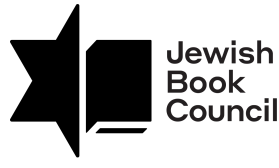


**JBC Network—Author Guidelines  
2022-2023**

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## JBC Network—Author Guidelines 2022-2023

### Summary of the JBC Network Program

The JBC Network program offers authors a unique platform to market and promote their books to a targeted Jewish audience. The program connects authors to JBC Network member organizations around North America that create Jewish literary programs in their community. Through this exposure, authors may attract invitations to visit the JBC Network member cities—physically or virtually. JBC Network member sites cover travel and lodging expenses and host a sale of the author’s book at the event in their community, but the author receives no honorarium for their appearance.

To be eligible for 2022 – 2023 JBC Network participation, the author must have a book published between June 2021 and December 2022 that creates a program of Jewish interest. The application process includes a participation/distribution fee and the submission of 110 non-returnable review copies of the author’s book that will be distributed to network sites (see note under book submission section) by April 15. An author may submit a shareable e-book in lieu of the hard copies, *but it is discouraged*—as book program coordinators tend to respond better to hard copies—and incurs an additional fee to the author’s enrollment. Copies of the book are distributed to JBC Network members and are used in the author selection process. Many communities also use the JBC Network books as a resource when buying for their book programs.

Participation in the Jewish Book Council's Network should be considered a marketing tool for your book. JBC's additional role is to provide a platform for the author's presentations and to coordinate the scheduling of appearances based upon the requests received from its Network membership. **Authors are not guaranteed engagements but are invited to present their book.**

**Conference:** The annual JBC Network Conference includes a series of virtual *Meet the Author* sessions consisting of two-minute pitches from authors designed to showcase their presentation style and represent their books. Authors are invited to speak at **one specific time slot** during the three-day virtual conference to pitch their book to an audience composed of Jewish program coordinators and their lay leadership committees. All participating authors receive personal coaching by a member of the Jewish Book Council staff (personal coaching details can be found below). The virtual conference, held May 24 – 26, 2022 (ET) marks the start of the JBC Network programming year for 2022-23.

While attendance at the Conference is not mandatory, JBC Network authors are strongly encouraged to take advantage of the opportunity to present their book in a two-minute pitch at the JBC Network Conference *Meet the Author* sessions. (Experience shows that authors who present at the JBC Network Conference have more success in receiving invitations to JBC Network events.) If you are unable to participate in the conference, you can submit a 2-minute video that will be shown to participants after the conference.



**Scheduling:** After the conference, JBC Network members meet with their committees where they have several weeks to review the list of participating authors before submitting their first round of author requests for the upcoming season to the Jewish Book Council office. Once requests are received, Jewish Book Council staff crafts schedules for both the host sites and the authors. Tentative schedules are sent to JBC Network members and authors for review *very 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. The number of event requests an author may receive *is impossible to predict*. Requests are not guaranteed with enrollment in the program.

**Event dates:** JBC Network events may be booked for as early as August and extend through June of the following year. A cluster of events happens October through December, during Jewish Book Month, when many communities have an annual book fair. New event requests are made throughout the year.

Have questions about becoming a JBC Network author? Take a look at our FAQ section or email Suzanne Swift at [suzanne@jewishbooks.org](mailto:suzanne@jewishbooks.org). Please note that more detailed information about author participation is provided during the registration process. All cancellations will be charged a transaction fee and 50% of the total payment. (Note: There will be no refunds after April 30.)



## **2022–2023 Author Guidelines**

*Please read the entire document before submitting a registration!*

The following information should be read thoroughly before beginning author registration. If someone other than the author completes this registration, **the author must be aware of and agree to all conditions of author participation.** The registration form must be signed by the author or by a designated representative on their behalf. Email [suzanne@jewishbooks.org](mailto:suzanne@jewishbooks.org) with any questions or concerns.

### **Author Eligibility**

- Authors must have a book/e-book published between June 2021 and December 2022. Re-releases (i.e., paperbacks, updated editions) with a new copyright within this time frame are eligible. Audiobooks are also eligible.
- Books must be written by Jewish author or contain Jewish content.
- Books must be published in English and distributed in the United States.
- Translations into English are accepted.
- Books must have a Jewish author and/or Jewish content.
- Book topics should create a program of interest to a Jewish audience.
- If offered events, authors must commit to presenting at least **three events** for no honorarium. If an author is unwilling or unable to commit to this, then they need to register as a non-touring author.

