



February, 2012

**JBC Network**  
***Meet the Author***  
**June 3-5, 2012**  
**New York, NY**

**Registration Deadline: March 31, 2012**

For the past fourteen years, the Jewish Book Council (JBC), the only not-for-profit organization in the U.S. dedicated solely to the promotion of Jewish-interest literature, has sponsored the JBC Network program. The JBC Network is comprised of over 100 not-for-profit member organizations including synagogues, Jewish Community Centers, Jewish Federations, university campus Hillels and Judaic Studies departments, and other Jewish organizations that promote books of interest to the Jewish community at large. The JBC Network holds an annual coordinated with the dates and city of BookExpo America which marks the start of its programming year. This conference brings together an attentive audience responsible for the Jewish book festival industry.

More than 150 professional directors and committee members of Jewish book programs from around North America gather to learn about new books available for the upcoming, year-round JBC Network tour, discuss the business of producing book programs, and preview authors registered for the JBC Network program through the *Meet the Author* events. The *Meet the Author* event is designed to help promote titles by providing an opportunity to showcase authors whose books will be of specific interest to our nationwide audience. Subsequent JBC Network events are focused on the book and book sale; as such, travel expenses are covered, but no honorarium is offered.

**Meet the Author Events**

The JBC *Meet the Author* events are held each evening and two afternoons during the JBC Network conference, and offer authors a platform to present their book and their speaking style to representatives gathered from around the country. This is the place to meet the group of programmers and booksellers who are the decision-makers for the major 2012-2013 Jewish book programs.

Each event is divided into two parts, the first formal, the second, informal. The first half provides an opportunity for each author to present a 2-minute talk. The second part is a catered reception (Jewish dietary laws observed) where authors mingle informally with the coordinators and their committee members.

- The JBC *Meet the Author* events will be held in New York City.
- Registration is being accepted for participation in one of the following time slots: **Sunday, June 3<sup>rd</sup>, Monday, June 4<sup>th</sup>, and Tuesday, June 5<sup>th</sup> from 4:30-8:30 pm and Tuesday from 1:00- 2:45 pm.**
- Each author attends only one of these events. An author may submit a preference for a specific day or time that will be considered in assigning dates.
- There is a special event for authors of **children's and young adult books on Monday, June 4<sup>th</sup>, from 1:00- 2:45 pm.**

## Eligibility

- Authors must have a book published between Sept. 2011 and Dec. 2012.
- Books must be published in English and distributed in the United States.
- Authors are eligible if the title has been re-released under a current copyright date (i.e., in paperback or as an updated version).
- Books should have Jewish content and/or a Jewish author
- Book topic should create a program of interest to a Jewish audience

## How to Apply

To participate in the JBC Network program and *Meet the Author* event, each author, either independently or through their publisher, must:

- submit a completed application online.
- submit 100 copies of their book by May 1, 2012 to a designated warehouse (address will be announced only after registration is confirmed).
- submit payment for the JBC Network program.
- cover the costs for attending the *Meet the Author* event in June 2012 (for authors attending the *Meet the Author* events only).
- attest that the author has read these guidelines and agrees to the process and obligations set forth, including touring without honorarium to JBC Network sites. A statement to this effect is included on the application, and the **author** must indicate his or her acceptance. *A submitting party other than the author MAY NOT sign on the author's behalf.* Registration is not complete without the participating author's signature
- submit a jpg of the author photo and of the book's cover to [author@jewishbooks.org](mailto:author@jewishbooks.org).
- provide a summary and bio (included as part of application).
- speak directly with a member of the JBC staff prior to the event in June to review information about the Meet the Author events and to assist in preparing the 2-minute talk.

In conjunction with attendance at a JBC *Meet the Author* event and to further promote each title, 100 review copies of the book (galley format is acceptable) must be sent to our distribution center (address to be announced) by **May 1, 2012**. These books will be sorted and shipped to the JBC Network sites to be used by the individual groups in making decisions on book ordering and author appearances. For questions about submitting electronic files, please see information in the FAQ section below.

