

GET CAUGHT READING

The first national industry-wide program designed to encourage reading and book buying, particularly for adults, will take place throughout May, 1999, and will feature major media and retail activities to promote the joy of reading. Rosie and Whoopi are the first headliners on the Get Caught Reading campaign.

Print advertisements

- The following magazines have run full-page ads *pro bono*:
Business Week, Discover, Disney Adventures, Disney Magazine, Esquire, Explorations, Family Fun, Family Life, Gear, George, Good Housekeeping, Harper's Bazaar, Jr. Scholastic, Mademoiselle, Mary Engelbreit's Home Companion Magazine, National Enquirer, National Geographic Magazine, National Geographic Explorer, National Geographic Traveler, Newsweek, The New Yorker, Nickelodeon, People, Publishers Weekly, Reader's Digest, Redbook, Scientific American, Scope Magazine, Seventeen, Star Magazine, Time, TV Guide, US Magazine and Vanity Fair
- USA Today* ran a full-page ad in May of 1999, and *The New York Times Book Review* has agreed to run full-page ads three times throughout the year.

Consumer Promotions

- Barnes & Noble created and provided its stores with campaign window posters, cafe tent cards, bookmarks, and signs, and included the campaign logo on all promotional signs during the month of May.
- Borders created T-shirts, bookplates, store signs and press passes for distribution to stores, and incorporated the campaign into staff picks and ran the ad in its in-store publication.
- Books-A-Million also provided stores with promotional materials.
- Levy Home Entertainment and other major wholesalers are working with retailers to promote the campaign.
- Sam's Club will incorporate the campaign into its literacy project and promote the *Get Caught Reading* message in its stores.
- Troll Communications included information on the campaign in a mailing to schools.
- The theme of BookExpo America was *Get Caught Reading* the logo was printed on all name badges, and campaign artwork was used for all show advertisements, signage and in the events program.
- Andrews McMeel, Avon Books, HarperCollins, Hyperion, John Wiley & Sons, Scholastic, Simon & Schuster, St. Martin's Press and other publishers have run the Rosie ad in their Spring or Fall book catalogs.

(Continued)

- American Geophysical Union, Avon, Disney, Henry Holt & Co., Humanics Publishing Group, Hyperion, McClanahan Book Company, Pelican Publishing Co., Purdue University Press, Rainbow Books, Scholastic, Time Inc., Troll Communications, University Press of America, U.S. Congressional Handbook, William Morrow and other publishers ran the *Get Caught Reading* logo in their print ads during the month of May.
- Ingram Book Company advertised the campaign and sent 4000 posters to independent booksellers, Baker & Taylor sent 1000 posters to booksellers, and Koen Book Distributors sent 1000 campaign posters to booksellers.

National Publicity

- First Lady Hillary Clinton made special mention of the campaign during her address at the AAP Annual Meeting.
- Goldberg McDuffie Communications has created a public relations strategy and press releases to ensure national coverage before and during the campaign.
- Pat Schroeder has made appearances on television shows including The Today Show to talk about the campaign and will be booked on additional radio and TV shows throughout the year.
- The *New York Times*, *USA Today*, *Publishers Weekly*, *Book Publishing Report* and *Daily Variety* have already run stories on the campaign, and media coverage from additional publications will follow.
- Readers Digest and HarperCollins printed the *Get Caught Reading* logo on all cartons mailed in May, and the back of May Readers Digest books carried a message on the campaign.
- Amazon.com and America Online also support the campaign and have agreed to promote it on their sites.

More Generous Support

All the hard work and media have been donated. In addition . . .

- Ogilvy & Mather donated its creative talent to the design of the ads and logo.
- Celebrity photographers Timothy White and Gregory Heisler have shot photos of Whoopi Goldberg and Rosie O'Donnell, respectively, caught reading, *pro bono*. Heisler also photographed *Star Wars*' Jake Lloyd, and Bill Murray will be next.
- Berkery Noyes has donated \$10,000 to help fund the campaign.
- Horizon Paper supplied paper for 15,000 posters and bookmarks, which Quebecor Printing printed *pro bono*.

For more information or to obtain logo or ad artwork, contact the AAP, 212/255-0200

Kate Blough, ext. 257, kblough@publishers.org

Barbara Meredith, ext. 223, bmeredith@publishers.org

PRO BONO SUPPORT

Advertising Agency:

Ogilvy and Mather Worldwide

Publicity and Public Relations:

Goldberg McDuffie Communications, Inc.

Celebrities:

Whoopi Goldberg

Rosie O'Donnell

Photographers:

Gregory Heisler

Timothy White

GREGORY·HEISLER

Bio - Gregory Heisler

Gregory Heisler is a New York-based photographer whose technical mastery and thoughtful responsiveness allow him to creatively interpret an unusually broad range of subjects.

He is perhaps best known for his trademark editorial portrait covers and essays for TIME, LIFE, SPORTS ILLUSTRATED, GENTLEMEN'S QUARTERLY (GQ), ESQUIRE, HOUSE & GARDEN and THE NEW YORK TIMES MAGAZINE. He has also photographed award-winning advertising campaigns including the "Dewar's Profiles" and those for Benson & Hedges, DuPont and Kodak.

His prior work has encompassed highly acclaimed annual reports and brochures for prestigious clients ranging from American Express to The American Ballet Theater. Gregory has been profiled in magazine articles in ESQUIRE, COMMUNICATION ARTS, LIFE, and numerous industry periodicals. Among the kudos he has received are the ASMP Corporate Photographer of the Year Award (1986), the Leica Medal of Excellence (1988), and the World Image Award (1991).

In 1991 TIME magazine set a precedent by calling upon Gregory to create the first commissioned photographic "Man of the Year" cover in the magazine's history. The resulting controversial portrait of President George Bush (as TIME's "Men" of the Year) paved the way for his subsequent "Man of the Year" commissioned portraits of Ted Turner (1992), "The Peacemakers" Yitzak Rabin, Nelson Mandela, F.W. deKlerk and Yasser Arafat (1994), Newt Gingrich (1995), AIDS researcher Dr. David Ho (1996) and most recently Andrew Grove (1997), CEO of Intel Corporation. He has, in fact, created six of the last seven "Man of the Year" portraits, among his more than 30 TIME covers over the last decade. And in 1990 the City of New York broke with its time honored tradition of oil paintings by selecting Gregory's portrait of Mayor Edward I. Koch. It was the first photographic Official Portrait (translated to ink-on-paper as a fine art lithograph) to hang on permanent exhibition alongside the prior works-on-canvas in City Hall.

