#### Memorandum

DATE April 12, 2013

Members of the Arts, Culture & Libraries Committee: Ann Margolin (Chair), Delia Jasso (Vice Chair), Jerry Allen, Tennell Atkins, Vonciel Jones Hill

SUBJECT The Big Read Dallas Update

On Monday, April 15, 2013 the committee will be updated on The Big Read Dallas. Briefing materials are attached for your review.

If you have any questions, please feel free to contact me.

Joey Zapata Assistant City Manager

#### Attachment

cc: Honorable Mayor and Members of the City Council Mary K. Suhm, City Manager Thomas P. Perkins, Jr., City Attorney Craig D. Kinton, City Auditor Rosa A. Rios, City Secretary Daniel Solis, Administrative Judge A.C. Gonzalez, First Assistant City Manager Ryan S. Evans, Assistant City Manager Jill A. Jordan, P.E., Assistant City Manager Forest E. Turner, Assistant City Manager Jeanne Chipperfield, Chief Financial Officer Stephanie Cooper, Assistant to the City Manager



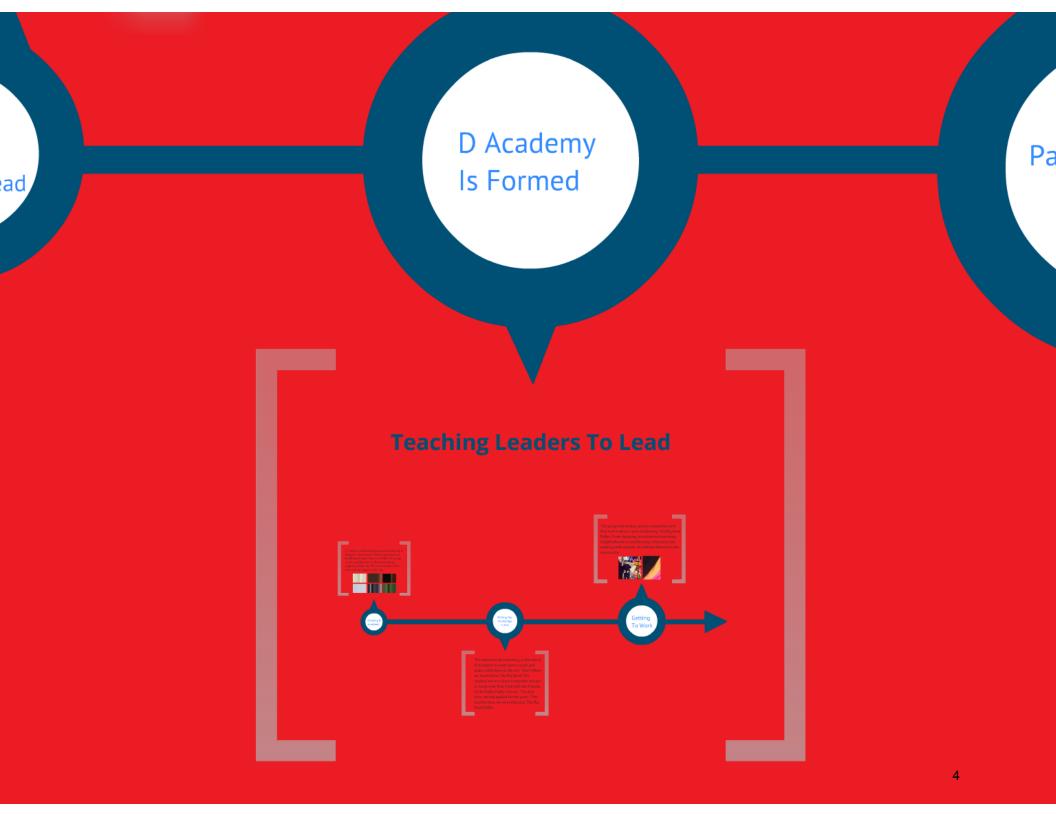


The Big Read answers a big need. Reading at Risk: A Survey of Literary Reading in America, a 2004 report by the National Endowment for the Arts, found that not only is literary reading in America declining rapidly among all groups, but that the rate of decline has accelerated, especially among the young. The concerned citizen in search of good news about American literary culture would study the pages of

The Big Read aims to address this crisis squarely and effectively. It provides citizens with the opportunity to read and discuss a single book within their communities.

