

The Book of Delights



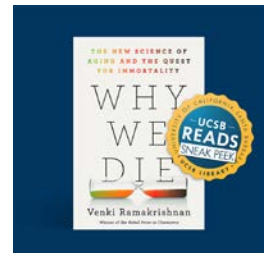
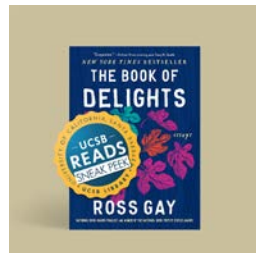
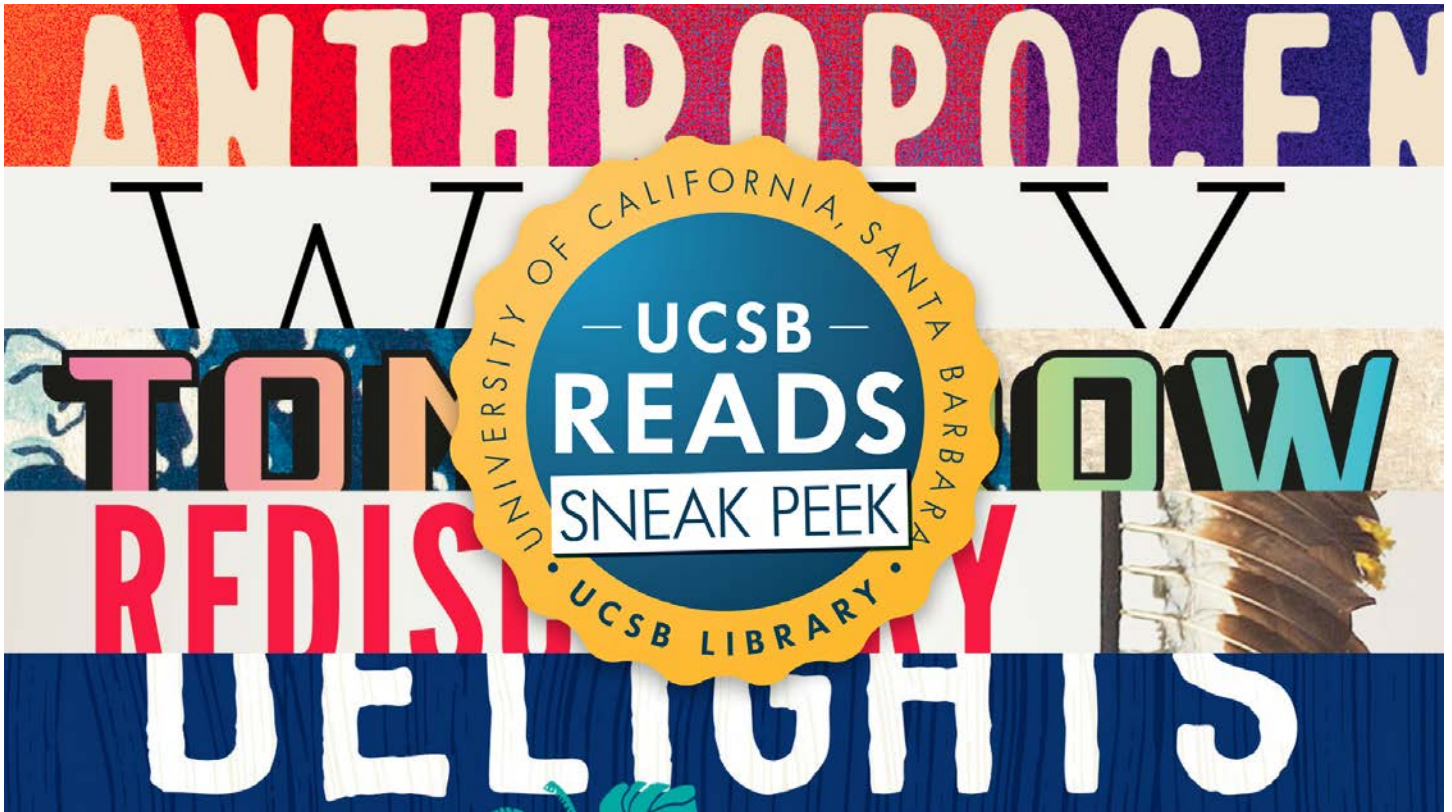
UCSB Reads 2025 Marketing Campaign

