

the
GREAT
American
READ



WSKG

#GreatReadPBS

The Great American Read

100 favorite books chosen by Americans in national survey

Reviewed by advisory panel of literary and publishing professionals

Representative of a diverse nation, varied socio-economic backgrounds, political perspectives, and literary tastes



Book list will be revealed to public in the Spring, before May 22nd premiere

Series Goals



****Best-loved or favorite*, NOT best written, most widely-read, or most respected novel

- 8-part series featuring testimonials from celebrities and everyday people
- National discussion about *what* we love to read and *why*
- Explores how writers create their characters and stories and how readers are affected
- ***Culminates in the first-ever national vote to identify “America’s Best-Loved Book”******

Two-Hour Launch Event: May 22nd

- Uncovers details about the 100 books, their authors, and the people who love to read them
- Interviews with celebrities, public figures, experts, and everyday Americans
- Introduces stories and themes that will be explored in the fall episodes



Voting Opens May 22nd on:



pbs.org/greatamericanread

[#GreatReadPBS](https://twitter.com/GreatReadPBS)

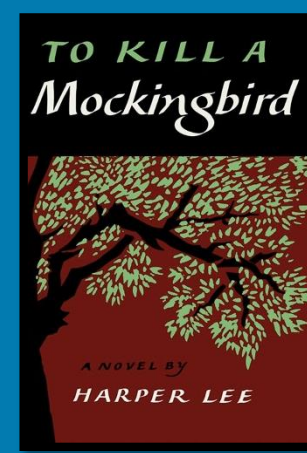
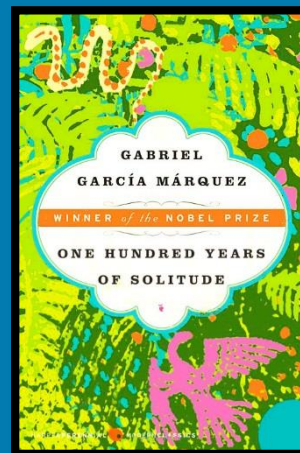
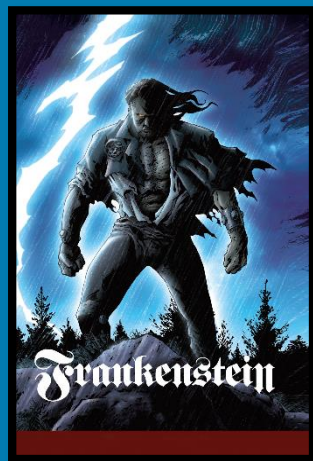
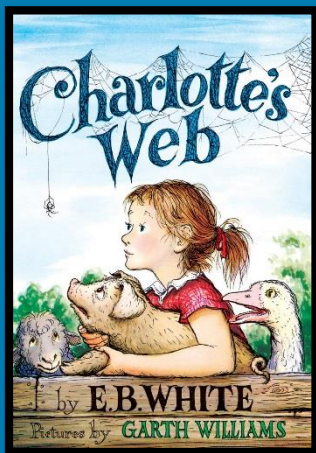
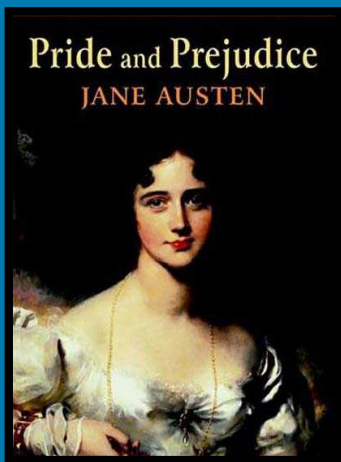
One-Hour Re-Launch Episode: Sept. 11th



- Reenergizes campaign after summer of reading and voting
- Revisits titles from May launch to learn how and why the 100 books matter
- Asks: How do books affect, connect and reflect us as Americans?
- Short version of May kick-off episode

Five One-Hour Documentary Episodes

- Begins Tuesday, September 18th and culminates Tuesday, October 23rd
- Dives deeper to explore why these books matter, why we are drawn to their themes, and what they tell us about ourselves
- Explores authors' approach and creative process
- *Potential Episode Topics:* love, heroes, villains, other worlds, and what it means to be an American