The NEA Launches The Big Read The Big Read answers a big need. Reading at Risk: A Survey of Literary Reading in America, a 2004 report by the National Endowment for the Arts, found that not only is literary reading in America declining rapidly among all groups, but that the rate of decline has accelerated, especially among the young. The concerned citizen in search of good news about American literary culture would study the pages of this report in vain.

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Putting Our Knowledge to Use

We wanted to do something at the end of D Academy to really leave a mark and make a difference in the city. That's when we heard about The Big Read. We reached out to various nonprofits and got in touch with Kate Park with the Friends of the Dallas Public Library. Ten days later, we had applied for the grant. Two months later, we were planning The Big Read Dallas.

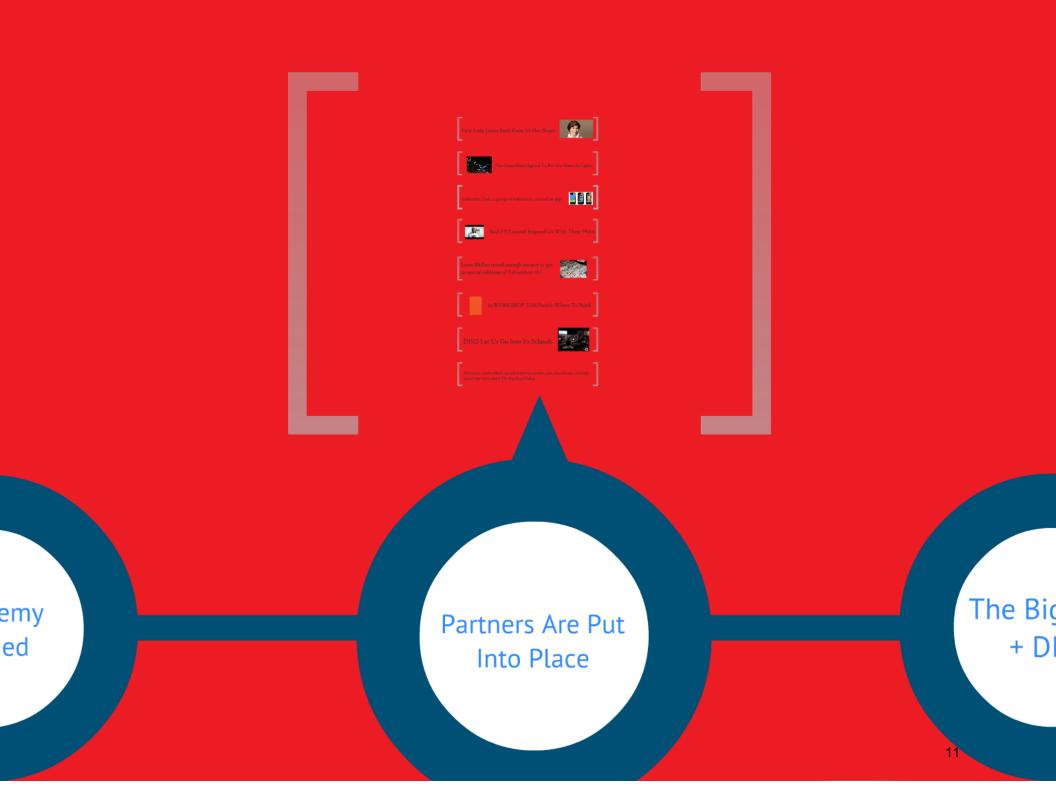
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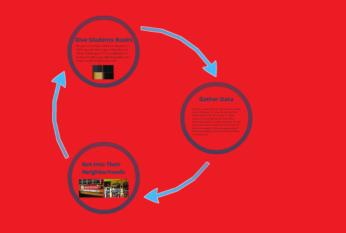


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### The Big Read + DISD

From day one, we have said that if we can get one student to go from someone who can read to a reader, then we will count The Big Read Dallas a success. But how do we achieve that goal?

