



# 2012 HIGHLIGHTS



# 2011 Annual Meeting



Brooke Gladstone, Co-Host  
& Managing Editor, NPR's  
*On The Media*



Pamela Paul, *NYTimes*  
Writer and Editor

# 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**

# Enhanced Online Presence

## Dynamic Expansion of CBC Newsfeed



The screenshot shows the CBC website's newsfeed. At the top is the CBC logo and the text "Children's Book Council". Below this is a navigation bar with links: Home, About, News & Events, Careers, Reading Lists, For Members, and CBC Book Stop. To the right of the navigation bar are social media icons for Facebook, Twitter, and Pinterest, along with the text "Every Child a Reader", "Children's Book Ambassador", and "Children's Book Week". The main content area is titled "What's New" and features a sidebar with links: "Breaking News From Our Members", "New In Digital", "On Our Radar", and "Events". The main content area displays three news items, each with a date, a headline, a brief description, and a "More Details" link. The first item is dated September 05, 2012, and is titled "Warner Brothers Snatches Up Film Rights to *The Planet Thieves*". The second item is dated September 05, 2012, and is titled "Candlewick Press to Publish an Illustrated Edition of *'The Odyssey'*". The third item is dated September 05, 2012, and is titled "Curious George Store Hosts Cash Mob".

## Early Career Committee Site To Launch in September!



The screenshot shows the ECC website. At the top is the ECC logo and the text "Early Career Committee". Below this is a navigation bar with links: About the ECC, News and Events, Careers, and Features. To the right of the navigation bar are social media icons for Facebook, Twitter, and Pinterest. The main content area is titled "Meet the Imprint" and features three columns of content. The first column is titled "Meet the Imprint" and features a book cover for "CLAUDE KATZ" by Julie Fogliano, illustrated by Erin Stead. The second column is titled "What's the ECC Reading?" and features a book cover for "and then it's spring" by Amy Krouse Rosenzhal, illustrated by Peter Reynolds. The third column is titled "The ECC Questionnaire" and features a photo of a woman. Each column includes a "READ MORE" button. At the bottom of the page is a footer with the text "© 2012 Children's Book Council" and links to "Connect with the ECC" (Facebook, Twitter, Pinterest, Newsletter Sign-up), "CBC Websites" (Children's Book Council, Every Child a Reader, Book Week Online, CBC Diversity), and "Members Area" (Register/Join, LOGIN).

- Breaking News
- New in Digital
- On Our Radar
- Events

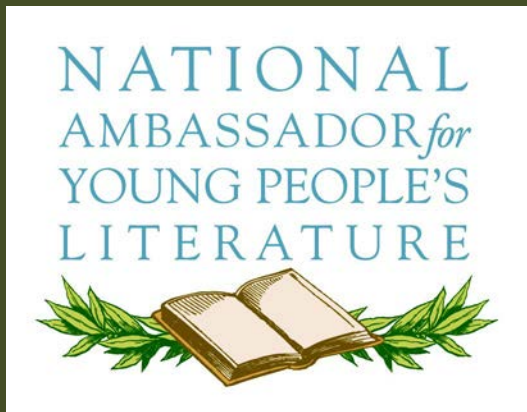
# CBC Forum: Panels of Experts Discussing Trends in Publishing



**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



NATIONAL  
AMBASSADOR *for*  
YOUNG PEOPLE'S  
LITERATURE



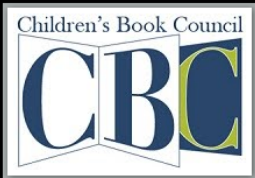
# CBC Diversity Kick-Off



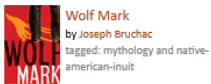
# CBC Diversity Blog Launch

## CBC Diversity

[Home](#) | [About](#) | [Become a Partner](#) | [Resources](#) | [Events](#) | [News & . . .](#)



### CBC Diversity's Bookshelf



Friday, September 7, 2012

### Separate, Not Equal

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



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.

