



## **READ BETWEEN THE LINES**

### ***NATIONAL BOOK WEEK ANNOUNCEMENT TO THE SOUTH AFRICAN BOOK PUBLISHING SECTOR***

We all speak about it. Some of us are doing it. Many of us would love to do something about it. And all of us know that it is one of the most important interventions for our existence.

Yes, we're speaking about promoting reading, and there's no better time to do so than in inaugural National Book Week (NBW), taking place from 6 – 13 September this year.

So what is NBW exactly? Well, it has been developed to assist the South African Book Development Council (SABDC), in partnership with the Department of Arts and Culture, to encourage reading amongst South Africans and to find innovative ways to strengthen industry initiatives, develop skills and increase book sales, particular by South African and African authors.

The implementation of the project will ensure strong support for the South African book industry through:

- Implementing a national, generic marketing and publicity campaign to promote reading
- Providing a platform for existing reading promotion organisations and CSI initiatives
- Creating stronger awareness of South African and African books and authors through media and retail promotional activity
- Organising focused programmed activities to strengthen the promotion of reading
- Developing new markets for books and related products
- Forming key partnerships for national growth.

Although NBW is geared towards reaching a national audience, the fledgling project will focus activities this year at Museum Africa in Newtown, Johannesburg. The programme will run from 10 – 13 September and is designed to appeal to the public as well as key players and investors in the publishing industry.

Reading Tents for children, youth, the visually impaired and adults will be a highlight of the public programme, and will provide a fun and appealing environment to encourage reading, as well as celebrate books as part of what we do in everyday life. Industry stakeholders will be provided an opportunity to participate in exhibitions, seminars and programme activities, and audience interaction and focused schools programmes will reach a captive target market. See below for more information on (already) confirmed programme activities.

The SABDC and DAC hope that you will find a way to support and participate in the project, and invite you to join us in celebrating NBW 2010. Further details on the programme and information for participation will be available soon.

To find out more about National Book Week, please contact us at [bookweek@sabookcouncil.co.za](mailto:bookweek@sabookcouncil.co.za) or 021-914-8626.

## **PROGRAMME ACTIVITIES**

### OFFICIAL OPENING

The Official Opening will take place on Friday, 10 September at Museum Africa. The full programme is currently being finalised and will include the opening of the Reading Tents, as well as the arrival of Books on Bikes (see Associated Events below).

### READING TENTS

Reading Tents will be created in one of the venues, and will cater for children, youth, adults and the visually impaired. Activities in the Tents will be programmed to reach a specific sector of the audience, as well as promote interaction between the audiences.

### EXHIBITION

The exhibition should become a platform for a range of reading and literacy programmes that already exist, as well as promoting South African authors and books to the public. The display and selling of books, activities to promote reading and information on reading and literacy programmes should form part of the exhibition.

### SEMINAR PROGRAMME

The Seminar Programme will target established and emerging authors and other practitioners in the book industry. Programme content is being finalised, and will include an Authors' Symposium, a Reading Promotion Symposium, Training Workshops and Book Launches. It also includes presentations on the sectors across the book value chain.

### ASSOCIATED EVENTS

- 'Books on Bikes' is a joint initiative with Bike & Saddle. The Cycle Relay will involve youth cycling from Centre for the Book in Cape Town to Museum Africa in Newtown Johannesburg, collecting donated books (from designated areas) along the way, promoting reading and healthy living as they go along
- SAPPI Book Donation Programme will support National Book Week through the donation of books to 39 libraries around the country
- Pan African Writers Symposium hosted by ANFASA
- Reading Promotion Symposium hosted by the SABDC
- National Literacy Day celebrations on 8 September
- Promotion of Library Membership



**SOUTH AFRICAN  
BOOK DEVELOPMENT  
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