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# M E M O



Date: December 19, 2011

To: Chair Steve Albers and members of the Board of Trustees

From: Mary Getchell, Communications Director

Subject: Pierce County READS 2012

Learning from and building upon Pierce County READS 2008–2011’s community one book programs, Pierce County Library System is offering its fifth program, which will run February 19–April 13, 2012. The program is premised on everybody in the county reading the same book, at the same time, sharing and discussing the book, and coming together as a community. The concept is for adults to read, talk, debate, share, and learn. The goal is for thousands of residents to come together, share an activity, and strengthen their community.

Pierce County Library and The News Tribune present Pierce County READS. For the fifth year, the Pierce County Library Foundation is honored to announce KeyBank Foundation as the major corporate sponsor of Pierce County READS. In addition, the Library is working with 19 community partners to reach individuals throughout the county to gain their involvement and engagement in this community event.

Ideally The News Tribune will announce the selected 2012 Pierce County READS book, a New York Times Bestseller and award-winner by a nationally known, prize-winning author. In conjunction with the news article, the Library and its community partners will conduct a variety of communications activities to promote the program and engage individuals including: website pages, social media, displays in libraries and at community partner locations, advertisements, printed products, proclamations by local governments, food drive with community partner Emergency Food Network, and more.

The Library’s Pierce County READS team, of Lisa Bitney, Greg Dyer, Rose Jetter, Lourie Kelly Tami Masenhimer, and me, has been working with community partners and staff liaisons in each library location to share information about the program in businesses and organizations throughout the county.

Pierce County READS will be a focused 8-week period when the Library and The News Tribune will invite people throughout the county to read the selected book, participate in free events, and join with groups to discuss the book. Then, attend a free event and meet the major author of the selected book on Friday, April 13, 2012.

Attached is the communications plan with overview information and without the detailed activities and tactics.