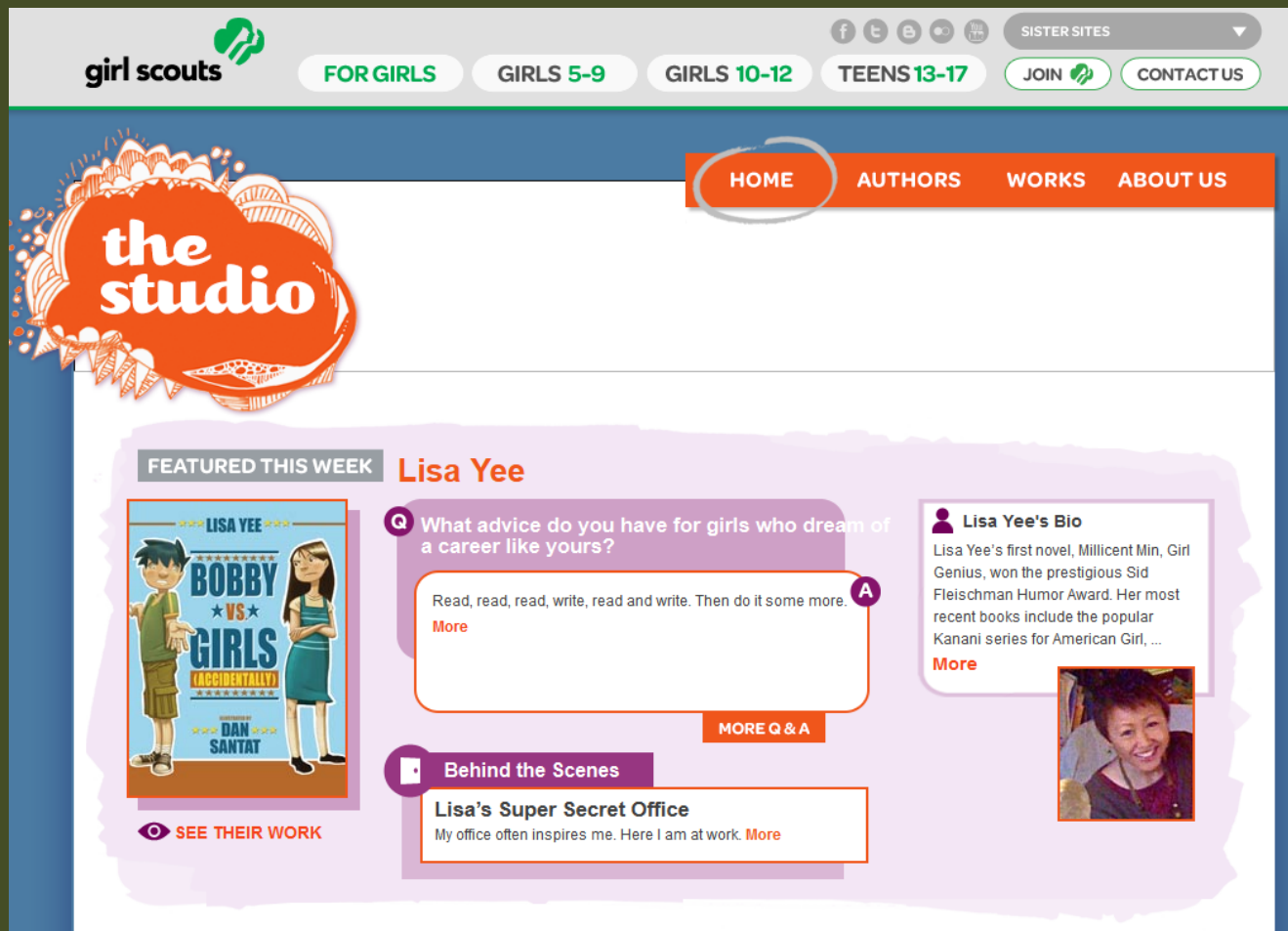
The thing I never imagined was that the cover (and the covers of my subsequent books) might create an automatic ghettoization of my work.

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".



- ❑ “It’s Complicated!” blog series
- ❑ “How I Got Into Publishing”
- ❑ Book Spotlights
- ❑ Resources
- ❑ Events Calendar
- ❑ & more!!

