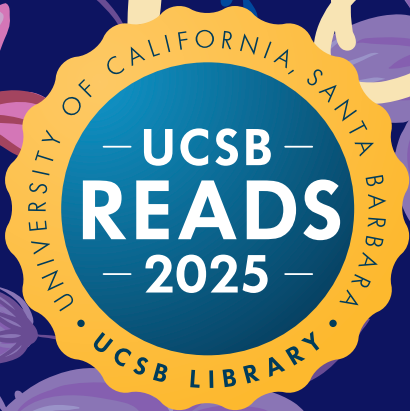


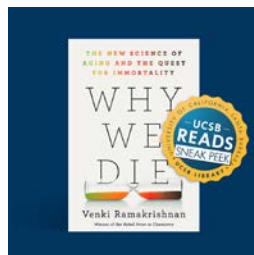
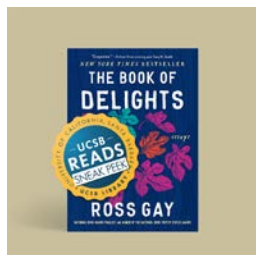
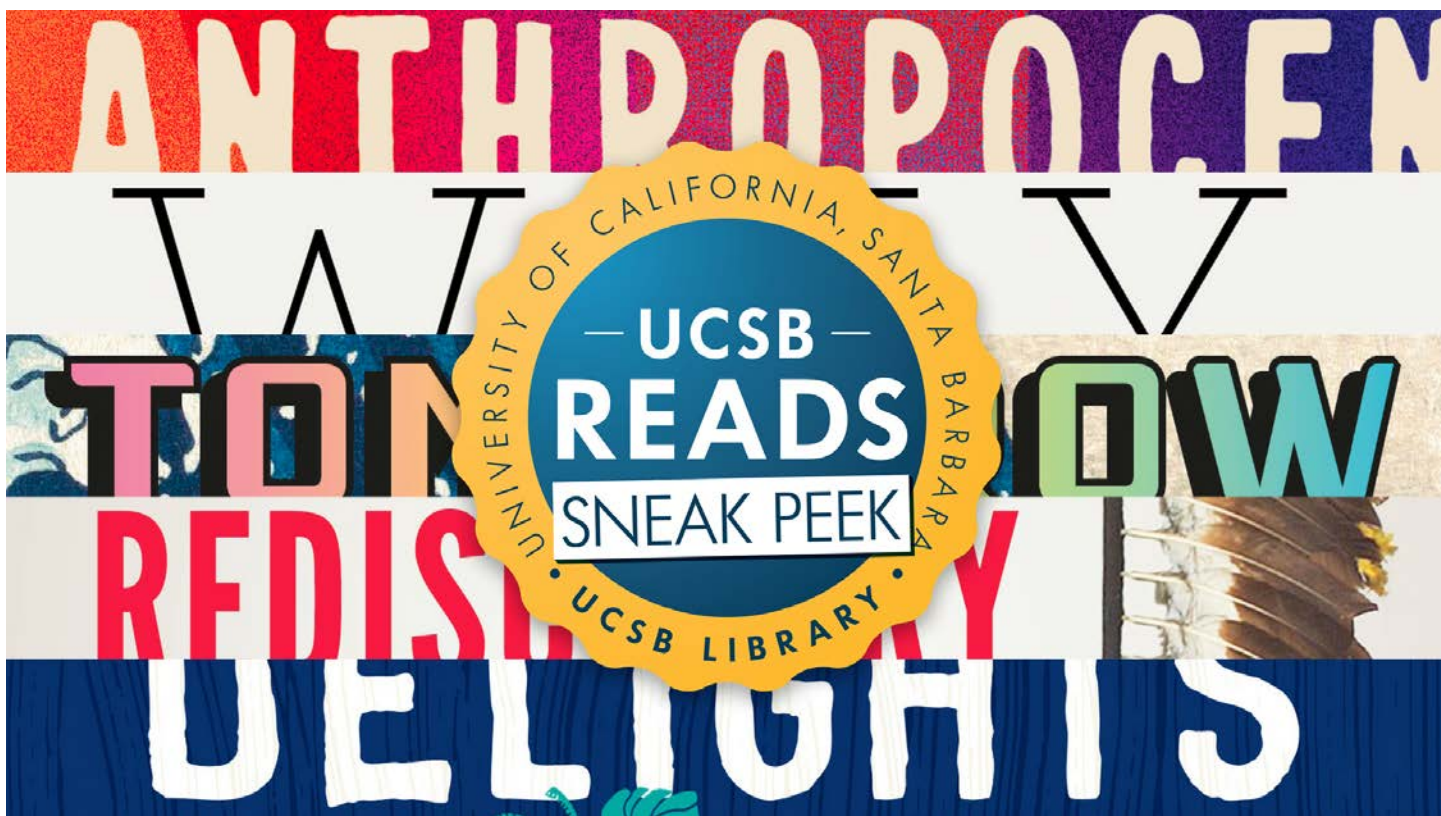
The Book of Delights