UC SANTA BARBARA
Library

www.library.ucsb.edu    

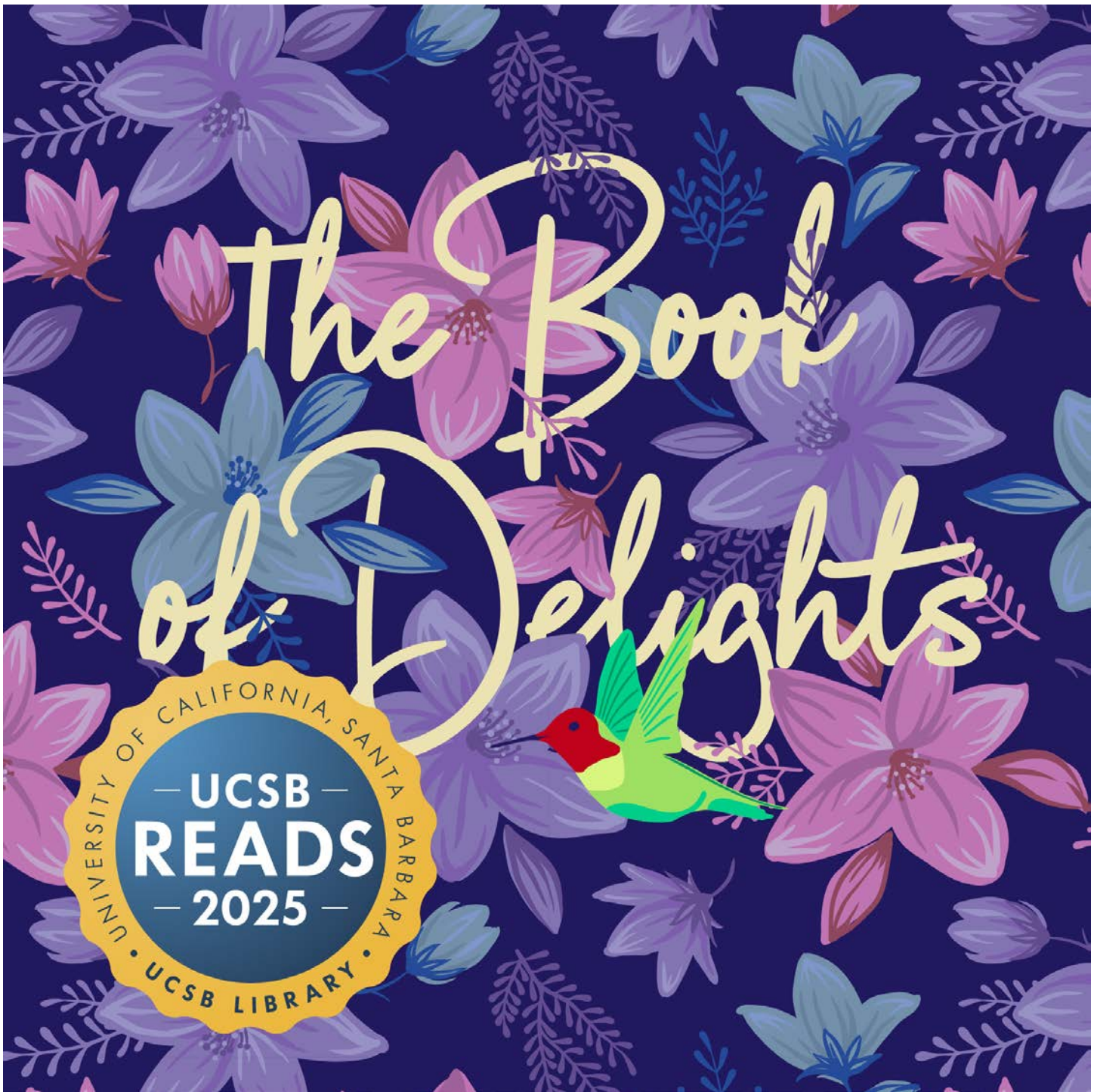
UCSB Reads 2025 Marketing Campaign

Sneak Peek Artwork



UCSB Reads 2025 Marketing Campaign

Main Artwork



UCSB Reads 2025 Marketing Campaign Bookmark



**Join the UCSB and Santa Barbara communities in reading
*The Book of Delights: Essays by Ross Gay.***

FREE AUTHOR TALK
7:30PM Thursday, May 8, 2025
UCSB Campbell Hall



Learn more about the book
and upcoming events:
www.library.ucsb.edu/ucsbreads2025