Registration in the JBC Network program entitles the participating author to:

- participation in the *Meet the Author* event and the year-long JBC Network program.
- reception with the JBC Network coordinators following each *Meet the Author* event.
- distribution of the book to the JBC Network members located across the country.
- author & book description in the 2012 JBC Network *Authors on Tour* book.
- notation in the Fall issue of *Jewish Book World*, the quarterly magazine of the JBC, which will also appear on the Jewish Book Council website.
- online link to author's website from Jewish Book Council website (private to JBC Network members until September, will be public after September).
- personal coaching by the JBC staff for the *Meet the Author* 2-minute appearance.
- a complimentary one-year subscription to *Jewish Book World*.
- A 25% discount on all JBC advertising rates through June 30, 2012. This discount offer (discount code 'Network1213') cannot be combined with other offers. A media kit and information on advertising are available at <http://www.jewishbookcouncil.org/advertise/> or email [naomi@jewishbooks.org](mailto:naomi@jewishbooks.org).

Registration fees for the JBC Network program are as follows:

	General February 1-March 30, 2012	Late March 31-April 20, 2012
for an attending author	\$355	\$455
for a non-attending author	\$300	\$400
guest (per person)	\$95	\$95

## FAQs

### **1. How do I know if I am accepted to attend a JBC *Meet the Author* event?**

Once the registration is complete, you will receive an initial confirmation from the Jewish Book Council office. Your specific date assignment will be sent at the end of April and will include information about the exact location of the event and the address to send the 100 copies of the book.

### **2. What if an author is unable to attend one of the JBC *Meet the Author* events, but still wants to participate in the JBC Network program?**

For those authors who are unable to attend the event, there is the option of being included in the JBC Network *Authors on Tour* book and submitting 100 copies of the book for distribution among the JBC Network members. Authors who do not appear at the conference may receive fewer requests than authors who have spoken to the audience of JBC Network members. However, being included in the *Authors on Tour* book does give exposure, so the book can be considered for sale at the individual book festivals, and all authors are invited to submit a 2-minute video clip to be posted on our website. Videos will be available for viewing during the conference, but will not be shown during the *Meet the Author* events.

### **3. Where do I send the 100 copies of my book? When can those books be sent?**

The Jewish Book Council has made arrangements with a fulfillment house to receive and repackage your books for shipping to the JBC Network sites. The address of that fulfillment house will be sent in April. Books will need to be shipped during the last two weeks of April to arrive no later than May 1, 2012. DO NOT send the 100 copies to the Jewish Book Council office, as any books received will not reach the JBC Network members nor will they be returned to the sender.

### **4. Can I submit my 100 copies electronically?**

Jewish Book Council will permit review copies to be submitted electronically. HOWEVER, please be aware of the following stipulations:

- 1) Files must be accessible for all e-readers, including iPads, Kindles, and Nooks as well as viewable on a computer.
- 2) Files must be unlocked so that committee members at each JBC Network site can access them (committees at any of the 100 JBC Network sites can range from two people to 40).
- 3) Please note that while the JBC Network recipients of the files will receive notice that these files are not to be shared in any way, JBC cannot take responsibility for

electronic files remaining private. It is recommended that files contain watermarks on the pages.

4) The submission of electronic files is new to the JBC Network procedure, so it may prove more difficult for some JBC Network communities to review an e-book for consideration in their programs.

To submit a book electronically, please send an e-mail to [ebook@jewishbooks.org](mailto:ebook@jewishbooks.org) by **April 20, 2012** that answers the following questions:

- 1) In what format will the file be submitted?
- 2) Will it be submitted as an attachment or as a link?
- 3) Will the file be locked or protected in some way? If so, how?
- 4) What will the JBC Network members have to do to read the file?

