



THE CHILDREN'S BOOK COUNCIL

MEMBER HANDBOOK

2019

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CBCbooks.org



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This document was created to help you take full advantage of your membership and become more familiar with our many programs.

If you have any questions, please contact Ryan.Mita@cbcbooks.org. Other CBC Staff emails are noted in the applicable program section.

I. SUMMARY OF MEMBER BENEFITS

The Children's Book Council

CBC Members have access to 10 core programs for their books, authors, illustrators, and employees:

1. Partnerships with **Sesame Workshop, Screen Free Week, Library of Congress, First Book, ILA, ABA, ABC, ALA, NSTA, NCTE**, and more organizations.
2. Reading lists chosen by outside experts —**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**— for use by teachers, librarians, parents, and caregivers.
3. Programs created by our **Early Career, Diversity, Graphic Novel, ALA-CBC, and Forum** committees, featuring well-known guest speakers, career development, community outreach, and author/illustrator panels at ALA, Comic-Con, and BookExpo.
4. **CBC's Diversity initiative**, which advocates for an inclusive and representative children's publishing industry via high-profile panels on important issues, employee conversations, community outreach, and a very active **Diversity Goodreads list, Diversity blog and Diversity newsletter**.
5. Free **local and national media** (a minimum of 25 million media impressions per press release) for our programs, your books, and the value of reading.
6. Extensive **CBC social media platforms** for books and industry news.
7. A range of **e-newsletters (including author/illustrator Q&As)** to members, librarians and teachers, and anyone interested in children's books.
8. Free website book listings: **Hot Off the Press, CBC Showcase, and Diverse Kids and YA Lit**.
9. There's more: **Knowledge Quest, ALA-CBC's Building a Home Library & Reading Beyond lists, the Anna Dewdney Read Together Award, and Literary Landmarks**.
10. AND -- the national programs of **Every Child a Reader**.



Every Child a Reader

A 501(c)(3) literacy charity whose major national campaigns are:

- **Children’s Book Week**, the **longest-running literacy initiative** in the United States, founded in 1919. (In 2018, over 800 libraries, schools and bookstores hosted Children’s Book Week activities, many **featuring CBC member authors, illustrators, event kits, and costume characters**. In 2019, Children’s Book Week, with extensive media coverage and celebrating its 100th anniversary, will take place April 29-May 5).
- **Children’s & Teen Choice Book Awards**, the only national book awards chosen by children and teens.
- **National Ambassador for Young People’s Literature**, in partnership with the **Library of Congress**.
- **Reading Without Walls**, created by Gene Yang, and managed by Macmillan, Every Child a Reader, and Library of Congress.



II. COMMUNICATIONS

Promoting your books, initiatives, and news

Have some news you'd like to share? We love to promote the books, authors/illustrators, and news of our member publishers through a variety of channels. Send your news items, press releases, etc. to Shifa.Kapadwala@cbcbooks.org and she will find the best place to highlight your news. Our main avenues for sharing member information are:

- The [CBC Newsfeed](#), cross-promoted on all of our social media accounts
- Our various social media platforms including [Twitter](#), [Facebook](#), and [Instagram](#)
- The [CBC homepage](#) reading lists, cross-promoted on all social media accounts
- The CBC Bulletin and other e-blasts

The CBC Website

On a monthly basis, CBCbooks.org receives over 50k unique visitors. Your [company listing](#) will be created using the information you provide in this [google form](#). Please email Ryan.Mita@cbcbooks.org with your preferred company logo. If any of this information changes, please email Ryan so he can make the necessary updates. The [Publishers CBC homepage](#) contains resources and information for CBC member publishers.

Click on the [Publisher Resources](#) tab and you will have access to a variety of resources, including video from past annual meetings, CBC Forums, and CBC Diversity events, and more. Use the password to gain access to the videos. (If you need the password, please email Ryan.Mita@cbcbooks.org).

Stay up to date on all CBC events, submission deadlines, and meetings using our member only event calendar. To view, use the Password we provided. (If you need the password, please email Ryan.Mita@cbcbooks.org).



