



**CENTER**  
**FOR**  
**THE BOOK**  
IN THE LIBRARY OF CONGRESS

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## Encouraging Young People's Love of Reading

John Y. Cole  
Director

## Read.gov



- This multimedia website offers resources from throughout the Library designed to stimulate the reading of books and to interest users in learning about the authors and illustrators who create them. A highlight of Read.gov is the exclusive story, "The Exquisite Corpse Adventure," written and illustrated by many of the nation's best authors and artists for young people. [www.Read.gov](http://www.Read.gov)

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## National Ambassador for Young People's Literature



- In 2010 the Library named its second National Ambassador for Young People's Literature, the internationally renowned Katherine Paterson. The position was created to raise national awareness of the importance of young people's literature as it relates to lifelong literacy, education and the development and betterment of the lives of young people. During the two-year term, the National Ambassador travels the country to promote reading by young people. The program is administered in collaboration with the Children's Book Council.

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## LETTERS ABOUT LITERATURE

### Letters About Literature

- The Letters About Literature contest invites children in grades 4 though 12 to write a letter to an author (living or dead) explaining how that writer's work affected them. Winners and their schools receive cash awards at the state and national levels. Letters About Literature is co-sponsored with Target. [www.lettersaboutliterature.org](http://www.lettersaboutliterature.org)

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## River of Words



- Each year, in affiliation with the Center for the Book, River of Words, a nonprofit organization dedicated to supporting the nation's watersheds through its educational programs, conducts an international environmental poetry and art contest for students ages 5 through 19. The contest is designed to help youth explore the natural and cultural history of the place where they live and to express, through poetry and art, what they discover. [www.riverofwords.org](http://www.riverofwords.org)

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## Read It Loud!



- Just because children are too young to read doesn't mean they can't discover the power of books. This campaign, in collaboration with the Read It Loud! Foundation and other partner organizations, aims to have 5 million adults reading to young children daily.
- [www.readitloud.org](http://www.readitloud.org)

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## Young Readers Center



- The Young Readers Center is a new place in the Library's Jefferson Building that welcomes children and adults to the wonderful world of books. Here they find a comfortable space to read aloud to young people, to access kid-friendly sites on the Internet and to attend stimulating, fun and educational programs.

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## National Book Festival



- This celebration of reading has been held since 2001 on the National Mall in Washington. The festival ([www.loc.gov/bookfest](http://www.loc.gov/bookfest)) attracts more than 130,000 book lovers from across the nation who come to hear their favorite authors talk about their works, meet characters from books and television shows and learn about authors from all the states in the Pavilion of the States. There are two pavilions especially for young people: Children and Teens & Children.

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# CENTER FOR THE BOOK

IN THE LIBRARY OF CONGRESS

[www.Read.gov](http://www.Read.gov); [www.loc.gov/cfbook](http://www.loc.gov/cfbook)

## Outreach to Young Readers

Lifelong habits are often formed at an early age, which is why the Center for the Book pays particular attention to K-12 students. These youth-oriented programs encourage reading activities that engage children as well as their families:

### □ *Read.gov Web Site*

This multimedia website offers resources from throughout the Library designed to stimulate the reading of books and to interest users in learning about the authors and illustrators who create them. A highlight of Read.gov is the exclusive story, “The Exquisite Corpse Adventure,” written and illustrated by many of the nation’s best authors and artists for young people. [www.Read.gov](http://www.Read.gov)