Gregory is a sought-after lecturer and teacher at scores of international seminars. Nationally, he has taught at the International Center of Photography (ICP) and The New School for Social Research, both in New York City, the National Geographic and The Smithsonian Institution (Masters of Still Photography Program) in Washington, D.C., and in the William A. Reedy Memorial Lecture series. He most recently conducted a class in the Master of Fine Arts Program at New York's School of Visual Arts.

While his principal focus is portraiture, Gregory's enthusiasm, curiosity, and drive bring him an unconventional range of projects. His love of the craft, manifested in his "hands-on" approach to all aspects of the photographic process, keeps him intimately involved in the creation of his imagery.

508 BROADWAY • NEW YORK NY 10012

212-777-8100

FAX: 212-966-1794 • E-MAIL: GHPHOTOINC AOL.COM

TIMOTHY WHITE

PHOTOGRAPHY

Photographer Timothy White's signature celebrity portraiture has won him critical acclaim during his almost 20-year career, making him a favorite among Hollywood's elite.

White began his career as a photojournalist in 1980, after attending Rhode Island School of Design. He traveled abroad shooting for such publications as the New York Times, Travel and Leisure, and Geo. He later turned to the entertainment industry. After training with renowned industry photographers, White soon opened his own New York City studio. Early on, he learned the technical side of photography as well as the art of dealing with people. According to White, both sets of skills have played a key role in the success of his career.

White's work is omnipresent in the entertainment industry, appearing on movie posters, CD covers, in TV and print ads, and numerous entertainment magazines. Known for his ability to "connect with his subjects and pull something wonderful out of them," White has become one of Hollywood's most sought-after photographers. His signature "pin-up" work for Esquire magazine -- a unique photographic interpretation of 1940's painter Albert Vargas' illustrations -- earned him praise from fashion circles as well.

White is regularly written up in industry journals and has been presented with numerous awards. He was recently named one of the 100 most important people in photography by American Photo magazine.

During his limited free time, White takes to the open road either on his Harley motorcycle or in one of the many vintage cars he collects and restores. It was on one such excursion that he discovered the town of Amboy, CA, in the middle the Mojave Desert -- up for sale! White decided to purchase the town with a partner -- not only for preservation purposes, but because "it's a magical place...and perfect for photo shoots!" says White.

Spontaneity and risk-taking set White's photography and photo sessions apart as well, and explain why demand for his work in the entertainment industry continues to increase exponentially.

Setting himself apart once more, White is also at work on an atypical book for a photographer. Eyespeak (working title) is a unique, day-in-the-life-memoir driven as much by his words as by his photos. In it, White manages to be both manic and poignant as he shares intimate and humorous, behind-the-scenes details of his working hours with some of Hollywood's most familiar faces.

While continuing his work in still photography, running and promoting his own town, and writing a book, White has also begun directing commercials and music videos. Having just signed with Villains, one of the country's hottest film production houses, he hopes to break as many molds in cinematography as he has in still photography.

White is also actively involved with such charities as Amnesty International, God's Love, We Deliver, The Nature Conservancy, The Pediatric Aids Foundation, and The Seeing Eye Society.

For more information, please call (212) 971-9039.



ASSOCIATION OF
AMERICAN PUBLISHERS, INC.

50 F Street, NW, 4th Floor
Washington, D.C. 20001
Telephone 202 347-3375
Fax 202 347-3690

Contact: Judith Platt 202 220-4551
jplatt@publishers.org
Kathryn Blough 212 255-0200 x257
kblough@publishers.org

FOR IMMEDIATE RELEASE

CONSUMER BOOK SALES GET A BOOST FROM 'GET CAUGHT READING'

New York, NY, September 24, 1999: Consumer book purchases at independent and chain book stores rose dramatically in the months following the May 1999 launch of the nationwide "Get Caught Reading" campaign, according to figures just released by the Book Industry Study Group (BISG), an independent, non-profit research organization. While consumer purchases of all types of books rose consistently by about 4 percent in early 1999, including March and April, the months just preceding the campaign, the rate of increase *more than doubled*--to over 8 percent-- in July, two months into the campaign. The BISG's conclusion: " 'Get Caught Reading' may, in fact, have increased book purchasing."

Referring to the campaign's light-hearted message that "reading is so much fun it ought to be illegal," Pat Schroeder, President and CEO of the Association of American Publishers, said: "Everything tells us that our message is right on target. We're not saying that 'reading is good for you,' or that it's 'the right thing to do.' We're reminding people that reading is fun, entertaining, and a great way to spend precious leisure time."

The original "Get Caught Reading" ads featuring Rosie O'Donnell and Whoopi Goldberg "caught reading" their favorite books appeared in publications nationwide during the month of May. The entire campaign, which is the brainchild of the Association of American Publishers, has been conducted *pro bono*, including the celebrity appearances, creative work, and media placement in approximately 40 major magazines and newspapers, with almost \$2 million in donated print ad space. The newest celebrity poster, featuring Jake Lloyd of *The Phantom Menace*, will be unveiled this coming Sunday, September 26, at the New York is Book Country street fair.

The Association of American Publishers (AAP) is the principal trade association of the U.S. book publishing industry with some 250 members, comprising most of the major commercial book publishers in the United States, as well as smaller and medium-sized houses, non-profit publishers, university presses and scholarly societies.

###



71 Fifth Avenue
New York, NY 10003-3004
Telephone 212 255-0200
Facsimile 212 255-7007

MAY WILL BLOSSOM AS "GET CAUGHT READING MONTH"

*A Message from Pat Schroeder
President & CEO
Association of American Publishers*

At BookExpo '99 in Los Angeles, the Association of American Publishers will unveil a new nationwide campaign designed to fire up interest in reading and book buying. As the late April launch builds into a celebration of "May is *Get Caught Reading* Month," booksellers across the country will be able to take advantage of the high-profile campaign to plan their own promotions and special events. Let's work together to make the whole greater than the sum of its parts.

The "Get Caught Reading" Campaign

First, a bit of background on the campaign itself. As one of my first initiatives as AAP's new President and CEO, we brought together some of the best and brightest marketing, publicity and PR people in publishing to explore the possibility of developing a nationwide, institutional campaign for books. Admittedly, similar initiatives in the past had suffered from a notable lack of support and funding, with trade publishers unable to agree on a unified approach, target market, or even the proven value of a generic campaign. This time, however, my enthusiasm was more than matched by that of Mel Parker, Chairman of AAP's Trade Committee, whose team proposed a print-based national advertising campaign.

As the broad outlines of a book campaign began to emerge, it was clear that we needed to avoid a "literacy" or a "reading is good for you" tack, and to target the key 18- to 34-year-old market--a market inundated with competing entertainment and information choices. And we needed to hit them with the message that reading books for pleasure is easy, natural and "in."

