



## A NATIONAL AWARENESS-BUILDING CAMPAIGN

Transform a Life. Read Aloud to Your Child.  
It Will Make a Difference...to Both of You

*Read it LOUD!* is the measurable, paradigm-shifting collaboration of *the Library of Congress* and its *Center for the Book* and an extraordinary *coalition* of public and private sector companies, affinity organizations, literacy and early childhood experts, and caring individuals dedicated to raising awareness about the *profound positive impact that reading aloud has* on children in their most formative years (0-6). Numerous studies have proven that early language acquisition and literacy development will define a child's future success in school and in life.

How many *life-threatening* problems do you know can be cured...and at no monetary cost? The simple act of *reading aloud* is both a preventive measure and a cure to illiteracy. Just think how good you will feel if you could help one child...now try to imagine *transforming the lives of millions of children*. ***That's the potential and the purpose of Read it LOUD!***

### **MARSHALLING OUR RESOURCES & MOTIVATING A NATION –**

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**THE PURPOSE:** To close the literacy gap and to prevent further illiteracy by making every parent, grandparent, aunt, uncle, guardian, caregiver in the country aware of the extraordinary benefits of *reading aloud*. To motivate and incentivize them to give their children the precious gift of a brighter future by reading aloud to them. And, to serve as the conduit to the resources and support parents may need.

**THE GOAL:** Get 5 million of the 18 million parents with children 0 to 6 to *sign our promise* to read to their children for a minimum of 10 minutes a day.

**THE APPROACH:** Based on the “ripple effect,” think of *Read it LOUD!* (RIL) as an industrious spider spinning a web of connectivity, building and leveraging a network of RIL Partners, affinity organizations and individual advocates to amplify our message.

**THE PR, MARKETING & PROMOTIONAL STRATEGIES:** As with all cause marketing, funds are limited and being heard above the noise is one of our biggest challenges. Our target audiences reside on both sides of the digital divide, so just reaching them calls for an extraordinary effort. However, we want to do more than just reach them, we want to engage and educate them and, most of all, move them to action.

To meet our objectives, RIL will utilize every method and tactic in the PR and Marketing tool box from traditional old media to the newest of the new media and social media; from direct mail to every address in the U.S. to emails and text messages to the databases provided by RIL Partners and affinity groups; from “incentives” to promotional tie-ins with “for-profit” Partners.

- **WWW.READITLOUD.ORG** – the website will be an integral tool to the reach, impact and sustainability of *Read it LOUD!*. Unlike others in this space, RIL experts will curate (collect and assemble with expertise, knowledge and judgment) rather than just aggregate content. The site will be the gold-standard gateway

for early childhood literacy; it will be educational, informative, entertaining, engaging and an invaluable resource. It will also be a mechanism to continue the dialog with parents and build trust and loyalty to RIL and RIL Partners and a conduit to services, support and information.

- **AFFINITY & PARTNER GROUPS/ORGS** - direct outreach to Special Interest, Community and Partner organizations and their membership as well as participation/representation in their local and national events. Already set National Book Festival, Children's Book Week, National Catholic Education Assoc. annual conference.
- **INFLUENCERS** that our target audiences listen to - religious leaders/groups, educators, early childhood experts, healthcare professionals, community leaders, military leaders, children's authors, celebrity spokespersons.
- **GENERAL VISIBILITY BUILDERS** - media coverage generators, e.g. *traditional* such as a national launch event, tie-in to literacy events, key city "media" tour for spokespeople, or such *unique methods* as giving Hallmark recordable books and shipping home to the first 100 parents serving in the military overseas who sign the promise or create a reading APP, etc.
- **PROMOTIONAL TIE-INS** that build awareness and incentivize parents to *sign the promise*, e.g. in-store coupons for books, free book shippers, messages on sponsor *product* labels, co-branded mailing boxes, end caps, newsmaking good deeds, cost-saving coupons for Partner products as well as programs with local and national companies that serve our target audiences (especially those in need community relations/corporate social responsibility "credits," such as cable networks, big box retailers, toy stores, fast food chains).
- **INTERNET** - RIL, Partner & affinity org websites and Social Media, e.g. Facebook, Twitter, guest blogging, become an approved charity on You Tube so can post video, viral marketing.
- **DIRECT MAIL** – USPS postcard to 143 million addresses in U.S., vouchers from Partners, affinity org newsletters
- **EMAIL/TEXTING** – email and text message blasts to Internet, smartphones and cellphones from database lists provided by Partners, affinity groups and Influencers as well as to the Press.
- **PSAs** - 15 and 30-sec spots for use on RIL and Partner websites, Partner digital end points, radio, local & national television.
- **BASIC PUBLICITY** - press releases, interviews, media alerts, photo ops, op eds  
PRESS OUTLETS (targets within: news, features, columns, op eds, opinion/letters to editor)  
MAGAZINES: Weekly, Monthly  
WIRES & SYNDICATES  
NEWSPAPERS: National and Local  
TV: National Broadcast & Cable and Local news  
RADIO: National, Syndicated, Subscription and Local  
SPECIALTY PRESS: Hispanic, African-American, Parents/Children, Literacy, Faith-based, Senior Citizen  
INTERNET: News, You Tube, Social Media, RSS, PRweb.com  
ELECTRONIC: SMT (satellite media tour)
- **POTENTIAL INCENTIVES FOR SIGNING THE PROMISE:**
  - Free books via local libraries, local literacy groups and First Book.
  - Discounted books from multiple sources (e.g. RIL Partners such as First Book Marketplace, American Reading Company and eBay, plus links from Children's Book Council to major book chains, big box stores and independent booksellers).
  - Guides, teaching tools, reading readiness tests, recommended reading lists and a wide-variety of local, national and online resources and programs to help parents.
  - Discount coupons for educational, recreational and entertainment venues (e.g. museums, parks, sports, theme parks).
  - Cost-saving opportunities and vouchers from RIL Partners

