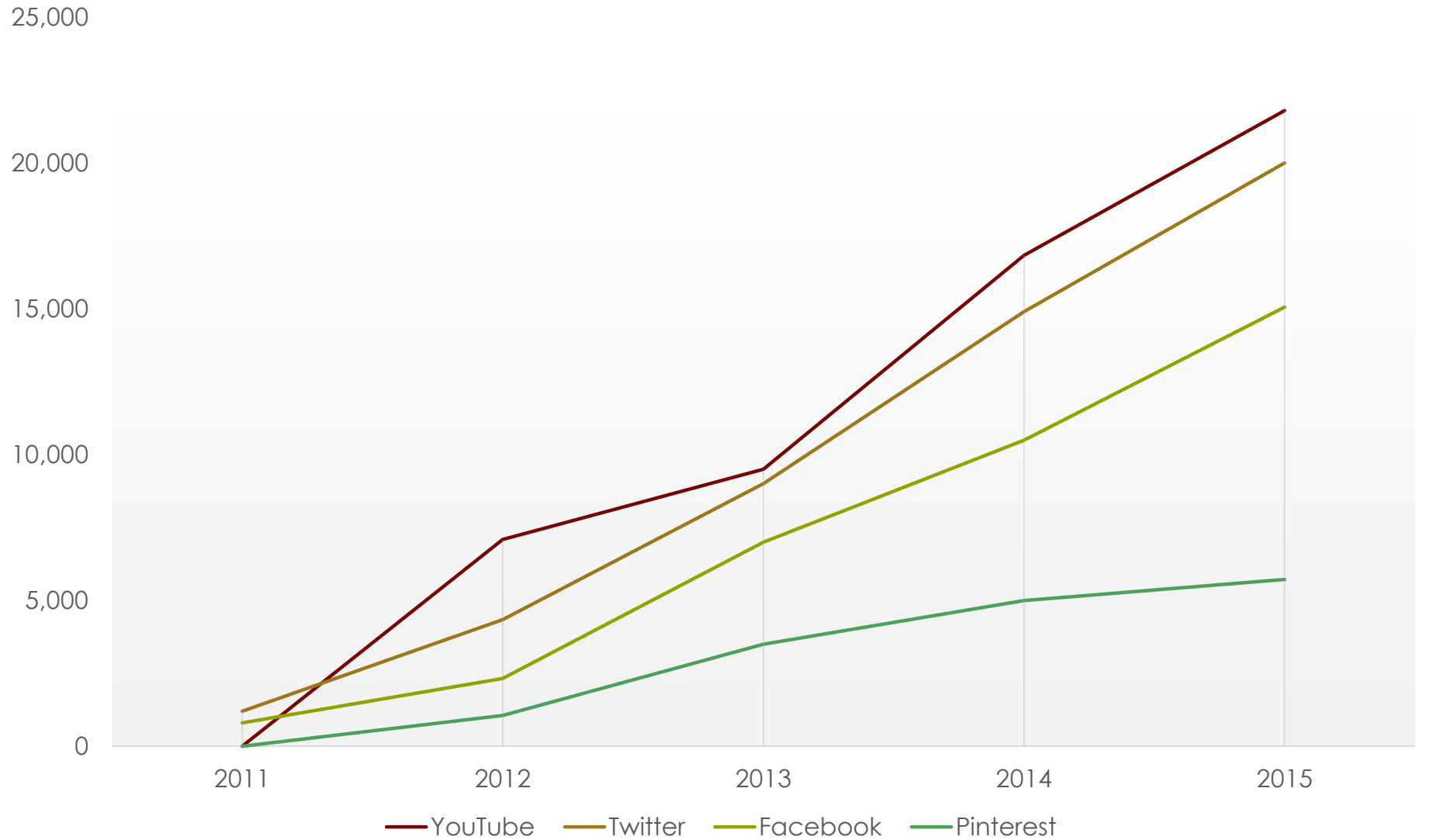




2015 Highlights

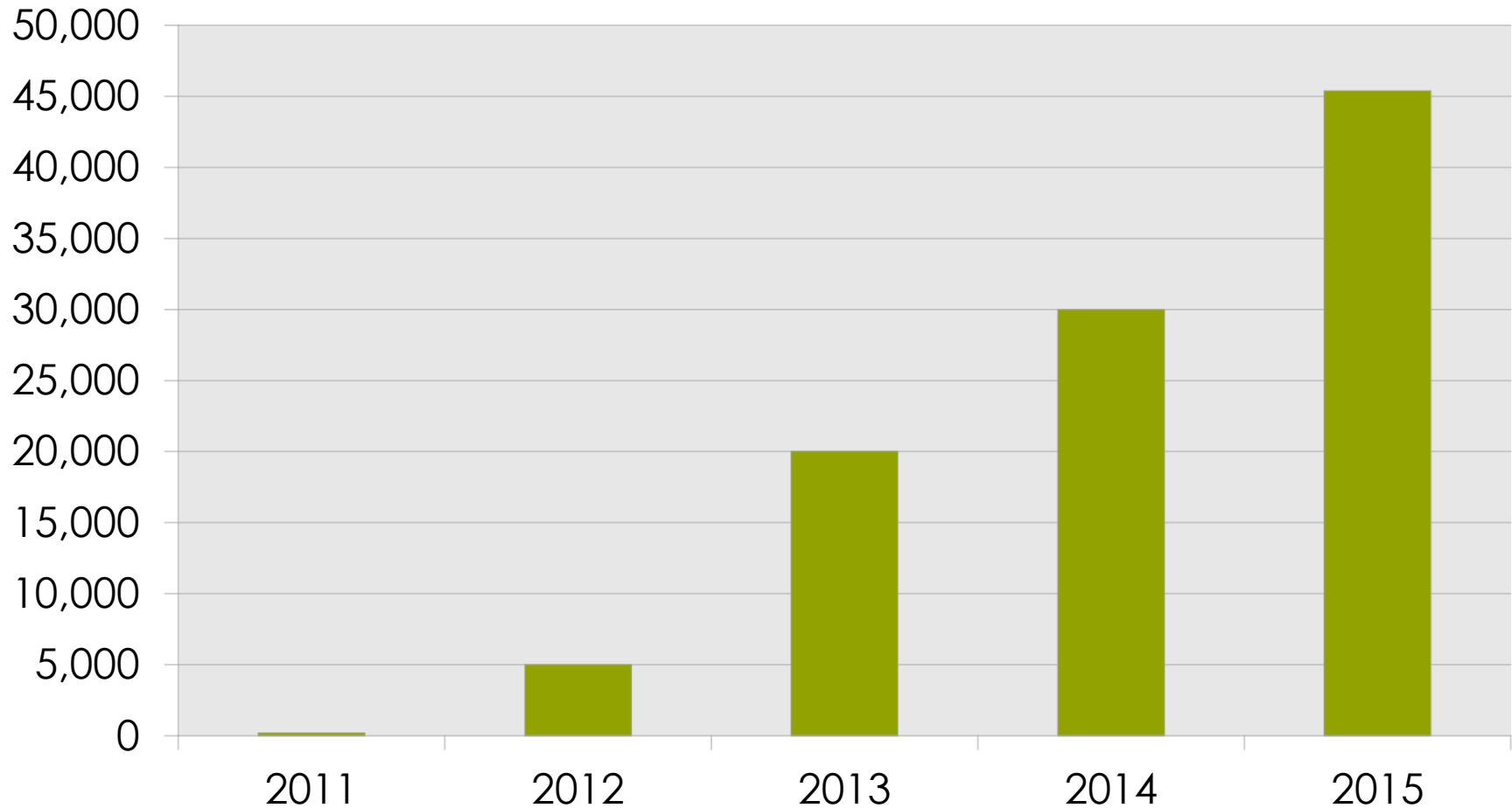