After looking at a host of proposals, Ogilvy & Mather Worldwide was selected to develop the print campaign. The ads, which will appear in popular consumer magazines during the month of May, will feature film, sports, music, literary and other celebrities, at home or at work, reading a book (a classic backlist title carefully selected for or by them).

The campaign has the support of the AAP Board of Directors (which provided initial seed money) and is endorsed by AAP's major trade publishers. All of the pieces — funding, celebrity

commitments, creative talent — are falling into place. Rosie O'Donnell and Whoopi Goldberg have already enthusiastically embraced the project and have been “caught reading” in photographs that will be used to promote the campaign. The project has also gained the support of the magazine, book, library and retail communities, and we are grateful to those who have generously agreed to donate their resources to the cause.

Celebrating May as “Get Caught Reading Month”

Designating May as “Get Caught Reading Month” fits well with the new date for BookExpo. We can launch the campaign at BEA in Los Angeles at the end of April, and we hope many authors will travel out from BEA to bookstores to promote their books.

The whole idea behind the celebration of “May is Get Caught Reading Month” is to get people buying and reading books. We’re even thinking of creating a New York City cab driver audio message featuring a celebrity reading a line or two from a book and signing off with the statement, “Get Caught Reading.” Booksellers are encouraged to jump in with both feet. We’re challenging the bookselling community (a famously creative lot) to come up with more ideas on ways to celebrate “Get Caught Reading Month” than we could possibly imagine.

- "Upon the education of the people of this country the fate of this country depends," Disraeli
- ~~"Education is a social process. Education is growth. Education is, not a preparation for life; education is life itself," John Dewey~~
- "To educate a man in mind and not in morals is to educate a menace to society," Theodore Roosevelt
- "Education's purpose is to replace an empty mind with an open one," Malcolm S. Forbes
- "Next in importance to freedom and justice is popular education, without which neither freedom nor justice can be permanently maintained," James A. Garfield, July 12, 1880.
- "The great aim of education is not knowledge but action," Herbert Spencer
- "If you think education is expensive, Try Ignorance!!!" Andy McIntyre.
- ~~"Education alone can conduct us to that enjoyment which is, at once, best in quality and infinite in quantity," Horace Mann~~
- "The object of education is to prepare the young to educate themselves throughout their lives," Robert M. Hutchins.
- "Jails and prisons are the complement of schools; so many less as you have of the latter, so many more must you have of the former," Horace Mann



lexis.com

[Change Client](#) [Options](#) [Feedback](#) [Sign Off](#) [Help](#)

[Search](#) [Search Advisor](#) [Get a Document](#) [Check a Citation](#) [ECLIPSE™](#) [History](#)

View: [Cite](#) | [KWIC](#) | [Full](#) [Text Only](#) | [Download](#) | [Fax](#) | [Email](#)
[FOCUS™ - Narrow Results](#) | [Save As ECLIPSE](#) | [More Like This](#) | [More Like Selected Text](#)
35 Weekly Comp. Pres. Doc. 1629

Source: [All Sources](#) : / . . . / : [Presidential Documents](#)
Terms: [american read](#) ([Edit Search](#))

Public Papers of the Presidents

Public Papers of the Presidents

August 13, 1999

CITE: 35 Weekly Comp. Pres. Doc. 1629

LENGTH: 151 words

HEADLINE: Statement on Funding for Reading Programs

BODY:

Today I am pleased to announce that the Department of Education is awarding \$ 231 million in grants to help States, school districts, and communities help all of our children learn to read well. Reading is the building block for all learning. Nearly 40 percent of America's fourth graders, however, cannot read on their own. That is why my administration is working to ensure that every child can read independently by the end of the third grade -- from working to reduce class size in the early grades to launching our **American Reads** program. This is an investment in our children and our future. Unfortunately, the Republican tax plan could force us to slash funding for this important initiative by as much as half in the years to come. Every one of us should do our part to help our children learn to read -- and I call on Congress to put politics aside and put our children's future first.

LANGUAGE: ENGLISH

LOAD-DATE: September 10, 1999

View: [Cite](#) | [KWIC](#) | [Full](#) [Text Only](#) | [Download](#) | [Fax](#) | [Email](#)
[FOCUS™ - Narrow Results](#) | [Save As ECLIPSE](#) | [More Like This](#) | [More Like Selected Text](#)
35 Weekly Comp. Pres. Doc. 1629

Source: [All Sources](#) : / . . . / : [Presidential Documents](#)
Terms: [american read](#) ([Edit Search](#))
View: [Full](#)
Date/Time: Tuesday, March 7, 2000 - 2:17 PM EST

[Search](#) | [Search Advisor](#) | [Get a Document](#) | [Check a Citation](#)
[ECLIPSE\(TM\)](#) | [History](#) | [Change Client](#) | [Options](#) | [Feedback](#) | [Sign Off](#) | [Help](#)
[About LEXIS-NEXIS](#) | [Terms and Conditions](#)

Copyright © 2000 LEXIS-NEXIS Group. All rights reserved.

lexis.com

[Change Client](#) [Options](#) [Feedback](#) [Sign Off](#) [Help](#)[Search](#) [Search Advisor](#) [Get a Document](#) [Check a Citation](#) [ECLIPSE™](#) [History](#)View: [Cite](#) | [KWIC](#) | [Full](#) | [1 of 389](#) | [Text Only](#) | [Download](#) | [Fax](#) | [Email](#)
[FOCUS™ - Narrow Results](#) | [Save As ECLIPSE](#) | [More Like This](#) | [More Like Selected Text](#)
36 Weekly Comp. Pres. Doc. 117Source: All Sources : / . . . / : **Presidential Documents**
Terms: [headline \(education\)](#) ([Edit Search](#))*Public Papers of the Presidents*

Public Papers of the Presidents

January 20, 2000

CITE: 36 Weekly Comp. Pres. Doc. 117**LENGTH:** 2634 words**HEADLINE:** Remarks on Launching the Agenda for Higher **Education** and Lifetime Learning**BODY:**

Thank you very much, Nina, for being exhibit A for the announcement that we're here for today. Thank you, Secretary Riley, for your leadership in every aspect of education and especially in this one.

I thank Secretary Slater for coming. I suspect he's here for two reasons. One is, Rodney Slater grew up in a county that, when I was Governor, was one of the 10 poorest counties in America. And he happened to be a good football player and was able to go to college in Michigan and play football. And he, later in his career, became an officer at a university in our home State. So he also is exhibit A for why every child should be able to go to college.