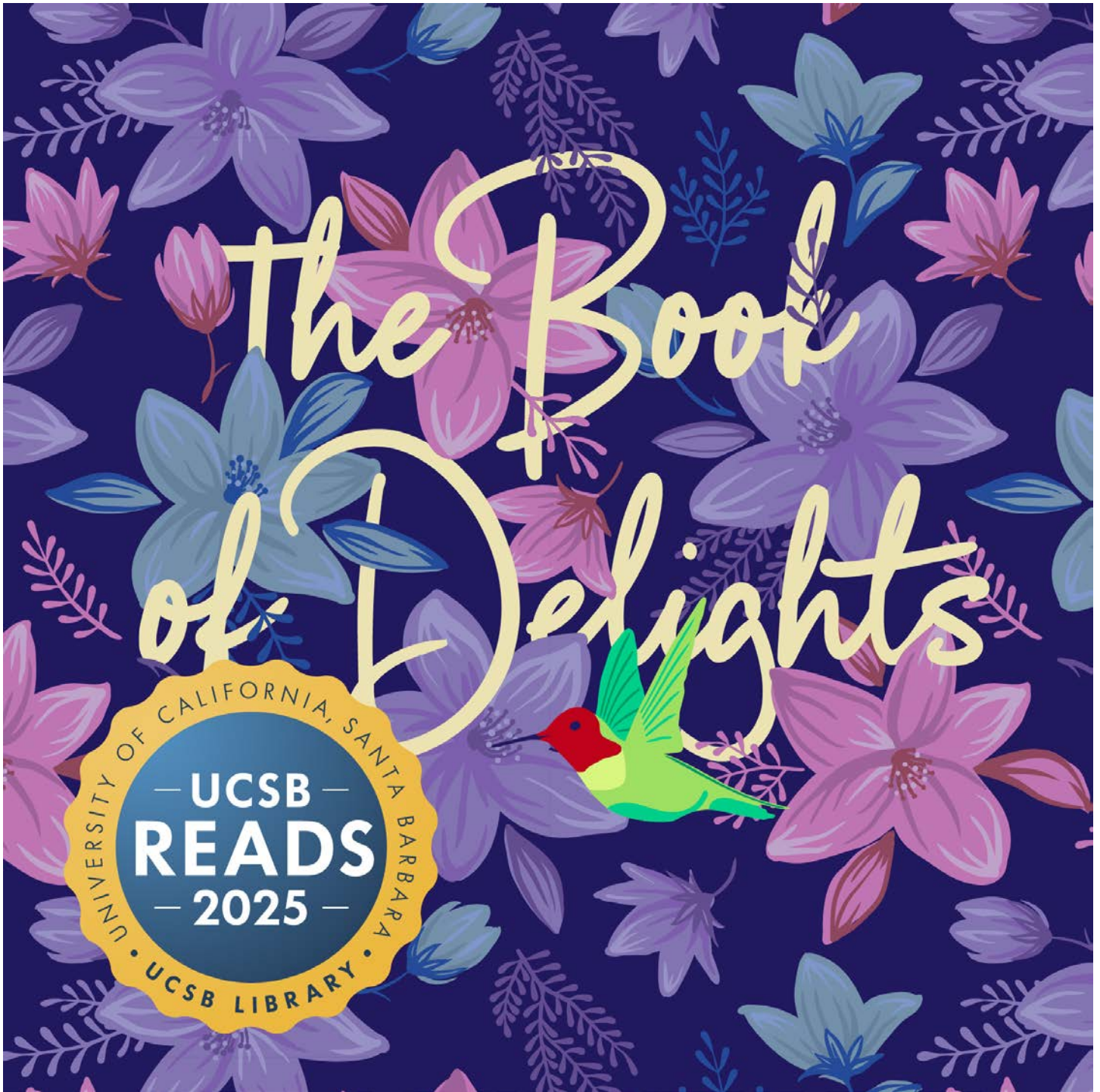
UCSB Reads 2025 Marketing Campaign

UC SANTA BARBARA
Library

UCSB Reads 2025 Marketing Campaign Sneak Peek Artwork



UCSB Reads 2025 Marketing Campaign Main Artwork



UCSB Reads 2025 Marketing Campaign Bookmark



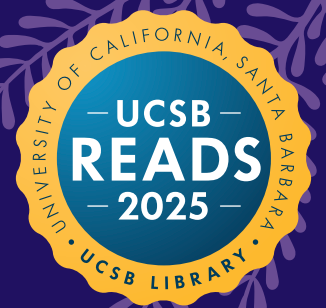
Join the UCSB and Santa Barbara communities in reading
The Book of Delights: Essays by Ross Gay.

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 Book of Delights

UNIVERSITY OF CALIFORNIA, SANTA BARBARA
— UCSB READS 2025 —
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 displays a YouTube playlist interface. At the top, the YouTube logo and search bar are visible. The main video player shows a woman with dark curly hair in a hallway, with a caption that reads "Students should get involved" and a "UCSB READS 2025" badge in the bottom right corner. Below the video player, the playlist title "UCSB Reads" is shown, along with the creator "UCSB Library" and statistics "29 videos • 32 views". A description states: "UCSB Reads is an award-winning campus-wide and community-wide 'one book' program led by UCSB Lib...more". A "Play all" button is prominently displayed. Below the video player, there are tabs for "All", "Videos", and "Shorts". The "All" tab is selected, showing a list of three videos:

- 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/3iUIMTLAiwOOW05xzm980>


The screenshot shows the Spotify interface for a public playlist titled "The Playlist of Delights". The playlist is inspired by the UCSB Reads 2025 selection, Ross Gay's "The Book of Delights". It is a public playlist created by UCSB Library, containing 45 songs with a total duration of approximately 2 hours and 45 minutes. The playlist is displayed in a dark theme. The left sidebar shows navigation options like "Your Library", "Create your first playlist", and "Let's find some podcasts to follow". The main content area shows a list of 15 songs with their titles, artists, albums, and durations.