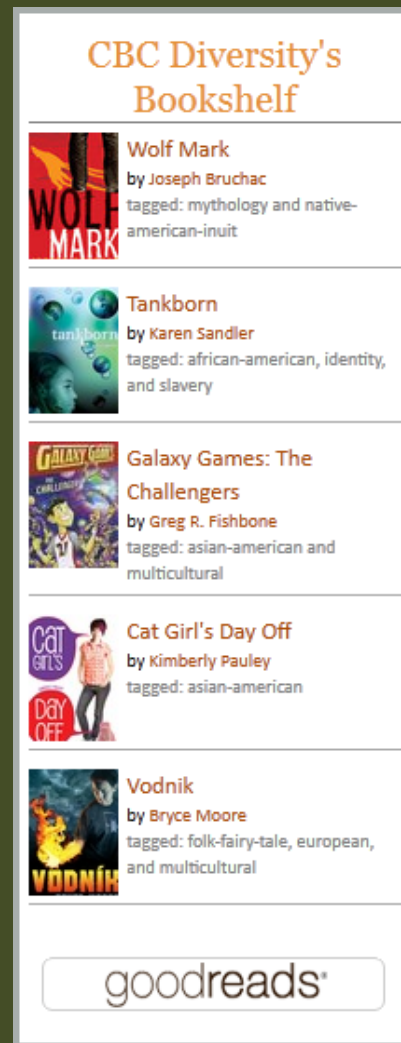
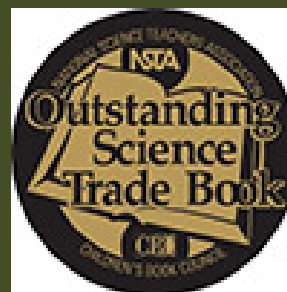
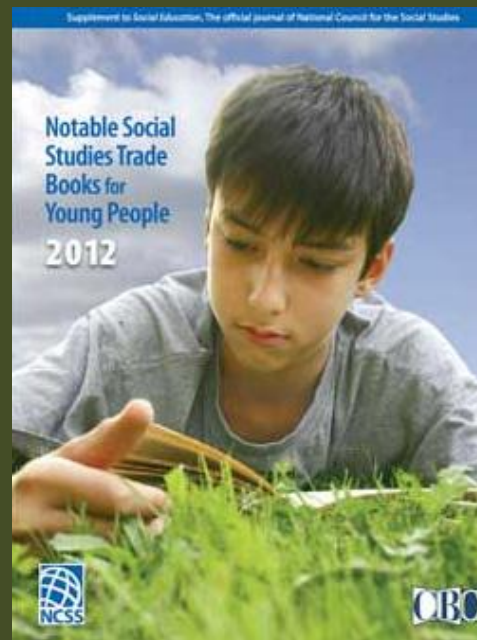
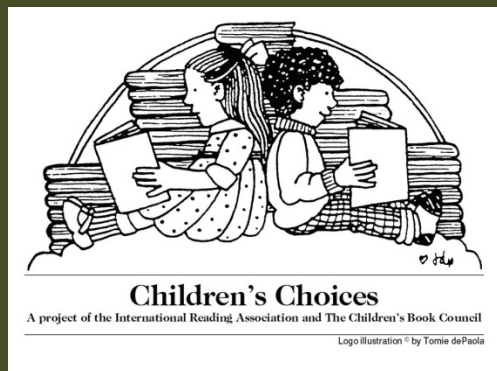
# Girl Scouts' The Studio



New design!