Newsletters

- **CBC Bulletin:** Our monthly newsletter for our members, CBC Bulletin, features industry news, exclusive CBC program updates and opportunities, staff picks, award news, and more.
Share this link with everyone at your publisher so they can sign up to receive it: www.cbcbooks.org/newsletter-sign-up/
- **The ECC Newsletter** is geared toward those in their first 5 years in the children's book publishing industry. Sent once every two months, the newsletter features interviews, industry news, job moves, and more.
Share this link with the young staffers at your publisher so they can sign up to receive it: www.cbcbooks.org/newsletter-sign-up/
- **Diversity in the News:** This newsletter rounds up relevant news in children's books and diversity and is a part of the CBC Diversity Initiative, which advocates for an inclusive and representative children's book industry.
Share this link with everyone at your publisher so they can sign up to receive it: www.cbcbooks.org/newsletter-sign-up/

Social Media

With over 17k followers on [Facebook](#) and over 25k followers on [Twitter](#), CBC utilizes its social media platforms to promote our members and the many programs and book lists that highlight member books. The CBC's [Instagram](#) is also growing in followers after being created in June of 2017.



III. READING LISTS AND AUTHOR FEATURES

CBC Co-Sponsored BEST OF Lists

Submit to the CBC's joint curated 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](#)
- [Best STEM Books](#)

The final lists are distributed by the CBC and the co-sponsoring associations 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. Nonmembers pay \$300 per submission.

NOTE: Submissions to the Children's Choices and Young Adults' Choices programs may become finalists for the [Children's & Teen Choice Book Awards](#). For more information, contact Laura.Peraza@cbcbooks.org.

Homepage Reading Lists

Submit your new and noteworthy books to our homepage reading lists! These lists are featured prominently on our [homepage](#) as well as our [Instagram](#), [Facebook](#), and [Twitter](#). The homepage reading lists are only open to CBC members and are a great and easy way to get your books in front of booksellers, teachers, and caregivers.

Instructions on submitting your books to the following lists will be periodically sent by e-blast to publicity/marketing contacts:

- [Hot Off the Press](#): Features CBC member titles being published in the current month



- [Seasonal Showcase](#): A thematic list that features both front and backlist titles. A new theme and titles are featured every season.
- [Diverse Kids and YA Lit](#): Features both front and back list titles and can be added to any time of the year

Make sure to provide the correct publicity/marketing contact information in the new member information google form to ensure that submission opportunities for these lists are being received. If you have any questions, please contact Laura.Peraza@cbcbooks.org.

Knowledge Quest

The Children's Book Council continues to collaborate with the [American Association of School Librarians](#) (AASL) on Knowledge Quest, a series of [Meet the Author/Illustrator columns](#) for the AASL journal. Each column embodies the belief in the power of reading enjoyment and immersive learning and a commitment to a high level of literacy for every child. Columns are written by authors and illustrators, and only CBC member publishers can take advantage of this opportunity. You will receive a call for submissions approximately every other month. If you have any questions, please contact Laura.Peraza@cbcbooks.org.

Other member-exclusive submission opportunities

The submissions above represent our ongoing programs and do not reflect the full scope of CBC member opportunities for both titles and authors/illustrators. Other book submission opportunities will arise throughout the year and will be communicated to members through our publicity/marketing email list. These include opportunities for Every Child a Reader programs, opportunities with partner organizations including Sesame St. Workshop, Little Free Libraries, Screen Free Week, ALA, ABA, NYPL, BPL, and more.



IV. CBC'S DIVERSITY INITIATIVES

CBC Diversity initiatives advocate for an inclusive and representative children's publishing industry. [CBC Diversity maintains a blog](#) with resources including industry news, book spotlights, CBC Diversity event information, and educational blog posts for everyone invested in children's literature. The initiative also hosts Diversity Dialogues for staffers at our member houses to talk candidly with each other about diversity in the industry and Diversity Panels to allow for more discussion on issues brought up within the Dialogues. You will receive instructions on how to submit your books to the [CBC Diversity Goodreads list](#) every few months. If you have any specific questions, please contact Shifa.Kapadwala@cbcbooks.org.

The CBC Diversity Committee ([see more below](#)) coordinates most of our initiatives, which include an ongoing effort to partner with organizations such as We Need Diverse Books & Futures and Options to further spread knowledge about current events in the children's book industry as well as showcase the opportunities available for emerging talent. It also participates in coordinating with industry professionals for blog posts on and around Multicultural Book Day.



