



January 2019

Dear Prospective CBC Member,

The Children's Book Council is the nonprofit trade organization dedicated to North American children's book publishers. Our goals are to serve your needs and interests by:

- Promoting your books in our popular national programs
- Partnering with major national organizations
- Organizing submissions for key book awards and panels for authors & illustrators
- Creating resource material for teachers, librarians, booksellers, and parents
- Arranging forums for discussion and networking
- Donating books to children and teens in need
- And, in all ways, promoting children's books and the love of reading

Our programs are only growing in terms of scope, diversity, calendar, media coverage, and member support. Our team works tirelessly to support your authors, illustrators, books, and employees – all in order to reach more readers.

The media reach for all of our programs, all of which put books, authors, and illustrators first, will top 150 million this year!

OF NOTE: In the past year alone, we announced the **first-ever diversity achievement awards for publishing leaders and children's book advocates**; added a new school and library program -- Get Caught Reading; chosen **20 illustrators for art for the 100th anniversary of Children's Book Week**; revamped our website; increased book donations to kids in need; initiated a health insurance survey for smaller publishers; created new reading lists with the **ALA, Bank St. College, and the PTA**; increased partnerships with **First Book, Parents magazine** and others; and built new connections to **Title 1 schools**.

The CBC Member Core Benefits

1. Expertly chosen **reading and awards lists** – such as **Best STEM** and **Children's Choices** – for use by teachers, librarians, parents, and caregivers, as well as free website book listings, such as **Hot Off the Press, CBC Showcase, and Diverse Kids Lit**.
2. **Panels, events and group discussions** created by our **Early Career, Diversity, Graphic Novel, and Forum** committees.
3. Strong **partnerships** with other national literacy and artistic organizations, from Screen Free Week to Sesame Workshop, from the **Library of Congress to the ILA, NCTE, PTA, and others**.
4. Close cooperation with the major book and library associations: **ALA, ABA, & ABC**.
5. Participation in the **CBC Diversity initiative**, including the new CBC Diversity Outstanding Achievement Awards program.

6. Access to events for your authors & illustrators at **BookExpo**, **ALA**, **ComicCon**, and more.
7. Member participation in **Every Child a Reader's** national literacy programs: **Children's Book Week** (celebrating 100 years in 2019); The **National Ambassador for Young People's Literature** (with the Library of Congress); the **Children's & Teen Choice Book Awards**; and **Get Caught Reading**.

How do CBC member staff, authors, and illustrators participate in these programs?

- Submit to the CBC's essential lists, co-sponsored by national teachers' associations: **Children's Choices**, **Young Adults' Choices**, **Notable Social Studies Trade Books for Young People**, **Outstanding Science Trade Books for Students K-12**, and **Best STEM Books**. The final lists are distributed to teachers, librarians, parents, caregivers, booksellers, and children's book lovers nationwide. **CBC Regular Members do not pay a fee to submit to these reading lists; Associate members pay at the significantly reduced rate of \$75 per submission.** Non-members pay \$300 per submission. **NOTE:** Submissions to the Children's Choices and Young Adults' Choices program are the basis for the finalists for the **Children's & Teen Choice Book Awards**.
- Be a part of the **CBC Diversity** initiative, which advocates for an inclusive and representative children's book publishing industry. Highlight your titles on the [Diverse Kids and YA Lit list](#), attend (or [view](#)) our Diversity panels, and subscribe to our **Diversity in the News** e-newsletter. Just announced: the CBC Diversity Outstanding Achievement Awards program.
- Submit your new books to **Hot Off the Press** and promote your backlist titles in the **CBC Showcase**— all prominently featured on the newly redesigned [CBC website](#), a regular destination for teachers, librarians, booksellers, parents, caregivers, and book buyers, with 45,000 monthly unique visitors. (Links to member publisher websites are provided.)
- Stay up to date with CBC news with the monthly **CBC Bulletin** e-newsletter. We spotlight **interviews with authors and illustrators** every month.
- Sign up for the ECC **publisher/agent speed-dating programs**, as well as bookseller and library speed-dating lunches.
- Benefit from and work with the **ALA-CBC Joint Committee**, creating programming at conferences throughout the year. CBC members' books are included in the ALA-CBC **Building a Home Library** list and the **Reading Beyond** list.
- Attend professional development programs sponsored by the **CBC Forum Committee**, dedicated to bringing you information and discussion on current trends and issues by well-known experts in their fields.
- Encourage new staff to participate in continuing education and networking events through the **CBC Early Career Committee**.
- Submit your authors and illustrators for consideration as **speakers at CBC-sponsored programs** at



national conferences.