UC SANTA BARBARA
Library



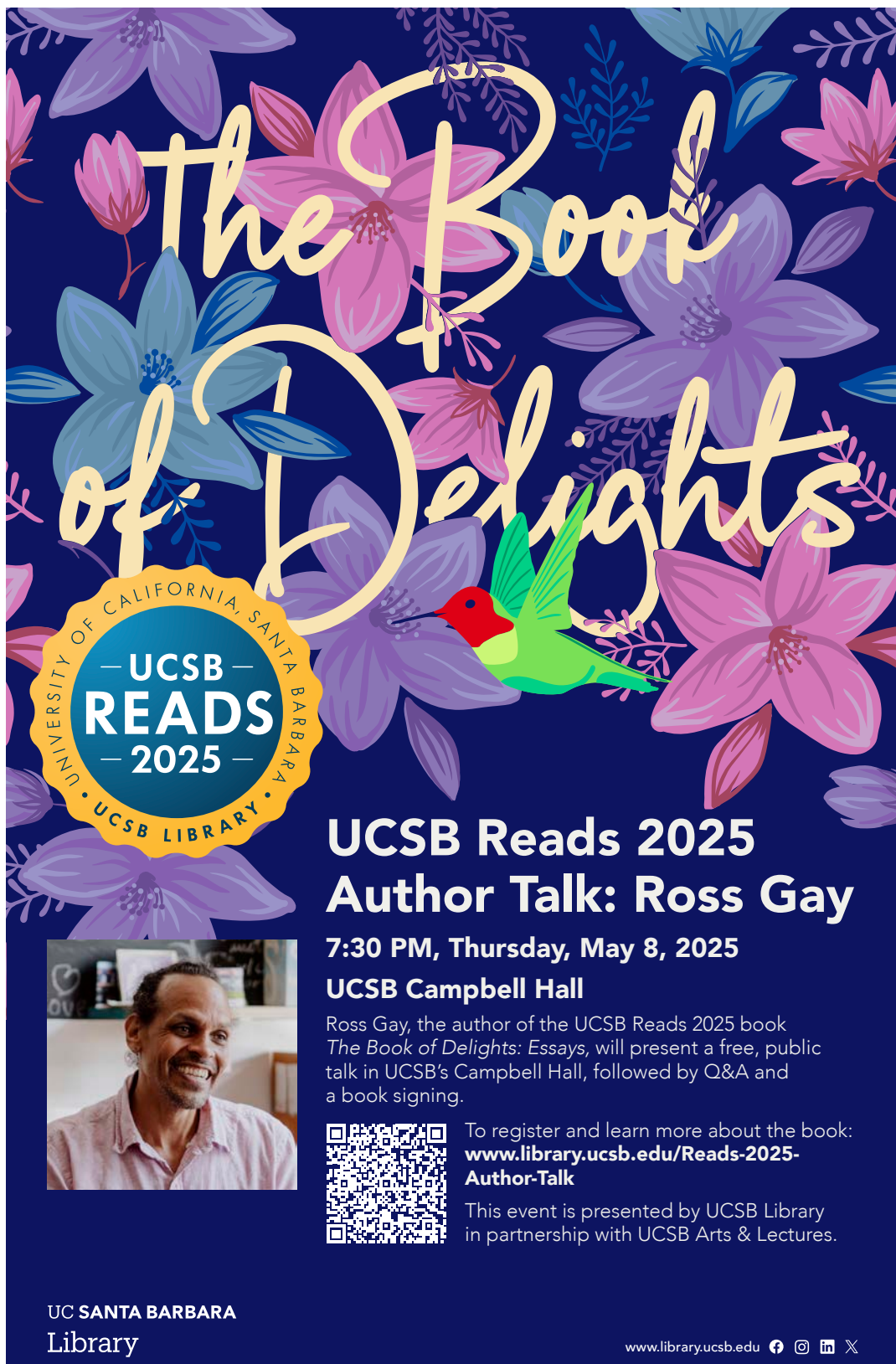
#UCSBReads    

UCSB Reads 2025 Marketing Campaign **Tote Bag**



UCSB Reads 2025 Marketing Campaign

Author Talk Poster



The poster has a dark blue background with a pattern of stylized pink and purple flowers and green leaves. A green hummingbird with a red head is flying towards the left. The title 'The Book of Delights' is written in a large, white, cursive font. Below the title is a circular seal with a yellow border containing the text 'UNIVERSITY OF CALIFORNIA, SANTA BARBARA' and 'UCSB LIBRARY'. Inside the seal, on a dark blue background, is the text '— UCSB —', 'READS', and '— 2025 —'.