# Diverse Reading Lists



# CBC Book Stop



- Bimonthly, CBC staffers review books we love from our member publishers



# KQ Meet The Author/Illustrator Columns

- 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



# ECC Hunger Pub Games

## THE HUNGER PUB GAMES!

**DATE:** TUESDAY, MARCH 13TH

**TIME:** 6:00 P.M.

**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@CBCBOOKS.ORG**

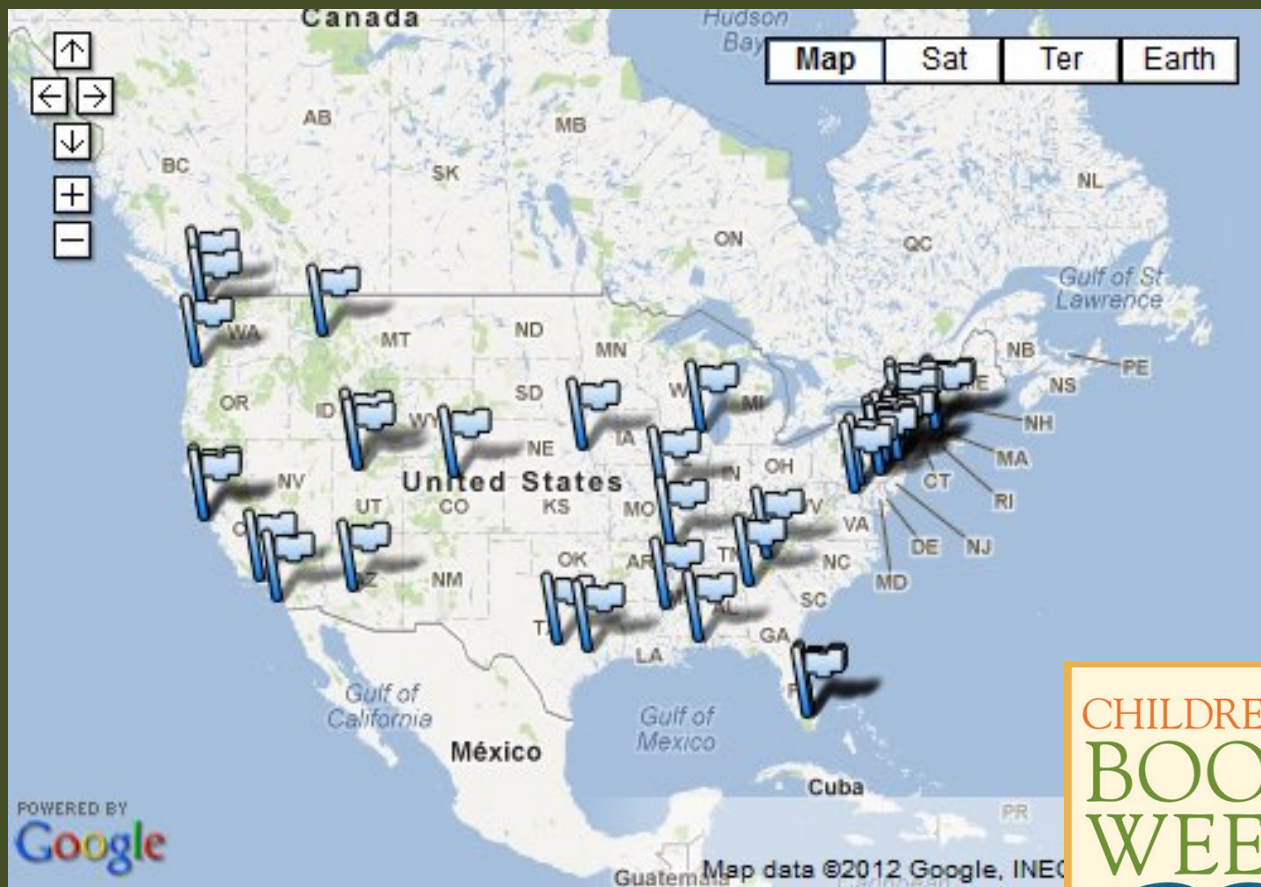


**MAY THE ODDS BE EVER  
IN YOUR FAVOR!**



# Children's Book Week 2012

Official Events expanded to 40 cities nationwide!

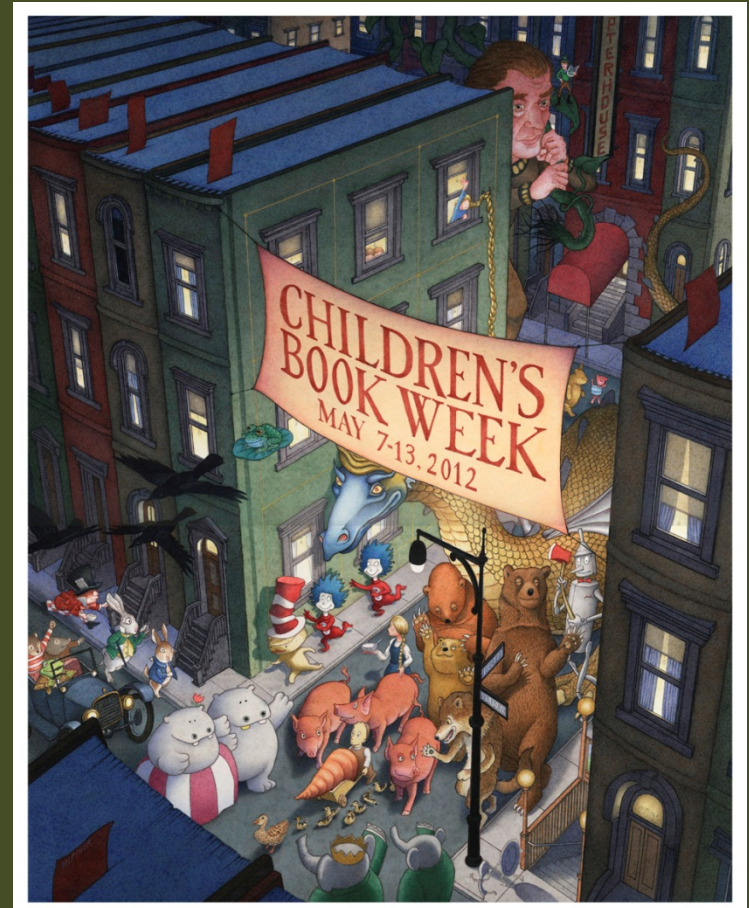


CHILDREN'S  
BOOK  
WEEK

# Official CBW Bookmark and Poster!



2012 Bookmark and activity by  
Lane Smith



2012 Poster by David Wiesner

# Children's Book Week Celebrations!



Lemuria Bookstore



Jane O'Connor



# 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

CHILDREN'S  
BOOK  
WEEK

# San Francisco & Sacramento Book Reviews Run CBW Features



i'm Hannah  
...and i'm 6 years old



i'm Zach  
...and i'm 9 years old

They're so successful that both publications decide to launch regular kid-reviewed sections!

CHILDREN'S  
BOOK  
WEEK

# 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



( 2012 )  
**CHILDREN'S**  
**CHOICE** BOOK AWARDS

# 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