



Communications Toolkit

This toolkit will provide you with an overview of our planned activity, key messaging, and suggested social media posts for the Big Eurovision Read.

Contact campaigns@readingagency.org.uk with any questions.

Messaging

When communicating about the Big Eurovision Read, please use the following messaging. You will find an FAQ at the end of this toolkit for any specific queries.

This year, the UK is hosting this year's Eurovision Song Contest on behalf of last year's winner, Ukraine. The Contest will be held in Liverpool on Saturday, 13 May. Partnering with BBC Arts, The Reading Agency is joining the party and celebrating the proven power of reading and the power of music, in a reading for pleasure campaign called the Big Eurovision Read.

As part of EuroFestival, a Eurovision celebration in Liverpool, The Reading Agency and BBC Arts are sharing an inspiring booklist full of brilliant suggestions of great reads on the theme of the Power of Music. From fiction to autobiographies, the list of twelve – or 'douze' – titles has been crowd-sourced from the library sector and curated by librarians from across the UK and with audiobooks and playlists available, features something for everyone.

The Big Eurovision Read campaign will be delivered by The Reading Agency in partnership with BBC Arts.

Timeline

- January:** Call-out for recommendations for the booklist
- February:** Panel met to choose list of 12 titles
- March:** Booklist shared confidentially with key partners
- 28 March:** Campaign and booklist announced publicly
- 1-14 May:** EuroFestival activity in Liverpool
- 13 May:** Eurovision Song Contest Grand Final



The booklist



Title	Author	Publisher	Fiction/ Non-fiction	Age
Musical Truth	Jeffrey Boakye	Faber	Non-fiction	Young Adult
The Madonna of Bolton	Matt Cain	Unbound	Fiction	Adult
High Fidelity	Nick Hornby	Penguin, Penguin Random House	Fiction	Adult
The Songs You've Never Heard	Becky Jerams & Ellie Wyatt	Sweet Cherry Publishing	Fiction	Young Adult
The Music Shop	Rachel Joyce	Black Swan, Penguin Random House	Fiction	Adult
Greetings from Bury Park	Sarfraz Manzoor	Bloomsbury	Fiction	Adult
Utopia Avenue	David Mitchell	Hodder & Stoughton	Fiction	Adult
Broken Greek	Pete Paphides	Quercus	Non-fiction	Adult
Ellie Pillai Is Brown	Christine Pillainayagam	Faber	Fiction	Young Adult
Soul Music	Terry Pratchett	Penguin, Penguin Random House	Fiction	Adult
Rise Up: The #Merky Story So Far	Stormzy, edited and co-written by Jude Yawson	#MerkyBooks, Penguin	Non-fiction	Adult
Space Opera	Catherynne M. Valente	Corsair, Little, Brown Book Group	Fiction	Adult

Key details

Twitter:

@readingagency
@bbcarts
@bbceurovision
@VisitLiverpool
@CultureLpool

Instagram:

@readingagency
@bbcarts
@bbceurovision
@VisitLiverpool_
@CultureLiverpool

Facebook:

@readingagency
@BBCArts
@BBCEurovision
@VisitLiverpool
@CultureLiverpool

#BigEurovisionRead #EuroFestival



Assets

[All assets are available to download.](#)

Suggested Social Media Copy

Embargoed until 3pm, 28 March. From 28 March, you can begin to promote the Big Eurovision Read.

Suggested copy (Twitter):

- The #BigEurovisionRead booklist has been announced! Discover how books showcase the power of music in this diverse list of 'douze' titles. Borrow or reserve your copies today. See the full list at readingagency.org.uk @readingagency @bbcarts
- We're so excited to embrace the power of music and see the books on the @readingagency @bbcarts #BigEurovisionRead list! Which of the books are you excited to read?
readingagency.org.uk

Suggested copy (Facebook):

- The #BigEurovisionRead celebrates the power of music as part of the #Eurovision2023 and we're thrilled to see the titles announced as part of the @readingagency's booklist! Championing 'douze' titles chosen by an expert panel, this list will introduce you to your new favourite book about music. Delivered by @readingagency and @bbcarts, this campaign joins the proven power of reading, with the epic power of music to help you get in the mood for the ultimate party in Liverpool this May! Discover the full list at readingagency.org.uk Come into the library to borrow books from the list or download them from [E-LENDER].

Suggested copy (Instagram):

- The #BigEurovisionRead booklist has been announced and we can't wait to feel the power of music through these 'douze' titles!
As part of EuroFestival, a Eurovision celebration in Liverpool, @readingagency and @BBCArts are sharing an inspiring booklist full of brilliant suggestions of great reads on the theme of the Power of Music. From fiction to autobiographies, the list of twelve – or 'douze' – titles has been crowdsourced from the library sector and curated by librarians from across the UK, featuring something for everyone. Discover the full list at readingagency.org.uk
Come into the library to borrow books from the list or download them from [E-LENDER].