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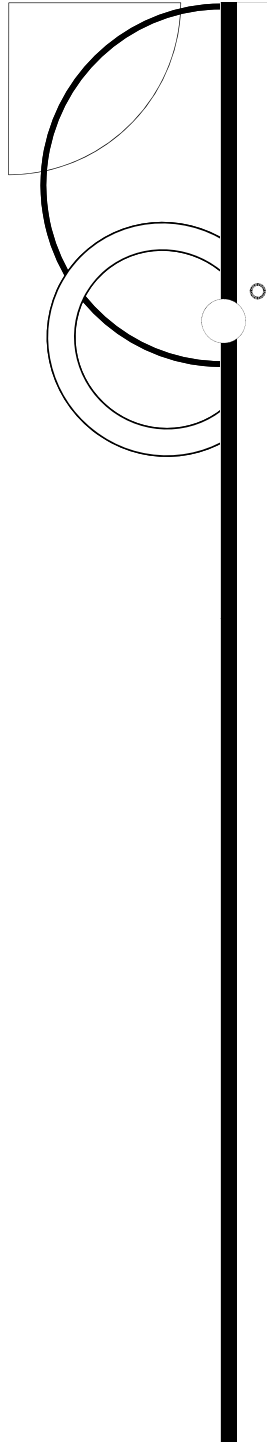
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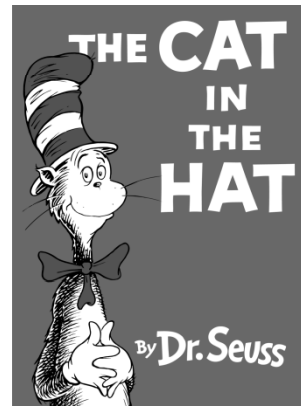
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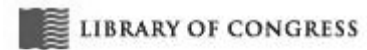
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Read it  
**LOUD!**



Read it LOUD Foundation



**Give the gift of a brighter future – read aloud to your kids.**

*Inspiring at least 5,000,000 parents to spark the creativity and capability of their children, one book at a time.*

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### Our National Challenge



According to the DOE Commission on Reading report:

“The single most important activity for building knowledge required for eventual success is reading aloud to children.”

- ✓ Help close the Literacy Gap
- ✓ Inspire more than 5M parents to read aloud to their children for 10 minutes a day
- ✓ Provide books to those who have little or no access them
- ✓ Start the 'beginning of the end of illiteracy'




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### More than 5M Families!

**“The Read it LOUD! national campaign is just what American literacy needs. Putting complete sentences from stories into a child's head—there is no better way to "gas up" for the long drive to being an educated person.”**



**Jim Trelease  
National Reading Expert**

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**Read it LOUD!** The Value Proposition

- ❖ Our Campaign Helps Close the Literacy Gap
- ❖ **PROVEN** TO increase "language acquisition and literacy development, leading to better achievement in reading comprehension and overall success in school"
- ❖ **PROVEN** TO stimulate the imagination, creativity, curiosity and the pleasure of reading
- ❖ **PROVEN** TO develop a positive attitude toward learning and a special bond with the reader



Strictly Confidential MARSYS Civil Society Fund LLC 2010

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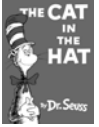

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**Read it LOUD!**

Read it LOUD Foundation LIBRARY OF CONGRESS

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**Innovation and Evaluation!**

- Make a measurable difference in a child's life
- Differential Evaluation Technique
  - Contact, Effect, Efficiency
- Data Capture from Paper (Postcards), Digital Platform & 100K groups
- New Digital Strategy – Proven Research Techniques Funded
- Transparent, Focused, Rigorous Evaluation & Best Practice Exchange
- Proven Approach, National Design, Professional Staff, Quality Partners
- Parent Centric, Sustainable Model, Collaboration at All Levels
- University Based, Scientific Evaluation with new Data Sources

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**RILF Summary**

- High Touch
- High Tech
- Coalition Reach
- Sponsor Partners Reach
- Impact All Families in US
- Measurable Results



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**Read it LOUD!**

Top Quality People, Structure, Plans



**Help Our Coalition!**

LIBRARY OF CONGRESS

**Read it LOUD! FOUNDATION**

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## **13 BENEFITS OF READING ALOUD (A Baker's Dozen)**

- **Develops language skills**
- **Improves listening comprehension**
- **Increases the child's attention span**
- **Builds vocabulary**
- **Exposes the child to good grammar**
- **Exposes the child to new experiences and information**
- **Stimulates the imagination**
- **Stimulates brain development**
- **Promotes higher critical thinking skills**
- **Creates a bond between the child and the reader**
- **Builds confidence and self-esteem**
- **Teaches values**
- **It's fun!**



## Five Basic Reading Aloud Tips

1. Choose a book with your child
2. Hold the book and the child while reading
3. Show the illustrations
4. Discuss parts of the story
4. Talk about the BIG idea



WALLY AMOS  
CHAIRMAN

*The profound impact of reading aloud was codified exactly twenty five years ago in the Department of Education's Commission on Reading report of 1985 "The single most important activity for building knowledge required for eventual success in reading IS reading aloud to children."*

### **READ IT LOUD! FOUNDATION – AT A GLANCE**

**OUR MISSION:** To help close the literacy gap by motivating parents to read aloud to their children and...where needed...providing them the books to do so.