The Book of Delights

— UCSB —
READS
— 2025 —
UNIVERSITY OF CALIFORNIA, SANTA BARBARA
UCSB LIBRARY

UCSB Reads 2025 Author Talk: Ross Gay

7:30 PM, Thursday, May 8, 2025
UCSB Campbell Hall

Ross Gay, the author of the UCSB Reads 2025 book *The Book of Delights: Essays*, will present a free, public talk in UCSB's Campbell Hall, followed by Q&A and a book signing.



To register and learn more about the book:
www.library.ucsb.edu/Reads-2025-Author-Talk

This event is presented by UCSB Library in partnership with UCSB Arts & Lectures.

UC SANTA BARBARA
Library

www.library.ucsb.edu    

UCSB Reads 2025 Marketing Campaign

Slides for Digital Displays

JAN 16

UCSB Reads Book Giveaway for Students

Free copies of *The Book of Delights* available while supplies last.

2:00 PM Thursday, January 16
Paseo

 Learn more about the book:
www.library.ucsb.edu/ucsbreads2025

UC SANTA BARBARA Library

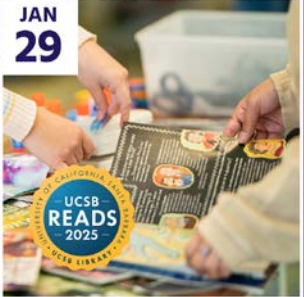
FEB 25

Weaving Bookmarks

On World Bookmark Day, learn how to weave your own bookmark out of embroidery thread.

5:00 PM Tuesday, February 25
Instruction & Training 2509 (2nd Floor)

UC SANTA BARBARA Library www.library.ucsb.edu   

JAN 29

Delight of Found Things

Learn how to make a zine, collage together, and share what brings you delight.

Wednesday at 5:00 PM
Makerspace

 Learn More:
www.library.ucsb.edu/FoundThingsZine

UC SANTA BARBARA Library

APR 1

Finding Wonder in Everyday Experiences

Jonathan Schooler will present an app that promotes curiosity through behavioral activities and mindfulness practices.

4:00 PM Tuesday, April 1
Pacific View Room

 Learn More:
www.library.ucsb.edu/WonderEveryday

UC SANTA BARBARA Library

APR 29

Community Poetry Readings

Celebrate National Poetry Month with an afternoon of readings, featuring Poet Laureates and community participants.

4:00 PM Tuesday, April 29
Instruction & Training 1312

UC SANTA BARBARA Library www.library.ucsb.edu   

APR 14

Speed Friending

Join UCSB Reads and Health & Wellness to discuss *The Book of Delights* and make new friends!

4:00 PM Monday, April 14
Instruction & Training 1312

 Learn More:
www.library.ucsb.edu/SpeedFriending

UC SANTA BARBARA Library

UCSB Reads 2025 Marketing Campaign Promotional Videos for Author Talk (YouTube Playlist)

https://www.youtube.com/playlist?list=PLj-McINWxjqfomw8IDf_o-rAgvY1KH1iV

The screenshot shows a YouTube interface with a playlist titled "UCSB Reads". The main video player displays a woman in a hallway with the text "Students should get involved" and a "UCSB READS 2025" badge. Below the player, the playlist title "UCSB Reads" is followed by "by UCSB Library • Playlist • 29 videos • 32 views". A description states: "UCSB Reads is an award-winning campus-wide and community-wide 'one book' program led by UCSB Library...more". A "Play all" button is visible. The video list below includes:

- 1. What's UCSB Reads and why should students get involved?... (UCSB Library • 72 views • 2 months ago)
- 2. UCSB Reads 2025 promo 1 (1920x1080, w/captions) (UCSB Library • 97 views • 3 months ago)
- 3. UCSB Reads 2025 promo 2 (1920x1080, w/captions) (UCSB Library • 67 views • 3 months ago)

UCSB Reads 2025 Marketing Campaign Spotify Playlist

<https://open.spotify.com/playlist/3iUIMTLAiW0OW05xzm980>

Your Library +

Create your first playlist
It's easy, we'll help you

Create playlist

Let's find some podcasts to follow
We'll keep you updated on new episodes

Browse podcasts

Legal Safety & Privacy Center
Privacy Policy Cookies About Ads
Accessibility Notice at Collection
Your Privacy Choices
Cookies