V. CBC COMMITTEES, EDUCATION & PROGRAMMING

Please note: All member exclusive events are by invitation. Invitations are sent to the full CBC Bulletin email list. Please have staff [sign up here](#) to receive the CBC Bulletin and event invitations.

CBC Diversity Committee

The [CBC Diversity Committee](#) meets four times a year. The committee develops events, helps secure guest speakers, contributes to the CBC Diversity blog, and discusses ways to expand and develop the CBC Diversity Initiative with a focus on increasing the diversity of voices and experiences contributing to children's and young adult literature.

Early Career Committee (ECC)

The [ECC](#) is dedicated to enriching the careers of those in their first five years in the children's publishing industry, contributing to the vitality of the industry, and fostering literacy. Junior members of your company are invited to networking and career building events with other young publishing professionals including panels, happy hours, continuing education events, and more. If you have any questions, please contact Shifa.Kapadwala@cbcbooks.org. The [Early Career Committee](#) meets six times a year to develop and lead all ECC programs. The committee also contributes to the ECC newsletter, helps to secure guest speakers for events, and act as ambassadors at their various publishing houses, encouraging new employees to attend ECC events and connect with other young professionals.

Graphic Novel Committee

The [CBC Graphic Novel Committee](#) is committed to expanding the presence and legitimacy for children's and young adult graphic novels. This committee will explore best practices for producing, marketing, and selling graphic novels and offer professional-development events open to CBC member employees. For more information, contact Ryan.Mita@CBCBooks.org. The Graphic Novel Committee meets 4 times a year. Committee members advocate for the inclusion and representation of graphic novels in the industry and in all CBC programming. They develop programming at various conventions and trade shows, supply panelists for these programs (including various Comic-Cons), as well as creating CBC member exclusive events around graphic novels and comics.



ALA-CBC Joint Committee

The CBC works in partnership with the American Library Association to connect publishers and librarians over issues and topics of importance to both. A reading list is vetted and released annually by this group, featuring CBC member titles. [Building a Home Library](#) is released in even years and [Reading Beyond](#) is released in odd years. Programs sponsored by this group are hosted at various conferences and conventions throughout the year including ALA Midwinter, ALA Annual, the YALSA Symposium, etc. CBC member staff and author/illustrators will have the opportunity to participate as speakers in these various programs. The [ALA-CBC Joint Committee](#) meets in person two times per year to discuss topics relevant to both publishers and librarians. The committee vets and culls titles to create the various reading lists it publishes and develops programming proposals for conventions and conferences. The committee is also updated on CBC, Every Child a Reader, ALSC, YALSA, and AASL programs and acts and helps to promote these programs through their various connections and networks. For more information, contact Shaina.Birkhead@cbcbooks.org.

CBC Forum

CBC Forums are panel events dedicated to providing the children's publishing industry with information and discussion on current trends and issues. These professional-development events are open only to the employees of CBC members. The Forums are held in New York, but remote access through go-to-webinar is provided for all of CBC's out of town members to hear and participate in the discussions in real time, and [videos of past forums](#) are always available on our site. Use the password to view the videos (if you need it, please email Ryan.Mita@cbcbooks.org). If you have any questions, please contact Carl.Lennertz@cbcbooks.org. The [CBC Forum Committee](#) meets three to four times a year. The committee develops the topics that will be covered in the year's Forum panels, helps secure guest speakers for these panels, and encourages attendance from their colleagues.

Are you interested in nominating staff members to join one of our committees? Contact Shaina.Birkhead@cbcbooks.org with questions and recommendations. Committee spots become available at various times throughout the year.



VI. PARTNERSHIPS

CBC's strong **partnerships** with other national literacy and artistic organizations include **Screen Free Week, Sesame Workshop, First Book, Multicultural Children's Book Day, United for Libraries, Scholastic Reading Clubs, Comic Cons, the Library of Congress, the International Literary Association, the National Science Teachers Association, the National Council for the Social Studies** and close cooperation with other book-association groups including **ABA, ALA, ABC, and AAP**.