#	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>

UC SANTA BARBARA Library July 2024




Congratulations to Our Graduating Library Student Employees!

More than 40 UCSB Library student employees graduated in June. We'd like to thank them – and those who graduated earlier this academic year – for their dedication and hard work, and wish them luck in their future endeavors.

During finals week and commencement, we profiled many of our graduating student employees on the digital displays in the Library and on our social media accounts, including [Instagram](#), [Facebook](#) and [LinkedIn](#).

[Watch the Instagram Slideshow Video](#)



UCSB Reads 2025 Shortlist

The Library has announced the [shortlist for UCSB Reads 2025](#).

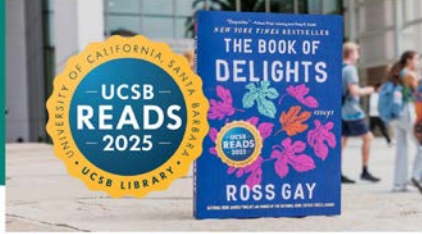
Review the shortlisted titles and vote for your top pick by August 19 for a chance to receive a free copy of the selected book.

[Vote Now](#)

Permanent Closure of the

July 2024

UC SANTA BARBARA Library November 2024



UCSB Reads 2025 Book Selection Announced

UCSB 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.


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. The book serves as a powerful reminder that staking out a space in our lives for joy brings us closer together.

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.

[Read the Full Announcement](#)

November 2024

UC SANTA BARBARA Library January 2025




UCSB Reads 2025 Kicks Off

UCSB Library's signature **UCSB Reads 2025** program kicks off in January with a [book giveaway for UCSB students](#) on Jan. 16 and a [zine-making workshop](#) in our Makerspace on Jan. 29.

This year's book selection, *The Book of Delights* by Ross Gay, is a genre-defying collection of short lyrical essays that celebrate the small, ordinary wonders in the world around us. The book serves as a powerful reminder that staking out a space in our lives for joy brings us closer together.

UCSB Reads brings the campus and Santa Barbara communities together to read a common book that explores compelling issues of our time.

