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 22\textsuperscript{nd} premiere
Series Goals

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”***

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

#GreatReadPBS
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
National Partners

ABA American Booksellers Association

ALA American Library Association

Library of Congress