All member opportunities associated with these partners will be announced in monthly CBC Bulletins and individual submission e-blasts. Yearly opportunities with our partners include:

- **The Silent Art Auction at BookExpo**
- **Speed Dating with Children's Book Authors and Illustrators at BookExpo**
- **United For Libraries Literary Landmark dedications**
- **Author Reception at BookExpo**
- **CBC Diversity & ECC Scholarships to attend the Winter Institute and Children's Institute**
- **ComicCon panels**



VII. EVERY CHILD A READER PROGRAMS

Children's Book Week

CBC Members are invited to participate in Children's Book Week, the first week in May of each year, in a variety of ways. **This national program reaches millions of kids and their parents across the US each year through media and events hosted by over 700 libraries, indie bookstores, and schools. Local and national media coverage averages over 90 million media impressions a year.**

Opportunities for CBC members to participate in this celebration include:

- Submitting your illustrators for the opportunity to create Children's Book Week **official bookmarks**
- Scheduling **author/illustrator reading/event** hours at libraries, bookstores and schools, which will be included on our official event map online
- Entering authors and illustrators to participate in **marquee events** across the country during Book Week
- Donating the use of **character costumes** to hand-picked libraries and bookstores for use during their celebration events
- Donating **event kits and special event packages** for official Book Week locations to use in their celebrations
- Promoting Book Week on your social media platforms and websites
- Submitting your books and book creators to highlighted by our partner organizations including Screen Free Week, Little Free Libraries, and more

The Children's and Teen Choice Book Awards

Voted on by thousands of kids each year, winners of the Children's & Teen Choice Book Award are announced at the Silent Art Auction in partnership with the ABA, ABC, and ABFE. Members are encouraged to submit their titles to the Children's Choices & Young Adults' Choices reading lists in June of each year. Titles submitted for these lists have a chance of becoming finalists in one of four categories for the Children's & Teen Choice Book Awards. All members are encouraged to promote voting for these awards on their websites, social media, and through their library, school, and bookseller contacts. **The CBC and Every Child a Reader heavily promote finalist titles for a four-month period at the beginning of each year, leading up to the final day of voting during**



Children's Book Week.

Reading Without Walls

Created by Gene Luen Yang, and managed by Macmillan, Every Child a Reader, and Library of Congress, this is a year-round program for teachers and librarians to guide students towards more diverse reading choices.

Anna Dewdney Read Together Award

In partnership with Penguin Young Readers, Every Child a Reader, and the Children's Book Council award one outstanding picture book the Anna Dewdney Read Together Award each year during Children's Book Week. Titles are nominated by booksellers, librarians, teachers, and caregivers over a three-month period and a selection committee votes on a short list to determine the winner.

The National Ambassador for Young People's Literature

Co-sponsored by the Library of Congress and the Children's Book Council and administered by Every Child a Reader, this program brings national attention to children's books and literacy. A new ambassador is selected every two years by an independent committee of teachers, librarians, and booksellers. The ambassador then creates a platform based on an issue or topic they are passionate about. The National Ambassador is tasked with representing the industry as a whole and travels the country throughout their two-year term meeting with kids and adults. **An outside publicist that we retain generates local and national media that averages over 50 million media impressions a year.**



Thank you again for being a CBC member!
We stand ready to help you in any way we can.

[CBC and Every Child a Reader staff](#)

Membership Contact: Ryan.Mita@cbcbooks.org

The Children's Book Council (CBC) is the nonprofit 501(c)(6) trade association for children's book publishers in North America.

CBC Board of Directors: Terry Borzumato-Greenberg, Ruth Chamblee, Steve Geck, Lauren Hoffman, Lauri Hornik, Beverly Horowitz, Angus Killick, Cindy Loh, Emily Meehan, Jennifer Roberts, Yolanda Scott, Andrew Smith, Rich Thomas, Megan Tingley, and Tracy van Straaten

Every Child a Reader is a 501(c)(3) nonprofit charity that funds Children's Book Week, the National Ambassador program, and other award and reading programs, as well as generating major media coverage about the importance of reading.

Every Child a Reader Board: Judith Haut, Simon Boughton, Carol Fitzgerald, Jacqueline Grace, Suzanne Harper, and Jon Scieszka