Social Media Growth



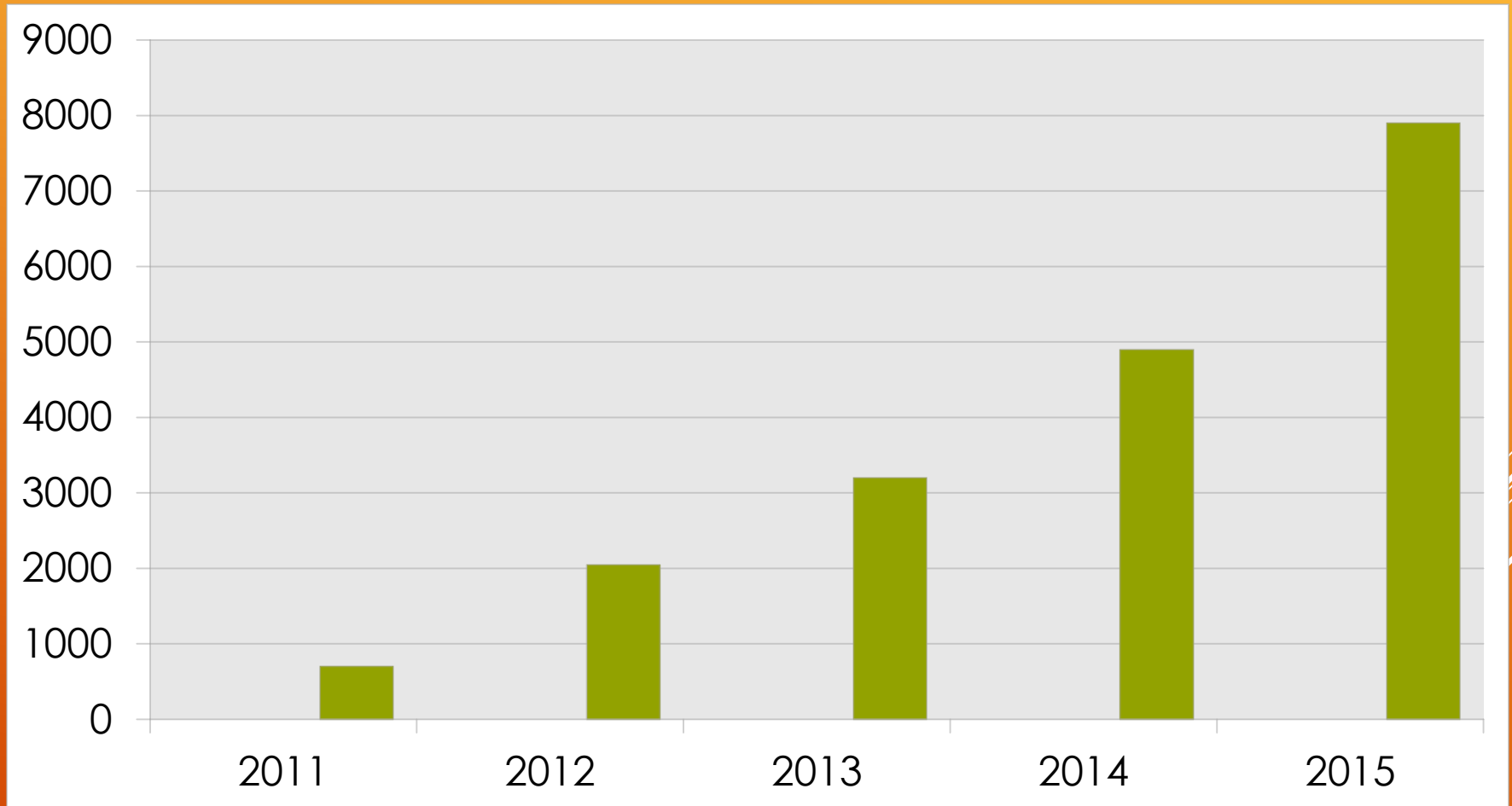
cbcbooks.org Site Traffic

(Monthly Unique Visitors)



