

**RED WINE  
& BLUE CIVICS**

**HOW TO HOST**  
**A** *Read-In*

# HOW TO ORGANIZE YOUR OWN READ-IN!

Want to take a stand against book banning and raise awareness in your community? Host your own Banned Book Read-In.

## What's a Read-In?

The other side is known for screaming and yelling at school board meetings. That's not our jam. A read-in is a fun, positive, family-friendly event that celebrates banned books, honest education, and accurate history.

## Where Should You Hold It?

Location matters, and the options are endless:

- Public parks where you can use a pavilion or set up lawn chairs and blankets — maybe a nearby playground for the kiddos.
- Community centers, libraries, or other government buildings (permit may be required) in high visibility areas.
- A like-minded business that would let you sit outside with lots of traffic driving by.
- A visible location outside your local school board meeting where you can quietly read as people enter.

Rather plan an indoor event? Find a friendly restaurant with a large private room or ask to reserve a section. Bonus — food and drink available while you read. Maybe it turns into a banned book discussion.



learn more by reaching out to [hello@redwine.blue](mailto:hello@redwine.blue)



## How Do You Get People to Come?

Create language for social media posts and email invites framing the read-in as a positive celebration of books.

Create a cute graphic to use with your invite! Have a friend with great design skills? Ask them for help — it's a good way to get more people involved. Or you can do it yourself — sites like Canva make it easy. Then post on social media, send directly to your friends and ask everyone in your network to spread the word.

Your invite should include the details of the read-in, a way to RSVP such as Sign Up Genius, and the request to bring a banned book. Make it easy by linking to lists of recently challenged books.

## What About Local Media?

Want to really raise awareness in your community? See if you can get local newspapers or news stations to cover your read-in.

Research the name of local reporters who cover education issues and email them the details. You can also write up a media advisory to send to all local media outlets. Don't wait until the last minute — give them about a week's notice of your event.




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## It's Go Time!

You're just a few days out from your event. Here's how to make sure you've got your bases covered:

- Send everyone who RSVPs a reminder a few days before and be sure to give them details on what to bring, where to park, and any other logistical info they need.
- Make sure to encourage them to bring homemade signs supporting accurate history and the importance of books.
- *\*Important!\** Designate someone to be your photographer for the day! You will want to capture lots of amazing photos and videos of the event. Use them afterward to create social media posts highlighting the impactful event that you put together.

On the day of, arrive early with a fully charged phone to communicate any last-minute needs to your networks. If the media does show up, be sure to introduce yourself and direct them to individuals for interviews or answer questions yourself.



**CONGRATULATIONS!** You did it! Your Read-In brought your community together for a positive event that raised awareness, celebrated books, and supported diversity in your schools.



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## Want To Start More Low Key?

We know that not everyone will have the time to organize a public event. We got you! Consider inviting friends for a Banned Book Club! Pick a date, select a banned book, invite your besties, and host a book club. Who would turn down a nice evening with the ladies, a few appetizers, a few beverages, and inspiring conversation around amazing literature?

But no matter what — take those photos and post about your event on social media. The goal is to let your community know that book bans are unacceptable.

# WE HAVE YOUR BACK!

No matter what event you decide to hold — keep Red Wine & Blue in the loop. We want to amplify what you are doing and work together to defeat book bans. Send all the details and photos of your event to us at [hello@redwine.blue](mailto:hello@redwine.blue). You might even find yourself featured on RWB social media, speaking at an event, or talking to national reporters.

You've got this — and we can't wait to hear all about it!



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