Online Engagement Opportunity
For America’s Libraries

PBS Outreach to Libraries for
LIVE Author events, including:

- Promotional Calendar
- Book Fair Coverage
- Easy-to-use live web video
To complement your efforts to engage your audience, PBS Books provides an ongoing, multi-platform initiative designed to drive local engagement around books and topics important to your community.

Use PBS Books content as a way to promote books, authors, and develop deeper relationships with your community of readers.

PBS Books Assets for Libraries -- Online and Social Media

- Access to video archives with more than 500 author interviews
- Monthly reading lists highlighting major themes and events
- Live stream coverage of major literary events throughout the country with best-selling authors
- Promotional Toolkits
  - Embeddable videos and links
  - Social media posts
  - Graphics for social and digital messaging
Everybody Loves Lists!
Create a dialogue with readers around important topics and themes.

Throughout the year, **PBS Books will publish reading lists** highlighting must-read books & authors and provide a digital toolkit for libraries to maximize engagement with readers.

**Reading List Toolkit:**
Easy, Ready-to-Use Templates for Libraries

PBS helps you easily share and distribute pre-made content!
Keep readers informed with what’s hot in books!

**Simply copy and paste** the descriptions and codes to your website to create a fully interactive page for your local readers.

**Promotional Tools:**
Monthly lists of the top books
Book & Author Descriptions
Individual Book Images
Links and/or embed code to author interviews
Reading List Calendar:
Monthly Conversations Around Important Themes

**February**
Black History Month

**March**
Best Book Adaptations
Women’s History Month

**May**
Mother’s Day
Graduation

**June**
Father’s Day

**July/August**
Beach Reads

**September**
Back to School

**October/November**
Election Season

**December**
Best of 2018

Check out the [Black History Month](#) list!
<table>
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<tr>
<th>Month</th>
<th>Assets Available for Libraries</th>
<th>Suggested Social &amp; Web Launch</th>
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<tbody>
<tr>
<td>March</td>
<td>Best Book Adaptations 23-Feb</td>
<td>1-Mar</td>
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<td></td>
<td>Women's History 5-Mar</td>
<td>12-Mar</td>
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<tr>
<td>May</td>
<td>Mother's Day 25-Apr</td>
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<td>Graduation 8-May</td>
<td>15-May</td>
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<td>June</td>
<td>Father's Day 25-May</td>
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<td>July</td>
<td>Beach Reads 22-Jun</td>
<td>29-Jun</td>
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<td>September</td>
<td>Back to School 28-Aug</td>
<td>4-Sep</td>
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<td>Oct/Nov</td>
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<td>December</td>
<td>Best of Year 10-Dec</td>
<td>17-Dec</td>
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Everybody Loves Live Video!
PBS Books helps you localize Author Interviews on your Digital & Social Platforms

PBS Books makes it easy to host live author interviews on your website and Facebook channel from the most important literary events in the country, live and in real-time.

Two Easy Ways
1. Copy & Paste the provided embed code into your website
2. Follow & share @PBSBooks on Facebook and get instantly notified when we are Live

Live Stream Toolkit
Free & Easy To Use

PBS Books will provide:

- Live stream embed code to originate content on your site
- Cross-posting option on Facebook
- Full schedule of author interviews
- Book and author images to promote the schedule
  - Suggested social media posts
  - Press images
  - Digital and on-air promos
Upcoming Live Coverage:
Easy for streaming on your site or social media

AWP Conference & Bookfair
Tampa, FL – March 8 & 9

Los Angeles Times Festival of Books
Los Angeles, CA – April 21 & 22

Book Expo America & BookCon*
New York City – May 31 – June 2

National Book Festival*
Washington, D.C. – September 1

Miami Book Fair*
Miami, FL – November 16-18

*Events to be confirmed
THE GREAT AMERICAN READ is an eight-part television and online series designed to spark a national conversation about reading and the books that have inspired, moved, and shaped us. The series will engage audiences with a list of 100 diverse books. Audiences are encouraged to read the books, vote from the list of 100, and share their personal connections to the titles.

THE GREAT AMERICAN READ premieres Tuesday, May 22 at 8/7c on PBS stations with a launch special, kicking off a summer of reading and voting. Then in the fall, seven new episodes of the series will air as the quest to find America’s most beloved book moves into high gear. Episodes from the series will feature appearances by celebrities, athletes, experts, authors, and everyday Americans advocating for their favorite book.

The PBS Books initiative can be used in conjunction with promotion of The Great American Read. It’s an exciting new way to interact with readers and book-lovers. Be sure to join the conversation using #GreatReadPBS.
What To Do Next?

Sign Up to be added to the PBS Books Distribution List
Email Nora Kadoo at nkadoo@dptv.org

Stay Up-to-Date
Follow PBS Books on
Facebook
Twitter
Instagram

Promote Monthly Reading Lists
Create your own webpage and share social media content

Livestream Author Interviews
Host interviews on your website using embed code
and
Cross-post @PBSBooks on Facebook