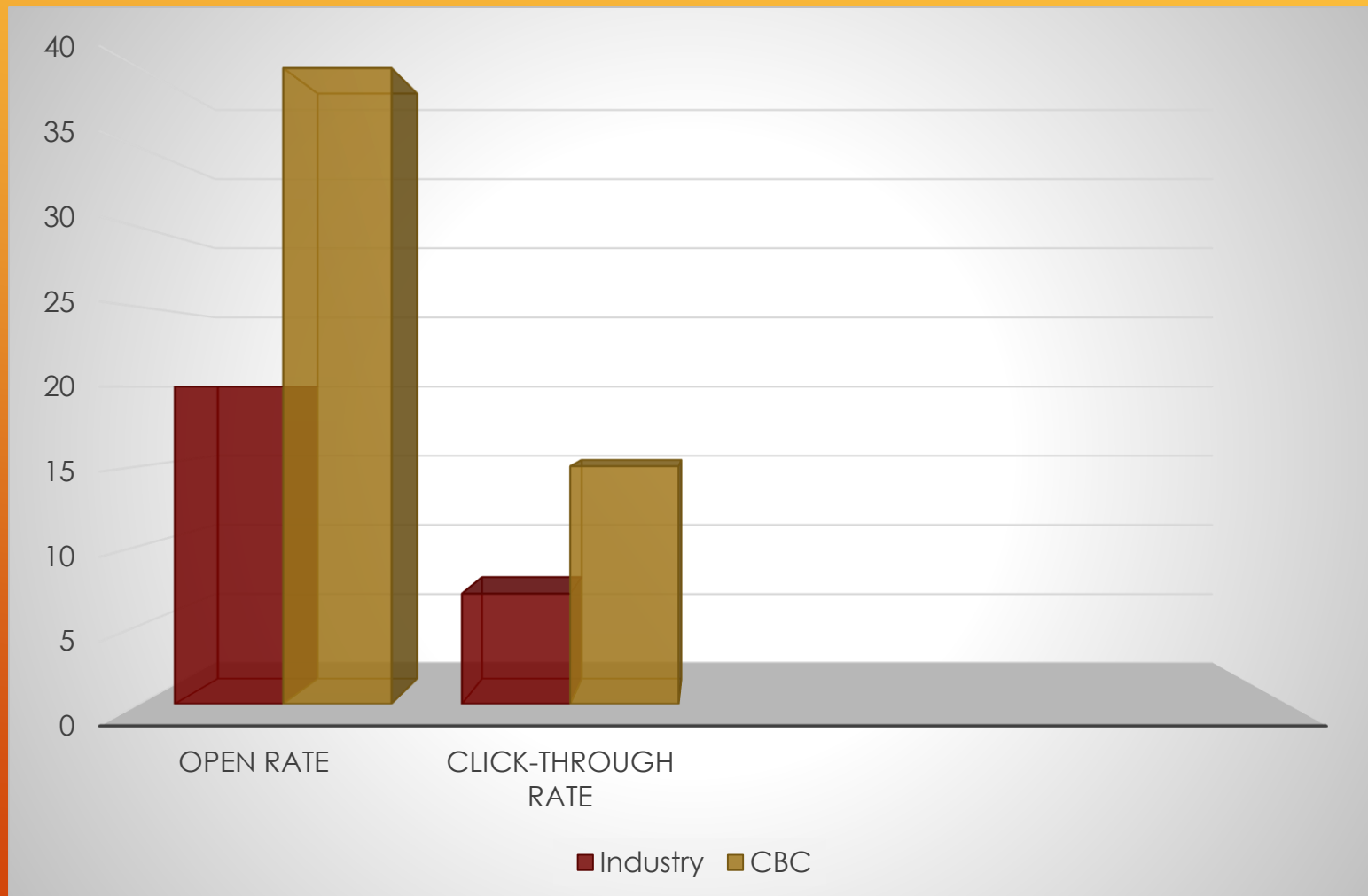
E-mail Distribution Growth

Contacts include major media, bookstores, parents/caregivers, teachers & librarians, authors & illustrators, partner literacy organizations

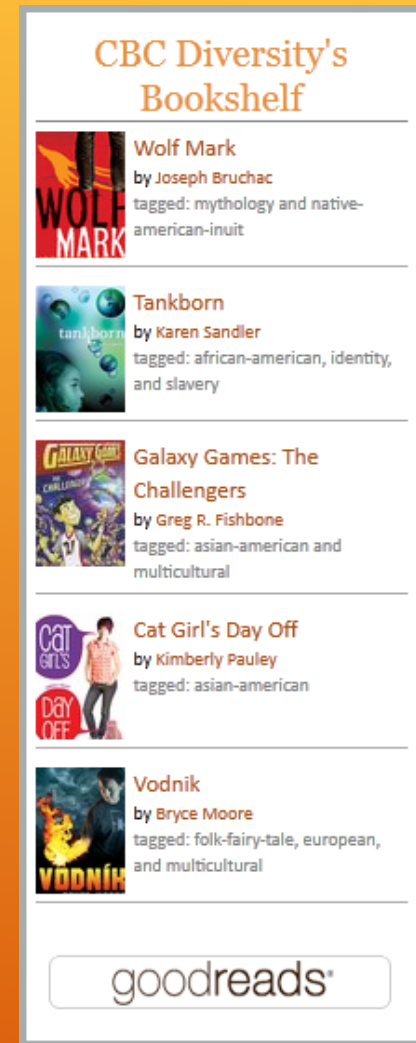
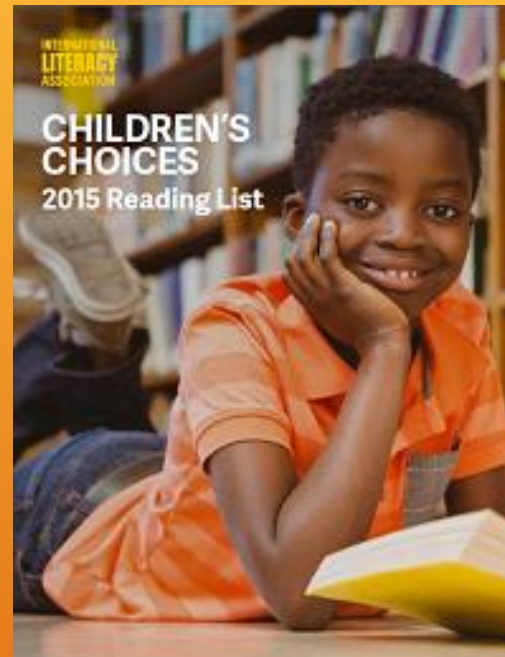
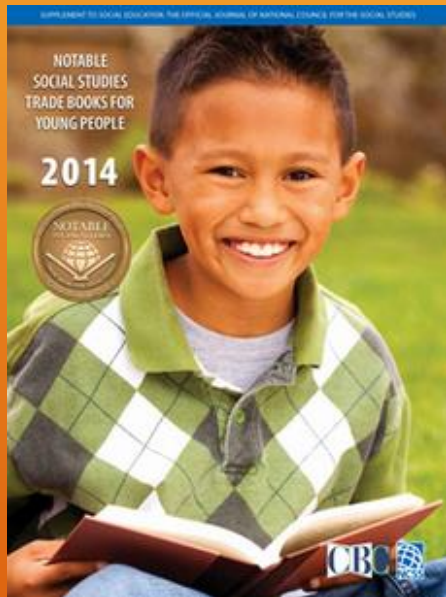