[Discover UCSB Reads 2025 Events](#)

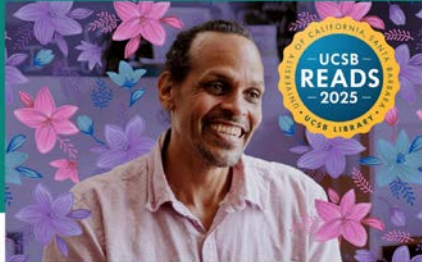


New Exhibition: Polar Opposites

Polar Opposites features the works

January 2025

UC SANTA BARBARA Library May 2025




UCSB Reads 2025 Author Talk

Join us for the signature **UCSB Reads 2025** event. Ross Gay, the author of *The Book of Delights*, will present a free, public talk, followed by Q&A and a book signing.

This event is presented by UCSB Library in partnership with UCSB Arts & Lectures. [Advance registration](#) is required.

7:30 PM Thursday, May 8
UCSB Campbell Hall

[Register Now](#)



UCSB Reads 2025 Videos

Watch UCSB students describe why they enjoyed reading *The Book of Delights* by Ross Gay and are excited to attend his free, public

May 2025

UCSB Reads 2025 Marketing Campaign Campaign Microsite (LibGuide)

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

University of California, Santa Barbara Library Homepage Hours Giving

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

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.

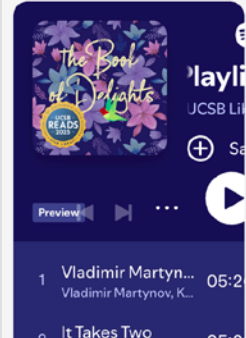
Now in its 19th year, UCSB Reads is an award-winning program that brings the campus and Santa Barbara communities together to read a common book that explores compelling issues of our time.


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





UCSB Reads 2025 Marketing Campaign Website News Releases

[UCSB Reads 2025 Shortlist Announced](#)



The screenshot shows the top portion of a website page. The header includes the University of California, Santa Barbara logo and navigation links for HOURS, LOGIN, and GIVING. Below the header is the UCSB Library logo and a navigation menu with Research, Services, Visit, and About. The main heading is "UCSB Reads 2025 Shortlist Announced". A left sidebar contains a menu with items: 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 a text block starting with "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." Below this is a paragraph about the UCSB Reads program.



The screenshot shows the top portion of a website page. The header includes the University of California, Santa Barbara logo and navigation links for HOURS, LOGIN, and GIVING. Below the header is the UCSB Library logo and a navigation menu with Research, Services, Visit, and About. The main heading is "UCSB Reads 2025 Book Selection Announced". A left sidebar contains a menu with items: 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 of the book cover for "THE BOOK OF DELIGHTS" by ROSS GAY and a text block starting with "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." Below this is a paragraph about the UCSB Reads program and a paragraph about the book.

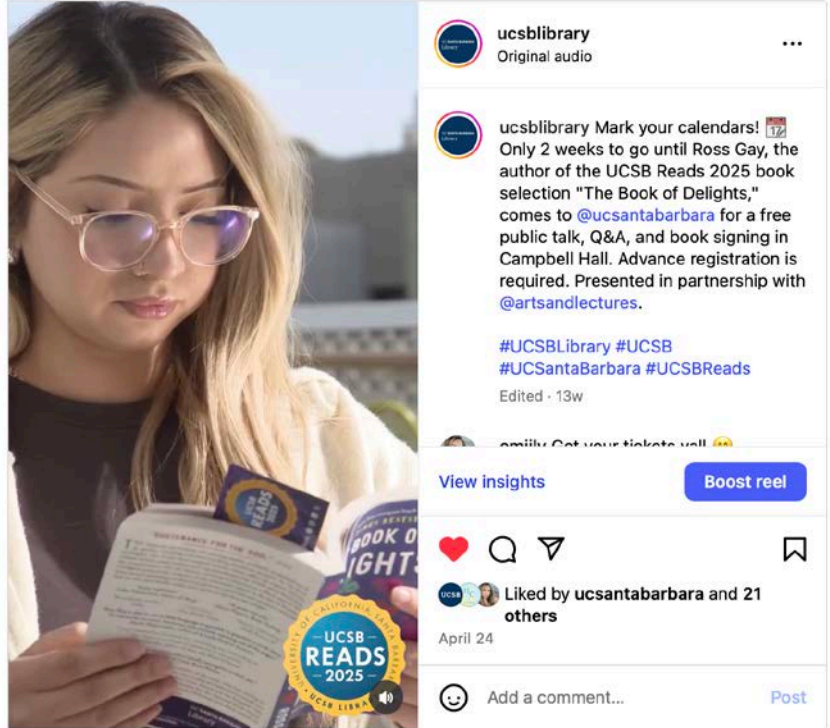
[UCSB Reads 2025 Book Selection Announced](#)