I want to thank Representative Rush Holt for being here. He is not only a former distinguished professor at Princeton, but he has a task force on access to higher education in his congressional district. And the people who live in his district actually are among those who will be most benefited if this entire proposal passes, as we hope it will.

In their absence, I want to thank Congressman Ford and Senator Olympia Snowe, who had been very, very strong on this issue. And the two people I want to thank most obviously, and Senator Schumer and the First Lady, who lobbied me relentlessly on this for the better part of a year. If you've ever been lobbied by either one of them, you know -- *[laughter]* -- it's sort of like, are you going to say yes now, or put yourself through all this misery and say yes later? But it's been very interesting. I'll say more about it in a moment. *[Laughter]*

We know when we open the doors to college, we open the doors to opportunity. When we make college more affordable, we make the American dream more achievable. That's why we're all here today. I'm glad there are so many young people here today. They're probably sorry that they're not really getting out of school; they could have gotten out of school anyway -- *[laughter]* -- but I'm glad you all came and waited.

Some in Congress, I note, are saying that because this is an election year, we really shouldn't try to do anything for the American people. We're here today to give perhaps the most powerful example for why we should reject that view. Nothing, not a national election or a Washington snowstorm, should get in the way of making a college education more affordable for all Americans. *[Applause]* Thank you. Students can't put off their growing up for a year; families can't put off going to work for a year; and neither should we.

Today -- listen to this -- today, 67 percent of high school graduates will be enrolling in college next fall. That's an increase of 10 percent just since 1993. But we know we haven't truly succeeded in opening the doors of college to all if you mean everybody who wants to should be able to go to a 4-year school and stay -- and stay -- until they finish.

Parents all across the country are genuinely stretched. And parents in a surprisingly wide range of income groups are stretched because of the loan eligibility, the Pell grant eligibility limits, and other things. So today what we're attempting to do is to launch an agenda for higher education and lifetime learning for the 21st century that will make college more affordable for more families and, in the process, genuinely open the doors of college to everybody.

But we also want to encourage more people to stay in college once they go. And we want to do more to guide young people, starting in their middle school years, to be thinking about college so that if they can't afford it, they'll be able to get in and go.

First, the centerpiece of this budget for the coming year will be a landmark \$ 30-billion college opportunity tax cut to help millions of middle class families pay for college. It will give families a tax deduction of up to \$ 10,000 in tuition costs, providing as much as \$ 2,800 in much-needed tax relief. And as Senator Schumer said, this has never been done before.

Now, let me tell you how this works. I am for this, and I believe it's the right thing to do. But all of you need to know that we think there's a pretty strict limit on what the total aggregate tax cuts I can propose and sign into law is. I had to veto one last year, because I thought it was too big. Why? Because the main thing that's brought us all along is the strength of our economy and that requires us, in my judgment, to keep this budget balanced, to keep running surpluses, and to get this country out of debt over the next 15 years for the first time since 1835.

So as you might imagine, one of the things that we have to do, we have these huge, fascinating debates at this time every year about what does or doesn't go in the administration's budget. And that's where the arm-twisting from Senator Schumer and the First Lady came in. And they made the compelling argument -- and you heard Chuck say he and Olympia had this bill in the Senate -- that there was no benefit we could give to middle class people that would benefit more families more than this one and no benefit we could give to families that would benefit America more than this one.

So again, I say we know this idea has bipartisan support, even in Washington. And I'll bet you'd have to take a magnifying glass to find anybody out in the country who is against it, once I can explain that it won't affect our ability to balance the budget and pay off the debt.

So this is the core -- this has never been done before by our country. And when you take this, plus what we've done with the HOPE scholarships, with the other lifetime tax credits, with the Pell grants, with the work-study slots, and with the changes in the student loan program, we will really be able to say, everybody who wants to go to college can go. It is important that it pass, and I want to ask all of you to help me to pass it in this session of Congress.

Nina talked a little about her situation, but she was too modest to tell you that she's on the dean's list, so that helps her qualify for additional scholarship aid. But her father works overtime when he can, her mother works two jobs. Now, what does all this mean to her? For her family in their income group, with the HOPE scholarship, the new college opportunity tax cut would translate into a \$ 4,300 tax break for her family by the time her brother, George, enters college. That's real money. That will make a difference to her family, and it will make a difference to America.

This plan, I say again, is important for families, but it's also important for the state of our economy. We give tax relief today for businesses that invest in new plants and equipment; in an economy that runs on brainpower we ought to give tax credits and tax cuts for people that invest in that brainpower. With this action we are much closer toward taking the worry out of paying for a

EDUCATION QUOTES

- “Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource.” John F. Kennedy
- “If a man empties his purse into his head, no man can take it away from him. An investment in knowledge always pays the best interest,” Benjamin Franklin
- “Learned Institutions ought to be favorite objects with every free people. They throw that light over the public mind which is the best security against crafty & dangerous encroachments on the public liberty,” James Madison
- “Enlighten the people generally, and tyranny and oppressions of body and mind will vanish like evil spirits at the dawn of day,” Thomas Jefferson
- “Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation,” John F. Kennedy
- “Upon the subject of education, not presuming to dictate any plan or system respecting it, I can only say that I view it as the most important subject which we as a people may be engaged in. That everyone may receive at least a moderate education appears to be an objective of vital importance,” Abraham Lincoln
- “Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime,” Chinese Proverb
- “Only the educated are free,” Epictetus
- “Education is a better safeguard of liberty than a standing army,” Edward Everett
- “The educated differ from the uneducated as much as the living from the dead,” Aristotle
- “He who opens a school door, closes a prison,” Victor Hugo
- “Education is not the filling of a pail, but the lighting of a fire,” W. B. Yeats
- “The benefits of education and of useful knowledge, generally diffused through a community, are essential to the preservation of a free government,” Sam Houston
- “I have never let my schooling interfere with my education,” Mark Twain
- “Education, then, beyond all other devices of human origin, is the great equalizer of the conditions of men,—the balance-wheel of the social machinery,” Horace Mann

child's college education. We're another step forward toward helping the middle class with a targeted tax cut. And we're another step forward again in saying that we have literally opened the doors of college to all.

I am also pleased to announce that we will increase Pell grants to up to \$ 3,500, and that will benefit nearly 4 million Pell grant recipients. And that's important.

Now, for all of you who are in higher education -- this is the second thing I want to say that's important -- the second element of our plan is to strengthen our efforts to help Americans stay in college. We have really good numbers now, and it's going to get better with this -- with the number of young people going to college. But the dropout rate is way, way too high, given the needs of the economy and the benefits to young people in staying and getting their degrees.

