

CHILDREN'S BOOK COUNCIL

MEMBER BENEFITS 2020



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, Outstanding Science Trade Books, and Best STEM Books— for use by teachers, librarians, young readers, parents, and caregivers.
3. **Virtual and in-person programs** created by our Early Career, Diversity, Graphic Novel, ALA-CBC, and Forum committees. They feature respected guest speakers, career development, community outreach, and author/illustrator panels at ALA, Comic-Con, BookExpo, BookCon, and other conventions.
4. **CBC Diversity Initiative**, advocates for an inclusive and representative children's publishing industry. Does so via high-profile panels on important issues, employee conversations, community outreach, and an active Diversity Goodreads list, newsletter, and blog posts.
5. **Free local and national media** for our programs, your books, and the value of reading, with a minimum of 25 million media impressions per press release.
6. Extensive coverage for books and industry news on **CBC social media** platforms.
7. A range of **e-newsletters** to members, librarians, teachers, and anyone interested in children's books.
8. Website **book listings**: Hot Off the Press, CBC Showcase, Diverse Kids & YA Lit, and more.
9. **Additional programming includes**: Knowledge Quest, ALA-CBC's Building a Home Library & Reading Beyond lists, and targeted submission opportunities with groups like Bank St. and Little Free Libraries.
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:

1. **Children's Book Week** — The longest-running literacy initiative in the United States, founded in 1919. In 2019, for the program's 100th anniversary, over 1,500 libraries, schools, and bookstores hosted Children's Book Week activities, many featuring CBC member authors, illustrators, and event kits. That year also marked the first time the celebration was held in both the spring and fall. In 2020, our spring celebration took place online with a social media reach of 1.1 million.
 2. **Children's & Teen Choice Book Awards** — The only national book awards chosen by children and teens.
 3. **National Ambassador for Young People's Literature** — Organized in partnership with the Library of Congress. The Current National Ambassador is Jason Reynolds.
 4. **Get Caught Reading** — A classroom poster program featuring celebrities in the book world and beyond who get "caught" reading a favorite book.
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