Suggested Newsletter Copy

The booklist for the Big Eurovision Read, a reading for pleasure campaign celebrating the power of music, has been announced.

As part of EuroFestival, a Eurovision celebration in Liverpool, The Reading Agency and BBC Arts are sharing an inspiring booklist full of brilliant suggestions of great reads on the theme of the Power of Music. From fiction to autobiographies, the list of twelve – or 'douze' – titles has been crowdsourced from the library sectors and curated by librarians from across the UK and features something for everyone.

See the full booklist at readingagency.org.uk



FAQ

Why is this campaign happening?

The UK is hosting this year's Eurovision Song Contest on behalf of last year's winner, Ukraine. The Big Eurovision Read campaign aims to engage the public in the shared power of music and reading, shining a light on the wonderful titles available to read. It will connect a broad audience of readers through the sharing of great music and great reads.

How were the books chosen?

Earlier this year, we asked the library sector to suggest books on the theme the Power of Music. We received a lot of exciting recommendations from across the country, which were read by a volunteer selection panel of librarians. They narrowed the books down to create the list.

I can't believe [TITLE] isn't on the list!

Lots of fantastic books were suggested for the list and there are many more that could have featured. These are 12 titles that our panel chose to shine a light on, but we encourage you to take this opportunity to discuss and promote other great reads on the theme of the power of music.

The Big Eurovision Read booklist is not a definitive collection of titles celebrating the power of music but an inspirational look at how reading and music are intertwined. Readers are encouraged to share their great reads featuring the power of music [here](#).

How will the list be promoted?

The booklist will be promoted through The Reading Agency and BBC Arts digital channels and in person in libraries. Libraries will be provided with ideas on how they can use the list and promote the books to their audiences. We expect that libraries will have existing stock of many of the titles on the list, however they may buy additional copies.

It will also be promoted through in-person activity at EuroFestival in Liverpool. You can find out more what's happening for the Big Eurovision Read in Liverpool at readingagency.org.uk, and more about EuroFestival at visitliverpool.com

There will also be a large media campaign when the list is announced at the end of March. The Reading Agency and BBC Arts are handling all media queries.

We've received negative feedback about the Big Eurovision Read.

In the event of negative feedback, please assess the situation and raise this with the Big Eurovision Read team. You can contact us at campaigns@readingagency.org.uk and comms@readingagency.org.uk. Please email **both** accounts and we will get back to you as soon as we can. Please provide us with full details of the feedback (including screenshots or hyperlinks) and we will help you to manage the situation. **Please don't rush** to respond quickly until you have heard back from us as it can escalate quickly, in particular on social media.

Organisational Information

About The Reading Agency

The Reading Agency is a national charity that tackles life's big challenges through the proven power of reading. We work closely with partners to develop and deliver programmes for people of all ages and backgrounds; our vision is for a world where everyone is reading their way to a better life. We help 2 million people benefit from reading every year, through our programmes, our tireless campaigning, our excellent networks and our power to influence, challenge and make change happen. www.readingagency.org.uk

About BBC Arts

BBC Arts is the home of creative inspiration and a place to broaden your horizons. We make programmes that celebrate the things our audiences love - from books, visual art, photography, film and gaming to dance, design, theatre, fashion and architecture - showcasing the very best in culture. www.bbc.co.uk/arts

- **The UK's creative home:** we are the UK's most ambitious creators of original arts programmes because we believe in the transformational power of creativity. As the leading force in cultural programme-making since 1922, our archive is the envy of the world.
- **Supporting homegrown talent:** BBC Arts champions the best filmmakers to bring audiences the next generation of premium series and singles about arts and culture with all the complexity, challenge and depth that only the BBC can bring. We invite some of the UK's leading artists and experts onto the screen to share their knowledge and passion. At the same time, we are passionate about supporting new and emerging talent in front of, and behind, the camera, leading the way in telling diverse stories that reflect the richness of Britain today.

- **Deepening our commitment:** We have doubled our investment in Arts on BBC Two to bring audiences even more thought-provoking, world-class documentaries, box sets and series. On BBC Four, we present the very best performances from across the country, ranging from classical music to ballet to theatre to opera, as well as screening some of the treasures from our rich archive.
- **Broadening our range:** We've listened to what audiences want and are expanding and enriching the programmes we make – widening our scope across multiple artforms and genres, but infusing everything we make with the high quality and depth, passion and joy that have always defined BBC Arts.