**5. My book is only available as an e-book. Can I still participate as a JBC Network author?**

Absolutely, but please understand that not all JBC Network sites have the capability to sell e-books at an event, thus there may not be a book sale on site.

**6. Does the JBC Network accept self-published books?**

Authors with self-published books are welcome to participate in the JBC Network program, and have done so for many years. While not requirements for participation, self-published books that are available for purchase through a bookstore, that are returnable, and that can be purchased at a 20-40% discount for author events will greatly facilitate the request and purchase process for JBC Network sites.

**7. What if a title has more than one author?**

If a title has more than one author, each author must submit an application, but the registration fee is to be paid as one author with a guest. Each author will receive their own page in the *Authors on Tour* book. The presentation remains limited to 2 minutes for the title. Note: if the co-author is not going to participate in the JBC Network program, there is no need to register him/her.

**8. May an author bring a guest to a *Meet the Author* event?**

This is a professional conference and the only opportunity authors have to meet JBC Network members one-on-one. It is not recommended to bring family or friends to the *Meet the Author* event, as it will distract both the author and JBC Network members, although publicists or editors may enjoy the experience. Guests are permitted to accompany an author to the event for an additional \$95.00 per person. Guests will not be seated with the authors during the *Meet the Author* event, and the authors will be busy during the reception speaking with members of the JBC Network. Guests must be pre-paid, and may not be added after May 21, 2012.

**9. If I attend a JBC *Meet the Author* event, does that mean that I will be booked for speaking events?**

The Jewish Book Council does not assign authors to events. Attendance at the *Meet the Author* event does not guarantee speaking engagements at JBC Network sites. That decision is in the hands of the individual JBC Network community. The JBC Network

members each operate independently, making arrangements and selections for their own programs. Jewish Book Council is not part of that decision-making process; rather, it gives the author exposure and facilitates and coordinates the requests of its JBC Network members.

**10. What are the advantages of being on a JBC Network tour?**

With over 100 member sites, a JBC Network tour can bring your book into cities around North America. As publishers have known for years, the appearance of an author in a particular community boosts the sales of the book—even if only a few copies are sold at an event itself, online sales, e-book sales, and off-site sales figures are all affected.

In addition to the book sales that accompany each event, the JBC Network program affords authors additional exposure and publicity. Beyond making the JBC Network membership aware of new books, JBC Network books are publicized to Jewish Book Council’s print and online subscription lists, and on the JBC website. What’s more, any time an author is invited to speak at an event, that author receives publicity that may range from local radio or newspaper interviews or ads placed by the host site, the bulletins and brochures of the host site that are sent out to thousands of households, and social media campaigns designed to bring in an audience and raise the community’s awareness of your book. JBC Network routinely sites launch publicity campaigns that promote the authors and books involved in their programs to at least 10,000 readers, some reaching closer to 50,000.

**11. How do the JBC *Meet the Author* events work? Is it really possible to share anything about my book when I only have two minutes to speak at a *Meet the Author* event?**

Every year, disbelieving new authors ask us, “Really? Just two minutes?” But take it from us, it’s surprisingly effective (and yes, we do time you). Authors often end up enjoying it! Don’t just take our word for it; check out what past authors have had to say on our website at <http://www.jewishbookcouncil.org/tours/faq.html>.

Upon receipt of your completed application, accompanied by the registration fee, you will be contacted to set up a phone meeting between the author and a member of the Jewish Book Council staff to review details for the *Meet the Author* event and to rehearse your 2-minute presentation.

Registration for this program closes **March 30, 2012**. Registration received between March 31 and April 20 is subject to a late fee of \$100 per title. No registrations will be accepted after April 20, 2012.

There is a \$40 cancellation fee for JBC Network registration before May 1, 2012. There will be no refunds after May 1, 2012.

