

DESCRIPTION OF SUCCESSFUL READING PROGRAMME <b>PROGRAMME TITLE: Vorlesetag (National Reading Aloud Day)</b> <b>PROGRAMME ORGANISER(S):</b> <b>DIE ZEIT, Stiftung Lesen, Deutsche Bahn</b>	
<b>Description Created by LiRe Partner Institution: The Institute for Children's Literature</b>	
<b>Time &amp; Place</b>	<b>Target Group(s)</b>
Since 2004 – ongoing Every year in November in many different places in Germany.	Individuals: Basically everybody who could be a reading aloud volunteer; focus on parents, politicians, celebrities (new target groups are, for instance, students). Institutions: Schools, kindergartens, libraries, old age homes and many others
<b>Short Description (Max. 200 words)</b>	
<p>Since 2004 Stiftung Lesen conducts the National Reading Aloud Day as its biggest annual event. Last year more than 1.000 politicians as well as more than 100 prominent "Reading Ambassadors" (actors, journalists, writers etc.) read aloud to children and became role models for others.</p> <p>Apart from that, the general public is invited to join this big reading aloud movement – all over Germany schools, kindergartens and libraries take part in it every year. Thousands of volunteers read to children. The Reading Aloud Day 2011 saw the new track record of more than 12.000 reading aloud sessions.</p> <p>Traditionally, there is a key venue supported by the resources of Deutsche Bahn: In 2011, a "Reading Aloud Train" went from Berlin to Hamburg. The initiators also conduct every year a study about reading aloud in Germany which is carried out by the Institute of Reading and Media Research of Stiftung Lesen.</p>	
<b>Objectives (General &amp; Specific)</b>	
<p><b>General Objective:</b> The National Reading Aloud Day aims to raise enthusiasm for reading aloud and reading in general.</p> <p><b>Specific objectives:</b></p> <ul style="list-style-type: none"> <li>- To develop the reading culture.</li> <li>- To enhance children's ability to listen.</li> <li>- Children to experience the pleasure of reading or being read to.</li> <li>- To create the feeling of belonging in a community of readers.</li> <li>- To develop new approaches to reading for children in our multimedia society.</li> <li>- To support reading multipliers (parents, educators, teachers, librarians).</li> </ul>	

- To improve the infrastructure and create networks for reading promotion.

### **Scheme of Reading Promotion Actions & Activities**

The participation for active individuals and institutions is basically very easy: People register their reading aloud session on [www.vorlesetag.de](http://www.vorlesetag.de). The initiators support volunteers and institutions with online tips and a helpline. People can also order posters to announce their events. On the website people can also find different organisational tools:

- A Letter to people who would be invited to read;
- A letter to parents in order to give their consent for photos of their children to be published on-line.
- Stiftung Lesen provides book recommendations.

Institutions organizing readings for children take the following actions:

#### **1. About 2 months before**

- Written or telephone contact with the reader, follow up 2 weeks later by phone if necessary;
- In case of agreement send a thank you letter or express thanks over the telephone.

#### **2. Three - four weeks before**

- Clarify details on the phone or in person: define exact time, the age group, selected book, etc.
- Invite children of a relevant age group (groups consist of maximum 20 children).

#### **3. One - two weeks before**

- Clarify last issues with the reader: arrival time, picking him/her up, the detailed programme, etc.
- If applicable, organize drinks, snacks, chairs, etc.

#### **4. The day before**

- Briefing: Who does what?
- Determine contact for the press.
- Decorate the space where the reading will take place (possibly make the decoration to match the story).
- Get possibly flowers, etc. as thank you for the reader.

#### **5. On the National Reading Aloud Day**

- Prepare seating places (chairs, pillows).
- Provide drinks (water for the reader) and possibly snacks.

### **Results / Indicators of Success**

The organizers are thrilled that from year to year the National Reading Aloud Day attracts more and more visitors and celebrities willing to read to children. The fact that each year the number of readings to children and the number of prominences increases (for example in 2011 with 27% in comparison with the year 2010) is a proof of the growing popularity of the Reading Aloud Day.

This Programme promotes a reading culture and inspires children and adults to reading.

The constantly increasing interest in the National Reading Aloud Day shows not only the success of this reading promotion programme but the engagement of the German society for reading promotion as well. The prominent people in the country show their respect for the education and culture of the younger generations.

The programme is organized in one day but on this day each year new groups of children, new communities and groups of the population join the reading-aloud activities.

### CONCLUSIONS

(WHAT WORKED WELL AND WHY)

The advantage of this programme is that during the National Reading Aloud Day the whole country turns into an enormous space devoted to reading.

Reading is seen as essential and is being practised with joy.

Literacy and the reading culture need a lobby in order to stay alive and be strengthened too. Through the National Reading Aloud Day people in diverse sectors of public life are involved as professionals or volunteers in the promotion of reading. In addition media campaigns and events are organized on a large scale.

Reading aloud is very important for children. It opens up the mind to imagination and creativity, creates an intimacy with the children. For the small ones it is often also a first introduction to literature.

It brings joy to the listeners as well as to the person reading. Years after people keep in mind these readings as most precious memories.

### LINKS TO FURTHER MATERIAL

[www.vorlesetag.de](http://www.vorlesetag.de)