One-third of the lowest income students drop out of college and less than half of them earn degrees within 5 years. Our budget will establish the college competition challenge grants to reduce the dropout rate and improve the chances of success for nearly 18,000 of these students. We're also going to expand the successful TRIO program to help even more students stay in college. We will launch a dual degree initiative to expand opportunities for students at minority institutions to allow about 3,000 minority students to earn a degree in fields where minorities today are woefully under-represented.

The third and final part of our higher education agenda is focused on helping young people get on the right track to college and to stay there. We need to encourage more students at an early age to get them excited about academic achievement and to give them a sense that they actually can go to college and get a degree and have the life of their dreams.

We passed an initiative we called GEAR UP, which does just that. It reaches out to middle school students who are at risk, using college students to mentor them, to encourage them to set high expectations, to stay in school, to study hard, to take the right courses to go to college, and to make sure they know exactly what kind of aid they would qualify for, so they didn't decide when they're 12 or 13 or 14 that they won't be able to afford to go.

Our budget will double the number of students who can participate in GEAR UP to include 1.4 million young people. Many of them come from families where they would never entertain the prospect of going to college and where the message they get now -- on the street, in the school -- is that because of their circumstances, they won't be able to make it. We're giving them the exact reverse message, that they will absolutely be able to make it. And young people in universities all across America who have participated in mentoring these kids deserve the thanks of a grateful nation. We're going to double this program, and I hope you'll help us pass that as well.

One more aspect of this is our youth opportunity grants, under the leadership of Secretary Herman at Labor and the Youthbuild initiative at HUD. These things are working again to reach young people who otherwise too often get let out and left behind. Taken together, these steps will provide families with the college relief they need, students with the support they need, our economy with the skilled work force we need, and our communities and our Nation with the better citizens we all need.

People who decide to invest in their futures through education are taking the long look ahead, making sacrifices today for rewards tomorrow. That is the challenge we face today as a nation. We have, for the first time in my lifetime, economic prosperity, social progress, national self-confidence, the absence of serious crisis at home or paralyzing threat from abroad. All those conditions have not existed at one point in my lifetime. And it is imperative that we take the long look ahead. There is no better way to make the most of this magic moment than by helping all Americans make the most of their God-given abilities.

Thanks for being here. Thank you.

NOTE: The President spoke at 1:55 p.m. in the Presidential Hall in the Dwight D. Eisenhower Executive Office Building. In his remarks, he referred to Nina McLaughlin, student, who introduced the President. The transcript released by the Office of the Press Secretary also included the remarks of the First Lady.

LANGUAGE: ENGLISH

LOAD-DATE: March 2, 2000

View: [Cite](#) | [KWIC](#) | [Full](#) | [FOCUS™ - Narrow Results](#) | [Save As ECLIPSE](#) | [More Like This](#) | [More Like Selected Text](#)
1 of 389 | [Text Only](#) | [Download](#) | [Fax](#) | [Email](#)
36 Weekly Comp. Pres. Doc. 117

Source: All Sources : / . . . / : Presidential Documents
Terms: [headline \(education\)](#) ([Edit Search](#))
View: Full
Date/Time: Tuesday, March 7, 2000 - 2:31 PM EST

[Search](#) | [Search Advisor](#) | [Get a Document](#) | [Check a Citation](#)
[ECLIPSE\(TM\)](#) | [History](#) | [Change Client](#) | [Options](#) | [Feedback](#) | [Sign Off](#) | [Help](#)
[About LEXIS-NEXIS](#) | [Terms and Conditions](#)

Copyright © 2000 LEXIS-NEXIS Group. All rights reserved.

**PHOTOCOPY
PRESERVATION**

**A CONVERSATION WITH PAT SCHROEDER,
PRESIDENT AND CEO OF
THE ASSOCIATION OF AMERICAN PUBLISHERS,
ABOUT "GET CAUGHT READING" MONTH**

As President of the AAP it has been one of your goals to launch a nationwide campaign to promote books and reading. Why have you felt this was an important effort and what is the philosophy behind this particular campaign?

My goal was to get the book industry together to promote the sheer joy of reading for adults. I wanted a slogan with attitude that reminds people that even though they may have less discretionary time than they used to, there is no better way to use it than indulging in this Renaissance of wonderful writing going on in America right now. And, besides, one of the great things about books and magazines in 1999 is that they don't have a Y2K problem!

What is the message of "Get Caught Reading" and how will it appeal to the 18 - 34 year-old lapsed reader whom you hope to influence?

"Get Caught Reading" is meant to be a light, fun reminder of the joys of reading. The tone is not serious and preachy, but surprising and, I think, of great appeal to younger readers.

There are so many information and entertainment choices competing for peoples' time that often books, which require time, quiet, and focus, are put aside with an "I'll get to it when I have time" attitude. We want people to make time for books and to remember how satisfying and fun it is to browse a bookstore, hold a new book in your hands, and discover new worlds on the printed page.

Why did you choose Rosie O'Donnell and Whoopi Goldberg as celebrities for the campaign as opposed to, say, Tom Wolfe or Anne Rice?

We purposely wanted mainstream celebrities who would be recognizable to the majority of the population and, in particular, those under age 35. And while we did not want to use authors, we did want celebrities who are self-proclaimed booklovers. Rosie O'Donnell and Whoopi Goldberg fit the bill perfectly and we are honored that they agreed to be photographed for our campaign.

Did the celebrities pick the books they are seen reading in the ads?

Rosie and Whoopi are avid readers and were eager to be shown reading one of their personal old favorites. I think the fact that the books are picked by the celebrities adds a wonderful flavor and

certainly authenticity to the ads.

"Get Caught Reading" is an ambitious industry-wide campaign. How are all the different arms of publishing - the publishing houses, stores, magazines, and libraries - contributing to the campaign?

It is thrilling to see every facet of the publishing industry embrace this campaign. Publishers are running our "Get Caught Reading" logo in their ads for May books, retailers are agreeing to display "Get Caught Reading" signs, wear our "Get Caught Reading" buttons and create "Get Caught Reading" displays. "Get Caught Reading" will be the theme for the 1999 Book Expo, which will take place in Los Angeles in late April. Magazine publishers are donating pages in their publications for the ads and this is just the beginning. Everyone in publishing is being creative and coming up with clever ideas for spreading the word about the fun of reading. Everyone in the industry will reap the benefits of this energy and enthusiasm.

What will be happening in May 1999 "Get Caught Reading" Month?

"Get Caught Reading" will be a slogan that will be everywhere in May. When you open a magazine, there will be our ad; when you go in a bookstore, you'll see signs and displays. We want to localize the campaign and hope that governors, mayors, local celebrities and community bookstores will find different and creative ways to present this. Mother's Day in May presents another opportunity to encourage "Get Caught Reading." There are a number of events in the works that all come together for May. Our hope is that by reminding people over and over of the joy of reading, many lapsed readers will come back into the fold and experience again the satisfaction of a good book



Goldberg McDuffie Communications, Inc.

