2012 HIGHLIGHTS
Increased Online Following

**Facebook**

2,328 “likes”, a 210% increase from 2011

**Twitter**

4,350 followers, a 318% increase from 2011

**Pinterest**

1,060 followers since joining in February 2012

**YouTube**

7,092 views since joining in January 2012
Dynamic Expansion of CBC Newsfeed

Early Career Committee Site To Launch in September!

- Breaking News
- New in Digital
- On Our Radar
- Events
CBC Forum: Panels of Experts Discussing Trends in Publishing

This year, the CBC Forum Committee Presented a Special 3-Part Educational Series: “Children’s Books: Our Evolving Industry”

• Part I: The Buyers’ Perspective
• Part II: Decoding Today’s Kids and Teens
• Part III, on October 9: The Road Ahead: Expanding Horizons
  - with workshop activity, So You Think You Can Publish a Children's Book
National Ambassador Program

“Reading is Not Optional”
- Walter Dean Myers
National Ambassador Myers Visits 13th Avenue School in Newark, NJ
CBC Diversity Kick-Off
CBC Diversity Blog Launch

“Separate, Not Equal”

An It’s Complicated! — Book Covers guest post by author Coe Booth.

Like most writers I’m always a little — okay, a lot! — nervous about what my book covers will look like. After spending so much time writing the books, the fact that the cover image is out of my control leads to a great deal of anxiety. However, I was pleasantly surprised and happy when I saw the cover of my first novel Tyrell.

I really thought the photo of a teenage boy looking out onto his neighborhood would attract the attention of the audience I had in mind when I was writing the book — teenagers, especially boys, who don’t usually find a book that speaks to them. And I’ve since heard from lots of teens who tell me that it was the cover that initially drew them to the book.

The thing I never imagined was that the cover (and the covers of my subsequent books) might create an automatic ghettoization of my work.

I can’t tell you how many libraries I’ve been to where my books are not even shelved in the mainstream YA section. They are relegated to the shelf labeled “Street Lit” where the books about black people live. The same is true in some bookstores where a black person on a book cover means it’s no longer YA; it’s “Urban Fiction”.

CBC Diversity's Bookshelf

Wolf Mark by Joseph Bruchac
Legends: mythology and native americans

CBC Diversity’s Resources

CBC Diversity’s Events Calendar

CBC Diversity’s & more!!
Girl Scouts’ The Studio

New design!
Diverse Reading Lists

CBC Diversity's Bookshelf

- *Wolf Mark* by Joseph Bruchac
  - tagged: mythology and native-american-inuit

- *Tankborn* by Karen Sandler
  - tagged: african-american, identity, and slavery

- *Galaxy Games: The Challengers* by Greg R. Fishbone
  - tagged: asian-american and multicultural

- *Cat Girl's Day Off* by Kimberly Pauley
  - tagged: asian-american

- *Vodnik* by Bryce Moore
  - tagged: folk-fairy-tale, european, and multicultural

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Hot off the Press

Seasonal Showcase

Children's Choice Book Awards

Building A Home Library

American Library Association

Outstanding Science Trade Book

Children's Book Council
CBC Book Stop

- Bimonthly, CBC staffers review books we love from our member publishers
A continued partnership between the CBC and AASL

Each column embodies our common goals: belief in the power of reading enjoyment and immersive learning & a commitment to a high level of literacy for every child.
ECC Extreme Trivia Challenge!

The victorious team with Carolyn Mackler & Gabrielle Zevin
ECC Publishing Luminaries

Author/Illustrator John Rocco and Disney Hyperion editor Stephanie Lurie
ECC Speed Dating Networking

Ooh La La!

The CBC Early Career Committee invites you to a Valentine’s Day Speed-Dating Networking Event.

In the spirit of the holiday, we will lovingly force you to hop from table to table, getting to know your industry peers from outside your own house!

Sparks will fly! Hearts will swell! And if not your heart, your rolodex!

Thursday, February 9th
6:00 PM
Dorian Gray
205 East 4th St.
(between Avenues A and B)

RSVP strongly encouraged to Sarah.Latties@cbcbowls.org
THE HUNGER PUB GAMES!

DATE: TUESDAY, MARCH 13TH
TIME: 6:00 PM.
LOCATION: NO IDEA BAR, 30 E 20TH ST # 1
(BETWEEN BROADWAY AND PARK AVENUE SOUTH)

The reaping has begun, and... No...
No... Could it be?

YOU have been selected to compete in the
EARLY CAREER COMMITTEE’S HUNGER PUB GAMES!

Say goodbye to your loved ones! Gather your strength!
On Tuesday, March 13th, you will be thrown head first into
a deadly, bloody arena (read: a bar), filled with unforeseen
dangers (read: fun and harmless Minute-to-Win-It-style
challenges) and required to fend for your life (read: have
a few drinks and mingle)! To the victors go the spoils!

RSVP MANDATORY TO SARAH.LATIES@ECCBOOKS.ORG

MAY THE ODDS BE EVER IN YOUR FAVOR!
Children’s Book Week 2012

Official Events expanded to 40 cities nationwide!
Official CBW Bookmark and Poster!

2012 Bookmark and activity by Lane Smith

2012 Poster by David Wiesner
Children’s Book Week Celebrations!

Jarrett J. Krosoczka

Children’s Book World
Children’s Book Week Celebrations!

Goodnight Moon Musical at the Neighborhood Playhouse

A librarian at Transylvania County Library
They’re so successful that both publications decide to launch regular kid-reviewed sections!
Children’s Choice Book Awards

- Close to 1,000,000 votes in 2012!
- 2011: 500,000
- 2010: 115,000
- 2009: 220,000
- 2008: 55,000

- Excerpts from finalists featured on Book Week Online
- Finalist book trailers highlighted on our YouTube channel
Children’s Choice Book Awards Gala
Children’s Choice Book Awards Gala

Host Jarrett Krosoczka

Dancing to ‘Zombie in Love’
Speed Dating and Author Tea at BEA

Obert Skye
Speed Dating and Author Tea at BEA

Raina Telgemeier