

# LOVE2READ IN 2013: THE READING HOUR BECOMES AN ANNUAL EVENT

The National Year of Reading in 2012 was such a success that libraries across Australia have decided to continue the Love2Read branding for 2013 and beyond, and to make The Reading Hour an annual event.

## Love2Read brand

The Love2Read flower logo appeared in thousands of locations across Australia in 2012, and the symbol has been given a new lease on life with the promise that, wherever it appears – in a library, a bookshop, a school, or some other community space – you will be able to find something to read, somewhere to read, and people who share your love of reading. More than 80 ambassadors, partners, and friends of the National Year of Reading have agreed to continue to support the campaign and you can find the list of supporters on the website, [www.love2read.org.au](http://www.love2read.org.au).

## The Reading Hour

In 2013, the focus will turn to The Reading Hour, which will take place on Saturday 24 August. While the time will be nominally from 5pm to 6pm, events will take place the week before and at other times on the day in libraries, schools, bookshops, at festivals, and in other community venues.

## Australia's Favourite Librarian

Love2Read is partnering with ALIA to find Australia's favourite librarian. It's a great opportunity for library users to nominate the people who have made a real difference to their lives, whether that's a librarian in a community library or someone working in a school, TAFE, or university.

## National early literacy campaign

Love2Read is also partnering with Let's Read and United Way in a national early literacy media campaign which will be

featuring in radio ads across Australia between March and July 2013. There will also be an active PR campaign, with lots of opportunities to participate at a local level. The launch event is planned for March and activities will take place during Playgroup Australia Week (17 March), then through to the end of June 2013.

## Writers in the workplace

For the National Year of Reading, writers were commissioned to spend two weeks in residence in companies and organisations around the country. You can read all the stories they produced on the Love2Read website, and a new publication based on their work was launched in February, specially adapted for adults studying to improve their reading and literacy skills.

## Cowzat!

A delightful interactive children's ebook was also launched in February, aimed at three to 10 year olds. Narrated by comedian Tim Ferguson (*Doug Anthony All Stars* and *Don't Forget Your Toothbrush*), *Cowzat!* follows a lovable herd of cows, as they discover the origins of cricket in a most unusual way. The ebook is a collaboration between Colour Me Interactive (a subsidiary of Colour Me Films), Windy Hollows Books, and Cricket Australia.

## National Year of Reading snapshot

You can find out more about the National Year of Reading by downloading the new snapshot report. A more detailed overview and evaluation will be available later in the year, researched and produced by Edith Cowan University.

For more information and updates about these projects, visit the Love2Read website [www.love2read.org.au](http://www.love2read.org.au).

# THE 13 PROJECT FOR SCHOOL LIBRARIES

Look on the ALIA website and in ALIA Weekly (our newsletter) for news of the 13 Project, an exciting new initiative to promote the role of teacher librarians and school libraries and to engage students in learning safe cyber and digital literacy skills.

- Bullying, and especially cyber-bullying, is a hot topic in schools. Parents dread their child being bullied and feel helpless when it happens
- Principals and teachers are better equipped, but it is still a difficult area for schools to tackle
- Libraries are safe, neutral spaces, where students feel a sense of comfort and protection
- School libraries are often ICT hubs and teacher librarians ICT leaders
- Teacher librarians are well placed to support cyber-safety initiatives in schools

The 13 Project will engage Australian teacher librarians to promote cybersafety across their school community. The project will assist students to develop smart, safe, responsible ways of using online spaces. It will support parents to help children build resilience and become responsible cyber-citizens.

The 13 Project includes:

- Developing a web-based portal for teacher librarians and parents that will enhance their ability to access cybersafety resources from a number of factsheets and classroom programs as well as existing, reliable sources
- Providing a framework and collateral that will enable teacher librarians to contribute to the development of responsible and ethical online behaviour for students

Our partners in this initiative are the Australian School Library Association, Softlink, state-based school library associations, the Alannah and Madeline Foundation, and we are linking with the Australian Government's National Cybersafety Awareness Week campaign, which coincides with Library and Information Week at the end of May.