### **Benefits of Participating in the JBC Network**

- Platform targeting representatives from over 120 Jewish community programs from across North America and Jewish Book Council’s own direct readership of over half a million readers annually.<sup>1</sup>
- Eligibility for selection by the JBC Network members for their upcoming physical and virtual book events. All scheduling and arrangements will be coordinated by Jewish Book Council. *Event requests are not guaranteed.*
- Opportunity to present a two-minute pitch at the *Meet the Author* event at the annual virtual JBC Network Conference. Authors attending the conference will also be invited to attend one virtual technical rehearsal in advance of the conference.
- Private coaching with the JBC Network staff prior to the *Meet the Author* event. (See Personal Coaching guidelines below.)

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<sup>1</sup> All publications on [www.jewishbookcouncil.org](http://www.jewishbookcouncil.org) are managed and curated by the Jewish Book Council editors and web team, *distinct* from the JBC Network program. Enrollment in the JBC Network does not guarantee a full-length review, feature in the Jewish Book Council’s weekly email newsletter, or inclusion in the Jewish Book Council’s online content



- Author bio and book description in *Authors on Tour* book, printed and distributed to all JBC Network members, and on the Jewish Book Council website in September.
- Distribution of review copies of the author's book to JBC Network members across North America.
- Spotlight section - We will be shining a spotlight, through our weekly email of over 25k opt-in subscribers, from October-June to each of our touring authors to give a little extra promotion and boost to each one throughout the year.
- Eligibility for JBC Read On, JBC's speakers' bureau for those authors who have previously participated with JBC Network or those approved by the JBC Director. This is, with approved exceptions, for back-list titles, and the opportunity begins after a year of participation on the JBC Network while the book is on the frontlist.

### **JBC Personal Coaching Guidelines**

JBC Network offers authors two sessions with a JBC staff member to guide authors through the network process while giving them the opportunity to receive feedback on how an author presents their book to a broad audience.

- Each author is eligible to have up to two 25-minute personal coaching session
- Author must have a confirmed appointment no later than May 1. After that date, the sessions will occur only if time slots are available.
- Additional sessions are available for a fee of \$50/25 minutes if time is available.
- Sessions are targeted to each author's particular needs in order to:
  - Find the story in your book that will draw in listeners
  - Shape the way your book is presented to an audience
  - Orient your book presentation to JBC Network audiences
  - Refine your presentation to a two-minute pitch for the JBC Network conference
  - Polish and tighten an existing pitch to maximize the allotted two minutes.

### **JBC Event Policies**

An author's success through the JBC Network is impossible to predict, but the Jewish Book Council believes in giving every author who meets the eligibility requirements the opportunity to present his or her work. Some authors receive many requests; some do not receive any. Sites have the ability to request either in-person events or virtual events. **Requests are not guaranteed** with enrollment in the program, but the benefits of JBC Network **extend beyond booking events**: in addition to receiving exposure among Jewish Book Council's wider print and online readership, all listed JBC Network titles are considered by many JBC Network sites when selecting books for book fairs and libraries across North America.



**Events booked through JBC Network have these basic stipulations:**

- The author agrees to present for **no** honorarium.
- If offered events, an author must accept a **minimum of three** JBC events for no honorarium during the season.
- Due to the great success of virtual events, sites may continue to invite authors to present virtually, even when travel is deemed safe. Physical travel will be a discussion between the author and the site. If physical travel is agreed upon, the host site is responsible for covering the author's travel, lodging, meals, and any other pre-approved expenses.
- The host site holds a book sale in conjunction with the author's visit.
- The JBC does not guarantee the size of the audience or the number of books sold.

In order for JBC Network policies to apply, authors/publishers must book their events through the Jewish Book Council. JBC Network sites wishing to host an author for an event need to submit requests through the Jewish Book Council. Once an invitation has been confirmed by both author and community, the host community arranges all event details directly with the author and the JBC-approved travel agency (if in-person event).

To maximize attendance and book sales at JBC Network events, the Jewish Book Council requires that authors book any additional appearances in their JBC Network host city **after** the JBC Network event.