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**Welcome to the JBC Network**

The JBC Network is a program of the Jewish Book Council that brings authors together with Jewish book program coordinators. In the following pages, we go into more detail about what the JBC Network is, how it works, and what it means to be a part of it. We understand that there is a lot to read, but it is extremely important to go through it all before committing yourself to this year-long program.

At the end of the application, every author must sign off indicating that these pages have been read and the regulations accepted. Please keep this information in your files as you go through the JBC Network process.

## **Part I. The Basics**

JBC Network members invite authors of books of Jewish interest to their communities throughout the year. While the greatest concentration of events take place in the fall (late October through early December), many of our JBC Network members offer book programs on a twelve month schedule. The criteria for Jewish content may differ from one JBC Network site to another, but the majority of organizations are looking for books written by a Jewish author on any subject that may be relevant to a Jewish audience and/or a book written by a non-Jewish author with specific Jewish content.

**Network members do not offer an honorarium during the JBC Network year, which will end May, 2013.** They do cover all necessary domestic travel expenses, and every event, of course, features a book sale. Authors not based in North America must reach New York (or any city in the continental United States) independently. The hosting JBC Network members will cover transportation from that point.

### **How does the JBC Network process work?**

**Conference:** The annual conference, which includes the *Meet the Author* program, marks the start of the JBC Network's programming year. After the conference, JBC Network members have several weeks to review the list of participating authors before submitting their Author Requests for the upcoming season to the Jewish Book Council office.

**Scheduling:** Requests are received in mid-June, and the JBC staff crafts a first draft of the schedules for both the host sites and the authors. Tentative schedules are sent to the JBC Network members and authors for review in late June /early July. The proposed schedules are accepted or changes are made, and by the end of July, final schedules are forwarded to the author for written confirmation.

**Travel arrangements:** Once everything is confirmed by all parties, the official travel agent of the JBC Network begins to contact both the program coordinators and the authors to make the travel arrangements. Travel will be booked according to program dates, so while you may not hear from the agents immediately, you will be contacted no later than thirty days before an event. Authors do *not* make their own travel arrangements.

**Event dates:** Then, the *real* fun begins with Jewish book festivals and programs taking place all over North America, starting with a cluster from late October to early December and stretching out through the following May.

## **Part II. In the Beginning...**

### **More about the *Meet the Author* events**

As you read above, the *Meet the Author* events are held during the JBC Network conference. They are an entrance into the JBC Network tour, as they offer book program professionals the opportunity to meet this year's authors to assist in the selection process for their upcoming book festivals and programs.

**Author selection for the “Authors on Tour” season is based on a combination of the appeal of the book as a program for a particular community, the ability of the author as a presenter, and the scheduling and budgetary concerns of that community.** JBC Network members attending the *Meet the Author* events will be noting impressions of each author to share with their respective communities upon their return home to help formulate author selection for the upcoming season.

Participation in a *Meet the Author* event will enhance the possibilities of book ordering for book festival program regardless of whether an author is invited to present at a site or not.

### ***Authors on Tour Book***

All conference attendees will be given a book that includes a page with each author’s information, featuring a photo, dust jacket picture, short book summary, and brief bio. *It is highly recommended that this 200-word blurb be written with or by the author to target the Jewish audience.* The 75-word bio provides space to share additional accomplishments and accolades with the JBC Network membership. The blurb and bio are included as part of the application form. The author photo and cover art should be emailed to [author@jewishbooks.org](mailto:author@jewishbooks.org).

All authors are permitted to submit a 2- minute video clip, along with interviews, articles, and other material, that will be posted on the Jewish Book Council website, first on a private, password-protected page for members of the JBC Network and later on the public site. The video clip can serve to introduce non-attending authors to the JBC Network or to refresh the memories of the JBC Network members for those authors who did speak at a *Meet the Author* event. To submit a video or other material, please send the link(s) to [author@jewishbooks.org](mailto:author@jewishbooks.org).