English

Premium Support Download | Install App Sign up Log in

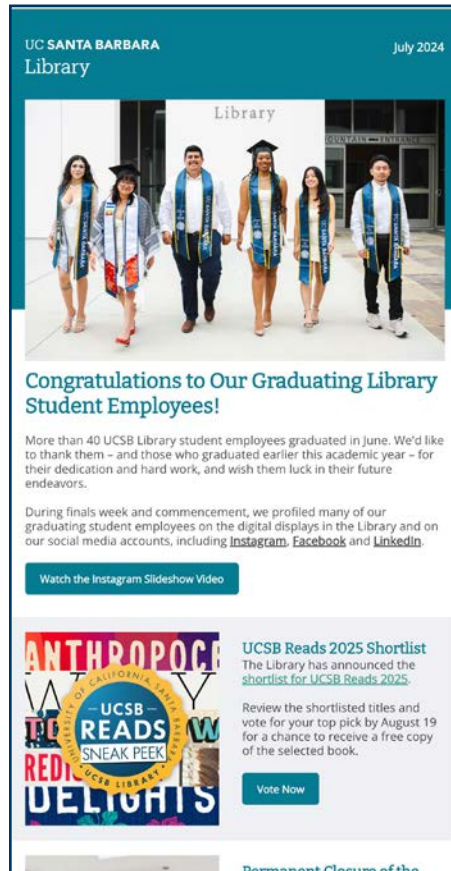
Public Playlist
The Playlist of Delights
Inspired by UCSB Reads 2025 selection: Ross Gay's "The Book of Delights"
UCSB Library · 12 saves · 45 songs, about 2 hr 45 min

Play + ... List

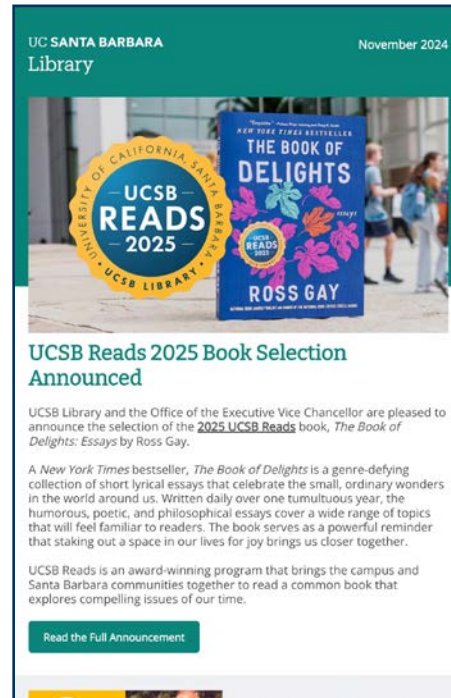
#	Title	Album	Duration
1	Vladimir Martynov: The Beatitudes Vladimir Martynov, Kronos Quartet	Music of Vladimir Mart...	5:26
2	It Takes Two Rob Base & DJ EZ Rock	It Takes Two	5:00
3	Uncle Albert / Admiral Halsey - M... Paul McCartney, Linda McCartney	Ram (Archive Collection)	4:55
4	Love Me In A Special Way DeBarge	In A Special Way	4:15
5	Stay (I Missed You) Lisa Loeb	Stay (I Missed You)	3:04
6	For All We Know Donny Hathaway	Never My Love: The An...	3:41
7	Come Back As A Flower Stevie Wonder	Journey Through The S...	3:23
8	Stardust Hoagy Carmichael	The Stardust Road	2:26
9	Heart and Soul (feat. Lisa Fischer ... Hoagy Carmichael, Silkroad Ensemble...	Sing Me Home	3:56
10	Billie Jean Michael Jackson	Thriller	4:54
11	Didn't Cha Know Erykah Badu	Mama's Gun	3:58
12	Can I Call You Rose? Thee Sacred Souls	Thee Sacred Souls	3:10
13	Fig Tree Bunny Wailer	Blackheart Man	3:08
14	Fig Trees juniorodeo, Blue Wednesday	Before Sunrise	2:43
15	The Bug Collector	I Need to Start a Garden	7:48