- The author and/or publisher **must** inform the Jewish Book Council of any other author appearances in the hosting city to minimize overexposure, and, if in-person, coordinate shared travel expenses among **all sites**.
- Travel expenses must be shared among all organizations involved in one trip, **regardless** of whether or not they are JBC Network member sites.
- **Authors are responsible for non-JBC site's portion** and can be reimbursed from non-participating sites, unless prior arrangements have been made.

*As a courtesy, for in-person events, if an author has an event booked within 50 miles of a JBC Network in the month before or a week after a scheduled event, he or she must notify the JBC Network site immediately and the Jewish Book Council staff, as it may affect the JBC Network event's publicity and/or audience size. For virtual events, additional virtual events hosted in the same city or local community will also have an impact on attendance, so we ask that the same courtesy be applied.*

Open communication prevents surprise costs and last-minute cancelations.



## Travel Details (When Travel is Possible)

- The hosting site provides or pays for the following travel expenses and arrangements:
  - Ground transportation in the author's home city to and from airport
  - Airfare (**Economy**, direct flights **when possible**)
  - One checked bag
  - Ground transportation in the host city
  - Meals (for the author only) in the host community and during travel (receipts must be submitted).
  - One night in a first-class hotel<sup>2</sup>
  - If driving your own car to the event (with prior arrangements) gas mileage reimbursement is \$0.58/per mile unless changed by IRS.
  
- The host site is **NOT** responsible for:
  - Room service charges outside of agreed-upon meals
  - Alcohol, mini-bar, or entertainment purchases
  - Laundry services
  - Car rentals when transportation has been offered by the host
  - Meals exceeding the standard cost for an individual (up to a maximum of \$85 per diem)
  - Spouse or partner that may be traveling with an author.
- **The author must give advance notice of special needs** (including dietary and travel restrictions or requirements, etc.) **on the application.**
- The author may choose whether or not to attend any events in the host community outside of the agreed-upon book program; this should be discussed in advance with the site coordinator.
- Air transportation **must** be arranged through JBC's approved travel agent, who will contact the author no later than 30 days prior to the engagement. It is critical that the author/publisher respond to the travel agent's e-mails and phone calls within **24 hours** to ensure the best flights. **Failure to do so may result in the cancellation of an event.** Car and train transportation will be arranged by the site directly.
- Airline tickets are purchased on a non-refundable basis, and once purchased may not

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<sup>2</sup> Host site must cover two nights' hotel stay if travel arrangements necessitate an extended stay.





- be changed without penalty. If it becomes necessary for an author to change a flight, ***change fees are the sole responsibility of the publisher and/or author.***
- **Receipts must be submitted for reimbursements within 30 days of each site's event, if not reimbursed at time of the event.**

### **Cancellation and Change Policy**

Cancellation or changes of JBC Network events should be avoided when possible. If cancellation or change becomes necessary, the author **must** notify the host community, the JBC Network travel agent, and Jewish Book Council staff immediately.

- All airline tickets are purchased in the name of the author and are nonrefundable. They are owned by that individual and cannot be transferred. An author who cancels an event (even due to health reasons) is obligated to work with the host site to reschedule, at the discretion of the host site.<sup>3</sup>
- If the author is unwilling to reschedule or cancels the physical program **not** due to government-mandated travel restrictions, the author and/or publisher will be responsible for reimbursing the host community for the cost of any unused portion of the ticket within 30 days of the cancellation. If the author and the site agree on a virtual event instead, then the author is not responsible for the ticket; however, both site and author have to agree that the virtual event will replace the previously scheduled physical event.
- If the cancellation is within 30 days of the event (not due to documented health reasons or family emergencies), an author, in addition to the plane ticket, may be responsible to reimburse the network site up to \$300 to defray costs of any nonrefundable expenses associated with the event. Virtual events will also be subject to this same fee, assuming marketing and other nonrefundable expenses have been incurred.

If, for any reason, *the host site* cancels the event:

- It is the **site's responsibility to notify all involved**: the author, the Jewish Book Council, and the travel agent.
- The host site may attempt to reschedule with the author, at the author's discretion.
- If an airline ticket has already been purchased, the host site must pay for it, or for the change fee in the event of a rescheduled ticket.