E-mail Open And Click Rates

Our avg. open rate (**40%**) and click rate (**15%**) consistently outperform industry averages.



Popular, Wide-Ranging Reading Lists



CBC Forum: Panels Of Experts Discussing Trends In Publishing

"Breaking Boundaries: New Genres, Formats, & Expectations"

- A 2014 Sales Retrospective
- The Changing Market of Picture Books
- The Rise of Illustrated Books
- **October 17: The Intersection of YA and Adult (YA Crossovers). RSVP now!**
cbc.info@cbcbooks.org



BEA 2015

- Speed Dating
- Author Tea
- Diversity of Success Panel



CBC DIVERSITY

- Partnership on WNDB internship program
- “7 Steps to Representative Reads” cards
 - Publishers
 - Teachers & Librarians
- ALSC-CBC Day of Diversity at Midwinter
- Virtual Career Fairs in April

WE
NEED
DIVERSE
BOOKS

Seven Steps to Representative Reads

Publishers

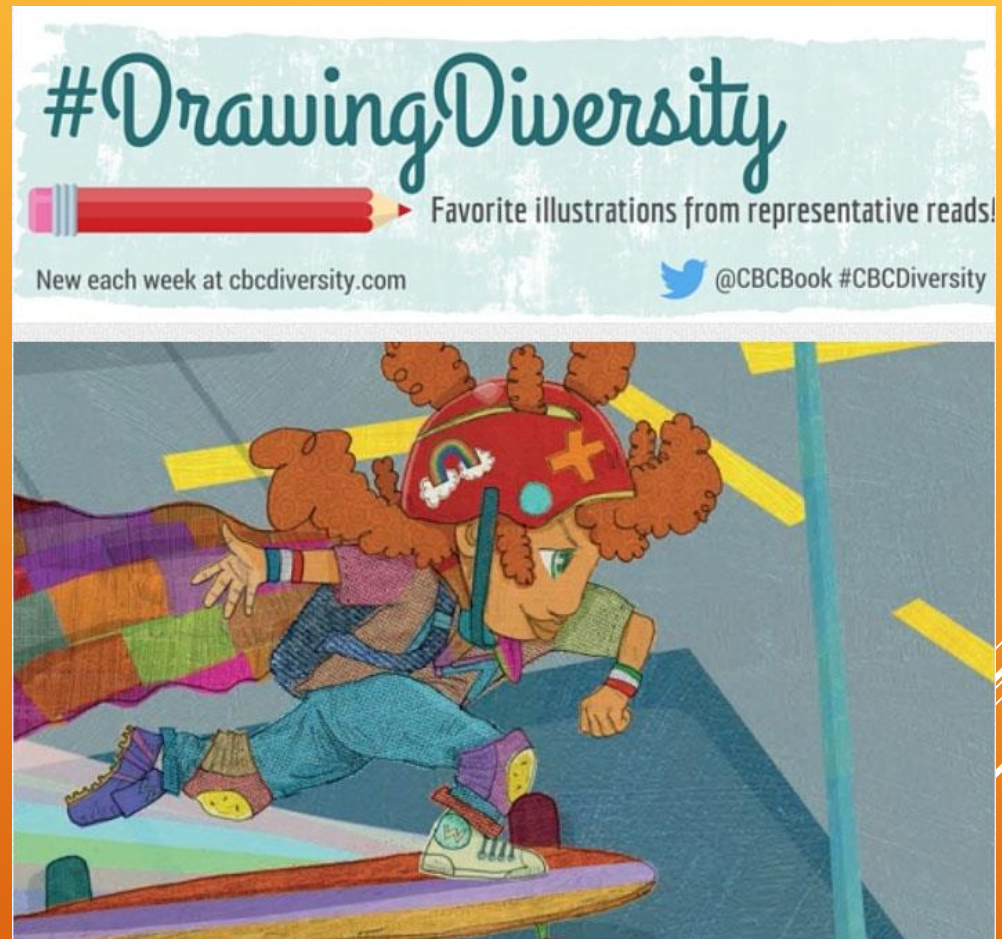
- 1 **BE INTENTIONAL:** Pledge to publish X% more diverse books. Stick to this commitment and monitor your progress over time. Make diversity a goal that is directly linked to raises, bonuses, and promotions.
- 2 **EXPLORE:** Consider how you position all diverse titles from start to finish, and make sure every element—word choice, story structure, format, art style—celebrates these books without pigeonholing them.
- 3 **SHOW THE FACE:** On book covers, show characters of color face-on, rather than obscured or three-quarter, or with partial body parts.
- 4 **GO BEYOND THE NICHE:** Take a radical approach to Black History Month – publish books of African American subject matter in months other than February.
- 5 **JOIN FORCES:** Devise ways to work with other publishers and forge partnerships for promoting diverse books (e.g., sponsor an ad in the *New York Times*).
- 6 **GO GLOBAL:** Dedicate staff to publishing new talent from overseas. Work with book scouts to find more import titles.
- 7 **FIND NEW BLOOD:** Commit to recruiting talent from colleges and national associations with a high percentage of students from non-majority backgrounds. Representative reads stem from diverse perspectives.

