



MyVoice Roadshow

What is it?

The MyVoice Roadshow, part of the national MyVoice programme, is a reading and writing roadshow led by and for young people aged 11 - 19 years old. It engages young people in reading, writing and community activity.

This pioneering showcase, managed by The Reading Agency and supported by Arts Council England, will take place in five selected locations in England, during one week this summer: 23-30 July 2011.

Where?

Five day-long events comprising of a mixture of workshops, exhibitions and performances focused around reading and writing will take place at five different library venues:

- Weymouth Library, Dorset
- St Helens Central Library, St Helens
- Church Street Library, Westminster
- Great Yarmouth Community Library, Norfolk
- Sunderland City Library and Arts Centre, Sunderland

Each library venue has been selected, in part, for its venue capacity (of up to 200 people) for workshops and events.

Each Roadshow will consist of a minimum of three events/performances, four workshops, numerous pop-up stands/ exhibitions and an online programme with a writer-in-residence.

It is estimated that over the five days, the Roadshow will reach over 4,000 young people.

How can publishers get involved?

We would like a publisher to be matched to each of the five regional MyVoice Roadshows, to assist young people in finding out more about publishing. We would like the publisher to help provide content for the Roadshow in the form of developing 'one special creative thing' in partnership with the young people, in addition to readings, writer workshops and online content.

We are keen for a range of titles/writers to be represented at the Roadshow, to showcase the full range and diversity of literature from fiction and non-fiction, to graphic novels, manga, poetry and plays.

The MyVoice Roadshow is unique in that it is targeted towards and co-produced, programmed and promoted by local creative, yet disadvantaged, young people. A dedicated group of young coordinators in each MyVoice Roadshow location will be meeting and collaborating from April, to curate a programme, plan the events, market and publicise the MyVoice Roadshow to young people in their community and create an online platform.



These young coordinators will be given responsibility to select the publisher that they believe is best suited to their MyVoice Roadshow. To help them make this decision, we are asking publishers interested in this opportunity to put together a 'pitch' to outline what they could offer the MyVoice Roadshow. The pitch is virtual (due to the geographical distances) and consists of:

- (i) A brief SurveyMonkey questionnaire, outlining the offer
- (ii) Additional, supporting evidence (this could be a short film, a microsite or an information pack)

Publisher pitches will be collected by The Reading Agency and distributed to the relevant Roadshow areas.

Please contact laurie.jarmain@readingagency.org.uk to submit a 'pitch.'

Initial expressions of interest must be received by: Friday 8 April

What happens if you win the pitch?

On winning the pitch, the chosen publisher will have the opportunity to work with the young coordinators on:

- Developing one special, creative initiative in partnership with the young people
- Recommending and introducing authors for the young people to invite to the MyVoice Roadshow (author fees for authors selected to take part, are covered by The Reading Agency)
- Developing and providing online content (for example, exclusive insight into the publishing world, writer features, downloadable content)
- Suggesting workshop themes (for example, how to be a horror writer; how to get published; performance poetry; manga)

The publisher will be named in press releases and their logo will appear on marketing materials. The publisher will also be able to sponsor merchandise such as goody bags and support marketing and PR by working with young people. Libraries involved with the Roadshow will have a linked bookselling partner.

Although only one publisher can be the main partner for each MyVoice Roadshow, more than one publisher could be associated with a MyVoice Roadshow event, allowing for a mix of mainstream and independent publisher involvement and diversity in the types of writers and writing available to be programmed. Publishers unable to commit to the matching process but keen to have some lighter level of involvement with the MyVoice Roadshow should contact Laurie Jarman (details below) to discuss the options.

Benefits

As a result of involvement in the MyVoice Roadshow, your organisation could benefit from:

- Access to a new audience of young people, in person, through peer-to-peer recommendations and virtually, through the online platform
- Increased regional awareness of your organisation, writers and titles in the MyVoice Roadshow areas
- Meeting CSR objectives by engaging hard to reach groups in deprived communities
- Uncovering new literary talent through creative workshops
- Increased profile and media coverage of the MyVoice programme

- Establishing a regional youth panel to help your integration into the youth market
- Increased brand awareness
- The opportunity to work intensively with one group of young people and one location and co-produce a publisher initiative with young people
- The opportunity to put your writers into the heart of the MyVoice Roadshow event and workshop programming (both on and off-line)

Costs

- For those authors selected by the young coordinators to do a workshop or participate in the Roadshow event, author fees and expenses will be covered by The Reading Agency
- The Reading Agency will generate PR and is looking into contracting a PR agency for this work. The Reading Agency will also create marketing materials (e.g. posters) to promote the Roadshow
- Any *additional* PR required by the publisher will need to be covered by that publisher
- Staff time, giveaways, branded merchandise (optional), any costs aligned with the 'one special thing' initiative will need to be covered by the publisher

To find out more, please contact: Laurie Jarmain (laurie.jarmain@readingagency.org.uk | 07779 589 905)

Background to the MyVoice programme

The MyVoice Roadshow is part of the wider MyVoice programme, a new platform working with 20 library services across England over the next three years, led by young people and funded by The Big Lottery.

It encourages 11-19 year olds to be active citizens, to develop ideas online, to get involved in their local libraries and youth spaces, choosing books, and managing budgets. It will provide local and national volunteering opportunities for young people, opportunities to be part of accredited award schemes and links into employment and apprenticeships in the areas of creative writing and reading.

Please visit: <http://www.readingagency.org.uk/young/myvoice/> for more information.

To discuss involvement in the wider MyVoice programme please contact Sue Jones: sue.jones@readingagency.org.uk