



A TWO-HOUR LAUNCH EVENT airs May 22. Throughout this lively, hosted, two-hour documentary-style episode we'll reach out across the country to uncover illuminating details about the 100 books, their authors and the people who read and love them. At the heart of the entire series are interviews with celebrities, public figures, experts, and notable and everyday Americans who reveal their personal relationships with their favorite novels on the list. The Launch episode will inspire viewers to read and participate in the nationwide TGAR campaign, and encourage them to follow up online for more about the 100 titles. It will also give a taste of the stories and themes to be explored in the documentary episodes, and it will encourage everyone to VOTE for their favorite books.

ONE-HOUR RE-LAUNCH EPISODE airs Sept 11. With the goal of reenergizing the campaign after a summer of reading and voting, this fast paced one-hour cut-down of the May Launch episode will revisit titles with a similar editorial focus to the Launch episode: to learn how and why these 100 books matter to us and how they affect, connect and reflect us as Americans.

Beginning Sept 18, **FIVE ONE-HOUR DOCUMENTARY EPISODES** will air as THE GREAT AMERICAN READ campaign heats up. These five entertaining and thought-provoking one-hour documentaries are designed to take a deeper dive into a range of books on our list which, while different in some ways, are connected by a common THEME versus a literary genre or time period. The themes include: **Villains & Monsters, Who Am I?, Heroes, Other Worlds, and What We Do for Love.** By approaching the books in this manner, we give viewers a broader perspective on why these novels matter to us on a personal level.

Through expert insight and passionate personal advocacy, we will explore big ideas about the books in each Theme episode. Why have these books made it onto America's list of 100 favorites? Why are we drawn to these themes, and what do they tell us about ourselves?

ONE-HOUR FINALE airs Oct 23: As the voting draws to a close, this exciting live or as-live episode includes a countdown of America's top ten favorites as we build to the announcement of the country's choice for Best-Loved Book. Along the way, we reveal surprising and thought-provoking discoveries about our entire summer of reading. We highlight the thrilling achievements of individual readers, community leaders and outreach programs across the USA and celebrate the impact of this landmark national public service initiative by PBS.