CBC
DIVERSITY
cbcbooks.org
cbcdiversity.com

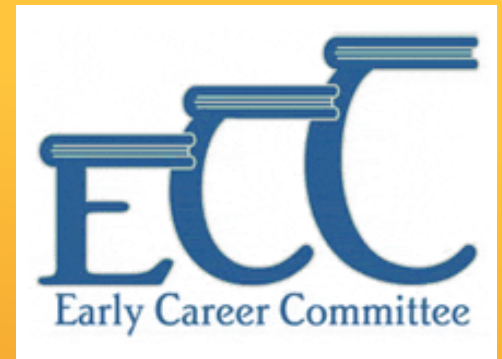
CBC DIVERSITY

cbcdiversity.com

- ▶ Curated resources
- ▶ Personal journey stories
- ▶ Guest posts
- ▶ And more!



SUPPLY CHAIN 101



cbcbooks.org/ecc

ECC    *Get your game face on!*

G A M E

N I G H T

Join the ECC for Board Games, Happy Hour Specials, and the Best Bar Food Around!

When
WEDNESDAY
March 25th
6-8pm

Where
McGEE'S PUB
240 West 55th Street,
btwn Broadway and 8th Avenue

Who
YOU!
And all your
kid lit friends!

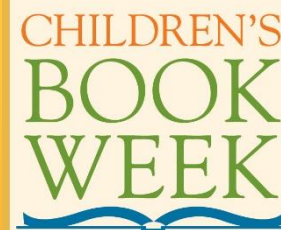
Check out the menu here:
<http://mcgeespubny.com/>

N Q R to 57 St.- 7th Ave
B D E to 7th Ave
1 2 to 50 St.



Children's Book Week 2015

Official Events in all 50 states!



