

PASSION
CREATIVITY
DEDICATION
LEADERSHIP

THE
NATIONAL BOOK
FOUNDATION

INNOVATIONS IN
READING

PRIZE 2012

For individuals, institutions, and collaborative programs using innovative approaches to successfully inspire a lifelong love of reading

POSTMARK DEADLINE: FEBRUARY 21, 2012



Each year, the National Book Foundation awards a number of prizes of up to \$2,500 each to individuals and institutions—or partnerships between the two—that have developed innovative means of creating and sustaining a lifelong love of reading. In addition to promoting the best of American literature through the National Book Awards, the Foundation seeks to expand the audience for literature in America. Through the Innovations in Reading Prizes, those individuals and institutions that use particularly innovative methods to generate excitement and a passionate engagement with books and literature will be rewarded for their creativity and leadership.

WHO IS ELIGIBLE

All U.S. citizens and American institutions are eligible for this prize. Examples of targeted individuals and organizations include:

- ✿ **Individuals**
 - Teachers
 - Librarians
 - After-school and community center staff
 - Technology specialists
 - Military personnel
 - Other motivated members of the community

- ✿ **Institutions**
 - Schools
 - Libraries
 - After-school and community-based programs
 - Non-profit organizations, including literacy centers, museums, and historical societies
 - Companies that specialize in technology development and implementation
 - U.S.-based corporations and their employees
 - Military bases

WHAT WE'RE LOOKING FOR

We are seeking applications from individuals and institutions that demonstrate a commitment to literature and the promotion of reading for its own sake. Important criteria are creativity, risk-taking, and a visionary quality, as well as a novel way of presenting books and literature.

We are less interested in programs where the focus is on basic literacy and the pedagogy of reading.

To read about the winners of last year's Innovations in Reading Prizes, visit www.nationalbook.org/innovations_in_reading.html.

WHAT THE PRIZE CONSISTS OF

- ✿ \$2,500 cash award to an individual or institution; in the case of a partnership between an individual and an institution, the former will receive \$2,500 and the latter \$1,000
- ✿ Multi-media coverage of the winning programs via the National Book Foundation's website, press releases, monthly eNewsletter, and Facebook and Twitter feeds
- ✿ Acknowledgment of the winning programs in the National Book Awards Ceremony and Dinner program, read by thousands of professionals in the literary and publishing communities

APPLICATION PROCESS

If You're Nominating Someone Else

- ✿ Notify the nominee that you are nominating them for the Innovations in Reading Prize.
- ✿ Complete the nomination section of the Innovations in Reading application and mail it to:

National Book Foundation
Attn: Innovations in Reading
90 Broad Street, Suite 604
New York, NY 10004

Or email it as an attachment to kmcdonough@nationalbook.org

- ✿ Your nomination counts as one reference. Arrange for **one additional reference letter** written by an individual familiar with the work of the nominee to be sent directly to the Foundation's office at the address above. The reference letter should **not** be mailed with the application. Reference letters can also be emailed as attachments to kmcdonough@nationalbook.org.

If You're Self-Nominating

- ✿ Complete the self-nomination section of the Innovations in Reading application and mail it to:

National Book Foundation
Attn: Innovations in Reading
90 Broad Street, Suite 604
New York, NY 10004

Or email it as an attachment to kmcdonough@nationalbook.org

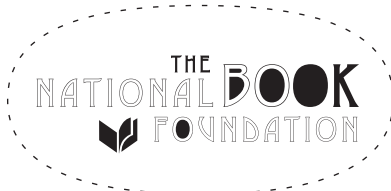
- ✿ Arrange for **two reference letters** written by individuals familiar with your work to be sent directly to the Foundation's office at the address above. Reference letters should **not** be mailed with the application. Reference letters can also be emailed as attachments to kmcdonough@nationalbook.org.

Deadline: All application materials must be postmarked by February 21, 2012.

EVALUATION

The Foundation's Executive Director and Director of Programs will review all applications. Those considered most promising will be passed on to a committee of the Foundation's board members, who will then make final selections. Winners will be announced on **May 9, 2012**.

Innovations in Reading is supported by a generous grant from **LEVENGER**



Please return this application to:

National Book Foundation
Attn: Innovations in Reading
90 Broad Street, Suite 604
New York, New York 10004
Phone: (212) 685-0261
E-mail: kmcdonough@nationalbook.org

How did you hear about the Innovations in Reading Prize?

- Friend
- Colleague
- National Book Foundation eNewsletter
- www.nationalbook.org
- Other: _____

If You're Nominating Someone Else

Your Information

Name _____
Phone _____ Email _____
Permanent Address _____

Nominee's Information

Name of Individual or Institution _____
Contact Person and Title (if applicable) _____
Phone _____ Email _____
Permanent Address _____

Please list the name and contact information for one reference.

Name of Reference _____
Phone _____ Email _____
Permanent Address _____

On a separate sheet of paper and in no more than 500 words, explain why you feel the nominee should receive the Innovations in Reading Prize.

If You're Self-Nominating

Your Information

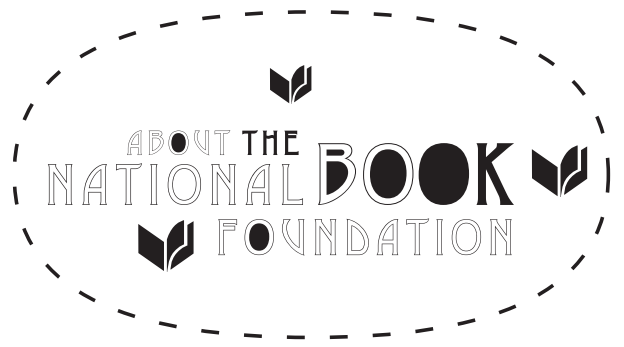
Your Name or the Name of Your Institution _____
Contact Person and Title (if applicable) _____
Phone _____ Email _____
Permanent Address _____

Please list the names and contact information for two references.

Name of Reference _____
Phone _____ Email _____
Permanent Address _____

Name of Reference _____
Phone _____ Email _____
Permanent Address _____

On a separate sheet of paper and in no more than 500 words, explain why you feel you should receive the Innovations in Reading Prize.



In addition to presenting the annual National Book Awards, the National Book Foundation promotes literature and reading all year long through programs such as BookUp, an after-school program designed to motivate middle-schoolers to read books for pleasure; 5 Under 35, a celebration of emerging fiction writers selected by former National Book Award Winners and Finalists; the Teen Press Conference, an opportunity for students across the U.S. to interview the current National Book Award Finalists in Young People's Literature; and Eat, Drink & Be Literary, a dinner-and-a-reading series presented in partnership with the Brooklyn Academy of Music (BAM). The National Book Foundation also celebrates its rich history in the digital realm through a series of blog-retrospectives, all available at www.nationalbook.org.