Also, every author’s personal website or additional bio information (if provided by the author) will be posted on the JBC website in a password-protected area for JBC Network members, and on the main JBC website in early Fall.

### **Non-attending Authors**

As a registered author, you will receive all the benefits of participation listed on page two of this packet, though as mentioned, non-attending authors may receive fewer speaking requests. If you choose to submit a video for the JBC Network members to view on the website, there is no need to read from your book or to give a straight summary as the JBC Network members will refer to it to determine its relevance to their program needs. A JBC staff member will speak with you to help prepare your 2 minutes.

### **Role of the Jewish Book Council and the JBC Network Members**

The Jewish Book Council’s role is to provide the platform for the author presentations and to coordinate the scheduling of appearances. Once an author has been registered as part of the JBC Network program, it is up to the individual JBC Network coordinators to contact the Jewish Book Council to request those speakers of interest to their respective communities. Jewish Book Council is not part of that decision-making process and is not involved in managing individual book programs.

## **Part III. What does it mean to be on tour with the JBC Network?**

### **Bookings**

The author agrees to accept the terms of the JBC Network: this is a book tour, and there is no honorarium when appearing at an event hosted by a JBC Network member. All related domestic travel expenses will be assumed by the host site. There will be a book sale at every event.

Should a community wish to host an author, the request will be submitted to the JBC, and JBC will be the contact. Once an invitation has been confirmed by both the author and the community by returning a signed form to the JBC office, the author will be put in direct contact with the JBC Network member(s).

It is **not** permitted to book an appearance in a host city *immediately prior* to a scheduled JBC Network event. The author and/or the publisher must inform the Jewish Book Council of any other author appearance dates that will be booked in the hosting city to minimize overexposure and maximize audience attendance and book sales. It is permitted to book an independent event in a JBC Network host city *after* the JBC Network event, but the cost of travel and hotel must be shared by the secondary host and the JBC Network member. The JBC Network member will not assume the total responsibility for expenses under these circumstances.

If you have any event booked within 50 miles of a JBC Network site in the month before or a week after a scheduled event, please be considerate and notify the JBC Network site, as it may affect their publicity and/or audience size.

As part of the JBC Network, all bookings within the Jewish community should be arranged in partnership with the Jewish Book Council. All non- JBC Network requests within the Jewish community must be checked with the JBC office to avoid calendar conflicts. Each author is urged to charge their own honorarium at all non-JBC Network sites.

Please note that if the author or publisher contacts a JBC Network community to encourage the author's participation there, you are calling outside of the purview of the JBC Network, and therefore it will be the *publisher's or author's responsibility to cover all travel and expenses*.

### **Expenses covered by JBC Network host**

All necessary travel expenses are paid by the host community. Covered expenses include meals, lodging, and transportation (and costs associated with travel, such as luggage fees) to the host city and within the community as it pertains to the host community's event. The JBC Network standard is an economy airline ticket, one hotel night, one checked bag and meals for the author; if, for any reason, special arrangements are required, the hosting site will need advance notice and will need to evaluate the request on a case-by-case basis to determine the feasibility of accommodating the request. The host site is not responsible for any room service charge outside of agreed upon meals. Charges not covered include alcohol, mini-bar, and entertainment purchases; laundry services; car rentals when transportation has been offered by the host; or meals exceeding the standard cost for an individual.

In many cases a host/hostess will entertain you for dinner, often volunteers or patrons from the community involved with your event. We advise the host community of *kashrut* or other dietary needs where applicable.

### **Transportation**

Transportation is arranged through the JBC Network. The dedicated travel agent will contact you no later than 30 days prior to the engagement. It is critical that you respond to the travel agent's e-mails/phone calls within a 24 hour time period to insure the best flights possibilities. Flight

reservations cannot be held beyond that time limit. If the author's failure to respond to the travel agent results in an increase in the flight cost, you may be held responsible for that increase or the host may opt to cancel the event.

