

10 Best Tips for Your
Community Wide Reading Program

OLA 2018
Carol Reich & Annie Sprague



1. Pick a book with community relevance and great potential for events
2. Make a PR plan
3. Assemble a great crew
4. Consider your keynote speaker- what's your budget?
5. Know your contracting process
6. Think creatively about events
7. Create a timeline with goals and deadlines
8. Provide many ways to interact with the book
9. Nurture creative partnerships to add interest and buy-in
10. Use statistics, evaluation, and documentation to improve

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