One-Hour Finale: October 23rd

- Live episode including a countdown of America's top ten favorites
- Reveals discoveries about entire summer and fall of reading and conversation
- Highlights and celebrates achievements of individual readers, community leaders, and outreach programs across the country



Interviewees to Date

- Armistead Maupin (*Tales of the City*)
- David Baldacci (*Absolute Power*)
- Diana Gabaldon (*Outlander*)
- George R.R. Martin (*A Game of Thrones*)
- John Irving (*The World According to Garp*)
- Junot Diaz (*The Brief and Wondrous Life of Oscar Wao*)
- Margaret Atwood (*A Handmaid's Tale*)
- S.E. Hinton (*The Outsiders*)
- Scott Turow (*Presume Innocent*)
- Alan Cumming
- Allison Williams
- Bill T. Jones
- Chelsea Clinton
- Devon Kennard
- Diane Lane
- Gabrielle Union
- Gayle King
- George Lopez
- Lauren Graham
- Leland Melvin
- Lesley Stahl
- Neil DeGrasse Tyson
- Wil Wheaton

Social Media

- Dedicated *Great American Read* social channels, where PBS will share news, information, promotional and social assets
- Content available for cross-posting including: videos, animated/motion graphics, and social media skins
- Social assets across a variety of themes to help build awareness, participation and tune-in



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Digital



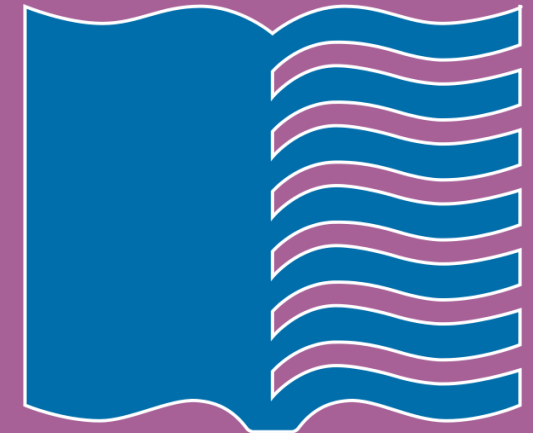
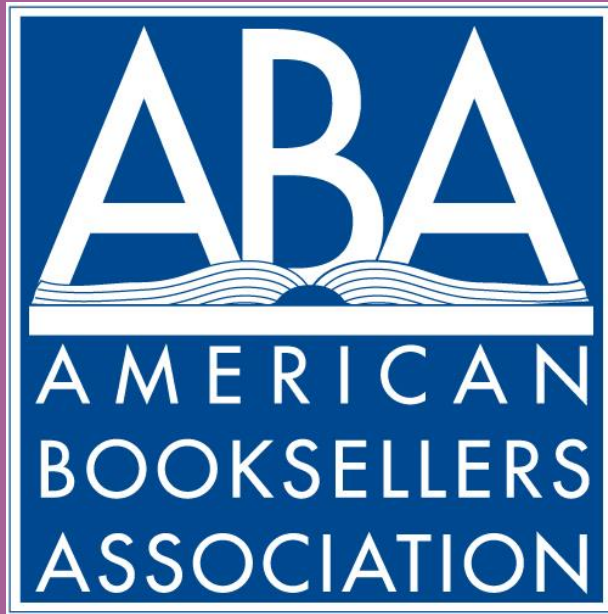
- PBS has engaged Telescope (*American Idol*, *Dancing with the Stars*, *The Voice*) to develop a platform specifically for the *Great American Read*
- Incorporates SMS texting and social media voting using #GreatReadPBS
- Website experience will serve as a legacy component to the campaign after the series airs

Community Engagement

- Partner with libraries, library systems, independent booksellers, and other educational agencies to leverage shared mission
- Hold free screening events w/book discussions
- Work together to engage community to encourage discussion and voting
- Record testimonials from attendees discussing their favorite books

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National Partners



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