UCSB Reads 2025 Marketing Campaign Library Newsletters and Email Marketing

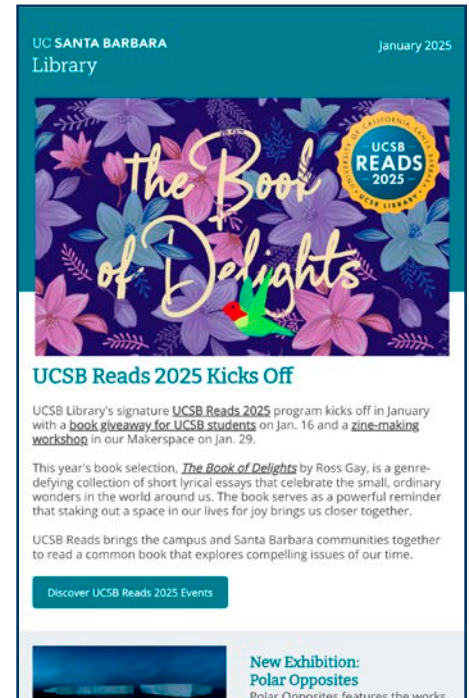
<https://www.library.ucsb.edu/general-news/newsletter>



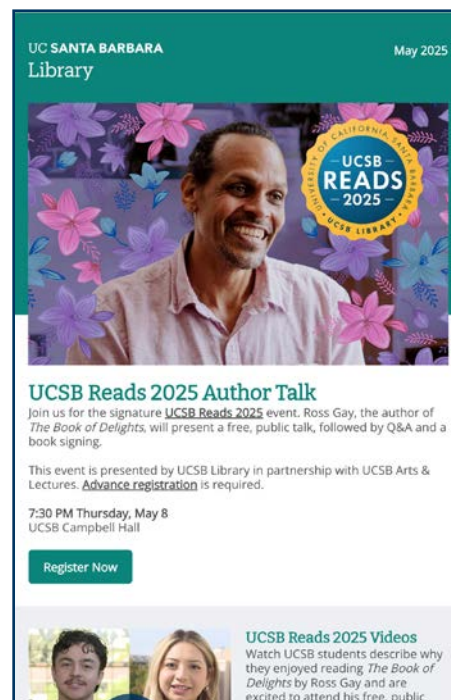
July 2024



November 2024



January 2025



May 2025

UCSB Reads 2025 Marketing Campaign Campaign Microsite (LibGuide)

<https://guides.library.ucsb.edu/ucsbreads2025>

University of California, Santa Barbara

Library HomepageHoursGiving

UC SANTA BARBARA
Library

University of California, Santa Barbara / LibGuides / UCSB Reads 2025 / Home

UCSB Reads 2025

Information about UCSB Reads 2025

Home

The Book

The Author

Events

Information for Faculty & Courses

Information for Students: Get Involved

Sponsorship

Promotion

UCSB Reads 2025 Advisory Committee

Books Shortlisted for UCSB Reads 2025

Long List of Books Considered for UCSB Reads 2025

About UCSB Reads

Search this Guide

Search

UCSB Reads 2025 Book Selection Announced

The UC Santa Barbara Library and the Office of the Executive Vice Chancellor are pleased to announce the selection of the 2025 UCSB Reads book, *The Book of Delights: Essays* by Ross Gay.

Now in its 19th year, UCSB Reads is an award-winning program that brings the campus and Santa Barbara communities together to read a common book that explores compelling issues of our time.

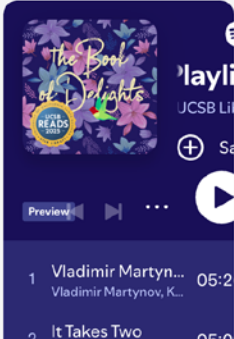
A *New York Times* bestseller, *The Book of Delights* is a genre-defying collection of short lyrical essays that celebrate the small, ordinary wonders in the world around us. Written daily over one tumultuous year, the humorous, poetic, and philosophical essays cover a wide range of topics that will feel familiar to readers. Among Gay's delights: a high five from a stranger, cradling a tomato seedling aboard an airplane, the silent nod of acknowledgement between the only two black people in a room. Gay never dismisses the complexities, even the terrors, of living in America as a black man or the ecological and psychic impacts of our consumer culture or the loss of those he loves. Yet the book serves as a powerful reminder that staking out a space in our lives for joy brings us closer together. According to *Ploughshares*, "*The Book of Delights* restores pleasure as a site of serious thought and, even more, as a mode in inquiry in itself, while Gay's wholesome (but never saccharine) voice convinces us that a mode of inquiry, a way of thinking, too, can be a pleasure itself."