**2015: 115
official event sites
(200+ events)**

2014: 89

2013: 50

2012: 40

2011: 25

2010: 10

2009: 4

2008: 1



Children's Book Week 2015



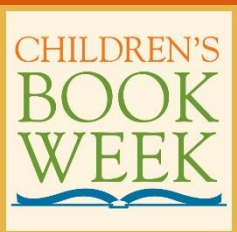
Free Comic Book
Day Kick-Off



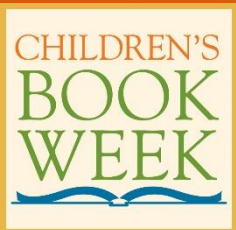
Literary Landmarks



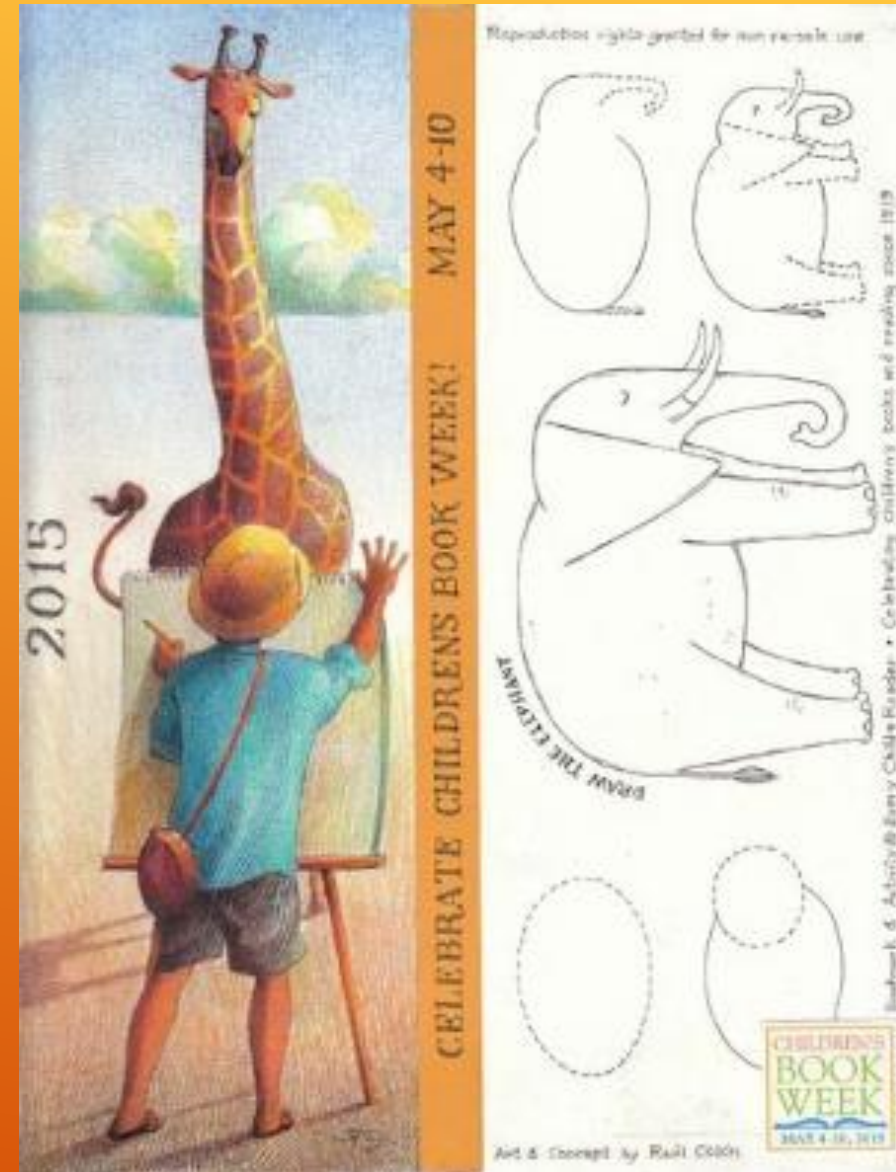
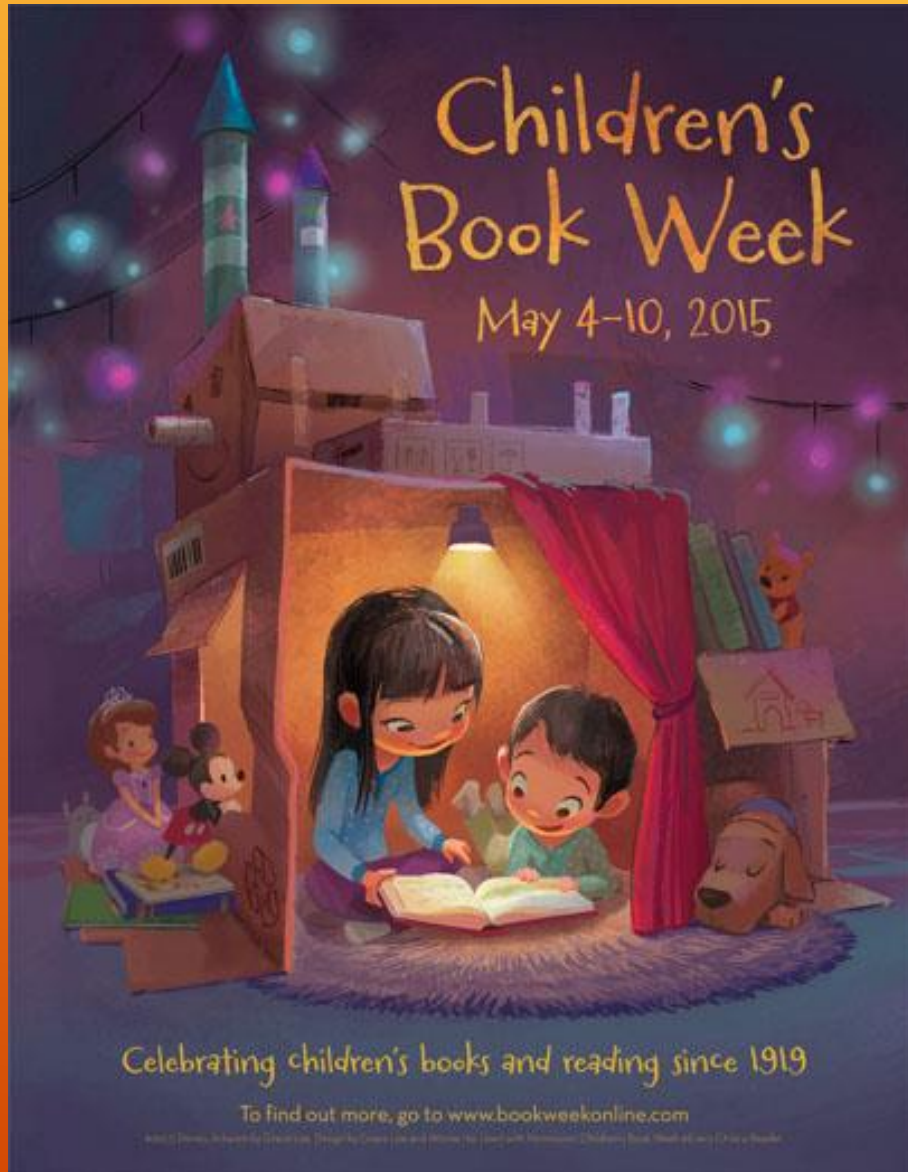
Bookstore
Display Contest



