



The Big Read Sonoma County Frequently Asked Questions

What is The Big Read?

The Big Read is an initiative of the National Endowment for the Arts that brings together partners across the country to encourage reading for pleasure and enlightenment. The Big Read, Sonoma County will take place in April 2010, when every adult and child in Sonoma County will be encouraged to read Mark Twain's *The Adventures of Tom Sawyer*.

How is KRCB involved in The Big Read?

In order to encourage full participation in society and the community, KRCB provides educational, informational, and cultural telecommunications services in partnership with our community. The Big Read directly supports these goals. This event also supports the goals of another key partner in The Big Read, the Sonoma County Library, which is dedicated to encouraging reading and library use.

Is The Big Read only about reading The Adventures of Tom Sawyer?

The Big Read encourages a wide variety of activities to support reading *Tom Sawyer* and to engage reluctant readers. To date, activities that have been planned include

- A teachers' workshop at the Wells Fargo Center for the Arts
- The Mark Twain play "Is He Dead?" at Cinnabar Theater
- Book discussion groups at the Sonoma County Library
- A treasure hunt for kids at the Petaluma Library
- Special river and campfire outings during Sonoma County Regional Parks' Annual Park Celebration.

Additional activities may include art shows, school theater productions, fishing derbies, boating events, a mock funeral, fence painting, films, and other programs.

How can I participate in The Big Read?

We want as many organizations and individuals as possible to get excited about The Big Read and join in the fun. Anybody is welcome to check out *Tom Sawyer* from the Sonoma County Library or read it with your book group. If you or your organization wants to plan an activity for The Big Read, please request a "Community Partner Form" from mkelley@sonic.net before February 1, 2010.

What are the requirements for planning an activity for The Big Read?

The requirements are minimal. Please fill out and return the brief "Community Partner Form" (available from mkelley@sonic.net). To fulfill the terms of the grant that KRCB received from the National Endowment for the Arts, we appreciate receiving information about any activities (public or private) that you plan for The Big Read by submitting this form to us.

What are the benefits of organizing an activity for The Big Read?

Any organization that participates in The Big Read, Sonoma County is helping to promote reading, literacy and library use – all worthwhile goals. In addition, we are planning an extensive promotional campaign, including television and radio spots on KRCB, a Web site, newspaper coverage, flyers, restaurant placemats and more. If your organization schedules a public event, we will include it in this promotional campaign.

Do you have any funds to support additional projects for The Big Read?

We will offer mini-grants valued at a total of \$5,000 to Sonoma County organizations and individuals who organize and present Big Read projects. These mini-grants, ranging from \$50 to \$250, will be awarded through a competitive granting process. Applications are due no later than January 15, 2010.

Do you have any materials for book clubs or teachers?

Yes! The NEA gives us readers’ guides, teachers’ guides and audio guides for *The Adventures of Tom Sawyer*. These guides are available to you on a first come, first served basis, and we encourage you to contact us and request copies of them.

Who are the partners responsible for The Big Read, Sonoma County?

KRCB Public Radio and Television is the nonprofit organization that applied for, and received, a grant from the National Endowment for the Arts to organize The Big Read, Sonoma County. Other lead partners include the Sonoma County Library, the Sonoma County Public Library Foundation, Cinnabar Theater, Sonoma County Regional Parks, Santa Rosa Junior College and the Arts Council of Sonoma County.

How can I learn more about The Big Read?

To learn more about the National Endowment for the Arts and The Big Read, or to access online readers’ guides for *The Adventures of Tom Sawyer*, visit www.neabigread.org. To learn more about The Big Read, Sonoma County – and to see the most current schedule of Sonoma County events – please visit www.bigreadsonoma.com.

Who should I contact for more information?

The project coordinator for The Big Read, Sonoma County is Melissa Kelley. You can reach her via email at mkelley@sonic.net or at (707) 537-8783. Please put “The Big Read” in the subject line of your emails. Contact Melissa for any of the following:

- To request copies of the readers’ guide, teachers’ guide or audio guide
- To request or return the Community Partner Form
- To request or return the mini-grant application
- For general questions about The Big Read, Sonoma County.