Ross Gay is an award-winning poet, essayist, and professor. He is the author of four books of poetry and three collections of essays, including the follow-up *The Book of (More) Delights*. He is the winner of the 2015 National Book Critics Circle Award for Poetry, 2016 Kingsley Tufts Poetry Award, 2021 PEN/Jean Stein Award, and 2022 Indiana Authors Award for Poetry. Gay has taught poetry, art, and literature at Lafayette College, Montclair State University, Drew University, and Indiana University, where he is a faculty member in the English Department.

UCSB Reads 2025 will launch in January with a free book giveaway for students. Throughout the winter and spring quarters, the Library will sponsor talks, book clubs, workshops, and other learning, experiential, and social events to explore the book's themes. Instructors are encouraged to incorporate *The Book of Delights* into their winter or spring courses. The Library will provide free copies of the book to all students who are assigned to read it as



Spotify Playlist



1 Vladimir Martynov, K... 05:2

2 It Takes Two 05:0

UCSB Reads 2025 Marketing Campaign

Website News Releases

[UCSB Reads 2025 Shortlist Announced](#)

The screenshot shows the UCSB Library website with a dark blue header. The top navigation bar includes 'University of California, Santa Barbara', 'HOURS', 'LOGIN', and 'GIVING'. The main navigation bar features 'UC SANTA BARBARA Library' and links for 'Research', 'Services', 'Visit', 'About', and a search icon. The main headline reads 'UCSB Reads 2025 Shortlist Announced' with a breadcrumb trail 'Home / News'. A left sidebar contains links: 'News Center', 'Library Publications', 'Library Newsletter', 'Annual Impact Reports', 'From the Archives: Special Research Collections Newsletter', and 'Newsletter Sign Up'. The main content area features a graphic for 'UCSB READS SNEAK PEEK' and text stating: 'The UCSB Library is pleased to announce its shortlist of titles under consideration for UCSB Reads 2025. The four nonfiction titles and one fiction title explore diverse cultural, social and scientific subjects that can ignite discourse and thoughtful discussion inside and outside of the classroom. UCSB Reads is an award-winning campus-wide and community-wide "one book" program led by UCSB Library. An advisory committee composed of UCSB faculty, staff,

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[UCSB Reads 2025 Book Selection Announced](#)

UCSB Reads 2025 Marketing Campaign

Instagram

<https://www.instagram.com/ucsblibrary/>

Content included:

- First impressions of the book (interviews with UCSB students), https://www.instagram.com/p/DFk_v1qK8D9/
- Book giveaway promo, <https://www.instagram.com/p/DE0SaeWt5Hy/>
- Book selection announcement, <https://www.instagram.com/p/DB19WksPiha/>
- Tote bag giveaway game, https://www.instagram.com/p/DISFMtvhaq/?img_index=1
- Collaborative post with student group, https://www.instagram.com/hercampusucsb/p/DJXS8K-Shgl/?img_index=1
- Behind the scenes of the video shoot for the author talk promo videos, <https://www.instagram.com/reel/DF5mcmBK6na/>



Story highlights:

- <https://www.instagram.com/stories/highlights/18043147289491999/>

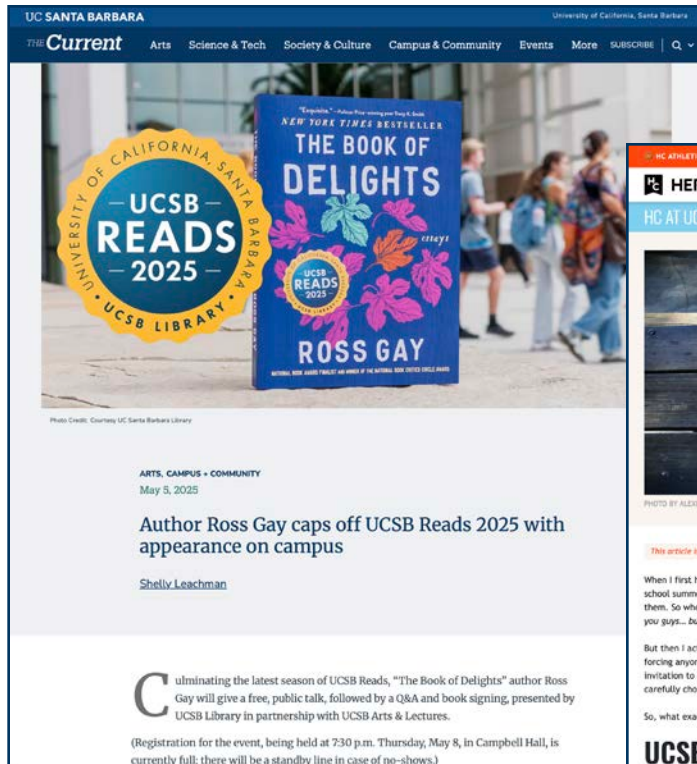
Promo videos for author talk:

- <https://www.instagram.com/ucsblibrary/reel/DJR5FB3Jv2G/>
- <https://www.instagram.com/ucsblibrary/reel/DJXJRZHNh1Q/>
- <https://www.instagram.com/ucsblibrary/reel/DI1dxV8C190/>
- <https://www.instagram.com/ucsblibrary/reel/Dljplqqibxy/>

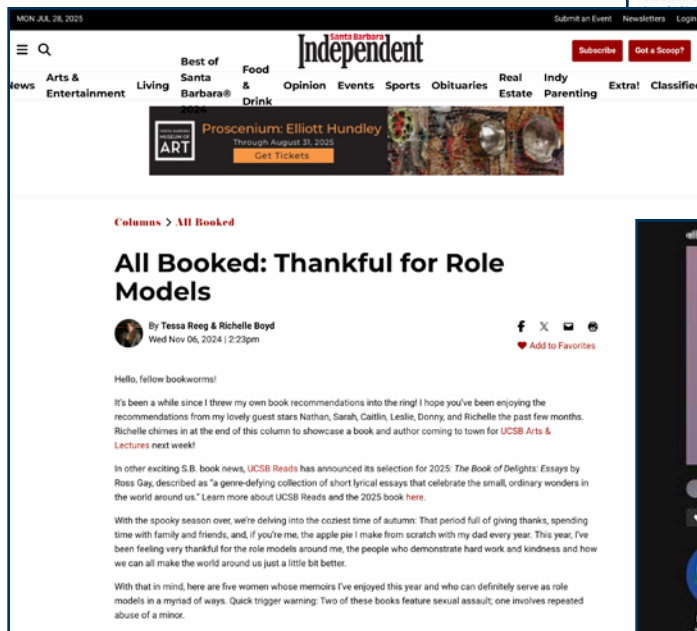
Tabling event and tote bag giveaway promo:

- <https://www.instagram.com/p/DJW0vEuNRXP/>

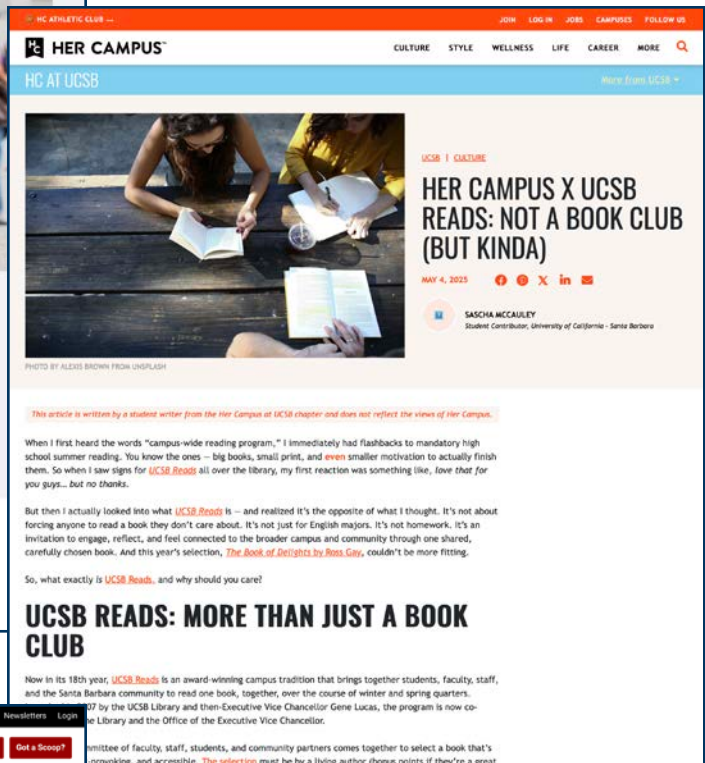
UCSB Reads 2025 Marketing Campaign Media Coverage



The Current



Santa Barbara Independent



Her Campus