ABOUT LYNN GOLDBERG AND GOLDBERG MCDUFFIE COMMUNICATIONS

Lynn Goldberg has been immersed in publishing for twenty-five years. She was publicity director at Farrar, Straus & Giroux and Pantheon Books, and publicity manager of Random House before founding her own agency fifteen years ago.

Lynn Goldberg's recently renamed company, Goldberg McDuffie Communications, has promoted books for the major publishing houses, including Random House, Simon & Schuster, HarperCollins, Harcourt Brace, Doubleday, and Viking-Penguin. Among the best-selling publicity campaigns the firm has created are UP ISLAND by Anne Rivers Siddons; DRINKING: A LOVE STORY by Caroline Knapp; PAULA by Isabel Allende; HAVING OUR SAY by the Delaney Sisters; THE ROYALS by Kitty Kelley; and THE DAY DIANA DIED by Christopher Andersen.

The company's campaigns for THE NATURALIST, the memoirs of E.O. Wilson, and THE ENCYCLOPEDIA OF NEW YORK CITY won two LMP Awards, a prestigious publishing honor, in 1994 and 1995 respectively.

Other authors the firm has worked with are Umberto Eco, P.J. O'Rourke, Harold Bloom, Mary Gordon, Studs Terkel, George P. Shultz, Olivia Goldsmith, Dr. Juliet Schor, Arlie Hochschild, Joyce Carol Oates, William Wegman, Maurice Sendak.

Goldberg McDuffie has been successful in publishing several industry launches, such as the Everyman's Library for Knopf, the re-launch of The Modern Library for Random House, the launch of Metropolitan Books for Michael Nauman, and the launch of Perseus Books.

In addition to the agency's efforts on behalf of the book publishing industry, Goldberg McDuffie Communications has played a role in many successful magazine launches including: Elle, Mirabella, and Entertainment Weekly.

Lynn Goldberg is a member of the boards of Poets & Writers and The New School for Social Research Master of Fine Arts Program. She serves on the Advisory Boards of the Small Press Center and the Jerusalem Book Fair. She has been Treasurer of the Publishers Publicity Association and the program chair of the Women's Media Group. The company does pro bono projects for the Harlem School of the Arts and Heritage College, located on the Yakama Indian Nation Reservation in Washington state, for which Lynn Goldberg is a member of the President's Council.

Camille McDuffie, President, began her career at Viking before joining Lynn Goldberg's agency in 1987. She has handled most of the firm's major book and magazine campaigns. The firm's name was changed in 1997 to reflect her contributions. She is a member of the Women's Media Group.



Goldberg McDuffie Communications, Inc.

PUBLICITY STRATEGY TO PROMOTE AAP'S "GET CAUGHT READING" CAMPAIGN, MAY 1999

The Association of American Publishers' "Get Caught Reading" campaign, which debuts May 1 1999, will promote the pleasure of reading and owning books. Through tasteful photographs of celebrities reading a favorite backlist title, the ads will be eye-catching and low-key and should appeal to the 18 – 34 age group, a group that needs to be wooed back into bookstores.

We are extremely excited about the campaign and believe it can be effective in making reading a "hot" activity. With Pat Schroeder as the energetic spokesperson and some terrific celebrity photographs, we believe we can secure widespread visibility for the campaign and "Get Caught Reading Month" beginning on May 1. Our publicity ideas and strategy for the "Get Caught Reading" campaign are as follows:

PUBLICITY IN THE TRADES

As plans for the campaign are confirmed (i.e., a few celebrities are "on board"), we will place brief stories in the publishing trade publications, including Publishers Weekly, BP Report, Subtext, American Bookseller, Library Journal, and AAP Monthly Report. We will approach these same trade publications for larger stories in late April/early May as the campaign kicks-off.

PRE-CAMPAIGN "BUZZ"

In the few months leading up to the campaign, we will work to place a few items in the gossip and entertainment press about the celebrities chosen for the ads and what books they are reading. One or two such items would heighten anticipation for the campaign and create a sense of excitement about it. For example, there may be an interesting item about why Rosie O'Donnell or Whoopi Goldberg is shown reading a particular book. We would approach the following about such an item:

Liz Smith
"Page Six" NEW YORK POST
"Jeannie Williams" USA TODAY
"People" ASSOCIATED PRESS
ENTERTAINMENT WEEKLY

LONG LEAD MAGAZINES

We will approach a range of major magazines in advance for stories and feature items to run in May issues about Get Caught Reading Month. Among the publications we will target are:

VANITY FAIR
VOGUE
ELLE
HARPER'S BAZAAR
TIME
NEWSWEEK
ENTERTAINMENT WEEKLY
ESQUIRE
REDBOOK
GOOD HOUSEKEEPING
FAMILY CIRCLE
MCCALL'S
PARENTS
CHILD
READER'S DIGEST
SEVENTEEN
YM
JANE
NEW YORK
PARADE
USA WEEKEND
THE NEW YORK TIMES MAGAZINE

PRESS MATERIALS

We will create a press release announcing the campaign as well as customized pitch letters to secure interviews with Pat Schroeder. In addition, we would like to include a quote from each celebrity featured in the campaign about the importance of reading and/or why they chose to be photographed with a particular book.

NATIONAL TELEVISION

We will approach the following national television programs in advance to secure interviews with Pat Schroeder on May 1 or soon thereafter:

"DATELINE" NBC TV (for a story on the importance of reading)
"20/20" ABC TV

“TODAY” NBC TV
“GOOD MORNING AMERICA” ABC TV
“CBS THIS MORNING” CBS TV
“EXTRA” SYNDICATED (it may be necessary to get a quick quote from one of the celebrities to secure an entertainment program)
“ACCESS HOLLYWOOD” SYNDICATED
“ENTERTAINMENT TONIGHT” SYNDICATED
“LIVE WITH REGIS AND KATHIE LEE” (would need a celebrity to go on with Pat Schroeder)
“ROSIE O’DONNELL”
“MORNING NEWS” CNN
“LARRY KING LIVE” CNN
CNBC
MSNBC
FOX NEWS CHANNEL
BLOOMBERG TV
“CHARLIE ROSE SHOW” PBS
“WEEKEND TODAY” NBC TV
“OPRAH”
“ABOUT BOOKS” C-SPAN
C-SPAN 2

In addition, we would work with MTV and VH-1 to secure mentions of “Get Caught Reading?” Month (again, one of the celebrities may have to be involved). We would also urge TV hosts to discuss “Get Caught Reading” month during the “host chat” segments of their programs (this would include Jay Leno, David Letterman, and Kathie Lee and Regis).