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<sup>3</sup>COVID-19: If there are government-mandated travel restrictions after a ticket has been purchased (both author and site must agree to physical travel at the time of purchase), we ask that the site and author reschedule the program virtually or physically for a later date, in which case the author would not be responsible for the ticket. If the author is unwilling to reschedule the program (virtually or physically), the author is responsible for the airline ticket.



## **Additional Information**

**Book Submission:** Books may be submitted in **one** of the following formats. Directions for submission will be found upon completion of registration for distribution to our network sites:

- 110 non-returnable review copies either hardback or paperback books
- 110 Advance Reading Copies (ARC), galley or uncorrected proofs
- 110 bound copies of cover, title page, table of contents and 3-5 chapters of the book.
- E-books submission (PDF) for an additional \$200 + 5 physical copies. (Additional physical book maybe requested by a site if an event is booked it their community)

**Book Sales:** Jewish Book Council requires that all books are:

- available for purchase through a bookstore or the publisher unless prior arrangements have been made at the time of the event's booking
- fully returnable
- sold at a 20-40% discount to JBC Network host sites

**Self-Published Books:** Authors of self-published books are welcome to participate in the JBC Network program, and have done so for many years. See above for book sale requirements.

**E-Books:** Authors of e-books are encouraged to participate in the JBC Network, but please note that a **\$200** fee applies for all e-book submissions, plus five (5) additional physical copies sent to the JBC offices. Not all JBC Network sites are able to sell e-books: **an onsite e-book sale is not guaranteed.** (*Additional physical book maybe requested by a site if an event is booked it their community*)

*Printed review copy or ARC (advanced reading copies) submissions are strongly encouraged, as hard copies reliably receive better responses from JBC Network member sites.*

**Co-Authored Books:** If a title has more than one author who wants to participate in JBC Network, *each* author must submit a separate registration. See the online registration page for more information about co-author registration.

Each author/co-author has a page in the *Authors on Tour* book and on the JBC website, but the title receives only **one** two-minute presentation slot at the JBC Network Conference, regardless of the number of authors. If a co-author chooses not to participate in the JBC Network program, there is no need to register the second author.

**Registration:** **No** changes or edits will be made upon completion/submission of registration. If the summary or bio word count exceeds JBC's requirements, JBC reserves the right to edit blurbs at its own discretion. The author's **direct** contact information is required without exception.



Registration should be completed in its entirety, with the most accurate information available. Information on this form will be used to prepare the *Authors on Tour* book, as well as for scheduling and travel arrangements. Host sites often base their invitations on what they can afford and what fits their schedules; the more accurate the author's information, the better.

Books or authors deemed ineligible for the program according to the conditions and requirements for enrollment in the 2022 – 2023 JBC Network guidelines for participation will not be admitted to the program, regardless of the status of the author's application. If payment and/or books for the author's registration have been submitted, standard cancellation policies will apply. Author/publisher will be responsible for all arrangements and fees to return books. **No exceptions.**

## **Conclusion**

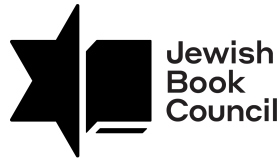
The author **must** be responsive to emails from the Jewish Book Council and host sites. Most scheduling for the fall season takes place July-August, but continues throughout the season; timely responses facilitate event and travel arrangements. Authors who do not respond to an invitation within two days risk forfeiting that invitation. **JBC offers no guarantee that an author will be selected to tour for the season.**

Registration for the JBC Network program acknowledges acceptance by the author of all of the conditions herein:

*A JBC participating author shall not commit any act that indicates dishonesty or moral turpitude or that otherwise could materially injure the JBC's reputation.*

*By registering in this program, I, and all registrants, shall indemnify and hold harmless JBC Network, a program of the Jewish Book Council, Inc., from any claim, demand, loss, liability, damage or expense arising in any way from my performance of services. I hereby agree to release the Jewish Book Council, Inc., its JBC Network program and its Board of Directors from any claims for injury or damages resulting from my participation in the JBC Network.*

*Jewish Book Council reserves the right to edit or revise any and all content submitted for publication on its website or in print materials distributed by the organization.*



## **JBC Network Calendar for Authors**

**January-March:** Author completes online registration and payment; Jewish Book Council confirms registration via email. A member of the JBC Network staff coaches each author individually on his or her upcoming presentation at the JBC Network Conference. Authors may register past the March deadline but late fees will apply.

