop.

If the book-giver opts for the library, World Book Night will inform him/her of the name and location of their local library and they will supply the library with details of the book-giver.

Please market your services to any book-givers collecting their books from your library – particularly if they are not already library members. You could also invite the book-giver back for World Book Night, should there be events taking place at the library.

b. Book delivery

If your library is selected as a pick-up point, the book bags, containing 24 copies of each title, will be delivered to you the week before World Book Night. The books will be collected by the book-givers by 23 April.

We will email you with more details about the book delivery process in February.

c. Distributing the books

Books will be handed out by book-givers on Monday 23 April 2012 at a series of events around the country. You could hold an event at your library, or team up with a museum, or another community venue to host an event.

Please visit the World Book Night website – www.worldbooknight.org – from March for details of events taking place around the country.

4. Key dates

Below are some key dates for World Book Night. Please add these dates to your diary!

Deadline for libraries to register as pick-up points	Friday 30 December 2011
Deadline for applications to be book-givers	Tuesday 31 January 2012
Successful givers informed and asked to nominate pick up point	w/c Monday 13 February 2012
Deadline for nominating pick up points	w/c Monday 20 February 2012
Libraries and bookshops informed of approximate giver quantities	Monday 5 March 2012
Final giver numbers, titles, names & contacts supplied to pick up points	Monday 2 April 2012
Books delivery starts to libraries/bookshops	Monday 9 April 2012
Givers alerted that books have been dispatched	Monday 16 April 2012
World Book Night	Monday 23 April 2012

5. Staff briefing session

If you are working with frontline staff to promote World Book Night, you may want to consider running a staff briefing session in which you could:

- Provide background to the initiative and details of how World Book Night will be run.
- Encourage staff to tell readers about World Book Night, to talk about the books from the list that they have read, and to suggest readers apply to be givers.
- Ask your staff to help readers who do not have digital access to make their online application at the library.
- Suggest staff bookmark the World Book Night website.
- Show a selection of the 25 books to staff so they become familiar with the books being given away on World Book Night.
- Encourage staff to make displays of the books so users who are not book-givers can borrow the books from the library.
- Brainstorm ideas about the opportunities this initiative offers you: how are you going to recruit people to be book-givers? Are there particular groups of users you want to target? Are you going to try and engage young people? Are you going to do a themed event on World Book Night, or in the lead-up to 23 April?
- Introduce a World Book Night comments book, or display board, for readers' reviews.
- Suggest starting a staff blog: if you're running World Book Night events across a number of libraries you may want to set up a blog to keep other staff informed. This could also be a place where staff and/or readers post their reviews of the books, or reactions of the recipients of the books! Blogs are easy to set-up (www.wordpress.com and www.blogger.com are two well-known free blog sites) and you can make them 'private' by entering the details of those who can access it.

6. World Book Night online

- Visit the dedicated World Book Night website – **www.worldbooknight.org**.
- If possible, **bookmark the site** and ensure that staff are familiar with it.
- **Place the web address on a display board** so that it is visible to library visitors.
- **Use your own intranet** to make colleagues aware of the initiative.
- **Put a link on your library website**
- If you have the facilities to **record readers** talking about their favourite book, please do so, and email a link to worldbooknight@readingagency.org.uk. We will publish the videos on the World Book Night and/or Reading Agency websites.
- If you have access to a digital camera, please send **images of your displays**, and World Book Night events to the above email address.

7. Media Profile

World Book Night 2012 has already been well covered in the media. Below is a snapshot of the coverage to date. We will also alert you to any other news coverage around the day itself, and on the actual night.

BBC One: The One Show – Interview with David Nicholls on his experience of WBN 2011 and looking ahead to 2012

BBC Two: The Review Show – Feature item highlighting World Book Night 2012 and Giver deadline

BBC Radio 4, Front Row - News item on the launch of the WBN 2012 title list
<http://www.bbc.co.uk/programmes/b0167zkz>

BBC Radio 4, Front Row - Online hub for WBN 2012 author interviews from the BBC Archive
<http://www.bbc.co.uk/radio4/features/front-row/>

And national media coverage on the World Book Night 2012 title announcement both in print and online in the ***Guardian, The Times, Daily Telegraph*** and ***Evening Standard***

We will email you two press release templates in January. The press releases are generic but have ample space for you to write about what is happening in your library. Please use these to generate interest in your World Book Night event. If you did not receive the email, please visit <http://www.readingagency.org.uk/adults/world-book-night/> and download the templates.

To maximise the media profile of what you are doing, you may wish to consider some of the following approaches:

- Keep an eye out for good news stories, such as innovative ways of giving the books or an original event.
- Negotiate with your local newspaper to run a feature on World Book Night.
- Organise a slot on a local radio station which will feature stories from book-givers about how they are handing out the books.
- Keep a press pack – this is a great way to monitor the coverage you are getting for your work.

8. Evaluation

We will be sending an online evaluation questionnaire to all participating libraries after World Book Night which will ask for your views on the initiative.

If you are interested in writing a **case study** about an event you are organising around World Book Night, or any innovative book-giving ideas, please contact worldbooknight@readingagency.org.uk. We can provide you with a case study template.

We would also love to see any **photographs** of World Book Night displays or events. Please send these to the above email address too.

9. Key contacts

For queries about World Book Night in libraries, please email: worldbooknight@readingagency.org.uk

For queries about World Book Night events, please contact Sandeep Mahal: sandeep.mahal@readingagency.org.uk

For PR queries, please contact Fiona McMorrough: Jessicaa@fmcm.co.uk

For libraries in England, Wales and Northern Ireland, The Society of Chief Librarians World Book Night rep is Tony Durcan: tony.durcan@newcastle.gov.uk

For libraries in Scotland, please contact Rhona Arthur (Assistant Director, Scottish Library and Information Council/CILIP in Scotland): r.arthur@slainte.org.uk