The JBC Network standard is an economy ticket. Tickets are purchased on a non-refundable basis, and once purchased may not be changed. If it becomes necessary for an author to change a flight, any fees associated with that change are the sole responsibility of the author and/or publisher.

### **Cancellation Policy**

The cancellation policy of the JBC Network is as follows:

Any event scheduled through the JBC Network should only be cancelled in case of emergency. If it is necessary for an author to cancel an event, the author is responsible for notifying:

- the host community
- the JBC Network travel agent (if the agent was involved in the travel arrangements)
- the Jewish Book Council office

All airline tickets are purchased in the name of the author. They are owned by that individual and cannot be transferred under any circumstances. An author who cancels an event is obligated to work with the host site to reschedule that event some other time during the year. **If rescheduling is not possible, the author and/or the publisher MUST reimburse the host community for covering the cost of any unused portion of the ticket within 30 days of the cancellation.** The individual communities cannot assume this responsibility.

### **Program**

Every program is unique to its community. Once booked, the author should have a conversation with the host to discuss the style of the event. Generally, these programs are more in depth than book store readings, with minimal reading from the book and more about the story behind the book.

A book sale and signing always follows the program. Each community will order their own books, either through a local bookstore, the publisher, or a distributor.

### **And Finally**

BE ACCESSIBLE AND RESPONSIVE. The heaviest JBC Network scheduling takes place in June, July, and August. The Jewish Book Council staff will be in contact with the authors directly. It is very important that e-mails and phone calls are returned in a timely manner to facilitate event arrangements, including publicity schedules which, in turn, ensure a good turn-out for the events. Authors not responding to an invitation within 3 days risk forfeiting that invitation.

It is imperative to complete the author application form in full and accurately. The information provided on the application form will be used in the *Author on Tour* book, in scheduling, and in arranging programs throughout the year. The Jewish Book Council must be informed of your availability and black-out dates. An author's direct contact information must be provided for the Jewish Book Council staff.

**Registration for the JBC Network program and *Meet the Author* event acknowledges acceptance of all of the conditions herein and indicates agreement to take part in a JBC Network tour.**

To receive the application, email Miri Pomerantz Dauber at [author@jewishbooks.org](mailto:author@jewishbooks.org) with a short description of your book, the name of the publisher, and the publication date.

We look forward to assisting you in the promotion of your book. Thank you in advance for your cooperation!

Sincerely,

*Miri*

Miri Pomerantz Dauber  
Program Director

*Joyce*

Joyce Lit  
Program Associate

*Carolyn*

Carolyn Starman Hessel  
Director, Jewish Book Council

### **A note to the Author:**

Dear Author,

We are delighted that you are interested in participating in the Jewish Book Council's JBC Network 2012 Authors on Tour program! Each year the JBC Network members anxiously await the new authors with tales to tell, lessons to teach and knowledge that inspires. We are, after all, "People of the Book." Your book will be added to the long list of literary pieces that gives our audience the opportunity to see the world in a different way, illuminate a heart or bear witness to our history. You are the story teller, an integral part of our Jewish tradition.

We will be introducing you to the JBC Network, a vibrant organization of not-for-profit agencies who bring the beauty and power of the written word to their respective communities. Many organizations offer book programs throughout the year to enhance the quality of life in their communities.

We can only imagine the heart and soul you have put into your work. We want you to know that the synagogues, Jewish Community Centers, Hillels, Jewish libraries, Federations, Hadassah groups and schools that make up the JBC Network honor your work by presenting book programs featuring Jewish books. They are passionate about their mission and their responsibility to their communities. Above all, they are dedicated, caring professionals and lay leaders who look forward to working with as many authors as their respective budgets can allow.

The staff of the Jewish Book Council shares the JBC Network's passion for books and looks forward to helping both the authors and the JBC Network members have an exciting and rewarding book season!

*Yashar koach!*