**OUR PURPOSE:**

- To raise awareness of the value and benefits of reading aloud.
- To be the catalyst for kids to reach their maximum potential and develop their capabilities to the fullest.
- To address head on what US Secretary of Education Arne Duncan calls the tragedy of "the achievement gap that exists in America before children ever arrive for their first day of kindergarten."

**PROVEN VALUE & BENEFITS OF READING ALOUD:**

- Increases "language acquisition and literacy development, leading to better achievement in reading comprehension and overall success in school"
- Stimulates the imagination, creativity and curiosity.
- Develops a positive attitude toward reading and learning, prerequisite for academic success.
- Creates a special bond that lasts a lifetime.

**THE NATIONAL CAMPAIGN:**

**THE PURPOSE:** To make every parent, grandparent, aunt, uncle, guardian, caregiver in the country aware of the profound value and benefits of *reading aloud* and to incentivize them to give their children the precious gift of a brighter future by reading aloud to them.

**THE GOAL:** Get pledges from at least 5 million of the 18 million parents with children 0 to 6 to read to their children for a minimum of 10 minutes a day.

**THE INCENTIVES:**

- Free books via local libraries and First Book, a non-profit that has put more than 60 million books in the hands of low-income children since 1992.
- Discounted books from multiple sources (e.g. eBay; sponsor websites and links from Children's Book Council to major book chains and big box stores and to independent booksellers, through the American Booksellers Association).
- Coupons for educational and entertainment venues (e.g. museums, theme parks)
- Coupons for nutritional food and drink

- **THE REACH:**
- Library of Congress - 2 million visitors per year and millions of hits on its #1 US website
- The Center for the Book in the Library of Congress – LOC plus affiliate centers in the 50 states and 80 plus reading promotional organizations.
- Public libraries - 50,000 and 50,000 affiliates
- American Library Association – 65,000 librarians and private/education libraries
- US Postal Service - 36,400 branches, 54,000 terminals, mail access to 143 million homes, 1.1 million website hits per day and 9 million customers per day
- Children’s Book Council - 90 publishers
- First Book - 8 million free/low cost children’s books per year to 22,000 organizations, plus 125,000 volunteers.
- eBay, Mission Fish & Pay Pal – 225 million customers
- Boys & Girls Club of America - 4,100 affiliates.
- Community-based organizations that focus on children, literacy and early childhood education – 50,000
- The MARSYS created *Read it Loud! Digital Network*
- Sponsor websites – to be announced

**OUR COLLABORATORS**

**Partners**

The Library of Congress and its Center for the Book and First Book, Children’s Book Council, The CBC Foundation’s Every Child a Reader, American Library Association the United States Postal Service.

**Sponsors**

Marsys, eBay, Mission Fish, Pay Pal, more to come



**Boilerplate:**

Positioned at the forefront of the fight to end illiteracy and dedicated to closing the achievement gap, the *Read It Loud! Foundation* is a small non-profit foundation that has put together a sizable national coalition of the public and private sector companies, organizations and individuals committed to raising awareness about the profound impact that **reading aloud** has on reading comprehension and overall success in school, especially during a child’s most formative years (0-6). Our mission is to help close the literacy gap by motivating parents to **read aloud** to their children and ...where needed...providing them the books to do so.

Disclaimer:

The information that is included in the conference materials or provided by conference presenters is intended to serve as a resource for participants. It should not be construed in any way as an endorsement by the U.S. Department of Education (Department) of particular materials, products, services, or approaches or as an attempt by the Department to mandate, direct, or control the curriculum, program of instruction, or assessments of a State, local educational agency, or school. Consistent with the appropriate Federal requirements, States and localities have the flexibility to determine how best to use Federal funds to help ensure that every student can read at grade level or above by the end of the third grade.