Book Fair Day-choose books and groups (3-5)

Original meeting day-assign roles, divide reading into 5 sections, schedule 5 more meetings

For each meeting, you must: complete the reading, complete a journal, complete the work for your role

Grade for circle participation: journals, role sheets, peer review, self evaluation

Project: advertising campaign for your book

Purpose: to convince others to read your book

Slogan or catchphrase

Identify propaganda techniques used

Includes 4 of the following:

Website

T.V. commercial

Billboard (poster board)

Podcast

Magazine Ad

Includes at least 2 of the following:

Jingle

Bumper Sticker

T-shirt

Baseball cap

Water bottle or coffee mug

Action figure

Your choice of other promotional items (run it by the teacher first)