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

UC SANTA BARBARA University of California, Santa Barbara

The Current Arts Science & Tech Society & Culture Campus & Community Events More SUBSCRIBE

UCSB READS 2025 UCSB LIBRARY

THE BOOK OF DELIGHTS ROSS GAY

Photo Credit: Courtesy UCSB Santa Barbara Library

ARTS, CAMPUS + COMMUNITY
May 3, 2025

Author Ross Gay caps off UCSB Reads 2025 with appearance on campus

Shelly Leachman

Culminating the latest season of UCSB Reads, "The Book of Delights" author Ross Gay will give a free, public talk, followed by a Q&A and book signing, presented by UCSB Library in partnership with UCSB Arts & Lectures.

(Registration for the event, being held at 7:30 p.m. Thursday, May 8, in Campbell Hall, is currently full; there will be a standby line in case of no-shows.)

HER CAMPUS CULTURE STYLE WELLNESS LIFE CAREER MORE

HER CAMPUS X UCSB READS: NOT A BOOK CLUB (BUT KINDA)

MAY 4, 2025

SASCHA MCCAULEY
Student Contributor, University of California - Santa Barbara

PHOTO BY ALEXIS BROWN FROM UNFLUSH

This article is written by a student writer from the Her Campus at UCSB chapter and does not reflect the views of Her Campus.

When I first heard the words "campus-wide reading program," I immediately had flashbacks to mandatory high school summer reading. You know the ones — big books, small print, and even smaller motivation to actually finish them. So when I saw signs for UCSB Reads all over the library, my first reaction was something like, *love that for you guys... but no thanks.*

But then I actually looked into what UCSB Reads is — and realized it's the opposite of what I thought. It's not about forcing anyone to read a book they don't care about. It's not just for English majors. It's not homework. It's an invitation to engage, reflect, and feel connected to the broader campus and community through one shared, carefully chosen book. And this year's selection, *The Book of Delights* by Ross Gay, couldn't be more fitting.

So, what exactly is UCSB Reads, and why should you care?

UCSB READS: MORE THAN JUST A BOOK CLUB

Now in its 18th year, UCSB Reads is an award-winning campus tradition that brings together students, faculty, staff, and the Santa Barbara community to read one book, together, over the course of winter and spring quarters.

Organized by the UCSB Library and then-Executive Vice Chancellor Gene Lucas, the program is now co-lead by the UCSB Library and the Office of the Executive Vice Chancellor.

A committee of faculty, staff, students, and community partners comes together to select a book that's provocative, and accessible. The selection must be by a living author (bonus points if they're a great

The Current

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Columns > All Booked

All Booked: Thankful for Role Models

By Tessa Reeg & Richelle Boyd
Wed Nov 06, 2024 12:23pm

Hello, fellow bookworms!

It's been a while since I threw my own book recommendations into the ring! I hope you've been enjoying the recommendations from my lovely guest stars Nathan, Sarah, Caitlin, Leslie, Donny, and Richelle the past few months. Richelle chimes in at the end of this column to showcase a book and author coming to town for UCSB Arts & Lectures next week!

In other exciting S.B. book news, UCSB Reads has announced its selection for 2025: *The Book of Delights: Essays* by Ross Gay, described as "a genre-defying collection of short lyrical essays that celebrate the small, ordinary wonders in the world around us." Learn more about UCSB Reads and the 2025 book here.

With the spooky season over, we're delving into the coziest time of autumn: That period full of giving thanks, spending time with family and friends, and, if you're me, the apple pie I make from scratch with my dad every year. This year, I've been feeling very thankful for the role models around me, the people who demonstrate hard work and kindness and how we can all make the world around us just a little bit better.

With that in mind, here are five women whose memoirs I've enjoyed this year and who can definitely serve as role models in a myriad of ways. Quick trigger warning: Two of these books feature sexual assault; one involves repeated abuse of a minor.

Santa Barbara Independent

Her Campus

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6 months ago # Learning

Inside IV: UCSB Reads
The Book of Delights
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Report

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Language: English (US)

Seems a little quiet over here
Be the first to comment on this track