Children's Book Week 2015



Poster and Bookmark

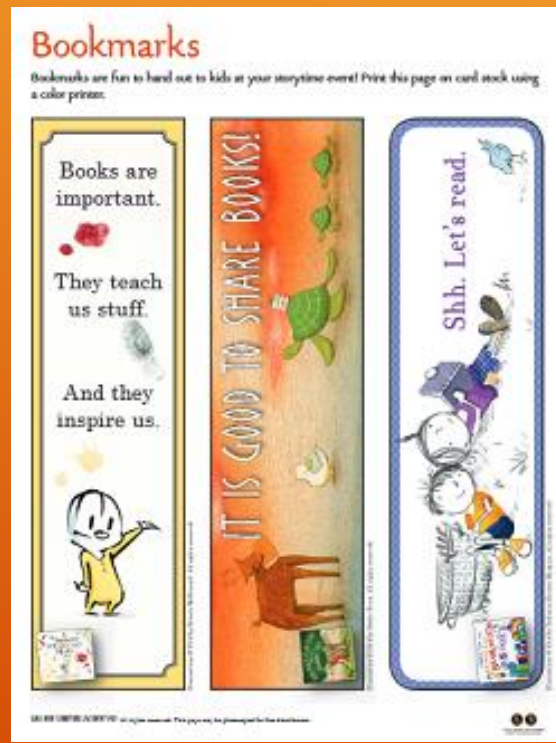


New CBW Activities Page

bookweekonline.com/activities

CHILDREN'S
BOOK
WEEK

Includes event kits and activity sheets from our members, organized by age group and theme.



Children's Choice Book Awards Votes



2015: 1,300,000 votes

2014: 1,261,000

2013: 1,138,675

2012: 915,000

2011: 500,000

2010: 115,000

2009: 220,000

2008: 55,000



CBW & CCBA Press Highlights



cafepress.com/bookweek

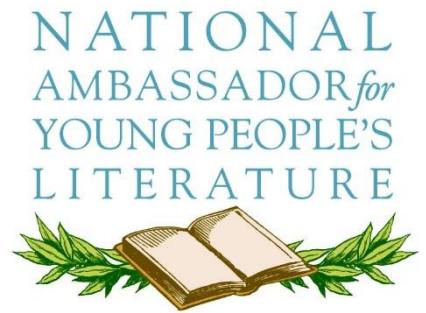
CHILDREN'S
BOOK
WEEK

Artwork by:

- Ian Falconer
- Jon J Muth
- Maurice Sendak
- Ezra Jack Keats
- Rosemary Wells
- Tomie dePaola
- Garth Williams
- Eric Carle
- Ellen Raskin
- and more!



National Ambassador Kate DiCamillo



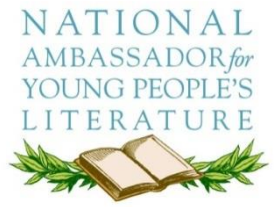
In 2015, Kate DiCamillo connected with over 200,000 kids & teens, as well as their parents/caregivers, librarians, & teachers.



"Stories Connect Us"
- Kate DiCamillo



National Ambassador Press Highlights



The New York Times

The
Washington
Post

THE
HUFFINGTON
POST

Parents

