

# CHILDREN'S BOOK COUNCIL

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## MEMBER HANDBOOK 2020

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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.

For questions, please contact [Ryan.Mita@cbcbooks.org](mailto:Ryan.Mita@cbcbooks.org). Other CBC Staff emails are noted in the applicable program sections.

## 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, 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 programing 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.

### PROMOTING YOUR BOOKS, INITIATIVES, AND NEWS

Do you 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 [Laura.Peraza@cbcbooks.org](mailto:Laura.Peraza@cbcbooks.org) and she will find the best place to highlight.

Our main avenues for sharing member information are:

- [The CBC News](#) — a blog cross-promoted on all of our social media accounts
- Social media platforms — includes [Twitter](#), [Facebook](#), and [Instagram](#)
- [The CBC Readers homepage](#) — reading lists cross-promoted on all social media accounts
- [E-newsletters](#) — to our wider network of parents, teachers, librarians, booksellers, and book lovers

### THE CBC WEBSITE

On a monthly basis, CBCbooks.org receives over 50K unique visitors. Member company listings are created using the information you provide in [this google form](#). Please email [Ryan.Mita@cbcbooks.org](mailto:Ryan.Mita@cbcbooks.org) with your preferred company logo. If any of your information changes, let Ryan know so we can make the necessary updates.

The CBC website is divided into two distinct sections, one For Publishers and one For Readers. On the publisher side you will find resources for your employees including videos of past events ([Ryan can provide the password](#)) and submission opportunity information.

The Readers section of the site is targeted at consumers and is a showcase for your books, book creators, and book related resources and activities.

### NEWSLETTERS

**CBC's In Case You Missed It** — Communication highlighting important announcements, submission opportunities, industry news, and Every Child a Reader programs for our members. Sent monthly.

Share this link with all staff at your publisher so they can sign up to receive it: [cbcbooks.org/newsletter-sign-up/](https://cbcbooks.org/newsletter-sign-up/)

**The ECC Newsletter** — Geared toward those in their first five years in the children’s book publishing industry. The newsletter features interviews, industry news, job moves, and more. Sent every two months.

Share this link with the young staffers at your publisher so they can sign up to receive it: [cbcbooks.org/newsletter-sign-up/](https://cbcbooks.org/newsletter-sign-up/)

**Diversity in the News** — 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. Sent every quarter.

Share this link with all staff at your publisher so they can sign up to receive it: [cbcbooks.org/newsletter-sign-up/](https://cbcbooks.org/newsletter-sign-up/)

## SOCIAL MEDIA

With consistent growth of our [Facebook](#) (24k followers), [Twitter](#) (28k followers), and [Instagram](#) (3,500 followers), CBC utilizes its social media platforms to promote our members, our programs, and the many book lists that highlight member books and creators.

### III. READING LISTS AND AUTHOR FEATURES

#### CO-SPONSORED BEST OF LISTS

Submit to the CBC's joint curated lists, co-sponsored by national educators' associations:

- [Children's Choices](#) (ILA)
- [Young Adults' Choices](#) (ILA)
- [Notable Social Studies Trade Books for Young People](#) (NCSS)
- [Outstanding Science Trade Books for Students K-12](#) (NSTA)
- [Best STEM Books](#) (NSTA)

There's a fee for non-members of \$300 per submission. CBC Associate members pay at a significantly reduced rate of \$75 per submission. CBC Regular Members do not pay a fee to submit to these reading lists.

The final lists are published by the CBC and the co-sponsoring associations. They are promoted to teachers, librarians, parents, caregivers, booksellers, and children's book lovers nationwide. For questions, contact [Laura.Peraza@cbcbooks.org](mailto:Laura.Peraza@cbcbooks.org).

**Note:** Submissions to the Children's Choices and Young Adults' Choices programs may become finalists for the [Children's & Teen Choice Book Awards](#).

#### CURATED READING LISTS

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

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

- [Hot Off the Press](#) — Features CBC member titles being published in the current month.
- [CBC Showcase](#) — A thematic list that presents 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. Books can be added at any point during the year.

Make sure to provide the correct publicity and/or marketing contact information in [the new member information google form](#) to ensure that submission opportunities for these lists are being received. For questions, contact [Jena.Groshek@cbcbooks.org](mailto:Jena.Groshek@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, 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. For questions, contact [Jena.Groshek@cbcbooks.org](mailto:Jena.Groshek@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 e-newsletters to publicity and marketing contacts. These include opportunities for Every Child a Reader programs and partner organizations including Sesame St. Workshop, Little Free Libraries, Screen Free Week, ALA, ABA, Girl Scouts of America, Bank St., and more.

