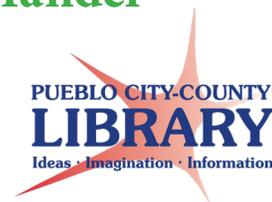


# All Pueblo Reads 2017: *Station Eleven* by Emily St. John Mandel

*Station Eleven* by Emily St. John Mandel was 2017's All Pueblo Reads book, propelling the second largest APR project on record. The companion book for young people was *I Survived Hurricane Katrina* by Lauren Tarshis. Sixteen community partners helped plan and host 135 events and activities. Programming themes included the significance of the arts in life, survival, apocalypse, disease/health and the works and life of William Shakespeare among others.



This year's young readers' companion book was of great interest to local educators. More than 3,350 free copies of *I Survived Hurricane Katrina* were given to local students and the popularity of this book and series boosted All Pueblo Reads checkouts to its highest number ever. This may have been due in part to a very active 2017 hurricane season.

There had not been a CSU-Pueblo campus appearance of the All Pueblo Reads author since Sherman Alexie in 2010. This event was revived in 2017, which changed the schedule of the author visits slightly. The campus appearance was held on a Friday to capture traffic, the Booklovers Blacktie Ball was moved to Friday night, and the public library event was held Saturday afternoon. The data didn't show a positive or negative impact on attendance of either event.

The 2017 book was largely selected to make PCCLD eligible for a National Endowment for the Arts Big Read grant. The titles are pre-selected by the NEA. PCCLD was awarded \$9,000 to partially pay for the author's visit. This is the third time PCCLD had been awarded an NEA Big Read grant. The book was lesser known than many previous APR books and did not have a movie version. The committee knew heading into 2017 that there would be challenges in sustaining participation levels from 2016. In order to mitigate the potential participation loss, many steps were taken including adding the university appearance, asking performers to do two performances (one at a local school and one at the library) and marketing the companion book and accompanying classroom kit to local schools. All of these strategies helped keep the program participation even with last year.

## Booklovers Blacktie Ball and Public Event



Black Hills Energy sponsored the attendance of the Boys and Girls Club of Pueblo, pictured with Emily St. John Mandel (front).

This is the second year advanced purchase pricing was used to encourage guests to make reservations at least a month in advance of the ball. This year's attendance, 224, is the second highest attendance ever (*The Help* in 2012 remains the highest attended year). Ticket sales were \$12,797, sponsorships totaled a record high \$33,425 (which includes a \$5,175 printing of the resource guide by CSU-Pueblo's Center for Teaching and Learning), silent auction proceeds were an all time high of \$4,040 and an additional \$404 in donations.



Emily St. John Mandel

## Historical All Pueblo Reads data:

Yr	Title	Events	Prtnrs	Checkouts	Total Participation
'08	<i>The Joy Luck Club</i> by Amy Tan	53	19	973	9,502
'09	The Big Read All Pueblo Reads 2009: A Celebration of Latino Literature ( <i>The House on Mango Street</i> by Sandra Cisneros and <i>Sun, Stone and Shadows : 20 Great Mexican Short Stories</i> edited by Jorge F. Hernandez)	59	22	1,031	17,926
'10	<i>The Absolutely True Diary of Part-Time Indian</i> by Sherman Alexie	86	25	1,242	28,337
'11	<i>Hoot</i> by Carl Hiaasen	110	44	1,690	27,357
'12	<i>Plainsong</i> by Kent Haruf	93	29	2,854	32,576
'13	<i>The Help</i> by Kathryn Stockett	95	44	3,894	37,460
'14	<i>The Paris Wife</i> by Paula McLain	141	27	1,405	36,653
'15	Celebrate Sci-Fi featuring <i>Divergent</i> , Veronica Roth; <i>Ender's Game</i> , Orson Scott Card; <i>The Giver</i> , Lois Lowry; <i>The Hunger Games</i> , Suzanne Collins	197	16	7,960	39,513
'16	<i>Water for Elephants</i> by Sara Gruen	170	18	4,454	40,365
'17	<i>Station Eleven</i> by Emily St. John Mandel	135	16	10,824	40,203