#### Engaging DISD

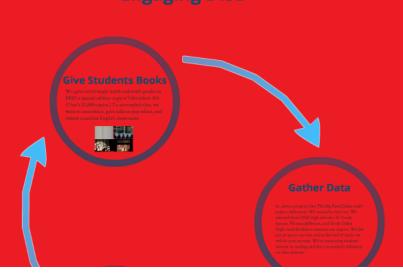


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# **Engaging DISD**

#### Give Students Books

We gave every single ninth and tenth grader in DISD a special-edition copy of Fahrenheit 451. (That's 21,000 copies.) To accomplish this, we went to assemblies, gave talks at pep rallies, and visited countless English classrooms.



#### **Gather Data**

So, does a program like The Big Read Dallas really make a difference? We wanted to find out. We selected three DISD high schools—H. Grady Spruce, Thomas Jefferson, and North Dallas High—and decided to measure our impact. We did pre-program surveys, and at the end of April, we will do post-surveys. We're measuring students' interest in reading and the community's influence on their interest.

### Get Into Their Neighborhoods



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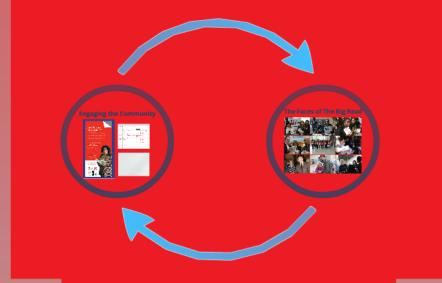
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# Get Into Their Neighborhoods



## Everyone Is Reading With Us!



The Big Read + Community

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# **Engaging the Community**

#### THE BIG READ 2013 LIBRARIAN OF THE YEAR PAMELA BROWN W.A. Atwell Middle School

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PAMELA BROWN WITH HER FAVORITE BOOK BUD, NOT BUDOY BY CHRISTOPHER PAUL CURTS

Join our Facebook page BIGREADDALLAS.ORG







COMPANY FREE VALUES

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The 53-year-old librarian raps, chesses up as characters from books, and brings treats for students. She started her career teaching elementary students at a Wontesson school, but after just a few years, she took on the role of librarian. "The switch was because I wanted to impact more students," she says. "I wanted the library to be fun." Fifteen years later, she's still making the library fun by adding simple things like color full posters and pads to the chars. "It's a next hangout for the students," she says.

#### "She is the most caring, nurturing, generous librarian in Dallas..."

"She encourages us to read [and] expand our minds with new words."

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MON	TUE	WED	тни	FRI
1	2	3	4	5
Union Station Big Read Kick Off			Dallas Central Library Fahrenheit 451 Discussion	
			The Lab at the Perot Museum	
8	9	10	11	12
	North Oak Cliff Branch Library Book Club	Audelia Road General Book Club Meeting		
	Growing Up With Science Fiction			
15	16	17	18	19
Books and Drinks at the Angelika Dallas		Skilman Southwestern Branch Library Book Club	Censorship Debete With Sam Weller, Ray Bradbury's Biographer	Bradbury Biog Sam Weller at Spruce High S
				Arts and Letter Freeh Inic Sam
22	23	24	25	26
Coffee and Fahrenheit. 451: A The Big Read Datas Event	Party in the Park – World Book Night in Downtown Dallas			
29	30			



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8	9	10	11	12	13	14
	North Oak Cliff Branch Library Book Club	Audelia Road General Book Club Meeting			Science of Fire at Perot Museum of Nature and Science – Session 1	Screening of <i>Fahrenheit 451</i> at The Texas Theatre
	Growing Up With Science Fiction				Science of Fire at Perot Museum of Nature and Science – Session 2	
15	16	17	18	19	20	21
Books and Drinks at the Angelika Dallas		Skillman Southwestern Branch Library Book Club	Censorship Debate With Sam Weller, Ray Bradbury's Biographer	Bradbury Biographer Sam Weller at H. Grady Spruce High School	Writing Workshop With Ray Bradbury Biographer Sam Weller	
				Arts and Letters Live Fresh Ink: Sam Weller		
22	23	24	25	26	27	28
Coffee and Fahrenheit 451: A The Big Read Dallas Event	Party in the Park – World Book Night in Downtown Dallas				Science of Fire at Perot Museum of Nature and Science – Session 3	
					Oak Lawn Branch Library Book Club	
					Science of Fire at Perot Museum of Nature and Science – Session 4	
					Read-In At Klyde Warren Park	
29	30					
						33



# The Faces of The Big Read



