Jewish Book Council staff creates a book page for each author on the Jewish Book Council website. The page will include a link to the author's website. ***(It is the recommendation of the JBC that all authors include updated reviews, YouTube links, and travel calendars on their personal website.)*** These pages are available only to member organizations through August; the pages are made visible to the public after initial tour scheduling for the year is complete.

**April 15:** Author or publisher supplies **110 non-returnable review copies** (to be distributed to JBC Network member sites) to fulfillment house specified by Jewish Book Council. Specific instructions, including mailing address, will be provided by Jewish Book Council upon completed registration.

At the **beginning of May**, you will receive your pitch time and date. This will be **one** specific time slot on **one specific day of the conference** (***authors are not invited to attend the entire conference***).

**May 24-26:** The JBC Network Conference will be held virtually (ET) this season. While attendance at the Conference is not mandatory, JBC Network authors are strongly encouraged to take advantage of the opportunity to present their book in a two-minute pitch at the JBC Network Conference *Meet the Author* sessions. (Experience shows that authors who present at the JBC Network Conference have more success in receiving invitations to JBC Network events.) If you are unable to participate in the conference, you can submit a 2-minute video that will be shown to participants after the conference.

After the Conference, member organizations request author appearances via the JBC Network. An invitation directly from the host site, rather than through the Jewish Book Council, is not considered a JBC Network event; standard regulations do not apply. To avoid this, **the author should refer any direct invitations from a Network site to the Jewish Book Council.**

**July-August:** Authors are notified of their proposed schedule and approve it in writing upon receipt. New requests are received all season long.

**August 2022- June 2023:** JBC Network travel agents make travel arrangements, confirming all information with authors and host sites before booking. Authors attend their scheduled events and are notified of any additional event requests made throughout the year.



## How to Apply

**Please review registration carefully. Once an application is completed and submitted, no edits will be allowed, as this information goes directly into our *Author on Tour* book.**

### **Publishers and/or authors must submit:**

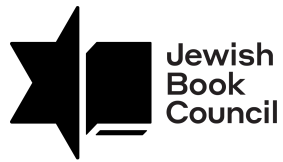
- An online registration form, which includes book information, book description, author bio, high-resolution book cover image and author photo (with photo credit), travel availability, and other pertinent information.
- **110 non-refundable review copies<sup>4</sup> by April 15, 2022**, to a designated warehouse. The address will be provided upon registration; please **do not, under any circumstances, send books directly to the Jewish Book Council offices**. If books are sent to the Jewish Book Council's office, the author is responsible for arranging that the books are redirected to the designated warehouse as well as costs associated with the arrangement. E-books, while permissible, are NOT recommended, as they tend to elicit poor responses from JBC Network book program coordinators; please note that a **\$200** fee applies to all e-book submissions, plus 5 final print copies, sent to the JBC offices. (If you are selected, you may be asked to send an additional book to that site to share with their committee and marketing team.)
- JBC Network author fee, to be paid by credit card or check. The cost of participation is as follows<sup>5</sup>:
  - Author attending JBC Network Conference/*Meet the Author*: **\$460**
  - Second/additional Co-Author: **\$255**
  - E-book submission fee (plus 5 physical copies): **\$200**
  - Guest at a JBC Network Conference Session<sup>6</sup>: **\$150**
  - Registration and payment must be completed by **March 4, 2022**. After this date, a **\$100** late fee applies per person.
  - **Cancellation fee:** transaction fee and 50% of the registration fee. Cancellations filed after April 30 will not be reimbursed.

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<sup>4</sup> ARCs, galleys, and bound manuscripts are accepted.

<sup>5</sup> Additional \$100 per author after March 4; additional \$150 per author after April 15; additional \$200 per author signing up post-conference. Information on authors registered after May 1 will not appear in JBC Network *Authors on Tour* book but will be printed as an insert, if possible.

<sup>6</sup> Space is limited and is subject to availability. Guests may only join for the session in which the author is speaking (in the audience), and authors may register only one guest. Please note that guests will not receive either the physical or digital copy of the JBC Network book.



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***The Jewish Book Council thanks you in advance for your cooperation!***