RADIO

We will approach select national and NYC and Washington local radio about interviews with Pat Schroeder on May 1 & 2. Among the programs we will approach: -

“All Things Considered”/“Morning Edition” NATIONAL PUBLIC RADIO
“Diane Rehm Show” WAMU Radio
“New York & Co.” WNYC Radio
“Spotlight” ABC Radio Network
“First Light” Westwood One/NBC Radio Network
AP Radio
“Jim Bohannon Show” Mutual Broadcasting System
“Bookworm” KCRW Radio

“Milt Rosenberg Show” WGN Radio
Wisconsin Public Radio

PRINT FEATURES

We will work to secure select print interviews for Pat Schroeder about the campaign and the importance of promoting reading. For some newspapers, this will be a publishing story; for others a culture or feature story. Among the publications we would approach are:

THE NEW YORK TIMES -- we would offer publishing reporter, Doreen Carvajal, the first story on the campaign to break in the Monday Business section before the campaign starts.

PUBLISHERS WEEKLY

THE WASHINGTON POST – David Streitfeld may be interested in this for his Sunday Book World column.

THE WALL STREET JOURNAL

ASSOCIATED PRESS

REUTERS

USA TODAY

THE PHILADELPHIA INQUIRER – Carlin Romano may want to interview Pat Schroeder.

NEWSDAY – Paul Colford, publishing reporter, would probably be interested.

NEW YORK POST – Media reporter Keith Kelly would be interested.

CHICAGO TRIBUNE

LOS ANGELES TIMES

SAN FRANCISCO CHRONICLE

ADVERTISING AGE

BP REPORT

ON-LINE PUBLICITY

There are a number of on-line chat programs that we would approach for interviews with Pat Schroeder, including Amazon.com, Barnes & Noble on line, and Borders.com. In addition we would work with these web sites to encourage running the Get Caught Reading tag-line each day when users access the site.

ADDITIONAL PROMOTIONS

AAP has some wonderful ideas for special promotions in bookstores around the country and through special polls to ask people what they are reading. If these promotions lend themselves to publicity, we would seek coverage for them.

###

Get Caught Reading

Yes, I want to support the *Get Caught Reading* Campaign!

Name _____

Company _____

Address _____

Phone _____

Fax _____

E-Mail _____

1) Champion (\$10,000) _____

3) Underwriter (\$2,500) _____

2) Partner (\$5,000) _____

4) Other amount _____

Method of Payment (Please fax this form to (212) 255-7007.)

_____ Check (please make payable to Association of American Publishers
Get Caught Reading Campaign, 71 Fifth Ave, New York, NY 10003.)

_____ Credit Card

American Express

Visa

Mastercard

Account # _____

Expiration _____

Name of Cardholder _____

Signature _____



Life

MONDAY, DECEMBER 7, 1998

H3

LIFELINE

A QUICK READ ON WHAT PEOPLE ARE TALKING ABOUT

SOUNDS OF MUSIC: Julie Andrews has dismissed reports that her singing career is over because of throat surgery, a British newspaper said Sunday. "I will sing again," the 63-year-old actress declared in an interview in *The Mail*. "It's true my voice is a little weak at the moment, but I'm resting and it will get better." Last month her husband, film director Blake Edwards, told *Parade* magazine he did not think she would sing again. She was forced to quit her lead role in the Broadway musical *Victor/Victoria* last year. Subsequent throat surgery "to remove some harmless nodules" prompted speculation of permanent damage to her voice.

→ **CAUGHT READING:** The Association of American Publishers today announces an ad campaign for May to encourage reading, especially among 18- to 34-year-olds. Using the slogan "Get Caught Reading," the ads show avid readers Rosie O'Donnell and Whoopi Goldberg reading their favorite books: O'Donnell with *The Bean Trees*, Barbara Kingsolver's first novel; Goldberg with *Peter Pan*.

CAUGHT WRITING: E.L. Doctorow has been awarded the prestigious Peggy V. Helmerich Distinguished Author Award. Doctorow, author of *Ragtime* and *Billy Bathgate*, credited his practice of writing in the seclusion of his attic in New Rochelle, N.Y., for his prolific success. "If you sit facing the wall," said Doctorow, 67, "the only way out is through the sentences." Past winners include Neil Simon, Ray Bradbury, Norman Mailer, Toni Morrison and John Updike.



O'Donnell



Goldberg

Rosie, Whoopi on book binge

BY JUDY QUINN

The Association of American Publishers has tapped celebs Rosie O'Donnell and Whoopi Goldberg to star in a new "Get Caught Reading Month" advertising and promotion campaign. It will debut in May '99 and will be formally launched at Book Expo America, to be held in Los Angeles April 30-May 2.

The program is designed to encourage reading and book buying, particularly among 18- to 34-year-olds. Although this age demographic is the classic focus of marketers because of their spending power, the book-buying audience tends to skew older: According to the Book Industry Study Group's annual consumer buying survey, those above the 18-34 demographic account for the lion's share (80%) of adult book purchases.

"The campaign will be fun and light, not preachy," said former congresswoman Pat Schroeder, now president and CEO of AAP.

Advertisements are being revealed today and will run free of charge in May issues of major magazines, including those of Conde Nast (including Vanity Fair, the New Yorker and Mademoiselle), Gruner & Jahr, Hearst Magazines, Reader's Digest, Disney Magazine Group, National Geographic and Time Inc.

The Magazine Publishers Association of America is working with the AAP in the campaign.

MediaTalk

With Celebrities in Tow, Publishers Go A-Courting

After months of fits and starts, the trade association for publishers is ready to do for books what milk producers accomplished with celebrity milk mustaches: make reading hip.

Today, the Association of American Publishers is announcing a monthlong campaign in May to court a younger generation of readers with a catchy slogan ("Get Caught Reading"), fashion magazine advertisements and celebrity volunteers (Rosie O'Donnell and Whoopi Goldberg) to promote reading, and most important, book buying.

"I've just been very impressed with how receptive everyone has been to the idea," said Patricia Schroeder, the former Colorado Congresswoman and the association's chief executive.

There were many hurdles before the association reached this point of showing off photos of Rosie O'Donnell musing over a copy of "The Bean Trees" by Barbara Kingsolver. At one point the association considered a campaign, but backed away from a price tag estimated in the millions of dollars. This newest campaign, which is being subsidized with volunteer labor and seed money of about \$60,000, also had to appeal to all publishers, who naturally would like celebrities to pose holding copies of their newest titles.