**PARTNERS' REACH SAMPLER (FAR FROM COMPLETE):**

- **U.S. POSTAL SERVICE** – commitment to access 143 million homes, 36,400 branches, 54,000 terminals, 1.1 million website hits per day, 9 million customers per day plus co-branded postcards and mailing boxes..
- **RIL DIGITAL NETWORK** (built and operated by RIL Partner *Marsys*) - bridges RIL website with Partner and affinity group platforms and websites - potential of billions of impressions.

- **LIBRARY OF CONGRESS** - 2 million visitors per year and millions of hits on its #1 U.S. website
- **CENTER FOR THE BOOK** (Library of Congress) – Affiliate centers in the 50 states, national network of more than 80 reading promotion partners (non-profits), 200 private sector partners and reciprocal website access and links.
- **PUBLIC LIBRARIES** – 50,000 public libraries and 50,000 affiliates.
- **AMERICAN LIBRARY ASSOCIATION** – 65,000 librarians and private/education libraries.
- **CHILDREN’S BOOK COUNCIL** and its **EVERY CHILD A READER** program – representing all the major publishers (90), authors and illustrators; and through its sister trade association, the *American Booksellers Association*, all the independent booksellers; plus wholesale children’s book distributors and national book chains.
- **FIRST BOOK** - the country’s largest database of programs reaching directly to more than 25,000 schools and organizations serving children from low-income families as well as the **FIRST BOOK MARKETPLACE**, the world’s largest online bookstore, offering deeply discounted (50-90% off retail), award-winning books to community programs, plus more than 125,000 volunteers.
- **NEMOURS BRIGHTSTART!** (leading pediatric health system) – reciprocal website access and links, direct access to over 250,000 parents and untold number of healthcare professionals and its two resource and content-rich websites, *Nemours.org/BrightStart!* and the web’s most-visited site for kids health, *KidsHealth.org*.
- **NATIONAL CATHOLIC EDUCATION ASSOCIATION** - largest private professional education organization in the world, representing 200,000 Catholic educators serving 7.6 million students in Catholic elementary and secondary schools, seminaries and colleges/universities.
- **EBAY, MISSION FISH & PAY PAL** – 225 million customers.
- **BOYS & GIRLS CLUB OF AMERICA** - 4,100 affiliates.
- **AFFINITY GROUPS** (full Partners plus others with reciprocal agreements only) - national and local groups focusing on reading aloud, literacy and early childhood education & development – access to their member databases and reciprocal website access and links– potentially over 50,000 organizations (e.g. Partners - Heart of America, The National Center for Family Literacy, Family Reading Partnership, Even Start Family Literacy Program, Bring Me a Book).
- **AFFINITY BUSINESSES** (full Partners plus those with reciprocal agreements only)- primarily those that provide books, tools, training materials and diagnostics for young children – access to customer databases and reciprocal website links (e.g. Partner - American Reading Company).
- **RESOURCE & CONTENT PROVIDERS** – Information, materials curated and reciprocally linked drawn from Partners as well as affinity groups and businesses, healthcare and literacy and child development experts with reciprocal agreements.

#### **THE OVERALL OBJECTIVES**

- To make a difference in the battle to end illiteracy
- To build awareness to the benefits & value of reading aloud
- To get books and support to those who need it
- To motivate, inspire, incentivize, encourage & engage parents and caregivers to read aloud
- To be a trusted source & resource for all our target audiences
- To support orgs & individuals in the fight to end illiteracy (especially our Partners)
- To position RIL as the most-trusted curator, the ultimate destination and the gold-standard gateway for early childhood literacy and development.
- To bring value to all our Partners