CBC membership also connects you with Every Child a Reader and its programs



- **Children's Book Week**, the longest-running national literacy initiative in the country, celebrating 100 years in 2019 with year-round events and over 100 author / illustrator event opportunities. **2019's theme: Read Now. Read Forever**, with 100 Years of Children's Book Week Posters, edited by Leonard Marcus, due out in March.
- The **Children's & Teen Choice Book Awards**, the only national children's book award voted on only by kids, with online voting and CBC-sponsored classroom and library "Voice Your Choice!" voting booths.
- The **National Ambassador for Young People's Literature** program in conjunction with the **Library of Congress**.
- The **Anna Dewdney Read Together Award**, with prize money and book donation in the winner's name.
- We are now running the **Get Caught Reading** poster program for teachers; the new Laurie Hernandez poster is now available for free, thanks to a sponsorship by KPMG, a literacy supporter and a top 4 international accounting firm.

Some notable milestones of late, thanks to our member publishers and partners:

- Over 5,000 books to disaster relief areas, and 5,000 to schools and medical clinics in need around the country. In the summer of 2018 member publishers sent books to 7 immigrant children facilities around the country via CBC.
- New to CBC membership this past year: 20 publishers of all sizes.
- A new **Member Benefits Handbook** plus an **online calendar** for all to access and easily search for program deadlines and more.
- Over **800 library, school, and bookstore** Children's Book Week event locations in 2018, up from 90 in 2016.
- 60 authors and illustrators were featured in a national press release in the **new Spotlight event campaign**.
- 125,000 copies of the **"One World, Many Stories"** 2018 Children's Book Week poster were distributed nationally.
- **Twenty beloved illustrators will contribute art for Children's Book Week 100th anniversary materials!**
- A reach of 150 million **local and national** media impressions in the last year – all about the value of reading – thanks to year-round programs and announcements.
- An **Entertainment Weekly** full-page story, secured by our outside publicist, on new movies based on YA novels.
- A new partnership with **Futures & Options**, a NYC non-profit that brings together publishing employees and high school students to learn about publishing as a career path.



- Our second successful **Silent Art Auction** in partnership with ABC/ABFE.
- A free Grover ‘I love reading’ e-book and Abby Cadabby ‘Reading is great!’ YouTube video.
- **Activity pages in Spanish** added to our site, with pages in over a **dozen languages** in the works for 2019.
- A full day of **graphic novel programming** at ALA and at San Diego ComicCon, all featuring CBC member creators.
- **A redesigned website** that features CBC member books, with double the web traffic and social media numbers.
- **National Ambassador Jacqueline Woodson’s “Reading = HOPE x CHANGE: What’s Your Equation”** campaign with a full and vibrant classroom and library activity kit!

We hope that you find all the above of interest to you. Annual dues for membership in the Children’s Book Council, a 501(c)(6) trade association, are a tax-deductible business expense. Every Child a Reader is a 501(c)(3) literacy charity supported by donations.

The CBC is moving forward with more exciting programming and partnerships to be announced shortly. We anticipate the years to be filled with even more valuable benefits to our members. Please let me know if you have any questions – and if you’d like to talk further by email or phone. We can discuss what dues level is best for you.

The CBC team – Carl Lennertz, Shaina Birkhead, Laura Peraza, Shifa Kapadwala, Audra Boltion, and I – looks forward to promoting your books, sharing in our media success, and participating in programs beneficial to your staff and book creators!

Sincerely,

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