But on this detail, the association achieved unity by declaring that celebrities would promote only older, backlist titles of their choosing. The notion was that magazine publishers

would be more willing to devote free advertising space if the campaign dealt with titles of the past, Ms. Schroeder said. The publishers also were striving for a campaign that tries without eat-your-peas preachiness to reach their target group of 18-to-34-year-olds.



Rosie O'Donnell

"I think this is really needed," said Robert S. Miller, the publisher of Hyperion, who is on the campaign's steering committee. "We are in danger of losing the younger generation — and we need to show them that books aren't just something like a flu shot."

DOREEN CARVAJAL

NEWS

AAP Woos Small Publishers; Looks to Promote Reading

FOLLOWING LAST year's revision of its dues structure in an effort to accommodate small book publishers, the Association of American Publishers is launching a broader campaign to attract small independent publishers into the association.

AAP president and CEO Pat Schroeder noted that 70% of AAP's members have annual sales of less than \$5 million, emphasizing that "their diversity and unique perspective give us a better understanding of publishers' concerns."

At the 1999 annual meeting in Washington D.C. in March, the AAP will present several new initiatives for small publishers. Among them are: a special full day small publishers annual meeting, to be held prior to the AAP annual meeting on March 17. It will focus on such industry topics as online book sales, sub rights, audiobooks, and wholesalers from a small and independent publishing perspective. The AAP also plans to add a seat to its board of directors (a publisher with sales under \$20 million) to represent smaller publishers. There are also plans to offer a variety of cost-saving benefits to prospective members.

At this year's annual meeting, the AAP revised its dues structure, establishing a flat membership rate of \$195 for publishers with annual sales under \$1 million; and a simplified rate of \$1



ROSIE THE READER: Celebrities will help front and center.

per thousand dollars for houses with annual sales up to \$40 million. For more information contact Tom McKee at (212) 255-0200 ext. 263; email: tmckee@publishers.org.

The AAP also announced plans to launch Get Caught Reading Month in May at the BEA show in Los Angeles. The program is designed to encourage reading and book buying among 18- to 34-year-olds. Whoopi

Goldberg and Rosie O'Donnell will serve as celebrity book readers and will be featured in a series of magazine ads in space donated by members of the Magazine Publishers Association of America. The ads will also show up in the catalogues of several publishers.

Schroeder said the effort was intended to "to get the book industry together to promote the sheer joy of reading."

—CALVIN REID

REPRINTED WITH
CCC PERMISSION

CAMPAIGN ADVISORY BOARD

Mr. Nader F. Darehshori
Houghton Mifflin Company

Mr. Charles R. Ellis
John Wiley & Sons, Inc.

Ms. Tanis Erdmann
Reader's Digest Association

Ms. Jane Friedman
HarperCollins Publishers, Inc.

Mr. Laurence J. Kirshbaum
Time Warner Trade Publishing

Mr. Brian J. Knez
Harcourt Brace & Company

Candy Lee
Troll Communications

Michael Lynton
Penguin Putnam

Robert S. Miller
Disney Publishing Company

Mr. Peter Olson
Random House, Inc.

Rubin Pfeffer
Harcourt Brace & Company

Richard Robinson
Scholastic, Inc.

Jack Romanos
Simon & Schuster

John Sargent
St. Martin's Press

Mr. William M. Wright
The Hearst Book Group

Retailers and wholesalers to be announced.

CAMPAIGN STEERING COMMITTEE

Peter Ackroyd
Element Books

Mike Greenstein
Avon Books

Barbara Marcus
Scholastic, Inc.

Esther Margolis
Newmarket Press

Mel Parker
Chair, AAP Trade Committee

Marly Russoff
Hearst Book Group

Association of American Publishers:

Pat Schroeder
Tom McKee
Barbara Meredith
Kathryn Blough

WHAT INDUSTRY LEADERS HAVE TO SAY ABOUT THE CAMPAIGN

Initial reaction from ABA members to the AAP "Get Caught Reading" campaign has been most enthusiastic. We look forward to hearing more about the AAP's plans and providing feedback about how we may all work together to promote books and reading.

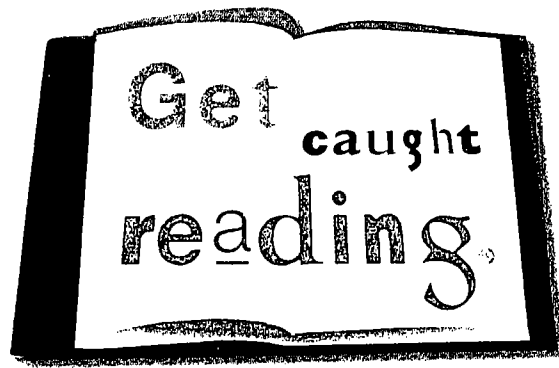
Oren J. Teicher
Chief Operating Officer
American Booksellers Association

As a mother and a book lover I have never really understood why books were not considered more "cool." Let's face it, books can do so many positive things for people: books educate, entertain, and touch the soul. A national book campaign is long overdue! I am honored and thrilled to be working on a campaign that can enhance the lives of so many.

Courtney C. Muller
Industry Vice President and Show Manager
Book Expo America

FUNDING SUPPORT

Berkery, Noyes, & Co.
Horizon Paper
Quebecor Printing



PHOTOCOPY
PRESERVATION

Kathryn G. Blough
Promotion Coordinator

Association of American Publishers, Inc.

71 Fifth Avenue
New York, N.Y. 10003-3004
Telephone 212 255-0200, ext. 257
Facsimile 212 255-7007
E-Mail: kblough@publishers.org

Get caught
reading.



01

The Association of American Publishers

NHGI800 11

FUJI NHGI800

NHGI800 067



Get caught reading.

NHGI

Whoopi Goldberg reading PETER PAN.

10

NH5I800 11

©The Association of American Publishers

FUJI NH5I800

NH5I800 067

Get caught reading.

[NH5I]

Rosie O'Donnell reading THE BEAN TREES.

01

©The Association of American Publishers. Photographed by Gregory Heisler

MH5I800 11

MH5I800

MH5I800 067



Get caught
reading.

MH5I

Jake Lloyd reading ENDER'S GAME.



ASSOCIATION OF AMERICAN PUBLISHERS, INC.

www.publishers.org

71 Fifth Avenue, New York, N.Y. 10003-3004
Telephone 212 255-0200 • Facsimile 212 255-7007

1718 Connecticut Avenue, N.W., Washington, D.C. 20009-1148
Telephone 202 232-3335 • Facsimile 202 745-0694

**PHOTOCOPY
PRESERVATION**

Printed in Canada