## IV. CBC DIVERSITY INITIATIVE

The CBC Diversity Initiative advocates for an inclusive and representative children's publishing industry. CBC Diversity creates content for CBC News blog including industry news, book spotlights, CBC Diversity event information, and educational posts for everyone invested in children's literature.

The initiative also sponsors the **CBC Diversity Outstanding Achievement Awards**. It is given annually to professionals or organizations in the children's publishing industry who have made a significant impact on publishing diverse titles, their promotion, diversity in hiring & mentoring, and efforts that create public awareness about the importance of diverse voices. View the [2018](#) and [2019](#) award winners. The 3rd Annual Diversity Awards will be presented in fall 2020.

You will receive instructions quarterly on how to submit your books to the CBC Diversity Goodreads list. For questions, please contact [Jena.Groshek@cbcbooks.org](mailto:Jena.Groshek@cbcbooks.org).

[The CBC Diversity Committee](#) coordinates most of the initiatives. There's an ongoing effort to partner with organizations such as We Need Diverse Books, Brown Bookshelf, and Futures & Options to promote current events in the children's book industry. The committee also showcases the opportunities available for emerging talent and coordinates with industry professionals for blog posts on CBC News and Multicultural Book Day.



## V. COMMITTEES, EDUCATION, AND PROGRAMMING

**Note:** All member-exclusive events are by invitation. Invitations are sent to the *CBC In Case You Missed It* newsletter list. [Please have staff sign up here](#) to receive the newsletter and event invitations.

### CBC DIVERSITY COMMITTEE

[The CBC Diversity Committee](#) develops events, helps secure guest speakers, and contributes diversity-based content to the CBC News, social media, and the quarterly newsletter.

The committee meets four times a year. Committee members have an ongoing discussion on how to expand and develop the CBC Diversity Initiative with a focus on increasing the inclusion of voices and experiences contributing to children's & young adult literature. For more information, contact [Ryan.Mita@cbcbooks.org](mailto:Ryan.Mita@cbcbooks.org).

### EARLY CAREER COMMITTEE

[The ECC](#) is dedicated to enriching the careers of those in their first five years in the children's publishing industry. It also contributes to the vitality of the industry and fosters literacy. Junior staff of member companies are invited to networking and career building events with other young publishing professionals including panels, happy hours, continuing education opportunities, and more.

[The Early Career Committee](#) meets six times a year to develop and lead all ECC programs. The committee members contribute to the ECC newsletter, help secure guest speakers for events, and act as ambassadors at their various publishing houses by encouraging new employees to attend ECC. For more information, contact [Jena.Groshek@cbcbooks.org](mailto:Jena.Groshek@cbcbooks.org).

### GRAPHIC NOVEL COMMITTEE

[The CBC Graphic Novel Committee](#) is dedicated to expanding the presence and legitimacy for children's and young adult graphic novels. It will explore best practices for producing, marketing, selling graphic novels, and offer professional-development events only open to CBC member employees.

The Graphic Novel Committee meets four times a year. Committee members advocate for the inclusion and representation of graphic novels in the industry and in all CBC opportunities. They develop programs at various conventions and trade shows (including Book Expo, Comic-Con International, and NYCC) and supply panelists for these. For more information, contact [Ryan.Mita@CBCBooks.org](mailto:Ryan.Mita@CBCBooks.org).

## 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, and the YALSA Symposium. CBC member staff and book creators will have the opportunity to participate as speakers in these various programs.

[The ALA-CBC Joint Committee](#) meets in person two times per year. It vets and culls titles to create the above reading lists and develops programming for conventions and conferences. The committee also helps promote the various CBC, Every Child a Reader, ALSC, YALSA, and AASL programming through their connections and networks. For more information, contact [Ryan.Mita@cbcbooks.org](mailto:Ryan.Mita@cbcbooks.org).

## CBC FORUM

The 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 webinars is provided for member staff to participate in real time. Videos of past Forums are always available on our site ([Ryan can provide the password](#)).

The CBC Forum Committee meets three to four times a year. It develops the topics that will be covered in the year's Forum panels, helps secure guest speakers, and encourages attendance from their colleagues. For more information, contact [Carl.Lennertz@cbcbooks.org](mailto:Carl.Lennertz@cbcbooks.org).

**Are you interested in nominating staff members to join one of our committees?** Committee spots become available at various times throughout the year, please contact [Shaina.Birkhead@cbcbooks.org](mailto:Shaina.Birkhead@cbcbooks.org).

## 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, BookCon, ComicCons, the Library of Congress, the International Literacy Association, the National Science Teachers Association, the National Council for the Social Studies, Girl Scouts of America, Pizza Hut's BOOK IT program, and close cooperation with other book-association groups like ABA, ALA, ABC, and AAP.

All member opportunities associated with these partnerships will be announced via e-newsletter plus reminded monthly in the *CBC In Case You Missed It* newsletter. Yearly opportunities with our partners include, but are not limited to:

- The Silent Art Auction at BookExpo
- Book Creator Programming at BookExpo
- Comic Con panels
- Goddard Riverside CBC Young People's Book Prize for Social Justice
- Various book submission opportunities for awards, lists, and features to our partners's community

## VII. EVERY CHILD A READER PROGRAMS

### CHILDREN'S BOOK WEEK

CBC Members are invited to participate in Children's Book Week in a variety of ways. This national program reaches millions of kids and their parents across the US through media and events hosted by over 1,500 libraries, indie bookstores, and schools. Local and national media coverage averages over 90 million impressions a year. This program is now being held in both the spring and fall of each year.

Opportunities for CBC members to participate in these celebrations include:

- Submitting your illustrators for the opportunity to create a Children's Book Week official bookmarks
- Scheduling book creator reading or event hours at libraries, bookstores, and schools. They will be included on our official event map online
- Donating event kits & 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, authors, and illustrators to be highlighted by our partner organizations including Screen Free Week, Little Free Libraries, and more

### THE CHILDREN'S & TEEN CHOICE BOOK AWARDS

Voted on by thousands of kids each year, the [Children's & Teen Choice Book Award](#) is a popular classroom book-selection program. Members are encouraged to submit their titles to the [Children's Choices](#) and [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 grade categories for the Book Awards.

The Children's Book Council and Every Child a Reader heavily promote finalist titles for a three-month period beginning with the new school year. Resources highlighting all finalists are created and available for teachers and parents to download. All members are encouraged to promote voting for these awards on their websites, social media, and through their library, school, and bookseller contacts. Voting takes place through November, closing at the end of our Fall Children's Book Week. Winners are announced by early December.

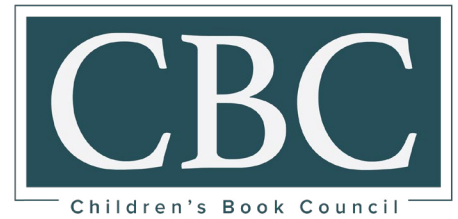
### ANNA DEWDNEY READ-TOGETHER AWARD

In partnership with Penguin Young Readers and the Children's Book Council, Every Child a Reader awards one outstanding picture book each year the Anna Dewdney Read-Together Award. Titles are nominated by booksellers, librarians, teachers, and caregivers over a three-month period, later, finalists are voted on by this same group. The winner is announced each year at the beginning of Spring Children's Book Week, during which time the creator does a live or virtual read-aloud event of their winning title.

## THE NATIONAL AMBASSADOR FOR YOUNG PEOPLE'S LITERATURE

Co-sponsored by the Library of Congress and the Children's Book Council, this program is administered by Every Child a Reader to bring 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 National Ambassador creates a platform** based on an issue or topic they are passionate about and is tasked with representing the industry as a whole; this includes traveling the country throughout their two-year term meeting with kids and adults. The Library of Congress, along with Every Child a Reader and the ambassador's publisher, generate local and national media that averages over 50 million impressions a year.



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

**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** — Erin Berger, Terry Borzumato-Greenberg, Ruth Chamblee, Steve Geck, Lauren Hoffman, Lauri Hornik, Beverly Horowitz, Alvina Ling, Cindy Loh, Emily Meehan, Catherine Onder, Yolanda Scott, Andrew Smith, Rich Thomas, Shimul Tolia, and Allison Verost.

**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** — Lisa Brown, Judith Haut, Simon Boughton, Jacqueline Grace, Suzanne Harper, Jon Scieszka, and Margy Stratton.

The Children's Book Council and Every Child a Reader membership contact: [Ryan.Mita@CBCBooks.org](mailto:Ryan.Mita@CBCBooks.org).